

National Institute of Open Schooling
Senior Secondary Course: Mass Communication
Lesson 8 : Language Press in India
Worksheet - 8

1. Distinguish between English newspapers and language newspapers. Write the definition of language newspapers in your own words.
2. Read one English, one Hindi and one regional language newspaper thoroughly. Write the differences you see in layout, language and presentation.
3. There are two major institutions keeping the data of circulation and readership of newspapers in India. Mention the names of these institutions and discuss their work in detail.
4. The expansion of the educated middle class is one of the various reasons for the growth of newspapers in India. Mention in detail at least four such reasons responsible for the boom in newspapers.
5. Indian economy is considered to be a rural economy. Considering this statement to be true, write two reasons for the development of linguistic newspaper in India.
6. Considering the development of press in India, many research studies have been done. Write a note giving examples of books written on evolution of press in India; also mention the names of their authors.
7. Dainik Jagran and Dainik Bhaskar are considered to be the two largest broadcast Hindi dailies in India. Which is the largest broadcast Hindi daily in your area and why do you like it?
8. Excessive reliance on revenue earned by advertising is not good for newspapers'. Do you agree with this statement? Give an argument mentioning any one unhealthy trend of the newspaper industry.
9. Diversity of readers is one of the reasons for the growth of linguistic press in India. Explain the future of linguistic press in India in your own words.
10. R. N. I, the eye presents a clear illustration of the publication and circulation of newspapers in India. Mention the top five circulated newspapers as per the data of annual statement received in 2021