

Lesson no	Title of the lesson	Skill	Activity
8	LANGUAGE PRESS IN INDIA	Problem-solving, mass communication, learner-centric	List out the five newspapers, which are published in different languages and different regions.

Meaning: The first Indian language newspaper “Gujarati daily Mumbai Samachar” was published in 1822 from Mumbai. It is the oldest existing newspaper in our country. We have also seen the cultural awakening and freedom movement that led to the growth of language newspapers. Newspapers in India can broadly be classified into two groups- English newspapers and language newspapers. English newspapers are published in the English language. They are mainly read in big cities and towns. Whereas language newspapers are circulated in more remote areas.

.1 DEFINITION OF LANGUAGE NEWSPAPERS

- By language newspapers, we mean newspapers published in different languages spoken in the country. They are also called regional newspapers.
- The main papers are published in more than 20 principal languages.

8.2 DIFFERENCES BETWEEN ENGLISH NEWSPAPERS AND LANGUAGE NEWSPAPER

Language papers vary from English papers in their style, presentation and approach.

ENGLISH NEWSPAPERS	LANGUAGE NEWSPAPERS
English newspapers are published in one language only.	Language newspapers are published in different languages.
English papers are mostly concentrated in big cities and major towns.	Language newspapers are circulated all over the county.
English newspapers cater mainly to the well-educated, middle class, upper middle class and higher income groups.	Language papers are read by even lower middle class and even those below that.
More money is generated from	Language papers do not get the same

advertisements in English papers as they circulate amongst people with better purchasing power.

amount of revenue from advertisements

8.3 GROWTH OF LANGUAGE NEWSPAPERS IN INDIA

- At the time when India became independent, the country had only 3533 publications.
- Among them, 330 were daily newspapers and 3203 were periodicals.
- After 50 years, there has been a 12 fold increase in the number of publications.
- In 1997, according to the data published by the Registrar of News Papers of India,
- There were 41705 publications among which the number of newspapers was 4719.
- In 2006, this has gone up to 45600 publications, of which 5600 are newspapers.
- According to the RNI data 2018, India has 100,000 publications registered with the Registrar of Newspapers for India.
- India has the second-largest newspaper market in the world, with daily newspapers reporting a combined circulation of over 240 million copies as of 2018.

8.4 REASONS FOR NEWSPAPER BOOM

Some factors have contributed to this boom of newspapers in India.

- A rise in literacy rate
- Expansion of the middle class
- Untapped market
- Education of women
- Technological advancement
- Better purchasing power
- Aggressive marketing
- Political awareness

8.5 STUDIES ABOUT THE PRESS IN INDIA

Studies about the press in India were done in two different periods, the colonial period and after independence.

- Some studies are further divided into the pre-emergency period and post-emergency period.
- The Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and the Audit Bureau of Circulation (ABC) are some of the organizations which regularly conduct studies on newspapers in India.

There are some writer books which extensively discuss this issue

Writers	Books
Robin Jeffrey	"India's Newspaper Revolution"
S. Natarajan	"A History of Press in India"
Ronald E Wolseley	"Journalism in Modern India"
Naresh Khanna	"Newspaper circulation in India"
M.Chalapathi Rao	"Journalism and Politics"
Sevanti Ninan	"Headlines from the Heartland"

DIVERSITY FOR THE LANGUAGE PRESS

- Language press expanded and flourished after the Independence struggle.
- It was gaining wider circulation and extensive readership in each part of the country. Compared to many other countries, the growth of the Indian press has been impressive.
- Apart from the English language, newspapers are published in India in more than 100 languages though only 22 main languages are listed in the eighth schedule of the constitution.
- The regional language press also protects and strengthens the right of Indian citizens.
- Today with the growth of information technology has affected the print media.
- Data says that print media always finds its level.
- Under section 19D of the Press and Registration of Books Act, 1867 discussed the requirement to submit annual statements to the Registrar of Newspapers for India.

EARLY GROWTH PERIOD OF LANGUAGE NEWSPAPERS

- Many research stated that the circulation of regional language papers in four languages showed the fastest growth between 1998 and 2000.
- These languages are Malayalam, Bengali, Hindi, and Marathi.

- But newspapers in other languages showed either stagnation or decline. They are Telugu, Urdu, Tamil, Oriya and Kannada.
- Regional language newspaper's readership in rural areas has grown so fast that it has paralleled the readership in urban areas. (Surveyed by National Readership Survey).
- Twenty million readers are following the two largest Hindi dailies such as Dainik Jagran and Dainik Bhaskar.

RECENT TRENDS

- As of 31st March 2006, there were 62,483 registered newspapers on record as against 60,413 at the end of March 2005.
- During 2016-17, 4,007 new publications were registered and 38 registered publications ceased their publication.
- As of 31 March 2018, there are 17,573 newspapers and 1,00,666 periodicals are registered with RNI.
- Percentage of growth of total registered publications over the previous year is 2.98%

STATE-WISE ANALYSIS

- The largest number of publications registered in any Indian language (Hindi): 47,989.
- The state with the largest number of registered publications (Uttar Pradesh): 17,992.
- The second-largest number of newspapers & periodicals registered in any language (English): 14,626.
- The stat with the second largest number of registered publications (Maharashtra): 16,241

CIRCULATION AND READERSHIP LEVELS

In India, two primary institutions maintain a record of circulation and readership of newspapers. They are:

1. The Registrar of News Papers for India (RNI).
2. The Audit Bureau of Circulation (ABC).

EXTEND YOUR HORIZON

- Malayala Manorama, a language daily in Malayalam which was started in 1890. became the largest circulated daily in India by 1980s.
 - Anand Bazar Patrika in Bengal continued as the largest circulated newspaper published from one center, Kolkata.
 - Today Dainik Jagran and Dainik Bhaskar are the two largest circulated dailies with a readership of more than 20 million.

8.12 SOME UNHEALTHY TRENDS

- The intense and fierce competition often results in unhealthy practices.
- One such practice is predatory price wars.
- The price war is helping to increase the circulation of few newspapers but this is a problematic situation for small and medium newspapers.
- Small and medium newspapers cannot afford to have price cuts to increase circulation.
- Excessive dependence on advertising revenue is also not good for newspapers.
- Monetary incentive makes newspapers to limit the criticism of norms and values.
- Media houses sometimes try to woo more subscribers by offering gifts and concession coupons.

8.13 FUTURE OF THE LANGUAGE PRESS IN INDIA

- India is the fastest-growing economies. One significant feature of this growth is the narrowing of the urban and rural divide.
- The rise in literacy, emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers.

EVALUATE YOURSELF

- Go through the websites of RNI, ABC and NRSC and find out the ten largest circulated newspapers in the country. You may also find out ten newspapers with the largest

readership as well as the ten largest circulated weeklies in the country. Prepare a chart with all these details for future reference.

- In how many languages are Indian newspapers published?

MAXIMIZE YOUR MARKS

- Attempt all the exercises given in the lesson.
- Give two examples of price wars.