UNIT – 3 HISTORY OF PRINT MEDIA

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3.1. Learning objectives

After going through this unit you will be able to:

- discuss the origin, growth and development of print media in India
- describe the various stages of this growth till the present era
- elucidate about the personalities who have contributed to the growth of print media in the country over the centuries
- discuss print media's contribution towards national awakening during the freedom struggle
- explain the evolution of print media in Assam

3.2. INTRODUCTION

Media is a very effective platform for communicating with people. Today, India has a highly vibrant mass media industry which has developed into

the present flourishing status after years of struggle against various impediments. The mass media in India grew in the face of an oppressive British government which put harsh restrictions in their attempt not to allow the press to develop. Yet, despite all the formidable oppositions, the pioneers in the Indian media took up the challenges in their stride and faced all odds to create a press media independent, unbiased and nationalistic in spirit.

The media of the country in the pre-independence era played a significant role in the freedom struggle and contributed enormously towards spreading political awareness and a fighting spirit among the people in every nook and corner of the country.

In order to develop a better understanding of the subject, it is necessary to study the past contributions of the media and its journey to the present status. Let us have an in-depth look into this aspect in this unit.

3.3. EVOLUTION OF PRINT MEDIA IN INDIA

The Indian mass media industry or to be precise the print media has a rich history of more than 200 years. The beginning of the industry was made when an Englishman named James Augustus Hicky published the first ever newspaper called *Hicky's Bengal Gazette* or *The Calcutta General Advertiser* way back in the month of January, 1780. This momentous event for the country took place quietly without much fanfare. It was launched as a kind of protest and criticism against the East India Company's policies and activities many of which were not liked by Hickey. Whatever it is, this was the humble beginning of a glorious era of mass media for the nation in the later decades and centuries to follow. It had to stop publication within one-and-a-half year of its birth.

For the convenience of our understanding, we will divide the history of mass media in India into the following periods:

(a) First phase - 1780 – 1900
(b) Second phase - 1901 – 1947
(c) Third phase - 1948 – 2008
(d) Special phase for Assam - 1846 onwards

It will be quite an enormous task to give you a comprehensive idea about the history of Indian media industry by classifying more than two hundred years of its history just into these four phases. But due to lack of space, time and other constraints, we will confine ourselves to a brief summary of the development of the print media in India.

At the beginning, the English newspapers in India were brought out of an express need for entertaining the people of European origin and a small portion of the modern educated Indians. The cause of patriotism and the creation of awareness among the people against the foreign rule was a development of only a later period.

On the other hand, it is important to note that journalism in Indian languages was started as a means of communicating religious sermons and sentiments. Yet it was a major development towards the growth of the vernacular mass media of the country.

3.4 FIRST PHASE — 1780 – 1900

The socio-political situation in India in the earlier days was somewhat complex. We know that there are so many different races, castes, ethnic and tribal communities, languages, dialects etc. spread everywhere across the country. During those early days the communication system - physical or otherwise – was at a basic level and there was hardly any scope for communication among the people living in different places of the country.

However, with the gradual development of the transport and communication systems over the years, a few colleges, universities, schools were established in different regions of the country. This facilitated the growth of higher education in the country, resulting in a good number of people enjoying the fruits of basic as well as higher education. As a result there was a somewhat proportionate growth of a new class of readers of newspapers across the nation. Thus, a whole range of newspapers in quite a few Indian languages were launched that served the people to an adequate extent.

Significantly enough, mass media, that is, newspapers in India, has contributed greatly to the freedom movement by making people all over the country aware about the need to rise against the British rule. At the same time the newspapers played a reformer’s role by making the people aware of many social evils.

People learnt to get rid of superstitions and many other evil practices and embraced the modern, enlightened ideas of the Western world.

These newspapers played an active and pivotal role in offering a common platform for the people of all religions, languages, dialects, castes, creed etc. cutting across all differences and barriers of distance, lack of education, transport and communication.

With the spread of modern western education some people, who were educated in England and Europe felt that they should do their bit for reforming the Indian society of its ills and make the people aware of the modern ideas. Hence, organizations like Brahmo Samaj, Prarthana Samaj, Arya Samaj, Ramakrishna Mission were born which started philanthropic works for reforming the society.

The founders of these organizations understood well the power of the media even during those early years. And that is why invariably most of them launched some journals for propagating their ideas and principles among the people. The effort was quite successful in achieving the desired results. Prominent among them were Raja Ram Mohan Roy, Gangadhar Bhattacharjee, Bhawani Charan Bannerjee, Dwarkanath Tagore, Girish Chandra Ghose, Harischandra Mukharjee, Ishworchandra Vidyasagar, Kristo Pal, Manmohan Ghose, Keshub Chander Sen etc.

The first Indian owned English newspaper was Bengal Gazette published by Gangadhar Bhattacharjee in 1816. Other publications included Sambad Kaumudi (Bengali 1821), Mirut ul Akhbar (Persian 1822) and Brahminical Magazine (English 1822) published by Raja Ram Mohan Roy, Samachar Chandrika published by anti reformists Hindu fundamentalists to challenge Raja's social reforms and other publications like The Reformer, Enquirer, Gyan Auneshun, Bengal Herald, Banga Doot, Hindu Patriot, Indian Mirror, Sulabh Samachar, etc. British owned newspapers included The Standard, The Bombay Times and Telegraph, The Times of India etc.

The Sepoy Mutiny of 1857 was a turning point to Indian journalism. On the issue of the mutiny, both the British owned press and the Indian owned press held each other responsible and the British owned press particularly stooped very low and exercised no restraint in writing against Indians. This event worked as a trigger to instigate the Indian owned press against the British rule in India.

After the Mutiny, The Standard, The Bombay Times and Telegraph merged into Robert Knight's Times of India in 1861. He was also started the Statesman daily (1875) from Calcutta, Indian Economist monthly and Agriculture Gazette of India. Major Indian publications that emerged included Indu Prakash, a weekly, Gyan Prakash, Lokhitavadi (all 1861), Amrit Bazar Patrika (1868 from Cacutta), Pioneer (1872 from Allahbad), The Hindu (1878 from Chennai) , Balgangadhar Tilak's Keshari in Marathi and The Maratha in English (both in 1878 from Pune).

Bal Gangadhar Tilak, Mahadev Govinda Ranade, Dadabhoi Naoroji, Gopal Rao Hari Deshmukh, Vishu Shastri Pandit, Karsondas Mulji, Bal Sashtri Jambhekar etc. were pioneering journalist cum social reformers of the times.

Then came another landmark event, the formation of the Indian National Congress (INC) 1885, after which Indian press became an important part of struggle for independence. Active journalists and nationalists like Tilak, Dadabhoi Naoroji, Motilal Gosh, Bipin Chandra Pal, G. Subramania Aiyer, Surendranath Banerjee jumped into the nationalist movement and their newpapers became the mouthpiece of the movement.



CHECK YOUR PROGRESS - A

1. Name the first ever newspaper published in India? When was it first published?
2. Who were the first newspapers in India aimed at?
3. Name the first Indian owned English newspaper and who published it?
4. What did the first vernacular language newspapers communicate?
5. Mirut ul Akhbar was published by
6. Some anti reformists Hindu fundamentalists published a newspaper named .....
7. After the Mutiny, ..., ... and merged into Robert Knight's Times of India in 1861.
8. Name three 19th century nationalists of India who were also active journalists.

3.5. SECOND PHASE – 1901 – 1947

This phase had seen Gandhiji in his role as a successful journalist being able to propagate and popularize his ideals and principles among the people right from the days of early struggle in South Africa. He emerged as a journalist in this country when he published a newspaper called *Indian Opinion* in 1903.

Like the founders of the Reform movement organizations such as Brahmo Samaj etc., Gandhiji also understood the power of the media quite well. Hence, when he returned to India to pursue his career as a lawyer and to lead the people against the foreign rule, he started three newspapers – *Satyagrahi* (Hindi and Gujarati), *Navjeevan* (Gujarati) and *Young India* (English) in 1919 - 20. Following a gap of about two decades he later published another newspaper called *Harijan.* In addition to the already established newspapers like *The Hindu, The Times of India, The Statesman* etc. other major newspapers of that period were Bipin Chandra Pal's *New India* and *Bande Mataram* (both 1901), Surendranath Benarjee's English Daily *Bangalee,* Barendra kumar Ghose's Bengali daily *Yugantar* published in 1906, Feroj Shah Mehata's *Bombay Chronicle* in 1913, Madan Mohan Malviya's *Leader* in 1909, Annie Besant's *New India* in 1913, *The Independent* (1919) edited by Pandit Motilal Nehru, Jawaharlal Nehru's *National Herald* in 1938, Subhas Chandra Bose edited *Liberty* (1929) among others.

The period between 1920 to 1947 can be called the golden era of Indian Mission Journalism. Around the late 1940s, when the freedom of the country was well in sight for the people, the print media industry was poised to make a big leap forward soon. With the declaration of non-cooperation movement against British rule in India the press marched shoulder to shoulder with the satyagrahis. In 1930, Mahatma Gandhi declared 'Salt Satyagraha' and the role played by the nationalist press at that time is indeed unique in the history of any freedom movement. With the outbreak of World War II, restrictions on the Indian press increased, but the press refused to bow down. For instance, in 1940 the government directed the press to submit the headlines of the news to the secretary of the information department for his pre- approval. In response Jawaharlal Nehru's National Herald published the news without headlines. Such was the defiance of the Indian press. The

suppression further from 1942 when Quit India Movement initiated. Many press, publications and journalists including Jawaharlal Nehru were suspended and arrested in 1942. This situation continued until the declaration of independence in1947.



CHECK YOUR PROGRESS – B

1) Which was the first newspaper to be published by Mahatma Gandhi? In which country did he publish this newspaper?
2) Name some of the newspapers published by Mahatma Gandhi in India?
3) New India and Bande Mataram were edited by .....
4) The period between 1920 to 1947 can be called the golden era of .....
5) The ..... was edited by Subhash Chandra Bose.

3.6. THIRD PHASE – 1948 – 2008

Indian Press during this period has made great stride in terms of circulation and number of newspapers published. These days it is quite common to hear that dailies and other newspapers are enjoying circulation figures of several or many lakhs if the figures of all the editions are taken together. However, if we go back in history and think of the situation way back in the 1940s and early 1950s, having a few thousands of copies' circulation was a big achievement for any newspaper. This is because of a number of factors like lack of a good transport and communication network and infrastructure, and the limited number of readers at that time. There was a very small number of educated people who read newspapers in those days.

Yet, even under those circumstances the First Press Commission of the country in its report clearly stated that there were 300 dailies being published in the country with a combined circulation figure of 2.5 million copies. The newspapers in the country were registering a steady and healthy growth over the years. And it is showing a growing trend even today.

Over the years the situation has further improved to rise to a highly advantageous and flourishing position of having more than 60,000 newspapers and journals of all types in circulation in the country today. The combined circulation figure is also a mind boggling one with many crores of copies sold.

3.6.1 Indian Language News Media

Indian media landscape is undergoing drastic changes. In recent years the growth of Indian language news media has been phenomenal. The massive expansion of news media has occurred dominantly in the Indian language media. The growth of Indian Language news media had begun during the 1990s, when the new liberal economy emerged and as a result the organizing principles and values had undergone a radical change. The need to show larger audiences to national advertisers drives the aggressive expansion of the media and it was seen as most dominant in television news channels. The massive expansion of news media has occurred dominantly in the Indian languages media. The Indian media scene is unique in terms of the audiences and in this context a sharp distinction emerges with regard to the news media in English and Indian languages. The diversity of the country is amply reflected in the news content. The regional and local tastes and socio-political realities find eloquent expression in the Indian language news media.

Backed by technological advance, the Indian language news media has witnessed a kind of news revolution that is amply reflected in the emergence of newspapers' multi-editions format and local news channels of television. This has resulted in a highly localised media scenario that is symbolised by the processes of concentration of media power, localization of news and fragmentization of audiences.

According to the National Readership Survey (NRS) of 2006, in terms of readership, urban and rural, the Hindi daily newspapers are ranked the highest with Dainik Jagran in number one position with a readership of 21,123,000 and Dainik Bhaskar with 17,373,000 readers is ranked number two. Of the dailies in the top 10, nine are in the regional languages — five in Hindi, one in Telugu, one in Tamil, one in Marathi and one in Bengali — and only one in

English. These figures exclude the reach of the Malayalam newspapers which illustrate another great success story.

The rising literacy and purchasing power suggests that there is scope for much faster growth of Hindi news media. There are still 314 million people who can read and understand any language but who do not read any publication.

The National Readership Survey (NRS) of 2006 concluded that the reach of the press medium (dailies and magazines combined) has increased from 216 million to 222 million over the last one year. As a proportion, however, the press reach has stabilized in urban India – at 45%. Press reach in rural India has also stayed the same at 19% — needless to say, on a much larger population base. The number of readers in rural India (110 million) is now roughly equal to that in urban India (112 million).

The rising literacy and the increasing purchasing power of the steadily expanding Indian middle class is expected to boost the market for the media products. A country with over one billion people, 19 religions, 17 languages and 844 dialects is one of the unique places in the world for the media system which can foresee great expansion and tremendous scope for growth as the middle class is expanding and newer segments are joining the media market. We have already seen that the growth is largely in Indian language news media and the major share of the growth goes to the Hindi news media.

3.6.2 Variety and Availability

The developments mentioned above have the most constructive impact on the reader's choice of newspapers and journals. They have a greater number of options to choose from in terms of variety and their availability even in the remotest corner of our country. In this connection let us cite a few specific instances.

We know that earlier in the 1980s, *The Indian Express* enjoyed a comfortable pan-Indian presence with more than 10 different editions while others like *The Times of India, The Hindu, The Hindustan Times* had fewer editions. But the 1990s decade saw a boom in the 'edition' system and almost all

prestigious and established newspapers started setting up many editions from different places. This was done to cater to the people in far-flung areas of the country and making their presence felt in a stronger manner.

The emergence of the multi-editions newspaper was a major factor in the massive expansion of the news industry. The success of Hindi newspapers like Dainik Jagran and Dainik Bhaskar can be attributed to this factor. In a state like Assam also, you can see how local language dailies have started launching three four editions in order to beat others in the competition for attracting more and more readership.

3.6.3 Growth of magazine sector

Like newspapers popular magazines also have an illustrious history in India. The most popular English magazine till a few years ago was the Illustrated Weekly of India, which is now defunct. Since the late 70s, a good number of English magazine like India Today, the Frontline, the Week, etc have became popular with the Indian reading class. India Today, Outlook and The Week have also started publishing their Hindi version and even in a few regional languages.

Even though *Outlook* and *India Today* used to be published as fortnightlies, when The Week was launched as a weekly, within a short time the other two magazines also became weeklies due to the competition. Only *The Frontline* still remains a fortnightly.

3.6.4 Factors responsible for the growth of print media

Let us now analyze some of the important factors for the tremendous growth and expansion of print media in India today.

- It must be stated that the revolution in the printing industry has also contributed much to this tremendous growth of the print media. Nowadays, it is quite easy to print thousand and lakhs of copies of a newspaper in a very short time which was unthinkable in the earlier days. It has also become quite easy to create high quality stylish graphical presentations, texts, photographs etc. in a very short time due to these developments.

- We must also take into account the growth of a convenient transport and communication system which has also contributed considerably to this aspect. In an usual system, newspapers are printed by the night around 12 midnight / 1 a. m. and then immediately transported to far off places 300 / 400 kilometres away overnight so that it reaches the readers' homes at about 6 or 7 in the morning.

- The involvement of the computer and internet has given a new fillip to the growth of the print media. Nowadays, it is quite convenient for a reporter or a journalist to collect information on an event, a happening or a feature etc. from the spot anywhere around the world and then file the same to the newspaper's editorial office through internet. The editorial personnel can also edit the news items in the computer once they are received in a matter of a few second if the connectivity is alright. Finally, after all the news reports and photographs are edited properly, the layout of the entire newspaper (all its pages) can be done in the computer itself and released for printing in a reasonably short space of time.

  Similarly, when editions of newspapers are published from different places of the country or the world, the major portions – that have to be common in all the editions – are transmitted to those edition offices using the internet which drastically cuts down the time needed for transporting it physically. And in the media business it is 'time is money'. The common saying here is 'the deadline is yesterday'. This means that media must try to present the facts and figures or an entertainment programme to the readers or audiences with the minimum loss or gap of time.

- It is pertinent for you to know that Indian journalism before independence barring a few exceptions flourished on a patriotic fervour and was closely associated with the nationalist awakening against the British rule. Media was used to spread the nationalistic sentiment and a good number of the leaders including Mahatma Gandhi were involved with journalism. This trend continued even after the country became free from the foreign rule in 1947. But it is since the decade of the 1970's that the print media began to be considered

as a highly profitable business venture with commercial motives as the only goal. Now the print media, though quiet alive to its role as a watchdog of public affairs, is more professionalized and caters to the interest of the proprietor. To increase the readership and to earn more revenue for the newspaper concerned as well as for the advertisers is an important interest of the newspaper.

- This philanthropic trend continued even after the country became free from foreign rule in 1947. However, roughly in the decade of the 1970s print media was started to be considered as a highly profitable business venture with commercial motives as the only goal. This is why of late we find the media indulging in all sorts of gimmicks to attract the maximum number of people possible to their newspapers so that more readership may bring in more revenues for the newspaper as well as the advertisers.



CHECK YOUR PROGRESS — C

1. How many newspapers did the First Press Commission quote as being published in India at that time and what was the circulation figure of the newspapers?
2. What is the full form of NRS?
3. Name a few important newspapers and journals in circulation in our country today.

3.7. PRINT MEDIA IN ASSAM SINCE 1846, A HISTORICAL OVERVIEW

The first successful attempt to bring out a newspaper in Assam was initiated by the British. Some missionaries arrived in Assam for spreading Christianity more than 180 years ago. It was the highly-spirited American Baptist Missionaries who first set up the printing press in Sivasagar and started publishing the first ever newspaper in Assamese, *Orunodoi* in 1846. To be precise, it was named as *Orunodoi Sambadpatra* (Orunodoi newspaper) and the first edition came out of the press in January that year. The first

issue announced that it would be a monthly newspaper dedicated to religion, science and general intelligence with a yearly subscription amount of one rupee if paid in advance and half anna more if paid later. Its publisher was Oliver T Cutter. From 1851 its name was shortened to just *Orunodoi.* Upto 1867 it was published regularly but from 1869 to 1880 Orunodoi was published intermittently and in 1880 it ceased to appear completely. Though this paper was published with a religious purpose of preaching Christianity it contained many other subjects of social and literary relevance. It had a far reaching impact on the growth of Assamese newspaper. Besides it created an awareness among the Assamese people about the Assamese language.

Following *Orunodoi, Assam News* was published by Hem Chandra Barua. The newspaper is rightly commended for its laudable contribution to the growth and development of Assamese journalism and Assamese language.

There were several other newspapers published by some noted philanthropists immensely contributing to the growth of the Assamese language journalism. They are Assam Bilashini, *Assam Mihir, Goalpara hit Sandhani, Assam Deepak, Assam Tara, Assam Deepika, Assam Bandhu, Assamiya, Dainik Assamiya, Deka Asam, Dainik Batori, Tarun Asam* etc.

These newspapers were published at various points of time and among them Assam Bilashini deserves a special mention as it was the first paper to be published from a Satra (Auniti Satra, Majuli) in 1871, edited by D. Goswami. Assam Bilashini continued to be published from 1871 to 1883.

Then came the epoch-making newspaper Jonaki published in 1889 from Calcutta under the initiatives of the Asomiya Bhasha Unnati Sadhini Sabha. It was edited by several of Assam's noted litterateurs like Chandra Kumar Agarawala, Hem Chandar Goswami, Lakhsminath Bezbaroa, Sonaram Choudhury, Minadhar Hazarika etc. It contributed so much to the Assamese language, literature and culture that an entire age came to be known as the Jonaki Age in recognition of its achievements. Jonaki strongly promoted the cause of patriotism and cultural nationalism. It had also opened up for modern Assamese literature a new and strong intellectual horizon. One of its most striking features was its role in the advancement of Assamese literature.

In 1938, one of the popular and oldest English dailies of this state and the region – *The Assam Tribune* was published as a weekly from Dibrugarh by

one of the doyens of Assam's journalism world – Singhapurush Radha Govinda Baruah. In 1946 it was shifted to its present establishment at Chandami area in Guwahati. It has been able to maintain its stride even today despite stiff competition from English dailies from outside the region and vernacular dailies taken together.

Later on, in March, 1947, a weekly - *Janambhumi* was launched from Jorhat by the family of Late. Debeswar Sharma who was freedom fighter as well as a minister in Assam. After successfully publishing this journal for about a quarter of a century, its daily version *Dainik Janambhumi* was published from June, 1972. It is still continuing with more than one edition and printing facilities and is a name to reckon with in Assam's media world. An English daily named *The Eastern Clarion* was also published by this group from 1991 which was abandoned later on.

The Assam Tribune group has also published one of the most popular Assamese dailies – *Dainik Asom* from August, 1965. The most important contribution of this groups' newspapers is that they have been maintaining their journalistic standards always even when there are too many temptations for breaking the norm. The successful Assamese weekly *Asom Bani* and the monthly Assamese magazine *Garioshi* are also published by this group.

Another newspaper which made a major mark in this field was *Natun Asamiya* edited by eminent journalists including Devakanta Baruah, Kirteenath Hazarika, Harendra Nath Barua, Radhika Moghan Bhagawati etc. It came to an untimely death in 1982.

It is interesting and important to note here that the growth of the mass media scenario in Assam was not that speedy or vibrant till the late 1980s and early 1990s.

There were just two Assamese dailies, about the same number of Bengali dailies and several weeklies, fortnightlies and monthlies which were popular and properly established ones. The media scene, specially in the dailies both in local languages and English was dominated by *The Assam Tribune* and *Janambhumi* groups.

However, it was in 1983 that a new era in the state's journalism field began with the launch of the new and second English daily of Assam – *The Sentinel* under the editorship of DN Bezborua. An Assamese daily *Ajir Asom* was

also launched by this group of publication which is still continuing.

After a few years, around 1989 the popular Assamese daily *Amar Asom* was launched by GL Publications of Guwahati. This group published an English daily named *The North-East Times* for several years before it was closed down.

In the meantime, quite a few Assamese dailies and non-dailies were published. Notable among these are *Ajir Batori, The North-East Observer* (Both from the same group of publications and out of publication now), *Pratidin, Agradoot, Dainik Janasadhanaran, Dainik Ajir Batori, Aji*, etc.

Pratidin group has also published an English daily named *The North-East Daily* for a few years before it was closed down.

Agradoot was published as a weekly since 1974, at first from Mangaldoi and then from Guwahati and about a decade back, the daily *Dainik Agradoot* was published.

We have so far talked about only the dailies and other non-daily journals. The media world of Assam had several good quality magazines also which have provided entertainment and information to the people with sufficient interests. These include *Abahan, Jonaki, Ramdhenu, Prasangik, Sampratik Samyiki, Prakash, Gariyoshi, Prantik, Satsari* etc. These magazines presented serous literary contents to the people while there were several light entertainment magazines also still enjoying a healthy circulation.

The first three magazines of this list have made invaluable contributions to Assamese literature, culture and other aspects of life. So much so that the periods of their publication have been long recognized and accepted as epoch-making era for the nation's literature. These are termed as Abahan Era, Jonaki Era and Ramdhenu Era. Eminent journalist and litterateur Chandra Prasad Saikia said that it is very rare anywhere in the world to have named three distinct eras of the society in the names of magazines and it reflects the invaluable nature of their contribution to this field.



CHECK YOUR PROGRESS D

1. Write a brief history of the origin of print media in Assam.
2. When was the newspaper Jonaki published?
3. Name the first Assamese weekly.
4. Which is the oldest and most popular English daily still published in Assam?

3.8 LET US SUM UP

- The print media era in India was started by a British person named James Augustus Hicky whose newspaper *Hicky's Bengal Gazette* or *The Calcutta General Advertiser* was first published in January, 1780 in Kolkata.
- Even though this newspaper had a very short stint of life it did usher in an era of a hugely successful and vibrant media industry in the next more than two centuries of the country.
- Going through many problems, repressive acts of the British government, our print media very successfully served the cause of creating a national awakening about the need to rise against foreign rule and socio-economic reforms for the society. So we see that media's contribution to the success of the freedom struggle has been accepted by all as invaluable.
- After 1947, more particularly from the 1970s onwards our media has progressed to a tremendous status and today it is one of the most dynamic mass media in the world able to compete with the media of any nation.



3.9 FURTHER READINGS

1. **Mass communication in India** — *Keval J Kumar, (Jaico),*
2. **India – 2005 (series)** — *Publications Division, GOI,*
3. **The Indian media business** — *Vanita Kohli, (Sage),*
4. **Press at the crossroads in India** — *SK Agarwal, (UDH Publishers, Delhi),*
5. **Glimpses of world history, Discovery of India** — *Jawahar Lal Nehru,*
6. **Broadcasting in India** — *GC Awasthy, (Allied books),*
7. **Indian broadcasting** — *LR Luthra, (Publications Division),*
8. **History of Indian Press** – *Publications Division*,
9. **Indian Press since 1955** – *Publications division*,
10. **Asomiya Batari Kakatar Derso Basariya Itihas** – *Media Trust, Guwahati,*
11. **A short history of Assamese newspapers** — *Prafulla Chandra Barua,*
12. **Mass communication in India, a sociological perspective** —- *JV Vilanilam, Sage Publications,*
13. **Indian press since 1955** —- *SC Bhatt, Publications Division, Ministry of Information & Broadcasting, New Delhi,*
14. **150 years of journalism in Assam** —- *Edited by Dr Govinda Prasad Sarma, Media Trust, Assam Rupnagar, Guwahati,*



3.10 ANSWERS TO CHECK YOUR PROGRESS

A)

1) Hicky's Bengal Gazette or The Calcutta General Advertiser. Published in 1780.

2) People of European origin and a small portion of modern educated Indians.

3) Bengal Gazette. It was published by Gangadhar Bhattacharjee.

4) Religious sermons and sentiments.

5) Raja Ram Mohan Roy

6) Samachar Chandrika

7) The Standard, The Bombay Times and Telegraph

8) Bal Gangadhar Tilak, Mahadev Govinda Ranade, Dadabhoi Naoroji

B)

1) Indian Opinion. South Africa.
2) Harijan, Satyagrahi, Navjeevan and Young India
3) Bipin Chandra Pal
4) Indian Mission Journalism
5) Liberty

C)

1) According to the report of the First Press Commission there were 300 dailies being published in the country with a combined circulation figure of 2.5 million copies.
2) National Readership Survey
3) The Times of India, The Telegraph, The Times of India, India Today, Frontline, The Week.

D)

1) As in many other Indian states and regions, the first newspaper venture was launched by foreigners. It was in 1846 at Sivasagar that the American Baptist Missionaries set up a printing press and started publishing the first Assamese newspaper called *Orunodoi*. Even though it survived for quite a few years, yet we can't look at its success from the total number of years of its survival. We must look at it from the immense contribution it has made to the nation's culture and pioneering a movement with far-reaching positive implications. Following this initiative, in the succeeding period, both before and after Independence, media has been flourishing in Assam and today our media scenario is comparable to the vibrant national situation on any count.
2) 1889
3) Janambhumi
4) The Assam tribune



3.11 POSSIBLE QUESTIONS

1. Write a brief history of the Indian print media in the early days till 1900.
2. Describe the growth of the Indian print media in the period from 1900 to 1950. What were the major characteristics of the media in this period?
3. Give a brief description of the media scenario from the time of Independence till date. What are the important trends or developments do you witness in this period ?