



COURSE CODE: MAMCD 101

COURSE NAME: INTRODUCTION TO
COMMUNICATION AND MEDIA

**CENTRE FOR DISTANCE AND
ONLINE EDUCATION
TEZPUR UNIVERSITY**

MASTER OF ARTS

**MASS COMMUNICATION
AND JOURNALISM**

BLOCK II



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MMC-101: INTRODUCTION TO COMMUNICATION AND MEDIA

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COURSE INTRODUCTION

This course, **Introduction to Communication and Media** is the first paper of your MA in Mass Communication programme. The course has been designed to give you the foundational knowledge on Communication and Media by discussing the communication process, models, theories, media types and evolution.

The course is divided into four Modules, each consisting of multiple units. This has been done to discuss the prime issues more elaborately and to ensure learner friendliness. For the convenience of the learners, this course has been divided into two blocks. **Block I** consists of **Module I & II** and **Block II** consists of **Module III & IV**.

Module III, **Press In India**, deals with the history of press in India and its current status. The first unit of this module, **Print Media Evolution and Growth** shall guide you through the history of print. In the second unit, **Press During Freedom Struggle** you will come to know about the condition and contribution of press in India's struggle for Independence. The third unit of this module, **Press in Contemporary Times** discusses the present status of press in the country. In the final unit of this module, **Broadcasting in India**, you will come to know about the history and development of television and radio in India.

The fourth module of this course, **Media and Technology** is divided into three units. **Satellite Broadcasting, Private Radio and TV and New Media**. These units shall discuss on the evolution and development of the respective mass media tools.

MODULE III: PRESS IN INDIA

UNIT 8: PRINT MEDIA- EVOLUTION AND GROWTH

UNIT STRUCTURE

- 8.1 Introduction
- 8.2 Objectives
- 8.3 Print Media
 - 8.3.1 Present Scenario
 - 8.3.2 News Agencies
 - 8.3.2.1 Press Trust Of India
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 - 8.6.1 The Origin And Growth Of Assamese Press
- 8.7 Evolution And Growth Of Print Media In North-East India
- 8.8 Summing Up
- 8.9 Questions
- 8.10 Recommended Readings

8.1 INTRODUCTION

This Unit provides an insight into the role of press in the process of democratization that has been going on over the years. Today Indian press is formidable in size and numbers and the readership and circulation of newspapers continue to grow in spite of the pitfalls.

8.2 OBJECTIVES

After going through this Unit you will be able to

- explain the importance of print media
- trace the historical development of press in India
- discuss the dynamics of media (Print) adaptation to changes

- trace the growth of Assamese press as well as the press in North East India

8.3 PRINT MEDIA

Print media is still the mother of all media. It continues to be relevant in developing countries to play a socially responsible role. Indian press have travelled a long way since 1780 in its momentous journey. It has withstood the test of time and technology and adapted to changes.

8.3.1 PRESENT SCENARIO

Today India has one of the most diverse ranges of dailies, weeklies, monthlies and other periodicals in an array of languages. The print media in India is more than 230 years old. The total number of registered Newspapers/Periodical was 1,14,820 as on 31 March 2017. There were 16,993 dailies and 97,287 periodicals including weeklies, fortnightlies, monthlies and others. According to the report submitted by RNI, newspapers were registered in 123 languages and dialects. Apart from English and 22 other principal languages listed in the Eighth Schedule of the Constitution, newspapers were registered in 100 other languages and dialects mostly Indian but also in a few foreign languages.

The largest number of newspapers and periodicals registered in any Indian language is in Hindi (46,587). The second largest number of newspapers and periodicals registered in any language is in English (14,365). The state with the largest number of registered newspapers is Uttar Pradesh (17,736), followed by Maharashtra (15,673) as per RNI (March 31st, 2017).

The story of the modern day journalism in India began during the British rule in 1780 with the first newspaper, “Bengal Gazette” also called “Calcutta General Advertiser” launched by James Augustus Hickey. The paper carried a tagline “a weekly political and commercial paper open to all parties but influenced by none”. Though the story of Bengal Gazette ended in less than two years, it set the stage for emergence of a vibrant print media in the country.

Media in general and print in particular has undergone massive transformation after the process of unleashing economic reform in India. Competitions from electronic media have made the print to adapt to the new environment. The English language press have led the changed structure, professionalism and technologies. Newspapers like the *The Hindu*, *The Times of India*, *The Indian Express*, *The Telegraph*, *The Hindustan Times* etc tend to influence the elites.

Globalization and liberalization have created a demand for more economic and business news leading to increase in business and economic journalism with a number of special newspapers such as *The Economic Times*, *The Financial Express*, *Business Standard*, *Business India*, *Business World*, *Business Line* and *The Mint*. The growth rate of business dailies has been almost 200 per cent while that of general English papers was 15 per cent between 1991 and 1995.

Newspapers in general focus on political news with other regular additions on science, business, entertainment, agriculture and technology. The print media includes the quality newsmagazines like *The Outlook*, *India Today*, *The Week* and *Frontline*.

India has four major national news agencies and many regional agencies. The Press Trust of India (PTI), the United News of India (UNI), Hindustan Samachar, and Samachar Bharati are the major national agencies. The Press Information Bureau (PIB) serves as source of information on the government.

Colour was a revolution for newspapers. Colour pull outs in newspaper were a response to the success of many general and specialized magazines.

8.3.2 NEWS AGENCIES

8.3.2.1 PRESS TRUST OF INDIA

Press Trust of India (PTI) is a cooperative owned by the country's newspapers to provide unbiased news to all subscribers. The PTI began functioning from 1 February 1949. It offers its news services in English and

Hindi. *Bhasha* is the Hindi language news service of the agency. The agency has more than 500 newspapers and most TV/radio channels in India and several abroad, including BBC in London, as the subscriber base.

The PTI now has its own satellite delivery system through a transponder on an INSAT satellite for reaching its services directly to subscribers anywhere in the country in addition to providing service through the Internet.

The Photo service is delivered by satellite. The agency is now engaged in archiving its photos dating from 1986 when the photo service was launched. PTI has 80 bureaus across the country and foreign correspondents in major cities of the world including Beijing, Colombo, Dhaka, Dubai, Islamabad, Kathmandu, Kuala Lumpur, London, Moscow, New York and Washington. In addition, about 350 stringers contribute to the news file at home while 20 PTCs bringing news from rest of the world. The agency has also a network of photo stringers across the country numbering about 200. Besides the news and photo services, the other services of the agency include mailer packages of features on science and economy. A television wing, PTI-TV, does features and undertakes corporate documentaries on assignment basis.

PTI is also a participant in Asianet, a cooperative arrangement among 12 news agencies of the Asia-Pacific region, for distribution of corporate and government press releases.

8.3.2.2 UNITED NEWS OF INDIA

United News of India (UNI) started functioning from 21 March 1961. It became the first news agency in India to launch a full-fledged Hindi wire service 'UNIVARTA' in 1982 and a Photo Service and a Graphics Service in the same decade. In the early 90s, it launched the first-ever wire service in Urdu. UNI is the first Indian news agency to deliver its entire news services in English and Hindi as well as its Photo Service through the Internet. Subscribers can download the stories and pictures from the UNI and UNIVARTA.

8.3.3 PRESS COUNCIL OF INDIA

Press Council is a statutory quasi-judicial authority to preserve the freedom of the press and maintain and improve the standards of newspapers and the news agencies in India. The Council comprises a Chairman and 28 members. The Chairman conventionally has been a sitting or retired judge of the Supreme Court of India.

The Council has its own funds for performance of its functions under the Act that comprises the fee collected by it from newspapers and other receipts and grants from the central government. The Council discharges its functions primarily through arbitrating on complaints received by it either against the press for violation of journalistic ethics or by the press for interference with its freedom. Where the Council is satisfied, after inquiry, that a newspaper or a news agency has offended against the standards of journalistic ethics or public taste or that an editor or working journalist has committed any professional misconduct, the Council may warn, admonish or censure them or disapprove of their conduct. The Council is also empowered to make such observations as it may think fit in respect of the conduct of any authority, including the government, for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

8.3.4 PRESS INFORMATION BUREAU

The Press Information Bureau (PIB) is the agency of the government to disseminate information to the media on government policies and programmes. It functions as an interface between the government and the media. The PIB also provide feedback to the government on people's reaction as reflected in the media. PIB disseminates information through different modes of communication viz. Press Releases, Press Notes, Feature Articles, Backgrounders, Press Briefings, Press Conferences, Interviews, and Photographs, Database available on Bureau's website and Press Tours etc.

8.4 EVOLUTION AND GROWTH OF PRINT MEDIA IN THE WORLD

The history of print in its broad sense can be set back to the days of duplication of images by means of stamps in the early days. The use of round cylinder seals for rolling as impersonation onto clay tablets can be dated back to the Mesopotamian civilization before 3000 B.C.

The history of journalism is closely related to the developments of printing press. The credit for the invention of the art of printing goes to the Chinese. Chinese were the first to use movable types for the printing press.

Even paper was first of all manufactured in China. The first book was also printed by the Chinese people in 868 AD. The Chinese Court Gazette is said to be the oldest newspaper published at Peking.

The knowledge of art of printing spread to the west from China. The Chinese had developed the movable types between the 9th and 11th century. But it was not until the 14th century that the moving type was introduced in Europe.

In the 15th century Johann Gutenberg, the goldsmith of Mainz, a city in Germany, developed the movable type. He also invented a suitable ink for the metal type which replaced wooden blocks.

In 1456 Gutenberg printed nearly 300 copies of the Bible. Gradually the printing presses were established in many other countries of the world.

Venice, in Italy became a flourishing centre of printing. In those days, the governments and the churches patronised the printing presses.

In 1476, Caxton, England's first printer, set-up a press in Westminster. He had learnt the art of printing in Cologne. He also printed the books in English language whereas before him these used to be printed only in Latin. Soon, presses began to be set up in all the flourishing trading centres of the world.

In the middle of the 16th century the morning newspaper took shape in Europe. First of all, the trading houses published news-books and then

newsletters. Generally, political and economic news for general interest was contained in these news- books.

In 1560, in some towns of Germany and Switzerland serial numbered news-sheets started appearing. In 1609, two news- sheets, namely Avis from Germany and Relations from Strasbourg started coming out regularly. By 1618, weekly newspapers started coming out in English, French, Dutch and German languages from Amsterdam in Holland.

By 1621, the English printers started their own news-sheets. In 1621, a single news-sheet called a Coranto was published in English. By 1660, weekly publication of news-sheets had been well established in UK.

In 1665, Oxford Gazette, which later on became London Gazette made its appearance. This was a regular newspaper which was published twice weekly. But the first daily newspaper, The Daily Courant, made appearance in England only in 1702.

It was in every sense a newspaper which was printed regularly. The first newspaper to appear in USA was 'Public Occurrences Both Foreign and Domestic.' It was published in 1690 by a British Journalist, Benjamin Harris, who had fled from England and gone to America.

But the first newspaper started by an American, John Campbell, was the Boston Newsletter published in 1704. In 1783, the first daily newspaper of America appeared in Pennsylvania. The first Russian journal is believed to have been printed in 1703.

There are more newspapers in the world today than there were, say, thirty years ago. This has been possible due to the increased population and technological advancement resulting in wider distribution.

In some of the western countries while the largely distributed national and state newspapers are declining, still the smaller local newspapers flourishing everywhere.

In the developing countries of Asia, Africa and South America new local newspapers are still being started. The number of newspapers in the above

countries is constantly on the increase to give information to their newly educated population.

According to an estimate, there were nearly 7,000 daily newspapers in the world in 1952. The total circulation of these newspapers was 230 million copies.

In 1969, the number of these daily newspapers had increased to 8,100 whereas their circulation had increased to 360 million copies.

But these are figures of only daily newspapers. Besides these, there are far more regional or provincial papers, mostly weeklies. Alone in the United States there are 14,000 regional or provincial papers.

8.5 EVOLUTION AND GROWTH OF PRINT MEDIA IN INDIA

The history of Indian journalism begins with James Augustus Hickey's *Bengal Gazette* or *Calcutta General Advertiser* launched on January 29, 1780. But the East India Company ruling the country forced Hickey to close down his paper with less than two years of running. However, before Hickey started printing newspaper, the Christian missionaries brought the printing machines to India in the 15th and 16th centuries to publish religious literature.

Calcutta is considered the birthplace of Indian journalism. Another British journalist who championed the spirit of press is James Silk Buckingham. He edited *Calcutta Chronicle* which was launched on October 2, 1818. Buckingham defended press freedom and voiced the opinion of the Indian people. He too was deported back to England in 1823.

The first newspaper in an Indian language was the *Samachar Darpan* in Bengali. The first issue of this daily was published by the Serampore Missionaries in 1818. The Indian pioneer who added value to journalism was Raja Ram Mohun Roy. In 1821 he started a Bengali paper *Sambad Kaumudi* and in the following year in 1822 he started *Mirut-Ul-Akhbar* a Persian weekly. Due to the British suppressive regime Roy closed down his papers in protest after one year. He published many other papers, another

distinguishing being *Brahminical Magazine*. He aimed to bring about social reform in the Hindu society. He attacked social practices like Sati as a social evil.

Overall, in the early stages of the press two opposing tendencies marked Indian journalism, one supporting the English regime and the other marked the struggle against the authority whether British or Indian and also promoted social, religious, educational and political reforms.

In Bombay the first newspaper, the *Bombay Herald* appeared in 1789, followed by the *Bombay Courier* next year (this newspaper was later amalgamated with the *Times of India* in 1861). In then Madras the year 1785 saw the first paper *Madras Courier*.

On July 1, 1822 the first Gujarati newspaper, the *Bombay Samachar* was published from Bombay and is still being published. The first Hindi newspaper, the *Oodunt Marthand* began in 1826. Since then, newspapers have grown in all the prominent Indian languages.

Emergence of prominent Indian newspapers was seen in the nineteenth century. In Calcutta *Amrita Bazar Patrika* came out in 1868. *The Statesman* was founded by Robert Knight in 1875. He earlier started the *Times of India* in 1861 in Bombay by merging three papers. *The Hindu* was founded by G. Subramania Aiyer in 1878. Rudyard Kipling, Indian born British added to the journalistic profession with his service in *The Pioneer* in Allahabad and *Civil and Military Gazette* founded in Lahore in 1872.

Many reform minded writers used the press to attack Hindu practices such as child marriage, untouchability, and advocated widow remarriage and abolition of caste.

Today press in India has really evolved into a professional and market oriented business. It has introduced new technologies, designs, and supplements and colour printing. Computerized typesetting and design and print facsimile editions have become common practice. Many newspapers have websites that add value to the profession and the readers.

8.6 EVOLUTION AND GROWTH OF PRINT MEDIA IN ASSAM

Presently there are more than 30 newspapers and many magazines published in different languages in Assam including two Guwahati editions of National dailies, *The Telegraph* and *The Times of India*. The majority of the newspapers are published in Assamese and others are in English, Bengali, Hindi, Bodo and Karbi languages.

Among the Assamese dailies except *Dainik Janambhumi* all other major dailies have witnessed a decline. Top three Assamese dailies *Asomiya Pratidin*, *Asomiya Khabar* and *Dainik Agradoot* had seen a decline of 3 lakh readers in the last one year (IRS 2011 Q1). The same is true for *Amar Asom* and *Dainik Assam*.

The loss of readership however was not general, the opposite trend of increase in readership happened to *Dainik Janambhumi*, witnessing a growth of 3.11 per cent with a total readership of 1.99 lakhs. *The Assam Tribune* grew by 2.62 per cent to a total readership of 2.66 lakh (IRS 2011 Q1). Among the Assamese dailies *Assomiya Pratidin* leads followed by *Asomiya Khabar* and *Dainik Agradoot*.

The Assam Tribune published by the Tribune group started in Dibrugarh by Radha Govinda Barua in 1939. It has been an important witness to the political upheavals over the years and especially the Assam movement in the 1980s and followed by violent ULFA campaign. The online version of the Newspaper is also very popular. It is currently published from both Dibrugarh and Guwahati. The paper currently occupies 4th place in circulation figures among all the dailies in Assam

The Sentinel (since 1983) is an English daily published by The Sentinel group from Guwahati, Dibrugarh, Shillong, Silchar and Itanagar. On the 11th November Kolkata based Sarada Group of companies has launched its English daily *Seven Sisters Post* with former BBC correspondent Subir Bhaumik as its Chief Editor. The paper in compact size and attractive design would make other papers pull up their socks. The USP of this paper being both regional as well as pan Northeast India can usher in more

professionalism in the field if the crass commercialism of national dailies and the limited focus of local dailies can be changed.

8.6.1 THE ORIGIN AND GROWTH OF ASSAMESE PRESS

Printing and publishing of newspapers in Assamese began only in 1846 with *Orunodai*. Before that Bengali newspapers were widely read in the region. *Orunodai* was published by the Baptist Mission Press under the editorship of Nathan Brown. Primarily meant for publication Christian literature, it served as a general newspaper covering science, geography, history and other public interest information. The paper was in circulation until 1880. The *Orunodai* gave an impetus to the birth of a galaxy of newspapers and magazines in Assam. At the close of the 19th century there were appearance and disappearance of over a dozen newspapers and magazines including *The Assam Bilasini* (1871-83). *Assam Darpan* just lasted for a year during 1875-76. Similar was the fate of *Goalpara Hitasadhini*, *Assam Dipika* and *Chandrodaya*.

The first Anglo-Assamese weekly, *The Assam News* (1882) published in Guwahati under the leadership Hem Chandra Barua raised the standard of journalism in Assam, but it too disappeared in 1885.

Most of the press of the day turned a blind eye to British policies, fearing incurring the wrath of the government, excepting papers like the *Dacca News* and *Somprakash*.

Nationalistic view in Assamese print can be traced with the coming of the Assamese monthly *Mau* (1886-88). It criticized British policies openly and gave rise to public opinion on political and national problems. The *Bijuli* (1891) edited by Padmanath Gohain Barua, *The Advocate of Assam* (1904-07) edited by Mathura Mohan Baruah furthered the spirit of public opinion.

On February 9th 1889 the *Jonaki* which left a remarkable imprint in the history of Assamese journalism appeared under the editorship of Chandra Kumar Agarawala. It brought about a literary awakening touching on

science, history, literature and more. It went out of print in 1893 and reappeared for a short period in 1901.

Jonaki, was brought out in Calcutta by the students' body with the drive for Assamese nationalism. Till Cotton College was established in the year 1901 in Guwahati, Calcutta was the only centre for higher education for the Assamese students. They took the language as the most important unifying factor for the formation of an Assamese nationality and formed Axomiya Bhaxa Unnati Xadhini Xobha. They proclaimed '*Bhāxār bikāx holehe jātir bikāx hobo*' (The nation develops only when the language develops), which was the slogan of the early Assamese intelligentsia like Lakhminath Bezbaruah, Hemchandra Goswami, and others (information provided by Uddipan Dutta).

The year 1935 is important for Assamese newspapers as the first full-fledged Assamese daily, *Dainik Batori* began from Jorhat. Tea baron Shivaprasad Barua, egged on by nationalist zeal, published the paper from his residence at Thengal. Earlier, he had started the *Sadinia Batori* under his own editorship, but for *Dainik Batori* he appointed Bagmibor Nilmoni Phukan as the editor.

The symbol with a banana tree and a garland of flowers on the first issue of the paper was painted by Mahendra Dekaphukan. Inside the symbol, there was the phrase "Aai! Tur batori pahare-bhoiyame, Jane-juriye bowak", meaning 'The news of Assam will reach everywhere, through all the hills and dales in the State'. The paper also supported the idealism and activities of the Asamiya Sangrakhsini Sabha formed in 1926. The paper was published till June 29, 1937.

Thus the early newspapers of Assam had undoubtedly played a role in education, enrichment of ideas and carrying forward the spirit of journalism.

8.7 EVOLUTION AND GROWTH OF PRINT MEDIA IN NORTH-EAST INDIA

The history of the printing press in Northeast India, like elsewhere in the country, may be traced to the period of the advent of Christian missionaries. From the beginnings of printing and journalism in Northeast India about 160 years ago, the print media in the region has made remarkable progress. Today in the face of challenges from the new media, as well as vastly changed socio-political and economic situation, it is apt that we examine the role and function of the press and whether the press in the region is socially responsible or not. In a region like Northeast India, with a vast international border, ethnic conflict and unrest and myriad of other problems, it is necessary to examine the social responsibility of the press in the light of issues like development, democracy and national integration.

Print media in Northeast dates back to the Assamese language press and journalism, the pioneer in print media in the region. The Assamese press is greatly indebted to the American Baptist missionaries. It was they who promoted the Assamese language and launched the first Assamese monthly called Arunodoi (Sunrise). Arunodoi played a pivotal role in promoting cultural, religious and linguistic aspirations of the Assamese people, inculcated scientific temper and nationalism and helped provide to the Assamese language a distinct identity.

According to Late Ramaprasad Dutta, Tripura Jnan Prasaranai is the first newspaper published in 1860 from Bikrampur of undivided Tripura under the editorship of Kailash Chandra Sarkar. Since it dealt with literary activities, frequency of publication was monthly but it could not sustain for a long time. The newspaper used to be published under the patronage of Maharaj Ishan Chandra Manikya Bahadur (b.1828-1862).

Journalism in Meghalaya started with Lielieh (Lighting), a daily newspaper edited by Erwin Syiem Sutnga. Lielieh was a Khasi newspaper, the origin of which can't be traced back in the historical records. The first ever secular newspaper of the state was, however, U Khasi Mynta (Khasi Today), which

started publishing in 1896. This newspaper was being edited by Hormurai Diengdoh.

Emergence of Print Media in Mizoram can be traced as early as the late 1890's. In those early years of Mizo journalism, however, the publications weren't printed in printing machines since they weren't available in the jurisdiction of present day Mizoram till that time. So, most of the literatures, publications or such had to be printed from outside the region. When it came to local publications, they were handwritten or typed with a typewriter in most cases. Captain J. Shakespeare, the then Assistant Political Officer/Superintendent of the Lusai Hills published and edited the first ever Mizo dialect Journal Mizo Chanchin Laishuih. The newspaper started publication in August, 1898.

Print media started in Manipur relatively later, with Meitei Chanu edited by Hijam Irabat in 1920. The major newspapers and magazines of Manipur include Masik Jagaran in 1924, Dainik Manipur Patrika in 1933, Lalit Manipuri Patrikain 1933, Yakirol in 1933, Shrigouranga in 1934, Tarun Manipur in 1938, Manipuri Shaitya Parishad Patrika, Meitei and Naharolin 1941; Ngasi, Chhatra Jagat, Bhagyabati Masik, Bhagyabati Kala, The Prajatantra in 1946; Anouba Jug, Bhagyabatee, Praja, Khonjel, Meenjaidabee, Palem, Imarol, Eikhoigi Manipur and Sandhyagee Bhagyabatee Patrika all in 1947.

In Nagaland, newspapers were introduced only in late 1960s. The first newspaper that can be traced back to Nagaland was in Angami language. Ketho Mu Kevi was a quarterly. However, The first English newspaper that can be traced back to Nagaland is Naga Chronicle in which was published by Dulal Chandra Dutta from Kohima.

Arunachal Pradesh, which was earlier known as North East Frontier Agency (NEFA) attained separate statehood on February 20, 1987. Print media started in the state with the Echo of Arunachal, which was initiated in 1987 and registered with RNI in 1988. The newspaper was edited by Nanni Dai.

8.8 SUMMING UP

Print Media as a whole has come a long way from the days of Gutenberg to till now. But in recent times Print medium is facing competition from the other forms of media. Other forms of medium such as Broadcast Media or Electronic media has fastest means of reaching the audience in which print Medium is lagging behind. It's a matter of utmost concern that print medium may face extinction in the future.

8.9 QUESTIONS

1. Explain the evolution of print media in the world.
2. Discuss the role of newspapers in the freedom struggle of India.
3. How Print media came to Assam? Explain its growth throughout the years.

8.10 RECOMMENDED READINGS

Barpujari H.K. *The Comprehensive History of Assam* (Vol. IV & V).

Gunaratne A. Shelton, Ed., (2000) *Handbook of the Media in Asia*, New Delhi: Sage.

Keval J. Kumar (2009) *Mass Communication in India*, Delhi: Jaico Publishing House.

Khandekar Kohli Vinita (2010) *Indian Media Business*, 3rd Edition, New Delhi: Sage.

Pavlik, J.V. (2001) *Journalism and New Media*, Columbia, NY: University Press.

Singhal, Arvind and Rogers M. Everett(2001) *India's Communication Revolution: From Bullock Carts to Cyber Marts*, New Delhi: Sage.

UNIT 9: PRESS DURING FREEDOM STRUGGLE/ NATIONAL PRESS/ ASSAMESE-VERNACULAR PRESS

UNIT STRUCTURE

- 9.1 Introduction
- 9.2 Objectives
- 9.3 Birth of Indian journalism
- 9.4 Emergence of Indian Nationalist Press
- 9.5 Summing up
- 9.6 Questions
- 9.7 Recommended Readings

9.1 INTRODUCTION

Indian press has played a significant role in generating awareness among the masses against the British Raj. It was not only English language press but newspapers and periodicals published in various Indian languages had played a crucial role in invoking the spirit of Indian Nationalism among the millions of people across the country. It forced the British rulers to adopt different strategies to curb the gradually growing power of press in India to Pave the way for an extended British rule in Indian sub-continent. These strategies include introduction of number of press laws while the spirit of Indian Nationalism was in the zenith of it. In this unit the role of press during the freedom movement has been discussed in detail.

9.2 OBJECTIVES

The objectives behind designing this unit are:

- To familiarise you with the evolution, role and functions of press in India during freedom movement of the country.
- To make you aware of the roles and responsibilities of press and its significance as well as the attitude of government towards press.

- To help you in developing an idea about Indian press and how freedom fighters of the country had utilized this medium of mass communication not only to inform, educate and propagate their ideas but to invoke the spirit of Indian Nationalism that motivated people living in every nook and corner of the country to fight for a unified goal to attain ‘Swaraj.’
- To help you understand how the leaders like Bal Gangadhar Tilak, M.K. Gandhi, Jawaharlal Nehru and others had contributed towards Indian journalism while fighting against the British Raj.

9.3 BIRTH OF INDIAN JOURNALISM

In 1780, an English man named James Augustus Hickey had published the first ever newspaper in English from Calcutta. The name of the newspaper was Bengal Gazette. The paper was also known as Calcutta General Advertiser. It was a two-sheet weekly having three columns in each side. This was the beginning of a glorious chapter as far as history of Indian journalism is concerned. The content of the newspaper was advertisements, news and views including Hickey’s dissatisfaction over certain things about British East India Company and about then Governor General of India Warren Hastings and his wife. It was obvious that Hastings was not happy over the matter and he has tried to warn Hickey in this regard and finally confiscated the press in 1782. After Hickey’s Bengal Gazette several attempts were made by number of people, mostly by English men to publish newspapers. As a result, number of newspapers were published which include Madras Courier (1785), Bengal Harakuru (1795), Bombay Herald (1789), Bombay Courier (1790), Bombay Gazette (1791) and many more. Some of them lasted for long and some of them disappeared after a short while. Basic content of those newspapers were advertisements along with certain information and opinion from India and abroad. A few of them

worked as an official gazette for British administration. This trend continued till the beginning of the 19th century.

9.4 EMERGENCE OF INDIAN NATIONALIST PRESS

During the beginning of the 19th century a socially conscious person from Bengal province of British India named Raja Ram Mohan Roy has revolutionized the socio-cultural life of India by advocating against certain social evils that plagued the then Indian society. He almost created renaissance in India by his revolutionary thinking. Under the patronage of this Indian intellectual the first ever newspaper was published without any understanding with Englishmen or Christian missionaries who already excelled in the business of press. Almost simultaneously Roy edited three different newspapers; Brahmanical Magazine(1820) in English, Sambad Kaumudi (1821) in Bengali and Mirat-ul-Akbar (1822) in Persian. This is the birth of Indian newspapers with distinct features of Indian nationalism.

In the meantime Roy had done a commendable job as far as reformation of Indian society was concerned. It was natural for him to propagate the same through his newspapers. Apart from other relevant issues he openly criticized the British policies regarding freedom of press and became able to create mass opinion in this regard. This was the beginning of a new trend in the history of Indian journalism which showed many educated Indian youth to fight for their rights using newspaper as a powerful tool of mass communication in the later half of the 19th century till India get freedom from the British rulers.

Though a number of newspapers were published between 1780-1820s, only a few of them were able to touch the sentiments of Indians. This was because most of the newspapers were run under British patronage. Though the first ever Bengali newspaper was published in 1818 it did not fulfill the purpose of Indian nationalism as this paper was run by Christian missionaries to spread their religious propaganda. In the meantime, a fearless Englishman named James Silk Buckingham had taken a bold step by publishing a

newspaper named Calcutta Journal (1818) criticizing various unfavourable policies of British administration but he had to leave India because of his bold stand against the atrocities of British Raj. He was punished and deported back to England in 1823. In such a situation Raja Ram Mohan Roy's emergence in the field of journalism was a turning point as far as the contribution of Indian press towards the freedom struggle of India is concerned.

ASSESS YOUR PROGRESS

Q. 1 Name the first newspaper of India

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Q. 2 Name the newspapers edited by Raja Ram Mohan Roy

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Q. 3 When did the first ever language newspaper published?

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Q. 4 Name the first ever language newspaper of India

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Q. 5 Who was the editor of Calcutta Journal?

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9.5 SUMMARY

The way Indian freedom fighters had poured their thoughts into words through newspapers and periodicals, showing the highest level of patriotism dedicating their time and energy for the sake of the freedom of the country it was difficult for the Englishmen to resist who came to India to spread their trade and business at the beginning. Despite of introduction of so many

stringent laws and restrictions by British administration to suppress the freedom of press the spirit of Indian Nationalism was at its zenith. The last phase of freedom movement that is from the last half of the 19th century till the day of the independence in 1947, Indian press has single handedly carried forward the agenda of 'Swaraj'. It is worth to mention that there were no presence of electronic media in those days as it is today. Modern day's tools of mass communication were not there. Despite all odds, the way print media had single handedly lifted the nation to its 'Swaraj' it is praiseworthy. This glorious chapter of Indian press will always be remembered as driving force as far as purposive journalism is concerned.

Let us summarize the unit with the following points:

- 1) Press informs masses about British Administration; its biased policies and unfriendly attitude towards indigenous people of the country
- 2) Press acts as an instrument in propagating fruitful ideas among the masses to fight for the sake of the motherland
- 3) Various information; news and views published on regular basis in newspapers and periodicals have enriched the knowledge and wisdom of people that motivated them to fight together for the freedom of their beloved motherland, thus awakening the spirit of Indian Nationalism.

9.6 QUESTIONS

1. Critically observe the role of Indian press with special reference to freedom struggle of India.
2. Why British administration had tried to suppress the freedom of press? Explain.
3. Write about the vernacular press and its significance in Indian freedom struggle

4. Write in details about the first newspaper of Assam and its significance during the freedom movement of India
5. Write about the journalistic abilities of the leaders of the Indian National Congress and its significance during India's freedom struggle.
- 6 Critically observe the role of M.K. Gandhi as a journalist.

Short questions

1. When did the first newspaper published in India?
2. Who was James Augustus Hickey?
3. Name the first language newspaper of India
4. Name the birth place of first language newspaper
5. Name the newspapers edited by Raja Ram Mohan Roy
6. Name the newspapers edited by Gandhiji.

9.8 RECOMMENDED READINGS

1. Handbook of Journalism and Mass Communication, Vir Bala Aggarwal & V S Gupta, Concept Publishing Company, New Delhi
2. Mass Communication in India, K J Kumar, Jaico Books, Mumbai
3. Role of Press and Indian Freedom Struggle, A.S. Iyengar & Krishna Ahoja Patel, APH Publishing

UNIT 10: PRESS IN CONTEMPORARY TIMES

UNIT STRUCTURE

- 10.1 Introduction
- 10.2 Objectives
- 10.3 Present scenario of press in India
- 10.4 Present scenario of press in North East India
- 10.5 Present scenario of press in Assam
- 10.6 Summing up
- 10.7 Questions
- 10.8 Recommended Readings

10.1 INTRODUCTION

India, being the largest democratic country of the world and a habitat of more than 1.3 billion people is a huge market for media industry as well. The Indian media comprise of print, electronic and various online platforms where print media enjoys a comfortable position. The print media include various newspapers and periodicals published in different languages across the country. When we are discussing about the press in contemporary times it is basically the print media of India. This will be discussed in three broad perspectives i.e. national, regional (North east India) and State of Assam in this unit.

10.2 OBJECTIVES

A thorough study of this unit shall enable you to

- Get familiarised with the present scenario of press in India with a focus on press in North East India and Assam.

- Know about the growth and development of Indian press in terms of publication, circulation and revenue generation.
- Get an overview of Indian press in contemporary times.

10.3 PRESENT SCENARIO OF PRESS IN INDIA

The press in contemporary times has significant changes than it was decades ago. We all are familiar with the decisive role played by Indian press during the freedom struggle of the country and later on building a strong nation. Though there are differences between the role played by Indian press before independence and post-independence of the country but press stood firmly as a fourth pillar of democracy in all the ups and down of the country. While discussing about the present scenario of press in India it is important to have a look at various events unfolded with respect to socio-economic and political development of the country especially during the post independent era.

It seems that press in independent India gradually headed towards industry oriented model keeping aside the Nationalistic model when persona like M.K. Gandhi, Bal Gangadhar Tilak and almost all the freedom fighters of the country had contributed towards free press with a specific goal. They shaped the press to play the role as a watchdog; monitoring each and every twist and turn minutely. They did not shy away to criticize government and its functionaries in need. Though British government tried a lot to suppress the freedom of press by introducing several stringent laws but the spirit of Indian Nationalism was indomitable. Freedom fighters had used press as a weapon to fight against the British Raj. This nationalistic sentiment of press gradually declined during the post independent period. This change was so alarming that the government was forced to set up press commissions in early 1950s. The first press commission had recommended number of measures to control the press and make it responsible while legitimising its duty towards society as a potential medium of mass communication. Setting up of organizations like Registrar of Newspapers for India is an example of that.

Indian press had continued its journey as a mirror of society in post independent period as well witnessing various ups and downs of the country. Among those the declaration of State emergency in 1975 by the then Prime Minister Indira Gandhi and restriction on freedom of press is worth to mention here. After that, the frequent ups and downs of Indian politics and finally it is the early 1990s reformative economic policies of Congress led government under the Finance Minister Manmohan Singh that laid the foundation of a different trend as far as Indian press is concerned. Later, it is proved as a decisive factor in creating a new trend in Indian media industry so does Indian print media industry as well.

The 21st century press is marked by Information and Communication Technology (ICT). We all are the members of global village right now. Therefore the elements present in Indian media also have global characteristics now. Let us discuss it from three perspectives

- 1) FDI in print media
- 2) Ownership pattern
- 3) Coverage

The economic reforms of early 1990s had made the road clear for Foreign Direct Investment (FDI) in Indian media industry which is fixed at 26% for print media now. This has opened Indian press for foreign investors. As a result, media giants like News Corporation have taken the initiative to extend their media business in a country like India that stood next to China in population count. Consolidation of big media houses with Indian players is worth to mention here. Now, the very model of print media is dominated by profitability rather than social responsibility. As a matter of fact there is drastic change in present media industry across the country. The arrival of media giants having multinational presence had brought similar packages in terms of production of media contents. Thus, it has introduced Indian consumers with concept like hegemony of media. It is important to observe

that such companies have multiple investments in different media outlets including print and electronic media that accelerated the growth of cross media ownership, which at times is not considered a healthy trend as far as media business is concerned.

The corporatization of Indian media has made the job more complicated. The very strength of media lies on honest representation and truthful information. When these two areas are undermined, the very purpose of media slips from its objectivities i.e to serve the society by providing news, views and other important updates carefully without favouring anyone. As the job of media person is not like the job of any other professional it is very much important to provide them a good platform to deliver their duty maintaining highest level of honesty and integrity. But the corporatization of Indian media industry has focused more on profitability rather than quality. As a matter of fact, the number of newspapers and periodicals is increasing but how successful they are in fulfilling the basic purpose of journalism is the real question in front of us.

With the rapid development of Information and Communication Technology world became global village right now. The economic reforms of India during 1990s are a land mark here. As a matter of fact the places once considered as isolated from mainland India due to communication gap, now well connected because of advancement of Information and Communication technology. Likewise, road ways, railways and air connectivity has improved across the country. This fast communication network has enabled big players of the market to extend their market far beyond the national capital. With a sharp eye on regional media, corporate players of the market both domestic and foreign; has tied up with various regional media houses to spread their business. As a result, number of newspapers and periodicals in different regional languages emerged from small cities of the country.

The 1990s economic reforms are significant from various aspects. Arrival of number of multinational companies into the Indian business set up had

introduced Indian consumers with a different test of buying products of everyday household works. Different media outlets had played the role as a vehicle to pass information about every latest product or service through attractive advertisements. Exposure of media, variety of media contents starting from soap operas to health and hygiene had introduced Indian consumers with products, services and cultures having global touch. As a matter of fact there is drastic change in Indian lifestyle. This changing lifestyle has a link with consumer behaviour as far as Indian print media industry is concerned. Now people purchase newspapers not only for news and views but for advertisements as well.

When we look at the positive aspect of press in contemporary times, so many things comes into our minds. Amongst those, it is gradually increasing number of newspapers having attractive get up with number of editions from different parts of the county with different front page stories ; fueled by latest inventions of printing technology, extensive coverage, variety of contents with attractive print are some of the main aspects of the ever increasing media industry. Let us have a look at the number of newspapers and periodicals published from the country at present

**Period 2016-17 (Source: Registrar of Newspapers for India,
RNI)**

Total number of registered publication	1,14,820
Newspapers (daily, tri/bi-weekly periodicals)	16,993
Periodicals (other periodicity)	97,827
Number of new publication registered during 2016-17	4,007
Claimed circulation of publications	48,80,89,490
Percentage of growth of total registered publications over the previous year	3.58%

On the other hand, the Audit Bureau of Circulation (ABC)'s report (January-June, 2017) found that in terms of circulation it is Hindi dailies that topped the list having 38.4% share of the market followed by English 16.8%, Malayalam 10.0%, Marathi 7.0%, Telugu 6.4%, Tamil 6.1%, Bengali 5.5%, others 5.3% and Kannada 4.4%. It is interesting to observe that ABC's report reveals that India's print media industry is showing upward growth while print media industry in advanced countries like USA is showing a negative growth. And the credit goes to regional press that has been emerging as a leader in the print media business of the country over the period of time. In last ten years (2006-2016) 2.37 crore copies added having Compound Annual Growth Rate (CAGR) of 4.87% and it is expected to grow in the near future. It is worth to mention that advertisement revenue of press also showing an upward graph at present.

These are some of the important aspects of Indian press at present. The convergence of media is an important feature of press in India. The rapid development of ICT has contributed a lot towards the latest growth and development of media Industries across the globe. So does in Indian media industry as well. Newspaper and periodicals are no more analog in this 21st century world. Almost every newspaper has their electronic edition (e-edition) right now. That means apart from reading the newspaper early in the morning in a printed form the same can be read online at the same time or hours before that. These e-editions had enabled readers not only to enjoy newspapers from his or her locality only but from across the globe round the clock. This was not the case decades ago in a developing country like India. The conglomeration of media industry is one of the features of 21st century press worldwide. Indian press is not away from this. These are some of the hallmarks of present scenario of press in India.

Let us discuss about some negative aspects of Indian press;

- 1) degradation of quality journalism,
- 2) domination of advertisements

3) Influential people from other professions, including business, have ownership of press

When we are discussing about degradation of quality journalism we must mention about some of the serious issues like ‘paid news’ in Indian media industry. It is important to understand that the very strength of press lies in its neutrality while presenting news, views or whatever it is. As it is not an ordinary medium of communication.

Indian media industry is dominated by advertisements right now, indeed an important feature of Indian press of contemporary times. This trend is similar in case of Regional and Local (State) media as well. Media plays the role of agenda setter, which filters the unethical contents from its publications to lead the reader in a right direction. If media organization dedicates its service having a sharp focus on profit, media loses its stand as a fourth pillar of democracy, but unfortunately this is happening in Indian media as well as the world media at present.

Another negative aspect we want to discuss here is about the thrust of influential people of society including policy makers and business tycoons to have the ownership of press or to play a dominating role in its management and functioning. The very feature of ‘unbiased press’ comes under scanner when it is under control of men in command. It may be in terms of business or policy but this is a matter of concern for a democratic country like India.

These are some of the prevailing trends of Indian press that stand as a hindrance in case of quality journalism in India. The trend is almost similar across the country; including North East India and Assam.

ASSESS YOUR PROGRESS

Q1. Present model of Indian press is

- a) Industry driven
- b) Nationalistic

Q 2. At present the FDI in Indian print media industry is

a) 26%

b) 36%

Q 3. Language wise, the highest circulated newspaper is in

a) English

b) Hindi

c) Bengali

Q 4. What do you mean by corporatization of Indian media industry?

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10.4 PRESENT SCENARIO OF PRESS IN NORTH EAST INDIA

The present scenario of press in North East India is not different from the National scenario of press. So, we will limit our discussion in terms of quantity and circulation. Primarily, Northeast comprises of seven States of Indian Union namely Assam, Meghalaya, Nagaland, Manipur, Mizoram, Tripura and Arunachal Pradesh. Though, Sikkim was added as an eighth State of Northeast but we will limit our discussion within seven States as all these States have common root of origin of printing and the history of journalism as well. When the first ever Newspaper of Assam named ‘Orunodoi’ was published in 1946, there were no conception of these seven states. All these were an integral part of Assam, well known as *Bor Asom* in those days.

Apart from the other common features of contemporary Indian press, multiplicity of language press is a unique feature of this region as the seven States of North East have number of local languages. It is the heartland of large number of tribal population of the country. According to RNI, there are total 1,687 registered newspapers including daily, bi-weekly, periodicals and others. Assam tops the list with 870 publications followed by Manipur (263), Mizoram (206), Tripura (172), Meghalaya (119), Arunachal Pradesh (30) and Nagaland (27).

Circulation of Newspapers in 2016-17 (Source: ABC)

State	English	Hindi	Bengali	Assamese	Bilingual	Manipuri
Arunachal Pradesh	266925	16625	0	0	0	0
Assam	848211	332046	732938	1423426	55952	38455
Manipur	134584	0	0	0	44381	214153
Mizoram	110130	0	0	0	0	0
Meghalaya	137949	43381	0	0	0	0
Nagaland	175036	0	0	0	0	0
Tripura	145947	27283	716379	0	36050	0

From the circulation figures it is observed that language newspapers especially Assamese, Manipuri and Bengali are in a dominating position. The presence of Bilingual press has also been taken into consideration. Circulation of considerable number of English newspapers from each State of North East also signifies the readership quality. It seems that English works as a common language for all these States. The readership of Hindi is also not negligible at all.

Some of the leading dailies of the region include The Shillong Times (English daily), Rupang (Khasi daily), The Arunachal Times (English daily), The Sangai Express (English daily) and Hueiyen Lanpo (Manipuri daily), The Mizoram Post (English daily) and Vanglaini (Mizo daily), Dainik Sambad (Bengali daily from Tripura), Nagaland Post (English daily), The Hoot (Nagamese daily), The Assam Tribune (English daily), Asomia Pratidin (Assamese daily) etc.

10.5 PRESENT SCENARIO OF PRESS IN ASSAM

The present scenario of press in Assam is not different from National and regional perspective. The latest RNI data shows that there are total 870 registered newspapers and periodicals in Assam. Amongst those more than 153 daily newspapers published in various languages. Out of this more than

30 newspapers are published in Assamese language. Rest comprises of English, Hindi, Bengali, Bodo and some other local languages. Some of the popular Assamese newspapers include Asomia Pratidin, Amar Asom, Dainik Janambhumi, Dainik Agradoot, Asomia Khabar, Dainik Asom and many more. The leading English daily newspapers of the State include The Assam Tribune, the Sentinel, The Times of India , The Telegraph, The North East Times, The Eastern Chronicle, etc. Let us have a look at the circulation:

Circulation figure for the period 2016-17 (Source: ABC)

Language/periodicity wise

Language	Daily	Weekly	Fortnightly	Monthly	Others	Total
Assamese	929121	309605	28631	130234	25835	1423426

Total number of circulation of newspapers/periodicals

published from Assam

Period 2016-17/ (Source: ABC)

Daily	Weekly	Fortnightly	Monthly	Quarterly	Annual	Others	Total
2791374	659338	53631	220066	500	100	131185	3856194

10.6 SUMMING UP

The present scenario of press in India witnesses industry driven model rather than citizen friendly model. The principal reasons being:

- 1) Globalisation
- 2) Foreign Direct Investment (FDI) in print media
- 3) Rapid growth of Information and Communication Technology (ICT)

As a matter of fact, press in India witness historic turn showing upward graph in terms of publication, circulation and revenue generation where vernacular press has a lion's share. We can summarise special characteristics of

contemporary Indian press including press of North East India and Assam in the following manner:

Positive aspects

- 1) Growth
- 2) Attractive get up
- 3) Variety
- 4) Extended coverage of matters
- 5) Customised contents for different age group
- 6) Electronic editions

Negative aspects

- 1) Cross media ownership
- 2) Increasing propagandist role
- 3) Advertisements getting priority over useful mass media content
- 4) Compromised gate keeping
- 5) Missing ethics

10.7 QUESTIONS

Broad questions

1. Give an overview of present scenario of press in India
2. Give an overview of present scenario of press in North East India
3. Give an overview of present scenario of press in Assam
4. Critically observe the features of Indian media with suitable examples

Short questions

1. What do you mean by convergence of media?
2. What is cross media ownership?
3. What is paid news?

4. Language wise, highest circulated daily in North East is

- a) English
- b) Hindi
- c) Assamese
- d) Manipuri

5. In terms of circulation after Assamese dailies what stand next?

- a) English
- b) Hindi
- c) Bengali
- d) Bodo

10.8 RECOMMENDED READINGS

- Hoot Reader: Media Practice in Twenty- First Century India by Sevanti Ninan and S. Chatterji Oxford University Press (2013)
- The Twenty-First-Century Media Industry. New York: Lexington Books. Hendricks, A. John. (2010).
- Journalism in India: From the Earliest Times to the Present Day by Rangaswami Parthasarthy New Delhi: Sterling Publishers (1989).
- Mass Communication in India by Keval J Kumar (2011) Jaico
- Freedom of Press: Under the Indian Constitution by B.R. Sharma. Dee & Deep Publications (1993)

UNIT 11: BROADCASTING IN INDIA

UNIT STRUCTURE

- 11.1 Introduction
- 11.2 Objectives
- 11.3 History of Radio Broadcast
- 11.4 History and Development of All India Radio
- 11.5 History and Development of Doordarshan
- 11.6 Summing up
- 11.7 Questions
- 11.8 Recommended Readings

11.1 INTRODUCTION

Media and society are dependent on each other. The prevailing situation of society has direct or indirect effect on media or the vice versa. Before going into the in depth study about the history and development of broadcasting in India it is very much important to understand the socio-political situation of India in those days. First it was Radio that entered the airspace of the British India in a form of electronic media during the first half of the 20th century when the spirit of Indian Nationalism was in its zenith. Television broadcasting was started in India during the post independent period, decades after arrival of Radio. In this unit we will discuss the history and development of All India Radio and Doordarshan.

11.2 OBJECTIVES

A thorough study of this unit shall enable you to

- Understand the historical background of broadcasting in India, including the beginning of radio service in India; its growth and development in British India and post-independence India.

- Learn about the significance of radio as a medium of mass communication.
- Discuss the arrival television into the Indian broadcasting scenario and its contribution as a medium of mass communication.
- Learn about history of broadcasting in India in a broader perspective and its importance in the field of mass communication.

11.3 HISTORY OF RADIO BROADCAST

Radio emerged in late 1890s and the credit goes to Italian Engineer Guglielmo Marconi for invention of the device. However, Great Britain and America emerged as super powers as far as growth and development of radio as a medium of mass communication is concerned. The outbreak of World War I (1914-1918) and the necessity of faster long distance communication had accelerated the growth and development of Radio. It is World War I that proved the potential of Radio as a medium of mass communication in true sense.

It was Bombay Presidency Radio Club during the early 1920s that took the historic step by introducing radio broadcasting in India. Though it was basically for entertainment purpose but it was the humble beginning for All India Radio which emerged as world's largest Public Service Broadcaster over the period of time. As the 1920's India was under the British Rule; as a matter of fact, Indian broadcasting also got nurtured in their experienced hand. It is important to note that when Radio came to India, advanced countries of Europe and America already had their test over it. British Broadcasting Corporation (BBC) was set up at the same period of time that emerged as the Public Service Broadcaster of UK later on. Setting up of Radio Club of Bombay under the patronage of Englishmen after five months of first radio broadcasting proves so.

Before the arrival of Radio, it was print media that had been playing a dominating role in the field of mass communication. The unique feature of Radio is its liveliness; that gives a sense of togetherness to the person who

listens. Even, visually challenged person can enjoy this tool of mass communication. In 1920s, newspaper was the popular medium of mass communication as far as disseminating information among the masses across the British India was concerned. Indian newspapers has completed more than 100 years of its existence in that period of time. Considerable growth and development took place with respect to English and vernacular medium newspapers over the period of time. Though Radio came to India during the first half of 20th century it had taken several years to pick up momentum and establish itself as a complementary and supplementary for mass medium in India.

Almost after 35 years of existence of Radio, television entered in to the broadcasting space of India. The very purpose of introducing television with Indian populace was development and education. Initially it was education, agriculture, health and family planning that got prominence on government's agenda for broadcasting. Meanwhile, in mid 1970s, before spreading its network to far flung areas of the country. Government of India initiated some historic step by allowing Satellite Instructional Television Broadcasting (SITE) to better understand the usefulness of the medium in a huge country like India. Despite the impressive outcome of SITE, it took several years to extend Doordarshan network to rest of the country.

The unique feature of television is its audio visual format. This feature has made this medium as one of the powerful tool of modern day's mass communication process. Even people who cannot read and write can easily understand television contents. The infotainment quality of television is worth to mention here that made the medium unique from the rest of the medium of mass communication.

11.4 HISTORY AND DEVELOPMENT OF ALL INDIA RADIO

The first half of 20th century is very much significant from world's perspectives. The advancement of science and technology, outbreak of World War I and II and of course the most sought after freedom from British

Raj in Indian sub-continent. The period when Radio broadcasting had entered into the air space of India it had already completed a potential innings in the world of mass communication and emerged as a leader. In World War I (1914-1919) the medium had done commendable job in military communication. In the meantime so many amateur radio clubs were formed across the world. It was mostly in advanced countries of Europe and America. As a part of that developing countries like India had enjoyed the first broadcasting in June 1923. This broadcasting was conducted under the patronage of the Bombay Presidency Radio Club. As it was the first step of broadcasting in India it was limited to a particular section of society covering a particular area only. It is important to note that Bombay had a unique position in British India for various reasons; later, which emerged as an important business hub of the country. The educated elites of Bombay India had enjoyed the broadcasting for the first time from this sub-continent at a time when the freedom struggle of the country picked up its momentum.

It is interesting to observe that after five months of first Radio broadcasting, Radio Club of Calcutta was formed under the patronage of English men and started broadcasting within a specific area. In both the cases Marcony company had loaned the transmitters. During the first half of 1924 similar initiative was taken by Madras Presidency Radio Club. All these efforts had laid a strong foundation for Radio broadcasting in India which emerged as the All India Radio (AIR) later on and proved its potential as a powerful medium of mass communication. After four years of the historic turnover of first radio broadcasting, on July 23, 1927 Indian Broadcasting Company (IBC) was formed and tested successfully from Bombay. Here, we should remember that during these initial years of broadcasting, radio was limited to a particular section of society only and content wise also it was limited. There was also a limited air time for radio programmes. But IBC did not last long; due to shortage of fund; hardly it had completed three years when it went to liquidation in March 1930. With a focus on better management of Indian administration, English men on command had started Indian State Broadcasting Service in April, 1930 under Department of Industries and

Labour and Lionel Fielden was appointed as the first Controller of Broadcasting in August 1935.

On June 8, 1936 the Indian State Broadcasting Service became All India Radio (AIR). Meanwhile, Indian people became aware about the potential of radio broadcasting. It is important to note that apart from government initiative a few radio stations were emerged from some parts of the country under private ownership. Amongst those Akashvani Mysore and the one established at Aurangabad, under the princely State of Hyderabad to name a few. Akashvani Mysore was established in September 10, 1935 while the Aurangabad radio station was established on April 4, 1941. Later, both of them came under the network of All India Radio.

In January, 1936 the first News Bulletin was aired through Radio and after one year the Central News Organisation of AIR was set up in the month of August; later it is divided into News Services Division and External Service Division. The AIR came under Ministry of Commerce in 1936 and it was during 1941 Department of Information and Broadcasting had taken control over AIR. This is how gradually broadcasting had spread its wings over British India. In 1947 when India got independent AIR network had covered 2.5 % by area and 11 % by population.

During the post independent period, Radio broadcasting achieved tremendous growth. This growth was in terms of network and in terms of coverage of programmes as well. It is important to understand that Indian government had found radio as a potential instrument to reconstruct India after British Raj. Hence, special emphasis was laid on radio broadcasting while formulating the five year plans of India. It was conducted in a phased manner from first five year plan (1951 -1956) with a focus on growth and development of Radio as a medium of mass communication. In the meantime AIR started broadcasting some interesting programmes that became very popular over the period of time. These include National Programme on music (1952), Vividh Bharati Service (1957) and Yuv Vani programme (1969) to name a few.

Now, All India Radio that comes under Prasar Bharti Corporation under Information and Broadcasting Ministry of Government of India has more than 260 Radio stations across the country covering 92% area and almost cent percent of the Indian population. Broadcast is done in 23 Indian languages and 146 dialects. There are 44 regional units of AIR at present. Now AIR programmes are available on digital platform as well. In addition to that AIR owns popular FM channels named FM Rainbow and FM Gold.

ASSESS YOUR PROGRESS

Q. 1. When the first radio broadcasting was initiated in India?

.....
.....

Q. 2. First radio broadcasting was started from

- a) Calcutta
- b) Bombay
- c) Madras

Q. 3. Who was the first controller of Broadcasting in India

.....
.....

Q. 4. When did the Vividh Bharati service started?

.....
.....

Q. 5. When did the first news bulletin was aired from AIR?

.....
.....

11.5 HISTORY AND DEVELOPMENT OF DOORDARSHAN

Doordarshan, which emerged as another important component of Indian Broadcasting had a modest beginning from the premises of All India Radio headquartered in Parliament Street, New Delhi on 15th September, 1959. Initially, it was launched on experimental basis. The very purpose of

introducing television in India was to use this potential medium of mass communication for development communication with a sharp focus on rural India. If we look at India in early 1950s or late 1950s, the principal focus of government was nation building that was systematically drafted in five year plans of the country which was very challenging for government in terms of area and population, as India is a huge country with millions of population. In such a situation, Indian government had introduced television with an objective to enhance development process across the nation emphasizing rural India. To fulfill this objective it had focused on building socio-economic fabric of the country. That is why during this initial phase of television broadcasting; education, agriculture and health and hygiene based programmes got priority.

Initially broadcasting was limited; it was twice a week for one hour every day. The programmes were available within 40 km radius only. It was during 1965, Doordarshan started daily transmission, same year it had broadcast the first news bulletin from its premises. In 1972 Doordarshan had spread its wings to Bombay and Amritsar and by 1975 four more cities came under its network. In 1975, government of India has approved to run a one year project; Satellite Instructional Television Experiment (SITE) covering six rural clusters comprising 2,400 villages of India. The very purpose of this project was to experiment television broadcasting using satellite communication with a sharp focus on development communication. National Aeronautics and Space Administration (NASA) was one of the logistic partners of this project. It was Indian Space Research Organisation (ISRO) which provided all the logistic support from home. The outcome of this experiment was very impressive. It has laid the foundation of satellite television for educating rural masses as an integral part of development communication. But unfortunately, government of India had undermined this development. The disturbed socio-political situation of India during this period seems to be the reason behind this. It is to be noted that India was under 'emergency' when this project was initiated. Because of various twist

and turn in socio-political situation of the country, the growth and development of television broadcasting seems to be slower despite the successful satellite broadcasting under SITE.

On April 1, 1976 Doordarshan was separated from All India Radio, although it's journey as a public service broadcaster continued. The year 1982 has been considered as a milestone as far as television broadcasting in India is concerned. The 1982 Asian Games held in the National capital forced the government to extend television service to rest of the country. As a part of that Doordarshan network had covered Assam as well. In the same year color television was introduced in the country. Also, the first live telecast was initiated on 15th August, 1982. It was followed by live telecast of Asian Games.

Some of the popular programmes of Doordarshan include Hum Log (1980s), Ramayan-Mahabharata (1980-90), Shaktimaan (late 1990s); Chitrahaar, Rangoli and others. At present the coverage of Doordarshan is about 81 % by area and more than 90% by population. Now, Doordarshan has 6 national channels, 16 regional channels and one international channel. There is considerable growth in terms of technology as well. As a result, programmes are also available on Direct to Home (DTH) platform. Digital Terrestrial Service (DTT) is also a part of Doordarshan right now.

ASSESS YOUR PROGRESS

Q. 1. When did Doordarshan started its daily broadcasting?

.....
.....

Q. 2. What is SITE?

.....
.....

Q. 3. When did Doordarshan separated from AIR?

.....
.....

Q. 4. When did DD and AIR come under the ambit of Prasar Bharati?

.....
.....

11.6 SUMMING UP

As a Public Service Broadcaster of India, All India Radio (AIR) and Doordarshan(DD) have been enjoying a prestigious position not only within the country but all over the world. Programmes of AIR and DD are also available on digital and online platform now. These two media units of Information and Broadcasting Ministry of Government of India came under the ambit of statutory autonomous body of Prasar Bharati in 1997. All India Radio and Doordarshan being the public service broadcasters of India share common sets of objectives while delivering its service to the Nation. Some of the principal themes among those are mentioned below-

- 1) National Integration
- 2) Rural Development
- 3) Empower citizens with knowledge and information

AIR and DD provides services in three layers:

- 1) National
- 2) Regional
- 3) Local (State)

Basic structure of programmes of AIR and DD

- 1) Information
- 2) Education
- 3) Entertainment

11.7 QUESTIONS

Broad Questions

1. Critically analyze the introduction of Radio broadcasting during the colonial period of India.
2. Do you think that Radio is a potential medium of mass communication? Justify
3. Write about the growth and development of television broadcasting in India.
4. Write about the basic programme structure of AIR and DD. How relevant it is at present context of time? Justify

Short Questions

1. Write short notes:
 - a) IBC
 - b) Radio Club of Bombay
 - c) Radio Club of Calcutta
 - d) Prasar Bharati
 - e) SITE
2. When the first live telecast was carried out by Indian television?
3. Mention the year when colour television was introduced in India.

11.8 RECOMMENDED READINGS

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- Kumar, J. Keval. (2011). Mass Communication in India. Jaico
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MODULE IV: MEDIA AND TECHNOLOGY

UNIT 12: SATELLITE BROADCASTING

UNIT STRUCTURE

- 12.1 Introduction
- 12.2 Objectives
- 12.3 Satellite broadcasting, SITE and India
- 12.4 Kheda experiment
- 12.5 Cable TV
- 12.6 DTH
- 12.7 Digital broadcasting
- 12.8 Summing up
- 12.9 Questions
- 12.10 Recommended Readings

12.1 INTRODUCTION

Satellite broadcasting became an integral part of modern day's mass communication process. In this process artificial satellites are used to broadcast programmes through television and radio. The process involves three stages:

1) **Uplink from an earth station:** In this stage the audio and video signals are captured live or recorded at source. Then it is transmitted and uplinked to a geosynchronous satellite.

2) **Processing of data by satellites:** In this stage, the programmed satellite processes the data received from earth station and send it back to earth

3) **Downlink of processed data:**

The signals generated by satellites are captured by a parabolic shaped dish on earth. Later, it distributes this with the help of set top box which is received by television set

In this unit we will discuss satellite broadcasting, the early television experiments conducted in India, cable TV, DTH and Digital Broadcasting.

This unit shall give you a detailed idea about the technical aspects of television broadcasting process.

12.2 OBJECTIVES

A thorough study of this unit shall enable you to

- Understand satellite broadcasting by explaining the experimental phase of satellite broadcasting in India.
- Learn about the latest developments including Cable TV, Direct to Home and digital broadcasting.
- Develop an idea about advancement of broadcasting with the advancement of Information and Communication Technology.

12.3 SATELLITE BROADCASTING, SITE AND INDIA

The first satellite broadcasting took place in 1962 in North America and Europe. After one year of this historic broadcasting, world's first geosynchronous communication satellite was launched in 1963. The name of this satellite was Syncom 2. The first commercial satellite, Intelsat I, was launched into orbit in 1965. In India it was during 1975 Satellite television broadcasting was initiated. Government of India had undertaken this initiative for one year on experimental basis. This experiment was well known as Satellite Instructional Television Experiment (SITE). The basic objective of launching this project was to test the feasibility of television for development communication. This project was implemented with the logistic support from National Aeronautics and Space Administration (NASA). Indian Space Research Organisation (ISRO) had played the key role from Indian side. It was implemented covering six rural clusters covering 2,400 villages of India. It was basically education, agriculture and health and hygiene based programmes that topped the agenda throughout this broadcast. For mass viewing of these broadcast, television sets were installed in prominent places like schools and other important places having the provision for mass viewing. Experts from diverse background had joined

hand to develop contents for broadcasting. SITE has been considered as the world's largest techno-socio experiment. It was an educational broadcasting in true sense that played a significant role in empowering people of those targeted villages by providing fruitful information.

Advantages of Satellite broadcasting

- High quality audio and picture as Satellite television provides high quality digital data. This is because of MPEG (Moving Picture Export Group) -2 or MPEG -4 compressions
- Access to multiple numbers of channels all over the world
- The unique feature to receive and send broadcast signal using satellite technology
increases the possibilities of gaining access to channels from other countries that utilize similar technology for broadcasting
- Plenty of channels and packages almost on every topic starting from health and hygiene to spiritual wellbeing
- Wider reach of satellite coverage helps people residing in far flung areas to access television programmes
- Parental lock-out option helps regulating their grown up kids in choosing the age-specific tele-contents
- Satellite TV can also receive Internet service from TV set. Satellite TV is the answer if one is looking for an integrated television and internet set up
- It provides Digital video recording facility. Some satellite TV receivers can record shows directly to a hard drive that can be played back later.

Disadvantages of Satellite TV

- Basic investment may be expensive as the receiver and satellite dish can be costly

- Multiple TV sets require multiple receivers. A separate receiver for each TV is needed, making it very expensive if one has to access it in more than one television set in a household
- It can malfunction in bad weather. Since the satellite dish is usually located outdoors, it becomes susceptible to malfunction as a result of weather conditions like snow, very strong winds and lightning.

ASSESS YOUR PROGRESS

Q. 1. First satellite broadcasting was launched in?

- a) 1962
- b) 1959
- c) 1965

Q. 2. First satellite broadcasting was took place in

- a) India
- b) North America and Europe
- c) Russia

Q. 3. First geosynchronous communication satellite was

- a) Syncom 2
- b) INSAT-2
- c) Sputnik -2

Q. 4. SITE stand for?

- a) Satellite Instructional Television Experiment
- b) Satellite Instrumental Television Experience
- c) Satellite Instructional Television Exposure

12.4 KHEDA EXPERIMENT

The Kheda Experiment was India's first rural community project initiated in Kheda district of Gujarat. It was a community –based television model with a sharp focus on overall development of human resources by providing knowledge and education from diverse background to uplift their spirit for a healthy living. Education, health and hygiene, family planning, agriculture were some of the core areas of this project. The model of this project was

based on participatory mass communication. The project was launched in 1975 and continued till 1990. This project was crucial in bringing television to the doorstep of the rural house hold of the country. Government had arranged mass viewing of these programmes by installing television sets in public places like schools and others where village folk gather at their convenient time, mostly in evening to view programmes. Also, the government had distributed around 650 community television sets among 400 villages under Kheda district of Gujarat to achieve a greater outcome. Also, they deployed quality manpower to monitor uninterrupted broadcasting. The result of this communication project was very impressive. In 1984, UNESCO gave special recognition to this project because of its effective delivery of television contents among rural masses of a developing country like India.

12.5 CABLE TV

The development of cable Television roots back to mid-1940s. It is the Community Antenna TV that promoted the growth of cable TV. At the beginning it was supported by coaxial cable to transmit the messages. Though the concept of cable TV emerged during 1940s but it was only after 1970s it has picked up the momentum. This was basically for legal issues concerning broadcasting through cable. The launch of Satcom I and broadcasting through Home Box Office (HBO) had revolutionized cable television system in international arena.

In India, it was post 1990s that witnessed the multi-channel television programmes through cable system. This development was the result of 1990s liberal economic policies of government of India that encouraged global players to invest in the media business of the country. As a part of that number of channels like STAR, CNN, BBC, etc. had started broadcasting their contents over the airspace of India.

Cable TV growth in urban India

Year	Number of households Cabled
January 1992	412,000 *
November 1992	1.2 million *
1993	3.3 million *
January 1994	7.4 million
End-1994	11.8 million *
1995	15 million
1996	18 million
1999	22 million

(*Frank Small studies; the rest are industry estimates)

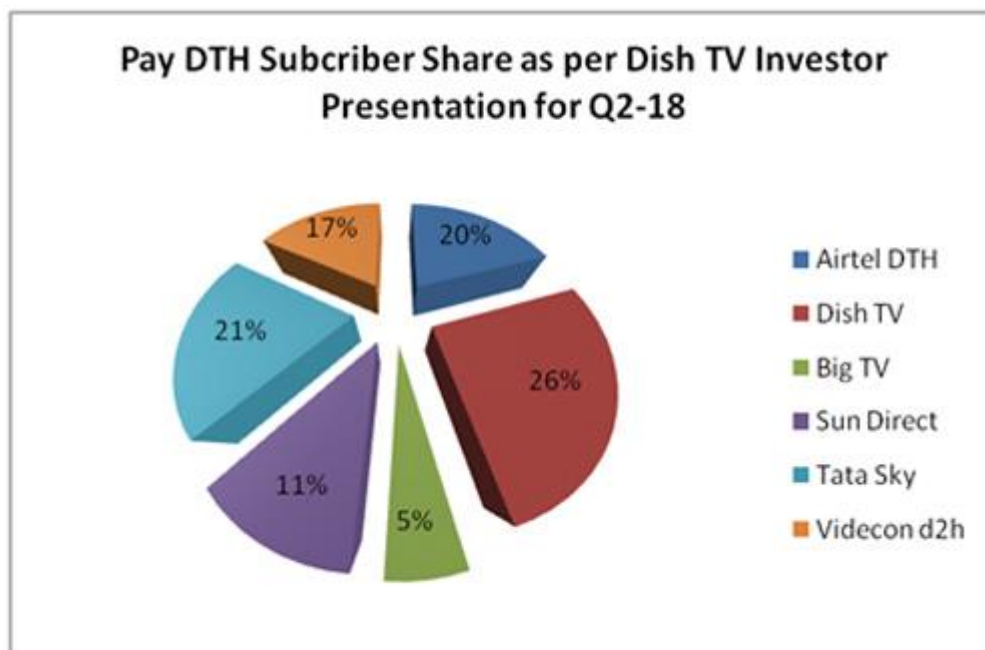
According to TAM media research (2015) out of 234 million (approx.) households of India, 167 million owned television sets and 161 million of these households had access to Cable TV or Satellite TV. With the rapid change of information and communication technology, drastic changes occurred in case of technology related to cable television as well. Now, it has moved from analog to digital mode. Multi System Operators (MSOs) provide cable TV services and broadband services in India. Though there were 900 provisional and 230 permanent MSOs in India but only a few of them provide broadband services. The MSOs provide these broadband services by obtaining an Internet Service Provider (ISP) license from the government. Some of the major cable TV service providers of the country include GTPL, DEN, HATHWAY, etc.

Regulating agency

- Telecom Regulatory authority of India (2004)
- Cable Television Networks (Regulation) Act 1995
- Cable Television Networks (Regulation) Amendment Act 2011

12.6 DTH

Direct-to-Home or DTH is yet another tool of broadcast communication that uses satellite. In DTH system satellite signals are received on a TV set through a personal parabolic dish in an individual home. The satellite used for the purpose is geostationary satellites. The satellite compresses the signals digitally and encrypts them suitably. After that it is beamed from high powered geostationary satellites. The Government of India permitted the reception and distribution of satellite television signals in November 2000. The first DTH service in the country was launched by Dish TV on 2nd October, 2003 followed by Doordarshan Free Dish service in December 2004. Now, number of companies provides DTH service across the country.



(Credit: indiantelevision.com)

12.7 DIGITAL BROADCASTING

Digital television (DTV) is the transmission of television signals, including the sound channel, using digital encoding, in contrast to the analog television, in which the video and audio are carried by analog signals.

The digital broadcasting emerged during 1990s and has been playing a significant role as far as communication and mass communication is concerned. It has replaced the analog method of broadcasting. In international arena it is the General Instruments Company that played a pioneering role in this regard. In India, the post 1990s witnessed drastic change as far as broadcasting is concerned. The decades long monotonous broadcasting of Doordarshan faced a tough competition with the arrival of number of foreign players into the market. First, it was cable television that revolutionized the broadcasting scenario of the country, then number of satellite enable broadcasting including Direct to Home services. And as a latest digitalization process is going on in a phased manner, the Indian broadcast regulator Telecom Regulatory Authority of India (TRAI) targets complete shutdown of analog transmission by the end of 2023.

Advantages of Digital Broadcasting

- It is more efficient when it comes to bandwidth usage than analog transmission
- The image quality delivered by digital signals is clearer when it comes to image quality
- The digital signals are divided into 5 signal patterns, which can accommodate various aspect ratios
- This in turn improves the quality of the images displayed on television.

CHECK YOUR PROGRESS

1. Kheda project was launched in
 - a) 1974
 - b) 1975
 - c) 1976
2. HBO stand for
 - a) Home Broadcasting Office

- b) Home Box Office
- c) Home Box Officer
- 3. MSO stands for
 - a) Multi System Operators
 - b) Multi System Options
 - c) Multiple Style Operators
- 4. First DTH service in India
 - a) 2001
 - b) 2003
 - c) 2004
- 5. TRAI stands for
 - a) Telecom Regulatory Authority of India
 - b) Telecom Restriction Authority of India
 - c) Telecom Reserved Authority of India

12.8 SUMMING UP

Media and technology are interrelated. The advancement of science and technology has a direct impact on media as technologies are the vehicles to reach the masses. The rapid growth of Information and Communication Technology (ICT) is solely responsible to well equip the people of the 21st century world with latest gadgets and technologies that serve the purpose of mass communication effectively.

12.9 QUESTIONS

Broad Questions

1. Write about the process of Satellite Broadcasting with appropriate diagram.
2. Critically observe the merits and demerits of Satellite broadcasting
3. Do you think that satellite broadcasting has enhanced the mass communication process? Justify
4. Write about the growth and development of cable television in India

Short Questions

Write short notes on the following

- a) SITE
- b) KHEDA
- c) DTH
- d) Digital Broadcasting

12.10 RECOMMENDED READINGS

- Vasuki Belavadi. (2013) Video Production. Oxford
- Kern, Jonathan. (2008). Sound Reporting - The NPR Guide to Audio Journalism and Production. University of Chicago Press
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- Prasad, Kiran. (2009). Information and Communication Technology: Reinvesting Theory and Action (2Volumes). New Delhi: BRPC

UNIT 13: PRIVATE RADIO AND TV

UNIT STRUCTURE

- 13.1 Introduction
- 13.2 Objectives
- 13.3 FM Radio
- 13.4 Community Radio
- 13.5 Private TV Channels
- 13.6 Summing up
- 13.7 Questions
- 13.8 Recommended Readings

13.1 INTRODUCTION

Private radio and television are the dominating players in the media market of India at present. This growth is the result of early 1990s economic reform policies of government of India supported by the latest developments of Information and Communication Technology (ICT). Once there was time when State owned All India Radio (AIR) and Doordarshan (television) were the lone source of information, education as well as entertainment for the millions of people of the country. With the advent of latest technologies as well as reformative changes in government policies broadcasting, India became a focal point for media giants across the world. In this unit, we shall discuss the private radio including private FM radio stations and Community radio, and the emergence of private television channels of India.

13.2 OBJECTIVES

After completion of the Unit students will develop an idea about

- Emerging trends of media in India
- The relationship between media and technology
- Significance of private players in the media market
- Present scenario of private radio and television channels in India

13.3 FM RADIO

The history of FM radio roots back to 1930s. The full form of FM is frequency modulation. The American engineer Edwin Armstrong was the man behind the FM broadcasting. This process of radio broadcasting became popular among the masses within a very short period of time. It was the North Americans who enjoyed the FM broadcasting mostly at the beginning. The outbreak of World War II halted the growth of FM broadcasting for the time being. But it had picked up momentum post WW II and became very much popular in between 1970s and 1980s. In India, the public service broadcaster All India Radio (AIR) had started the first FM service in the country. This development took place in 1977 on experimental basis at Madras. It basically catered to the needs of the urban listeners of the country. With the introduction of FM radio, Indian listeners got a new taste of tuning to radio as sound quality of this medium was much better than AM radio. It is interesting to note that this development took place at a time when listenership of radio was gradually declining, specially in urban areas of the country. Introduction of FM radio was a boost for Indian listeners. But it was only after late 1990s it got momentum when government allowed private players into the market. Now, the government is running the Phase III of private FM radio broadcasting. As per the implementation of phase III of private FM radio broadcasting, government of India targets to cover all cities of the country having the population of one lakh and above. Under this phase, private FM radio services would be extended to more than 225 new cities across the country, which was limited to 86 cities earlier. Altogether 839 new private FM radio channels would come up in 294 cities of India under this phase.

Special features of Phase III private FM radio broadcasting in India

- Permission to private FM radio stations to broadcast news bulletins of All India Radio

- Special provision for North Eastern States, Jammu & Kashmir and island territories of India as far as setting up and running such radio stations are concerned

Advantages of FM radio

- Non-interference by external factors making it more suitable for audio broadcasting
- Capacity to handle sound of higher and lower frequency
- Better sound quality because of higher bandwidth

Disadvantage of FM radio

- FM has lesser coverage, cannot be transmitted over long distance
- FM signals are impacted by physical barriers

ASSESS YOUR PROGRESS

1. DTH means?
 - a) Dish to Home
 - b) Direct to Home
 - c) Directives to Home
2. Who was the man behind the invention of FM broadcasting
 - a) Neil Armstrong
 - b) Edwin Armstrong
 - c) Edwin Arnold
3. FM means?
 - a) Frequent medium
 - b) Frequent modulation
 - c) Frequency modulation
4. First FM broadcasting in India took place in?
 - a) Delhi
 - b) Bombay
 - c) Madras

LET US KNOW

The first phases of development private radio and television took place during early 1990s when leading players in the media market like News Corporation and Ted Turner had started investing in the media business of the country. At the same time the Supreme Court of India's ruling of 1995; 'airwaves are public property' had made the road clear for a new pace of broadcasting in India. Meanwhile, the successful model of FM radio broadcasting with a concept of Community Radio, initiated by State owned AIR, gained popularity since its inception in late 1970s. As a matter of fact, number of private radio and television channels emerged in the field of broadcasting in India.

As per the report of Telecom Regulatory Authority of India (TRAI), following are some of the latest trend of broadcasting in India:

Sl No.	Parameter	Quarter End Mar -2017	Quarter End Jun -2017
1	Number of private Satellite TV channels	888	883
2	Number of private FM radio channels	293	310
3	Number of Private DTH operators	6	6
4	Number of active DTH subscribers	63.61 million	65.31 million
5	Number of Community Radio Stations licensed	268	275
6	Operational Community Radio Stations	206	207

13.4 COMMUNITY RADIO

The beginning of community radio roots back to 1960s BBC's local radio service which was accessed by number of land-based pirate radio stations. Significant growth took place in UK during late 1970s in this regard when immigrants from various places used this tool of communication, basically for entertainment purposes. In India, it is the State owned All India Radio (AIR) that played the pioneering role in introducing community radio in India. After successful launch of FM radio during late 1970s in Madras, AIR introduced the community radio using FM transmitter later on. This was basically to serve people in an effective way, in a more localized manner with people's participation. The concept of Community radio is based on narrowcasting. The prime objective of setting up such radio station is to enhance the process of development communication. This is an excellent example of participatory mass communication. This type of radio broadcasting targets a particular 'community'. It targets overall development of a community providing knowledge and information related to their everyday life. After the pioneering effort of AIR, the first community radio of India was started by students of Anna University in 2004. In India, initially, it was allowed to set up community radio stations by educational institutions only. But, after mass appeal, in 2006, government had allowed to operate community radio stations by civil society groups like Non-Governmental Organization (NGO)'s. Deccan development Society was the first NGO to have the approval to set up a community radio station named Sangham in 2008. Number of such radio stations came up over the period of time in different parts of the country. As per the report of Telecom Regulatory Authority of India (TRAI), at the Quarter end, June 2017 there are 207 community radio stations on operation across the country.

There are certain criteria set by government of India while setting up such radio stations; these include

- It should be on non-profit and non-commercial mode

- Organizations opting for license must have three years dedicated service to the community
- It must serve a specific, well defined community
- At least 50% of the contents must be generated by local community
- It is preferable to air the contents in local language or dialect
- Coverage area should be within the 12 km (approx.) radius

Benefits of Community Radio

- It can generate interest among the targeted community easily as they are directly or indirectly involved in the process
- As radio plays an important role in communication, having this tool in a particular locality makes the dissemination of information faster and effective
- As this model of radio broadcasting is based on participatory basis decentralization of knowledge and information is its output which plays a crucial role in development process

Problems related to Community Radio

- Complicated process of acquiring license to run such radio stations
- Funding and payments of the spectrum fees
- As it is based on non-profit model, difficult to engage skilled manpower for long
- The non-commercial model of this type of radio is a matter of concern as well

Community Radio in Assam

Jnan Taranga (90.4 FM) is the first community radio station of Assam operated by the Krishna Kanta Handique State Open University, followed by Radio Luit (90.8 FM) in 2011 by Gauhati University. Radio Brahmaputra (90.4 MHz) is the first Civil Society led community radio station of Assam and entire North Eastern region, became fully functional from 2011. It has

been operating from Majan, Dibrugarh. Number of NGO's and educational institutions are on fray to have the approval for setting up such radio stations in the region, some of them have already started initial process in this regard.

13.5 PRIVATE TV CHANNELS

The beginning of private television channel in India roots back to late 1970s when there was an increasing demand for more entertainment programmes. In this period of time Doordarshan, the Public Service Broadcaster of the country was the lone television broadcaster of India. The urban elites were in search of more entertainment options in those days. The video cassette player had partially fulfilled the need of the hour. This device had played a pioneering role in introducing private television broadcasting in India. At the beginning, with the help of this video cassette player some of the entrepreneurs had started distributing audio-visual contents through coaxial cables. The content was basically Hindi and English movies, western comedies, music, game shows, etc. A few of the distributors had started providing local entertainment programmes as well. This is how private television entered into the scenario of Indian broadcasting. But it was only after 1990s it has picked up the momentum.

The gulf war of 1990s had played a significant role to further enhance the private television channels in India. The coverage of the war by American channel CNN made the people curious about it which enhanced the demand for suitable technology to access the same in our country. Meanwhile, the economic reform policies of government of India in the 1990s enabled the foreign players to expand their media business in this country. The launch of STAR in 1992 by Hong Kong based group of companies had facilitated Indian viewers to enjoy channels like Star Plus, Prime Sports, BBC, MTV, etc. This is the beginning of a new era of private television in India. By the end of the 1992 it is reported that almost 1.2 million urban household of the country had the access to private television channels. Thus, investment in electronic media became a lucrative business in India. Now, services of

private television can be accessed through multiple platforms in India including Direct to Home (DTH) and digitized cable services. As per the report of TRAI, Quarter End June 2017, there are more than 800 private television channels on operation across the country.

ASSESS YOUR PROGRESS

1. First University to operate Community Radio (CR) in India?

- a) Delhi University
- b) Allahabad University
- c) Anna University

2. First NGO to operate CR in India?

- a) Deccan Development Society
- b) Delhi Development Society
- c) Deccan Developmental Society

3. Model of CR is based on

- a) Profit
- b) Non-profit
- c) None of the above

4. First CR in Assam

- a) Radio Luit
- b) Jnan Taranga
- c) Jnan Malini

5. TRI stand for?

- a) Television Rating India
- b) Telecom Regulatory Authority of India
- c) None of the above

13.6 SUMMING UP

In an era of globalization world became a small place to live in. Here, the rapid growth of science and technology plays a very important role. Broadcast media like radio and television has a lion's share in this process. Private radio and television enjoys a major share in the media business of India at present. The digital platform to access these powerful mediums of mass communication is an added advantage in this regard. The variety of contents delivered by dozens of radio and television channels across the country had lifted the Indian broadcasting into a new height. Also, it is quite challenging for India to carry on the years old traditions and customs in such a juncture of information and communication revolution at a time when multinational players have a considerable share in the media business of the country.

13.7 QUESTIONS

Broad Questions

1. Give a critical overview of private television in India
2. Give a critical overview of private radio broadcasting in India
3. Do you think that media and technology are interrelated with each other? Justify
4. Give an overview of Indian media industry with special emphasis on broadcast media
5. Critically evaluate globalization of media with special emphasis in India

Write short notes on

- a) News Corporation
- b) Ted Turner
- c) FM Radio
- d) Community Radio

13.8 RECOMMENDED READINGS

- Dijk, V. Jan (2006). The Network Society. California: Sage
- Hendricks, A. John. (2010). The Twenty-First-Century Media Industry. New York: Lexington Books
- Ludes, Peter. (2008). Convergence and Fragmentation: Media Technology and the Information Society. Chicago: Intellect Britol
- Picot, Arnold & Lrenz, Josef. (2010). ICT for the Next Five Billion People. New York: Springer
- Rajagopal, Arvind. (2004). Politics after Television. New York: Cambridge

UNIT 14: NEW MEDIA

UNIT STRUCTURE

- 14.1 Introduction
- 14.2 Objectives
- 14.3 Development of New Media
- 14.4 Online Media
- 14.5 Mobile telephony
- 14.6 Internet and Social Media
- 14.7 Summing up
- 14.8 Recommended Readings
- 14.9 Questions

14.1 INTRODUCTION

The concept of new media is very dynamic; it changes with the changes of time. This is basically the internet enabled platforms of 21st century world that shifted the base of traditional forms of various mediums of mass communication like printed form of newspaper and electronic mode of mass media devices like television and radio. This is basically facilitated by the rapid growth of Information and Communication Technology (ICT) that made the world become a global village. Now, new media became an integral part of modern day's mass communication industry as well as process. The introduction of this internet enable mode of communication as well as mass communication has drastically changed the traditional model of mass communication. Even, a developing country like India had to adopt strategic policies to be a part of this global phenomenon. The habits of relying on newspaper, radio and television for latest news, views, and other updates are gradually shifting its base with the strong presence of new media of 21st century world. The anytime, anywhere feature of new media making it more demanding and convenient among millions of people across the world.

Certain characteristics has made this medium unique than rest of the existing players of the market. Let us discuss it in terms of merits and demerits:

Merits

- Instant feedback facility
- Interactive platform
- Hyper textual facility
- Digital mode
- Mobility (any time anywhere)

Demerits

- Communication without emotion
- Creates less interest for face to face communications
- Facilitates personal and social isolation
- Causes distraction

14.2 OBJECTIVES

After completion of the unit you will develop an idea about

- Different tools and components of new media
- Role of internet in communication
- Role of mobile telephony
- Merits and demerits of new media

14.3 DEVELOPMENT OF NEW MEDIA

The development of new media roots back to the development of internet; which is a system of interconnection of computer enables networks. This development took place during early 1960s when Advanced Research Projects Agency (ARPA) of U.S. Department of Defence created ARPANET. This was preceded by development of electronic computers of 1950s. In India, it is the Educational research Network, the ERNET, in 1986 that laid the foundation for a new kind of communication system which became popular as internet over the period of time.

The occurrence of new media is a dynamic process; it keeps changing. Rapid growth of science and technology plays a strong role in this process of ever changing nature of new media. That is why it is difficult to fix a time line to mark the beginning of new media. At present, the internet-enabled platforms of 21st century world have been well known as new media where computer and mobile phone plays a major role. The government owned VSNL had played a pioneering role by making internet public in August, 1995. After that, government of India has been taking various steps to connect whole India under this network. The following data will let us understand the latest trend in this regard;

Quarter End June 2017 report of Internet/Broadband Subscribers of India

Total Internet Subscribers	431.21 Million
Narrowband subscribers	130.38 Million
Broadband subscribers	300.84 Million
Wired Internet Subscribers	21.67 Million
Wireless Internet Subscribers	409.55 Million
Urban Internet Subscribers	293.82 Million
Rural Internet Subscribers	137.39 Million
Total Internet Subscribers per 100 population	33.47
Urban Internet Subscribers per 100 population	72.51
Rural Internet Subscribers per 100 population	15.56

(Source: TRAI)

The above data gives us an idea about number of internet users of India at present which is significant from the perspective of users of new media.

14.4 ONLINE MEDIA

Various mediums of communication and mass communications available on internet enabled platforms are well known as online media. This includes electronic and web editions of newspapers, television channels and various such contents. In fact, the unique feature of internet to work as a common platform for print and electronic media became a matter of concern as far as existence of print and electronic media is concerned; that has been considered as two popular means of mass communication. The anytime anywhere feature of online media is making this medium more user friendly than traditional print or electronic media. It is important to note that online media is such a media platform where a person can read a newspaper, watch his or her favourite television programme of interest and tune in to one's favourite radio station too. One no longer needs to solely rely on print edition of a newspaper to have the latest update of the day. Similarly, no need to totally depend on television set to watch a programme or tune in to the radio set to listen to. Almost all the newspapers in India have their digital presence right now. The same thing happens in case of radio and television channels as well.

14.5 MOBILE TELEPHONY

It is a process of connecting world through using mobile phone or cell phone. This development took place during early 1970s when Martin Cooper of Motorola company had launched commercial mobile set in US market. In late 1970s Japan and Europe emerged as leading players in the mobile phone business of the world. In India, first mobile phone communication began in July, 1995. After that, phenomenal growth took place as far as this portable medium of communication is concerned. This not only limited its service as one of the smart tool of wireless communication but simultaneously played a crucial role as a potential medium of mass communication under new media segment. As per the latest official record wireless subscriber base & Tele-density of rural and urban populace of India is mentioned below:

Wireless Subscriber base & Teledensity –Rural/ Urban India

Quarter ending	Subscriber base (million) Rural	Subscriber base (million) Urban	Teledensity Rural	Teledensity Urban
Dec-16	464.78	662.60	52.84	165.04
Mar-17	497.76	672.42	56.47	166.71
Jun-17	506.18	680.66	57.31	167.97
Sep-17	498.28	684.77	56.31	168.20
Dec-17	499.0	668.44	56.28	163.44

(Source: TRAI)

With the growing penetration of mobile telephony across the country as well as reformative government policies to connect whole India with internet facility, rapid growth took place in case of internet telephony of the country. As per the Quarter End Dec-17 report received from 16 internet service providers, the total outgoing minutes of usage for internet telephony is 322 million, which was 282 million in previous quarter. And the total number of internet subscribers increased from 429.23 million (previous quarter) to 445.96 million in this quarter having 3.90% rate of growth. This data is quite significant from internet enabled new media platform as well. Some of the leading mobile as well as internet service providers include Bharti Airtel, Vodafone, IDEA, Reliance Jio, the government owned BSNL, etc.

14.6 INTERNET AND SOCIAL MEDIA

As an integral part of global communication network, the internet enabled social media became a part and parcel of most of the people's life; specially the youth. The social media is the net total of various networking sites

available through internet enabled platform of today's world which played a significant role in making the world a global village. Some of the very popular social media sites include Facebook, Twitter, Instagram, WhatsApp, You Tube and many more. Following data gives us an idea about how it has become an integral part of our life; this survey was conducted among Americans during the first quarter of 2018

Substantial 'reciprocity' across major social media platforms
 % of __ users who also ...

	Use Twitter	Use Instagram	Use Facebook	Use Snapchat	Use YouTube	Use WhatsApp	Use Pinterest	Use LinkedIn
Twitter	–	73%	90%	54%	95%	35%	49%	50%
Instagram	50	–	91	60	95	35	47	41
Facebook	32	47	–	35	87	27	37	33
Snapchat	48	77	89	–	95	33	44	37
YouTube	31	45	81	35	–	28	36	32
WhatsApp	38	55	85	40	92	–	33	40
Pinterest	41	56	89	41	92	25	–	42
LinkedIn	47	57	90	40	94	35	49	–

Source: Survey conducted Jan. 3-10, 2018.
 "Social Media Use in 2018"
 PEW RESEARCH CENTER

90% of LinkedIn users also use Facebook

In India, according to one of the latest surveys conducted during the third quarter of 2017, it reveals that Facebook (30%) and YouTube (30%) are two most popular social networking sites followed by WhatsApp (28%), Facebook messenger (20%), Instagram (19%), Google Plus (19%), Twitter (18%), Skype (15%), LinkedIn (15%) and Pinterest (11%). Also, India stood second among countries as far as most Facebook users are concerned.

ASSESS YOUR PROGRESS

1. ICT stands for?

- a) Information and Cellular Technology
- b) Information and Communication Technology
- c) Information and Cable Technology

2. New media is

- a) Dynamic

- b) Static
 - c) None of the above
3. Development of new media roots back to?
- a) 1950s
 - b) 1960s
 - c) 1970s
4. Introduction of Internet in India?
- a) In 1995
 - b) In 1991
 - c) In 1996
5. Introduction of Mobile phone in India?
- a) In 1991
 - b) In 1995
 - c) In 1997
6. Two most popular social networking sites of India are?
- a) Facebook & Twitter
 - b) Facebook & You Tube
 - c) Facebook & WhatsApp

14.7 SUMMING UP

Media and society share a close meaningful and interactive relation. The arrival of new media into the field of mass communication is significant from various perspectives. In one hand, it has challenged the traditional mediums of mass communications like printed form of newspaper, analog radio and television; on the other hand, introduced a tool to connect with the world through a virtual mode. The dynamism of this internet based mediums of communication and mass communication is such that it made the world became a global village. Time and proximity are no longer barriers as far as communication is concerned.

14.8 QUESTIONS

Broad questions

1. What do you mean by New Media? Explain with suitable examples
2. Write about merits and demerits of New Media
3. Write about the growth and development of New Media
4. Critically analyze the presence of new media in comparison to traditional print and electronic media

Write Short notes:

1. Online Media
2. Mobile telephony
3. Social Media

14.9 RECOMMENDED READINGS

- Kung, L. Picard, R. & Towse, R. (2008). The Internet and Mass Media. London: Sage
- Lelia, Green. (2010). The Internet: An Introduction to New Media. BERG
- Lievrouw, A. Leah and Livingstone, Sonia. (2006). Handbook of New Media. Sage Publication.
- Kumar, J. Keval. (2011). Mass Communication in India. Jaico



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