

Review Article

Hindi News Paper and Changing Trends of Hindi Language

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A B S T R A C T

In this era of information technology, every person has started playing the role of news. As globalization has made the world small by making small news viral through social media, through social media we can make awareness of every event to any corner of the world. In such a situation it is very difficult to predict the future of the media. By the change of the time we can even see that the printed newspaper is read in digital platform like Telegram. Now, newspapers have come in the form of paper as well as e-paper on the computer, laptop or mobile phone. It is also not necessary that the nature of future libraries should be the same as e-library or digital library. In this advanced era of information technology, the world has become a global village and you can read the newspaper from any corner of the world whenever and wherever you want, provided you know the language of that newspaper. Now the form of electronic media is also changing. Even without TV (Television), we are watching any TV channel on the computer, laptop or mobile. Reliability is considered the life of journalism and on this belief, people accept the things printed in newspapers as true but today's modern journalism has become professional and that professionalism has taken out the "life" of that natural and natural "credibility". By creating the credibility of its convenience, it has breathed life into the modern journalism of the new age. It is not that earlier, keeping newspapers alive did not require the protection of those in power or resources. But then the intentions of the patrons were not so bad and they were able to bear the criticism of themselves or their class.

Today, being our newspaper or our media means "truth" to us as well. What we speak, what we write and what we show is natural, because we have bought the ownership of a machine that spews the "truth" by investing huge sums of money.

Seeing the eyes of the elders, everyone is selling it at the crossroads by claiming ownership of "Truth" even on a small scale. Governments are also liking these wholesale and retail sellers of "Truth" and according to the status of these vendors, their selling "Truth" is being bought. This is the truth for those who invest in "truth" business.

Newspaper and press were two sides of the same coin. It could never have been imagined to print a newspaper without a press.

Keywords: Globalization, Digital Media, Modern Journalism

Introduction

The first Hindi newspaper *Udant Martand*, a weekly was published in Kolkata on May 30, 1826. However, its editor Yugal Kishore Shukla faced many difficulties in running it. He was not allowed postal concession and had to close down the paper within a year. He made an attempt to start another paper in 1850 called *Samyadani Martand* but this also failed.

The second Hindi newspaper *Bangadoot* was published in 1829 by Raja Ram Mohan Roy and Dwarika Prasad Thakore with Nilratan Halder as its editor. Besides Hindi, it was also published in English, Bengali and Persian.

The first Hindi daily *Samachar Sudha* Varshan came out in June 1854 from Kolkata with Shyam Sundar Sen as its editor and publisher. It was a bilingual paper in which market and shipping reports were published in Hindi, the rest in Bengali.

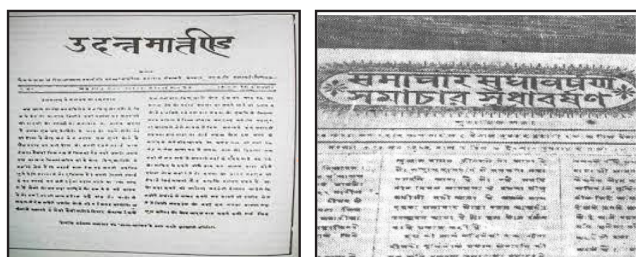


Figure 1.UDANTMARTAND and SAMACHARSUB-HAVARSHAN

Between 1850 and 1857 a number of Hindi Newspapers were published. Among them were *Benaras Akbar*, *Sudhakar Tatwa Bodhini*, *Patrika* and *Sathya*. *Benaras Akhbar* (1849) was the first paper to introduce Devnagari script in the North-West provinces. Some papers of this time used to carry both a Hindi and Urdu name and used to publish news in both languages in parallel columns, for example *Sarvopkarak* (*Mufid-ul-Khaliaq*), published from Agra in 1861 and the *Bharat Khandamitra* (*Ab-i-hayat-i-Hind*), published in 1864.

Newspapers like *Bharat Mitra* (1878), *Sarsudhanidhi* (1879), *Uchit Wakta* (1880) and *Hindi Bangavasi* (1890) were published from Calcutta during the last three decades of 19th century. *Bharat Mitra*, published from Calcutta became the leading Hindi newspaper of the time under the dynamic stewardship of its early editors, *Balmukund Gupta* and *Ambika Prasad Bajpai*. Hindi journalism made rapid progress during the First World War period and many outstanding journalists came to the fore including *Ganga Prasad Gupta*, *Nanda Kumar Deo Dharma*, *M. P. Dwivedi*, *Hari Krishna Jouhar*, *Chhote Ram Shukla*, *Indra Vidyavachaspati*, *Shri Ram Pandey*, *Lakshminarayan Garde* and *Narmada Prasad Misra*. One of the foremost Hindi journalists who earned a name for his patriotism was *Ganesh Shanker Vidyarthi*. In

1913, he brought out weekly *Pratap* from Kanpur. He made the supreme sacrifice in 1931 in the cause of Hindu-Muslim unity. *Krishna Dutt Paliwal* brought out *Sainik* from Agra which became a staunch propagator of nationalism in Western U. P.

Hindi journalism grew more rapidly after independence. After independence Hindi was adopted as the official language of India. This also helped to spread Hindi language nationwide. The *NavBharat Times* of the *Times of India* group started in Delhi in 1950. The *Amrita Patrika* of *Al-lahabad* was another notable Hindi daily which was well-known for its editorials. By 1964 Hindi had the largest number of newspapers among language papers. The trend of publishing multiple editions from different states helped Hindi newspapers to increase their reach and circulation. Language newspapers or regional newspapers are those published in different languages spoken within the country. In India, language papers are published in more than 100 languages. But the main papers are published in 16 languages. They vary from English papers in style, presentation and approach.

At the time of independence India had only 330 daily newspapers. From there till now, there has been a 12-fold increase in their number. In 1997, their number was 4719 and as on 2006, there are totally 5600 newspapers. Among that 398 are major newspapers and have a circulation of about 30,772, 000 copies. India has the world's largest newspaper market after China. The world's three top countries in newspaper circulation are China with 98.70 million copies, India with 88.90 million copies and Japan with 69.10 million.

Growth of newspaper is calculated in two terms, circulation and readership. In India, regional newspapers have more readership than English newspapers. India witness boom not only in newspapers, but in other forms of media too. The Medias like TV, radio and internet are also popular in India and growing in an optimum rate. Reasons for Newspaper Boom is:

1. Rise in Literacy rate
2. Untapped Market
3. Expansion of Middle Class
4. Political Awareness
5. Aggressive Marketing
6. Better Purchasing Power
7. Technological Advancement
8. Education of Women

The reasons for spread of the newspapers are same for the spread of language newspapers. But, besides that there were some of other reasons too. They are, Advancement of rural mass economically and educationally resulted in higher demands for the language dailies. Coverage of local

news by the newspapers. Newspapers started covering stories which affected the daily life of ordinary people. Starting of multiple editions at regional level. The boom in advertisement industry increased the revenue for the dailies.

Apart from English language, newspapers are published in India in More than 100 languages. The advent of IT and print media never threatened the newspapers. Even though instant news are available in the internet, people prefer newspaper reading. The print media has responded to the new changes and challenges with its modernization. They have accepted the information technology, which resulted in better coverage with greater speed and affordable price. The readership of newspapers is also growing. Trends in circulation of regional language papers, Malayalam, Bengali, Hindi and Marathi languages showed the fastest growth between 1998 and 2000. During the same period, newspapers in Telugu, Urdu, Tamil, Oriya and Kannada languages showed either stagnation or decline. Malayala Manorama, a language daily in Malayalam, started in 1890 became the largest circulated daily in India by 1980s and continued to remain in that position for more than a decade. Today Dainik Jagaran and Dainik Bhaskar are the two largest circulated dailies with a readership of more than 20 million. The National Readership Survey of 2015 revealed that newspaper readership in rural areas has grown so fast that it paralleled the readership in urban areas.

More than 2074 new newspapers were registered. As on 31 st March 2006; there were 62,483 registered newspapers on record as against 60,413 at the end of March 2005. The total circulation of newspapers increased from 15, 67,19, 209 copies in 2004 - 05 to 18, 07,38, 611 copies in 2005 - 06. As per the data from Annual Statements received, the highest number of newspapers were published in Hindi (4131), followed by English (864), Gujarati (775), Urdu (463) Bengali (445), and Marathi (328) . In circulation, Hindi newspapers continued to lead with 7, 66,98, 490 copies followed by English with 3, 41,06, 816 copies. Among language dailies, Hindi led with 942 newspapers followed by 201 in English. The languages that published more than 100 daily newspapers were - Urdu (191) , Telugu (147) Marathi (130) and Gujarati (100) .

Circulation means subscription. That is how many people buys or subscribe the newspaper. Readership denotes how many persons read that. That means, if a newspaper is subscribed in a house, then its readership is 4 or 5 persons who read the newspaper in the house. Therefore, a newspaper having one lakh circulation may actually be read by about five lakh people. In India there are two primary institutions which maintain a record of circulation and readership of newspapers. The Registrar of Newspapers of India (RNI) : The government of India established the RNI in 1956 on

the recommendation of the first Press Commission . The RNI oversees the activities of the press in India. They annually publish Press in India reports which give an idea of circulation as well as readership figures. The Audit Bureau of Circulation (ABC): it is not a government organisation. It was established in 1948 by the association of publishers and advertisers. The Audit Bureau of Circulation has established the National Readership Studies Council (NRSC) which is constituted by the Advertising Association of India, ABC and Indian News Paper Society. They conduct readership surveys of newspapers and weeklies in India every six months

Importance of Hindi Press

Media plays a significant role in our lives. From receiving live updates on crime, politics, and entertainment related news to getting your advertisement promoted via TV channels, newspapers etc, media does it all.

In India, there has been a fixed trend to start mornings with a sip of tea and a newspaper. Most percentage of people today gather news from newspapers or through TV news channels, while the youngsters prefer websites or e-papers to get latest news. Whatever be the medium, all that matter is to get information about the current happenings.

Despite, there has been a huge preference of English news amongst mid- aged professionals and youngsters today, Hindi news still retails its older charms. Whether it is a business, bollywood, sports or any local area regional news, newspapers are believed to be the most preferred source to spread news to the places void of internet and TV news channels.

Almost 60% of the India's population belongs to the rural area, for them Hindi newspaper is the chief source to get information about the current happening in India. It provides in- depth information about all the latest incident and underlines all the aspects of the news.

News in Hindi is most expressive; easy to understand and comfortable language, for we Indians in particular. The perfect example to justify this statement is that fact that till today the elder members of our family emphasize on bringing the Hindi paper home.

Hindi is a language that provides much ease and comfort to the readers and help them understand the news painstakingly. Eying the vast acceptance of Hindi news in India, there are many Newspaper that have established their online presence so as to ease the news reading process for those who prefer reading News in Hindi.

Online Newspaper in hindi gets you all the latest updates, current happenings in and around the city you live in. Also, it makes easy for you to gather all the state-wise and city-wise News online. You can also search any specific news you really wish to get information on.

In Conclusion newspaper has intense and fierce competition in the press sector often results in unhealthy practices. One such practice is predatory price wars. It implies reducing price by the newspapers to increase its circulation. Here small and medium newspapers are affected because they fail to reduce their price. Excessive dependence on advertisement revenue is also not good for newspapers. Government advertisements account for more than 50 per cent of all advertisements in Indian papers. This monetary incentive makes newspapers to limit criticism of the government policies. Media excesses and media trials, fake sting operations, criminal trespassing of privacy, glamorization of criminals and mafia dons, promotion of hatred among communities and inflaming of raw emotions are some other unhealthy practices in the media sector. India is one of the fastest growing economies. One significant feature of this growth is the narrowing of the urban and rural divide. Globalization also leads to this transition. The rise in literacy, more educational opportunities, growth of industry, 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.

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