“Urdu Sahafat – NaiImkanath”
(Urdu Journalism – New Prospects)
Dissertation For Ph.D (Urdu)

ABSTRACT

Introduction:

Journalism is an immensely vast domain. In olden days, journalism was confined to news making and news relaying (through limited means/resources). With the advent of Television as a household entity in 1970 followed by the breakthrough of internet in 1990, things were bound to change forever.

Soon after, Print and Electronic media became the constituent elements of Journalism. Falling back in time, the history of Urdu journalism dates back to 150 years, but its uprising and prevalence have only begun in the concluding decade of the previous century. Imbibing the advancements of science and technology, Urdu journalism today has more or less attained a peer status to its English twin.

Objective/Purpose of Research:

The primary intent of this research is to:

- Assess the status of Urdu language and Urdu Journalism in the modern times, its growth against the linguistic peers, the setbacks in its promotion and the measures that can be taken to supplement its growth process.
- Future prospects of Urdu in journalistic spheres.
- To provide guidance and knowledge base for internees.

Research Methodology:

Adhering to the crucial importance and diversity of researched topic, all possible efforts have been carried out to imbibe every aspect of the subject. To execute the research:

1. A colossal set of books essayed on journalism both in English and Urdu languages have been contemplated.
2. Journalism content from varied sources has been thoroughly studied.
3. Material on Urdu language including history, aspects and trends in Urdu media was amassed.
4. Internet and search engines aided information mining and assimilation of photographs.

5. Prominent personalities associated with Urdu language and journalism were exclusively interviewed over E-mail, Telefax and phone.

6. Long standing exposure as a journalist in the print media industry served as binding material.

Chapters:

In the interest of convenience and categorization, entire research is appropriately classified into 6 chapters:

Chapter 1:
- Language: Origin, evolution and explanation of language
- History of Pen From Writing Instrument to A Spy Camera, Communication, and Journalism
- Urdu Journalism: Past, Present and Future
- Media houses and print presses

Chapter 2:
Radio, Television, Films and Their Influence on Urdu journalism

Chapter 3:
Protection & Promotion of Urdu Journalism: Role of Religion, Literature, National Integrity, Crime and Investigative Journalism, Feminist Journalism, Journalism for Children and Gen X, Divinity and Spirituality, Detective Novels, Sports, Science, Health, Law, Business and photography, etc

Chapter 4:
- Urdu Journalism & Digital Age
- Computer Calligraphy
- Internet
- Social Media
- Telephone – From Graham Bell to Steve Jobs
- Satellite Phone, etc

Chapter 5:
- Urdu Websites and their links
- Employment opportunities for Qualified journalists
- Colleges/Universities offering Journalism Courses in India

Chapter 6:
- Urdu Journalism: Future Prospects & New Signs
Abstract

- Identification of Hurdles in Urdu Journalism & Possible Solutions
- Glossary
- References
- Bibliography

Chapters: Summary of Content

Chapter 1:

This chapter presents a brief introduction of language, research methodologies, history of pen and writing from engravings on stones to consumption as a Spy Camera, the birth and nurturing of Urdu and the history and explanation of Journalism including Printing Press and machinery among other material relevant to Language.

Chapter 2:

This chapter comprises of history and evolution of Radio, TV and Films, their impact on Journalism, particularly on Urdu journalism. The emerging 24x7 TV channels which introduced Urdu News bulletins as well as Urdu Literary Cultural programs, discussions, interviews and debates which bring awareness about the current affairs among the literate as well as illiterate people. Radio and TV became so popular because even illiterate can understand news, views and analysis among other broadcasted programs. The launch of ETV Urdu was the beginning of a new era in Urdu media. Other TV channels that imitated include Zee Salam, Urdu TV, etc. They introduced 24x7 programs in Urdu or Hindustani language. Radio and Television media generated employment opportunities for Urdu Journalists in different departments. The said chapter also covered Urdu radio and TV programs which have been relayed from the new Urdu colonies like Middle East, America and European countries. BBC, Voice of America, Voice of Germany are the oldest Radio and TV channels but Voice of China, Voice of Japan and Urdu Radio and TV programs from entire Middle Eastern countries also participate in proving the popularity of Urdu media.

Chapter 3:

Chapter 3 presents the positive impact and coexistence of religion, national integration, sports, science, health, law, investigative journalism on Urdu media and its promotion. An exclusive chapter about History of Judiciary, Press Laws, Press Commissions and Press Council was also added. Apart from this, laws for print, electronic and social media for advertising, some important legal terminologies like PIL have been mentioned. A comprehensive glossary about legal terminologies has also been included as many Urdu journalists are not adequately aware of the meanings of legal words and terminologies. The definition and historical background of why media is termed as Fourth State and the background of Page 3 concept are also mentioned.
Chapter 4:

It covers the revolutionary period of journalism after the introduction of computers and internet, the golden era of Information Technology, usage of Search Engines and the new dimensions of Social Media. It also covers how Urdu Media is competing with its linguistic peers and running parallel with the help of new resources of modern technology. The mushrooming of Urdu websites, e-paper tradition, online editions, use of smartphones for up to date coverage and communication and their influence on Urdu journalism has also been absorbed. The use of digital doors of communication like Skype, Whatsapp, Viber, Yahoo Messenger, etc and their impact on Urdu journalism has also been covered.

Chapter 5:

A list of popular Urdu websites and their links (online addresses) have been specified in this chapter for quick reference. They indicate the present state of Urdu Media comprehensively including centuries old historic chronicles that have disappeared from oldest libraries to the information updates by the second. Dictionaries, literature and even Horoscope is also available in Urdu on websites.

The list of colleges and universities offering Journalism Degree and Diploma Courses – Regular and Distant have been included. Employment opportunities for journalism graduates and diploma holders in different walks of life like Public Relations in Public, Private and Corporate sectors, Political outfits or in NGOs or in Radio, TV and Film Industries is also mentioned.

Chapter 6:

The last chapter of the thesis presents an analytical epitome of research highlighting both the dark and bright aspects of future of Urdu media. The establishment of thousands of Madarsas are generating Urdu knowing generations who will be the readers, audience and viewers of the Urdu media. The entry of corporate sector in Urdu Media like Sahara and Jagran Groups who own and adopt two leading Urdu newspapers Rashtria Sahara and Inqalaab respectively is the beginning of a new era of Urdu media for they are providing ample resources as well as attractive and just remunerations to working and non-working journalists under their canopy. They are bringing out multiple editions like other National English dailies which enable Urdu newspapers to compete head-on with national media and join the mainstream. But, the darkest side of the Urdu media is the lowest and marginal remuneration offered by non-corporate sector which causes corruption, degradation of standard and violation of journalistic ethics as they are compelled to publish paid news. The chapter has solutions for most of the problems that has plagued Urdu journalism. This will be a guideline for not only management of Urdu media but also a guiding light for the new entrants.

Note: The thesis also comprises of about 250 photographs and illustrations of different inventions and inventors as well as exclusive interviews with about 50 prominent Urdu personalities from different media verticals which would help students and scholars of the future fathom the men and machinery of Urdu media.