CHAPTER - I

INTRODUCTION

Men communicate information and ideas through the spoken word to individuals, small groups, large audiences in schools; they share their opinion and experience, in meetings and crowded auditoria. The effectiveness of men's words with any audience depends as much on the manner speakers say, what they have to say, level and background of audience as well as venue, electronic devices and the contents of subject/topic. At its best, his superior influence of speaking over writing lies in the ability of the speaker to impress his audience with his personal characteristics and his manner of delivery which includes non-verbal part, say body language. Communication is not only a human phenomenon but also among the infra human species such as chickens, bees and ants and there are signs and signals which give order to their living settings. However, human beings have the programming capability and that is how they get differentiated from the infra human species which are incapable of having a language.

Man alone of all the living organism kingdom has acquired the knack of translating sound into written symbols. At first man communicated to his follows through gestures, then pictures and signs/symbols and finally he learned to speak, to use words, he discovered how to turn his words into written symbols which others could see and understand. He scratched them first on the cave walls or carved them deep in stone columns and monuments and later he wrote them on which could be carried around or sent from place to place. Untold centuries went into the perfecting of this unique achievement, but its possession has done more for the human race than any of the men's other learned activities in this universe. To communicate means to share, to make common ideas, views, opinion and experiences. Human beings because of their social and economic living, have to share a wider range of perceptions, beliefs and ideas. In this process of interaction, they evolve a symbol system which relates them to a commonly
understood code representing various objects and subjects having significance in their day to day living. In short, communication is an exchange of facts, ideas, opinions or emotions by two or more persons. Communication is also defined as an intercourse by words, letters, symbols or messages and in a way that organization members share meanings and understanding with one another. Communication is the sum of all the things one does when he wants to create understanding in the mind of others. It involves a systematic and continuous process of telling, listening and understanding.

Communication sets in a process of development. Communication also acts as a complement of technological change. In fact, communication mediates in the production, consumption and accumulation of goods and services besides promoting political, social, psychological and cultural processes of development. Modern communication system reflects the philosophy and achievements of society in all spheres by fast flow of information and thus paves way for homogeneity of culture not only within its geographical unit but also beyond it. Free flow of information is one of the objectives in the process of globalization which is aided by the Press. Press is one of the effective means of communication which produces the publication of news and views on various aspects of human activities in newspapers and periodicals. In a broader sense, the functions of press are to convey national policies, programmes and development/progress of various projects to the public. Information is the key to human progress. Mankind has traveled a long way to reach this present stage of development. All along, it was a story of advancement that kept moving the wheels of civilization. From the Stone Age to the atomic age, it was always a journey forward and the driving force of this journey was information. The eternal urge of man to inform and to be informed widened the horizons of knowledge, and provided a strong impetus to the development of the society.¹

Mass communication communicates messages to large, heterogeneous and anonymous audiences. It communicates the same message to mass audiences simultaneously; sometimes in public, other times in private. On July 10, 1962, Telstar I was launched, which marked a significant event in the history of worldwide communications. Telstar was an experimental "bird" that was the first to receive, amplify and simultaneously retransmit telephone and signals. It was in fact, a forerunner of the modern communication satellite. Today, communication satellites by the scores are traveling through space, orbiting the earth and making possible a new era in communication. Mass communication is the term used to describe the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising.

To perform its duties with entire independence and consequently with the most public advantage, the press can enter into no close or binding alliance with the statesman of the day, nor can it surrender its permanent interest to the convenience of the ephemeral power of any government. The first duty of the press is to obtain the earliest and most correct intelligence of the events of the time and instantly disclose them, to make them the common property of the nation. The duty of the press is to speak; that of the statesman to be silent. The duty of the journalist is the same as that of the historian; i.e. to seek out truth above all things, and to present to his readers not such things as state-craft would wish them to know, but the truth as near as he can attain it.²

Press helps to keep the Government at local, state and central levels, informed of public needs and public expectations. It is through press, again, that the reactions of the affected groups due to omissions, commissions, wrong-doings and indifference to the public's complaints and grievances, on the

part of public servants, are known through articulated feedback. It also brings out public reaction to Government policies and decisions. In addition, it keeps the public and the government informed of events and happenings at home and abroad. As Jawaharlal Nehru rightly points out, “The press is one of the vital organs of modern life especially in a democracy. The press has tremendous powers and responsibilities. The press must be respected”.3

Human life is a cooperative enterprise. One lives in society and for our very living, one have to cooperate with others. In order to be able to do this, one must understand and exchange information with others. Even where one competes with others, one have to understand them otherwise our efforts would prove futile, or even counter productive. Doing this involves some kind of exchange of experience with others. Now experience is basically private and personal, but along with this personal component, experience has also a public component. This public component is embodied in concepts which are either pure or empirical, embodied in experience and contains essayistic elements.

Democratic freedom is, therefore, the very condition of a vigorous intellectual life. Most of all, it is the very condition of virility of the press, which was proved in a historic manner in the water-gate scandal. It was, therefore, because of the basic duty of the press to fight for preservation of the freedom of information and comment, and what all was more important for an active exercise of it. In doing this, the press is only exercising its rule at the home level of democracy, its rule of creating a healthy, truth-seeking public opinion, which is the operant factor in the successful functioning of the democratic order. A public opinion formed by distortion of news may succeed in pressuring a corrupt government or pulling down a just one thereby installing in its place, a government, which may betray the voter.

Printing was an ancient art long before it was used to reproduce lettering or books. The Japanese were the pioneers as they were engraving wood blocking

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and impressing them on paper in the eighth century AD. A Chinese, Wang Chien, printed a book in the memory of his parents and dated it with the equivalent of 11 May, 1868. The Chinese are believed to have invented the first movable type, by using small blocks where each carved character was independent and inter changeable. Pi Sheng is said to have done this between 1041 and 1049. But, to compile character of the Chinese alphabet, with its multiplicity of picture symbols, made this a slow and tedious process. It was not until the fourteenth century that moving type was introduced in Europe. Johan Gutenberg set up his press is Mainz, Germany in 1454-55 and began to print Papal indulgences, the document authorized by the Pope to grant forgiveness to sinners, for which there was an understandable demand. In 1456, Gutenberg and his assistant printed 300 copies of the Bible. It was in Black Gothic lettering and the initial letters were left blanks and later ornamented to give the impression that the work had been written by scribes. Within a few years, the skill spread to Italy, particularly to Venice. Before the end of 15th Century, printing had started in France and Switzerland, where, for a time, the great scholar Erasmus was the press corrector. Then printing was brought to England by William Caxton. Soon presses began to be set up all across the world.

NEWS

News, as you may know, is the substance of a newspaper. News is a kind of timely information of interest to many people. It usually concerns events that have just taken place or sometimes about to take place. The event is largely physical such as the collapse of bridge; sometimes it is principally intellectual, such as the discovery of a cure for a dreaded disease. The fresher the information, the better is its use in newspapers. It can also be called as anything timely that interests a number of persons and the best news is that which has the ‘greatest interest for the greatest number’. News is anything you did not know yesterday. Another aspect here is that news is perishable. It must be delivered to its

consumers while it is still fresh; otherwise, it is no longer news. Reporters compete with each other to get the news into the paper fast, so that it will be fresh, and their’s will be the first publication to print it. Certain information can be timely and not news worthy because it does not interest enough people. Thus editor must decide what timely information interests a considerable number of his readers. The origins of the world ‘new’ lies in the Latin Term ‘nova’, which means ‘new things’. The first three letters spell out the freshness and originality that underline all accounts of news-worthiness. The Oxford English dictionary defines ‘News’ as newly received or noteworthy information, especially about recent events, again emphasizing the topicality of the revelation. So, to put at its simplest, news is a record of the latest events, incidents and developments that in some way touch on the lives of a news papers’ readers.

Thus there has been no definition of news which is satisfactory to all. What passes for news in Indian newspapers and American newspapers are familiar. And what appears is British and American newspapers may not be understood as news by the Indian reader. The definition of news, therefore, varies from country to country or from one continent to other continent. The obsession with speeches and governmental activities has continued till today in this country with politicians and politics claiming a lion’s share of the daily newspaper space to the exclusion of news of other aspects of life, except for the coverage of news like riots, natural calamities or major accidents. Apparently, Indian newspapers have not recovered from the hangover of colonial rule and the readers themselves have not been educated to expect or demand anything different from what they have been used to so far. Herbert J. Gans says, “News is about the economic, political, social and cultural hierarchies which we call nation and society. For the most part, news reports on those at or near the top of the hierarchies and on those

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5 Pant, K C, Modern Journalism, op. cit., p. 64.
particularly at the bottom who threaten them, to an audience most of whom are located in the vast middle range between top and bottom\textsuperscript{7}.

When common man says something it’s not necessarily news, but the same statement by a person in authority is news. When unknown people do something, it may not be news, but the same act by a celebrity is news. News comes from the things people or groups of people have done, are doing, or plan to do. That covers everything except natural phenomena, and you can be sure that Mother Nature will make big news all year\textsuperscript{8}. News must consist of facts and truths on which people can depend. Newspaper subscribers read the news to get the facts. They base their judgements on those facts, and later act on those judgements. News that is false or inaccurate may lead to all kinds of troubles. Every successful newspaper-man must develop the habit and the zeal for accuracy, a goal that may take a lifetime to realize fully. Every reporter in the world has made mistakes and may continue to make them occasionally. No human being can attain perfect accuracy, but the person who strives for it will come nearer and nearer to success. Experienced words are always preferable to colourless ones - when the facts justify them. The facts do not justify all the active expressions used in journalism. Some reporters, eager to capture attention, colour the news in a way that is more captivating than true e.g. Arushi murder case where media led the case where it could fetch more TRP’s. It is true that in general people do not like to be distressed or disturbed and the news of the day is often distressing and disturbing. Therefore, one element of popular press might be called the ‘familiarity factor’ of Pulp entertainment, of simple reassurance that the world is still turning, that the popular press feels, it must include in its pages. The ‘familiarity factor’ is important. It must not be despised, for to get through to its readers, its listeners or viewers, journalism must lay down some guidelines to lead the public from what is familiar to what seems strange, dangerous and

\textsuperscript{7} Parathasarathy, Rangaswami, Basic Journalism (New Delhi: Macmillan India Ltd.), 1984, p. 21.

\textsuperscript{8} Jones, John Paul, Gathering and Writing the News (Chicago: Nelson Hall Inc.), 1976, p. 16.
frightening. Journalism is an agent of change in a society, which must not stay too comfortably in the familiar present.

The broad/public nature of 'News' is indicated by the way the word NEWS is derived. The four letter word is the initials of the four directions of the earth, namely, North, East, West and South. This means that news is constituted of reports from all quarters, from all sides, from all directions. The only criterion of selection of News is the 'public interest' - interest of the reading public at large. It means the vital interests of the people and it also means the things in which the people are some-how interested. If the water supply of the town is to be stopped for a day, this news concerns the vital interest of almost every one of its residents, but if cricket match is abandoned because of rain, it might concern the interest - which is not so vital - of only the cricket fans. News is no more a luxury to be indulged in by a selected few. It has become a necessity for the people at large. It is information which a man must get in under to survive and get along in the complex society of today. One must remember that man's life depends on a regular supply of information. The variety of news of comment is an important means of securing the truth. This variety is possible only if there is freedom of gathering the news to commenting on it. If the sources of information are restricted and channeled through a prescribed way then there is a major chance for its losing the objectivity which is an integral part of any good news. It is the nature of perception, which is at the root of information to be conditioned by the past of the perceiver and, therefore, all perception is, in a way, biased. The only way of correcting this bias is to have a large variety of perceptions of the same event and sort them out with a view to secure objectivity.

Anything that enough people want to read is news, provided it does not violate the canons of good taste and the laws of libel. It comprises all current activities which are of general human interest, and the best news is that which interest most readers. News is an account of an event which a newspaper prints in

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the belief that by doing so it will profit. The tendency to provide unpartisan news is likely to continue, since the gathering and the distribution of most important national and international news is conduct by press associations. The association by the very nature of their existence must be non political and non partisan. The freedom of printing has never accorded a publisher or writer the right to injure others. News happens wherever there are people. It comes from formal sources such as police, fire, ambulance and coastguard, from business and other organizations and from the less formal setting of clubs and societies. It comes, too, from individuals with a good story to tell. Having a nose for news as it is sometimes referred to is an essential requirement for any journalist being able to unearth fascinating and stimulating ideas for coverage; it is vital to ensure that news is never old, stale or, worst of all, plain boring.

News must reflect the diverse events, issues and interests that make up for the every day news requirements of its readers. News must be contemporaneous if they are to achieve prominence. There is no point reporting yesterday's news in print today, when your readers may have already been well briefed by broadcast and other media or in a worst case scenario, your rivals. Newness will very much depend on the individual news cycle of the output. News is about people rather than things. As a society, we place tremendous importance on the integrity of human existence, which means that stories involving the most vulnerable people attract must coverage. Johan Galling and Mari Harolmoboe Ruge in 1965 identified twelve recurring factors in news stories, as list of their criteria and a summary of their meaning is reproduced:

1. Frequency - how close a story happens to the movement of publication?
2. Threshold - the level the event must reach in terms of scale for it to stand out.
3. Unambiguity - the story should be clearly understood.
4. Meaning fullness - the story should be relevant to the reader’s frame of reference.

1. Constance - the build up to an expected event.
2. Unexpectedness - how predictable an event is
3. Continuity - a big story will remain in the news for days or weeks.
4. Composition - a story may be selected because it helps balance the other stories.
5. Reference to nations - some places are covered more than others.
6. Reference to event - event affecting famous people.
7. Reference to persons - news that has a human focus.
8. Reference to something negative - bad news usually contains more of the above criteria than good news.

Newspaper

Thomas Jefferson, one of the founding fathers of the American Republic said, “Were it left to me to choose a government without newspapers or newspapers without a government, I would not for a moment hesitate to prefer the latter”. The modern newspaper is a complicated and many faceted organization whose interests and activities encompass the entire world. It is no exaggeration to claim that the world is its stage and its readers are its audience. By the very nature of its gigantic task - purveying news, opinion and pictures from all parts of globe – it cannot be anything but the big business. It is as much a commercial proposition as any other trade and it has to make profits as any other business if it is to survive even for a day in a world of rising costs and inflation.13

The newspaper today must have the good-will of the people. Its editions know they cannot occasionally deceive readers and still keep them as good customers. Consistent honesty must be their watch word. Even today, a scrupulous person is tempted to earn money or to gain notoriety through false news which even the most alert editions may fail to detect. Once such news is discovered, however, good newspaper will quickly acknowledge the error and make every effort to have the offender punished. It is even more difficult for newspapers to maintain a high standard by inclusion of unbiased news. For the

13 Parthasarthy, Rangaswami, Basic Journalism, op. cit., p. 12.
sake of making news sensational, some reporters and editors add embellishments that are entirely imaginary although the basis of the story is factual. The public wants the facts so that they can judge the right or wrong of the matter. To present such an unbiased story, the modern reporter writes his news from what is known as the objective points of view, rather than the subjective, that is, reports the news as it exists apart from him, keeping prejudice and his own opinion and feelings out of him.

To appeal to readers and attract subscribers, newspaper editions play up the stories with the greater news value, that is, give them prominent space and conspicuous headlines. News value depends on the degree of timeliness and mass interest, which means a given piece of news has impact on the numbers of readers’ interests and on the extent to which it interests them. Thus the news story in a given issue of the paper and the one that merits the leading headline on the front page is the story that interests the greatest number of persons to the greater extent. The Press has been very slow to catch up with this change, and to revise its methods of operation, so that the newspaper still has a function to perform. Newspapers are achieve[s] of record of event and objectives. They can be referred to, checked back on, in a way that the television or radio cannot. They can describe events at great length, add more relevant details, reproduce authoritative comments from the people to be in a position to observe trends and tow the likely lines in which a news story will develop.

A great editor of the Manchester Guardian, C.P. Scote, made keen observation and made statement of main principle of journalism. He said, “Comment is free; facts are scared. A Newspaper must have coverage and fairness, and a sense of duty to the reader and community. Its primary objective is the gathering of news, at the peril of its soul; it must see that the supply is not tainted”. A newspaper man should be an educationist and not a propagandist. His job is to furnish facts, to inform his reader about the things as they are and guide them in assessing their significance. In order to supply correct information

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14 Wain Wright, David, Journalism Made Simple, op. cit., p. 56.
to the readers, a newspaper must itself be able to get correct information. Its sources of news must themselves be impeccable. This implies that its correspondence should have the capacity and the integrity to collect unvarnished news. Newspaper correspondent, these days, are open to many kinds of corruption or coercion.

To fight for the preservation and furtherance of democratic freedom is its most natural and necessary duty, for the very simple reason that a newspaper is a newspaper only in a democracy. In a dictatorship, a newspaper is not a newspaper but a view paper, in fact a government hand out. A newspaper contrary to what many people think is not an instrument of propaganda but a means of education. Propaganda aims at converting the people to a particular point of view, education aims at enabling them to think for the universe. Propagandists insist that theirs is the truth, educationists recognize that truth is a vast thing, almost co-equal with the universe, and that it is the duty of us all to participate in the research for it. Education does not believe in standard manufacture of truth. It aims at discovering facts and the laws which bind them together. Newspapers in a free society tend to adopt conflicting points of view with one another. But a study of conflicting views has a better chance of gaining, at least a glimpse of truth, than the reading of newspapers in a dictatorship. Newspapers in a dictator ruled country are not the means to disseminate information, but to doctor it in a manner found necessary and convenient by the rulers for themselves. They are not newspapers but vehicles of propaganda. Just as people get the government they deserve, so do the readers who get the newspapers they deserve, as a result of which the Indian newspapers are neglecting their duty not only towards their readers, but towards themselves - a duty that obliges them to be the true pillars of democracy, to be the educational organs of public opinion; an obligation they seem to be increasingly unmindful of.

The newspaper as an institution has been no more better than other institutions of a democracy. The newspaper has become primarily a business, the desire of the holder is to earn a living to make money, to achieve power through
the newspaper. In a democracy, freedom to write is not just for good but for the wise men, for good taste. It is for all, those of good principle and those of evil principles or of no principle”.

“What is the power of the press”. The reply is, “it is the power of words.” Newspapers also use pictures which lend beauty to their look. But rarely can a picture make sense to a newspaper reader without the help of words. We think we read a newspaper to get information. We survey to get a good deal of knowledge about our surroundings. But in process, we also get affected and therefore influenced. The newspaper, therefore, by employing words which embody concepts, inculcates emotions in their readers. The newspaper readers do not receive cold information from their newspapers. The information is callused by emotions it arouses, of course in varying degrees. That is what makes newspaper reading interesting. The information that touches the sensitive spots in the reader's psyche, arouses strong emotions are more demanding than the other kind which would affect them only slightly. The power of press consists in the power of concepts embodied in words. Apparently, they supply information but in doing so, they touch upon many sensitive spots. Their expressed purpose may be to supply cold information affecting their readers. But all information is not really that cold. The interpretation of news, except where on some occasions, it is purely abstract or merely explanatory that arouses emotions, some times identity. Life is practically action-oriented and emotions points towards action, emotions help man keep himself action-oriented and this is what life would appear to demand.

Newspaper has to live according to its character. Therefore, in the 21st century, it must not merely look after the economic side of its existence, but fight for its freedom as well. The only thing the newspaper has to do is providing the true facts of a situation with logical background and rest would leave to its readers. Further, a newspaper not merely provides news, it interprets it also to make the news story understandable to the common man. However, interpretation of news is likely to encounter opposition from some powerful quarters, who may

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not agree with the views expressed in the newspaper. But in doing this, it cannot lose its sense of solidarity with the reader. Therefore a newspaper has to ultimately care for the well being of the community to which it belongs. For an example, while reporting a rape case, a newspaper is bound to honour the dignity of a woman and for that purpose, it must desist form publishing certain details like her name, her identity, etc. This particularly exists in our society in which we would look down upon the raped woman, even though we know or ought to know that the woman is in no way to blame. Another example is of a communal riot. A newspaper must report in a way that would not inflame further emotions to already inflamed passions. The newspaper delivers different forms of news, with differing effects on the consumer. As a print medium, the readership demands news published in an interesting manner, as reading is a more difficult process than watching TV. Thus polycot, a higher degree of discernment, if not actual intelligence, is needed to process news stories in print media as opposed to TV stories in which someone else is reading the story to deliver it in an animated manner.

Newspapers are said to be easiest and cheap medium to inform, educate and entertain. But the balance of emphasis varies widely among various newspapers. The importance of solid and accurate research and meticulous recording of information cannot be emphasized strongly enough. Once a newspaper gains a dis-repute for inaccuracy or floppy research, it can be very difficult to regain good reputation. M.H. Deyong Said, "A great NP should be concerned with the accomplishment of great ends for benefit of the public, rather than be designed simply to solely be a gainer of money for the benefit of the stockholders of the corporation".16

**MAJOR PLAYERS OF INDIAN JOURNALISM**

**Amrita Bazar Patrika**

In India, five English dailies have crossed the century mark, out of these three namely the Amrita Bazar Patrika, The Hindu and The Tribune, were owned

16 Bond, F. Fraser, An Introduction to Journalism, op. cit., p. 4.
and edited by Indians and the other two, the Times of India and the Statesman were owned and edited by the Britishers. All these newspapers have played a major role in the evolution and growth of Indian journalism.

The Amrit Bazar Patrika17 is the oldest Indian-owned daily. It was born as a weekly in Bengali in February, 1868, in the village of Amrita Bazar in Jessore district (now in Bangladesh). It was started by four brothers to fight the cause of peasants who were being exploited by indigo planters. Sisir Kumar, the more famous among the brothers, was the editor and the story of Patrika was the story of Sisir Kumar's relentless fight against the alien rulers that were determined to suppress this mouthpiece of the poor and downtrodden Indians. The Patrika moved to Calcutta in 1871 and functioned as bi-lingual weekly, publishing news and views in English along with Bengali. Its anti-government views and its influence among the people provoked the Government of Lord Lytton to take action against the language press. But before the Vernacular Press Act of 1878, (said to be mainly directed towards the Patrika) was enforced to crush this language paper, the Patrika overnight became an English weekly and thus escaped the clutches of the law. With increased circulation and greater influence with the people, the Patrika continued to remain a thorn in the side of the administration. Every effort was made to buy the Patrika by English people but Sisir Kumar refused to be tempted. The Patrika became a daily in February, 1891, and plunged into the nationalist movement which had received a fillip with the formation of the Indian National Congress in 1885. The Patrika created history during the term of Lord Lansdowne as Viceroy when it published a confidential document of the Foreign Office concerning Kashmir. It created a sensation among official circles and a law was passed to prevent disclosure of official circles, documents and background material without prior permission. Sisir Kumar fought for the freedom of the Press and those in the profession. He launched vigorous campaigns against restrictions on civil liberties and economic exploitation. He pleaded for the establishment of representative institutions for

17 Parathasarathy, Rangaswami, Journalism in India, op. cit., p. 257.
Indians to have a say in the administration. He contributed much to arouse the political consciousness of the people and he founded the Indian League in 1875, which probably was the first political association in India. Sisir Kumar and his brother, Motilal Ghosh, were deeply attached to Bal Gangadhar Tilak. When Tilak was prosecuted for sedition in 1897, they raised funds in Calcutta for his defense. Such was the editors of first Indian daily and their writing and courage speak about them itself.

**The Times of India**

The Times of India\(^\text{18}\) is the oldest English daily in India and it is also a great newspaper which has played an important role in the development of journalism in this country. Before the advent of political freedom and especially in the closing years of the 19\(^{th}\) century and beginning of 20\(^{th}\) century, it had been a controversial newspaper which had stood as a bulwark of colonial rule and had nothing but contempt for Indians and their aspirations to freedom. It was incepted in 1838 and since then, The Times of India is not only India's largest selling English general daily but also the leading English general daily broadsheet in the world. It attracts a daily circulation level of about 22 lakh copies. It is the largest selling English daily between Tokyo and Paris. Its own history constitutes an authoritative slice of the history of Journalism in India. It has witnessed and reported the making of the phenomenon called Modern India. It has been published by dozens of the English editors and put a mark in revolutionizing journalism across the world. Officers, executives, decision makers, businessmen, government executives, politicians, intellectuals and students form the highest percentage of The Times of India readership. The Times of India has highest percentage of sole readers indicating its leading position and has eight regional editions which include Mumbai, Delhi, Ahmedabad, Hyderabad, Pune, Bangalore, Lucknow and Patna.

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\(^{18}\) Basu, Bishwas, Your Guide to Journalism (Chandigarh: Abhisek Publications), 200€, p.196.
The Hindustan Times

Hindustan Times Media Limited is a major player in the print media in India. It too has a leadership position in the English newspaper market in North India and the second position in the Hindi newspaper market as Hindustan in the North and East. The group now intends to consolidate itself as vibrant and modern media powerhouse through strategic partnerships, ever increasing scope of operations and a consumer focused approach. Hindustan Times, the flagship publication from the group, was inaugurated by Mahatma Gandhi in 1924 and has established presence as a source of newspaper editorial par excellence and full of integrity. Today, Hindustan Times has a circulation of over 1.2 million and is the fastest growing mainline English newspaper in terms of readership. Hindustan Times, Delhi, is India's largest single edition daily. In July 2005, Hindustan Times made successful entry into the commercial capital of India i.e. Mumbai.

The Hindu

The Hindu,\(^{19}\) started in 1878 as a weekly, became a daily in 1889 and from then on, has been steadily growing to the current circulation of over 1,000,000 copies and a readership of over 3 million. The Hindu's independent editorial stand and its reliable and balanced presentation of the news has over the years, won for it the serious attention and regard of the people who matter in India and abroad. The Hindu uses modern facilities for news gathering, page composition and printing. It is printed in twelve centers including the Main Edition at Chennai (Madras) where the Corporate Office is based. The printing centers at Coimbatore, Bangalore, Madurai, Hyderabad, New Delhi, Vizag, Thiruvanathapuram, Kochi, Vijayawada, Mangalore and Tiruchirapalli are connected with high-speed data lines for news transmission across the country. Six young men, all in their twenties, founded The Hindu in Madras on September 20, 1878. Two of them, G. Subramanian Ayer and M. Veeraraghavacharier,

\(^{19}\) Wadhwa, Priyanka, Development of Journalism (New Delhi: Murari Lal and Sons), 2007, p. 212.
stayed on later to become joint proprietors of the paper, which started as a weekly and became daily in 1889. They all belonged to a society called the Triplicane Literary Society, which was a forum for discussion of political and social topics and attracted to it the elite of Madras. The immediate reason for starting the paper was the criticism by British owned newspapers of the appointment of T. Muthuswami Ayer as judge of the Madras High Court. In the words of Subramanian Ayer: 'Unable to stand this unfairness, six of us joined together and started The Hindu. When we started the newspaper, we had no idea of the responsibility which its publication would involve, of how to conduct it, of the expenditure to be incurred, etc. Since we had no money with us, we borrowed one rupee and three quarters and printed and published 80 copies'. In its first editorial, The Hindu wrote: 'We are inclined to be conservative as much as it is consistent with the national progress of the natives......The principles that we propose to be guided by are simply those of fairness and justice. It will always be our aim to promote harmony and union among our fellow countrymen and to interpret correctly the feelings of the natives and to create mutual confidence between the governed and the governors'. At that time when The Hindu appeared, public opinion in Madras Presidency was stagnant and there were very few recognized forums to voice the feelings and grievances of the Indian population. It filled a vacuum and instantly became popular. This helped The Hindu to be accepted from its very birth as an all-India paper even though it could not claim any large all-India circulation.

The Hindu changed hands in 1905 when S. Kasturiranga Iyengar, a lawyer, bought it and became its editor. A. Rangaswami Iyengar became the editor in 1928 and he performed the duties of Secretary of the Indian National Congress for many years and was also a leading member of the party in the Central Legislative Assembly. After the death of Rangaswami Iyengar, Kasturi Srinivasan, took over as Managing editor of the paper in 1934 and remained in that post till his death in 1959. In 1958, The Hindu’s page one became news page

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21 Ibid.
when it abandoned its policy of over 80 years of carrying only advertisements on that page. His brother's sons, G. Narasimham and G. Kasturi took over after Srinivasan's death.

**The Statesman**

The Statesman is one of India's oldest English newspapers founded in Kolkata in 1875 by Robert Knight, who was one of the early British journalists, who like Silk Buckingham, encouraged critical analysis of the government’s actions and policies, which set him besides other British-owned papers, which while supporting the government, steadfastly also indulged in denunciation of Indians and particularly the nationalists. The Delhi edition of The Statesman began publication in 1931. It is said that Jawaharlal Nehru read the Statesman every morning during the days of the freedom struggle when he was out of prison and it was one of the newspapers supplied to him when he was in prison which happened frequently. In 1928, when the nationalists organized a boycott of the Simon Commission which came to go into constitutional reforms, the Statesman appealed to them to cooperate with the Commission and this led to a campaign to boycott the paper and copies of the paper were burnt. But it did not deter a prominent nationalists’ leader from reading the paper’s editorials. The Statesman, which was described as the Manchester Guardian of the East, has had a long line of able and dedicated editors who have left their mark deep on it. There were several occasions when it got into trouble with the government. On one such occasion, Gokhale had to use his influence to rescue its editor, Samuel Ratcliffe, from government displeasure. This happened during the viceroyalty of Lord Minto. The paper had published a secret minute of Lord Curzon on the partition of Bengal and the Home Department withdrew from it government advertisements and other privileges as a punishment. Gokhale spoke to Dunlop Smith, private secretary to the Viceroy, who supported to arrange an interview for Ratcliffe with the Home Member, Arundel. The Statesman published an apology and the government withdrew the ban.

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The Statesman Weekly is a compendium of news and views from the Kolkata and Delhi editions. Primed on airmail paper, it is also popular with readers outside India. The Statesman is the leading English newspaper in West Bengal. The Statesman has distinguished itself through objective coverage of events, its value as an honest purveyor of news, emphasized at times of crisis such as the Bengal famine of 1943 and the infamous internal emergency of the mid 1970's. It is forthright in the expression of its views. Its pursuit of the truth has been relentless and often at considerable cost to itself; first, when the government of Indira Gandhi, in gross abuse of power, attempted to suppress its voice and secondly, when the government of Rajiv Gandhi interfered with the grant of statutory clearances to its modernization plans unless the paper changed its editorial stance.

The Tribune

The Tribune\textsuperscript{23} is one of the powerful newspapers which had made its footprint not only in the freedom struggle of India but also enlightening the contemporary times with its editorials and news. Gandhi once said in 1932: 'The Tribune is the best newspaper. Its editorials, readings and analysis of events are unsurpassed'. He said of its great editor: 'Long lives Kalmath Ray'. Kalmath Ray was to the Tribune what G. Subramanian and Kastunranga Iyengar were to The Hindu and Motilai Ghosh to the Amrita Bazar Patrika. He was a Bengali who had worked on Surendranath Bannerjee's Bengalee in Calcutta before he came to Lahore in 1917, to take over editorship of the Tribune. He was tireless writer who bravely faced the risks involved in fighting the strongly entrenched alien government. His fierce attacks on the Punjab Government and particularly on General Dyer, villain of Jallianwala Bagh in 1919, led to his being arrested and sentenced to two years' imprisonment. On appeal, however, it was reduced to three months. Ray had his differences with Gandhi. He did not believe in non-violence and the methods adopted by Gandhi to achieve freedom but he was a good Congressman and took an active part in the freedom struggle. He told Mulk

\textsuperscript{23} Wadhwa, Priyanka, Development of Journalism, op. cit., p. 231.
Raj Anand, the novelist: We Bengalis do not agree with Gandhi that India can win freedom with non-violence. We can embarrass the government with non-cooperation. Some of our young students have turned terrorists. You know one of the men who threw the bomb at Lord Harding in 1911 was a Bengali called Rash Behari. He escaped to Japan afterwards. And one of our writers, Sarat Chandra, has written a novel lauding the gospel of ‘Tit for Tat’. Amolak Ram, a former editor, has said that Ray who edited the Tribune for 28 years was known for his uprightness, integrity, and independence. He neither did nor allowed his judgment to be influenced by personal or sectarian considerations. Nor did he brook any interference, internal or external, in the conduct of the paper. It was a treat to read his analytical editorials particularly at a time when the British bureaucracy was out to suppress all patriotic aspirations. Kali Babu, as his admirers affectionately called him, was generally disinclined to meet any VIP. He rarely attended any social function. He had a deep insight into the affairs of state and the working of various political organizations. He differed with Gandhi on certain aspects of the non-cooperation programme and expressed his opinion candidly and freely. But he had a high regard for those with whom he happened to differ. In spite of his differences, he gave unrelenting support to Gandhi in the long and arduous fight for freedom. Ray passed away in 1943 and the Tribune passed through many ups and downs until the final calamity in 1947 when, on the eve of independence, two of its staff members were stabbed and the publication of the paper in Lahore was suspended.

Sardar Dayal Singh Majithia, who was a great admirer of Raja Ram Mohan Roy and the Brahmo Samaj started the Tribune as a weekly in Lahore in 1881. He was helped by Surendranath Bannerjee in buying a printing press. The Tribune, which became a daily in 1906, had a number of Bengalis as its editors in its early career, including Kalinath Ray and Bipin Chandra Pal. A great philanthropist and prominent nationalist of northern India, Sardar Dayal Singh established a trust, for the Tribune, which continues to function till date. In its first issue on February 2, 1881, the Tribune said: “The aim of the Tribune will be, as its name imparts, fairly and temperately to advance the cause of the masses.
We shall strive as much as lies in the compass of our humble abilities to create and educate such opinion."

On the eve of independence when Punjab was partitioned, riots rocked Lahore and the mob attacked the office of the Tribune. Two members of the staff were killed; the printing machinery, building and land were lost. The paper suspended publication. In a telegram to Patel, home minister, the manager of the paper said, “Tribune Lahore has lost property, cash, machinery, newsprint etc., worth Rs. 25 lakhs. Newsprint worth Rs. 2 lakhs removed under orders of the West Punjab Government to Government Printing Press, Lahore. Our van and six typewriters have also been given to Pakistan Times. The government has sealed our press and office. I learn that our press and building are being given to Pakistan Times.” Patel asked the Rehabilitation Minister, K.C. Neogi to give all facilities to the Tribune to resume publication from Indian soil. The Tribune had opposed partition but when it became a tacit accompli, its trustees decided to continue to publish it from Lahore and its editor wrote an editorial supporting Jinnah's views. Jinnah appreciated the Tribune's stand but the chaos and anarchy that followed partition left no option for the paper and it moved to Shimla and later to Ambala in May 1948. The Tribune moved to its present home in Chandigarh in 1969. The paper, whose editor then was Madhavan Nair, got into trouble with the Government of India during the Emergency in 1975. It was one of the three papers blacklisted by the government and denied advertisements and other facilities. Two sister papers, one in Punjabi and the other in Hindi (Punjabi Tribune and Dainik Tribune) were started in 1978 and were an instant success. Till today, the Tribune is putting its mark in the development of the masses and society.

Journalism

Journalism is both an art and a profession which records events and opinions and seeks to interpret and mould them for the benefit of public. Herbert Hoover says, “Honest difference of views and honest debate are not disunity.
They are the vital process of policy making among free men.24 Today, we read and hear much about the importance of being well informed. To be successful in any activity, you must be equipped properly with all the knowledge possible concerning that activity. Journalism is the business of timely knowledge. The business of obtaining necessary facts, of evaluating them carefully, of presenting them fully and of acting on them wisely is a part of journalism. Journalism entered the twenty first century caught in a paradox of its own making. We have more news and more influential journalism, across an unprecedented range of media, than at any time since the birth of the free press in the eighteenth century; yet journalism is also under widespread attack, from politicians, philosophers, and the general public and even from journalists themselves.25

Definition of journalism varies from the flip to the pompous and the ones that matter lie between those extremes. Journalism is about finding things out and then telling other people in as interesting and accessible way as possible. Taking it a step further, journalism is about discovering things various interested parties would prefer left undiscovered. Another popular definition says journalism is about comforting the afflicted and afflicting the comfortable. It is about finding out what is really going on. It is about holding those who wield power - political, commercial, financial, legal and social - to account, representing those over whom power is exercised. The powerful are kept in check, the powerless supported. Journalism, thus exercises a critical role in a free society and is always checked, constrained or out lawed in undemocratic societies.26

The press on one hand performs the utilitarian purpose of giving information through news and imparts education through comments, views, opinions, features, interpretative writing and articles on subjects and topics of various sorts, while on the other hand, it provides entertainment to its readers by

publishing short stories, poems, sports events, film features, reviews (of books, films, policies and programmes), comic strips, caricatures, anecdotes, etc. Newspaper, particularly, is said to give taste to the reader’s morning coffee or tea. It is so much socialized that it is important part of life of readers. The main function of journalism is to bring to light to the people what its members feel and think. Journalism has focused solely on its primary political function, which is to inform the public and has therefore neglected its secondary but complementary function, which is to engage with the broader life style and entertainment requirements of the readership. In its secondary function, journalism has contributed enormously to wider cultural politics. In short, journalism in both printed and electronic format is best seen as the continuous recombination of novelty, information, opinion and entertainment.\footnote{Ibid., pp. 26-31.}

The ascent in journalism’s influence is easily explained. Its underlying cause is the growth in the cultural, political and economic value of information, facilitated by the emergence of new, cheap electronic technologies to distribute and display news. It is now widely understood that without abundant and accessible information, we can have neither the democracy in which we believe nor the economic growth and consumer choice we desire. Journalism is that part of social activity, which is concerned with gathering information about events, happenings, and occurrences, assessing their newsworthiness or news value, before writing story for dissemination of the news and views about and concerning the society. Modern journalism feeds many departments of mass communication through specialists of diverse subjects, topics, technology, art, skills and presentation. “Journalism is communication. It is the events of the day distilled into a few words, sounds or pictures, processed by the mechanics of communication to satisfy the human curiosity of a world that is always eager to know what’s new”, said David Wainwright.\footnote{Pant, K. C., Modern Journalism, op. cit., p. 5.}
All activities concerned with the communication of mass media is not journalism but only that part of the activity which involves writing, preparation and production of the communication messages to convey information containing concern or interest to the readers, listeners, viewers, society, is journalism. Thus, journalists essentially are writers, authors, reporters, correspondents, editors, sub-editors, interviewers, story-writers, script writers, scenario editors and a host of specialists - in diverse subjects, disciplines, critiques of literature, in skills like designing pages, page layout, typography, calligraphy, art, printing technology, etc. In the present times, freelance journalism is catching on - like travel and tourism, photography, biographical sketches, brief profiles, and so on.

Journalism is primarily an educational experience, not a business enterprise. It is designed, not to make you become an expert in any or all phases of newspaper work, but to familiarize you with the functions and responsibilities of one of the most powerful means of communication in modern society. It will enable you to become aware of the importance of timely information in every day life and how that affects your beliefs and actions. It will help you to exchange more intelligently your views and opinions with others. A study of Journalism will make you a more effective citizen in a more effective community.  

“I want to tell you how I look at journalism......It is becoming an increasingly exciting profession. Journalist is becoming not just a collector of interesting items that people want to hear about; it is becoming increasingly a teacher in a world that has grown extremely complex to explain.......I think journalism has improved, but improvement has not proceeded as far as the problems it has to report and explain have grown more difficult. Journalism is about people. It is produced for people. The newspaper has to be aware of the changes in the lives of its readers. It is not enough for it to print the 'hard news' of the evening to its readers till morning, since its readers who look at the paper

over breakfast will have heard most of that and seen many of the public figures and significant events on television the night before.\textsuperscript{30}

The only qualities essential for real success in journalism are rat like cunning, a plausible manner, and a little literary ability. The ratline cunning is needed to ferret out and publish things that people don't want to be known. The plausible manner is useful for surviving, helpful with the entertaining presentation of it, and even more useful in later life when the successful journalists may have to become successful executives of their newspapers. The literary ability is of obvious use. Some journalist would deny that it is their purpose to form opinions or change society, but simply to give the facts. But as one has seen, the relevant facts are not identified as easily as all that, and whether we like it or not, journalism in the press or on radio or on TV is a contributory factor - mingled with other factors - in the transformation of society. Always be aware of change and the prospect of change. One reason why journalism used to appeal so much to young people as a career was that it did not seem to need long and boring periods of study.

Power recognizes power and the newspaper is a power of words which can reflect and evoke public passions. In fact, the power of press lies in its capacity not only to tap the public emotion but to create it. The power of the journalism is the power of the public passion and that is why government power is always apprehensive of the power of the press. The government of democratic countries tolerates the freedom of the press because the people of these countries are emotionally committed to freedom. This indeed is the secret of their cultural and instinctual progress. Journalism is a highly competitive profession in contemporary times. Newspapers are surviving on the good-will of their readers and they are rarely having enough time to cope with the flush of news. Moreover, a large number of readers do not read their newspapers with the serious intent of having objective knowledge. They read it more as a pastime and an entertainment

purpose. This tends to affect their consideration of the news or views offered by their paper. Because of this, newspapers are tempted to make the news colourful and their views entertaining more than instructive, and since Indian readers, by and large, lack no hesitation, they tend to err on the cheap side.

Self respecting journalism, in all its forms, strives constantly to meet this obligation to fulfill its duties to society. John Thadens Deleon, the great editor of "The times" of London from 1814 to 1877, who turned that paper into "The Thenderer" 31 eloquently set forth this principle. The better writers and the better papers seek to avoid deliberate and intentional partiality. The ideas of fairness are achieved by journalism which avoids errors, bias, prejudice and false colouring. Fair journalism is peculiarly the medium for the expression of the immunities because it is not under government control. Journalism includes the printed word in the daily and weekly press in pamphlets, magazines and books, and the spoken word through its various channels, notably radio, TV etc. In the beginning, it was the word. Even before the dawn of history, men spoke to inform, to convince and to persuade their fellows. Men today are still hard at it and with the same ends in view. Through the centuries, the spoken word has lost none of its power and in our own century, science and invention have widened the range of its influence by increasing its audience manifold. History is not only written in words, it is made with words. Adolf Hitler once said, "The Power which set sliding the greatest historical avalanches of political and religious nature was from the beginning of time the magic force of the spoken word alone". 32

**Pioneers of Indian Journalism**

Journalism in India was an alien concept in its present form though in its natural form, it was indeed present but it was one of the benefits of British rule. In the beginning, it was present and confined to the interests of ruling class and rarely had to do with its main subject say people. Even British officials were

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31 Bond, F. Fraser, An Introduction to Journalism, op. cit., p. 3.
suspicious of journalists and newspapers and intolerant of criticism. However, the press in Britain was gaining power and the Press in India drew its strength from the power of press in England.

**James Augustus Hicky**

He was the first pioneer of Indian Press and first one to launch the first newspaper in India. An expatriate Irishman and a fiercely independent journalist, James Augustus Hicky, published India's first newspaper, “The Bengal Gazette”, “Hicky’s Gazette” or “The Calcutta General Advertiser” in 1780. Hicky quickly realized that truly distinguished newspapers should serve society, even at the risk of official displeasure. Hicky's newspaper made interesting reading with its ample dose of scurrilous reporting, unique advertisements reflecting the low morality in society, and scandalous accounts of the misdeeds of British administrators in India. Soon enough, the British rulers charged him of libel. Hicky was harassed, attacked and jailed. Undaunted, Hicky continued to edit his newspaper from prison. But his publication did not survive long and the British rulers caused him immense harm. The Britishers made all efforts to scuttle the freedom of the Bengal Gazette, though it was not a daily at that time. Its masthead proudly and courageously proclaimed itself unbiased as “A Weekly, Political and Commercial Paper, Open to All Parties but Influenced by None”. However, in actual practice, it was not so for it being highly partisan in nature. Compared to current newspapers, the Bengal Gazette was smaller in size, twelve inches in length and seven inches in breadth. It consisted of only two sheets with three columns on each page and was printed on both the sides of the pages. Hicky's Gazette had a limited circulation, not exceeding 200 copies. Its readership consisted of employees of East India Company and other Europeans, mostly traders. Regarding the contents, the Gazette's predominant feature was 'Addresses to the Public' from Mr. Hicky wherein the editor spoke, rather wrote, directly to the readers. There were a large number of letters, which sang the praises of Hicky.

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section was devoted to amateur verse, named 'Poets Corner'. The Gazette printed many advertisements mainly about auctions and goods for sale and so also came to be called the Calcutta General Advertiser.

**James Silk Buckingham**

Jawaharlal Nehru has described James Silk Buckingham as among the earliest pioneers of the press in India and freedom of the press who is still remembered for his advocacy of free press. He came to India in 1818 as the editor of Calcutta Chronicle, which was started by some local merchants to propagate their interests. The first issue indicated that it would be a chronicle of political, commercial and literary news and views. Mr. Buckingham faced this challenge of versatile editor and proved a breath of fresh air in polluted scandal mongering, flippancy and easygoing life of Europeans. He emphasized on conditions of local community rather than fashions and the life of popular Europeans in India. He published drawings and charts to drive home his point on any subject and introduced special feature section in the paper. He made the newspaper the mirror of the people. Buckingham was one of those who are born journalists rather than made.

**Raja Ram Mohan Roy**

He was one of the founders of the India owned Press, though most people remember Raja Ram Mohan Roy as the man who fought to abolish Sati and also founded the Brahmo Samaj. But his contribution to Indian society was a great deal more than these social reforms. Roy was born in Radhanagar village in Bengal's Hooghly district on May 22, 1772, to a conservative Bengali Brahmin parents. Roy did his elementary education in the village school in Bengali, in his mother tongue. At the age of 12, he mastered Persian and Arabic. His knowledge of Arabic enabled him to read the Koran in the original, as well as the works of

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35 Parthasarathy, Rangaswami, Journalism in India (New Delhi: Sterling Publishers Private Limited), 1989, p. 27.
36 Wadhwa, Priyanka, Development of Journalism (New Delhi: Murari Lal and Sons), 2007, p. 29.
Sufi saints. He also devoured Arabic translations of the works of Aristotle and Plato. In 1803, he secured a job with the East India Company and in 1809 he was posted to Rangpur. Roy was drawn to certain aspects of Christianity that led some of his followers of the religion to suggest that he convert; but he politely declined. Roy’s understanding of the different religions of the world helped him to compare them with Vedantic philosophy and glean the best from each religion. To pursue his interests, Roy resigned from the East India Company a few years later and came to Calcutta in 1815. Dissatisfied with the system of education and the wrong method of teaching English, he formed an association of English and Hindu scholars. He also invested his own money in the starting of a school where he introduced subjects like Science, Mathematics, Political Science and English. Roy felt that an understanding of these ‘modern’ subjects would give Indians a better standing in the world of the day.

Though initially antagonistic towards British rule in India, Roy later began to feel that the country would benefit in terms of education and by exposure to the good points of Christianity. Along with a group of like-minded people, Roy founded the Atmiya Sabha in 1815. The group held weekly meetings at his house; texts from the Vedas were recited and hymns were sung. ‘Atmiya Sabha’ used to publish a weekly called ‘Bengal Gazette’. Roy’s efforts to abolish the practice of Sati were largely driven by his concern for the moral dimensions of religion. It was the sight of the burning of his brother’s widow on her husband’s funeral pyre and his inability to save her that spun Ram Mohan Roy into action. Ram Mohan Roy, who first published a newspaper in an Indian language, made thousands of people understand many things in their own language. Besides, Ram Mohan was himself bringing out newspapers called "Mirat-ul-Akhbar" (the Mirror of News) in Persian and another one called 'Sambad Kaumudi' (the Moon of Intelligence), a Bengali weekly. In those days, items of news and articles had to be approved by the government before being published. So, there was no freedom of the press and Roy protested against it. He argued that newspapers should be free and that the truth should not be suppressed simply because the government did not like it. Newspapers should have the right to uphold the truth.
It needed much courage to speak out like this 150 years ago, when India was under the British rule. The press secured freedom by the constant efforts of Raja Ram Mohan Roy.

Rudyard Kipling

English short-story writer, novelist and poet, who celebrated the heroism of British colonial soldiers in India and Burma, Rudyard Kipling\(^\text{37}\) was the first Englishman to receive the Nobel Prize for Literature in 1907. His most popular works included The Jungle Book (1894), with such unforgettable characters as Mogli, Baloo and Bagheera and Walt Disney's cartoon version, was produced in the 1960s. Rudyard Kipling was born in Mumbai. India was at that time ruled by the British. An ayah, who taught him Hindustani as his first language, brought up Ruddy. In 1878, he entered United Services College, a boarding school in North Devon and returned to India in 1882, started working as a journalist in Lahore for Civil and Military Gazette and an assistant editor and overseas correspondent in Allahabad for Pioneer. In 1892, he married Caroline Starr Balestier, the sister of an American publisher and writer, with whom he collaborated a novel, The Naulahka. The young couple moved to the United States. Kipling was dissatisfied with the life in Vermont, and after the death of his daughter, Josephine, Kipling took his family back to England and settled in Burwash, Sussex. During these restless years, Kipling produced a collection of animal stories for children. Soon after Kipling had received the Nobel Prize, his output of fiction and poems began to decline. Kipling died on January 18, 1936 in London, and was buried in Poet's Corner at Westminster Abbey. His autobiography ‘Something of myself’, appeared posthumously in 1937.

Bal Gangadhar Tilak

The beginning of 20\(^\text{th}\) century was the age of alien rulers and persecution of the Indian press, especially the language press which had spread to all parts of

\(^{37}\) Parathasarthy, Rangaswami, Journalism in India, op. cit., p. 62.
the country. The centre of activity was shifted to Maharashtra where new revolutionary leader, the lion of Maharashtra, Bal Gangadhar Tilak, was born on July 23, 1856, in a village near Rainagiri, into a middle class Chitpavan Brahmin family. Tilak was an avid student with a special aptitude for mathematics. He was among India’s first generation of youth to receive a modern, college education. After graduation, Tilak began teaching mathematics in a private school in Pune and later became a Journalist. He became a strong critic of the Western education system, feeling it demeaning to Indian students and disrespectful to India’s heritage. He organized the Deccan Education Society to improve the quality of education for India’s youth. Tilak founded the Marathi Daily, Kesari, which fast became a popular reading for the common people of India. Tilak strongly criticized the government for its brutalism in suppression of free expression, especially in the face of protests against the division of Bengal in 1905 and for denigrating India’s culture, its people and heritage. He demanded the British immediately give the right of self-government to India’s people. Tilak joined the Indian National Congress in the 1890s, but soon fell into opposition of its liberal-moderate attitude towards the right for self-government. Tilak opposed the moderate views of Gopal Krishna Gokhale, and was supported by fellow Indian nationalists, Bipin Chandra Pal in Bengal and Lala Lajpat Rai in Punjab. In 1907, the Congress Party split into the Garam Dal led by Tilak, Pal and Lajpat Rai, and the Naram Dal led by Gokhale during its session at Surat in Gujarat. When arrested on charges of sedition in 1906, Tilak asked a young Mohammad Ali Jinnah to represent him. But the British judge convicted him and he was imprisoned from 1908 to 1914 in Mandalay, Burma (now Myanmar). Upon his release, Tilak re-united with his fellow nationalists and re-united the Indian National Congress in 1916. He also helped found the All India Home Rule League in 1916 with Annie Besant and Mohammad Ali Jinnah. Although he was basically a proponent of Advaita Vedanta, he differed from the classical Adrian view that jnana (knowledge) alone brings release. Tilak added a measure of karma yoga (the yoga of activity) to this, not as subordinate to jnana yoga, but as equal and complementary to it. Tilak proposed various social reforms, such as a
minimum age for marriage and was especially keen to see a prohibition placed on the sale of alcohol. His thoughts on education and Indian political life have remained highly influential - he was the first Congress leader to suggest that Hindi, written in the Devanagari script, should be accepted as the sole national language of India, a policy that was later strongly endorsed by Mahatma Gandhi. However, English, which Tilak wished to remove completely from the Indian mind, remains even now an important means of communication in India. But the usage of Hindi and other Indian languages has been reinforced and widely encouraged since the days of the British Raj, and Tilak's legacy is often credited with this resurgence. Another of the major contributions relates to the propagation of Ganesh festival which contributed for people to get together and celebrate the festival and provided a good platform for leaders to inspire masses. His call for boycott of foreign goods also served to inspire patriotism among Indian masses. Tilak authored Arctic Home in the Vedas in 1903. In it, he argued primarily on the basis of astronomical statements, that the Vedas could only have been composed from an Arctic location. Tilak authored ‘The Orion’, and researched into the antiquities of the Vedas in which he used astronomy to establish that the Vedic people were present in India - at least as early as the 4th millennium B.C.

Bhartendu Harishchandra

Bhartendu Harishchandra was multi-faceted personality and father of the modern Hindi Literature, Hindi Journalism and Hindi Prose. He made major contributions in the field of journalism, drama and poetry. He edited the magazines, Kavi Vachan Sudha, Harishchandra Patrika, Harishchandra Magazine and Bal Bodhini. Bharatendu Hanshchandra Awards have been given by the Ministry of Information and Broadcasting, Government of India, since 1983 to promote original writings in Hindi on journalism and mass communications.
Homiman came to India as an assistant editor of the Statesman. He was the son of a former Paymaster-in-Chief of the British Navy, brother of a Rear-admiral and a famous actor. He was a staunch advocate of Indian independence and was soon disgusted with the uncongenial atmosphere of Calcutta (now Kolkata) where the Statesman was printed. He resigned his job in 1912. By recommending him to Sir Pherozeshah Mehta, who was in search of an editor for his newly started Bombay Chronicle, Surendranath Bannerjee wrote: 'I may assure you that Homiman is as good an Indian as myself. During the days of the partition of Bengal, he used to walk with us barefooted through the streets of Calcutta (now Kolkata) with a shawl on his broad white shoulders.' Before Homiman arrived in Bombay and took charge of the Bombay Chronicle in 1913, vigorous dynamic public life was unknown. An Englishman as editor of an Indian newspaper necessarily had to work under great strain but Homiman had the advantage of professionalism, which made him an expert. There had been British champions of the Indian cause before and after Homiman, but none is as eminent for personal identification with the causes as he took up and for the vigour with which he pursued them. To his qualities as a trained journalist, he added emotional involvement in the fight for Indian freedom. He was an indefatigable worker, active in public life and in movements for relief to the people. By his incessant attacks on the British owned press, he shook the Times of India (which virtually enjoyed a monopoly until the arrival of the Chronicle) out of its smugness and exposed its views and prejudice. It soon became a habit for the citizens of Mumbai to read the Chronicle first in the morning. A European bureaucrat said, “I hate Homiman though I can't help admiring his articles which are a tonic.” The officials branded him a traitor to his motherland and Homiman defended himself through the columns of the Manchester Guardian. He wrote: ‘Though the government was strongly criticized as it deserved and the strongest

38 Wadhwa, Priyanka, Development of Journalism, op. cit., p. 181.
protest was made in my paper regarding the public flogging of people in streets, the dropping of bombs on unarmed crowds, machine gunning of demonstrators without adequate provocation, the whole of my personal influence and that of my paper were used in support of restoration of order and the inculcation of the doctrine and practice of Satyagraha - the very negation of violence - both before and during the disturbances that occurred In a letter to the Chronicle in September 1919, he related the circumstances under which he was deported. He was ill and under doctor’s orders after an operation not to leave the house, the police came and carried him from his house in an ambulance and placed him to board the ship.

**Arthur Moore**

Arthur Moore belonged to a rare group of editors, who have a mind of their own and do not care what others think about it. Moore enjoyed in letting people in high positions in government or in politics know what he thought and wrote which was not always palatable to the parties for whom it was intended. He was an unconventional editor of the Statesman for 10 years. K.P.S. Menon, the veteran diplomat said that Arthur Moore was non respecter of persons. Some VIP’s disliked him and he reciprocated their sentiments cordially. On the whole, he was regarded by the Establishment as a difficult person to deal with. Moore succeeded Alfred Watson as an editor of the Statesman in 1932. Watson was the target of terrorist attack twice and he was injured in the second attempt when a young terrorist shot him. The attacks were a sequel to some articles published in the Statesman and according to Muggeridge who had just then joined the paper, as an assistant editor, that they had been written by Moore. Watson resigned his job and returned home. Before he came to India, Moore had worked as a reporter with The Times of London and was considered an authority on Balkan and Persian affairs. He served as The Times correspondent in Persia for some years. He came to India in 1924 and joined the Statesman as an assistant editor. His most famous brush with authority was during the viceroyalty of Lord Linlithgow

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39 Parathasarthy, Rangaswami, Journalism in India, op. cit., p. 289.
to whom he was like a red rag to a bull. Maulana Azad remembered him in his autobiography by saying that Moore was also a part of Satyagrah in 1947 when Gandhi was fighting against the communal riots in Calcutta.

S. Sadanand

In the history of Indian journalism, S. Sadanand, has an important place as an able editor, an innovator and a fearless patriot. Born in Tamil Nadu, he made Bombay his headquarters for his multifarious ventures in journalism. That was where he held sway during the Salt Satyagraha of 1930-33 when his newspaper Free Press Journal, was a rage and eclipsed all other nationalist papers. He was a pioneer of popular journalism in English, who sold his papers at six paisa a copy, an unheard of thing in those days. He created a mass base for himself by espousing popular causes and airing public grievances in a big, spectacular way that caught the imagination of the educated masses. He, more than any other journalist, strove to instill pride and devotion among the people for their country and for the epic battle for freedom waged by the Congress under the leadership of Gandhi. He was a powerful supporter of the Congress movement and his newspaper Free Press Journal had to pay the penalty when the alien government persecuted it by demanding securities and forfeiting them and demanding fresh deposits. Sadanand did not flinch and survived the ordeal even after paying Rs. 70,000 in one year alone. He revolutionized editorial writing. Instead of the writing like a song and meandering editorials, very often going above the head of the ordinary reader, which were a feature of the nationalist newspapers then, Sadanand introduced the sharp, telling and pungent editorial paragraphs which, with their mythical allusions and anecdotes, went straight to the heart of the readers and enabled them to grasp with ease what was being conveyed to them. The reader became emotionally involved in whatever was suggested and their cooperation was assured. And that was how the Congress gained its supremacy in Bombay. His right hand man on the Free Press Journal

40 Wachwa, Priyanka, Development of Journalism, op. cit., p. 199.
was Stalin Srinivasan who was an able and experienced journalist. The sobriquet, 'Stalin', was given to him by his colleagues in the profession because of his moustache, which closely resembled that of the Russian dictator. Sadanand started his career as a journalist in Burma in the 1920s when it was part of India. He worked in a Rangoon newspaper and later came to India. He purchased the Indian Express from Dr. P Varadarajulu Naidu in 1932 who had started it a year earlier. Sadanand ran it for some months and soon got tired of it as all of his concentration was on the Free Press Journal in Bombay. He went to C. Rajagopalachari in April 1932, and urged him to take over the Indian Express. Rajaji told him that the man who could help him was K. Santhanam, who had just been released from prison where he had undergone an imprisonment. When he came out of prison, he had decided to renounce politics but fate had stored something else for him. Rajaji advised him to take over the Indian Express as its editor. For Santhanam, Rajaji's words were a command and he started a new life as a journalist. For him, editing and running the Indian Express was a national service and a mission. The Indian Express became a morning paper and spokesman for the Congress. It was sold at half an anna in line with Sadanand's innovative seal. Very soon, a sister Tamil daily was added, and the Dinamani in a short time outstripped its rivals. The Indian Express, however, fell into a financial crisis and it finally passed into the hands of Ramnath Goenka who later became a newspaper baron and the owner of the largest chain of newspapers.

Frank Moraes

Frank Moraes was a journalist of great courage and always called a 'spade a spade'. Long training and apprenticeship in a British-owned and edited newspaper had given him a discipline and keen sense of what was right and what was wrong, and integrity and clear thinking, so that when he came to assume positions of responsibility in a newspaper, he commanded great respect and authority. He asked himself once: 'What did England give me?' and provided the answer: 'Primarily, I think, a sense of tolerance combined with a habit of

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evaluation which while enabling one to listen to the other man's point of view, did not necessarily imply that one necessarily accepted it. I suppose this attitude of mind really adds up to democracy. England also taught me to recognize the importance of standards in human relationship and individual conduct, which in a way spells civilization. I think the most valuable gift England gave me was a sense of proportion.' It is this sense of proportion, which marked his editorship of the Times of India and later of the Indian Express. He occupied the editorial chair of India's two leading newspapers at a time when the country was facing enormous problems of reconstruction and survival. He was a constructive critic whose writings were valued in the highest quarters of Government and paid the greatest attention. A close associate described him as 'one of the most straightforward journalists and a gentleman'. He was of a reserved nature and a man of few words. He had the advantage of moving with the leaders of government on an equal footing, which developed intimacy and trust, and he established high level contacts in all spheres of public life. His close friendship with Jawaharlal Nehru and Indira Gandhi was a great asset. His involvement with and appreciation of, Nehru was so much that he became his biographer.

Son of an Indian government servant, Moraes was born in Bombay in 1907. He graduated from St. Xavier's College, Bombay, and later took a degree from Oxford. He was also a barrister of Lincoln's Inn, and practiced law for some time before he entered journalism in 1934. He worked with The Times of India as a junior assistant editor. Of this period, Moraes writes: "The Times of India then on the eve of its centenary was a British newspaper whose senior editorial and production staff were exclusively British and I was at that time, the only Indian assistant editor". The editor, Sir Francis Low, was a competent Scotsman, who had worked his way up through various departments of the paper. Outwardly, he appeared to be reticent and diffident but he was not easily overawed or taken in. The Times of India then was a firm supporter of the government since it was British-owned. He was, for instance, not invited to use the senior staff canteen, which was exclusively for the British. He was also excluded from the daily morning conference with the other assistant editors, which was otherwise
attended by all British Editors. In accordance with government office routine and the practice of European commercial establishments, the senior staff worked by the clock and only very rarely worked round it. Our daily office hours were from 10 a.m. to 5.30 p.m. with an hour and a half for lunch and in my 19 years on the Times of India I do not believe I came more than a dozen times to the office at night.42

Types of Journalism

Print Journalism

Print journalism can be split into several categories: Newspapers, news magazines, general interest magazines, trade magazines, hobby magazines, newsletters, private publications, online news pages and others. Each genre can have its own requirements for researching and writing reports. In it, editors usually ensure that reports are written with as few words as possible. Feature stories are usually written in a looser style that usually depends on the subject matter of the report, and in general granted more space.43

Photo Journalism

Photo journalism44 is a particular form of journalism (the collecting, editing, and presenting of news material for publication or broadcast) that creates images in order to tell a news story. It is now usually understood to refer only to still images, and in some cases to video used in broadcast journalism. Photo journalism is distinguished from other close branches of photography (such as documentary photography, street photography or celebrity photography) by the following qualities:

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42 Ibid.
43 Choudhary, J. C., Introduction to Journalism and Mass Communication, op. cit., p. 10.
44 Basu, Bishwas, Your Guide to Journalism, op. cit., p. 73.
Timelines - the images have meaning in the context of a published chronological record of events.

Objectivity — the situation implied by the images is a fair and accurate representation of the events they depict.

Narrative — the images combine with other news elements, to inform and give insight to the viewer or reader.

Photo journalists must make decisions instantly and carry photographic equipment under the same circumstances as those involved in the subject (fire, war, rioting) often while being exposed to the same risks. Photo journalism, as a descriptive term, often implies the use of a certain bluntness of style or approach to image making. A wedding photographer would not typically be described as a 'photo journalist', even though he covers a timely event and his images may be published in the press.

Broadcast Journalism

By broadcasting events such as the Tehlka hearings, Gujrats riots, Parliament attack case, Watergate hearings, controversial Supreme Court’s hearings, and sensational criminal trials, television has, in some ways, rewritten the role of journalist in contemporary times. Yet reports by journalists of the World Service of the British Broadcasting Corporation and Cable News Network, owned by Ted Turner based in Atlanta, are transmitted around the world and provide news to world leaders in times of crisis. The proliferation of cable television in the United States since the mid-1970s has led to a variety of news channels and India is also not far away. Today, one won’t find any field in which broadcast media has not touched for its news. As with print journalism, television journalism ranges from sensational, 'tabloid' news shows to the extensive journalist coverage and interviews with government figures. The Devil’s Advocate show by Karan Thapar, Apaki Addalat by Rajat Sharma, and Big Fight on NDTV are some of prominent TV shows which have their impact on masses. Radio journalism is similar to storytelling. It is conversational in style. The

sentences should be short and uncomplicated. Use very few adjectives and stay away from quotes. Avoid the negative and lengthy sentences.

**Civic Journalism**

Civic journalism is an effort to reach out to the public more aggressively in the reporting process, to listen to how citizens frame their problems and what citizens see as solutions to those problems and then to use that information to enrich news stories. It is an organic conception of news that considers community members to be participants rather than objects of public communication that has aroused both admiration and suspicion since its emergence from a number of eclectic sources in the early 1990's. It has been promoted by supporters as a tonic to our well documented civic malaise and pilloried by critics as a subversive scheme to destroy journalistic independence. It is practiced by Newspapers, Radio and TV stations in many parts of the United States and around the world46.

**Investigative Journalism**

“Investigative journalism is a kind of journalism in which reporters deeply investigate a topic of interest, often related to crime, scandals, government corruption, or white-collar crime”.47 Whereas a typical daily or weekly news reporter writes items concerning immediately available news, an investigative Journalist might spend months or years on a particular report. Newspapers and wire services do most investigative journalism. The investigation will often require an extensive number of interviews and travel, other instances might call for the reporter to make use of activities such as: surveillance techniques, tedious analysis of documents, investigations of the performance of any kind of equipment involved in an accident, patent medicine, scientific analysis, social and legal issues, and the like. In short, investigative journalism requires a lot of scrutiny of detailed fact-finding and physical effort. An investigative journalist

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47 Basu, Bishwas, Your Guide to Journalism, op. cit., p. 79.
must have an analytical and incisive mind with strong self-motivation to move on when all doors are closed, when facts are being covered up or falsified and so on. It got a boost after Pristine and Woodward broke the Watergate scandal in USA due to which President Nixon had to resign.

**Advocacy Journalism**

Advocacy Journalism is a 21st century genre of Journalism which is strongly fact-based, but may seek to support a point of view in some public or private sector issue. It is particularly common in Europe and the United States. Corporate crime, government criticism, corruption and social issues are frequent topics of interest. In this way, advocacy journalists serve the public interest in a similar way to muckrakers. Advocacy journalism criticizes the objectivity ideal of mainstream press as an ideological dissimulation of class bias, and underlines the fact that political censorship can easily be replaced by economical censorship. Media outlets may employ political figures as part of their staff. If the media outlet tends to draw from one political viewpoint to the exclusion of other, this would serve as an example of Advocacy journalism. It presents suggestion of fairness and neutrality while actually following an agenda.

**Online Journalism**

Online journalism is defined as the reporting of facts produced and distributed via the Internet. Many news organizations based on other media also distribute news online, but the amount they use of the new medium varies across the board. Some news organizations use the Web exclusively or as a secondary outlet for their content. The Internet challenges traditional news organizations in several ways. Newspapers may lose classified advertising to websites, which are often targeted by interest instead of Geography. These organizations are concerned about real and perceived loss of viewers and circulation to the Internet.

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49 Ibid., p. 11.
However, the revenue gained with advertising on news websites is sometimes too small to support the site. Even before the Internet, technology and other factors were dividing people's attention, leading to more but narrower media outlets. Bloggers write on web logs or blogs. Traditional journalists often do not consider bloggers to automatically be journalists. This has more to do with standards and professional practices than the medium. But, as of 2005, blogging has generally gained at least more attention and has led to some effects on mainstream journalism, such as exposing problems related to a television piece about any topic which concerned the large section of the people.

Other significant tools of on-line journalism are Internet forums, discussion boards and chats, especially those representing the Internet version of official media. The widespread use of the Internet all over the world has created a unique opportunity to create a meeting place for both sides in many conflicts, such as the Israeli-Palestinian conflict and the Russian-Chechen War. Often, this gives a unique chance to find new, alternative solutions to the conflict, but often-contradicting panics creating endless 'online battles' turn the Internet into the battlefield. Most Internet users agree that on-line sources are often less biased and more informative than the official media. This claim is often backed with the belief that on-line journalists are merely volunteers and freelancers who are not paid for their activity, and, therefore, are free from corporate ethics. But recently, many Internet forums began to moderate their boards because of threat of vandalism, which many users see as a form of censorship.

**Yellow Journalism**

It is a term given to any widespread tendencies or practices within media organizations that are detrimental to, or substandard from the point of view of journalistic integrity. 'Yellow journalism'\(^{50}\) may, for example, refer to sensationalized news reporting that bears only a superficial resemblance to

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\(^{50}\) Basu, Bishwas, Your Guide to Journalism (Chandigarh: Abhishek Publications), 2006, p. 68.
journalism. Journalistic professionalism, as now understood, is the supposed antidote. Today, the phrase 'media bias' is often used instead of 'yellow journalism', with similar but subtly different meaning. The term, as it commonly applies, refers to news organizations for whom sensationalism, profiteering, and in some cases propaganda and jingoism, take dominance over factual reporting. Most cases tend to be related to journalistic bias and the endemic practices of particular organizations to operate as mouthpieces, for rather limited and particular allegiances, rather than for the public trust. Yellow has been a primary colour in our language for thousands of years. But this yellow was in a new place, in comic strips, as one toothless Little Yellow Kid, on the front page of some of New York's Sunday newspapers. And the newspapers were fighting the fiercest circulation war in American history by clamouring for real war against spam. In disgust, r val editors called it yellow journalism.

Environmental Journalism

Environmental journalism is the collection, verification, production, distribution and exhibition of information regarding current events, trends, issues and people that are associated with the non-human world with which humans necessarily interact. To be an environmental journalist, one must have an understanding of scientific language and practice, knowledge of historical environmental events, the ability to keep abreast of environmental policy decisions and the work of environmental organizations, a general understanding of current environmental concerns, and the ability to communicate all the information to the public in such a way that it can be easily understood, despite its complexity. Environmental journalism falls within the scope of environmental communication, and its roots can be traced to nature writing. One key controversy in environmental journalism is a continuing disagreement over how to distinguish it from its allied genres and disciplines.

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51 Basu, Bishwas, Your Guide to Journalism, op. cit., p. 80.
**Literary Journalism**

Creativity and literature are inseparable from Journalism and so is the part of it, which uses literary skills in the writing of non-fiction. A work of creative non-fiction, if well written, contains accurate and well-researched information and also holds the interest of the reader. Creative non-fiction is contrasted to 'research non-fiction' which may contain accurate information, but may not be particularly well written and may not hold the attention of the reader very well. Forms of creative non-fiction can include essays, diaries, autobiography, biographies, magazine writing, travel writing, nature writing, science writing, histories, journalism, and the memoirs. Narrative non-fiction is a type of creative non-fiction which tells a story.

**Sports Journalism**

Sports journalism\(^{52}\) covers many aspects of human athletic competitions and is an integral part of most journalism products, including newspapers, magazines, radio and television news broadcasts. While some critics don’t consider sports journalism to be true journalism, the prominence of sports in western culture has justified the attention of journalists to not just the competitive events of sports, but also to athletes and the business of sport.

**Fashion Journalism**

Fashion journalists, with training in news gathering and reporting, write about fashion trends, fashion shows, fashion collections and exclusively cover newsmakers in the field. They may also be asked to provide photo features of the particular area they cover. A fashion photographer has to have an eye for aesthetics and no amount of technical training can make up for that inherent quality.

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\(^{52}\) Choudhary, J. C., Introduction to Journalism and Mass Communication, op. cit., p. 13.
Journalist

As per Oxford dictionary, “A journalist is one who earns his living by editing or writing for a public journal or journals”. T.H. Escott says, “A fair working definition of a journalist would be a man who seeks to influence public opinion in a given direction by periodical writings published at short intervals”. It has been a fashion in some quarters to describe ‘Narada’ as the first journalist of the world. One would not take this observation seriously for the simple reason that the context is not strictly relevant in a scientific discussion. In any case Narada’s Penchant for ‘carrying tales’ is not what activates a serious minded journalist. Then there are people who would describe the medieval chroniclers (bakhornavisas) as the harbingers of modern journalism. Their job was to send detailed reports of important events to their masters. But a modern journalist is not a chronicler of this type. A journal is, of course, a chronicle of events, but of those events that have a public significance and are meant for public consumption. A newspaper man is interested in events which concern the people, events which affect the interests of the people at large and for some reason, whatsoever be, interested.

Journalists are, therefore, supposed to possess a good deal of intelligence, knowledge and experience as well as natural and trained powers of observation and reasoning. Ultimately, the Indian journalists can draw inspiration from the glorious history of their profession. The Indian journalists and newspapers had taken a leading part in the fight for the country’s freedom. There were a few rulers like Sir Charles Metcalfe, who religiously believed in the freedom of the press and even sacrificed his post as Governor General of India for this staunch belief. On the other hand, India had to face Lord Lytton’s and Lord Curzon’s who delighted in imposing restrictions on the press but the freedom fighting journalists of India stood against them and made effective contributions to the

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54 Ibid.
freedom struggle. It was no accident that men like Tilak, Gandhi, Rajagopalachary and Chandersekhar Azad were successful journalists who helped the masses to get educated for their rights and mobilized them against the tyrannical rule of the Britishers.\textsuperscript{56} Thus India carries a legacy of having had successful leaders as journalists and vice-versa.

Every journalist, sooner or later, encounters the reader who passionately objects to something he has written. Persistence is a necessary quality for a good journalist. This does not mean offensiveness. Good journalism consists of the intelligent assembly of relevant facts. Get the facts, that is the key to news reporting. Good reporting is the discovery of as many important facts as possible and their selection and presentation so that they make a comprehensive story. An Indian journalist, Arun Shourie says, “Today’s journalism in India is a matter of contacts. The journalist’s primary subject is government, their primary source of information is government and their primary audience is government. A good journalist – the envy of his peers – is one who has better contacts so that he can get the government handout earlier than his colleagues\textsuperscript{57}. A journalist has the same obligations as a teacher or interpreter or an educationist has. A journalist who misuses his power for any selfish or unworthy purpose is faithless to a high trust. While the freedom of the press needs to be guarded as a vital right of mankind, it has to suffer certain explicit restrictions to sub-serve social needs. Freedom of the press does not imply promotion of any private interest of the journalist contrary to the general welfare. Even when there is no legal authority to enforce these cannons, journalism, as a profession, is supposed to put deliberate ponderings to personal instinct, which may encounter effective public disapproval.

Ramsay MacDonald, the labour Prime Minister in United Kingdom says in 1924, “Journalists belong to a great and honourable profession. The journalist is a man whose craft means, that by instinctive ability, he can gather together and

\textsuperscript{56} Ibid., p. 556.
\textsuperscript{57} Parthasarathy, Rangaswami, Basic Journalism, op. cit., p. 22.
coordinate all those feelings that go is the making of public opinion, who has got an instinctive sense of what the interests of the people are, and who, with skill and mastery, can sit down and under the most trying and impossible conditions to produce the finished article".58

Success journalism is not necessarily good journalism but good journalism needs to be successful journalism as well. The primary purpose of a journalist is to communicate and a journal that does not sell is a journal that fails of its primary purpose. There was a time when it used to be said that a journalist is born, not made, that you could not push a man through a journalism school and he would emerge at the other end as a journalist. Mahatma Gandhi was never sent to a journalism school nor was B. G. Tilak. Yet, they were men who were considered as great pioneers of Indian journalist fraternity59. Today, the sources of information have become amazingly quick and manifold. Their processing requires great skill and capacity. The present day journalists have to be proved. But to match this growth of information, there is a subject of temptations that easily compromise the capacity to deal with this plethora of information and opinions. These temptations and percussions not only manage to keep the journalist on the right side of the powers that be but, what is worse, reinforce him with the belief that he is simply doing his duty in this. These temptations range from a foreign trip to foreign whiskeys. It requires great inner control to spurn these temptations especially at a time when the craze for such things is the ruling fashion of society. These temptations not only affect the journalist but also the reader.

A good education, good health, considerable patience and determination are some of the essentials shared by journalism with other professions. But the journalist, besides possessing these endowments, must primarily have that instinct of discreet value for information, that "nose for news", as it has been aptly expressed, without which he may be pursuing a calling for which he is not

meant. He should be the man, who can read sermons in stones; who sees the
dullest incidents and topics, can see first-rate copy lurking in unsuspected places.
That is the first of all qualifications, which he should possess. Then, he must be a
person who can put his whole personality in the assignment he is called upon to
perform. Thus, the journalist must not only have the instinct for finding news, but
he must also know which news to keep and which to throw away and having
finally selected his news, he must know the value of each and how to treat it.
According to James Lewis, "one of the duties of a newspaper is to build a sense
of community of nationhood. That, to my mind, can only be done successfully by
recording the lives and activities of the people who form the community or the
nation - at all levels rather than the merely political. It is easy to point out
shortcomings without mentioning the difficulties - newsprint shortages, long
distances, slowness of communications, language problems, inadequate staffing,
and the need to cater for many local, or minority interests, which otherwise would
not be served at all."60

Wickham Steed says, “The ideal journalist would be one who having
mastered and assimilated the wisdom of the ancients, the philosophers of the
more modern, the knowledge of the scientists, the mechanics of engineers, the
history of his own and of other times and the chief factors in economic, social
and political life, should be able to hide all these things in his bosom, and to
supply as much of them as might be really digested, to his millions of readers in
proportion as he divined their desire for them.”61

Mass Media

Mass Media is a term used to denote a section of the media specifically
envisioned and designed to reach a very large audience such as the population of
a nation-state. The term was coined in the 1920’s with the advent of nationwide
radio networks, then applied to mass circulation of newspapers and magazines,

60 Hargreaves, Ian, Journalism: Truth or Dare (London: Oxford University Press),
2003, pp. 18-20
although mass media was present centuries before the term became common. The concept of mass media is connected to internet media, as now individuals have a means of potential exposure on a large scale comparable to what was previously restricted to selected group of mass media producers. The term ‘Mass Media’ refers to the means of public communication reaching a large audience. When the members of the general public refer to the media, they are usually referring to the mass media, or to the news media, which is a section of the mass media.

The nation's leaders depend upon the mass media not merely to inform the people, rather they are themselves informed by the media. In many cases, the media sets the agenda that captures attention. Journalists often decide what will be discussed, debated or acted upon simply by deciding what to highlight and what to ignore in their reports. The information is supplied by media but that does not mean that it is entirely responsible for shaping our opinion. We have developed mental process that enables us to reject information that does not square with our individual views of the world. The fact is that public reaction to information is so unpredictable that the mass media often create opinion quite by accident. Quite a bit of it is due to the high volume growth and high visibility of the various masses. But there is some truth behind some of the criticism levelled against the mass media. The practices of the mass media have not always been ethical. All is not well with the present day journalism: sometimes, people's expectations are not responded and sometimes moral values and values of life are abused for personal behavioural aberrations.

Life, of course, is not a stationary thing. Life is a continuing development with a 'before' and an 'after'. The media catch aspects of life in midair and fire them as rigidly as a posed smile in a photograph. The very mechanics of the process is made for distortion. By exercising their legitimate function of revealing something that someone doesn't want known, the press and television lay themselves open to this criticism. There is a running conflict between

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politicians and the media. But the problem is accentuated today because the politicians need the media so desperately. It is now a serious quality of a public figure that he/she should come across well on public debate or on television. The press is always a means of increasing and deepening communication. As such, it was regarded as dangerous and subversive by many in authority. The history of the press has always been that of a battle for freedom against those who would stifle the open expression of opinion.

The entertainment media are anything but neutral in terms of the effects. The reporters do not exercise objectivity in their reporting. It is the type of media they work for, which often determines what will be covered, how it will be covered, what effect that coverage will have on the viewers or readers. Historian Elizabeth Eisenstein notes, "History bears witness to the cataclysmic effect on society of inventions of new media for the transmission of information among persons. The development of writing and later the development of printing are example. By its very nature, a reading public is not only more dispersed, it is also more atomistic and individualistic than a hearing one".63

A press, however free from governmental direction or control, is not really free if it submits to other controls. In return for what they have granted, the people have the right to insist that freedom of the press should mean freedom from any deleterious influence, whether imposed by interests too strong for the publisher to resist, or self-imposed for benefits received or hoped for...... Too often, the position taken by the press on questions involving social reform and the fundamental human rights of the great mass of the people is dictated by narrow financial, rather than by public consideration.64 The fact that the press is privately owned and operated for profit is an assurance that the newspaper must present enough news to attract readers, very few newspapers distort the news they publish. Some papers still prefer to be party organs, but they are few. Their

competition is such that they generally supply reliable news. They may denounce in the editorial columns what they have printed in their news columns, but, nevertheless, they print news.

Electronic Media

Radio and TV are novel gifts of the twentieth century to humanity. The development of these media of mass communication, however, cannot be attributed to any single man and nation. Radio, Internet and TV are primarily useful in signaling events, providing the immediate and usually sketchy reports that announce happenings. The limitations of the electronic media leave an important role for newspaper. The latter cannot compete with radio and TV for rapid transmission and they can't compete with TV in the sheer impact of seeing and hearing news in the making. But a newspaper is available at any time and it can provide a vast range of information on many subjects. Both Radio and TV fight for the same cause. One opens ear while the other your eye. Radio is a medium which you have to hear, TV is both to be heard and seen and the printed medium only to be read. In the newscasts of the visual medium, the words spoken by the news presenter, the visuals, the captions, and the personality of the presenter to an extent, form the part of the total newscast. Words, however, have a significant, if not a major, role to play. Thus, both in Radio and TV, the spoken word is of great consequence. The news is brought to you in the spoken word in its entirety by a faceless news reader in one case and by a presenter, appearing on the screen, in his or her words, aided by visuals, in the other. The spoken word idiom is basically different from the one employed by the print media. Just as radio news writing evolved from newspaper writing, so television news writing evolved from radio news. If a television news item has no pictures, the story is dry and the news reader in vision or on camera also appears dull. Such stories are not different from radio news items. But with the visuals, things change. The news script should supplement the picture giving additional relevant information.

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The basic and fundamental principle is that the words and pictures should go together, the news copy should match the picture. The television news writer has to make sure that he uses words to tell the story with the help of the visuals.66

The internet means an international network where innumerable computers are connected to each other. The internet is a major communication medium that helps people to communicate with each other from any part of the world. They can pass information between each other in a fraction of a second. Millions of people throughout the world use the internet to share information and ideas and search for information on any topic. In 1969, the Department of Defence of the United States of America set up a network called ARPANET (Advanced Research Projects Agency Network).67 The network connected one computer in California with three in Utah. Later, the Department of Defence allowed universities to join the network for sharing the hardware and software resources. In this way, it grew bigger and finally gave birth to the present day popular internet. Every means of public communication goes through a series of phases and is eventually superseded. In the last century and a half, politicians have had to come to terms with the platform, the loudspeaker, the mass press, the poster, a local press, radio, cinema and then television. No technology has eradicated any predecessor, rather they have all accumulated, each demanding fresh communicative skills and each somehow managing to impose its nature upon the process it was intended to assist.68

Radio broadcasting began in India in 1927, with two privately owned transmitters at Mumbai and Kolkata. These were nationalized in 1930 and operated under the name Indian Broadcasting Service until 1936, when it was renamed All India Radio (AIR). Although officially renamed again to Akashwani in 1957, it is still popularly known as All India Radio. It is still the most sought after media, considering the fact that it is accessible even in the remotest parts of

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our country where any other media like TV or newspapers cannot reach. When India attained independence in 1947, AIR had a network of six stations and a complement of 18 transmitters. Today, it has network of 223 broadcasting centres with 143 medium frequency, 54 high frequency and 161 FM transmitters. The coverage is 91.42% of the area, serving 99.13% of the people in the largest democracy of the world69.

Indian television started off in 1959 in New Delhi with tests for educational telecasts. Indian small screen programming started off in the early 1980’s. At that time, there was only one national channel, Doordarshan, which was government owned. After “Humlog”, the Ramayana and the Mahabharata were the first major television series produced. In 1992, the government liberated its markets, opening them up to cable television. Five new channels belonged to Hong Kong based STAR TV which gave Indians a fresh breath of life. MTV, Star Plus, BBC, Prime Sports and STAR Chinese channel were the 5 channels. Zee TV was the first private owned Indian channel to broadcast over cable. Further, regional channels flourished along with a multitude of Hindi channels and a few English channels70.

**Electronic Media Giants**

**TV Today and Aajtak**

TV Today Network Limited (TVTN) was incorporated on December 28, 1999 as a Company with a limited liability, under the Companies Act, 1956. TVTN received the certificate of commencement of business on February 7, 2000. Living Media India Limited (LMIL), its holding Company, promoted TVTN; LMIL had been conducting News Broadcasting business through one of its divisions, 'TV Today Division' since 1994. TV Today Division has been transferred to TVTN by Business Transfer Agreement executed between LMIL

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70 Ibid pp. 258-59.
and TVTN. Presently, TVTN runs two 24-hour News and Current Affairs channels, namely, 'Aaj Tak' in Hindi and 'Headlines Today' in English. India Today Group's foray into the audiovisual media began with Newstrack, a video news magazine that shook up the establishment. By 1995, TV Today Network had evolved to produce one of the most influential current affairs programmes, Aaj Tak telecast on the television network and it enjoyed a strong nationwide viewership. Because of its popularity, the group launched a 24-hour Hindi news channel, Aaj Tak, in December 2000, which covers India with insight, courage and plenty of local flavours. Within six months of its launch, Aaj Tak emerged as India's number one news channel. Due to its success in Hindi journalism, the TV Today Group launched its second most popular channel, Headlines Today, in English to have a greater share of the market in viewership.

NDTV

New Delhi Television Ltd. (NDTV Ltd.) founded in 1988, is India's first and largest private producer of news, current affairs and entertainment television. NDTV is home to the country's best and brightest reporters, anchors and producers which includes twenty-three offices and studios across the country and also host to India's most modern and sophisticated production and newsgathering facilities. On April 14th, 2003, NDTV simultaneously launched two 24-hour news channels, NDTV 24x7 in English, and NDTV India in Hindi. Since its inception, NDTV has made its own market and its programs are widely appreciated.

CNN News

CNN was launched on June 1, 1980. The network has forty-two bureau around the world and more than nine hundred affiliate offices worldwide. CNN has launched many regional and foreign language networks around the world. CNN was the first to launch its news website CNN.com and its global reputation was greatly enhanced in 1991 during the Gulf War, where its live war coverage was carried across the world. However, controversy arose years later when Eason Jordan, chief news executive of CNN, admitted that CNN had kept quiet about
CNN has broadcasted twenty-four hour news coverage of some of Saddam Hussein's atrocities and threats in order to keep its Baghdad Bureau open. CNN's integrity and bias came under fire during the 2004 U.S. Presidential Election, when two of Presidential candidate, John Kerry's advisors, Paul Begala and James Carville, were allowed to host CNN's Crossfire show during the election. In an effort to quell another blossoming controversy, Eason Jordan resigned from CNN on February 11, 2005, after making defamatory innuendo suggesting that the United States military was 'targeting' journalists in Iraq. A television movie, Live from Baghdad, was later made about the network's coverage of the war. Coverage of this and other conflicts and crises of the early 1990s led twenty-four hour news coverage and had influenced the decision-making processes of the American government. CNN International, now provides regional editions of its news service in response to foreign demand for less United States centric news coverage and set a rivaling tone with British Broadcasting Company. CNN International uses local reporters in many of its news-gathering centres, though they cover stories from an international perspective. On September 11, 2001, CNN was the first network to break news of what made as history the infamous September 11 attacks. It's a channel which is leading the international media of contemporary times.

BBC News

The British Broadcasting Company (BBC) broadcasted first radio bulletin on November 14, 1922. On July 5, 1954, the first television news bulletin was broadcasted. The BBC television service originally carried news in the form of images with a newsreader narrating off the camera, but later decided that a newsreader on screen would attract more viewers and thus changed the old tradition. In 2008, the News Centre moved to BBC Radio's headquarters, BBC Broadcasting House at Portland Place in Central London. The News department consists of 3,500 staff, of which 2,000 are journalists. The annual budget of BBC News is £350 million. BBC News output has won critical acclaim worldwide and praise for its unbiased and balanced reporting. These days, it is, however, not free from controversies, the most recent being the Hurton Report which led to a shook
up of the corporation's operations. Despite this controversy, some commentators, particularly those from the centre right have accused the corporation and its news coverage of bias. The Television News section of BBC News is responsible for the main news bulletins on BBC One and BBC Two, news output on BBC Three and BBC Four.

The media have used their great power to promote the interest of their owners. The owners have propagated their own views, especially in political and economic spheres. The media have been the tool of big business generally. At times, advertisers have controlled policies and content. The media have resisted social change. They have perpetuated the status quo. Media in reporting current happenings, have generally been more concerned with the specific and the sensational than with the significant. In providing entertainment, they have been nearly rated with lacking substance or artistic merit. They have endangered public morals. The media without good cause have violated the privacy and debased the dignity of the individuals. The media have been controlled by individuals of a socio-economic class, the business class and newspapers have difficulty starting new communication enterprises. Further more, control is in the hands of very few people. As a result, the free and open market of information and ideas has been endangered. The media have helped to make the people, a nation of spectators rather than doers. The really serious situation arises when a dispute occurs with the rulers who wield enormous power and are not above misusing it. They are wary about the newspapers because power recognizes power and they are afraid of the power of the newspapers which can influence the public and instigate them against the rulers. We have seen various ways in which the democratic government tries to influence and mislead public opinion, but the forceful press would naturally try to educate the public. Therefore, the government is tempted to buy up the press and harass it if it cannot buy it. And the one way of doing it is the very use of government advertising, with the increasing size being given only to those newspapers that are pro government policies. And the influence of the public sector as an advertiser is increasing and few governments are above misusing it. Further, the government has enormous patronage at its
disposal with which it can simply buy up chosen journalists and through them corrupt their bosses and other media barons.

The favourite newspaper men are given choicest living apartments at favourable rents, chosen as delegates at various intellectual and cultural conferences at home and aboard, taken along on foreign trips, included as delegates visiting foreign countries and treated favourably in cases such as leaking inside news. If the government power fails to win over the press, it will try to brow-beat it. It can harass the press in numerous ways. In India, a newspaper has to have a government license to publish. A printing press cannot be established without the previous permission of the government. But most importantly, the press has to depend on the government for the supply of the sheet of newspaper on which the government can have its control. It can temper skillfully with the newsprint assigned to a newspaper and manage to delay its supply. But besides all this, the government can indulge in several petty and minor harassments i.e. suddenly the power supply of the printing press may be discontinued at regular interval. But the governmental power is not the only power with which the press has to cope, though it can be the most dangerous. There are parties and groups. There are trade union centres. They operate hopefully in the interest of the people, but actually, they hold the society or some of its sections at ransom by their unsavoury acts in India, like the necessary *band*. A newspaper has to deal with such organizations and inform people about their true character. For this purpose, the newspaper must use its news, comments and views of correspondents to correct the aberrations of democratic society.

The International Commission for the study of communication problems, appointed by UNESCO, pointed out that professional ethical norms have been codified in all regions of the world. They vary considerably both in their form and scope. In some countries, different codes govern the press, broadcasting and the cinema. These codes are formulated and adopted voluntarily by the professionals and their associations; in other cases, however, the law of the land imposes them. Moreover, principles such as objectivity, impartiality, truthfulness
and freedom of/right to information are frequently formulated in rather vague and ambiguous terms. Most such codes refer to such important concepts as safeguarding freedom of information, freedom of access to information sources. These also refer to matters like objectivity, accuracy, truthfulness or no misrepresentation of facts, responsibility vis-à-vis the public rights and interests and in relation to national, racial and religious communities, the nation, the state and maintenance of peace, unfounded accusations, violation of privacy, right of reply, etc. In such a scenario, it is imperative for a student or researcher to study the various aspects of media ethics, its ramifications, its uses and abuses, etc. and more particularly in the context of secularization of media under the concept of sharing news, views, knowledge, research results, and opinions.

Diverse cultures have existed in the world, in each country for that matter, based on the social and cultural milieu, as a result of millions of years of human effort in different pockets of this planet. Whether under the compulsive environment of enforcing uniformity, we are steadily losing cultural differences, which ever represented colourful disposition and peculiar behaviour of the tribes, groups, organisations, etc. reflected through the various institutions and folkways, is a serious question.

It is the innate desire or inspiration, which drives men to this profession. Therefore, Journalism is for one who has a taste for adventure. It attracts those who have a hatred for monotony, who feel a thrill or delight with their fingers. So to speak, at one end of the wire, which brings all the world's news first to him and his colleagues, while other men sleep. There is something really worthwhile in putting up with many inconveniences if only for a short period. In a big newspaper office, there is to be obtained, an education, which not all the public schools, not all the universities, nor all the travel and book-learning can teach one. Some men enter journalism as reporters, rising through good work to doing ‘specials’, becoming political correspondents, and afterwards being exceptionally fitted through such wide and varied experience in gathering news in many parts of the world, are offered the post of editor.
If the newspaper has a future, it will have that future because it provides a kind of mass communication more satisfactory for some purposes than any other. It will put greater emphasis to balance, and comprehensive news coverage on every level. It will explain, analyze and interpret the news more effectively. It will present it in informal writing, in almost conversational style. It will use pictures to report the news, wherever pictures can tell the news more easily than words. It will have greater visual appeal, avoiding the crowded look that comes from cramming too much copy on a page. It will scorn sensational news and inflammatory editorials, preferring to play up constructive community service, whether the community is local or global.