
A SURVEY OF NEWSPAPER VS TELEVISION IN INDIA

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Abstract:

The newspaper is the oldest mass medium which is still liked by the audience very much. Across the globe, newspapers have evolved according to the changing needs of the contemporary society and readers. Despite many technological changes that have occurred during last two decades, print media has proved its relevance and utility. In India, James Augustus Hikki wrote the first newspaper in the British era in 1780, dubbed the Bengal Gazette of Calcutta (now Kolkata). This paper became popularly known as the Hikki Gazette, but it could not be sustained for a longer period of time because of its allegations against the British government.

Keywords: *Newspaper, Newsprint, News, Information, Advertisement, Entertainment, Social Awareness.*

I. INTRODUCTION

In India, James Augustus Hikki wrote his first newspaper in the British era in 1780, titled the Bengal Gazette of Calcutta (now Kolkata). This paper became popularly known as the Hikki Gazette, but it could not be sustained for a longer period of time because of its allegations against the British Government. Jugal Kishore Shukla (originally from Kanpur, Uttar Pradesh) published the first Hindi newspaper 'Udant Martand' (The Rising Sun) in Calcutta on 30 May 1826. It was a weekly newspaper [1].

Such newspapers lifted their voices about the national identity and independence of the region. Harihar Dutta also published the first Urdu newspaper in Calcutta in 1822, named Jam-i-Jahan-Numa. Harihar Dutta also published the first Urdu newspaper in Calcutta in 1822, named Jam--. Until independence, most of the newspapers published by the Indians were consciously participated in the cause of liberation or passively supported the cause. Many of the writers of these articles have written freely about the British Empire, Kings, Nawabs and Zamindars. In reality, it was a well-thought-out decision by numerous social reformers and political leaders to manipulate India's very small educated and wealthy community through the newspaper so that,

over time, these ideas would enter the masses through them. Nevertheless, several English newspapers written by the British and Indians were evidently often meant to support the British government.

A newspaper in the modern society has great social and educative value. It is a common media of giving news along with views. Its principal aim is to supply news, information with different views through comments, articles and editorials. It is therefore, called the 'people's university'. Different people expect different things from the newspaper. For example a business man wants to know the market trends, a farmer is eager to know the weather report; a book reader wants to know about the latest arrivals [2]. A newspaper satisfies them all like an intimate friend.

A newspaper is a publication containing news and information and advertising, usually printed on low-cost paper called newsprint. The main purpose of the newspaper is to let know about the world problems and their solutions. Information that comes to us from newspaper all round the world is known as the news [3].

II. AFTER INDEPENDENCE

Newspaper was a capital-intensive company that requires time to make a profit. First Press Commission, after independence, systematically researched the state of the newspaper industry first time. The Commission, in its lucid report, covered all major aspects of print media and provided detailed suggestions on history, ethics, regulation, industry, competition, journalists before the government. Prime Minister Indira Gandhi, took full care of the Indian press during an emergency [4]. Hundreds of dissenting journalists were arrested, and the government shut off energy supplies from several newspapers to those who refused to comply. Government placed pre-censorship on print media for the first time. Newspaper company began to take shape as a large industry during the 1980s [5].

III. THE EXPANSION PERIOD

During nineties, government policies of liberalization and privatization provided lots of opportunities to Indian print media for changing itself according to the fast-changing market needs. In addition, several major media houses were also taken over by new generation media owners. Sameer Jain of Times of India, for example, called the news a product, and readers a buyer of this product. His entrance into the ancestral newspaper sector is seen as a very important milestone in India's print media history. Media gurus spoke a lot about his comment and gradually newspaper was just like every other company with the ultimate aim of earning full income. For old and current journalists, this was a radically new idea, turning the whole newspaper. Finally several other major stream media houses followed the ideals of market-driven journalism. Adoption of emerging technology, accelerated strategies for growth, intense competition and relentless change and

experiments have become the order of the day. Many newspapers used foreign money to sell better printing machines and partnered with foreign experts to get their rivals out of the market. Big newspaper houses started spreading to other states during the nineties, by growing their editions. Big newspaper posed a major challenge to some very old regional giants through stiff finish. Television at the same time increased its audience by entering the small towns and villages [6]. The proliferation of news outlets on television faced a major challenge before newspapers were important. But very soon people realized that television channels offer news in brief despite visual inputs and newspapers are needed for more information. But under television pressure newspapers were color with more visual inputs such as large-sized images, graphics. News on television forced the newspapers into being more critical and opinionated [7].

IV. NEW CHALLENGES

Newspapers have become denser in the past decade, but the time the readers spend reading it has fallen significantly. Now readers spend lesser time on reading newspapers. In other words, newspapers are being incapable of engaging its readers for longer period. Critics say the newspaper has lost its readership. Editors are busy building visual drama before the readers when there is a clear difference between readers 'knowledge needs and editor perception [8]. Moreover the editor has also lost his sanctity as an institution. Lifestyle, food, fashion, movies and celebrities take precedence over serious events and problems. The demand for fitness, sports, industry, commerce and shares consumes more pages than the international news. Big media houses have increased their geographic area rapidly in the new millennium, and have also introduced several editions in other nations.

For example, the leading English daily The Times of India and the Hindustan Times moved out of their conventional centers and even published editions from other state capitals, jeopardizing The Hindu's survival; in several cities the Leader and The Tribune. In the same way, the Hindi daily Dainik Jagran and Dainik Bhaskar have extended their business in nearly all the Hindi-speaking countries and posed a major threat to them. Dainik Tribune (Haryana), Amar Ujala and Aaj (Uttar Pradesh), Nai Duniya (Madhya Pradesh), Rajasthan Patrika (Rajasthan), Lokmat (Maharashtra), Prabhat Khabar (Jharkhand), Jansatta (Delhi), Hindustan (Bihar). Aggressive marketing, advanced technology and strong capital spending have helped Dainik Jagran and Dainik Bhaskar become the pioneer in the Indian newspaper industry. Yet that centralization has adversely affected content diversity. Probably in the near future some of the little newspapers could be closed down. Data shows the proportion of ad revenue of a few major media companies is rising. Y.As stated in the Registrar Newspapers of India (RNI), the total number of RNI-registered newspapers and periodicals is 110851 (as at 31 March 2016). Indian printing industry is continuing its steady growth story. The growth rate of this rise in 2015-16 was 5.13 percent [9].

It's unclear where technology is heading in the future, and it's hard to see what the future of the newspaper industry is going to look like. Information from the past and the current, however, can allow forecasters to predict future patterns. Information futurists also share their thoughts into how media can evolve in the future. Often, people attribute the decline of newspapers to the rise of the online news. On the contrary, there is not as much of a connection between the two as many people believe (Palser, 2007). Certainly, people have started to gravitate towards fast and successful news on the Internet and gradually cancel newspaper subscriptions, but Palser has indicated that this is the style of journalism, not the method that leads to newspaper struggles. Audiences' expectations are shifting, so they prefer something simple instead of concrete. Second, it is also difficult for a reasonable number of consumers to accept online reporting. Although anybody may add to online news material, some users are hesitant to make details on the Internet more credible than others reporting outlets (Baetke, 2006). Newspapers need to reach out to these online consumers through creating confidence. Once newspapers develop trust, they will see higher profits roll in.

Many newspapers are monitoring consumer comments online by requiring them to register. Newspapers are seeking to reconcile the right of the media to publish as they want on blogs with accountability to insure that the comments are correct and significant. Through keeping track of reported messages, negative remarks will be minimized (Gsell, 2009). Increasing accountability and customer engagement are increasing public trust in the technology used by newspapers. If the newspapers continue down their current route.

V. INDIAN RADIO

A. Before Independence: -

In India the radio signals were first transmitted in Bombay (now Mumbai) during 1921. This experimental transmission was performed by the Times of India in conjunction with the Postal and Telegraph Service. In the first broadcast, on the preference of the then Governor Sir George Lloyd, a music program was played on the radio and this program was listened to in Pune. After this experiment, the Postal and Telegraph Department submitted a request to start daily radio transmission to the British Government, which was accepted after five years, and a normal and structured radio transmission began in 1926. First radio transmission was performed on January 1, 1936 at Delhi Hub. Radio communication was carried out in various princely states such as Hyderabad and Mysore though much before this. Radio has served the role of intelligence, education, and entertainment in India ever since its inception. Indians not only had the ability to listen to national radio broadcasting services, but also had the right to listen to BBC, Voice of America, Radio Ceylon, German Radio, and so on. Delhi station airs Indian radio news briefing for the first time. The name of the Indian State Broadcasting Service (ISBS) has this year been called All India Radio. Central News Agency was founded in 1937 the next year. The entire occurrence of power handing over was transmitted on various available radio channels in India in the midnight of 14-15 August 1947.

B. After Independence: -

Central News Organization was split into the Department of News Service and Foreign Service in 1948. All India Talks program was launched in 1953. Radio Newsreel began in 1955. All India Radio received its Hindi name as Akashwani on 3rd October 1957. Eventually the number of news- and current affairs-based services grew. Daily and weekly update on legislative proceedings began on 14th February 1961. All India Chat and Talk System was introduced in 1963. Sanskrit newsletter was published on All India Radio on 30th June 1974.

C. FM Revolution: -

Private companies were also invited to launch their FM radio stations in various towns in 1999. The metropolitan viewer enjoyed the new, catchy delivery format on private FM networks. Radio Jokey (RJs) was between towns a star. Several of Delhi's most famous radio channels are Radio Mirchi, Radio City, Fever, Red FM and BIG FM; Colkata, Mumbai. Private FM radio channels used to broadcast popular programs focused on the songs. Often RJ will use collaborative chat-show formats, comedy etc. The goal of this analysis is to discover how newspapers are turning to technology in order to remain an effective and reliable news source [10]. The researcher has opted to triangulate the topic by analyzing the result through polls, interviews and secondary study. The use of these three approaches should have a well-rounded explanations of study issues.

In April 2011, 109 people engaged in a study performed by Survey Monkey where the respondent produced her own sample (www.surveymonkey.com). The author created a Facebook web link so that study participants could answer 12 questions in the survey. The researcher asked both of her "wives" to complete the survey and welcomed the participants. Their own "friends" to complete the survey. Users were able to complete the survey at their own leisure. Of the participants, 90.7% were between 18 and 25 years of age; 0.9% were between 26 and 39 years of age; 5.6% were between 40 and 54 years of age; and 2.8% were between 55 years of age and older. The study contains multiple-choice questions as to how many members use newspapers and many news-delivering tools, how much they use these systems and to what degree they will go to receive news from various sources. Additionally, they ranked different channels in terms of how much they trust the information they read from them (Refer to Appendix).

Survey asked readers how they see the existing newspaper industry, what they see. Like and hate of how the media has adapted to technology and what adjustments will allow us more likely to prefer paper news over news that incorporates technology. Interviews of individuals with diverse perspectives offer a growing, more in-depth insight on the state of the newspaper industry. The writer asked four men, Burlington-Times News Online. News Editor Joe Journey, Miami Herald Vice President of journalism Erik Gyllenhaal, freelance columnist John Smith and media reader

John Yancey. The interviewer picked these interviewees, as she wanted to reliably measure the progress of newspapers' transition to technology by hearing different viewpoints.

VI. INDIAN TELEVISION

A. The Birth of Television: -

In 1955 the corporation Phillips (India) displayed television equipment at a trade fair held in Delhi, where people from All India Radio had a chance to see all of this first time in India. In this way, credit goes to Phillips Group for launching television in India. The UNESCO held its general conference in Delhi next year. This company provided assistance for television system in India. In 1957, Phillips suggested selling their equipment brought to the AIR from Holland.

Twenty-one TV receiver sets given to AIR after the proposal corporation approved. In April 1958 a transmitter with homemade mast was installed. There was no building at the studio. In the Research Laboratory itself, however, plans were made to display 16 mm and 35 mm films on a film screen and pick them up for transmission by television camera. In the President's residential quarters, the Vice-President, the Prime Minister, the Minister of Information and Broadcasting and others, a few television sets were installed for VIP viewing. The 21st century has brought with it a long range of emerging developments. It seems like a technical breakthrough is easily replaced by something more spectacular and effective. As a result, the "old-fashioned" innovations that we have been used to in the past are required to fight for life or surrender. In the age of the Internet, web news outlets are popping up every day, quitting. Write out the news in ashes. As a result, many newspapers realize that they need to tailor their news delivery techniques to be faster and more accessible. It's been a long and challenging process, but hundreds of newspapers are changing the way they cover news. Older firms are relying in their keyboard and desk phone pens for electronic video conferencing. The transition that is taking place in the media is incredibly important to understand, as it makes people understand not just that this is happening, but what the future of the press will be like. This work would explore how newspaper companies are adopting technology, how journalists and readers are welcoming innovations, and which technologies viewers favor. The capacity of newspapers depends on They have been able to continuously change the fundamentals they have held close for many years. The study will not explain how the newspaper industry is in crisis and why electronic media is now the industry's biggest threat to viewers.

VII. CONCLUSION

The content preferences of main newspapers, the first page of The Hindu newspaper were given first importance whereas as in case of The Times of India newspaper editorial section were given due importance whereas in the case of supplement newspaper first rank were given to the section education in case of The Hindu newspaper and classifieds were given ninth rank in case of The

Times newspaper. The level of agreement regarding the content preferences in the main newspaper between the readers of the Hindu is higher than the level of agreement between the readers of the Times of India whereas the content preferences in the supplement newspaper between the readers of The Times is higher than the level of agreement between the readers of The Hindu newspaper.

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