Introduction
Importance of the Study

Much ink has been expended over the epochal endeavours of Sir Sayyid Ahmed Khan who instilled much-needed vivacity and buoyancy into almost every sphere of life of the beleaguered Muslim community. His sparkling genius reflected in political, educational, religious, social and metaphysical thoughts and his invaluable contribution to the collective life of India has come in for a detailed discussion.

Scores of substantial studies aimed at making an objective appraisal of his multifaceted and dynamic personality have been published but his means of communication – journalism – that created a stir in the moribund Muslim society of India was hardly made the object of an in-depth analysis. At the outset it looks pertinent to point out that Sir Sayyid’s relentless efforts towards bringing about social and religious reforms and enkindling intellectual awakening could bear fruits because of his two journals The Aligarh Institute Gazette and Tahzibul Akhlaq that exercised decisive influence on the fast emerging middle class of the country.

For Sir Sayyid, journalism was not a form of casual and ephemeral writing but it was the most effective medium for initiating a stimulating discussion with the people on all questions of their life: Political, social, educational, cultural, religious and metaphysical. He tried to educate people collectively by launching the Loyal Mahomedans of India (1860), The Aligarh Institute Gazette (1866) and the Tahzibul Akhlaq or Muslim Social Reformer (1870). In addition to this, Sir Sayyid had also worked for the Sayyidul Akhbar (Delhi) and Zabdatul Akhbar (Agra) but his contribution to Urdu Journalism was hardly made the object of a systematic and objective research.
Two exclusively books Sir Sayyid Ki Sahafat (1975), Tahzibul Akhlaq Ek Tanqueedi Mutala (1993) on Sir Sayyid’s Journalisitic writings in Urdu have been published, besides a number of articles but no attempt has been made so far to analyze his journalistic writing by employing scientific approach commonly used in media research i.e. setting methodology and objectives, data collection, sampling and content analysis.

The present study is aimed at analyzing the points of salience of Sir Sayyyid’s journalistic endeavours in terms of objective appraisal based on cool sifting of the files of the Loyal Mahomedans of India, The Aligarh Institute Gazette and the Tahzibul Akhlaq.

**Objectives:**

The study is intended to investigate the whole body of the journalistic writings of Sir Sayyid especially that appeared in the Aligarh Institute Gazette and the Tahzibul Akhlaq. The major objectives are set fourth:

**Major Objectives:**

1. To identify the conceptual model of Sir Sayyid’s periodicals.
2. To evaluate the journalism he propagated.
3. To analyze Aligarh Institute Gazette and the Tahzibul Akhlaq’s contribution to the growth of Urdu Journalism.
5. To assess Sir Sayyid’s model of prose writing.
(6) To critically examine the stand of Sir Sayyid on the freedom of speech.

**Minor Objectives:**

In addition to major objectives, the following goals are also set forth:

(1) To collect the details of Sir Sayyid’s life and the positions he held, by sifting the pages of the Loyal Mahomedans of India, the Aligarh Institute Gazette and the Tahzibul Akhlaq.

(2) To verify the biographical details of Sir Sayyid as his biographers differed significantly on this count. Hence it becomes extremely important to allude to his own writings that appeared in his journals.

One of the important means of mass media research is the content analysis and the present study “Sir Sayyid as a journalist with special reference to the Aligarh Institute Gazette and the Tahzibul Akhlaq” is essentially based on quantitative content analysis of the journals launched by Sir Sayyid Ahmed Khan.

Primarily the study - a historical quantitative content analysis of Sir Sayyid’s journalistic writings - is based on census method. All the issues of the Aligarh Institute Gazette (1866 to 1898) except for the file of 1870 and the file of six months of 1885 (Jan. to June 1885; this file is not available at the Maulana Azad Library, AMU and it is the only library where the files of the Gazette are available. National Library Calcutta, National Archives, Delhi, Nehru Museum, Teen Murti House, New Delhi, Khuda Baksh Library, Patna, Tagore Library, Lucknow University, Raza Library,
Rampur and Salar Jung Museum, Hyderabad did not have the complete files of the Gazette), and the Tahzibul Akhlaq were consulted.

In research parlance, it is called the primary document and the process of examining every primary document is employed. The historical analysis normally requires detailed knowledge of the population - primary and secondary documents and here a representative sample may not be accurate. The present study is intended to enumerate the whole population with even-handed attention, hence simple random sampling; systematic sampling, stratified sampling and cluster sampling were not selected. In order to reduce sampling error the census method is employed.

Since content analysis is the most authentic way to quantify and investigate the content of the print media, hence it is picked up. Content analysis is essentially an organized and systematic procedure and according to Walizer and Wiener:

"It is a systematic procedure designed to examine the content of recorded information"\(^1\)

Roger D. Wimmer and Joseph R. Dominick define content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.

The content analysis takes frequency of occurrence into account and it results in quantifying the data, which also paves the way for sound judgment. It makes it clear the greater frequency means the greater

\(^1\) Wimmer R D. and Dominick J K  Mass Media Research  Thomson Wadsich, Singapore, and 2003 Page 141
significance. For this reason, space in column inches is selected as a unit of analysis, which is also used as a countable enumerative data.

It is a historical descriptive research, therefore, no formal hypothesis is formulated but the stated objectives can be treated as research questions.

Sir Sayyid's journalistic work is categorized in accordance with the standard classification of editorial material and thus categorized into the following:

**News:**
It is the report of a recent event that has the potentiality to evoke public interest.

**Report:**
It is an account of the achievement of an organization, which is working in the public sphere.

**Article:**
It is a perceptive analysis of a topic that has the potentiality to arrest the attention of the public.

**Editorial:**
It is the considered opinion of the newspaper on a timely topic.

**Editorial Note:**
It is a brief comment of the newspaper on a recent event.
Obituary:
It is the tribute of the newspaper to a departed celebrity.

Feature:
It is a piece that is intended for amusing the reader.

Book Review:
It is a brief analysis of the content of a recently published book.

Chapter Division:

The Introduction is aimed at spelling out the research methodology of the study and it also explains the objectives of the study.

The first chapter gives a detailed appraisal of the books on Sir Sayyid's journalistic writings.

The second chapter of the research as stated in the objectives of the study is aimed at obtaining and verifying the biographical details and accomplishments of Sir Sayyid by turning attention to the pages of the Loyal Mahomeans of India, the Aligri Institute Gazette, and the Tahzibil Akhlaq. The close reading of the periodicals fetches us some biographical details, which are at variance with what Hali wrote in Hayat-e-Javed.

Hali mentions that Sir Sayyid's ancestors migrated to India during the time of Shahejehan but Sir Sayyid himself mentioned in the Loyal Mahomedans of India that his forefathers came into India in the reign of Jaladuddin Akbar. Further, his father's name was Sayyid Mohamed Muttaqi, not Meer
Sayyid Mohamed Muttaqi as mentioned by Hali. The Aligarh Institute Gazette makes us aware that Sir Sayyid was among few Indians who were appointed the fellow of Calcutta and Allahabad University. It is an important fact, which Hali did not mention. A brief introduction of Sir Sayyid's books is also given in this chapter. The first chapter becomes lengthy for this reason.

The third chapter concentrates on highlighting the early journalistic endeavours of the Sir Sayyid Ahmed Khan. From starting journalistic career with the Sayyidul Akhbar, to the launch of the bilingual journal, the Loyal Mahomedans of India and his association with Zubdatul Akhbar, a Persian newspaper, the Aligarh Institute Gazette, and the Tahzibul Akhlaq are covered in detail in this chapter.

The fourth chapter again becomes lengthy as it ropes in content analysis methodology to analyze and quantify the editorial content of the Aligarh Institute Gazette – News – Summary, Round up, Reports, Features, Articles, Letter to the editor, Editorial, Editorial note, Book review, Notices, Advertisements, Pictures and Graphics etc. Further, how much space was given to English section and how many stories appeared in Persian and Arabic? - These questions are also examined. The space is measured in column inches. The chapter also discusses Sir Sayyid's attitude towards the freedom of the press.

The editorial content of the Tahzibul Akhlaq was made the object of appraisal in the fifth chapter. The sweep of Tahzibul Akhlaq's article is discussed and its impact has also come in the discussion.
The last chapter discusses Sir Sayyid’s contribution to the growth of Urdu journalism in India.

(M. Shafey Kidwai)

Reader,
Dept of Journalism & Mass Communication
A.M.U., Aligarh