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

**First Year JOURNALISM AND MASS COMMUNICATION**

**Introduction To Communication & History of Journalism**

**ASSIGNMENT-2**

**Question 4**

Narrate the contribution of Telugu press to social change

**Narrate the Contribution of Telugu Press to Social change**

**Introduction**

In the modern world, the press has become not only a very powerful medium of mass communication but also an influential political and social institution. The Telugu press in Andhra abundantly contributed to the growth of the social reform movement which to a large extent was a part of the Indian national movement. In India between 1885 and 1920 the nationalism and social reform went hand in hand which also true of the Andhra region. Many nationalistic Telugu newspapers supported the various moves pertaining to social reform.

**Major Social Reforms or Changes Undertaken by the Tegugu Press**

The important social reforms advocated during the period of this study, both by the leaders of the social reform and the Telugu press, were to a large extent moderate measures rather than revolutionary in nature. Abolition of child marriages, Devadasi system and banning of the nautch parties at marriages as well as widow marriages, education of women were the important items of the social reformers in Andhra.

The coming of Kandukuri Veeresalingam Pantulu, the father of the renaissance movement in Andhra and the champion of modern Telugu language and Telugu Journalism was a trendsetter in the History of nationalist press in Andhra.

ABOLITION OF CHILD MARRIAGES: In the social reforms the abolition of child marriages received wide support and publicity from the Telugu press, because in which very young girls were often married to very old men. The evil effects of such marriages were vividly exposed to the public through editorials and articles. Besides leading newspapers like Krishna Patrika and AnZhz:Patrika, which were always in the forefront of public. awakening, a number of womens journals such as the Hindusundari, Grihalakshmi, Vivekavati and Strividya rendered their yeoman service to this reformation.

Promotion of WIDOW-MARRIAGES: Public awakening was most effectively organised in the early decades of the 20th century by the leading Telugu newspapers in favour of widow marriages. Krishna Patrika, Andhra Patrika, Hindusundari and such journals rendered great service for the cause of widow marriages by way of publishing articles by eminent writers, correspondents and timely editorials in support of such a necessary humanitarian step.

UNTOUCHABILITY: During the freedom movement the question of untouchability and the eradication of evils from the Hindu Society,were gained much publicity and support from the Telugu Press. Right from the Vandemataram movement the Telugu press gave much importance to the problem of the depressed classes. In 1907, Swaraj of Gadicharla Hari Sarvotham Rao wrote that the Indian society could be made strong only by improving the lot of the panchamas. It suggested that they should be educated and that their status in society improved.

**GREAT SUPPORT FOR PROHIBITION**: Prohibition of intoxicating liquors was another social reform which was advocated and supported with enthusiasm by the Telugu press. On the other issue of social reform was there such a tremendous propogation by the Telugu press than prohibition. As in the case of Harijan uplift the demand for prohibition in the country gained great momentum from Mahatma Gandhi ' **s** preachings and programmes. It deserves to be noted that even before Mahatma Gandhi's advent in Indian politics, the Telugu press had highlighted the evils of the drink habit and appealed both to the people and the government to annihilate this ruinous practice. Deshabhimani drew a parallel between the evils of opium eating in China, drinking of intoxicating liquors in India and declared that the Indians could renounce addiction just as the Chinese did theirs. The journal supplicated that the British government should have compassion for the Indians and ban the anufacture and sale of intoxicating liquors.

**PLEA** FOR **ABOLITION** OF **DEVADASI SYSTEM** : The Devadasi system, was another social evil on which the Telugu press focussed attention The Devadasis, once a community of artists, had degenerated, and became virtually prostitutes, popularly known as 'Kalavantulu'. To eliminate this evil from the society. the government came forward with a proposal in 1911 to pass a law to prohibit the adoption of minor girls as dancing girls. This proposal was received with great applause by the journals which favoured the end of the Devadasi system. Krishna Patrika published a signed letter by 38 members of the Devadasi community commending the efforts of the government.

**RACIAL DISCRIMINATION** :Racial discrimination practised by the government was another issue on which the Telugu press frequently and boldly attacked the British government. Discrimination of the Indians against the Europeans was found glaringly in different fields during British rule in India. Whereever it was found it was opposed and condemned in strong language by the Telugu press.

**PROMOTION OF EDUCATION** : The vernacular press rightly and forcefully brought to the notice of the government the necessity for the promotion of education. The Telugu journals encouraged the spread of literacy among the natives.

**PREVENTION OF CORRUPTION**: Corruption in government departments was criticised frequently in the columns of the Telugu press. The police, public works and registration departments, according to the Telugu press, were the most corrupt. Krishna Patrika pointed out how the Zamindars noted their account books bribes given to the officials in a code language

**Conclusion**

the journals of the last century were pioneers in

the field, that they laid solid foundations for the future

growth of journalism in Telugu, despite their working

against several odds.

They also established sound

traditions. The journalism they pursued was for neither

profit nor pelf. They were inspired by some of the noblest

ideals a man could cherish of which love of their land and

nationalism was not the least. They were possessed by a

noble zeal to serve their fellow men. Eager to reform their

society they attacked many social evils, which were the bane

of Indian society, fearlessly and with a rare missionary

zeal and in the process braved the wrath of the British

officials and also that of their own conservative

The Telugu press, too played its role in rousing national consciousness among the Telugu people and was also responsible to a great extent for the participation of the Telugu people in India's Freedom struggle. But the Telugu press first concerned itself chiefly with social and reformist issues.

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**TELUGU PRESS AND PUBLIC AWAKENING**