

## **National Seminar**

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Indian Institute of Mass Communication (IIMC), Dhenkanal

# **Regional Language Journalism: Problems and Prospects**

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# Introductory Note

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Language press in India emerged from early 19<sup>th</sup> century. It played an important role in social reform and subsequently in the freedom struggle. Its role in augmenting freedom struggle became more pronounced after Gandhi became the centre figure of the freedom struggle. The language newspapers gave a fillip and strength to the movement for freedom which found its echo in every nook and corner of the country. Several language newspapers also raised and highlighted concerned language and region specific issues and linguistic community-specific problems.

It was in Calcutta that the first regional language publication *Digdarshan*, a monthly was published in Bengali in April 1818 by John C. Marshman. Within a month of its publication *VengalGazeti*, a weekly was published in May 1818 in Bengali by Gangakishore Bhattacharya. Within a week of its publication *SamacharDarpan* another Bengali weekly was published from Calcutta. As *Digdarshan* was primarily didactic in nature and hardly anything to do with news and *VengalGazeti* died an early death, *Samachar Darpan*, which continued for quite some time is considered as the first real newspaper in Bengali and for that matter, in any regional language in India. Following that in 1822 the first Urdu newspaper, *Jam-e-Jahan Numa* (which means News of the World) and in 1826 the first Hindi newspaper *Oodunt Marthand* were also published from Calcutta. The first Gujarati newspaper *Mumbai Samachar*, primarily a financial paper was published from Mumbai in 1822. It is still in circulation and has the distinction of being the oldest living newspaper of Asia. The first newspaper in Odia *UtkalDeepika* was published on 4 August in 1866 from Cuttack.

Within 50 years of the publication of the first regional language newspaper, publications appeared in almost all major regional languages all over the country. Unlike the English newspapers, the regional language newspapers had an upper hand at reaching out to the masses, as they were in the languages familiar to the masses. Most of the newspapers had altruistic objectives. One of the major objectives was to rid India of its inner societal evils and superstitions through social reform.

Prominent social reformers like Dadabhai Naoroji, Raja Rammohan Roy, Mahadev Govind Ranade, Dwarkanath Tagore and Gopalrao Hari Desmukh thus turned to publishing newspapers with an aim to pursue this agenda. Some of the newspapers which actively pursued this objective were

*Bangadoot* by Raja Ram Mohan Roy, *Rastguftar* by Dadabhai Naoroji and *Gyaneneshun*.

Exposed to western education, these reformers began to see the decaying religious and social traditions and superstitions that plagued India such as Sati Pratha (in which the widow commits suicide by burning herself on the pyre of her dead husband), polygamy, child marriage and untouchability. Raja Ram Mohan Roy, a pioneer of social reform and the 'father of Indian Renaissance' tried to propagate the progressive and reformation ideas. Regional journalism at this juncture not only attempted to cleanse the society, but also gave the opportunity to the reformers to create a space for progressive intellectual discourse, which sowed the need of nationalism in the minds of the educated Indians.

It is true that many social reformers of that time favoured British rule as they were fascinated by western education and the liberal progressive ideas. But the concept of nationalism had been sown in their minds and it took root as they experienced blatant discrimination and atrocities by the British in their own land.

One such instance was the first war of Independence or Sepoy Mutiny of 1857, during and after which, the gulf between the English and Regional newspapers widened, as the former displayed worst levels of racism and blindly supported the British administration despite the atrocities carried out by them. This led to a change in the attitude of the Indian press. Several newspapers including *PayameAzadi*, which started publication in Hindi and Urdu,

called upon people to unite and fight the colonizers.

Although this paper was soon confiscated, the stream of such nationalist newspaper continued. Hindi daily *Samachar Sudhayarashan*, *Doorbeen* in Urdu and *SultanulAkbar* in Persian, followed the same path and faced trial after having published a 'firman' by Bahadur Shah Zafar which urged the Indians to drive out the colonizers.

In the latter half of the 19th century, before Congress was even formed, it was the newspapers that began to voice demands for political freedom. *Amrita Bazar Patrika* in 1870 demanded the constitution of a Parliament for India.

Kristodas Pal in 1874 talked about Home Rule in India in *Hindu Patriot*, the paper he used to edit.

Gradually the dominant paradigm of the regional language press changed from social reform to freedom movement. It began mobilizing the masses against the alien rule. In fact regional language press played a very important role in freedom movement at a very heavy price. Many editors and journalists were jailed. Many newspapers were either confiscated or fined or forced to stop publication. But despite heavy odds the regional language press continued on their mission to free this country from alien rule.

Another important contribution of the regional language press relates to the development and simplification of language. Newspapers were responsible for making language simpler for common people. In a way it helped in democratisation of knowledge by enhancing the engagement of common people with the newspaper. In several regional languages including Hindi, Marathi and Telugu it was newspaper which tried and succeeded to bring the language to the level of common man. Several experiments with language have been done in regional language newspapers. *The Benares Akhbar* (1845) published from Benaras aimed at evolving a common language for Hindus and Muslims that could be written in the Persian and Nagari script. In 1870 *The Simla Akhbar* used Devanagari script for Urdu. Publishing multi lingual newspapers was quite common in 19<sup>th</sup> century. A multi-language newspaper *Marthand* was published from Calcutta, which had editions in Hindi, Urdu, Bengali, Persian and English, each in five columns. Editor of the paper was Maulavi Nasaruddin. In 1854 came the *Samachar Sudha Varshan* in Hindi and Bengali from Calcutta edited by Shyam Sundar Sen.

After independence by and large the regional language press stuck to its role of a watchdog and a 'friend, philosopher and guide' of the people of concerned language in particular and of the country in general. With growing literacy, regional language press grew at a faster rate than its English counterpart. In 1977, for the first time circulation of Indian language newspapers crossed the circulation of English language newspapers. In 2015, out of the ten largest circulated newspapers in India only three are printed in English language. Rest are Indian language newspapers- five in Hindi, one each in Malayalam, Telugu and Tamil.<sup>1</sup> If we consider top twenty list, there are 7 Hindi, 2 Malayalam, 2 Telugu, 3 Tamil, 2 Marathi and 1 Bengali newspapers. There are just three English language newspapers in the list. It assumes more significance considering the fact that the first Indian language newspaper was published 38 years after the first English language newspaper was published in this country. There are over a hundred thousand publications in India as per the Registrar of Newspapers (RNI) figure. Most number of publications are registered in Hindi (42493) followed by English (13661), Marathi (7818), Gujarati (4836) and Urdu (4770)<sup>2</sup>. Newspapers are registered in a total of 23 different languages.

Post- liberalisation and more so in the last ten years, Regional Language Media is experiencing high volume growth both horizontally and vertically in comparison to English Language Media. Even the smart phone sale is also riding on regional language-friendly handsets. There could be several reasons for this growth surge:

- a. Literacy grew from 11 per cent in 1947 to over 74 per cent in 2011. It mostly increased people's engagement with regional languages, despite the middle and upper middle class fascination for English language. The simple reason being our natural inclination towards our mother language, first for communication, then for learning.
- b. Growing fascination and demand for 'own identity' and language is the first defining factor. Many new states were formed on linguistic basis from 1930s

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<sup>1</sup>Audit Bureau of Circulation.

[http://www.auditbureau.org/files/Highest%20Circulated%20amongst%20ABC%20Member%20Publications%20\(across%20languages\).pdf](http://www.auditbureau.org/files/Highest%20Circulated%20amongst%20ABC%20Member%20Publications%20(across%20languages).pdf)

<sup>2</sup><https://factly.in/indian-newspapers-more-than-one-lakh-newspapers-periodicals-registered-in-the-country/>

onwards. Odisha was the first separate state to be formed on linguistic basis in 1936. It was followed by several new states. In all these states there was a zest and renewed vigour to learn, communicate or engage with their 'own' language. It also encouraged concerned language media.

- c. Growing market in tier two cities, small towns, even in villages forced the big FMCG companies to spend on advertisement, which can reach the emerging market, which primarily spoke in and listened to the local language. It fuelled the growth of the regional media.
- d. Rise of Regional Political Parties, which wanted to engage with the people of their region/state and encouraged/patronised the concerned language media.

However, the physical and technological growth in regional language media has not translated into commensurate growth in terms of content quality, business and remuneration to the people providing content inputs (I hate to use the word content providers), especially journalists. There are honourable exceptions, but this is the general picture. There are other problems, which are typical to regional language media. Regional Language media are more prone to pressure. Regional political parties, fringe elements, hooligans can and do try to pressurise the local media. At times this impedes its zest and strength to stand for the just and speak the truth fearlessly. The regional language media's dependence on the concerned State Governemnt and Business Houses make it more vulnerable compared to English (and to some extent Hindi) language media, which has pan-Indian presence and business.

What, then, could be done to improve the content quality, business, profit, general ethical standard and of course remuneration to the journalists and writers working for regional language media? What are the technological innovations that the regional language media must adopt and journalistic practices that it must adapt? What could be done to insulate the media from the pressures?

This seminar will attempt to answer some of these questions.

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# Political and Extra-Constitutional Pressure

DebabrataMukhopadhyay

The media scene in India has changed so much since independence, especially during the last couple of decades, that it will be better to describe it as 'media revolution'. In fact the very use of the word "Media" instead of the "Press" points to the mature of the change . Gone are the days when the print medium ruled the roost, with the government – controlled Akashvani playing only a marginal role in disseminating news and influencing public opinion. The task of agenda – setting is being taken over gradually by 24-hour TV channels, the Internet and the social media.

But one of the important aspects of the changing media scene in India is that here the electronic media and the internet are growing simultaneously with the print medium - a trend that is opposite to what is happening in the developed world. It is significant that much of this growth in print medium has been fuelled by the growth of the regional or Indian language newspapers. Three factors have helped this growth:

- i) Rise in literacy rate
- ii) rise in the purchasing power of the average citizen, and
- iii) advent of new technology.

The Bengali journalism scene is no exception to this trend.

Those of us who joined the profession in the 1960's and 1970's have not only watched the transformation of the media scene but also participated in it. We have seen the changes that came gradually in the editorial content, looks, design and printing quality of the publications. We have also been witness to the growing trivialization of a section of the media, the slow but sure decline of the Editor and simultaneous rise of the Marketing Man – in brief, how media changed from being a Mission to Profession to Industry. As many of these aspects have been discussed in the earlier sessions, I am refraining from dwelling on them. Instead, I would like to focus on the political and other extra –constitutional pressures that the media has to face and deal with.

Political pressure is nothing new to the Indian media. In fact, they co-existed, so to speak, over the last nearly 250 years. It began with the country's first newspaper, Bengal Gazette, whose editor James Augustus Hickey chose to expose the misdeeds of the then British rulers and had to pay a heavy price for his indomitable courage. Scores of editors tried to follow in the footsteps of Hickey in the pre-independence era and many of them had to face the same consequences. Numerous Acts and Regulations were introduced to muzzle the press, which were often resisted and sometimes defied.

We may refer to the Indian Penal code of 1860 which for the first time introduced offences for defamation and obscenity. This was followed by the Press and Registration of Books Act of 1867. The Vernacular Press Act of 1878 was specifically meant to punish the Indian language publications. How 'Amrita Bazar Patrika', a Bengali newspaper published in 1868, converted overnight into an English publication to escape punishment under the said Act is now part of India's journalistic folklore.

What is unfortunate and surprising is that many of those Acts remain in our law books even after independence.

Take, for instance, the sections 499 and 500 of IPC which deal with criminal defamation. When the constitutional validity of these sections were challenged in the Supreme Court there were great expectations that these would be struck down, but the apex court has in a recent judgment upheld their validity. Incidentally, India is one of the few countries that criminalize defamation. Ironically enough, even in the country of our former rulers defamation has been decriminalized.

As if the existing civil and criminal defamation laws were not enough, the late Rajiv Gandhi as Prime Minister tried to introduce a Defamation Bill in the Parliament in the backdrop of the Bofors scandal, but had to drop the idea in view of countrywide protests. The memories of the Emergency, declared by his mother, may be gradually fading for many after a lapse of over 40 years but not for people like us who had to submit to the censorship for the first time in independent India. A number of journalists in Bengal were harassed and jailed during the period. Not all journalists "crawled" when they were asked to "bend" (with apologies to Shri. L.K. Advani )!

Overt censorship may be a thing of the past, but political pressure is a fact of life for the Indian media and this is true irrespective of the colour of the party in power at the Centre or the States. Usually, the regional language Press has to bear the brunt of this pressure, chiefly because most of these publications are "weaker" than the "national" ones in terms of their financial strength and clout .



Speaking from personal experience I can say that political and administrative pressure was very much there during the Left Front regime in Bengal. Soon after it came to power it had to face a major crisis when East Pakistan refugees sent away to Dandakaranya returned to West Bengal and tried to occupy a place called Marichjhapi. The government tried to forcibly evict them and they were fired upon. When we tried to serialize two special reports, one of them by a well – known social worker, they had to be stopped midway because of the intense political pressure. When we published a photograph of the chief minister attending a Red Cross Charity Ball at a five – star hotel there was a furore and we were told in no uncertain terms that such “lapses” should never be repeated. The Chief Minister himself often spoke against the largest circulated Bengali daily for daring to criticize his government.

The change of regime didn't automatically mean that such pressures would not be there anymore. The present government began its first innings by dividing the media into two categories, “friendly” and “not friendly” . It even issued an official circular listing the publications which the government would subscribe to for its numerous libraries. The list excluded the “not friendly” newspapers and journals, though some of them happened to be the most popular ones, but included a “friendly” newspaper which was yet to be published. The leaders of the ruling party often advise citizens on what publications to read or which TV channels to watch!

One of the patent weapons in the armory of the ruling politicians is government advertisements –or rather the power to deny them. This weapon also is freely used irrespective of the colour of the ruling party. It's a “tradition” that started in the pre-independence” era and happily survives to this day. There is supposed to be an official policy regarding release of government advertisements in the media and the circulation of a publication is supposed to be the main criterion for the same, though supporting the smaller publications is always a part of this policy. An ordinary reader may be excused if he wonders why the largest circulated Bengali daily (as well as the TV channel belonging to the group) doesn't carry even a single state government advertisement. The answer would be that it is paying the price of consistently opposing and criticizing the party in power. Some other publications were also at the receiving end of the wrath of the government for their “misdeeds”, but the “medicine” worked, they soon fell in line and started receiving advertisements!

The new Print Media Advertisement Policy released recently by the Information and Broadcasting Ministry is supposed to ensure “transparency and accountability” in the release of advertisements by DAVP. The policy introduces a new ranking system based on six objective criteria and the circulation figure is only one of them. Whether other criteria such as the number of pages and owning a printing press are going to affect the interests of the smaller and regional publication remain to be seen.

However, not everyone relies on “non-violent” ways to “discipline” the media. Our country had the dubious distinction of being among the three most dangerous countries for journalists in 2015, the other two being Iraq and Syria. Significantly, this puts us ahead of Pakistan and Afghanistan. As many as nine reporters were killed during the year, according to a report released by a media watchdog, Reporters without Borders. The same body ranked India 133 in the World Press Freedom Index. According to another report, 39 Indian journalists have been killed since 1992 and most of them have been from smaller or regional newspapers. All of us would readily recall the murder of RajdevRanjan of “Hindustan” in Siwan in Bihar in May last. Karun Mishra was murdered in Sultanpure earlier this year. One Odia journalist had to pay with his life for exposing child labour abuse. This list is only indicative.

Not all attacks on journalists may have been fatal, but beating them up has been part of the Indian “tradition”. As far back as in 1953 Kolkata police openly beat up a large number of reporters and photographers covering a rally on the Maidan. Journalists become soft targets of political party cadres during elections, as they report the malpractices. Parties in power come and go, but the picture doesn’t change. At least that is what our experience has been in West Bengal. I don’t believe it is otherwise in other parts of India.

It would be wrong, however, to think that extra – constitutional pressure comes only from politicians. A new element is corporate pressure. One aspect of this development is the direct entry of large corporate houses in media. As a TRAI report warned sometime ago, “the media cannot be allowed to be captured by narrow interests of its titular ownership. The media cannot and should not be bracketed with general commodities and services. The market for ideas is very different from that for, say, shoes or biscuits. The media serves a higher purpose and needs separate considerations”.

Needless to say that these are admirable sentiments. But the relevant question to ask in this context whether the managements of media houses are themselves not guilty of turning the media into a consumer product? There is no doubt that a newspaper or any other media must be run efficiently to make it viable. But that does not automatically mean that the Marketing Dept. will call the shots and the Editor will be gradually pushed to the sidelines. Unfortunately, this is exactly what has been happening. It is a symptom of the changing times that the country’s largest media group designates its editors for particular markets, e.g. Editor (Kolkata market). The same group experimented a few years ago with doing away with the editorial page, hitherto considered as the sanctum sanctorum of any newspaper.

The heavy dependence on advertising revenues to make both ends meet is no doubt at the root of the problem. As “The Hindu”, one of the most respected newspapers, admitted a few years ago, “ In the contemporary age, there can be no walls between the editorial and marketing functions of a newspaper in the sense of ruling out exchange of information,

insight and experience, consultation and co- operation.” This is leading to a proliferation of so-called “feel good” stories and supplements/ programmes on fashion, food and entertainment, because these create the best environment for the colourful advertisements. The Page 3 culture is closely linked to this development.

That the “walls” are breaking down will be evident from another development - the advent of “paid news”. We have heard about advertorial and surrogate advertisements, but “paid news” is a different species altogether. The Press Council of India has defined it as follows: “Any news / analysis appearing in any media (print or electronic) for a price in cash or kind “. Instances of journalists accepting money from politicians or corporate houses were not exactly unknown in the past, but now some of the media houses have institutionalized the practice. Why pay an individual journalist when you can pay the owners directly ? Some of the media houses are known to enter into “private treaties”, which offer equity stake in return for favourable coverage. No wonder that political parties, individual politicians and corporate houses are happily using this opportunity. The Election Commission has detected several hundred cases of “paid news” over the last few years. The issue was discussed in the Parliament and all parties agreed that strong steps should be taken to stop this practice, including making “paid news” an electoral offence. Sm. SushmaSwaraj was not wrong when she said that “paid news” may have begun as an aberration, but gradually it became a disease and now it is an epidemic. According to the Press Council, the practice has become so pervasive, structured and highly organized that it is threatening to undermine democracy.

I need not overemphasize that this “commodification of news”, as the New York Times put it, is affecting the media’s credibility, which should be its most valuable asset. It’s time media not only talked about political and other pressures, but looked inwards and asks itself whether it is not becoming a willing accomplice in undermining its credibility. Admittedly, there are financial compulsions of the media, but surely these cannot be used to justify a process that will ultimately lead to damaging or losing the reputation that a newspaper or a TV channel earns over a considerable period of time.

The portmanteau word “Presstitute” has gained considerable currency since it was coined about a year ago by a former Army Chief who is now a Union Minister. This has expectedly raised our hackles. But can we put the entire blame on the owners for the present situation ? We remember how some of our celebrity journalists didn’t exactly cover themselves with glory when their names were linked to the NiiraRadia Tapes a few years ago (in connection with the 2G scam ). Today, editors and columnists don’t appear to think twice before accepting RajyaSabha nominations from political parties. In West Bengal, at least three editors found their way to the Upper House, thanks to the ruling party, though one of them is now rotting in

jail and another has been interrogated by the E.D. and the CBI in connection with the Chit Fund scam.

It is for all of us to ensure that the word “Presstitute” doesn’t find a permanent place in the dictionary in future.

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## **Regional Language Press in India: Conflict of Issues National vrs Regional with Reference to Telugu Press**

**Prof.B.Balaswamy**

### **Introduction**

Regional language press played a distinct role in the evolution of social and political life in India. Though the first newspaper was published in India in 1780, it was only in 1818 that the first newspaper in an Indian language was published. Between 1780-1818 there were newspapers, but they were all published in English language and confined to a class of people, the European community living in India. Real efforts to reach the people in Indian society and to change them were made through Indian language newspapers. Serampore Baptist missionaries started *Digdarshan* to educate and enlighten the people. It was followed by the establishment of several newspapers in Bengali, Gujarati, Marathi, Urdu, and soon.

All the great social reformers and freedom fighters gave due importance to Indian language press. While publishing newspapers in English, they also simultaneously, published newspapers in regional languages to meet the class and mass respectively. In the days where there was wide spread illiteracy, people listened to the newspapers when they were read out to the congregations at grocery shops and public places. Even British government was more apprehensive about Indian language press than about English press and introduced regulations

from time to time to regulate it. Though newspapers were published in different regional languages, they always evinced interest in national issues. National concerns were very much reflected in the newspapers. The reason is that they were started or managed by great visionaries, intellectuals and leaders. Telugu newspapers also tread this path. *Andhra Pthrika*, which was started by KasinathuniNageswaraRaoPanthulu was a prominent Telugu paper in the early part of the twentieth century. KasinathuniNagesweraRao being a close associate of Gandhiji, the paper became the voice of freedom struggle. At the same time in order to protect the interest of Andhrites, it supported Andha Movement for creation of the state of Andhra.

To know more about the nature of Telugu press, it is pertinent to have an over view of its evolution and present status. Telugu journalism started in 1830s. Exact year is not known. *Vruthanthi*, which was published from Madras is considered to be the first Telugu newspaper. There is controversy about it. Some writers ,LikeMrinalChatterjee(2013), mentioned Satyadoota, published from Bellari as the first Telugu paper. *VartamanaTarangini*, which was published by SayyadRahimathulla, in 1842 was another notable paper. KandukuriVeeresalingamPanthulu, a social reformer started *VivekaVardhani* in 1874 exactly hundred years before the establishment of Eenadu. *Vivekavardhani* played a significant role in promoting social reforms in Andhra region.

*Krishna Pthrika* was brought out by DesabhakthaKondaVenkatappayya and DasuNarayanaRao in 1902 from Machilipatnam. This was the time when transition was taking place in the freedom movement. The extremists, Lal-Bal and Pal were taking over the leadership. Mutnuri Krishna Rao, a great patriot and powerful writer became the Editor of the paper and made it a powerful voice of the freedom struggle. *Andhra Prabha* was established by the Indian Express group in 1938. Under the editorship of NarlaVenkateswaraRao, the paper emerged as a strong supporter of the freedom struggle. Some people even cried while reading the editorials written by NarlaVenkateswaraRao(Rao,P.V,2003).

*Vishalandhra* and *PrajaShakthi* were the papers started by the Communist parties. After the Independence, the notable papers established are *Andhra Jyothi*(1960),*Andhra Bhumi*(1960),*Eenadu*(1974),*Udayam*(1983),*Vaaritha*(1995),*Surya*(2007),*Sakshi*(2008),*Namasthe Telangana*(2011),*Nava Telangana*(2015) and *ManaTelangana*(2015)

Telugu dailies have been revolutionary in their response to changes in technology, setting trends in contents and in introduction of new features in layout and design. The high sense of competitiveness among the Telugu dailies is the main reason for innovations introduced much before any newspapers of other Indian languages rose to such standard. Telugu dailies were among the first news papers in the country to introduce photo typesetting with computer terminals. Telugu newspapers also started colour printing on a daily basis.

*Eenadu* introduced Sunday supplement of tabloid size which proved to be very popular with the readers. Andhra Bhoomi introduced 1/2 demy size Sunday supplement, which has also attracted attention. Both these features were introduced in the country for the first time. Yet another innovative feature of the Telugu press is the launching of district editions - a separate edition which carries district-specific advertisements. There was practically an edition for each of the 23 districts, for four papers namely Eenadu, Andhra Bhoomi, Andhra Jyothi, Udayam. This has resulted in a vast network of reporters at the district and lower levels, which again is a novel feature. In fact, they have stringers to cover events locality-wise in the capital city, Hyderabad(Kumar,1994).

An unhealthy trend set by the Telugu press is the identification of the paper with a particular political party or group to such an extent as to appear as a mouthpiece of that party or group. *Eenadu*, , campaigned through its news columns for Telugu Desam party and urged its readers to vote for it. When N.T.RamaRao started a political party, his success in the elections was attributed to the wide publicity given to him by the paper. However, this cannot be said as a general feature with all the Telugu dailies. There are a few which are quite independent.

*Andhra Jyothi* is another paper considered to be having soft corner for Telugu Desam Party under the present management. Earlier it was originally owned by KLN Prasad who was a Member of Parliament from Congress Party.

*Surya* Paper started as a mouth piece of backward classes. In 2009 Election Nukarapu Sury Prakash joined Telugu Desam Party and contested from Anakapalli on TDP ticket.

*Sakshi* was started by Jagan Mohan Reddy, the Present Chief of YSR Congress Party. It openly supported Congress party until the death of the former Chief Minister of Andhra Pradesh Dr. Y.S. Rajasekhara Reddy. After the inception of the YSRCP, it became the mouth piece of YSR Congress party.

*Namaste Telangana* is strong supporter of Telangana Rastra Samithi (TRS). *Praja Shakthi* and *Vishalandhra* are the publications of CPM and CPI respectively. After the bifurcation of the state, the papers *Nava Telngana* and *Mana Telangana* were started by them.

Leading Telugu newspapers - *Eenadu*, *Sakshi* and *Andhra Jyothi* have their Telangana and Andhra Pradesh editions. Based on the edition whether it is Telangana or Andhra Pradesh, the agenda of presentation is done. While doing so they also give importance to national items with little space in front page and detailed item in some other page.

We see different items being highlighted in Andhra and Telangana issues. Very recently leakage of EAMCET paper and special status for Andhra Pradesh are the burning issues in Telangana and Andhra Pradesh. While newspapers in Telangana gave importance to EAMCET, Papers in Andhra highlighted state bandh for special status.

Gujarat Chief Minister's (Anandiben's) resignation was found in the front pages of Telugu newspapers. Similarly, Sasikala's issue, the protest of dalits in Ahmedabad streets found place in the front pages of Telugu dailies. But in terms of the presentation very less space is given to them in the front page and detailed story is presented in a different page. In fact this can be seen as a glaring difference between the English newspapers and Telugu newspapers.

Columns of Rajdeepsardesai, KuldipNayar, ChandraBhan Prasad are published in Telugu newspapers focusing on various national issues.

In editorial pages lot of importance is given to on going issues like disturbances in Kashmir, Tripti Desai's fight for women's entry into temples, Elections in Punjab, GST Bill, etc.

When there are major events at international level like terrorist attacks in France, Belgium, Iraq, Afghanistan, such events are covered in the front pages.

### **Inter-state Disputes**

Water being a primary natural resource, fulfilling basic human need and also for various other country's development activity stands as a precious asset. As most rivers in India are interstate, there have arisen several long standing conflicts regarding the proportionate usage of such rivers, including control and distribution. Because of Almatti and Babli projects by and Maharashtra on the rivers of Krishna and Godavari respectively, from time to time the news clashing with the interest of these states and Andhra Pradesh were published. The general stance of the Telugu newspapers and Telugu television news channels was defending the interest of Andhra Pradesh. Hence, they alerted the people from time to time about the construction of these dams and the implications.

### **Conclusion**

Telugu press always maintained balance between national and regional issues. Depending on the newsworthiness, they set the agenda and gave priority in editorial pages. But natures of ownership-its political and economic interest determine the way the issues are presented. I would say rather than the conflict of interest between national and regional issues, it is the conflict of interest of the newspaper ownership and the people's right to know the all dimensions of the information.

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# क्षेत्रीयमीडियामेंतकनीकीउन्नयन

राजीवरंजनश्रीवास्तव

समूहसंपादक, देशबन्धु

भारतीयजनसंचारसंस्थानऔरउड़ीसामुक्तविश्वविद्यालयकेद्वाराआयोजितक्षेत्रीयमीडियामेंतकनीकीउन्नयनविषयपरअपनेविचाररखनेकाअवसरमुझेदियागयाहै, इसकेलिएमैंआपसभीकाआभारीहूँ।अपनीबातशुरूकरनेसेपहलेआपसभीकोउडियापत्रकारितादिवसकीहार्दिकबधाईऔर शुभकामनाएं।आजसेसौसालपहलेमहानशायरअकबरइलाहाबादीनेलिखाथाकिखींचोनकमानोको, नतलवारनिकालो, जबतोपमुकाबिलहो, अखबारनिकालो।तबअखबारकोसामाजिकक्रांति, जनजागरूकताफैलानेकासशक्तमाध्यममानागया, इतनासशक्तकिएककलमकारतलवारबाजकेमुकाबलेखड़ेहोसकताहै।तबपत्रकारिताव्यवसायसेअधिकमिशनमानीगई थी।लेकिनजैसे-जैसेतकनीकीविकासहोतेगए, नित्यनएआयामबनते-बिगड़तेरहेऔरधीरे-धीरेपत्रकारिताकास्वरूपपरिवर्तितहोताचलागया।इतिहासकेपन्नोंकोपलटतेहुएहमआजसेदोसौसालपीछेजातेहैंतोहम पाएंगेकिप्राचीनकालमेंसूचनाओंकेआदान-प्रदानकेलिएकईरोचकऔरअनोखेतरीकेअपनाएजातेरहेहैं।पहलेनगाड़ेबजाकरसूचनापहुंचाईजातीथी, फिरचिट्ठियोंकादौरआया, दूर-दूरतकखबरपहुंचाने, सूचितकरनेकातरीकासमयकेसाथबदला।पढ़नेकेलिएअखबारआया, सुननेकेलिएरेडियो, सुननेऔरदेखनेकेलिएटीवीऔरसुनने, देखने, पढ़नेऔरलिखनेकेलिएइंटरनेटआगयाहै। इसतरहहमदेखतेहैंकिमीडियाकेचारप्रारूपहमारेसामनेहैं- अखबार, रेडियो, टीवीऔरडिजिटलमीडियाअर्थातनयामीडिया।बहुतपुरानीबातनहींहैजबरेडियोकाअस्तित्वखतरेमेंथा।लेकिनआजएफ

एम (रेडियो) ने रेडियो को पुनर्जीवित कर दिया है। प्रिंट में भी नितन ए प्रयोग हो रहे हैं। पहले श्वेत-श्याम अखबार निकलते थे, तकनीकी ने उसे रंगीन अखबार में परिवर्तित कर दिया। अगर आपको याद हो तो अखबार की स्याही से एक अलग गंध आती थी, लेकिन इसमें भी न ए प्रयोग हो रहे हैं और सुगंधित अखबार प्रकाशित किए जा रहे हैं। जिसे पढ़ने के साथ-साथ खुशबू लेने का आनंद भी लोग उठार रहे हैं। पिछले दिनों एक प्रयोग और देखने को मिला, जब भोपाल से प्रकाशित एक अखबार ने अपने प्रथम पृष्ठ पर श्री डी विज्ञापन का प्रकाशन किया था। यह तकनीकी उन्नयन का ताजा उदाहरण है। दूसरी तरफ टेलीविजन की दुनिया जिसे पहले काफी महंगा उद्यम माना जाता था, उसमें भी न ए प्रयोग हो रहे हैं। ओबीवैन के द्वारा लाइव प्रसारण होता आया है। दो-एक साल पहले बैक पैक की तकनीक से लाइव प्रसारण बिना ओबीवैन के संपन्न होने लगा। अब तो बैक पैक की भी जरूरत नहीं रही। केवल एक सिम कार्ड से आप लाइव प्रसारण करने में सक्षम हैं। हालांकि भारत में इस तकनीक का पूर्ण रूपेण इस्तेमाल नहीं हो रहा है। इसी प्रकार टेलीविजन में जो न ए प्रयोग हो रहे हैं, वे पहले की अपेक्षा इस्तेमाल में आसान और सस्ते भी हैं। और इन सबको और भी आसान बन रहा है इंटरनेट। जिसमें सोशल मीडिया का बहुत बड़ा योगदान है। आज फेसबुक, ट्विटर, यूट्यूब जैसे अलग-अलग सोशल साइट्स पत्रकारिता और पत्रकारिता के माध्यम को आसान बन रहे हैं। भारत के इतिहास में पहली बार ऐसा हुआ कि गुजरात की मुख्यमंत्री आनंदी बेन पटेल ने अपने इस्तीफे की खबर सोशल मीडिया के द्वारा दी। प्रधानमंत्री समेत देश के कई नेता सोशल मीडिया के जरिए जनता से निरंतर संपर्क बनाए रखते हैं। जिससे हम और आप जैसे पत्रकारों को काफी सुविधा हो गई है। कुलमिलाकर प्रिंट, इलेक्ट्रॉनिक और नया मीडिया ने हमारे जीवन और जीवन के प्रति नजरिए को ही बदल कर रख दिया है। अब पत्रकारिता विभिन्न माध्यमों से होती हुई ब्रॉडकास्टिंग की दुनिया से वेबकास्टिंग में बदल गई है। यह तकनीक में नितन ए उन्नयन का ही परिणाम है। पत्रकारिता के व्यापक फलक की इस चर्चा को समेटते हुए अगर हम क्षेत्रीय भाषायी पत्रकारिता की बात करें तो वहां भी नयी तकनीक पर निर्भरता बढ़ गई है। यह अच्छी बात है कि आज अलग-अलग बोलियों में अखबार प्रकाशित हो रहे हैं। क्षेत्रीय भाषाओं में रेडियो और टेलीविजन अपने कार्यक्रम प्रसारित कर रहे हैं। इतना ही नहीं जिस स्मार्टफोन के द्वारा हम सोशल मीडिया के संपर्क में रहते हैं वहां भी भारतीय भाषाओं का विशेष ख्याल रखा जा रहा है। संचार तकनीक की बढ़ती दुनिया में खबरों का आदान-

प्रदानसरलहोगयाहै।आजसेकुछवर्षपूर्वतकगांवोंकीखबरोंकेलिएचार-चारदिनतकइंतजारकरनापड़ताथा,  
जबकिआजव्हाट्सएपऔरईमेलकेद्वारासचित्रखबरेंप्राप्तहोरहीहैं।जिलों,  
कस्बोंऔरमोहल्लोंसेअखबारप्रकाशितहोरहेहैं।ई-

मेलसेअखबारोंकेपृष्ठभोजनाआसानहोगयाहै।पहलेअंग्रेजीभाषाकेअखबारोंपरनिर्भरताज्यादाहोतीथीजिसकेभारतीयपा  
ठकमात्र 15 प्रतिशतहैं।अबजबअलग-अलगबोलियोंऔरभाषाओंमेंअखबारप्रकाशितहोरहेहैं,

तोसूचनासशक्तीकरणभीबढ़रहाहै।रेडियोऔरटेलीविजनमेंभीक्षेत्रीयभाषाओंमेंनियमितप्रसारणहोरहेहैं।अबतोविभि  
न्नदूतावासोंकेमीडियाप्रकोष्ठऔरविदेशीएजेंसियांभीखबरोंकेलिएक्षेत्रीयभाषायीमीडियाकाहीलाभलेरहेहैं।दूसरीतरफ  
लगभगहरअखबारअपनेई-पेपरकेजरिएदूर-

दराजकेपाठकोंतकपहुंचरहाहै।जैसाहमजानतेहैंकिइंटरनेटकीकोईसीमानहींहै,  
ऐसेमेंक्षेत्रीयअखबारविदेशीधरतीपरभीउसीदिनपढ़ेजारहेहैं,

जिसदिनप्रकाशितहोरहेहैं।एकवक्तथाजबटेलीविजनकेआनेकेबादकहागयाकिअखबारोंकाजमानालदजाएगा,

लेकिनऐसानहींहुआ।अबइंटरनेटकेआनेपरभीवहीआशंकाउत्पन्नहुईऔरदुनियाकेकईदेशोंमेंअखबारोंकेप्रकाशनमेंवाक  
ईकमीआई, लेकिनभारतमेंऐसानहींहुआ।इंटरनेटकेआनेकेसाथहीक्षेत्रीयभाषायीअखबारबढ़रहेहैं,

घटनहींरहेहैं।दरअसलसूचनाकेयेतमाममाध्यमएक-दूसरेकाविकल्पनहींबल्किपूरकयासहयोगीबनरहेहैं।मूलतः

इंटरनेटकेद्वारासूचनातंत्रजहांमजबूतहुआहैवहींहमारेपत्रकारसाथियोंकेलिएचुनौतियांभीबढ़गईहैं,

जिनमेंसबसेबड़ीचुनौतीहैजल्दसेजल्दसूचनाकोअपनेसंस्थानतकपहुंचाना।मीडियाघरानोंमेंबढ़तीस्पर्धाकेबीचपत्रकारों  
कोज्यादासजगरहनापड़रहाहै।ब्रेकिंगन्यूज,

स्टिंगआपरेशनतकनीकीविकासकेज्वलंतउदाहरणबनगएहैं।लेकिनसूचनाकेइनतमाममाध्यमोंमेंसबसेऊपरइंटरनेटहै

और 'हैशटैग' तथाट्विटरके '144 कैरेक्टर'

केदायरेमेंदुनियासिमटतीदिखरहीहै।एकआंकड़ेकेअनुसारचीनऔरअमरीकाकेबादभारतमेंसबसेज्यादाइंटरनेटयूजर्सहैं

।भारतकीआबादीकाहरपांचवेइंसानकीउंगलियांअपनेमोबाइलयाइंटरनेटपरथिरकरहीहैंऔरज्यादावक्तनहींजबहरइंसा  
नकेहार्थोंमेंमोबाइलहोगा।भारतमेंरोजानालगभग

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बिलियनवेबपेजसर्चहोरहेहैं।सोशलमीडियानेसिटीजनजनर्लिज्मकोनयामंचप्रदानकियाहै।कईऐसेनए-

नएपत्रकारउभरकरआरहेहैं,

जिन्हेंअबतककोईमंचनहींमिलाथा,

जिन्होंनेपत्रकारिताकाकोईप्रशिक्षणनहींलिया।वोअपनीभाषामें,

अपनीबातोंकोजन-

जनतकपहुंचारहेहैं।यहांइसतथ्यकाउल्लेखकरनाआवश्यकहैकिमहात्मागांधीएकबहुतबड़ेपत्रकारथेलेकिनअंग्रेजी,

हिन्दीकाज्ञानहोतेहुएभीवेगुजरातीमेंहीलिखनापसंदकरतेथे,

क्योंकिवेक्षेत्रीयभाषाकीताकतसेवाकिफथे।इसपरिदृश्यसेयहविचारऔरमजबूतहोताहैकिहमजिसक्षेत्रमेंरहे,

वहांकीभाषा, बोलीकाज्ञानअवश्यरखें।

कुलमिलाकरभारतमेंभाषायीपत्रकारिताकाभविष्यअसीमसंभावनाओंसेभराहुआहै, खासकरतबजबइंटरनेटके 'ई'

मेंदुनियासिमटगईहै।तकनीकीउन्नयनकेइसयुगमेंऐसालगताहैकिहमपत्रकारिताकास्वर्णिमदौरदेखरहेहैं,

लेकिनमुमकिनहैकिआजसे 20 सालबादयेविकासभीकमलगे, औरहमतकनीकीउन्नयनकाकोईनयादौरदेखें।

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