INTRODUCTION

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INTRODUCTION

Journalism means writing for newspapers or magazines. It is the communication of information through writing in periodicals and newspapers. The people have an inborn desire to know what's novel or new. This curiosity is satisfied by the journalists through their writings in the newspapers and journals regarding the current events and news.

A journalist mainly performs two functions, firstly, reporting the news and secondly, offering interpretation and opinion based on the news. The term journalist includes the reporters, writers and columnists who work for newspapers, news agencies, news magazines and other magazines devoted largely to public affairs. The print media which these journalists serve is known collectively as "The Press" although many newspapermen would like to reserve this term only for their mediums.

In recent years journalism has become an exciting and interesting profession in the field of communication. There is no doubt that it is a noble profession aiming at the service of the people by the dissemination of news. Its aim is not only to spotlight the social, political and economic evils but also to educate, inform and instruct the general
masses. The Press helps greatly in the formation of the public opinion.

The increase in the scope of Press in our present day life has also increased, its responsibilities manifold. Now-a-days journalism has become a highly organised activity. It is a very dynamic profession which moves with the times. Very often it becomes the initiating factor for many new developments and achievements.

In the modern age, the Press is called the 'Fourth Estate'. It enjoys a very vital role in a democracy. The Press protects the ordinary persons against the injustice and tyranny of the rulers. It is the upholder of the rights and freedom of the citizens. It is the voice of the people and a watch-dog of their interests. Infact the Press embodies the freedom of speech and expression of the citizens.

The etymology of the word news is not exactly known, though there was always news. There are three derivations. Firstly, what 'of news'? Which became new's and later becomes 'News' on dropping apostrophe. Secondly whatever came from North, East, West, South' was 'news'. Thirdly 'news' is the plural of new, after the medieval latin nova. But newspapers themselves are a modern development.
Undoubtedly the history of journalism is closely linked to the developments of the printing Press. The knowledge of art of printing spread to the west from China.

In the middle of the 16th century, the 'Morning news paper' was started in Europe. First of all, the trading houses published news-books and then news-letters. Generally, political and economic news for general interest was contained in these news books.

In 1550, Jesuits brought the first printing Press to India. In the beginning, only religious books were published in Portuguese, Tamil and Malayalam. In India news writing in the shape of news-letters had become quite prevalent during the Mughal period. Although the manuscript reports were meant exclusively for official use, yet they were also copied sometimes for wider use.

The arrival of Englishmen in India and the flow of commercial information led to the formation of the East India company. News-Writers were in great use under East India company, confined in the beginning to reporting the affairs of the English and occasionally reporting the grievances of the employees of the company. The company's news writers were under greater control than those under
moghul emperors. The first Newspapers in India were started by those who had grievances against the company. They resigned from its services, and published newspapers to express them. For example, William Bolts resigned from the East India company and attempted to start the first Newspaper in India in 1776 from Calcutta to highlighting many things concerned with the company officials. This led to resentment in official quarters and Bolts was directed to go back to Europe. Again in 1780, James August Hickhky made history by starting the Calcutta General Advertiser. His two sheet Gazette specialised in exposing the private lives of servants of the company. He launched bitter attacks on the Governor General. Following his lines, Messink and Read published India Gazette in 1780. The Madras Courier was started in 1785 by Eirchent Johnson and later in 1795 William's started the Madras Gazette. The Bombay Herald was Bombay's first newspaper published in 1789 and got merged with Bombay Gazette in 1791.

The early years of the nineteenth century were years of conflict in India with Governors Wellesly and Hastings.

Wellesley felt that he was fighting not only Tippu of Mysore and the rival French Power but also the European communities in Calcutta. When the Asiatic Mirror gave estimates of the European and Indian population, Wellesley
regarded such speculations would cause him trouble while he was busy fighting Tippu, and took a stern view of it. He wrote to the commander-in-chief promising to lay down "rules for the conduct of the whole tribe of editors" and advising him to suppress by force editors who caused trouble and send them off to Europe.

There were seven News Papers published from Calcutta which complied with the regulations:

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<th>Name of the Paper</th>
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<td>1. BENGAL HARKARU</td>
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<td>5. ORIENTAL STAR</td>
<td>Richard Fleming</td>
<td>Richard Fleming</td>
<td>John Johnson</td>
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<td>6. INDIA GAZETTE</td>
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<td>William Farrie &amp; J.D. Williams</td>
<td>Williams &amp; J.D. Williams</td>
<td>Williams &amp; J.D. Williams</td>
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<tr>
<td>7. ASIATIC MIRROR</td>
<td>Charles K. Bruce</td>
<td>Charles K. Bruce</td>
<td>John Schoolbred</td>
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The Indian Newspaper, owned and edited by Indians, was born almost 150 years after the British conquest of India. It owes its birth and inspiration to western education and civilization and was nurtured by western ideas, techniques and aspirations.

Indian dailies and weeklies of that period were mostly 'opinion' journals rather than newspapers in the sense in which we know them today. There was no domestic news agency then and the only news purveyor was Reuter, the international news agency, which was pro-British and anti-Indian.

G. Subrahmania Iyer, Founder of the Hindu of Madras has said, 'a writer could bring out a paper, be his own editor, publisher and proprietor and even compositor at a time when large printing and publishing houses had not come into existence. Two of the earliest Indian Newspapers (which are over 100 years old), the Hindu and the Amritha Bazar Patrika started as weeklies and became dailies much later. Another of the pioneering newspaper which has survived to this day is the Tribune of Lahore. It is now published from Chandighar. The growth of political activities was reflected in the growth of journalism in those days.'
NATURE OF STUDY

The most influential and powerful among Indian Newspapers were the language papers. The British called them the Vernacular Press. Bengal had the largest number of journals in Indian Languages. They were the most vociferous and posed as a terror of the rulers. It was to suppress them that the British regime enacted a number of draconian laws and it was to escape from them, the Ananda Bazar Patrika, which began as a Bengali weekly switched over to English. Vernacular Press provided momentum and leadership to political discussion during that time.

A special correspondent of the London Times in a review of the Indian Press in 1902 said that there were 500 Indian newspapers and periodicals of which nearly 50 were published in English. The Important Language papers were in Bengali, Hindi, Marathi, Tamil and Urdu.

Telugu Journalism found a base by 1835 and the first newspaper in Telugu was the VRUTTANTINI (1838-42) from Madras, edited by Mandigala Venkatarayasastry, of Cuddapah. Telugu Journalism grew very fast. Another newspaper VARTAMANA TARANAGINI from Madras was started by Syyed Rahmatulla and the editor was Puvvada Venkatarao. The next paper HITAVADI, a weekly started in 1848, ceased
publications after a few years. The Canadian Baptist Mission started the weekly RAVI from Kakinada. The great Social reformer, educationalist and writer in Telugu, Kandukuri Veeresalingam Pantulu used to write his ANDHRABHASHA SANJIVINI. A.P. Parthasarathi Naidu started the first News weekly THE ANDHRAPRAKASIKAN, from Madras in 1886. It supported the Indian National Congress. The first two Newspapers published from outside Madras were the GODAVARI and THE ANDHRA KESARI from Rajahmundry. By the beginning of this century, THE PEOPLE'S FRONT was published from Nellore. The DHARMA SADHANI from Guntur and the VRTANTA MANJARI from Madras. Later Eluru had the DESOPAKARI. At the beginning of the 20th century, KRISHNA PATRIKA (1902) and ANDHRA PATRIKA (1908) were very popular.

At the dawn of Independence in 1947 and later, the Indian Press was in a strong position. Both English and Indian language papers flourished. They were well produced, fairly made up and their papers displayed news of national and international importance. A gradual change is visible in some enterprising Telugu newspapers—a language spoken by the largest population after Hindi which are specialising in investigative and in-depth reporting. These contained some expose stories which caused sensational results in the political arena. There are a few Telugu Newspapers which
have diversified their fare to the reader everyday of the week offering him a wide field of features on current topics, Science, Education, Technology, Industry, Agriculture and the like to choose from. Competition among the Telugu dailies has revolutionized every department of the Telugu newspaper Industry.

Despite the impressive developments in the Telugu Press, there has been hardly any serious and scientific study of it as a distinct aspect of Indian Journalism. The present study is conceived to fill this void.

The importance of the study may well be that it is one of the early efforts to focus on and outline the major trends in contents and editorial practices of the Telugu dailies. It is an intensive pilot work of selected Telugu dailies.

AIM AND SCOPE

Keeping these points in view, we have made an attempt to study the art of editing, reporting and other techniques in Telugu Dailies and a content analysis study of six Telugu daily news papers - Eenadu, Andhra Jyothi, Udayam, Andhra Bhoomi, Andhra Prabha and Prajasakti. We have carried out to examine the coverage given to different categories of news in them. The coverage is studied in terms of (1) news,
(2) articles, (3) editorials, (4) reviews, (5) Cartoons and (6) Letters to the editor. The contents are categorized in term of local news, regional news, national and international news.

The news contents are analysed in terms of development news and non-development news. A brief analysis of the ratio of news space and advertisements is made to establish the extent of news coverage in the six dailies. Analysis of coverage given to urban and rural news is also done to find out the bias, if any, towards urban/rural news in view of the circulation of the papers covering both urban and semi-urban areas.

The scope of the study is limited to content analysis to six leading newspapers. The analysis is only quantitative in character. The study covers issues to the six dailies for a period of three months.

METHODOLOGY

The method used in this study is content analysis. Bernard Berelson has defined content analysis as "the objective, systematic and quantitative description of the manifest content of communication". Keeping in view the aim and scope of the study, it is decided to analyse a sample of
major dailies, which together command over 90 per cent of the total circulation of Telugu dailies. Six leading Telugu dailies in terms of circulation and those published from Vijayawada were selected to make the sample. Thus, the sample was purposive and not a sample drawn at random. The sample dailies are Eenadu, Andhra Jyothi, Udayam, Andhra Prabha, Andhra Bhoomi and Prajasakthi.

In order to have a fairly reliable data to examine the characteristics of Telugu dailies, it in decided to study the sampled dailies for at least a period of three months, i.e., from January, 1994 to March, 1994.

To make the sample comprehensive and representative, 25 per cent of the total number of issues brought out in the three month period of January to March 30th was selected. A systematic sample with skip interval of three i.e., every fifth issue was drawn up. The lottery method was used to randomly select the first issue of the sample. Starting from January 2 every fourth issue of the universe was included in the sample. The total number of issue included in the sample was 154 issues.

In consonance with the study's objectives, a seven-stage analysis was carried out. The first stage of analysis was designed to determine the 'News to advertisement ratio
in the sample newspapers; the second stage of analysis was meant to determine the 'content type', the third stage of the study was the analysis of news content in terms of area covered that is regional, local, national and international; in the fourth stage, a subject matter analysis of the contents in terms of five broad subject areas; the sixth of the study analysed the news contents in terms of urban and rural news and the seventh stage of the study analysed the contents in terms of development news and non-development news.

NATURE AND ORGANISATION OF THE PRESENT WORK

The thesis has been divided into five chapters. The first chapter deals with the History of the Press. The second chapter surveys the beginning and development of the Telugu Press. The third chapter discusses the functions of the Press. The fourth and fifth chapters are on the new trends in the Telugu Press and Readership survey.