CHAPTER 4

GROWTH AND DEVELOPMENT OF NEWSPAPER INDUSTRY

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4.0 INTRODUCTION

Definition of Newspaper

It is a printed periodical, usually daily or weekly the chief function of which is to supply the reader with news. Most newspaper also comments on the news, support certain public policies, Information advice on many subjects and includes cartoons, comic strips and other entertainment features.

A newspaper, in a broad sense, is a unbounded publication issued at regular intervals that seeks to inform, analyze, influence and entertain.

Drucker cited Gilman saying that "The concept is stronger than fact", the Information environment is already part of the conventional wisdom needs no emphasis. It is the central and crucial capital resource of the economy of any country. Press information or the newspaper Information is not an exception to this slogan. As matter of fact it is the basic media through which all scientists, administrators, policy makers, executives and the common man are well-informed about their respective pursuits with current information published at large. While getting into
integrated Information system idea, it is worthwhile to understand and estimate the growth of newspaper industry, its heterogeneous nature which requires the study of the major Indian languages. The press is generally known as the "Fourth Estate". In spite of various handicap imposed by abnormal political conditions, it is now playing its part well in the building of the nation. However it is observed that there is lack of coordination in diffusing and developing of Information in a cooperative spirit and network amongst the different newspaper publishers. The reasons are varied and many. The press is the "guardian angel of democracy". It is an institution of society and is an agency of mass communication as communication is necessary tool of learning. In reality, the press is a private industry and a public service. It is the newspaper that has made the democracy possible in the world. The development of the press has enabled the news to diffuse and public discussion to be conducted over wide areas. People without reliable news is, sooner or later a people without a basis of a freedom. The newspaper reaches public and influence the consciousness, the emotion, the stock of information and the reasoning process in wide fields of politics and public affairs.
India is one of the oldest, largest, most populous and highly cultured nation of the world. It covers an area of 3,267,500 sq. km. Every seventh man in the world is an Indian. India's total population is crossing more than 93 crores. Most of the people are residing in the cities 75% of people are living in the villages. Villages are focal points for the best survival of democracy. Newspaper are the guiding spirit to diffuse, develop and utilize public opinion in the country. There is cluster bond-strength between the communication channel and the newspaper. Beginning from the services of the postal and telegraphic in the past present day Information technology culture is moving now faster than the speed of the light. The advent of 21st century is witnessing a period of greater changes in the social and political and personal communication technologies. Global developments in the electronic mass media fuelled by new technology by cable television audience response television, home Information system and personal computers have opened new vistas. The Information culture is as much relying upon the messages as on the medium. Video technologies may mean the end of the printed word and environment in which we are living has established multi-layered system.
4.1 AIMS OF NEWSPAPER INFORMATION

Newspapers are valuable sources of current information particularly on domestic and international politics, economics, social development and culture. After the world war II, nearly all European countries started setting up libraries for the press, in radio section and magazine publication office too. Thus the evaluation of newspaper libraries got momentum with interest of public demand for speedy information supply in day-to-day routine performances however a well established news libraries play a significant but unacknowledged role in news production.

In the process of its establishment and of its functioning many novel features have been introduced. Looking at it's business demand and the utility of this library system. The components involved in the entire newspaper Information system are editors, reporters, photographers and publishers. They have greater responsibility in disseminating of news Information to public. In turn they need up-to-data codified Information for accessing and presenting their opinion.
What is true of news is equally true of Information. It is the nucleus of the organization of the social activities of the human intelligence and day-to-day practical performances. Communication of news is the keynote of educating the mass through several functions of news media. The importance of Information dissemination has lead many countries including India to talk about a natural Information infrastructure. After industrial era, the Information era has emerged as Daniel Bell a famous sociologist in 1953 has coined a word 'Information Society' and had predicted that Information would succeed all the raw materials, natural resources energy as a commodity.

The complexity of uncontrolled Information explosion and timely need of pin-pointed Information delivery with the socio-economic and cultural changes has lead the world to Information era. To be precise Information handling industry will definitely solve the problem of Information explosion. So that the concept of electronic data bases and network have emerged as a effective tool in diffusion and utilization of Information.
4.2 TYPES OF INFORMATION

It is a fact that newspaper’s success depends on all efficient and systematic arrangement for the flow of news local national and international. For news concerning the city from where the newspaper is published and the state in which it circulates. The newspaper relies on its own team of reporters and correspondents. For national, domestic and international news, newspaper depend upon reliable, well-established and reputed news agencies which sells all news on a commercial basis.

PREMIER NEWS AGENCIES

There are at present four wire news agencies in the country,

1. P T I (Press Trust of India)
2. U N I (United News of India)
3. I E N S (Indian and Eastern Newspaper Society)
4. P I B (Press Information Bureau)

1. PRESS TRUST OF INDIA (PTI)

It disseminates news in English. The Indian and Eastern newspaper society (IENS) established the PTI in February in
1949. It has a full pledged news bureau in London and New York and full time and part time correspondents in over thirteen important world cities.

2. UNITED NEWS OF INDIA (UNI)

This agency also disseminates news in English. It has sponsored by eight major newspaper. It has correspondents in 22 world cities.

3. INDIA AND EASTERN NEWS PAPER SOCIETY (IENS)

This is responsible to establish the press Trust of India in 1949.

4. PRESS INFORMATION BUREAU (PIB)

It works at the centre and Information department in states keeping liaison for issuing press releases, arranging press conferences and briefing. The PIB issues news releases, features and back grounders and photographs to nearly 6,800 newspapers directly from its headquarters in New Delhi as well as through by branch office in all the states and to the most of the Union territories. PIB material is supplied in English, Hindi, and other major Indian languages.
Apart from this, "Hindustan Samachar" started in 1966 provides services in Hindi. The Indian news agency have come a long way since their modest beginning and have extended and improved their coverage and transmission of news. The second press commission has highlighted the functional weakness and operational inadequacies of the news agencies and recommended making the news agencies economically viable.

INTERNATIONAL NEWS AGENCIES

These agencies are four in number and supply news to Indian newspapers they are:

1. Reuters
2. Associated press (AP)
3. Agency France Pressee (AFP) and
4. United press Internationals (UPI)

These organizations sell their news to the domestic news agencies. PTI and UNI who, after making their own selection transmit them to their clients. PTI has arrangement with Reuters. APP, UPI and UNI have an arrangement with AP. PTI and UNI also have bilateral understanding with the national news agencies of countries like Japan, China, Gulf countries and Yugoslavia which supply them news from
their countries in their return for news from India. In recent years we have had the non aligned news agencies full intended to disseminate news from the third world. The entire dependence of Indian newspapers on foreign agencies for international news has undesirable results. The foreign agencies concentrates usually on news from western countries and neglecting developing Asian and African and South American countries which are closer to India in political, social, economic and cultured aspects.

4.3 DEVELOPMENT AND GROWTH OF NEWSPAPERS

The Newspapers is a means for satisfying an old need that of distributing news and informing public as to the events of the day. Although people since the earliest use of language have been interested in gossip about others in their midst and in the latest reports on people outside their group. The growth is not revolution but a evolution—an industry wise growth spurt that has hit newspapers first, one by one, then in groups, now in waves. The first published Information that can be regarded as news came shortly after the birth of Christ. The Roman senate provide daily reports about its action and decision, along with more general Information on political and social called "The Acta
Diurna and Acta Publica" (daily transactions of the Roman people), these handwritten news sheets were pasted in public places on a daily basis. Scribes made their living by copying these bulletins and delivering them to interested citizens in the city or abroad. In 15th century the German inventor Johann Gutenberg developed movable metal type. This made possible development of newspapers. After this innovation, the spread of the press, easy availability of printed news sheets, were common in mid-15 century in Venice.

About the war in Dalmalia in 1609 a newspaper apparently printed in Germany known as 'Croanto' - was a brief printed news sheet. The Germans, the pioneers in Europe, forerunners of newspaper as they are known today, were publishers in the 15th century in Nuremberg, Cologne and Augsburg. In the 16th and 17th centuries, rudimentary newspaper spread throughout Europe.

DEVELOPMENT OF THE NEWSPAPER IN THE WORLD

Development of the newspaper in 18th century was more optimistic as German's established their newspapers which were regular before England and France did in 1615. The Frankfurter journal was published, followed his "Oberpostamtszeitung" newspaper the next year. "Gazzette de
France" of Paris was first French newspaper established in 1631.

England used to publish pamphlets since 1549 and the news to Spanish and English fleets. "London Gazette" later 'Oxford Gazette' was permitted to be printed twice a week as the official court circular.

On September 25, 1960 in the British colonies of North America the first newspaper appeared in Boston called as 'Public Occurrences'. Then after 14 years John Campbell a postmaster started "Boston News-letter", "The Boston Gazette" in 1719 and then in 1721 "The New England courant". Philadelphia's first newspaper was American weekly "Mercury" in 1719 by Andrew Bradford. 'New York Gazette' was started after six years by William Bradford. In 1728 Benjamin Franklin in Philadelphia influenced newspaper in the colonies. In 1733 'New York Weekly Journal' was established.

DEVELOPMENT OF DAILY NEWSPAPERS

'Daily Courant' was the England's first daily, published in 1702. The 'Spectator', published six days a week, succeeded 'The Talter' started by Richard Steele in 1709. Among the daily newspaper which were started during the 1700's
in England were the 'Morning Post' (1772) and the 'Morning Herald' (1781). The London Times founded as the 'Daily Universal Register' in 1785, but this name was changed to "Times" in 1788. In America, after the revolutionary war a new kind of newspaper appeared (a series of daily newspaper appeared). The New York Daily (1785), The New York Minerva (1791) are some of them. Until 1830 the newspapers in the USA was to carry reports that were of mercantile and commercial interest. The development of making of low cost newsprint with the development of printing presses made it possible to reach the masses. Then the new era began in history of newspaper development in the world.

The first successful newspaper selling was 'New York Sun' for one cent, with the circulation of 5000 copies containing human-interested news. In 1835 'New York Morning Herald' was started by developing news sources, 1841 'New York Tribune with the editorials. No country in the world had more newspaper in 19th century than America. Circulation increased so did the size of the newspaper from 4 pages to 8 pages, increased display advertising, weekday edition of more than 100 pages and Sunday papers of more than 200 pages were not uncommon. In 1851 'New York Times' was started by Henary
Raymond and Edwrad Wesley. The Time became notable when it started publishing full texts of the speeches and the documents which were of public interest.

The new concept was developed to bringout newspapers on the weekends (called Sunday newspaper) and newspaper in tabloids which were of the size 12 by 15 inches with more sensational news. The first Sunday newspaper was published by James Gordon Bennett Sr. of 'New York Daily Herald'. The other newspaper were compelled to publish Sunday newspapers. The New York City was the first tabloid started in 1919, many more followed this as it was more successful.

CHAIN NEWSPAPER

The significant development of consolidation of ownership of newspapers, creating large chains such as Gannett Newspapers was another trend. The first modern newspaper was originated in early 1800's by Edward W Scripps and his brother. The name was changed in 1922 as Scripps-Howard Newspapers. By the late 1970's some 60% of the dailies were controlled by chains.
NEWSPAPERS IN OTHER COUNTRIES

Many types of newspaper appeared around the world with quality and popularity, gigantic and small, sophisticated and crude, serious and sensational, free and controlled, capitalist and communist in nature. In many parts of the world, the Middle East, Eastern Europe and Russia, Africa, portion of Asia and Latin America are controlled by the government by one or two ways to censors the press to protect.

The newspaper quality is of course, is largely the matter of opinion. The international observer have consistently placed the following newspapers in 'elite' or quality class, in a worldwide context. The Toronto Globe and Mail of Canada, the Times, Manchester Guardian, and the Telegraph of Britain, the Neue Zuercher Zeitung of Switzerland; the Frankfurter Allgemeine and Sueddeutsche Zeitung of West Germany, Le Monde and 'Le Figaro' of France, 'El Pais', 'ABC' of Spain, 'Corriere della Sera' of Italy, 'Pravada' and 'Izvestia' of Russia, 'Ribao' of China, 'Asahi' of Japan, 'Indian Express', 'Statesman' 'The Hindu', and 'The Times of India', 'Excelsior' of Mexico, 'O Estado de Paulo' of Brazil, and 'La Nacion' of Argentina.
GROWTH OF NEWSPAPERS IN INDIA

Since independence many favorable factors have contributed to the growth of the newspaper in India. The press in India is of a high quality, convey the news and views of the people consistently. The history of newspaper India is the growth of the public opinion in the country. There were no newspaper then in India, Ashoka, the great Indian emperor had devised his own means of communications. The news of the day was published in small picture on the walls of the temples. The Moghul rule organized handwritten newspapers of a kind which were in circulation for the communication purposes. They maintained bureau of intelligence in every provincial capital, as the news writers use to give important events of each districts. On the basis of these reports important decisions were taken and policies formulated at Delhi were the gist of news read to the emperor.

James Augustus Hicky was the person to bring out the full-fledged printing newspaper in India on January 29, 1780 in Calcutta titled "The Bengal Gazette or the Calcutta General Advertiser". Before Hicky, Williams Bolts in 1766 attempted to start the newspaper. Following Hicky's brave bid five more newspapers were founded in next five years. The
second was India Gazette in 1780, the third 'Calcutta Gazette' and 'Oriental Advertiser' in 1784. The fourth newspaper Bengal Journal in 1785 by Thomas Jones. Two months later, in the same year 'Oriental Magazine' or 'Calcutta Amusement' was started as a monthly. 'Calcutta Chronical' was started in 1786. The ball set by Hicky rolled on and was adopted as profession. The utility of the newspaper was gradually recognized.

The 'Madras Courier', was the first newspaper in Madras started by Richard Johnson in 1785, it continued till R. Williams established 'Madras Courier' in 1795, then followed 'India Herald' in the same year. In 1789 in Bombay "The Bombay Herald" came into existence followed by 'The Courier', a year later William Duane's in 1791 started 'The Indian World', then Bengal's Harkaru in 1798 by Charles Maclens.  

NEWSPAPERS OF NINETEENTH CENTURY

The first two decades of the century saw the imposition of rigid control on the press by Marquess of Wellesley and relaxation by the Marquess of Hastings. The first Indian Newspapers was 'Bengal Gazzette' by Gangadhar Bhattarjaee Bhatt lived for a year. The birth and the growth of English
newspaper in India was a result of the British rule. Even after the freedom the English language newspaper increased constantly in numbers, and raised the circulation. Chain newspapers in English have developed and the increased in the editions of the dailies indicates the growth. The most important and influential English dailies of India with prestige are: 'The Times of India', 'The Pioneer', 'The Mail', 'The Amrita Bazaar Partika', 'The Statesman', 'The Hindu', 'The Tribune', 'Hitawada', 'The Bombay Chronical', 'The Hindustan Times', 'The Free Press Journal', 'The Indian Express', 'The National Herald' and 'The Deccan Herald'.

HISTORY OF NEWSPAPER IN KARNATAKA

Till 1857 there were no newspapers in Karnataka. From the record it is found that Journalism in Karnataka started in 1870. Between 1880 and 1908, a number of newspaper in English and Kannada were started. Prominent among them was the 'Desabhimani' edited by Srinivas Iyengar than the 'Mysore Herald' in English, 'Vrithanta Chintamani' edited by Venkatakrishniah. A weekly 'Nadagannadi' as companion to English by-weekly the 'Mysore Standard' was published by M. Srinivas Iyengar. In 1908 Mysore legislative council passed the Newspaper Regulating Act and
soon after a Kannada weekly publication, The 'Suryodaya Prakashika' published a report which incurred the displeasure of the Government. The Kannada Daily, 'Bharathi' edited by D.V. Gundappa which ceased to exist, never to appear again.

In 1947, two daily the Vishal Karnataka Navyuga were started at Hubli and are still being published. The Navyuga was started by Shri. T. R. Nesvi, was its managing Editor. The 'Vishal Karnataka' started by K.F.Patil who was a Deputy minister in Government of Bombay and Shri. Patil Puttappa as its Editor. The 'Vishwa Karnataka' was started by Tirumala Tatacharya Sharma as a daily and weekly. Then followed 'Tainadu' in 1926, 'Janavani' in 1934 by T.R Ramiah and B.N. Gupta. The 'Prajamatha' in 1931 as weekly.

The growth of Kannada newspaper was since 1870, the full-fledged Kannada newspaper was in the same years started at Kaladagi. There were three other newspapers in Dharaad, The 'Vijay', The 'Rajahamsa', 'The Karnataka' and three more in Belagaum in 1800. All these newspapers were started to check the influence of Marathi language on the Kannada people. From 1885 onwards the number of weeklies were started of which the 'Lokashiksha', The 'Karnataka
varatta', The 'Lokbandhu', 'The Rajahamsa' and 'Dhananjaya'. Kannada 'Kesari' and the 'Sachitra Bharati' were started at Hubli which were edited by Kerur Vasudevacharya of Bagalkot. The early Kannada newspaper were not successful from the point of view of the circulation and income.

The weekly 'Samyukta Karnataka' was started in 1929 with prominent people of this region. Then in 1933 it was converted as daily newspaper. Hanumanta Rao Moharay as a editor of newspaper. A Kannada monthly digest was started by the same trust. The 'Hyderabad Samachar' was the mouth piece of the Government of the State purely for Hyderabad - Karnataka speaking area.

The 'Prajawani' is the important newspaper in Kannada which started in 1948, a sister publication of 'Deccan Herald' which was started a few weeks back in same year. In 1951 the 'Janapragati' a weekly was started. Then the 'Sathya' a Anglo - Kannada newspaper in a tabloid form appeared in Bangalore. 1965 was the year when the 'Kannada Prabha' started by 'Indian Express' Group of newspapers which is successfully running since its existence.
The major English newspapers like 'Deccan Herald', 'Indian Express', 'The Hindu', 'The Times of India' are doing well in the state with 'Financial Newspaper' like 'Financial Express', 'The Economic Times' and the 'Business Line'.

4.4 ROLE OF NEWSPAPER LIBRARIES

The role of libraries is to provide rapid and topical reference services, mainly to journalists, feature writer. Large news libraries provide support not only for educational development of newspapers and magazines but also to the news broadcasting and programme staff of radio and television networks. Their task is to select, classify and make available a portion of the huge output of information which is processed and distributed daily.

With the increasing demand for news, the modern environment and the growing complexities of current affairs, the news library with its emphasis on recent issues and topics not dealt with by other sources, provides an unique service.
Newspaper libraries are usually expected to provide both specific and comprehensive retrieval of any subject of news and features published by the parent organization. The field is so fast that the needs of Information ranges from A to Z, hierarchical subject classified in the library. Selection reflects demand and is considered as a matter of local policy. For an effective delivery of services the mode of activation organization and preservation of material are highly honored, normally the newspaper library have to very much depend upon the wishes of the editors who are the sanctioning authorities. Being professionals newspaper Editors are not expert in the book trade and can't boast a knowledge of acquisition tools and procurements. As a result of this, most of the collections found in newspaper libraries in Bangalore and other parts of Karnataka are starved. Book on subjects other than those closely are related to journalism.

AUTOMATION

As a positive move for expanding the activities of newspaper libraries, the librarian must associate himself to the modern concepts of information technology. Any consideration of newspaper library automation starts with
clipping file, that collection specifically designed for the storage and retrieval of the text of the articles. It is most heavily used, specialized and labour intensive collection. It involve many routine repetitive task. Clippings or cuttings, holding, sorting, alphabetizing and filing and refiling, the type of task is most easily and suitably automated. Library should be centralized in the editorial department, Information services and collection contains:

1. Clippings - of own publication, other publication and unpublished materials.
2. Photos and graphics - Prints, Maps, the drawings, logo's etc.
3. Newspapers and periodicals.
4. Reference Books
5. Photographic negatives and slides.
6. Vertical files - Pamphlets, Brochures and reports.
7. Archival file - historical records, Newspaper on Micro films
8. Miscellaneous. - Road maps, legislative bills etc.

The application of computer in the library will certainly enhance the activities the newspaper library for better use as follows :-
- The number of stories can be stored - database, the full text of which could be called up as ready as when required;
- To create clipping file data for quick retrieval; To - To posses picture file data;
- To store original photographic Information.
- To store bibliographic record on the history of particular subject required.
- To build personality profiles.

The image of the library depends upon the personality of the librarians and knowledge as a positive move for expanding the activities of newspaper libraries. The librarian must associate himself to the modern concept of Information technology (I.T) The branches of which enable to get the required data through the application of communication (Computer and Communication) and networking knowledge. A full fledged library should constitute the basic objectives of diffusion and utilization principles.

It is the honorable duty of the newspaper librarian to collect, organize, store and retrieve relevant Information at the exact command of the users. A decision of developing
resources such as books, periodicals reviews, non-book materials, and photographs raising from the Macro documents to the level of micro documents. The newspaper librarian is supposed to develop acquisition policies, designing functional plan of building for the use of readers and to device provision of well qualified staff. The important function of the newspaper library should be service oriented. Several services such as documentation, abstracting and indexing services should prompt and supporting in nature. Among the vital Information facility which the newspaper library must have is the archive in which cuttings of published material are stored. These cuttings have to be preserved in separate files on subjects and numbered serially for quick retrieval. News and editorial staff must have access to the collection which are not accessible to the public but for which files can be supplied on request.

The growing literacy, the expanding education, the green revolution, with the immense variety of economic activity in both public and private sector and above all with people becoming increasingly conscious of their democratic rights, the role of newspaper in the national life has undergone a transformation in India and other countries. As democracy permeates political, economical philosophies and different
political systems, these decisions have to be taken by thousands of people and it is the job of the newspapers to help them make their choice by keeping them informed of the pros and cons of the alternatives. This involves making the news intelligible to the reader providing him background on the event of the day and explain him through editorial comments the significance and the future effects of the same. To the extent the newspaper library helps the reporters, news editors and editorial writers in fulfilling this role they contribute to the success of the newspapers.

4.4.1 Growth and Development of newspaper libraries

The earliest known newspaper were probably established in the year 1850's nearly all newspaper maintained a library containing background materials for the preparation of the articles. Originally it was called "Morgue", because it was the place where obituary articles and photographs were kept on the files. The typical newspaper library remained unchanged for the decades as the library personnel maintained information for the editors and journalists in the form of clippings. Those persons who worked to maintained and manage the clipping files, as well as those who made use of the
materials they contained, could easily recite a long litany of reasons why this method of storing Information was less than adequate; the task was labour intensive, fragility of paper led to torn and damaged clippings; the user was limited to relatively few indexing terms; the library's space needs grew unchecked until they exceeded that which was available; the likelihood of loss or miss filing of 'clips' increased their usage and the difficulty the staff inevitably experienced in the clippings and filling materials on time basis.

The computer 'invasion' as it relates to newspaper did not enter the scene until late 1960's. The concept of the Information bank was introduced in 1971 to the New York Times which consisted of a computerized index abstract of the articles in the times and selected publications with coverage from 1969 and full text of times materials was available only in microphones. The first newspaper's data bases made publicly available in online form. Online electronic full text compatibility was added to New York Times Information services in 1981. The Detroit press in 1971 Miracode code system used numerically coded index, to the microfilm full text of the articles stored in 16mm role microfilm cassettes. The cassettes could searched using automated microfilm reader.
printer which strictly used for internal use and now it is replaced by QL, a full text electronic systems. The early 80's saw others with their own full text retrieval system. By this time a number of vendors had began selling the software capabilities to the interested newspapers and the flood gates opened as others began using this new technology to solve their many problems to withhold clipping morgue. In a presentation to the News Division of SLA in 1983, Homer Martin prepared a comparison of the nine available online systems. Just 6 years later 8th addition of the list compared 19 systems each provided by a vendor with many subscribers.

An on-line index and microfiche storage called INFO-KY was installed by Louisville, KY, Newspapers in 1976, which was under DECP-DP Computers for the index databases. The system allowed a user to search the index and to control reader/printer display and reprinting from the V.D.P. keyboard. Later in 1977 using Q.L. Software the Toronto Globe and Mail introduced the full text, online electronic newspaper library system, which was used as internal newspaper and external news file marketing.
NEWSPAPER LIBRARY NETWORKS

Knight-Ridder Newspaper has chosen to proceed with a such newspaper library network using QL. software system to search its entire Knight-Ridder Chain of papers with regionally centralized facilities in Detroit, Philadelphia and Miami. This was most significant steps taken so far in this area.11

GROWTH AND DEVELOPMENT OF NEWSPAPER LIBRARIES IN INDIA

The awareness in the newspaper of having a library for collection of information was a facility. In 1958, the Times of India started the Information services to furnish Information on areas subjects. Free services is rendered to those who approach the office in person. Replies are given on the telephone and by post also. Some of the queries answered to are selected and published in the Sunday Edition along with the Information furnished in answered thereto. This service is a part of the public relations wing of the Times group. The awareness was spread throughout the nation of the having the library facilities for the newspapers. The Hindu, The Statesman, The Hindustan Times and The Indian Express started to build their own libraries, but still the technological advancements are not being used in the newspaper libraries in diffusion development and utilization of Information.
NEWSPAPER LIBRARIES IN KARNATAKA

In Karnataka the library awareness had made a nerve and gradually the importance of news libraries has been felt. But, majority of the newspapers have still not understood the importance of this concept. Only large newspapers of late are setting up full fledged news libraries. In 1958 Deccan Herald publication developed a very exhaustive library with good number of staff with a budget of 34 lakhs was allocated to the development of the library. Then Samyukta Karnataka has started clipping service followed by Times of India with a full-fledged professional executive in 1989. The Indian Express in 1991, started full fledged library to cater the Information needs of the organization.

4.5 NEWSPAPER INFORMATION IN THE 21ST CENTURY-HI-TECH APPLICATION

Reformation in the existing newspaper libraries implies a radically different approach to development, an approach built on a premise of "Mutual Dependency" with the local and national network rather than one built upon complete self-reliance. In other words, the application of Hi-tech and the networking are the two waves in the field of newspaper industry which would reformulate the concepts of I.T.
(Information Technology) in India. The adopting technology of multimedia in newspaper library is analyzed and has been projected for consideration of newspaper publishers for its speedy consideration.

Increasingly it is found that newspaper and magazines, come up with Opinion Polls and Predictions about election results. Telecasting of proceedings in parliament is seen on video. The people in the constituencies will be able to interact effectively with their elected representative. With software by different provide being increasingly available and in the increase in the number of television channels, it will not be surprising if India also witness the evolution of interactive media. This will have tremendous impact on shaping opinion their immediate articulation.

4.5.1 Information Policy and Networking Strategy

In India the growth of Information has been hampered by unimaginative administrative policies followed by the government in sixties and seventies. In the eighties there has been realization in some quarters about crucial role the informatics can play in economic development. Economists are also becoming increasingly aware that the development is a
complicated process which involves not only economic aspects but also social and political forces. At this stage, when international economic forces are unpredictable, India ought to realize the mistakes that have been made in the part of underestimating the role of informatics as a catalytic agent. Unless an overall view is taken and piecemeal consideration of telematics policies in isolation is avoided, the growth of informatics will continue at an erratic pace. So far, policy making in the area of telecommunications, computers, satellite communication for spread of information and knowledge has been looked at from only technological angles.

The right type of thrust is still lacking for using newspapers to educate people on background strategies and efforts. With this background, one has to look at specific application areas of informatics that can make a real impact on the India scene during the next two decades. The Information policy and dimensions and networking strategy for newspaper industry bear significant impact of advantages of Information technology, complex structure, conspicuous nature of Information. The present study deals with the Information policy dimensions, network strategy, and provides networking mode for newspaper industry.
There is a voluminous data available on newspaper information in the different regions of Karnataka. It is observed that an application of computer in this field of storage and retrieval of information in newspaper is not felt essential. For speedy transfer of information computer technology is used to analyze data problems and take measures. This will be possible when the planning process is decentralized and scientific tools available are made use of. The goal of the policy could therefore be expressed as

- To ensure that classified information is adequately protected.
- To ensure that information obtained from exchange is utilized for the sole benefit of the industry.
- To ensure that the publicly available information is exchanged with segment of newspaper industry

NETWORKING STRATEGY

The use of information technology (I.T) has changed the ways in within library and information scientists have started looking to the problem of information management and handling. On-line information retrieval services and CD-ROM, based databases in the filed of news information are not being
much use in this process, even though the availability of these facilities have offered and opened up low cost opportunities for networking Information units at local level, national level and international level.

4.5.2. Need for Multi-Media Information

The multi-media means a computer showing and animated graph and plays sound from a compact disc and superimposed, the resultant a pre-recorded video is the perfect multi-media.

It is interesting to note that we are entering a new era in computer and Information technology with the trends of combination of standard data processing with graphics, animation, speech synthesis and video.

HYPER MEDIA

With a view to understand the interactive working phenomena of hypermedia what it needs is the connection of video disc players, CD-ROM disc and speech synthesizer and make logical connection with a computer. It has the working of the application of hypermedia. The on coming technology domains which identifies four distinguishable waves of multi-
media technology which supports interchange text images and sound.

FIRST MULTI-MEDIA TECHNOLOGY WAVE

It constitutes as specially designed hardware which is multi tasking operating system with software tools. This system can knit various media.

SECOND MULTI-MEDIA TECHNOLOGY WAVE

This refers to the desk-top publishing system. The systems with suitable modification is also the gadget for desk-top presentation. Designers have incorporated a logical expansion of this into what they call as desk-top media which is the same as multi-media by adding high quality sound live action, video and animation to the basic design so that "hyper card" is the glue that binds these media enabling the contribution of elements of simple database. It is hyper-text programming and authoring system into a vast flexible package.

THIRD MULTI-MEDIA TECHNOLOGY WAVE

The further research is leading to digitalised full motion video DVI (Digital Video Interactive) of Intel and IBM
handles full motion video in real time of digital Information. This calls for very large memory on the computer to minimize this various schemes of elimination, redundancy in pictorial Information and compression techniques are developed.

FOURTH MULTI-MEDIA TECHNOLOGY WAVE

The more demand for quality of audio video files, the more is the demand on the disc memory in the computer. For real time applications you would need enormous memory capacity of and optical storage disc. It was initially provided by Phillips and subsequently Sony and Phillips to bring out a Multi-media technology, CDI (Compact Disc Interactive). They are adopting a three pronged approach to the multi-media problems.

1. It is to get the developed the optical drives appropriate for multi-media systems.

2. To Develop a technology that can endow multi-media without a computer and;

3. Exploring the possibility of blending the revolutionary new digital audio, digital video and computer technologies with digital consumer electronics to create new applications like video conferencing.
There are a number of enterprises around the globe which are designing various multimedia systems. However, the fundamental conceptual framework mainly fall under one of these four strains of technology are combination thereof.

4.5.3 Data and Data-Base Formation

Perhaps we can look at Data, Information and knowledge as ascending series of steps in attaining wisdom. Starting point for getting an objective assessment of any situation is Data. Meaning full interpretation of data use Information, based on Information relating to one's experience, we can derive a better perception of the situation and develop knowledge. Knowledge when properly used combined with experience begets wisdom. After all mere knowledge alone may not be effective. Collection of data is the first step. Analyzing data gives Information about performances and problems areas of a given situation. This will be obvious from the way computers have evolved originally, they were number crunches can add, subtract, divide and multiply large quantities of numbers very fast. This gives the next capabilities to analyze any situation reduced to data. One's the analysis is available programmes can be developed to initiate connective actions. We can thus, see the link between the collection of data and
management of change. The collection of data has the subject of interest to many experts from time to time. Once we collect a data two important issues that arise are -

1. retrieval of data for reference purposes and
2. analyzing data to meaningful conclusions and thereby move from stage of data to Information.

It is estimated that India imports of Rs.150 Cores of information every year of this 35 Cores worth is of bibliographic nature consisting indexes and abstracts.

The entire data base can be generated within the country providing Rs.35 Cores for import substitution. An indigenous product may have effect of increasing reliability and consequently the market.

It is being increasingly recognized the present process of globalization should acquire more international market than India's surrendering its own market to international agencies. If we set a modest role for India database industry of computing of two percent of the world market and 50% of imports substitute we are talking about database industry with an annual turnout of Rs.750 Cores. Obviously, there is
tremendous business and employment potential. Database industry has four major components:

1. Source information provider
2. Database designer
3. Database production
4. Database marketing and distribution.

On this, database production has the highest potential of employment generation. Two model of database production can be considered for employment generation and industry support.

1. To promote a database production centres in the small scale setup.
2. To promote database production as cottage home industry.

Certain information-scientific techniques for data analysis are necessary in the context in which they developed and their relationship among them. In the direction, the study has been presented with graphics and tables. The results have been interpreted in Chapter No. 5.
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