CHAPTER - 2

OVERVIEW
2.1 Information

Information is the message conveyed or intended to be conveyed by a systematized body of ideas, or its accepted or acceptable substitutes.

There are two varieties of information:

a) **Discursive information**: The message conveyed by the body of ideas systematized, as mentioned above, is discursive information.

b) **Non-discursive information**: Negatively, the information that is not discursive is non-discursive information.

Two universally recognizable varieties of non-discursive information are as follows:

i) **Qualitative information**: It is conveyed by expression concerned with unit facts in terms of some attribute of an existent.

ii) **Quantitative information**: It is conveyed by expressions concerned with unit facts in terms of some quantity of an attribute of an existent.

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From the point of view of its effect, information is a resource. For, it is a direct input to the process of generation of new information, decision making, and deriving emotional satisfaction. Indirectly, it is an input to the process of production of commodities and services. More specifically, information is an energy resource; for, it is intended to initiate desired actions.

Information is one of several basic resources that are needed and utilized by human beings for their development and prosperity.

**Meaning**: Information is recorded or communicated knowledge gained by man through experiences, observations, and experiments. It has been growing in ever increasing volume and rate, particularly since the dawn of the twentieth century.²

### 2.2 Definition

In the *Funk and Wagnalls standard Desk Dictionary* (1977)³, information is defined as:

1. Knowledge acquired or derived; facts

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2. Timely knowledge; news

3. The act of informing, or the state of being informed

4. A service or facility for providing facts.

*Harrod's Librarians' Glossary (1984)* defined information as: An assemblage of data in a comprehensible form, recorded on paper or some other medium and capable of communication.

Jawaharlal Nehru viewed that, "If information, including conflicting views and sometimes even contradictory views come from every quarter, we are more likely to arrive at the truth out of that better than if only one aspect of it was presented. The whole concept of freedom of information rests on this idea".

2.3 Significance of information

There is no field of human activity wherein information is not a component. Whether it is research and development, business and industry, government affairs, education and training; the information has to be acquired, processed, stored, retrieved, and disseminated for communication. Indeed the effectiveness of performance in

all these spheres of activity depends largely upon the availability of information at the right time in adequate quality and quantity. All human activities result in the creation of information which are mostly communicated through various media.

Information generation, dissemination, transfer and communication take place among people through diverse channels and media, in a variety contexts and environments. Hence a fairly accurate assessment of information needs of users has to be made because this will alone form the primary basis for all information activities.

2.4 Information use

Information use is a behaviour, and data are collected on any behaviour by asking people about it, by observing its occurrence or by examining its artifacts. In other words, information use is that seeking behaviour that leads to the use of information in order to meet the individual needs.

The information factor which is perhaps the cardinal one can greatly bring in improvement in the quality of life. Without the availability of adequate information no significant improvement in our living conditions will be attainable. The information concerning health, education,
entertainment, housing, agriculture, manufacturing, employment, sports, etc., will certainly have a positive impact on the quality of life. This will ultimately raise the standard of living of the people.

2.5 Users of information

The information handling activities are to be based entirely on the needs of the users. The use categories have different needs for information depending upon their functions, responsibilities and duties. The user groups include government officials, legislators, parliamentarians, industrial entrepreneurs, researchers, teachers, students, skilled workers in various sectors of production, grass root level people in villages and the general public. Information needs varies distinctly among these categories of users.

Every one at various times need information of one kind or another. As the complexity in life increases, so is the need for information. Simultaneously the volume of information, variety of media, and the means of access has also increased.

The information function exists at all because there are users whose needs must be satisfied. Users are the important link in the information communication system.
2.6 Identification of information needs

Information need can be divided into the following categories:

i) Social or Pragmatic information needs.
   Information required to cope with day to day life

ii) Recreation information needs
    Information satisfying the recreational and cultural interests of an individual

iii) Professional information needs
     Information required to operate completely within a business or professional environment

iv) Educational information needs
    Information required to satisfy academic requirement at an institution.

2.7 Sources and form

Traditionally speaking information sources would include primarily books, periodicals, and newspapers. However, the number and kinds of sources are continuously increasing.

The following kinds of sources of information can be recognized:

**Documentary sources**: which include primary, secondary, and tertiary sources.

**Non documentary sources**: which include formal and informal sources.⁶

Periodicals, research monographs, research reports, patents, standards, trade literature, dissertations and unpublished sources, like memoranda, dairies, letters, company files, portraits, oral history and coins, can be categorised as primary sources of information.

Secondary sources include periodicals, Indexes, bibliographies, indexing periodicals, abstracting periodicals, reviews, treatises, monographs, text books, reference books, encyclopedias, dictionaries, hand books, manuals, tables and translations.

Out of various kinds of sources, tertiary sources are the last to appear. These include bibliography of bibliographies, directories and guide to literature.

Non documentary sources of information form a

substantial part of communication. Formal sources include research organizations, societies, industries, government departments, universities and consultants. Informal sources include conversation with colleagues, visitors and attendance at professional meetings.

Information can be communicated in different forms as writing / printed form, audio-visual form and micro form. Printed form means the information will be available in the form of a newspaper or a periodical or a book. The radio, through which the information is disseminated by hearing, forms the second form. Information can be visualized on televisions and motion pictures. Micro form of the newspaper can store voluminous information from back volumes of past newspapers, which solves the storage problem.

No single person can acquire all the information available in different forms and in different subject fields due to the voluminous nature of information and the ever growing cost of it. Here comes the role of the libraries and information centres which acquire, process, disseminate and store information for the prosperity of the human beings.
2.8 Sources of information: Historical perspective.

In the olden days news travelled by word of mouth. Kings and nobles spread news through messengers and through proclamations which were read out in public places. Hindu mythology records the exploits of a one-man oral newspaper who supplied news to both heaven and earth, to gods, demons and humans alike; He was Narada, a rishi, who by modern standards must be considered an ace reporter.

In Indian mythology the parrots, swans, deers and even clouds were treated as carriers of messages/news/information.

Adam, the first man, created by God and Eve, his companion communicated through signs as there was no medium of language at that time.

It can be said that the communication and communication media, though the forms are different, existed since the birth of mankind.

In ancient India news was given in inscriptions on walls of temples and in copper plates and through victory coins and writings on rock. There were government officials who by the beat of tom-tom gathered the populace and announced the policies and decisions of the King or Government.
Paper, which was first made by the Chinese as early as the second century A.D., did not reach Europe till the 16th century.

As civilization developed, the gathering and dissemination of information became organized. The Greeks had runners who brought the news of battle; Romans in outposts of the empire were informed of events in the Capital by news letters; those in the city itself were informed by official bulletins called acta diurna.

During the consulship of Julius Caesar, the 'acta diurna', bulletins devoted chiefly to Government announcements, were posted daily in public places in Rome. Even after the invention of printing, intelligence was supplied to businessmen and political leaders through written news letters. In the sixteenth century many news pamphlets appeared in several European countries and were sold at fairs and shops. Early in the seventeenth century, more or less regular newspapers printed from movable type appeared in Germany, Austria, the Netherlands and Italy.

Edicts and proclamations were an early form of communication from the rulers to their subjects. The tax

collecting and other agencies were also used for gathering and disseminating information. Besides the spies, there were the secret overseers attached to departments. The newsletter was an early institution.

In India these forms of communication were improved under the Moghuls. The news writers in particular became an institution. An emperor like Aurangazeb allowed great freedom in news reporting. Some hundreds of original manuscript newspapers of the Moghul Court were sent by Col. James Todd in 1828 to the Royal Asiatic Society in London.

It was in Germany that not only was the first Western printing from movable type done but some of the earliest news pamphlets and perhaps the first regularly published newspapers were issued.

In India, in 1780, James August Hicky made history by starting the 'Bengal Gazette' or 'Calcutta General Advertiser' on January 29. 8

Newspaper reaches an immense public and influences the consciousness, the emotion, the stock of information and reasoning process in wide fields of politics and public affairs. No other force in public life operates so

8. Ibid., p.1D.
persistently and so extensively in its range of appeal and the scope of its subject matter as does the Press.

Even Napoleon had to admit: "Four hostile newspapers are more to be feared than a thousand bayonets". 9

American President, Thomas Jefferson, once wrote: "Were it left to me to decide whether we would have a government without newspapers or newspapers without government, I should not hesitate a moment to prefer the latter". 10

2.9 Newspapers

Though, no one has been able to define news satisfactorily, a great deal can be learnt about its nature. According to Wilbur Schramm (1949) "News exists in the minds of men. It is not an event; it is something perceived 'after' the event. It is not identical with the event; it is an attempt to reconstruct the essential framework of the event essential being defined against a frame of reference which is calculated to make the event meaningful to the reader. It is an aspect of communication, and has the familiar characteristics of that process". 11


10.Ibid.

Another definition given by Breed (1956) was "News is the report of a recent event judged by newsmen to be worthy of publication for the interest and/or information of members of their audience, and has the following characteristics, to a greater or lesser extent: recency, interestingness, accuracy, availability, simplicity, saleability, significance, prudence, objectivity and superficiality; it is frequently mediated by an association, increasingly interpretive and is journalistically stylized in form".  

The newspaper exists today to satisfy the 'news hunger' of the people. News is the honest and unbiased and complete account of events of interest and concern to the public. A newspaper is a collection of information and entertainment printed on paper. It may be published daily, weekly, biweekly, or once a month. Most issues of any paper are out of date as soon as the next one is printed.

Yet the contents of newspapers are never out of date, since they are a continuing history of mankind. Libraries keep complete files of many newspapers on microfilm so that they will be permanently available to the

public. We can read about most of the important events of the world in history books, but if we want to know what it was like to live through them, the best way to find out is to read the papers that were published at the time. A good newspaper should try to appear as vicious, irresponsible, smutty, and bloodthirsty as possible, without really being so.

Harold Evans, explained his ideas of a good newspaper as: "A good newspaper must, first of all, intelligible in words and presentation. The language of the newspaper, and specifically the headlines, should also be cool and should always identify what is fact and what is opinion. Its principal responsibility is not to the government or a party but to the truth. The good newspaper does not need enough money to be the perfect newspaper. There is no perfect newspaper but there are many good ones and they are the oxygen in the air of democracy". 13

Newspapers contain national and international news, state news and community news. There is regular news in a dozen different categories: births, deaths, local recreation programs, church services, traffic courts, fire calls, hospital listings, library programmes, police news,

announcements of coming events, market bulletins, stock market reports, weather report and probably different items in different communities.

There are special pages or sections devoted to specific groups of readers - the women's pages, the sports pages, sometimes a page for children.

The editorial page carries editorials written by the editor or a member of his staff, nationally syndicated columns of news and opinion, and often columns about local affairs. Letters to the editor are found here, telling what the readers think about what is going on, and what they think of the news and opinions of the newspaper.

Nationally syndicated columns bring news and opinions of experts in various fields. Columnists, mostly political, are as varied in their viewpoints as the many papers in which they appear.

Newspapers contain material that may be considered either news or entertainment.

Scattered throughout the paper are advertisements, and to many readers they are almost as important as the news. Reputable newspapers are careful about the advertisements they print.
The contents of a good newspaper are the result of serious thought and hard work by the editorial and advertising staff. They include both what will interest the reader, and what is for the public welfare.

Such a paper gives us a good picture of what our life is like: how we live, what we do, the things we think about, the motives and issues that concern us. The good newspaper and the good reader are involved in the serious business of trying to understand man and the universe in which he lives.

2.10 Responsibilities of newspapers

The newspaper has five basic responsibilities: to survive, to provide information, to offer guidance or interpretation of the news, to entertain, and to serve the public.

The responsibility of providing the news gave newspapers their name. They provide guidance for their readers in many ways. Chief among them are deciding, which news is of most importance, and giving a background of information which includes both sides of all issues.

Newspapers must please their readers, or they will have no readers. Newspapers will continue to entertain
their readers to the best of their ability as long as that is what their readers wish.

Newspapers serve the public by performing all of their functions well, and also by acting as a public conscience. They dig up stories affecting the public welfare and publicize injustice. They act as a constant goal to elected and appointed officials by keeping their readers informed about government, and they assist worthy causes by promoting them in news stories and pictures.

Good newspapers are constantly crusading for things they believe are worth while.

Every local, regional and national organization working for the public welfare expects and gets substantial support in the form of publicity in newspapers. Churches, schools, libraries, government agencies, and clubs depend on news stories to promote their activities.

2.11 Some Dimensions of the Indian Press

The first point to notice is that the Indian Press by all calculations in terms of its past has quantitatively grown. This is linked to the growth of literacy in our country. The growth of literacy came up in 1991 upto
36.17\textsuperscript{14} per cent but the growth of the press is far in advance of this. This can be partly explained by the establishment of linguistics states. Along with this the economic development of these regions has led people to develop a sense of enquiry about the economic potentials in a particular region. The spirit of enquiry has the process of communication.

There is one difficulty about the outlook and the approach of regional papers. They concentrate on the policies of the region or the problems of the region and the national content gets blurred; international more so.

Indian newspapers are not rural oriented, they are urban oriented. They do not cover the day-to-day problems which are faced by the rural population. The language press may have a large circulation and it may be reaching out to many villages but it does not necessarily cover the life and the living conditions in the village.

The advertisement as news of social good is that which contains something of a social content. This is missing in most of the advertisements because we are willingly, may be sometimes subconsciously, just copying

what is available in the more developed countries. The economics of newspapers do not permit survival without advertisements in our country.

Today India ranks among the top newspaper publishing countries of the World, producing an aggregate of 31,957 newspapers. Although circulation wise, India lags behind USSR, USA, UK and Japan, Indian newspapers have shown a surge in terms of diversification of contents and formats, and colourful face lifting. The seventies recorded a boom in magazines and the eighties showed a similar trend in respect of dailies.

A silent revolution has given an edge to the language newspapers and now Hindi newspapers and magazines are at par with, and sometimes are even surpassing the English newspapers.

The Indian print media consists of 41 centenarians. The Gujarat daily 'Bombay Samachar' published from Bombay is the oldest existing newspaper not only in India but in Asia. It was established in 1822. The first Newspaper (weekly) published in India Bengal Gazette (also known as Hicky's Gazette) was in English in 1780 from Calcutta. Dig. Darshan (Bengali) was the first language newspaper also from Calcutta (1818).

According to the Registrar of Newspapers annual report 'Press in India - 1992', the number of newspapers on RNI's live Register is 28,491. This includes publications of different periodicity.

The circulation of newspapers/periodicals as on 31 December 1990 was 5,31,60,000.

Uttar Pradesh has the largest number of newspapers/periodicals - 3879.

According to the Audit Bureau of Circulation Certification for January-June 1993, 'Malayala Manorama' published from 5 units in Kerala State, continues to be the largest selling daily in India with a circulation of 6,91,856 copies. Eenadu published from 7 units of Andhra Pradesh State, stood tenth in the list of the largest circulated dailies, 1993, with a circulation of 4,03,028. It is the first largest circulated daily in Andhra Pradesh. 16

2.12 Vernacular newspapers

India has 18 officially recognised languages (Konkami, Manipuri & Nepali were added to the official list of 15 in 1992). The schedule originally contained 15 languages as follows:

Table 2.12.1 Number of daily newspapers in India (Language wise)

<table>
<thead>
<tr>
<th>Language</th>
<th>1989</th>
<th>1990</th>
<th>1992</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hindi</td>
<td>1013</td>
<td>1192</td>
<td>1541</td>
</tr>
<tr>
<td>English</td>
<td>197</td>
<td>209</td>
<td>241</td>
</tr>
<tr>
<td>Assamese</td>
<td>8</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>Bengali</td>
<td>63</td>
<td>67</td>
<td>-</td>
</tr>
<tr>
<td>Gujarathi</td>
<td>53</td>
<td>56</td>
<td>-</td>
</tr>
<tr>
<td>Kannada</td>
<td>148</td>
<td>162</td>
<td>184</td>
</tr>
<tr>
<td>Malayalam</td>
<td>159</td>
<td>168</td>
<td>178</td>
</tr>
<tr>
<td>Marathi</td>
<td>172</td>
<td>187</td>
<td>215</td>
</tr>
<tr>
<td>Oriya</td>
<td>30</td>
<td>34</td>
<td>-</td>
</tr>
<tr>
<td>Punjabi</td>
<td>60</td>
<td>68</td>
<td>-</td>
</tr>
<tr>
<td>Sanskrit</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Sindhi</td>
<td>8</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>Tamil</td>
<td>192</td>
<td>226</td>
<td>289</td>
</tr>
<tr>
<td>Telugu</td>
<td>65</td>
<td>66</td>
<td>-</td>
</tr>
<tr>
<td>Urdu</td>
<td>269</td>
<td>305</td>
<td>373</td>
</tr>
<tr>
<td>Bilingual</td>
<td>37</td>
<td>42</td>
<td>-</td>
</tr>
<tr>
<td>Multilingual</td>
<td>9</td>
<td>9</td>
<td>-</td>
</tr>
<tr>
<td>Others</td>
<td>53</td>
<td>57</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,538</strong></td>
<td><strong>2,856</strong></td>
<td></td>
</tr>
</tbody>
</table>


Note: The Statistical data about the important newspapers has been covered upto 1992.

Table 2.12.1. gives the details of the number of newspapers published in different languages in 1989 and 1990. Table 2.12.2 provides details regarding the place, year and founders of different vernacular (Telugu) newspapers.
<table>
<thead>
<tr>
<th>Title of the newspaper</th>
<th>Year of establishment</th>
<th>Place of Origin</th>
<th>Founder/Editor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Bhasa Sanjivini</td>
<td>1871</td>
<td>Madras</td>
<td>K.Venkatarathnam Panthulu, Ed.</td>
</tr>
<tr>
<td>Andhra Bhumi</td>
<td>1960</td>
<td>Vijayawada</td>
<td>G.Malla Reddy Ed.</td>
</tr>
<tr>
<td>Andhra Jyothi</td>
<td>1960</td>
<td>Vijayawada</td>
<td>N.Venkateswara Rao</td>
</tr>
<tr>
<td>Andhra Patrika</td>
<td>1908</td>
<td>Bombay</td>
<td>K.Nageswara Rao Panthulu</td>
</tr>
<tr>
<td>Andhra Prabha</td>
<td>1938</td>
<td>Madras</td>
<td>Ramnadh Goyenka</td>
</tr>
<tr>
<td>Andhra Prakasika</td>
<td>1885</td>
<td>Madras</td>
<td>A.P.Partha Sarathi Naidu</td>
</tr>
<tr>
<td>Desabhimani</td>
<td>1896</td>
<td>Guntur</td>
<td>D.Seshachalapathi Ed.</td>
</tr>
<tr>
<td>Dina Varthamana</td>
<td>N.A.</td>
<td>Hyderabad</td>
<td>N.A.</td>
</tr>
<tr>
<td>Eenadu</td>
<td>1974</td>
<td>Visakhapatnam</td>
<td>Ch.Ramoji Rao</td>
</tr>
<tr>
<td>Golakonda Patrika</td>
<td>1925</td>
<td>Hyderabad</td>
<td>S.Prathapa Reddy</td>
</tr>
<tr>
<td>Hithabodhini</td>
<td>1913</td>
<td>Hyderabad</td>
<td>B.Srinivasa Rao, Ed.</td>
</tr>
<tr>
<td>Hithavadi</td>
<td>1848</td>
<td>Madras</td>
<td>Edmond Sharky</td>
</tr>
<tr>
<td>Jameen Raithu</td>
<td>1930</td>
<td>Nellore</td>
<td>Venkatrama Naidu</td>
</tr>
<tr>
<td>Janavani</td>
<td>1936</td>
<td>N.A.</td>
<td>T.Dharma Rao</td>
</tr>
<tr>
<td>Krishna Patrika</td>
<td>1902</td>
<td>Machilipatnam</td>
<td>K.Venkatappaiah &amp; D.Narayana Rao</td>
</tr>
<tr>
<td>Meezan</td>
<td>1945</td>
<td>Hyderabad</td>
<td>G.M.Calcuttawala</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>---</td>
<td>-----</td>
<td>----------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td></td>
<td>1938</td>
<td>Navasakthi</td>
<td>Rajahmundry P.Sundaraiah</td>
</tr>
<tr>
<td></td>
<td>1943</td>
<td>Praja Sakthi</td>
<td>Vijayawada M.Hanumantha Rao, Ed.</td>
</tr>
<tr>
<td></td>
<td>1894</td>
<td>Sasilekha</td>
<td>Madras G.Seshacharyulu, Ed.</td>
</tr>
<tr>
<td></td>
<td>1835</td>
<td>Satyadutha</td>
<td>Bellari N.A.</td>
</tr>
<tr>
<td></td>
<td>1984</td>
<td>Udayam</td>
<td>Hyderabad D.Narayana Rao &amp; Vijayawada</td>
</tr>
<tr>
<td></td>
<td>1842</td>
<td>Varthamana Tarangini</td>
<td>Madras Sd. Rahmathullah</td>
</tr>
<tr>
<td></td>
<td>1952</td>
<td>Visalandhra</td>
<td>Vijayawada K.R.Rajagopala Rao</td>
</tr>
<tr>
<td></td>
<td>1874</td>
<td>Vivekavardhani</td>
<td>Rajahmundry K.Veerasalingam pantulu</td>
</tr>
<tr>
<td></td>
<td>1838</td>
<td>Vrithanthi</td>
<td>Madras M.Venkataraya Sastri, Ed.</td>
</tr>
</tbody>
</table>

Note: - N.A = Not Available.

2.13 Growth of Telugu Journalism:

Telugu journalism has come a long way from Satyaduta days just as English journalism has come a long way from Hicky's Bengal Gazette. According to 1990 statistics there are 66 dailies in Telugu, with a circulation of seven lakhs.

Among the dailies published in Telugu, Andhra Bhoomi, Andhra Jyothi, Andhra Patrika, Andhra Prabha, Eenadu, Praja Sakthi, Udayam and Visalandhra can be counted as major dailies. Though Andhra Patrika was the first published daily newspaper, it stopped publication due to some inconvenience. At present there are only three Telugu newspapers which claim more than one lakh circulation, Andhra Jyothi, Eenadu and Udayam, which are considered for the present study.

Eenadu: Eenadu was founded by Ch. Ramoji Rao, in 1974. It was published from Visakhapatnam and it is now being published from 7 centres. It started with a circulation of 4,500 and at present it crossed four lakhs. Eenadu is the largest circulated Telugu daily. Each issue has a separate district page which, according to the founder, is the strongest selling point. Eenadu, a local Telugu daily, is
the first paper to install computerised photo type setting system. It is having a circulation of 3,300 in Tirupati town.

Andhra Jyothi: Andhra Jyothi was founded by K.L.N. Prasad in 1960 and published from Vijayawada. Narla Venkateswara Rao was its first editor. He was a distinguished journalist and made Andhra Jyothi a very popular daily within a short time, and it could gain number of readers. In course of time, it became a leading paper and it is now being published from four places simultaneously. It occupies the second place among the Telugu dailies, having around 3,000 circulation in Tirupati town.

Udayam: The chief editor of Udayam Dasari Narayana Rao started Udayam on 29th December, 1984. It attained large circulation in the beginning and created a record. At present it stood in the third position among Telugu dailies and it is being published from three places simultaneously, with nearly 1,500 circulation in Tirupati town.