PERIODICALS, JOURNALS & SOUVENIRS

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Navajivan – M.K. Gandhi
Harijan – M.K. Gandhi
Young India – M.K. Gandhi
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Mathrubhumi Illustrated Weekly
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K.U.W.J. Pathrapravarthakan

Outlook Weekly
The Economic Time (Mumbai)
Many Voice: One World (UNESCO), 1990
Ormapusthakam – Calicut Press Club, 2006
Sakshyam, Mathrubhumi Journalist Union, Souvenir, 1999

Chilla Magazine, Calicut
Petal – Annual of Ernakulam Press Club, 2006-07
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Manikyam – Ernakulam Press Club, Ruby Jubilee Smaranika, 2008-09
Mathrubhumi – Mahatma Gandhi Supplement, 1998
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The Hindu (National Daily in English)
The Times of India Daily, Mumbai
Mathrubhumi Daily
Malayala Manorama Daily
People Review Daily, dated 2009 Aug 13, Thursday (Published from Calicut)
# APPENDICES

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APPENDIX – I

STRUCTURE OF A NEWSPAPER

Newspaper Ethics

Consider newspaper as a square. There are four equally important ingredients to constitute this square:

(i) Newspaper ethics
(ii) Editor
(iii) Press freedom
(iv) Newspaper Owner
APPENDIX –II
Interview Schedule
(For common Readers)

1. Name : 
2. Age : 
3. Living in the city/Village : 
4. Are you a common reader of newspaper? : Yes/No 
5. Educational Qualifications: 
6. Profession : 
7. Which is the newspaper you subscribe regularly? 

**Questionnaire**
(Use ✓ mark in the proper place)

1. Do you get news and information from newspapers earlier than other media?
   - Yes ✓ No □ ignorant □ not responding
2. Do you consider the newspapers are sensationalizing news items?
   - Yes ✓ No □ ignorant □ not responding
3. Do you like the sensationalized approach?
   - Yes ✓ No □ ignorant □ not responding
4. Do you consider the social developmental approach of the newspaper is relevant?
   - Yes ✓ No □ ignorant □ not responding
5. Do you expect qualitative change in our journalistic field and in the newspapers?
   - Yes ✓ No □ ignorant □ not responding
6. Do you consider newspaper as a commercialized product?
   □ Yes □ No □ ignorant □ not responding

7. Is credibility of newspapers increasing or decreasing?
   □ Yes □ No □ ignorant □ not responding

8. Do you think, the newspapers ignoring some fields of life?
   □ Yes □ No □ ignorant □ not responding

9. Do you think there are ‘hidden agendas’ behind newspapers?
   □ Yes □ No □ ignorant □ not responding

10. Are you interested in value based journalism?
    □ Yes □ No □ ignorant □ not responding

11. Do you agree that newspaper is a social crusader?
    □ Yes □ No □ ignorant □ not responding

12. Do you think that advertisement is an inevitable part of newspapers?
    □ Yes □ No □ ignorant □ not responding

13. Are you like advertisements?
    □ Yes □ No □ ignorant □ not responding

13. Is classified advertisements useful?
    □ Yes □ No □ ignorant □ not responding

15. Do you think that the newspapers are deviating from journalistic ethics and principles?
    □ Yes □ No □ ignorant □ not responding

16. Whether the newspapers are giving over importance to politics?
    □ Yes □ No □ ignorant □ not responding

17. Is it desirable to give over importance to politics?
    □ Yes □ No □ ignorant □ not responding
20. Do you interested to read superficial statements of politicians?

21. Kindly state the area of interest of your regular newspaper reading

22. What is your concept about an ideal newspaper?

23. What is your opinion about the papers of political parties?

24. Which are the papers, you read regularly?

25. Are you a reader of English newspapers circulated in the state?

26. Whether you like factual or sensational reporting?

27. In your opinion which newspaper is factual/which is sensational?

28. Do you read commercial news items in the newspapers?

29. Do the dailies ignore villages?
   - Yes
   - No
   - ignorable
   - not responding

30. Do you think that there are false news items appeared in the papers occasionally?
   - Yes
   - No
   - ignorable
   - not responding

31. What is your opinion about localizing news items?

32. Does the papers give ample space to local news?

33. How much time do you read in an ordinary day?

34. Do you read the editorial?

35. It is accused that some journalists are accepting gifts or money for publishing news. What is your opinion about this bad tendency?

36. Some newspapers gave gifts, insurance schemes, profit cards etc to readers. What is your opinion about this?
   - Necessary
   - Not necessary
   - not responding
   - Ignorable

37. Some arguing that newspaper is a consumer product. If not why?
APPENDIX – III
Interview Guide
(For Media Persons)

1. Name : 
2. Age : 
3. Living in the City/Village? 
4. Educational Qualifications : 
5. Professional Qualifications : 

Questionnaire

1. Do you consider the newspapers are sensationalizing/trivializing news items?
2. Do you like such an approach? If not why?
3. Whether newspaper is a social product or a commercial product?
4. How can we change the newspapers qualitatively?
5. Does credibility of the newspapers increasing or decreasing?
6. Do the media owners pressurise you to give news items with their vested interests or hidden agendas?
7. Is there any pressure from the advertisement section on the editorial wing for giving or not giving news?
8. How can we avoid the prevailing advt-culture in our newspapers?
9. How can we follow journalistic principles and ethics in the present commercialized situation?
10. Does the management of newspapers impose their will on publishing news items sensationally?
11. Does the professional approach is better than service-oriented journalism?
12. Are you interested in value based journalism?
13. Do you think that the newspapers ignoring some fields of life?
14. What is your opinion about Neo journalism and alternative journalism?
15. Is it good to give importance to entertainment angle of newspaper than the informative angle?

16. Whether the newspapers are giving over importance to politics?
   If yes, is it desirable?

17. What is your concept about an ideal newspaper?

18. What is your opinion about the papers of political parties?

19. What is your opinion about localising news items?

20. It is pointed out that our media prevails a distorted type of value consciousness in the society. What is your opinion?

21. What is your opinion about Gandhiji’s journalistic experiments?

22. Is that approach relevant today?

23. The ownership pattern of media organizations has been criticised right from the first Press Commission as a major obstacle to the freedom of the press. Is there any alternative?

24. Do the marginalized sections of the Indian society like dalits, minorities and women find objective coverage in our media?

25. Do you think our reporting is objective enough?

26. Newspapers are now wooing readers with incentives, prizes and insurance schemes. Any comments?

27. Now media depend on advertisements for survival. Do you feel that those who give the big advertisements ultimately govern the media too?

28. Are you happy with the ‘language’ used in or newspapers?

29. Will it be a healthy move if the foreign media is allowed to open establishments in India?

30. Any suggestion for changing and improving the present coverage of important events in all spheres of life?
Gandhi’s Talisman

“I will give you a talisman. Whenever you are in doubt, or when the self becomes too much with you, try the following expedient:

Recall the face of the poorest and the most helpless man whom you may have seen and ask yourself, if the step you contemplate is going to be of any use to him. Will he be able to gain anything by it? Will it restore him to a control over his own life and destiny? In other words will it lead to swaraj or self rule for the hungry and also spiritually starved millions of your countrymen? Then you will find your doubts and your self melting away.”

- Mahatma Gandhi
I want world sympathy in this struggle.
Right against might.
Sardar Vallabhbhai.
5.4.30.

Gandhiji's Handwriting
SOUVENIR
OF THE
PASSIVE RESISTANCE
MOVEMENT
IN
SOUTH AFRICA.
1912—1914.

Indian Opinion (Cover Page)
YOUNG INDIA.

Pragjee Soorjee & Co.

DEALERS IN
ANILINE AND ALIZABINE DYES
SULPHUR COLOURS
DIRECT COLOURS
BASIC COLOURS

PRAGJEE SOORJEE & CO
BOMBAY

Young India
HARIJAN
APPENDIX - VI

ORGANISATIONAL SET UP OF A NEWSPAPER INSTITUTION

Publisher

General Manager

Business Department

Mechanical Department

Business Manager

Office Manager

Circulation Manager

Composing room Foreman

Advertising Manager

Office Manager

Route men Carriers/ Mailing Staff

Plate making Foreman

Salesmen/ Promoters

Composing room Foreman

Clerks Book keepers Stenographers

Paste up photo composition

Press room Foreman

Salesmen/ Promoters

Pressman

Editorial Department

Editor

Managing or News Editor

Make-up Editor

Sports editor and staff

Family living editor and staff

Telegraph or Wire editor and staff

State editor and staff

Editorial writers, columnists

Departmental editors

Chief photographer and staff
APPENDIX - VII

JOURNALISM - THE PROFESSION
ORGANISATIONAL STRUCTURE

Chief Editor

Executive Editor

Editor

Joint Editor

News Editor

Chief Sub Editor

Sub Editor

Sub Editor

Sports Editor

Sub Editor

Chief Reporter

Reporters

Press Photographers

Trainee Sub Editor

Trainee Sub Editor

Trainee Sub Editor

Trainee Reporters

Trainee Reporters

Trainee Reporters

## GLOBAL TRENDS IN PRESS FREEDOM

<table>
<thead>
<tr>
<th>Year under review</th>
<th>1995</th>
<th>2000</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free</td>
<td>64</td>
<td>72</td>
<td>73</td>
</tr>
<tr>
<td>Partially free</td>
<td>63</td>
<td>53</td>
<td>54</td>
</tr>
<tr>
<td>Not free</td>
<td>60</td>
<td>62</td>
<td>67</td>
</tr>
<tr>
<td>Total</td>
<td>187</td>
<td>187</td>
<td>194</td>
</tr>
</tbody>
</table>
APPENDIX – IX

THE COMMUNICATION PROCESS

S → M → C → R

F

N

S – Sender, M – Message,
C – Channel, R – Receiver
F – Feedback, N – Noise

Professor HAROLD. D. LASWELL puts the following questions to explain the process and its ingredients.

“Who says what in which channel to whom with what effect?”

Who - Sender
What - The message
Which channel - Medium
To whom - Receiver
Effect - Feed back & Noise

Among the six ingredients receiver is the most important one. Every other ingredient should be suitable and acceptable to the Receiver. However the sender also holds a very important position. He is giving the message. His message is transmitted through the channel. His message is accepted by a large number of people.

In mass communication the feedback is indirect, delayed and ineffective. So mass communication is actually one-way communication. Hence the receivers are made passive and inactive.
It is the first printing press in Kerala established in Kottayam by English missionary, Benjamin Bailey. It was to print the translated Bible in Malayalam. On 18th Oct. 1820 he started printing in Malayalam. This first press is now kept in the C.M.S. Press Kottayam.
Jnana Nikhshepam is the first Malayalam journal published by Benjamim Bailey from Kottayam in 1848. It still continues as a monthly.
APPENDIX - XII

GANDHIJI'S PHILOSOPHY OF SATYAGRAHA
APPENDIX – XIII

News paper Reading – Some notable information

- Internet affects television viewing adversely than newspaper reading. 78% of Internet users avoid television viewing. Only 12% put an end to newspaper reading.

- In many countries senior citizens and young people reading newspapers curiously for getting news. In Australia 86% of the young people between the age of 14-24 read newspapers. In Japan 88.4% of people between the age of 20-29 read newspapers daily. In Austria 72% of people between the age group of 14-19 read newspapers regularly.

- Studies shows that Norwegians and Japanese people got first place in subscribing newspapers in the world. Among 1,000 people the subscribers number is giving respectively:

<table>
<thead>
<tr>
<th>Country</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>583</td>
</tr>
<tr>
<td>Japan</td>
<td>574</td>
</tr>
<tr>
<td>Finland</td>
<td>452</td>
</tr>
<tr>
<td>Sweden</td>
<td>420</td>
</tr>
<tr>
<td>Switzerland</td>
<td>376</td>
</tr>
</tbody>
</table>

In this statistics 23 countries are far below. It shows as:

<table>
<thead>
<tr>
<th>Country</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Srilanka</td>
<td>29</td>
</tr>
<tr>
<td>Ukraine</td>
<td>84</td>
</tr>
<tr>
<td>Lebanon</td>
<td>72</td>
</tr>
<tr>
<td>Cyprus</td>
<td>69</td>
</tr>
<tr>
<td>Greece, Turkey</td>
<td>(64 each)</td>
</tr>
<tr>
<td>Philippines</td>
<td>63</td>
</tr>
<tr>
<td>Argentina</td>
<td>56</td>
</tr>
<tr>
<td>Brazil</td>
<td>46</td>
</tr>
<tr>
<td>China</td>
<td>40</td>
</tr>
<tr>
<td>Poland</td>
<td>37</td>
</tr>
<tr>
<td>South Africa</td>
<td>29</td>
</tr>
<tr>
<td>Columbia</td>
<td>26</td>
</tr>
<tr>
<td>Indonesia</td>
<td>23</td>
</tr>
<tr>
<td>Magnolias</td>
<td>17</td>
</tr>
<tr>
<td>Azerbygan</td>
<td>10</td>
</tr>
<tr>
<td>Kurdistan</td>
<td>9</td>
</tr>
<tr>
<td>Kenya</td>
<td>8</td>
</tr>
<tr>
<td>Peru</td>
<td>4</td>
</tr>
<tr>
<td>Cameroon</td>
<td>05</td>
</tr>
</tbody>
</table>

Source: ‘Van’ Survey with the help of ‘Forester Researcher,’ 2008 November 26
APPENDIX – XIV

CIRCULATION FIGURES OF KERALITE NEWSPAPERS
(2008 January – June)

<table>
<thead>
<tr>
<th>Name of Newspaper</th>
<th>Kerala</th>
<th>Kochi</th>
<th>Ramamangalam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malayala Manorama</td>
<td>16,14,173</td>
<td>1,29,103</td>
<td>1,286</td>
</tr>
<tr>
<td>The Mathrubhumi</td>
<td>11,34,161</td>
<td>55,671</td>
<td>939</td>
</tr>
<tr>
<td>Kerala Kaumudi</td>
<td>93,589</td>
<td>3,761</td>
<td>34</td>
</tr>
<tr>
<td>Deshabhimani</td>
<td>3,25,855</td>
<td>8,167</td>
<td>143</td>
</tr>
<tr>
<td>Madhyamam</td>
<td>45,451</td>
<td>2,843</td>
<td>–</td>
</tr>
<tr>
<td>Rashtra Deepika</td>
<td>52,214</td>
<td>4,359</td>
<td>71</td>
</tr>
</tbody>
</table>

Source: Audit Bureau of Circulation (ABC).

APPENDIX – XV

READERSHIP OF MAJOR DAILIES IN KERALA

<table>
<thead>
<tr>
<th>Name of the Paper</th>
<th>Readership</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In the year 1997</td>
</tr>
<tr>
<td>Malayala Manorama</td>
<td>83,66,000</td>
</tr>
<tr>
<td>The Mathrubhumi</td>
<td>66,07,000</td>
</tr>
<tr>
<td>Kerala Kourumi</td>
<td>16,28,000</td>
</tr>
<tr>
<td>Deshabhimani</td>
<td>20,84,000</td>
</tr>
</tbody>
</table>

The increase in circulation and readership of these dailies in a decade is notable.
APPENDIX – XVI

Chart showing Circulation of Major Malayalam Dailies
## GLOSSARY

<table>
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<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>ABC</td>
<td>Audit Bureau of Circulations; source of authoritative figures for newspaper’s net sale on specified periods.</td>
</tr>
<tr>
<td>Ad</td>
<td>Advertisement, classified or display</td>
</tr>
<tr>
<td>Bureau</td>
<td>Editorial office separate from main publishing building, mostly in another city or country.</td>
</tr>
<tr>
<td>By-line</td>
<td>Line of type indicating authorship</td>
</tr>
<tr>
<td>Circulation</td>
<td>Number of copies sold; not to be confused with readership which is usually about 5-8 times as high</td>
</tr>
<tr>
<td>Daily</td>
<td>Usually morning newspaper</td>
</tr>
<tr>
<td>Deadline</td>
<td>Time by which copy must be delivered to appear in a particular edition: varies from page to page for each edition and also according to whose deadline it is (On the same story there will be progressively different deadlines for copy to subs, copy to printer, set matter to page, and page to press)</td>
</tr>
<tr>
<td>Desk</td>
<td>sub-editors table</td>
</tr>
<tr>
<td>Display</td>
<td>(i) Headline and illustrations for feature                                                    (ii) display ads department.</td>
</tr>
<tr>
<td>Edit</td>
<td>Prepare copy for printer</td>
</tr>
<tr>
<td>Edition</td>
<td>One of several separate issues of newspaper on the same day</td>
</tr>
</tbody>
</table>
Editor - Chief journalistic executive of newspaper, responsible for all it contains, including advertisements.

Editorial – Leader, leading article: expression of the newspaper’s opinion.

Editorialise - Insert opinion in what is meant to be informative copy.

Exclusive - Newspaper word for material or information that no other newspaper has.

Fourth Estate – The public press; the three original Estates were the Lords Temporal, the Lord Spiritual and the Commons.

Freelance – Self–employed writer, artist, editor or advertising man.

PIB - Press Information Bureau

PR – Public or Press relations

Print - Total number of newspapers printed; or the positive picture taken from a photographic negative.

Readability – A story is said to be readable and have readability if it has a compelling narrative easy to grasp. Readability in typography means the erase with which the eye skims the type.

Story – Any news item, any editorial item in a newspaper other than letters and illustrations.

Yellow journalism – The motto is ‘never let the facts stand in the way of a good story’, it is sensational, exploiting chauvinism.
### ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>ABC</td>
<td>Audit Bureau of Circulations</td>
</tr>
<tr>
<td>AIR</td>
<td>All India Radio</td>
</tr>
<tr>
<td>AICC</td>
<td>All India Congress Committee</td>
</tr>
<tr>
<td>CBI</td>
<td>Central Bureau of Investigations</td>
</tr>
<tr>
<td>C.O.O</td>
<td>Chief Operating Officer</td>
</tr>
<tr>
<td>C.P.I</td>
<td>Communist Party of India</td>
</tr>
<tr>
<td>CPI (M)</td>
<td>Communist Part of India (Marxist)</td>
</tr>
<tr>
<td>CWMG</td>
<td>Collected Works of Mahatma Gandhi</td>
</tr>
<tr>
<td>D.T.P</td>
<td>Desk Top Publishing</td>
</tr>
<tr>
<td>I.S.R.O</td>
<td>Indian Space Research Organization</td>
</tr>
<tr>
<td>IFJ</td>
<td>International Federation of Journalists</td>
</tr>
<tr>
<td>KUWJ</td>
<td>Kerala Union of Working Journalists</td>
</tr>
<tr>
<td>KNEF</td>
<td>Kerala Newspaper Employees Federation</td>
</tr>
<tr>
<td>NRS</td>
<td>National Readership Survey</td>
</tr>
<tr>
<td>NRI</td>
<td>Non Resident Indian</td>
</tr>
<tr>
<td>PRB Act</td>
<td>Press Regulatory &amp; Books Act</td>
</tr>
<tr>
<td>PTI</td>
<td>Press Trust of India</td>
</tr>
<tr>
<td>PRD</td>
<td>Public Relations Department</td>
</tr>
<tr>
<td>T.V</td>
<td>Television</td>
</tr>
<tr>
<td>UNI</td>
<td>United News of India (News Agency)</td>
</tr>
<tr>
<td>VIP</td>
<td>Very Important Person</td>
</tr>
</tbody>
</table>