**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Paper 1**

**Introduction to Communication & History of Journalism**

**Assignment 1, Question 3**

**“**Discuss the growth of Media in India**”**

The Growth of Media in India

**Introduction**

The media in India have a long history, even longer than the history of modern representative democracy in India, spanning from the colonial past in the second half of the 18th century to the present one as ‘the largest functioning democracy in the 21st century. The growth and development of the India media can be categorised into two: growth during pre-independence period and growth during post-independence period.

**Growth of Media in Pre-Independence Period**

Printing presses were first brought to India in the 16th century by Christian missionaries for publishing evangelical literature. Their publications included the Bible and other literature to assist conversion and evangelization. The English East India Company set up printing presses in different places for the efficient administration of the subcontinent. The birth of the first newspaper in the country was in 1780. It was Bengal Gazette or Calcutta General Advertiser published by James Augustus Hicky, a British citizen. It was a weekly newspaper published in English and addressed exclusively to the large group of British residents in Calcutta.

The pioneering work of Rammohan Roy in the field of journalism in the early 19th century led to a gradual growth of newspapers, magazines and other publications in India. Gandhiji who emerged as an important leader of the freedom movement in the post First World War period was an editor of three publications namely, Young India, Harijan and Navajivan and through these journals Gandhi guided the national movement and propagated his ideas of nonviolence and satyagraha.

The Government of India issued the Indian Press Ordinance of 1930 in order to control the press. This Ordinance was passed specifically to prevent the nationalist press from covering Gandhi’s historic Dandi March in 1930.

Several English and regional newspapers began in various parts of the country declaring support to the national movement. *The Indian Express, Free Press Journal, The Dawn, Hindustan, Blitz, National Herald, Mathrubhumi* etc. aroused national consciousness in the length and breadth of the country.

**Post-Independence Period**

After independence, like the owners of many plantations and industrial units, the British proprietors of newspapers decided to sell their shares and repatriate the proceeds to their homeland. Thus those British owned newspapers reached into Indian hands. Examples include *The Times of India which* was sold to Ramakrishna Dalmia and *The Statesman* sold to Tatas.

Formation of linguistic states paved the way for development of language press in various linguistic regions which in turn has made significant contribution in the developmental programmes of the government. The Indian press includes 48 centenarians. The Gujarat daily *Mumbai Samachar,* published from Mumbai, is the oldest surviving newspaper. It was first published in 1822. As on 31st March 2014, there were 13,350 registered dailies on Registrar of Newspapers for India’s record. As per the data from Annual Statements (2013-14) received, the highest numbers of newspapers were published in Hindi (3213), followed by Urdu (929), English (695) and Telugu (562).

Press Trust of India (PTI) is India’s premier news agency, having a reach as vast as the Indian Railways. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. PTI was registered in 1947 and started functioning in 1949.

The Audit Bureau of Circulation in India, founded in 1948, is a non-profit association

consisting of publishers, advertisers and advertising agencies. Its headquarters is in Bombay. Its function is to devise and lay down a standard and uniform method by which member publishers shall compute their circulation.

The notion of a national Press Council in India was introduced by the First Press Commission Report of 1954. The Press Council of India was first constituted on 4th July, 1966 as an autonomous, statutory, quasi-judicial body, with Shri Justice J R Mudholkar, then a Judge of the Supreme Court, as Chairman. The Council is a body corporate having perpetual succession. It consists of a chairperson and 28 other members.

Until the 1980s media relied primarily upon print and broadcast models such as

newspaper, magazines, television and radio.

From 1990s India has witnessed an explosion in electronic media, online news services.

The technological breakthrough in printing has brought in unforeseen structural change in the set up of print media.

Nearly 900 private satellite TV stations are on the air, around half of them devoted to news coverage.

Doordarshan, the public TV, operates multiple services, including flagship DD1, which reaches hundreds of millions of viewers.

Music-based FM radio stations abound. But only public All India Radio can produce news programming. AIR stations reach more than 99% of the population.

India's press is lively and there are around 17,000 newspaper titles. Driven by a growing middle class, the cumulative newspaper circulation figure is more than 400 million.

There were 560 million internet users by March 2019 (InternetWorldStats.com, citing the Internet and Mobile Association of India, IAMAI), the second largest number of internet users in the world after China.

The developing telecommunication

services and transport facilities have also facilitated news reporting

even from remote and forlorn places, and quick transmission and

dissemination of news resulted in prompt and wider circulation of the

newspapers with better news contents.

The expansion of the newspapers has led to the growth of

press-related specific jobs and has boosted the profession of

journalism.

From 1990s India has witnessed an explosion in electronic

media, online news services.

Media has acquired such great control on the mind of the masses that it now controls and shapes the liking, disliking and interest in different segments of news items to a considerable extent. Compared to the print media, electronic media has grown faster in view of advantage of visual impact enjoyed by it In India, almost all newspapers are accessible through the Internet and provide up to-date news and information not only relating to India but other parts of the globe as well.

**Conclusion**

The press in

India has always been at the forefront of national life. Even though

there has been a considerable erosion of ethics over the decades

since independence, the basic values adhered to by the Indian Media

over the ages, still continue to inspire.

The Christian missionaries of

Bengal deserve the credit in introducing printing press primarily for

publishing missionary leaflets etc. Today, over the last 250 years, the

press has come to occupy an undisputed position as the fourth and

the strongest pillar of modern India.

there is a very cose relationship between the modern india’s

struggle for social and political emancipation and the origins, growth and

development of the print media (Press) in India

The Press in today’s media scenario has become instrumental

in setting the political, economic, social and cultural agenda of the

country.

Today, the structure of India’s print media maintains a

product line which is amazingly diverse array of languages,

management set up, topics and news contents.

The last thirty years have seen rapid transformation in media with the arrival of digital computers such as the internet. New media has been used extensively by social movements to educate, organize, share

cultural products of movements, communicate and more. New media has been a great tool in the democratization of information by using websites, blogs and online videos to demonstrate the effectiveness of the movement itself.

The media in general was originated on Indian soil in the last quarter of the 18th

century during the East India Company’s rule.

As the freedom movement gained momentum, the Press in India grew and

expanded to keep pace with it.

India is the world's largest democracy. Its mass media culture, a system that has evolved over centuries, is comprised of a complex framework. Modernization has transformed this into a communications network that sustains the pulse of a democracy of billion people. India's media evolution is nearly unmatched in world press history. India's press is a metaphor for its advancement in the globalized world.

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