

Development Communication and Present Trends in Printing Media

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Abstract:

Development communication is communication used for human development. Both print media and electronic media play an important role in the development of any country. In India, the government uses print media to secure wide coverage of messages through various newspapers and magazines. Print media as a traditional medium plays an important role in the development of communication. In India, the strength of the print media is largely linked to its historical experience and particularly to the freedom struggle as well as movements for social emancipation, reform and reform. Today various modern and sophisticated technologies are using print media in both developed and less developed countries and they are also facing stiff competition from electronic media. This article studies the circulation trends of print media: newspapers and magazines in India and some other countries and also discusses how the role of print media is changing in development communication in recent times. It also focuses on the impact of new electronic media on print media.

Keywords: Electronic Media, Freedom Struggle, Print Media, Social Emancipation

Introduction:

When we refer to development communication, it is about communication that can be used for development. It's about using communication to change or improve something. Messages that are designed to change people's behavior or improve their quality of life can be called development communication and these messages are used to change people's socio-economic status. Therefore, development communication can be

defined as the use of communication to promote development. Media like print media and electronic media play an important role in the development of a country. Despite the advent of electronic media like radio and television, print media has not lost its appeal or relevance. Print media has the advantage of having a longer impact on the minds of readers with more in-depth reporting and analysis.

Humans have been using verbal and non-verbal means to communicate with each other for centuries. Communication is used as a tool of empowerment for the development of society. In other words, communication is used as a tool to facilitate people's participation in development work. Millions of people in developing countries are excluded from a wide range of information and knowledge, particularly the poor in rural areas, who remain isolated from both traditional media and new information and communication technologies that would improve their lives.

Indian Print Media:

Before Independence: A History of Print Media and Written Communication follows the progress of civilizations as they change in response to changing cultural technologies. The transfer of complex information, ideas and concepts from one person to another person or group has evolved since prehistoric times. 30,000 years have passed since the first recorded evidence of written communication, and it is still changing dramatically. The press in India, especially Indian-language newspapers, was at the forefront of the freedom struggle. Many leaders from Mahatma Gandhi downwards used their newspapers to mobilize people to participate in the freedom struggle. But newspapers are no longer active in the fight against poverty, disease, illiteracy and superstition.

In India, newspapers came much later as opposed to Europe or America, yet they have a rich pedigree as witnesses and catalysts of the nation's birth and growth. The first newspaper in India was the Bengal Gazette started in 1780 by James Augustus Hickey. Although these papers were small in nature as they only published gossip and

advertisements, a thriving media industry owes its existence to James Augustus Hickey and his Gazette. Soon after, papers like Bombay Herald and Bombay Courier started in the country. Interestingly, Bombay Courier later merged with Times of India newspaper. In 1818, the first regional language newspaper was published in Bengali. Bombay Samachar, started in 1822, is still the oldest newspaper in Asia. Newspapers in the pre-independence period had only one agenda - to advance their ideology. Bal Gangadhar Tilak is a prominent pre-independence veteran and revolutionary leader who used his newspaper as a vehicle to communicate his ideas and ideals in the freedom struggle. Founded in 1880, Kesari was published in Marathi. Before 1947, the newspaper industry had only one goal - to spread the cause of freedom.

The nature of print media has changed since India's independence. There has been an unprecedented growth in the number of newspapers and their circulation. The number of leaves has increased. Product quality has improved across the board. Advances in printing and communication technology have also taken advantage of medium Indian language newspapers to bring out multiple editions of dailies. A good example of this is DainikSakal which is the first newspaper not only in Maharashtra but in India to adopt modern management systems and processes. It has deployed the latest technology provided by partners who are global leaders in their field of specialization. Large chain newspapers face stiff competition from these newspapers because they are produced equally well. What's more, being rooted in the soil, they are more aware of local problems and thus play an active role in the fight against poverty, disease, illiteracy and superstition. Color printing has made newspapers more attractive. Areas of national activity such as commerce now occupy a prominent place in almost all Indian language newspapers. New areas of commerce and industry became available to businessmen. He found newspapers useful for influencing the government and the people. Some British owned newspapers went into Indian hands and they started newspapers in Hindi and other Indian languages. The government accepted the demand for security of service of people working in newspapers and news organizations. All these helped increase the

number of newspapers and their circulation. Eighties and nineties saw the growth of moderate Indian newspapers. He adopted the latest printing and communication technology to bring out several editions.

In the pre-independence period, newspaper editorials were widely read and newspapers were used as an instrument of social change. But in the new era editorials became shorter in length and weaker in impact. A new generation of industrialist-publishers is now more interested in profit than in social duty. Therefore, they shut down serious literary and political publications to preserve the profits of major publications. There was a growing tendency to regard the newspaper as a salable product rather than as a tool for social change.

Trends of Print Media:

Today, with the changing and advanced technologies used in printing and communication media, print media has gained a lot of importance in the minds of people. Hence, it has become important to study how the trend and role of print media is changing in the development dialogue. This research shows the trends in circulation of print media especially newspapers in India during pre-independence and pre-independence period and comparative trends with other countries.

India had about 5,000 newspapers and magazines in all languages. The first Press Commission stated in its report that by the end of 1952 there were 340 daily newspapers, 1342 weeklies and 1,984 newspapers of other periodicals in India. Except for a few rare years, the number of newspapers has grown by an average of 8 percent per year. By the end of 2000, there were 54281 newspapers compared to 50481 in 1999. Among them were 5428 dailies, 342 tri-weekly and fortnightly, 169847 weeklies, 14582 magazines, 7142 fortnightly, 4827 annuals and 4827 public magazines. So, it will be seen that the number of daily newspapers has increased by 25 times since 1952. In 2010 this number reached 62351 which includes dailies and all periodical publications. As of 31 March 2015, there were 87593 registered newspapers. All periodicals on record with the Registrar of Newspapers for India (RNI), compared to 97,857 at the end of March

2015.

The total circulation of all newspapers in India in 2000 was 1452,65,300 copies. Although the growth rate of circulation is estimated to have increased by 50 percent during the 1990s, it increased by 46 percent in the two years from 1990 to 2000, and the trend of circulation has increased in recent decades. Asian countries like China and India are showing positive growth trend.

Impact of Present New Media on Print Media:

It can be argued that with the rise of television and new media (Internet), newspapers are becoming irrelevant in terms of breaking news. However, both media have their own importance. Longevity of written media is much more than electronic media. It is the written medium that has made history recordable and accurate. The age of an old manuscript found during the excavation of a historical site gives information about the period in which it was written, which is not possible with electronic media. Print media is durable. Anyone can post articles anonymously and raise a voice. Tracing the actual owner of an article is difficult. Through electronic media, one can copy any piece of information and pass it off as one's own; Plagiarism is at its peak these days. Information given through newspaper is usually more honest and authentic but not in case of electronic media. Electronic media mainly depend on electricity.

In areas with frequent power outages or in rural areas, it may not be a viable replacement for newspapers. Print media is readily available and widely read. Anyone can buy it as it is cheap and available in remote villages. In a country like India, it is cheaper to subscribe to newspapers than to have an internet connection. Print media is local to a city or region and contains information about local events such as plays being staged in the city or inter-school chess tournaments.

Many newspapers in India and to some extent in the world have started analyzing news and thus the demand and reach of newspapers in the competitive era is still maintained. The coverage of the 2017 general elections is proof of that. Many newspapers had their own supplements dedicated to the elections and scrutinized every

detail of the elections in a way that television channels could not. As of 2005, there are at least 42637 newspapers in India and increasing daily. The media, while flawed, is one of the most precious assets of any democracy, and as India celebrates another year of its liberation, the media also has much to celebrate – this freedom is rather significant for millions of people across the country every day. A word uttered as a cliché at some cocktail party.

Conclusion:

Compared to the pre-independence period, the circulation of newspapers in India is increasing today. The trend of increasing circulation of newspapers in India shows that they win to survive the stiff competition from electronic media. Today, both developed and less developed countries use improved technology to produce and distribute large numbers of more attractive newspapers. The main reason for the heyday of print media is steadily increasing literacy, better purchasing power, aggressive publishing and political excitement which is not the case with electronic media. As circulation is increasing in India it means that newspaper readership is increasing as it is assumed that more than one person reads a certain copy of newspaper so it can be concluded that the readership of print media is also increasing. Growing However, newspapers in Western countries such as the United Kingdom and the United States are losing young readers. Social and technological changes in print media are reducing the circulation of newspapers, but people in developed countries continue to use advanced forms of print media such as online newspapers on the Internet. Developing countries like India may face this situation in future. In short, it can be concluded that every media has its own existence, role and impact on society.

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