



INTRODUCTION TO PRINT MEDIA

In the previous module, you have learnt about different forms of mass media. Print media, as you know is one of them. Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals.

A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.



OBJECTIVES

After studying this lesson, you will be able to do the following :

- identify the different forms of print media;
- discuss the history of early printing;
- describe the evolution of newspapers in India;
- differentiate between print and electronic journalism.

5.1 NEWSPAPERS

Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called eveningers.

Why do people read newspapers ? They read newspapers for a variety of reasons. Let us consider a few examples.

Yesterday while going to the city you might have seen an accident. Two buses had collided and by the mere sight you could make out that many passengers must have been killed or injured. You were busy with your daily engagements and forgot about the accident. Only today morning you recalled that incident. You were curious to know more about it. You wanted to know how many passengers were killed or injured.

Where will you look for these details?

In a newspaper, of course. So you would pick up a newspaper and read all about the accident.



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Fig 5.1: News of a rail accident

Ramu and Ravi were planning to go for a movie. Both got pocket money from their parents and permission to go for a film. Ramu asked Ravi whether he knows the names of films playing in different theatres in the City. Ravi was also not sure about it. So they picked up a newspaper. The paper gave all the details about films shown in different cinema halls in the city.



Notes

CINEMA IN CITY

 <p>BLOOD IN THE ROSE GARDEN ROYAL- 3PM, 7PM, 9PM</p>	<p>ROYAL : BLOOD IN THE ROSE GARDEN 3.00 PM, 7.00 PM, 9.00 PM</p>
 <p>GRANDFATHER SCREEN- 2PM, 6PM, 9PM</p>	<p>KING : THE MAN 3.00 PM, 7.00 PM</p> <p>SCREEN : GRANDFATHER 2.00 PM, 6.00 PM, 9.00 PM</p>
 <p>MY SISTER PALLAVI-2PM, 7PM, 9PM</p>	<p>CORNATION : MY HORIZON 3.00 PM, 7.00 PM</p> <p>MEGADHOODH : BRAVE MOTHER 2.00 PM, 8.00 PM</p> <p>VISION : SHIP OF DISERT 3.00 PM, 7.00 PM</p> <p>PALLAVI : MY SISTER 2.00 PM, 7.00 PM, 9.00 PM</p> <p>MASTER : HINDUSTHAN 3.00 PM, 6PM, 9PM</p> <p>AKKAD : TARGET & RESCUE 3.00 PM, 7.00 PM, 9.00 PM</p>

Fig 5.2: Cinema theatre list

You must have seen such columns in the newspaper. They appear under the title 'entertainment'. So you look into the newspaper for entertainment also.

Raju is a resident of Bhopal. He wanted to visit his uncle in Delhi. As he was busy during the weekdays, he was free only during weekends. Before booking the tickets, he wanted to know about the train timings. He used to see that the local newspaper carries a column on train timings. So he picked up that paper and decided on the train in which he should reserve a ticket.

Train No.	Destination	Time
4211	Kothamangalam exp	1:30
7519	Kurla exp	0:1
2514	Mangalore exp	10:2
7514	Porbandar exp	3:17
7615	Haryana exp	2:15
7678	Jharkhand exp	8:30
1371	Lucknow exp	9:43
2336	Amritsar exp	3:4
3216	Delhi exp	1:30
1813	Mumbai exp	4:0
210	Mangalore exp	2:16
211	Mangalore exp	4:12
212	Kurla exp	2:7
213	Surat exp	5:7
214	Kilasa exp	7:7
215	Mangalore exp	6:3
216	Chennai exp	7:4
217	Bangalore exp	8:1
218	Ernakulam exp	1
219	Kerala exp	- 4:1
220	Agartala exp	3:1
221	Mumbai exp	2
222	Ernakulam exp	1

Fig 5.3: Railway timings list

You must have seen such columns in newspapers. They give you such information. So you are reading the paper for information also.

Thus newspapers play a very important role in our daily life. We read the newspaper for :

- news
- entertainment
- information

5.2 HISTORY OF PRINTING

Have you seen a palm leaf? There was a time when people used to write on palm leaves. This was before the discovery of paper. Some of the old manuscripts written on palm leaves are preserved in our National Manuscript Library in Delhi.

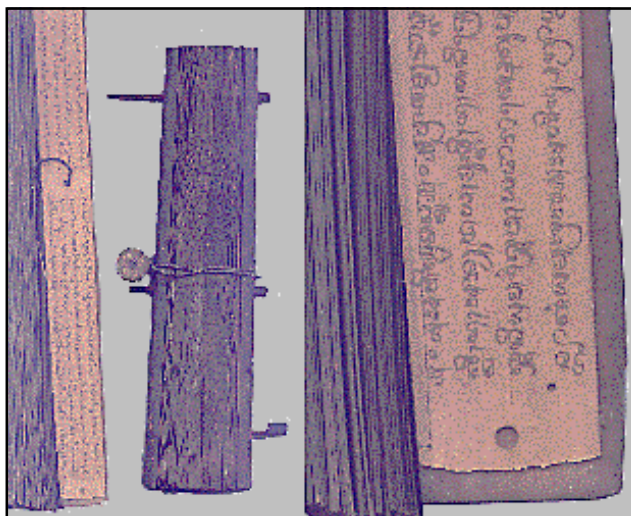


Fig 5.4: Old manuscript on palm leaves



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The Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The oldest known surviving printed work in a woodblock is a Buddhist scripture of 684 AD. It is now exhibited in a calligraphy museum in Tokyo, the capital of Japan.

The first printed book published in China was the Buddhist text, the “Diamond Sutra” by Wang Chik in 868 AD. Some copies of the Buddhist scriptures printed in 1377 are preserved in museums in China.



Fig 5.5: Buddhist Text of 1377

Can you imagine a world without paper? Nowadays paper has become an integral part of our life. We read papers in the morning, write on note books made of paper, send letters on paper, use paper boxes to carry things and so on and so forth. You have learnt in an earlier lesson how this paper is made. Though the Egyptians made paper by 3500 BC, it came to Europe only by the 11th century. The first paper mill in Europe was set up in Spain in 1120.

Block printing came to Europe by 1300. It is believed that Johannes Gutenberg of Germany had developed printing technology around 1439. Gutenberg also invented an oil-based ink for printing. He printed the Bible in 1450. It was in the Latin language and had 1282 pages. He used movable printing blocks for the book.

Printing technology came to India in 1556. It was the Jesuit priests who brought this technology to our country. The first book printed in India was in Portuguese language in Old Goa. It was Doctrina Christa by St. Francis Xavier.



Notes



Fig 5.6: Doctrina Christa

The invention of printing has revolutionised mass communication. Books are printed in large numbers and circulated in many countries. No other invention has had such an influence in the history of mankind.



INTEXT QUESTIONS 5.1

1. Write the names of any three national dailies.
 - (i)
 - (ii)
 - (iii)
2. Who invented the art of printing ? What did they use for printing?
3. When and where was the first paper mill started?

5.3 THE FIRST NEWSPAPER

Which was the first newspaper published in the world? It is very difficult to point out a single newspaper as the first one. During the Maurya period,



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kings used to circulate news to the people as proclamations. In ancient Rome, Acta Diurna, or government announcements, were published regularly. They were inscribed in metal or stone. These can be considered as the earliest form of newspapers. In China also, the government produced such news sheets called tipao.

Many researchers consider “The Peking Gazette”, published from China, as the first newspaper. It was started in 1618. In the initial stages, this newspaper was hand written and distributed to the readers. Later it was printed and circulated. The Peking Gazette continued its publication till the beginning of the twentieth century.

Newsletters circulated by rulers were the first form of newspapers. In India, the East India Company circulated such newsletters.

According to the World Association of Newspapers, the first newspaper in the modern sense was published by Johann Carlous in 1605. The name of the paper is a bit long! “Relation aller Furnemmen und gedencckwandigen Historien”. In 1609, another newspaper was started from Germany called “File”. Yet another newspaper in the modern concept was published from Venice called “The Gazette”.

But many such earlier newspapers could not survive for long. The rulers were not happy with these publications as some of them started criticising their rule. So many papers were forced to close down. In USA, a newspaper “The Public Occurances” lasted only for a day. Similar was the fate of the “Daily Paper” started by James Asher in UK.

Newspapers underwent a lot of changes in their form and content after that. In England, “The Weekly News” was launched in 1622. The first newspaper in the modern concept was published in Oxford in 1655. It was the “Oxford Gazette”. The first newspaper to be published from London was the Daily Courant. It was edited by E. Mallet. In 1784, John Walter launched the “Daily Universal Register” from London which later adopted a new name “The Times”. It is known to be one of the greatest newspapers in the world.

In USA, the first newspaper was “Public Occurances”, which was launched in 1690. Postmaster John Campbell started another paper in 1704, “The Boston Newsletter”. In 1783, “Pensilvania Evening Post” was started in USA that had all the features and content of a modern newspaper. Later in 1851 came “The New York Times”.

Do you know which is the largest circulated newspaper in the world? In which country is it published? The largest circulated newspaper is the “Yomi Yuri Shimbun” published from Japan. It has a circulation of 1, 45, 57, 000 copies per day. The second and third largest circulated dailies in the world are also published from Japan.

**Activity 5.1**

Find out the names of the world's second and third largest circulated dailies. Also find out the number of copies they sell.



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5.4 NEWSPAPER PRINTING IN INDIA

Do you know the old name of Kolkata City? It is Calcutta. Did you know that Calcutta was once the capital city of India? From 1774 to 1922 Calcutta was the Capital of India. Calcutta has also many other firsts in the history of India. The first Railway Company was started here. The first Metro Rail was also in this City. The first Post and Telegraph office and the first western style bank were also opened in Calcutta. Our Supreme Court also began functioning from that city.

All of you must have heard about Nobel Prizes. Calcutta city gave the country five Nobel Laureates, Rabindranath Tagore, Sir C. V Raman, Mother Theresa, Ronald Rose and Amartya Sen.

You will find it interesting to note that Calcutta has one more first . It was from Calcutta that the first newspaper was published from India.

It was a Britisher who started the first newspaper in our country. On January 29, 1780 James Augustus Hickey launched the “Bengal Gazette”. It has another title “Calcutta Advertiser”. It was popularly known as “Hickey’s Gazette”. The first issue of the paper had two pages and later it was increased to four pages. It’s size was 35 cms x 24 cms.

The British East India Company did not consider freedom of the press as good for society. They tried to suppress publication of newspapers. Hickey was a very bold editor. He continued his criticism of British authorities .He published reports attacking the East India Company officials. The British authorities arrested Hickey many times. Finally, they confiscated his paper and press in 1782 and stopped its publication. Hickey was asked to leave the country. He was sent back to England. Copies of the Bengal Gazette are still kept in the National Library in Kolkata and the British Museum in London.

Confiscation of a newspaper is a rare action taken by the authorities if that paper publishes some news report or article that they think is highly objectionable. Through confiscation, the government transfers the press and other materials of the publication to the treasury. Thereby, the office of the paper is sealed and the publication stopped.



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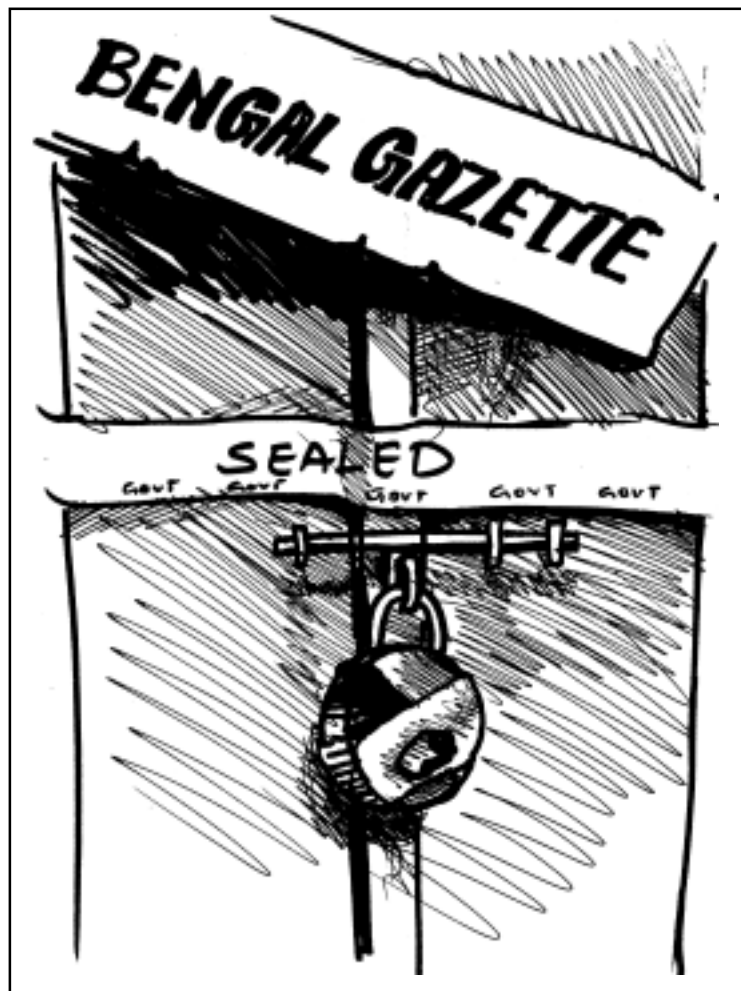


Fig 5.7

We have thus seen that Kolkata has a unique place in the history of Indian newspaper publishing. But it is all the more interesting to note that the second, third and fourth newspapers in the country were also launched from this city.

Following in Hickey's footsteps in 1780, the second newspaper was launched from Calcutta "The Indian Gazette". The "Calcutta Gazette" which started publication in 1784 and the "Bengal Journal" which was launched in 1785 were the third and fourth newspapers to come out from Calcutta.

All these four earlier papers were published in the English language. Slowly newspapers started coming out from other parts of the country also. The "Madras Courier" (1785) and "Madras Gazette" (1795) were started from Madras. From Mumbai, the "Mumbai Herald" was launched in 1789. The press regulations and censorship imposed by the British stood in the way of starting more newspapers in India. In 1818, Lord Hastings removed the strict censorship measures for a milder set of policies. This led to the emergence of many new newspapers, including many in Indian languages. Raja Ram Mohan

Roy who is known to have fought for the freedom of the press edited a Persian weekly called 'Mirat-ul-Akhbar'.

The first language newspaper in India was started in Kannada language, the "Kannada Samachar". But the publishers of this paper were not Indians, but foreign missionaries. The first Indian language newspaper published by an Indian was also launched from Calcutta, "The Bengali Gazette" by Gangadhar Bhattacharjee in 1816.



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Fig 5.8: Mumbai Samachar

The Gujarati daily "Mumbai Samachar" published from Mumbai is the oldest existing newspaper not only in India but also in Asia. It was established in 1822.



Activity 5.2

Collect the names of five early newspapers in your state with year of starting.



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**INTEXT QUESTIONS 5.2**

1. Which were the early newspapers in USA and UK ?
2. What is the importance of the city of Kolkata in Indian newspaper history?
3. When was the Bengal Gazette launched? What was it otherwise called?

5.5 CULTURAL AWAKENING AND FREEDOM MOVEMENT

Towards the end of the 19th century, many social reformers began actively campaigning for radical changes in Indian society. The reformation of Hinduism, the move for abolition of sati and efforts to encourage widow re-marriage were some of the major reforms. Inspired by these great leaders, many newspapers were started in different parts of the country. All this led to a boom in the newspaper industry in India.

Some of the leading English newspapers were also launched during this time. “The Times of India” (1861) was started as a paper supporting the British. Many of you might have heard about “The Jungle Book”. The author of

“The Jungle Book” , Rudyard Kipling, started “The Pioneer” in 1866 from Allahabad. “The Amrita Bazar Patrika”(1868), “The Statesman” (1875), “The Hindu” (1887) and “The Tribune”(1880) were also started during this period. “The Hindustan Times” was started later, in 1923. In the regional languages, some papers that were launched during that period continue even now as leading papers like “Malayala Manorama” (1888).

When Mahatma Gandhi returned to India, he gave a great impetus to the freedom movement. He was also a great editor. He took over “Young India”, the weekly started by the Home Rule Party in 1918. Gandhiji also launched another weekly, called the “Navjeevan”, in Gujarati. Later, Gandhiji started the “Harijan” under the editorship of Mahadev Desai. Gandhiji insisted that his papers will not carry any advertisements. But all his publications had wide circulation among readers.



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Fig 5.9



Fig 5.10



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Fig 5.11: Navjeevan

Can you guess how many newspapers in India have crossed 100 years of publication and are still in circulation? There are 41 such newspapers in the country and are called centenarian newspapers. Among English dailies, four have crossed this mark: The Times of India, The Hindu, The Tribune and The Statesman. Among language newspapers, Mumbai Samachar, Amrita Bazar Patrika, Malayala Manorama and Deepika are among the centenarians.

You will be learning more about language newspapers in lesson 9.

5.6 ADVENT OF MODERN TECHNOLOGY

Have you ever wondered how the pages of a newspaper are printed ?

From the days of wooden block printing, newspapers have undergone a sea change. Technological revolution has modernised the print media. For a long time, these were produced by hand composing. Later, these were replaced by monotype and linotype. In this process, a machine operated by a key board was used to compose letters. This has also become obsolete now. Typesetting in computers, offset printing and laser printing have taken over. Desktop publishing has become quite common now.

LINOTYPE

ABCDEabcde12345\$€@&ABCDEabcde12345\$€@&ABCDE

MONOTYPE

ABCDEabcde12345\$€@&ABCDEabcde12345\$€@&ABCDEabc

Fig 5.12: Monotype, Linotype

In earlier days, newspapers were printed only in black and white. Colour printing was not possible at that time. But now almost all the newspapers print colour pages. Some papers print colour only in supplements and special pages. Colour printing has made the pages look brighter and attractive.

**INTEXT QUESTIONS 5.3**

1. Name three English newspapers launched at the end of 19th century in India.
2. Which is the oldest existing newspaper in India?
3. Name two publications started by Gandhiji.

5.7 SIZE OF NEWSPAPERS

You may have noticed the fact that all newspapers are not of the same size; some are big, some small and some are very small. Newspapers are classified into three categories according to their size. They are broadsheets, tabloids and Berliners or Midis.

Morning newspapers are generally broadsheets. They are big in size. In India, all major newspapers are broadsheets. Examples include “The Times of India” and “Hindustan Times”. Tabloids are only half the size of broadsheets. In India most of the evening papers are tabloids. Examples are “Mid-day” and “Metro Now”. Presently some of the new morning papers have also adopted the tabloid format.

**Fig 5.13: Broadsheet****Notes**



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Fig 5.14: Tabloid

Berliners or Midis are very small newspapers. European papers such as La Monde and La Stampa are Midis. “Mint” is the name of a Berliner published in India. In India, some magazines print special booklets in this format.

Can you now tell the size of the newspaper that you read every day? Is it a broadsheet or a tabloid?

5.8 INTERNET PAPERS AND EDITIONS

Have you seen an internet cafe? Nowadays internet cafes are as common as STD /ISD booths. If you have not visited an internet café, please go and see what is happening there.

Internet is a computer based worldwide interlink network. It has no country barriers. So a person sitting in India can access an internet site in USA through the computer network. This has made revolutionary changes in communication the world over.

Recently almost all newspapers have internet editions. For example, the Hindustan Times or Indian Express or Times of India can be read on the internet through their net editions. Each paper has a dotcom name for their site, like www.hindustantimes.com or www.timesofindia.com. While you have to pay for buying a newspaper, the internet edition of that newspaper is free of charge and is accessible if you have a computer and internet connection.



Activity 5.3

Collect names of five internet editions of newspapers.

Some newspapers are published only on the internet. These are called web newspapers. One advantage of internet papers is that they are available worldwide.



INTEXT QUESTIONS 5.4

1. Write the names of five broadsheet newspapers.
2. Name three tabloid newspapers
3. Name three internet newspaper sites.



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5.9 OTHER FORMS OF PRINT MEDIA

Filmfare, Chompak, Grihasobha, Chandamama, India Today, The Week, Outlook . Are these names familiar to you ? They are also part of the print media. But they are not newspapers. They are called magazines. Can you tell the difference between newspapers and magazines ?

Like newspapers, magazines and weeklies are other forms of print media. They are published at regular intervals.

How do you differentiate between them? A weekly is published once a week and a monthly once a month. A fortnightly is published once in two weeks. A bi-weekly is published twice every week. A tri-monthly is one which is published every three months. These are also known as quarterlies. Then there are certain publications that come out only once a year which are called annuals.

“India Today” is a weekly, while “Chompak” is a fortnightly. “Grihasobha” and “Vanitha” are monthlies.



Fig 5.15: Magazines



Notes

5.10 DIFFERENCES BETWEEN PRINT MEDIA AND ELECTRONIC MEDIA

After the advent of printing nearly six centuries ago, the print media was the only form of mass communication. Then came the electronic medium. Though both print and electronic media deal with mass communication, there are certain basic differences.

<i>Print Media</i>	<i>Electronic Media</i>
1. Literacy is a basic requirement for the print media. Only a literate person can read it.	Even an illiterate person can watch a news bulletin and grasp its contents though the written matter on the screen cannot be read.
2. Print media works according to a deadline. Usually a morning paper carries news received upto the midnight of the previous day.	There is no deadline for the electronic media. News can be updated anytime.
3. In print media readers have the choice to go back and recheck. What they have read.	Viewers cannot go back and recheck what they have seen.
4. Print media provides more scope for indepth analysis of events.	Less scope for such long indepth analysis.
5. Print media does not provide scope for a live discussion.	Live discussions are possible.
6. Language is more literary and flowery and reader – friendly.	Language used is spoken and more viewer -friendly.
7. Frequent update of news is not possible.	Even a minute-to-minute update is possible.

5.11 LARGEST CIRCULATED DAILIES

India has a live and active print media. India is known for its vastness of area, diversity of culture and multiplicity of languages which are spoken and written. India has 28 states and seven union territories .Most of them have their own language. When India became Independent in 1947, there were only 3533 newspapers and periodicals. Among them 330 were newspapers and 3203 were other publications.



After 50 years in 1997, their number has increased 12 times. Every year new publications are coming up in almost all languages in India. This has resulted in a manifold increase of newspapers, magazines and weeklies across all languages in the country. As of March 31, 2006 India has 62550 publications. Among this 2130 are newspapers, 3428 are weeklies and 1471 monthlies and the rest are other publications.

However, the newspaper circulation varies from year to year. Though some newspapers in some languages continue to occupy the position of largest circulation for years together, it may not be the same in other states and languages. So even if the circulation position of one particular year is given here it can vary in subsequent years.

You may be interested in knowing the latest circulation figures. For this, you may go through the following websites :

Registrar of Newspapers of India (RNI) <http://rni.nic.in>

Audit Bureau of Circulations (ABC) www.abc.org

You will learn more about the circulation of newspapers in lesson 8.

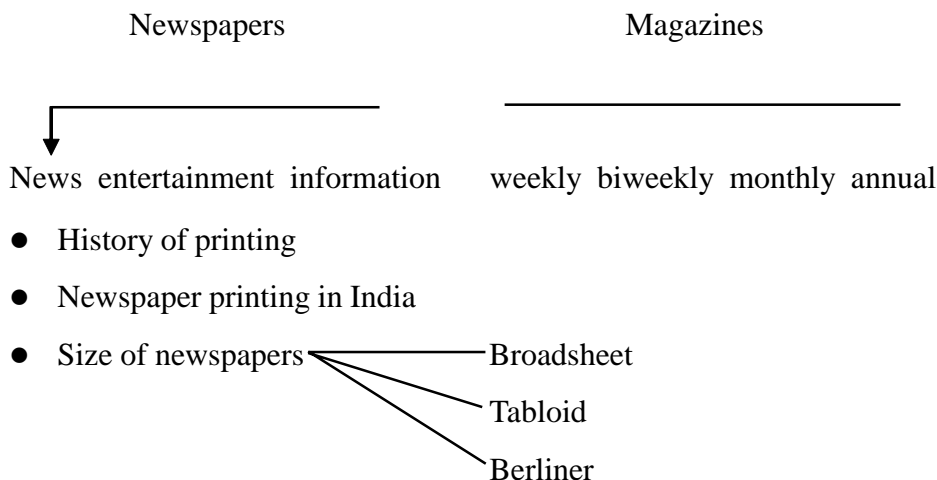


INTEXT QUESTIONS 5.5

1. Name five weeklies published from our country.
2. Name two monthlies published from our country.
3. Name two fortnightlies published from our country.



5.12 WHAT YOU HAVE LEARNT





Notes

- Cultural awakening and freedom movement
- Modern technology
 - desktop publishing
 - colour printing
- Internet papers and editions
- Largest circulated dailies in India
- Differences between print and electronic media



5.13 TERMINAL EXERCISES

1. Give a detailed description of early newspapers in the World.
2. Describe the history of early printing of newspapers in India.
3. Give an account of the growth of the print media in India during and after freedom movement.
4. Give an account of internet papers and describe their advantages.
5. What are the differences between the print media and the electronic media?



5.14 ANSWERS TO INTEXT QUESTIONS

- 5.1** 1. (i) Times of India (ii) Hindustan Times (iii) Indian Express (iv) any other newspaper that you can think of.
2. The Chinese were the first to invent the art of printing. They used wooden blocks to print letters.
 3. The first paper mill was started in Europe in 1120.
- 5.2** 1. The Public Occurances in USA and The Weekly News in UK.
2. Refer to section 5.5
 3. It was launched from Calcutta on 29 January 1780. It was popularly known as Hickeys Gazette.
- 5.3** 1. (i) The Times of India (ii) The Pioneer (iii) The Statesman (iv) any other newspaper that you can think of.
2. The Gujarati Daily Mumbai Samachar published from Mumbai .
 3. NavaJeevan and Harijan
- 5.4** 1. (i) Times of India (ii) Hindustan Times (iii) Indian Express, (iv) The Hindu (v) The Pioneer (vi) any other newspaper



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2. (i) The Mail Today (ii) The Mint (iii) The Sun (iv) any other
 3. (i) www.times of india.com (ii) www.the hindu.com
(iii) www.hindustantimes.com
(iv) any other
- 5.5**
1. (i) India Today (ii)The Week (iii) Outlook (iv) Time
(v) Newsweek (vi) any other
 2. (i) Readers Digest (ii) Filmfare (iii) any other
 3. (i) Front line (ii) Business Today (iii) any other