Preface
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News Papers are the opinion makers. They swing ideas, principles and news and gain wide publicity. The presentation of news should appeal to the senses of the readers with their literary thrust and recreational value. *The Thina Thanthi*, one of the leading Tamil dailies in Tamil Nadu apart from satisfying these objectives serve as a vehicle of learning for the rural illiterate and semi-literate masses and make them literates. As such it is of much educational value. The lucid style and simple presentation, have made it really a popular Newspaper in Tamil Nadu.

Few works like Mrs. A. Santha's *Thina Thanthi Ooru Ithaliyal Uthigal* and Arul Devadas's *Life and Work of Thiru Ci.Pa. Aditanar* for Tamil Journalism, dealt with *The Thina Thanthi* in general. A. Santha narrates the Journalistic techniques of *The Thina Thanthi* only. Likewise Arul Devadas outlines the life and work of Ci. Pa. Aditanar and Journalism. The present work on *The Thina Thanthi*, making use of the available source materials, aims at to discuss in great depth, the rise and growth of *The Thina Thanthi*, social issues, national and international political news, cinema flashes, public opinion of the readers, contribution to journalism and branch techniques, methods and circulation. For writing this thesis, I
collected the primary data from The Thina Thanthi, Head office, Chennai and Tamil Nadu Archives, Chennai.

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