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JMC-01

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History of Press

Unit-1	Early History of Press in India
Unit-2	Role of Media in Freedom Struggle, Media Since Independence
Unit-3	Prominent Newspapers, Magazines and News Agencies
Unit-4	Media in Odisha
Unit-5	Role of Media in Impacting Socio-Cultural Dynamics of Odisha

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Unit-1: Early History of Press in India

Unit Structure

- 1.1 Learning objectives
- 1.2 Introduction
- 1.3 History of first Indian newspaper
- 1.4 Newspapers as a medium for Social Reforms
- 1.5 Significant contribution of Bengal towards Indian Newspapers
- 1.6 Evolution of Press Laws in India
- 1.7 Press during first struggle for Independence
- 1.8 Press in early 19th Century
- 1.9 Language Press and National development
- 1.10 Formation of First Press Commission
- 1.11 Press during emergency

1.1 Learning Objectives

After completing this lesson you will be able to trace the evolution of press in India, acknowledge the role of press during first Freedom Struggle and understand how press played a significant role in social reform. We will also study the laws which came into existence to control the press.

1.2 Introduction

The growth and development of press in India has a chequered history. Press has struggled against continuous regressive measures pre-independence as well as post-independence. Freedom fighters, social reformers and intellectuals helped nurture the press and considerably contributed towards the development and growth. The tallest stalwarts of the freedom movement like Mahatma Gandhi, Lokmanya Bal Gangadhar Tilak, the social reformers and liberal thinkers like Raja Ram Mohan Roy, Surendranath Bannerji and Gopal Krishna Gokahale were themselves either editors and pioneers in establishing well known newspapers. Therefore the history of journalism has been inextricably linked with the growth of national consciousness

and the progress of freedom movement. In fact the press journalism nurtured the national consciousness and freedom movement in the country and in turn was nurtured by it.



1.3 History of first Indian Newspaper

The first attempt to start a newspaper in Calcutta was made by William Bolts in 1776. Bolts had resigned from the services of East India Company after a court striature for private trade under the company's authority. He thought of exploiting the untouched field of newspapers publishing mainly with the motto of ventilating his grievances against the company. But his effort to publish a newspaper was not approved by the East India Company and he was asked to go back to Europe. And in this way the first cherished effort to start a newspaper came to a halt.

Then it was James Augustus Hicky who made history by starting the first newspaper called Bengal Gazette or Calcutta General Advertiser which was published in India on January 29, 1780. It was also known as Hicky's Gazette. The beginning of Hicky's gazette paved a way to the long and eventful venture of Indian journalism.

In the first issue of Bengal Gazette, Hicky introduced himself as the first and late printer to the Honorable Company though he did not seem to have enjoyed high reputation. About his venture he said, "I have no particular passion for printing of newspapers; I have no propensity! I was not bred to a slavish life of hard work, yet I take a pleasure in enslaving my body in order to purchase freedom for my mind and soul." He described the Bengal Gazette as a 'weekly political and commercial paper open to all parties but influenced by none'.



Front page of Hicky's Bengal Gazette, March 10, 1781, from the University of Heidelberg's archives.

Source: Wikipedia

Bengal Gazette published extracts from English newspapers at home, letters from local and mofussil readers and items of gossips and scandals that will interest the European community. He published announcements of marriages and engagements and the issues were mostly related to private lives of individuals and also consisted of more advertisements than reading matters. Hicky also had a column to himself through which he used to talk to his readers directly. There were regular columns like poets corner, a women column where new fashions and models were discussed and news varied from political, individual and local stories to weather or the arrival of some pretty women in England. It published editorials on the army and on the reported plans of individual rulers and letters to the editors also found space. Its readership was among the traders and merchants and also the non-official European class community. Spicy gossips about individual lives interested his European readers most. He had his “informal sources” and his own kind of investigative journalism, but in true sense it was “grapevine.” Later Bengal gazette was described as a ‘witty and scurrilous’ paper. The Gazette was no better than a scandal sheet. Very soon Hicky gained enmity of the Governor General, Warren Hastings and in June 1781 the contents of Bengal Gazette did not please him. The Chief Justice of India sent an army of 400 people to arrest Hicky at his home and ordered to seize his printing types. Even from prison he continued to edit and write for the gazette. He was stopped from bringing out his weekly only when the types used for printing were seized by Hastings. Hicky was finally deported.

Another pioneer, James Silk Buckingham came to India in 1818 as the editor of the ‘Calcutta Chronicle’ which was started by some Calcutta merchants to propagate their views and protect their interests. In October, 1818 he started Calcutta Journal, a bi-weekly paper consisting of eight pages. He made his newspaper the mirror of people. The Calcutta Journal under Buckingham was acknowledged to be the best published newspaper in its content as well as presentation. Jawaharlal Nehru described Buckingham as one of the earliest champions of the freedom of the press in India and is one who is still remembered. He was a real inspiration behind the growth of Indian journalism. He was against the policy of *sati* and denounced government’s failure to put an end to this. He was a friend of the Indian press and defended its right to exist and voice the opinion of the Indian people. His repeated disclosures of official malpractices and his success in reducing grievances proved a danger to the East India Company and its reputation, as a result of which he was deported in 1823.



1.4 Newspapers as a medium for Social Reforms

Initially the growth of newspapers was very slow but then with the passage of time it gained momentum. In 19th century the main agenda of newspapers was social reform. Social reformer Raja Ram Mohan Roy was considered as the founder of Indian press. He was a champion of freedom of press. He used the might of his pen to fight against social evils like caste system, idol worship, animal sacrifice, 'sati pratha' from the Hindu society. He published 'brahmanical magazine' in English in 1821, 'sambad kaumudi' in Bengali in 1821 and 'mirat ul akhbar' in Persian in 1822. The main objective of starting the paper was 'to lay before the public such articles of intelligence as it may increase their experience and tend to their social improvement' and to 'indicate the rulers a knowledge of real situation of their subjects acquainted with the established laws and customs of their rules'. Later Roy ceased publishing paper in protest against the government's press regulation.

1.5 Significant contribution of Bengal towards Indian Newspapers

Bengal was the birth place of journalism in India as well as the language press. The first periodical in Indian language was Dig Darshan in Bengali, which was a monthly magazine issued in April 1818. The weekly 'Samachar Darpan', also in Bengali started publication in 1818 and survived till 1890. Subsequently, several newspapers came into existence in Bombay, Calcutta and Madras. In 1822, 'Marzban' started a Gujarati weekly named 'Bombay Samachar' with news of commercial interest which attracted the Indian merchants in Bombay mainly coming from Gujarat. It is considered to be the oldest living Indian language newspaper of India. Thus, the birth of Indian journalism could be traced to the second and third decades of the 19th century. Most of the journals were published in Bengali and Gujarati. Social reforms and commercial interests were the primary reason to start journalism in Indian languages.

1.6 Evolution of Press Laws in India

The early years of nineteenth century saw Indian press struggling against the regulations meant to restrict its freedom. The first such threat began on 13 May 1799 when Wellesley issued press regulations making the publication of the name of the printer, editor and the owner obligatory. The penalty for infringement of the law was immediate deportation. In protest of this restriction, the press in India continued to proliferate but still there was no journalistic freedom. The government servants were prohibited to have any connection with the press. Sir Charles Metcalfe revised the

press laws of the country. He is remembered in the history of Indian journalism for his authoritarian regime. This brought the realisation for reasonable restrictions on press allowing the press to function with some amount of healthy criticism. Metcalfe was fully dedicated to the East India Company. He was the first British to be appointed as the Governor General who repealed all the press restrictions in existence i.e. of 1823, 1825 and 1827. For this act he was bestowed with the title of ‘liberator of Indian press’. He referred the question of revising press laws to the then law counsellor, John Macaulay for changing licensing into registration. Sir Charles Metcalfe was in favour of a uniform law for all the companies’ territories which leave the journalist free to print without permission but still render him liable for punishment for printing seditious and defamatory materials. But then Metcalfe earned the disapproval of the board of directors and thus, he lost his chance of being the Governor General permanently. He sacrificed his career but launched Indian journalism on its long and eventful journey.

1.7 Press during first struggle for Independence

In the wake of first war of independence of 1857, the Governor General Lord Canning promulgated the gagging act, 1857. This act required the printing press to obtain license to function to print a newspaper or a book. These rules were applied to both English as well as language press. The act operated for one year and many newspapers were prosecuted within that period. However, before it could do more harm it became defunct on June 13, 1858. During that time Azimullah Khan started ‘Payam-e-Azadi’ which boldly wrote against the British regime leaving the British government with no alternative except to muzzle the voice of this newspaper. Journalism in India proved not only eventful but significant in this period.

The failure of Sepoy Mutiny (according to British historians) or the ‘first war of independence’ (according to Indian historians) brought the administration of East India Company to a close with the promise of press freedom and religious toleration. This period saw the beginning of national awakening and also marked the beginning of great national newspapers. By mid-19th century, many of the great Indian newspapers flourished which is running successfully even today like The Times of India (1861), The Pioneer (1861), The Statesman (1875) and The Hindu (1878). This period also saw a boom in the Indian language press. Several newspapers in all most all languages in India made their appearance.

During this time government promulgated the Vernacular Press Act in 1878 to control the press. This act required the Indian publishers as well as the printers of language newspapers to execute a bond that would not publish anything that would excite the

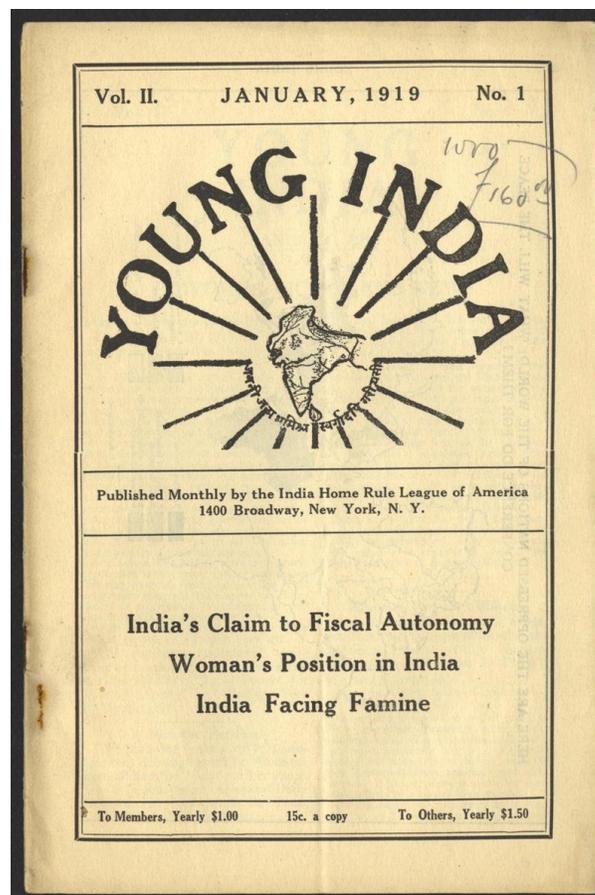
feelings of disaffection against the government. The Vernacular Press Act was a biggest blow to the freedom of press in India and the Indian language newspapers suffered most because of this draconian law.

1.8 Press in early 19th Century

Partition of Bengal in 1905 by Lord Curzon saw a mighty upsurge in the country against this decision. The nationalist newspapers play a significant role in this movement. Among the newspapers which took the leading role were K.K.Mitra's 'Sanjeevani', Surendarnath Banarjee's 'Bengali', Motilal Ghosh's 'Amrita Bazaar Patrika', Bipin Chandra Pal's 'New India' and Aji Singh's 'Bharat Mata' etc.

It was in this situation that Indian National Congress (INC) took birth in 1885 which impacted the image of journalism in India. It was during this period, the trumpets of nationalism could be read from Indian newspapers loud and clear.

The early years of new century saw the emergence of Mahatma Gandhi, who influenced Indian press in more ways than one. Gandhi influenced the concept of content, language and growth of journalism in India. In 1903, in South Africa, he started weekly newspaper 'The Indian Opinion'. He edited the papers himself, until he left South Africa in 1914. In 1919 Gandhi started two weeklies in India named 'Young India' and 'Navjiban'. In 1933 Gandhi added a third weekly, 'Harijan'. Journalism in Indian was highly influenced by Gandhi. According to Gandhi the three basic objectives of a newspaper should be to first understand the feelings and to give expressions to it, second was to stir the desirable sentiments among the people and the last was to expose the defects boldly.



Source: Wikipedia



Indian press played a very important role in the freedom struggle. The papers published by the freedom fighters included 'Independent' by Motilal Nehru, 'National Herald' by Jawaharlal Nehru, 'The Tribune' by Dayal Singh Majethia, and 'Maratha' by Bal Gangadhar Tilak. When India got the long awaited freedom, the press was very jubilant and played a very responsible role by being sympathetic and cooperative.

The role of the Indian press in strengthening and espousing the cause of freedom movement is one of the glorious chapters in the growth and development of the Indian Press. The establishment of the Indian National Congress in 1885 further strengthened the nationalist aspirations of the Indian people. Most prominent members of the Congress were eminent journalists and editors of newspapers. These included such towering personalities as Dadabhai Naroji, Ranade, Narendranath Sen, etc. The Indian language Press was particularly strong in expressing its views against the government. The press became the crusader for social reforms.

1.9 Language Press and National Development

The growth of the language press in Indian took over in the late twentieth century. It reflected the diversity and plurality of rich linguistic culture of our country. Apart from 19th official recognised languages in the Indian Constitution, the census in 1971 further strengthened India's cultural richness. Small newspapers published locally from various districts and small towns are mostly in Hindi or other vernacular languages. They constitute an important segment of the Indian Press. These papers are able to articulate the aspirations, interests, demands and difficulties of their regional readers. And thus they enjoy a regional goodwill. The Indian language press, in a way has not only a part in growth and development of commoners but it has significant contribution in the struggle for independence. Vernacular language press extended oral support not only during the turbulent times of freedom struggle but also in making Gandhi's call for non-cooperation movement a success.

1.10 Formation of First Press Commission

Several concrete decisions were taken to strengthen the press and developing it. In September 23, 1952, the First Press Commission was formed under the chairmanship of J.S. Rajadhyakhsa. It recommended the appointment of press registrar and constitution of press council. The Working Journalist Act, 1955 empowered the government to set up a wage board to fix the minimum wage of the journalist.



1.11 Press During Emergency

The then Prime Minister of India, Mrs. Indira Gandhi promulgated emergency in 1975 and imposed huge restrictions on the press. A large section of mainstream press buckled under pressure but the subaltern press fought hard and well. The press council act was repealed in January 1976 and after the emergency it was reconstituted. The government of India constituted Second Press Commission on May 29, 1978 which wanted the press to play a responsible role in the development and upliftment of the nation.

With technological advancements there were changes in the format and design of the newspapers. The printing of Indian newspapers was transformed from hot metal printing to offset technology and colour prints. The print media witnessed a major boom with publications of some magazines like India Today, Sunday, Week and several other magazines.

Slowly the profession of journalism has become a commercial entity. The change in content, presentation and layout design of newspapers is say to the least, the management style of media houses have gone through drastic change themselves. Media began to grow at a faster rate.

The new media technologies have made engaged people to all sorts of information coming their way. New media has ushered an era of 24x7 high speed connectivity and is increasing day by day. The Indian press witnessed many ups and downs but now the scenario keeps adapting faster. Indian journalism provides both challenge and opportunity.

1.12 Check Your Progress

1. Which is the first Indian newspaper? Who founded it and in which year?
2. What was the role of press in bringing social reforms?
3. Press played a significant role during the first War of Independence. Do you agree/disagree with the above statement? Justify.
4. What were the primary reasons to start newspapers in regional language?

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Unit-2 :Role of Media in Freedom Struggle, Media Since Independence

Structure

- 2.1 Learning objectives
- 2.2 Introduction
- 2.3 Emergence of Gandhi
- 2.4 Regional newspapers and their role in freedom movement
- 2.5 Check your progress

2.1 Learning Objectives

After studying this lesson you will be able to understand the role of press during freedom struggle and identifying key regional language newspapers.

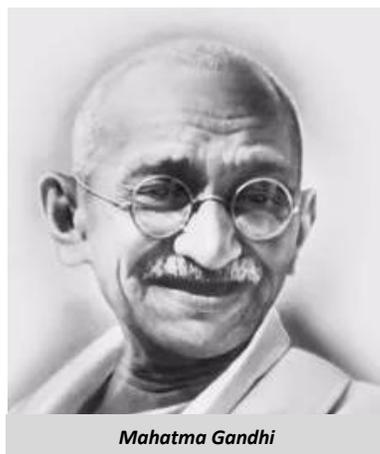
2.2 Introduction

The role of Indian press in strengthening the cause of freedom movement is one of the glorious chapters in growth and development of Indian press. The establishment of Indian National Congress in 1885 further strengthened the nationalist aspirations of the Indian people. Most prominent members of the Congress Party were either journalists or editors of newspapers. This included Dadabhai Naoroji, Ranade, and Narendranath Sen etc. The Indian language press was particularly strong in expressing views against the government. The press also considered the cause of social reform. A number of India's great men, social reformers, leaders and crusaders in the freedom struggle movement used press for furthering their philosophy and the causes they espoused. Aurobindo Ghosh, Annie Besant, Lajpat Rai, Surendra Nath Banarjee, Lokmanya Tilak and Mahatma Gandhi became eminent journalists during the freedom struggle.

Lokmanya Tilak carried on struggle for national liberation through journalism. He used the Marathi weekly, *Kesari* and the English weekly *Maratha* for writing on social, political, and economic subjects for the education and enlightenment of the people. Tilak used journalism for “popular education and political agitation” He made full capital out of this opportunity and used the newspaper columns to mobilise the people against the oppressive foreign rule. His newspapers *Kesari*, *Maratha* angered the British and they accused him of spreading hatred against the British government and charged him with sedition.

2.3 Emergence of Gandhi

The emergence of Gandhi during the period of freedom struggle changed the course of Indian history. He shaped national movement and influenced public opinion on various issues. Gandhi was considered as one of the powerful journalist that the world has ever seen. The weeklies he ran and edited were the greatest weeklies. He published no advertisements and at the same time he ensured that his newspapers are not running at a loss. They enjoyed wide circulation. For him, journalism was to serve public. He was associated with six journals. His



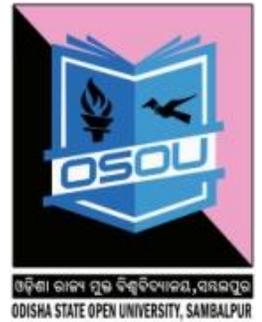
Mahatma Gandhi

paper *Indian Opinion* was started in South Africa. In order to ventilate the grievances of Indians and mobilise public opinion in their favour Gandhi started writing and giving interviews to newspapers. He actually needed a mouth piece to reach out to the people. So in June 1903 he launched *Indian Opinion*. It disseminated the news of the weak among the Indian community. Gandhi launched Satyagraha against the Rowlatt Act and the massacre in Jallianwala Bagh. The two journals *Young India* and *Navajivan* were used by him to ventilate his views and to educate the public on Satyagraha. His note of defiance and sacrifice gave a new stimulus to the evaluation of press as a weapon of Satyagraha.

2.4 Regional Newspapers and their role in Freedom Movement

At the time of the first war of independence, a number of papers were in operation in the country. Many of these like *Bangadoot* of Ram Mohan Roy, *Rastiguftar* of Dadabhai Naoroji and *Gyaneneshun* advocated social reforms and thus helped arouse national awakening. It was in 1857 itself that *Payam-e-Azadi* started publication in Hindi and Urdu, calling upon the people to fight against the British. The paper was soon confiscated and anyone found with a copy of the paper was prosecuted for sedition. Again, the first Hindi daily, *Samachar Sudhavarashan*, and two newspapers in Urdu and Persian respectively, *Doorbeen* and *Sultan-ul-Akbar*, faced trial in 1857 for having published a ‘Firman’ by Bahadur Shah Zafar, urging the people to drive the British out of India. This was followed by the notorious Gagging Act of Lord Canning, under which restrictions were imposed on the newspapers and periodicals.

In the struggle against the British, some newspapers played a very notable role. This included the *Hindi Patriot*. Established in 1853, by the author and playwright, Grish Chandra Ghosh, it became popular under the editorship of Harish Chandra Mukherjee. In 1861, the paper published a play, “Neel Darpan” and launched a



movement against the British, urging the people to stop cultivating the Indigo crop for the white traders. This resulted in the formation of a Neel Commission. Later, the paper was taken over by Ishwar Chandra Vidyasagar. The paper strongly opposed the Government's excesses and demanded that Indians be appointed to top government posts. The Indian Mirror was the other contemporary of this paper which was very popular among the reading public. Yet another weekly, *Amrita Bazar Patrika* was critical of the government, with the result that its proprietors faced trial and conviction. In 1871, the Patrika moved to Calcutta and another Act was passed to suppress it and other native journals.

So far as the revolutionary movement is concerned, it did not begin with guns and bombs but it started with the publication of newspapers. Indian press began to spread its roots in the 1870s. During 1870 to 1918 powerful newspapers emerged during these years under distinguished and fearless journalists. These were the *Hindu* and *Swadesamitran* under the editorship of G. Subramaniya Iyer, *Kesari* and *Mahratta* under B.G. Tilak, *Bengalee* under Surendranath Banerjee, *Amrita Bazaar Patrika* under Sisir Kumar Ghosh and Motilal Ghosh, *Sudharak* under G.K. Gokhale, *Indian Mirror* under N.N. Sen, *Voice of India* under Dadabhai Naoroji, *Hindustani* and *Advocate* under G.P. Varma and *Tribune* and *Akhbar-i-Am* in Punjab, *InduPrakash*, *Kal* and *Gujarati* in Bombay, and *SomPrakash*, *Banganivasi*, and *Sadharani* in Bengal. The first to originate in this context is *Yugantar* publication of which was started by Barindra Kumar Ghosh who edited it also.



The Maharatta and The Kesari started by Bal Gangadhar Tilak



When the Ghadar party was organised in America, Lala Hardayal started publication of the journal *Ghadar*. Within one year, millions of copies of this journal were published in Hindi, Urdu, Punjabi, Gujarati, Marathi and English and sent to India and to all parts of the world where Indians were residing. In the beginning the copies of the journal were concealed in parcels of foreign cloth sent to Delhi. It was also planned to smuggle the printing press into India for this purpose. But then the war broke out and it became almost impossible to import printing machinery from abroad. Lala Hardayal was arrested in America and deported to India. One of his followers Pandit Ramchandra started publishing *Hindustan Ghadar* in English. With the U.S. joining the war, the Ghadar party workers were arrested by the American Government. When the trail was on, one of the rivals of Pandit Ramchandra managed to obtain a gun and shoot him dead in the jail itself. The death of Ramchandra led to the closure of this paper.

In 1905 Shyamji Krishna Verma started publication of a journal *Indian Sociologist* from London. It used to publish reports of political activities taking place at the India House in London. In 1909 two printers of this journal were convicted. Shyamji Krishna Verma left England for Paris from where he started the publication of the journal. Later on, he had to leave for Geneva. In Paris, Lala Hardayal collaborated with Madam Cama and Sardar Singhraoji Rana and brought out *Vandematram* and *Talwar*.

After *Yugantar*, it was *Vandematram* that played a significant role in the freedom struggle. This journal was established by Subodha Chandra Malik, C.R. Das and Bipin Chandra Pal on August 6, 1906. Its editor, Aurobindo Ghosh, the editor of *Sandhya*, B. Upadhyay and editor of *Yugantar* B. N. Dutt had to face a trial for espousing the cause of freedom.

So far as the Hindi papers were concerned, they looked to government for support for some time. Bhartendu Harish Chandra was the first to start a journal *Kavi Vachan Sudha* in 1868. Its policy was to vent the miseries Indian people. When the Prince of Wales visited India, a poem was published in his honour. The British authorities were given to understand that the poem had two meanings and that one word used in the poem could also mean that the Prince of Wales should get a shoe-beating.

The government aid to journals like *Kavi Vachan Sudha* was stopped for publishing what was objectionable from the government point of view. Bhartendu Harish Chandra resigned from his post of an honorary Magistrate. His two friends, Pratap Narain Mishra and Bal Krishna Bhatt started publication of two important political

journals *Pradeep* from Allahabad, and *Brahman* from Kanpur. The *Pradeep* was ordered to be closed down in 1910 for espousing the cause of freedom.

The *Bharat Mitra* was a famous Hindi journal of Calcutta which started its publication on May 17, 1878 as a fortnightly. It contributed a lot in propagating the cause of the freedom movement. The journal exposed the British conspiracy to usurp Kashmir. Several other papers published from Calcutta which played an important role in freedom struggle included Ambika Prasad Vajpayee's *Swatantra Bharat*, Ramanand Chatterjee's *Modern Review* in English, *Pravasi Patra* in Bengali and *Vishal Bharat* in Hindi.

One of the foremost Hindi journalist who has 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. The noted Congress leader, Swami Shradhanand, started the publication of Hindi journal *Vir Arjun* and Urdu journal *Tej*. After the assassination of Swami Shradhanand, Vidyavachaspathi and Lala Deshbandhu Gupta continued the publication of these journals. They were themselves prominent Congress leaders.

In Lahore, Mahashaya Khushal Chand brought out *Milap* and Mahashaya Krishna started publishing Urdu journals which helped a lot in promoting the national cause. In 1881, Sardar Dayal Singh Majitha on the advice of Surendra Nath Bannerjee brought out *Tribune* under the editorship of Sheetal Kant Chatterjee. Bipin Chandra Pal also edited this paper for quite some time. Later in 1917, Kalinath Rai joined the paper as its editor.

There is not a single province in India which did not produce a journal or newspaper to uphold the cause of the freedom struggle. A. G. Horniman made the *Bombay Chronicle* a powerful instrument to promote militant nationalism. He himself took part in the



Copy of Bombay Chronicle, January 26, 1931

Source: wikipedia.org



meetings where Satyagraha used to be planned. He published vivid accounts of the Jallianwala Bagh carnage for which one correspondent of his paper, Goverdhan Das, was sentenced to three years' imprisonment by a military court. Horniman too was arrested and deported to London even though he was ill at that time. Amritlal Sheth brought out the Gujarati journal *Janmabhumi* which was an organ of the people of the princely states of Kathiawad, but it became a mouthpiece of national struggle. Similarly another Gujarati journal *Saanjvartman* played a prominent role under the editorship of Sanwal Das Gandhi, who played a very significant role in the Quit India Movement in 1942.

In Bihar the tradition of national newspapers was carried forward by Sachidanand Sinha, who had started the publication of *Searchlight* under the editorship of Murti Manohar Sinha. Dev Brat Shastri started publication of *Nav Shakti* and *RashtraVani*. The weekly *Yogi* and the *Hunkar*' also contributed very much to the general awakening.

The Press was the chief instrument for carrying out the main political tasks i.e. political propaganda, education, and formation and propagation of nationalist ideology to arouse, train, mobilise and consolidate nationalist public opinion. Even the work of the National Congress was accomplished during these years largely through the Press. The resolutions it took and the proceedings of its meetings were propagated through newspapers. Nearly all the major political controversies of the day were conducted through the Press.

Interestingly one-third of the founding members of the INC in 1885 were journalists. In fact, almost all the major political leaders in India either owned a newspaper or were contributing their writings to one or the other. The circulation was not confined only to cities or large towns. Newspapers used to reach remote villages. A reader would then read them to the others who, most probably, were not able to read. Gradually the trend of libraries started all over the country. A single newspaper would be made the centre of a local 'library'. The main assets used to be a table, a bench or two or a charpoy. Every piece of news or editorial comment would be read or heard and discussed thoroughly. The newspapers were started to be considered as political educator and reading or discussing them became a form of political participation.

Newspapers were not published with business intentions but as a national or public service. They were patronised and financed by rich, aware philanthropists. It played the role of an institution of opposition for the Government. As a grudge, almost every act and every policy that the Government went forward with was criticised ruthlessly. Since 1870 Section 124A of the Indian Penal Code stated that 'whoever attempts to excite feelings of disaffection of the Government established by law in British India'

was to be punished with transportation for life or with imprisonment up to three years or for any term. Indian journalists used tricks to stay outside the Section 124A. They would publish anti-imperialist extracts from London-based socialist and Irish newspapers or letters from radical British citizens. Indian (British) Government could not discriminate against the Indians in taking action against them without punishing the offending Britishers too.

The Vernacular Press Act of 1878, against Indian language newspapers, was passed at a single sitting of the Imperial Legislative Council. The Act ordered the confiscation of the printing press, paper and other materials of a newspaper if the Government believed that it was publishing instigative materials and had flouted any warning from the government. Nationalist public bodies and the Press campaigned against this Act. Eventually, it had to be repealed in 1881 by Lord Ripon.

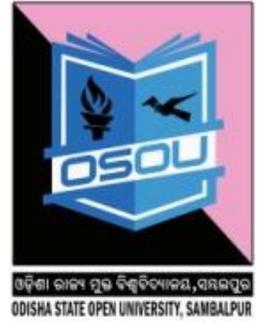
The Indian print media (newspapers, journals and books) started after the 1860s played a very powerful role in educating, convincing and mobilising people in terms of spreading the nationalist and patriotic ideas. Contrary to what we find today, journalism in those days was more of a mission rather than profession and the journalist those days milked this opportunity to the full to not only create opposition and hatred against the British rule but also a strong determination to liberate India from the foreign rule. In fact, there was hardly any prominent leader who did not edit or write for a newspaper those days. Small, informal library movements sprang up in every part of India, wherein the villagers would gather around a cot to read and discuss the day's paper. In fact, it became a medium of nationalist political participation for those who could not play a more active and vocal role in the movement. These library movements did a lot to propagate the modern ideas of democracy, freedom, equality and patriotism. More importantly, it played a great role in welding India into a single nation and gave the Indians a sense of oneness and a new national identity, which was non-existent before. This new-found identity played a pivotal role in mobilising the people's hidden energies into the constructive direction of working for India's freedom.

2.5 Check Your Progress

1. What role did Mahatma Gandhi play as a journalist during the freedom movement?
2. List the name of some Hindi dailies published before Independence?
3. Discuss a few acts enacted and their effect on the Indian press and journalists.

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Unit-3: Prominent Newspapers, Magazines and News Agencies



Structure

- 3.1 Learning objectives
- 3.2 Introduction
- 3.3 Prominent newspapers
 - 3.3.1 The Times of India
 - 3.3.2 The Hindu
 - 3.3.3 The Indian Express
 - 3.3.4 Hindustan Times
 - 3.3.5 The Statesman
 - 3.3.6 Dainik Jagran
 - 3.3.7 Hindustan
 - 3.3.8 Dainik Bhaskar
 - 3.3.9 Amar Ujala
 - 3.3.10 Malayala Manorama
 - 3.3.11 Mathrubhumi
- 3.4 Prominent magazines
 - 3.4.1 India Today
 - 3.4.2 India Today (Hindi)
 - 3.4.3 Frontline
 - 3.4.4 Outlook
 - 3.4.5 Femina
 - 3.4.6 Woman's Era
 - 3.4.7 Saras Salil
 - 3.4.8 Samanya Gyan Darpan
 - 3.4.9 Grih Sobha
 - 3.4.10 Mathrubhumi Arogya Masika
- 3.5 News Agencies in India
 - 3.5.1 Press Trust of India
 - 3.5.2 Indo-Asian News Service
 - 3.5.3 Asian News International
 - 3.5.4 Press Information Bureau
 - 3.5.5 United News of India
 - 3.5.6 Hindustan Samachar
 - 3.5.7 Press Services of India
- 3.6 Check Your Progress



India's largest media enterprise – The Times Group. The Times of India traces its heritage from Bombay Times in 1838 which was only published on Wednesday and Saturday. In 1861, then name of the paper was changed to The Times of India under Robert Knight as the editor. The Bennett, Coleman and Company was a joint stock company formed in 1892. The BBC in 1991 featured The Times of India among world's six great newspapers.

3.3.2 The Hindu (English)

The Hindu is regarded as world's best newspapers. It was started in 1878 as a weekly by G. Subramania Aiyer. It became a daily in 1889 and from then on has been steadily growing to the circulation of 15, 58, 379 copies (ABC: July-December 2012) and a readership of about 22.58 lakh. The Hindu's independent editorial stand and its reliable and balanced presentation of the news over the years, have won the serious attention and regard of the people who matter in India and abroad. The Hindu uses modern facilities for news gathering, page composition and printing. It is printed in seventeen centres including the Main Edition at Chennai (Madras) where the Corporate Office is based. The printing centres at Coimbatore, Bangalore, Hyderabad, Madurai, Noida, Visakhapatnam, Thiruvananthapuram, Kochi, Vijayawada, Mangalore, Tiruchirapalli, Kolkata, Hubli, Mohali, Allahabad and Kozhikode are connected with high speed data lines for news transmission across the country.

3.3.3 The Indian Express (English)

The Indian Express is an English-language Indian daily newspaper. It is published in Mumbai by Indian Express Group. In 1999, eight years after the group's founder Ramnath Goenka's death in 1991, the group was split between the family members. The southern editions started operating with the name The New Indian Express, while the northern editions, based in Mumbai, retained the original Indian Express name, with "The" prefixed to the title. At present Shekhar Gupta is the Editor in Chief of Indian Express Group. The Indian Express is published from Delhi, Mumbai, Nagpur, Pune, Kolkata, Vadodara, Chandigarh, Lucknow, Bangalore, Belgaum, Bhubaneswar, Chennai, Ahmadabad, Visakhapatnam, Vijayawada, Thiruvananthapuram and Madurai. The Indian Express group continues with the zeal of a crusader what it calls to be the "journalism of courage."

3.3.4 Hindustan Times (English)

Hindustan Times is an Indian English-language daily newspaper founded in 1924 with roots in the Indian independence movement of the period ("Hindustan" being a

historical name for India). The newspaper is owned by Rajya Sabha M.P. Shobhana Bhartiya. It is the flagship publication of HT Media. Hindustan Times is one of the largest newspapers in India, by circulation. According to the Audit Bureau of Circulations, it has a circulation of 1.16 million copies as of November 2015. The Indian Readership Survey 2014 revealed that HT is the second most widely read English newspaper in India after The Times of India. It is popular in North India, with simultaneous editions from New Delhi, Mumbai, and Kolkata.



15th August 1947 – first page of The Hindustan Times

Source: www.thebuzzdiary.com

3.3.5 The Statesman (English)

The Statesman is an Indian English-language broadsheet daily newspaper founded in 1875 and published simultaneously in Kolkata, New Delhi, Siliguri and Bhubaneswar. It incorporates and is directly descended from The Friend of India, founded in 1818. It is owned by The Statesman Ltd and headquartered at Statesman



15th August 1947 – first page of The Statesman published from Calcutta

Source: www.thebuzzdiary.com

House, Chowringhee Square, Kolkata, with its national editorial office at Statesman House, Connaught Place, New Delhi. It is a member of the Asia News Network. The

Statesman has an average weekday circulation of approximately 180,000, and the Sunday Statesman has a circulation of 230,000. This ranks it as one of the leading English newspapers in West Bengal, India.

3.3.6 Dainik Jagran (Hindi):

Founded by freedom fighter Puran Chandra Gupta during the ‘Quit India Movement’ in 1942, Hindi daily Dainik Jagran belongs to Jagran Prakash Limited and is distributed in 11 states of India. The head office of Dainik Jagran is situated in Kanpur, Uttar Pradesh. It is the most popular and most read newspaper in India that contains all the latest news and updates across all domains.

3.3.7 Hindustan (Hindi)

The second most popular newspaper brand in India is Hindustan, a Hindi daily. It was started in 1936 by Hindustan Media Ventures Limited. It is the sister paper of Hindustan Times. It operates mainly in the Delhi, Chandigarh, Bihar, Uttar Pradesh, Uttarakhand and Jharkhand. The state of Uttar Pradesh is where Hindustan constitutes almost one-third of the readership and the state is also home to its all five printing facilities. The AIR of Hindustan is over 1.47 crore.



3.3.8 Dainik Bhaskar (Hindi)

Hindi newspaper Dainik Bhaskar is one of the top most popular and most widely read newspapers in India. It was founded in 1958 and is owned by the Dainik Bhaskar Group. It enjoys readership in 11 Indian states. It is one of the rapidly growing newspaper dailies in India and has won a number of awards over the years.



3.3.9 Amar Ujala (Hindi)

Another Hindi daily, Amar Ujala breaks into the list of top newspaper brands in India. It was founded a year after the independence of the country in 1948. Amar Ujala is owned by the Amar Ujala Publications Ltd. Based in Noida, Uttar Pradesh, it features news and updates from all domains including politics, business, sports and entertainment.

3.3.10 Malayala Manorama (Malayalam)

The most popular and most widely read newspaper daily of the southern part of India is Malayala Manorama, a Malayalam newspaper. It was started in 1980 by Malayala Manorama Company Limited of Kerala. As many as 15 printing units across the country belong to Malayala Manorama.

3.3.11 Mathrubhumi (Malayalam)

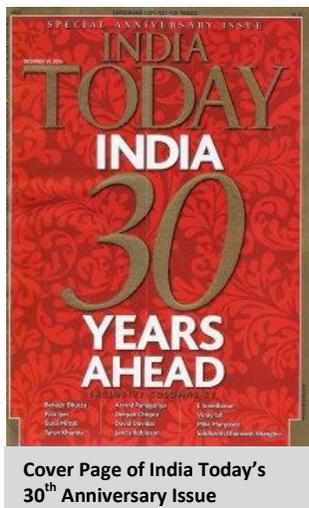
Started in 1923, Mathrubhumi is one of the leading newspapers in India published in Malayalam language. Mathrubhumi Printing and Publishing Company Limited is the owner of the Mathrubhumi newspaper headquartered in Kerala. Ten printing facilities across India print Mathrubhumi. The paper offers mobile app for Android, iOS and Windows software operators.

3.4 Prominent magazines

Magazines are different from newspapers in frequency of publication and they deliver news and information with more depth and perspective. Writing in magazines does not conform to all of the strictures that writing in daily newspapers must observe; however the requirements of accuracy and good writing are just as strict. Magazines are representation of an editorial idea and can identify an audience that would be interested in the opinion and a set of advertisers that would like to sell products to that bracket of audience. Demassification – It appeals to audiences that might be widely scattered but may have a common interest.

3.4.1 India Today (English)

India Today (English), is amongst the most popular magazines in India and stands at 3rd in the list of top 10 best magazines in India 2016. A part of India Today Group, India Today is a weekly magazine started in the year 1975 by Vidya Vilas Purie and



Cover Page of India Today's 30th Anniversary Issue

brings a complete package of latest news and developments of different domains of the country and the world

3.4.2 India Today (Hindi)

Another Magazine of India Today Group, India Today (Hindi) has made into this list. India Today (Hindi) is a popular Hindi Magazine and known for providing quality contents related to various fields like Sports, Entertainment, Health, Entertainment, etc. without fear or favour coupled with insight and accuracy.

3.4.3 Frontline (English)

Frontline is a fortnightly English language magazine published by The Hindu Group of publications from Chennai, India. R Vijaya Sankar is the editor-in-chief of the magazine. As a current affairs magazine, it covers domestic and International news. Frontline gives a prominent place to various issues of development and hindrances in the Indian states. Apart from topics of politics and political economy, it also covers a wide range of topics including Arts, books, cinema, Science and English language. Frontline was first published in December 1984. It was originally intended to be a newspaper when started by founders Biswadip Mitra (the current head of Texas Instruments India) and Gautham Seth (a Frankfurt-based investor). The founders later had differences in opinion regarding the content and intent of the publication and the magazine was sold to PL Investments Ltd, which later sold it to The Hindu Group.

3.4.4 Outlook (English)

Outlook is a weekly general interest English news magazine owned by the Raheja group and published in India. It features contents from politics, sports, cinema, and stories of broad interests. It was first issued in October, 1995 with Vinod Mehta as the Editor in Chief.





3.4.5 Femina(English)

Femina is an Indian magazine, published fortnightly. It is owned by Worldwide Media, a 50:50 joint venture between BBC Worldwide and The Times Group. It is primarily a women's magazine and features articles on relationships, beauty and fashion, travel, cuisine, and health and fitness. It also features articles on celebrities and cultural facets of Indian women. Femina was founded in 1959. It was first published in July 1959.

3.4.6 WOMAN'S ERA (ENGLISH)

Woman's Era is a fortnightly women interest magazine published in English in India. It was started in 1973 by Vishwanath under his publishing house, the Delhi Press. The magazine is owned by the Delhi Press. Divesh Nath has been the managing editor of the magazine since 2002. Woman's Era covers topics like: fashion, cookery, poems, movie and book review, health, beauty, travel and technology. It is the second most popular women's magazine after Femina, with an All India Index of 80 as surveyed by the Indian Readership Survey

3.4.7 SARAS SALIL (HINDI)

With a readership of 1.35 Million, Saras Salil is ranked 5th in the list of top 10 best magazines in India 2016, enjoys an unparalleled reach amongst urban and rural masses alike. Launched in the year 1993, Saras Salil is a Fortnightly Hindi Magazine and available in five different languages. Saras Salil offers to readers a perfect combination of contents of different domains like Entertainment, Fiction, Political Issues, etc. Saras Salil is not only popular among urban people but also read by a large number of people belonging to rural areas.

3.4.8 Samanya Gyan Darpan (Hindi)

Samanya Gyan Darpan is the next magazine, which is a popular Hindi Monthly Magazine and provides General Knowledge and Current Affairs. Samanya Gyan Darpan is useful for preparation of various competitive exams and is reliable, authentic and up-to date product for young job aspirants.

3.4.9 Grih Sobha (Hindi)

Grih Sobha is a popular Hindi Magazine, which was launched in 1979 and among the most selling magazines in India. Grih Sobha is available in 8 languages and provides quality contents related to Fashion, Bollywood, Family, Entertainment, etc. The



magazine focuses on women's issues, features short stories, advice columns, fashion, recipes, current events etc.

3.4.10 Mathrubhumi Arogya Masika (Malayalam)



Mathrubhumi Arogya Masika is the next magazine and placed at 8th in the list of top 10 best magazines in India 2016. Mathrubhumi Arogya Masika is a Monthly Malayalam Health Magazine published by Mathrubhumi, a leading Malayalam Newspaper. Launched in the year 1997, Mathrubhumi Arogya Masika is a Monthly Malayalam Magazine and among

the most selling Health Magazines in India.

3.5 News Agencies in India

A news agency is different than that of a newspaper in its organisational and financial pattern and its way of operation. But first let us understand what a news agency is. A news agency is an organisation which collects or gathers news and supplies them to different newspapers, magazines, radio stations and television stations subscribing to its service. News summed up by the reporters or correspondents is sent via electronic teleprompters and computers. The news medium, in turn, pays a monthly subscription to use news agencies for the news services they receive. It also supplies news to newspapers and other agencies all over the world. It works round the clock as there may be a newspaper somewhere in the world going to the meet its deadline for the press (to be printed) or some radio or TV bulletin about to go on air.

3.5.1 Press Trust of India

Press Trust of India (PTI) is the largest news agency in India. It is headquartered in New Delhi and is a non-profit cooperative among more than 500 Indian newspapers and has more than 1,000 full-time employees, as on January 22, 2016. It



employs over 400 journalists and 500 part-time correspondents located in most of the district headquarters in the country. A few correspondents are based in major capitals and important business centres on the world. It took over the operations of the Associated Press from Reuters soon after India's independence on August 15, 1947. It provides news coverage and information of the region in both English and Hindi. Its corporate office is located at Sansad Marg, New Delhi and registered office in D N Road, Mumbai. PTI correspondents are also based in leading capitals and important

business and administrative centres around the world. It also has exchange arrangements with several foreign news agencies to magnify its global news footprint. Currently, PTI commands 90 per cent of news agency market share in India. PTI was registered in 1947 and started functioning in 1949. Today, after 65 years of its service, PTI can well and truly take pride in the legacy of its work, and in its contribution towards the building of a free and fair Press in India.

3.5.2 Indo-Asian News Service

Indo-Asian News Service or IANS is a private Indian news agency. The IANS was founded by Indian American publisher Gopal Raju as the India Abroad News Service. It was later renamed the Indo-Asian News Service. The IANS has main offices located in Noida. IANS reports about India with news, views and analyses about the country across a wide range of subjects. News, features and views from the subcontinent reach subscribers via the Internet.



3.5.3 Asian News International (ANI)

The Asian News International (ANI) is an Indian news agency based in New Delhi that provides multimedia news to 50 bureaus in India and most of South Asia. Coverage includes general news, entertainment, lifestyles, business, science, sports and features. As of 2015 the Chairman was Prem Prakash. Sanjiv Prakash was the Editor and CEO of Asian News International.



3.5.4 Press Information Bureau (PIB)

The Press Information Bureau, commonly abbreviated as PIB is a nodal agency of the Government of India. Based in National Media Centre, New Delhi, Press Information Bureau disseminates information to the print, electronic and new media on government plans, policies, programme initiatives and achievements. The PIB is also the Government's nodal agency to facilitate private media. The Press Information Bureau was established in 1919 as a small cell, which has now grown into a nationwide network of eight regional offices and 34 branch offices





3.5.5 United News of India (UNI)

United News of India (UNI) is a multilingual news agency in India. It was founded in December 1961 as an English news agency. Its commercial operations were started from 21 March 1961. With its Univarta, a Hindi news service, UNI became one of the multilingual news services in the world. In 1992, it started its Urdu news service and hence became the first news agency to provide Urdu news. Currently, it is one of the important news agencies in India, supplying news in English, Hindi, and Urdu languages. Its news bureaus are present in all state capitals and major cities of India.



United News of India
India's Multi Lingual News Agency

3.5.6 Hindustan Samachar

Hindustan Samachar or Hindusthan Samachar was a multilingual news agency in India. It was set up in 1948 by S. S. Apte, offering its services in 10 languages: Bengali, Oriya, Assamese, Telugu, Malayalam, Urdu, Punjabi, Gujarati, Hindi and Marathi. In 1951 the Government of Bihar subscribed to the Hindustan Samachar, followed by many states in India. All India Radio and Radio Nepal were once subscribers. A year after a state of emergency was declared in India in 1975, Hindustan Samachar was merged with Press Trust of India, United News of India and Samachar Bharati to form the media monopoly Samachar.



3.5.7 Press Services of India (PSI)

Press Services of India (PSI) is a multi-media vernacular news agency of India. PSI reports from around the world on topics ranging from financial markets to general and political news.

3.6 Check Your Progress

1. Name five prominent English newspapers of India.
2. Name three prominent Hindi magazines of India.
3. Name at least five centres from where The Hindu is printed.
4. Write a brief note on newspaper agencies in India.

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Unit-4 :Media in Odisha

Structure

- 4.1 Learning Objectives
- 4.2 Introduction
- 4.3 Role of Christian missionaries
- 4.4 Dawn of first Odia newspaper
- 4.5 Features of early Odia journalism
- 4.6 Radio in Odisha
- 4.7 Television in Odisha
- 4.8 New media journalism in Odisha
- 4.9 Check your progress

4.1 Learning Objectives

After studying this chapter, we will be able to trace the origin of journalism in Odisha. Understand the role of Christian missionaries towards journalism in Odisha. And we will be able to identify the origin of Radio and TV while noting the growth of about New Media journalism in Odisha.

4.2 Introduction

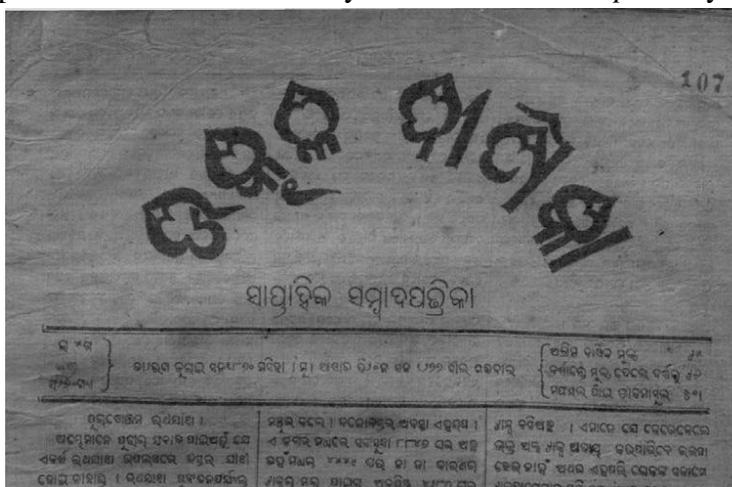
Many historians opine that *Madala Panji*, a chronicle of the Jagannath temple in Puri could be considered as the first instance of journalism in Odisha. It is believed that *Panjis* might have started from 12th to 14th century AD. It used to be written on palm leaves. In 1769, the *Mahant* of Kujibara Math in Choudwar, Sadhu Sundar Das, stated circulating a periodical called *Kujibara Patra* which was written on palm leaves and included discourse on religious and social issues. It also included political, administrative and socio cultural news items. It became very prominent in the news coverage in 1800 AD. It was translated in Hindi and Marathi languages. The missionaries were translating the news items of this hand written newspapers and were sending it to London which was later published and commented in London Baptist missionary reports and journals.

4.3 Role of Christian Missionaries

The birth of print media and its circulation actually started from the Christian missionaries who came to Odisha on February 12, 1822 according to government gazette. The Christian missionaries set the first printing press at Cuttack in 1837 which came to be known as Cuttack Mission Press to print the *New Testament* and religious books. However the *New Testament* was the first book which was published and printed by Serampore Baptist mission press in Bengal in 1809. Cuttack mission press brought out the first Odia journals *Gyanaruna* (1849), *Prabodha Chandrika* (January, 1856), *Arunodaya* (1861), and *Bodha Dayini* was published from Balasore on 1861. However these periodicals were considered to be the mouthpiece of missionaries for propagation about Christianity. As result of which they failed to cover the news in real sense and lost their popularity and the publications were closed subsequently. Thus, the beginning of print in Odisha was rooted in the propagation of religion.

4.4 Birth of first Odia newspaper

The first Odia newspaper published was the weekly called *Utkal Deepika* by Gourishankar Ray on August 4, 1865. During those days Odisha was suffering from a deadly famine named *Na-anka Durbhikha* which devastated almost one third of Odisha's population. The society was surrounded with superstitions and it was then when *Utkal Deepika* which played an important role in socio-political life of Odisha. It highlighted the consequences of famine and also suggested measures that should and could have been taken. It strived for the development of Odia language and literature and protection of interests of Odia people. It continued its publication till 1936.



On July, 1868, *Balasore Sambad Vahika* was published from Balasore. Fakirmohan Senapati and Govind Chandra Patnaik were the editors. It was started as a monthly and continued till June 1871 and the turned into fortnightly till December 1877 and



then became weekly from January 1878. It continued its publication till 1923. After *Vahika*, Balasore became a hub of publications beside Cuttack. *Utkal Darpan*, *Sikshyaka*, *Dharmabodhini*, *Utkal Sanskaraka*, *Dhumaketu*, *Tarka*, *Naba Bidhana*, *Hari Bhakti Pradayani*, *Naba Sambad* and *Oriya o Nabasambad* were the publications which came out from Balasore. Bhaktakavi Madhusudan Rao who used to write regularly on *Utkal Darpan* published two monthlies named *Sikshyaka* and *Dharma Bodhini* in 1873. While *Dharma Bodhini* was focused on religious and spiritual matters, the *Sikshyaka* was based on spread of education in general and improving the status of teachers.

In the last three and half decades of the 19th century a number of newspapers were published in Odia from different parts of Odisha. Many printing presses were established in different parts of Odisha like Balasore Attala Printing Company (1868), Balasore de Press(1873), Utkal Hitaisini Press at Cuttack (1873), Puri Bhaktidayini Press (1874), Ganjam Press (1875), Mayurbhanj Press (1879), Bamanda Press (1885), Jagannath Ballav Press (1887), Binod Press (1897), Puri Printing Company(1890), Arunodaya Press (1893), Raya Press, Cuttack(1894), Darpanaraja Press(1899), Vinod Press, Balasore (1899), Utkal Darpan Press (1902),etc. These printing presses helped the growth of newspapers and journalism in Odisha.

4.5 Features of Early Odia Journalism

Early years of journalism in Odisha were notable for their distinct features; first their social reformist role, second their contribution towards the development of Odia language and literature and third their role in unification of Odia speaking areas. Besides dissemination of news and information, many Odia newspapers played a key role in fighting against superstitions and age old regressive customs. All the publications tried to develop Odia language. Several literary magazines were published among which many of them actively engaged themselves in Odia language movement and unification of Odia speaking areas.

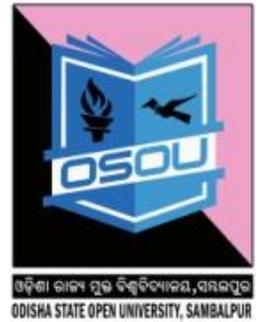
In 1928, the first Odia daily *Dainik Asha* was published from Berhampur by Sashi Bhusan Rath. According to some researchers, *Gandhi Samachar* which was edited by Niranjana Pattnaik, published in 1927 was the first Odia daily but it was completely Gandhi centric. On the other hand *Dainik Asha* was a complete newspaper and its publication was a turning point in history of Odia journalism. It spread the message of freedom movement. With its publication many young men got the opportunity to receive practical training in journalism and thus *Dainik Asha* acted as a harbinger of Odia journalism.

ସମାଜ

The Samaja

ପ୍ରତିଷ୍ଠାପନ-ଉଚ୍ଚନୀମଣି ଗୋପବନ୍ଧୁଦାସ

In 1919, Pundit Gopabandhu Das founded the *Samaja* as a weekly to highlight the plight of the Odisha people. It was first published on October 4, 1919 and it was a four page tabloid size paper. It was one of the first Odia newspapers which can be termed as mass focused. Pandit



Gopabandhu Das continued his relentless struggle against the British rulers through the columns of the paper. He continued to edit it till 1928. On June 1928, *Samaja* was handed over to the Servants of the People Society or the *Lok Seva Mandal*. On April 6, 1930, it started publishing its daily. *Samaja* evolved and developed with time. It became synonymous with the national movement and was used as a mouthpiece of the Indian national congress to rouse the latent patriotism of the Odias. Together with *Samaja*, *Prajatantra* played an active role in the freedom struggle. *Prajatantra* first started its publication as a weekly on October 1923 from Balasore. Dr. Harekrushna Mahtab published the weekly from town press with the main objectives of portraying the condition of people as well as to carry on the campaign against British imperialism. *Prajatantra* was an influential paper and was also the training center for many aspiring journalists.

Post-independence Odisha saw both horizontal and vertical growth of media. There was an expansion in both the number of newspapers as well as its circulation. Among the newspapers published after independence, *Matrubhumi* started as a weekly in 1947. Balakrushna Kar was the founder-editor who made it a daily in 1951. During 1980s it started declining its circulation as it was not able to cater the taste of the readers.





In 1956, Gana Prakasani Trust Board published daily *Ganatantra* from Cuttack and continued for five years. Surendra Mohanty was the editor. In 1960, Biju Pattnaik published an Odia daily . He was the then leader of the Congress Party in Odisha. Manmaohan Mishra was its first editor. Surendra

Mohanty became its editor on 1962. It was closed on 1971. Then *Janasakti* (April 1, 1966), *Swarajya* (1966) from Bhubaneswar, *Agnisikha* (1968) and *Koshal* (1970) from Sambalpur made their appearance. *Utkal Samaja* and *Kurukshetra* from Puri and *Rastradoota* from Balasore are also some other dailies in post independence years.

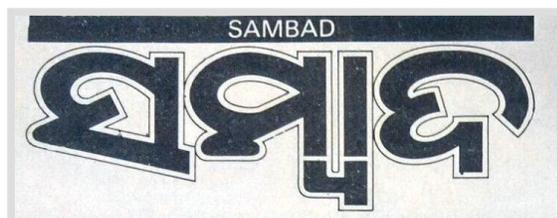


Pragativadi was published on January 26, 1973 by Pradyumna Bal as a weekly. It played an important role during emergency (1975-1977) in upholding the press freedom. It became daily on May 1, 1979. After Pradyumna Bal his son, Samahit Bal became the editor.



Dharitri was first published on November 24, 1974 by Smt. Chandrika Mahapatra on behalf of Samajwadi Society from Bhubaneswar. Mrs. Nandini Satpathy, former chief minister of Odisha and members of her family

ran *Dharitri*. It was one of the papers which started morning edition. The real growth of *Dharitri* started during late eighties and early nineties under the editorship of Tathagat Satpathy, son of Nandini Satpathy. It became the first Odia daily to have a full page for business and economic news. It is being published from Sambalpur, Dhenkanal, Berhampur, Balasore and Bhubaneswar. Some other papers were *Yugabarta*, *Pratikal*, *Lokachar*, *Nayabati*, and *Dahan*.



It was in the 1980s that a change swept through Odia media. Between 1981 and 1991 daily circulations quadrupled and the proportions of Odia news readers increased. It was *Sambad* a new daily that ushered the change. *Sambad* was

launched on October 4, 1984. Surendra Mohanty was its first editor. Later Surendra Mohanty became the chief editor and Soumya Ranjan Pattnaik became the editor in 1989 and is still continuing. *Sambad* revolutionised the Odia newspaper scene by introducing technological innovations like photo typesetting, offset printing and color printing. This was a turning point in newspaper industry in Odisha from technical point of view. The look of Odia newspaper changed to smart and snazzy.

Print media in Odisha was slow to grow initially. A significant development took place in the circulation of Odia newspapers between 1961 and 1981. With growing literacy and purchasing power, newspaper circulation in Odisha, especially Odia newspapers started growing. According to National Readership Survey, 2006 the total readership crossed one crore. Three leading newspapers *Sambad*, *Samaja* and *Dharitri* together had close to 55 lakh readerships. The readership increased in the next six years. As per the 55th annual report of the Registrar of Newspapers for India (RNI), circulation of newspapers in the country grew by 8.23% in 2010-11.

4.6 Radio in Odisha

The first radio station in Odisha was set up at Cuttack in 1948. All India Radio (AIR) started functioning from January 28, 1948 with a 1 kilowatt medium wave transmitter. H.R. Luthra was the first Station Director of AIR, Cuttack. It started its Vividh Bharti operation in 1962 and commercial broadcasting service in 1975. By mid 2013, 20 AIR Stations and 23 transmitters were set in Odisha. Among the 20 radio stations located in Odisha, Cuttack, Sambalpur (established on May 26, 1963), Jeypore (June 28, 1964) and Bhanipatna (December 30, 1993) were Regional Stations. Rourkela, Keonjhar, Baripada, Balangir, Joranda, Puri, Berhampur and



Soro were local radio stations. Nuapada, Raygada, Baliguda, Paralakhemundi, Paradeep, Deogarh, Sundergarh and Angul had Low Power Transmitter relay stations.



Radio Choklate is the first private FM radio station in Odisha which went on air on May 4, 2007. Eastern Media Limited which publishes the *Sambad* owns this station. Big FM was the second private radio station which went on air on May, 17, 2007. It is owned by Adlabs Films. Red FM was launched on August 14, 2009. By mid 2013 there

were six private FM stations in Odisha. Four in Bhubaneswar i.e. Radio Choklate, Big FM, S FM and Red FM and two in Rourkela i.e. Radio Choklate and big FM.

The first Community Radio Station in Odisha, Radio Namaskar Started in Konark from February 12, 2010. It is run by a Non Governmental Organisation (NGO) named Young India headed by N.A.Shah Ansari. Radio Sanskar in Jagatsingpur and Radio Kishan at Balipatna of Khordha district started in 2011. Another CRS, RADIO MUSKAN started in Phulbani in 2012.



Ravenshaw autonomous university started campus radio station on April 14, 2011. Siksha-O-Anusandhan (SOA) University's initiative of community radio 'voice of SOA Community 90.4' was inaugurated by renowned flutist Hariparsad Chaurasia on October 15, 2012. Till December 2017, there are 10 Community Radio Stations in Odisha.



The first Odia internet radio www.odiaradio.com went on air on the eve of Sree Gundicha Yatra or Car Festival on June 21, 2012. Sitansu Mahapatra and Subhransu Mahapatra started it in 2009 as a pilot project.

Only AIR, Cuttack is permitted to broadcast news. It started broadcasting news in the morning hours on 1968 and mid day news of five minutes duration was introduced on 2000. Regional news of two minutes duration every hour was introduced in FM rainbow of Cuttack from August 4, 2006. Though news is not allowed in private radio stations, need based information related to traffic and weather condition, sports and entertainment news update and discussions on current events and issues are aired by them.

4.7 Television in Odisha



Television made a soft launch in Odisha in mid 1970s with Doordarshan. By mid 2013 there were about 15 satellite channels, including five news channels operating in Odisha. The entry of Doordarshan in Odisha was through the Satellite Instructional Television Experiment (SITE) in 1975-76. SITE in Odisha covered districts of Dhenaknal, Sambalpur and Phulbani.

Odisha television(OTV) claims to be the first private electronic media in the state of Odisha. It was launched in 1997 in the twin cities of Bhubaneswar and Cuttack. Its daily news programme titled *Pratidin* was known for its refreshing format. In January 2007, O-TV started beaming through satellite, expanding its reach. It became an exclusively 24x7 news channel. Three more content specific channels launched by O-TV were *Taranga* (entertainment), *Prarthana* (religion) and a music channel.



Odisha TV



Enadu television (E-TV), a Hyderabad based media conglomerate of Ramoji Rao launched its Odia channel in 2002. This was the first Odia private channel. It was a variety channel with strong entertainment content. It also telecast news round the clock. It pioneered many news based programmes in Odia.

Four more satellite channels with Odia programming was launched in 2009 like *Naxatra*, *Kamyab TV*, *Josh TV* and *Kanak TV*. Sarthak group which also produces music albums and films started two channels called *Sarthak TV* and *Ollywood TV* in the year 2010. MBC TV another Odia television channel with variety of programmes including news programmes started on May, 2011. Television news in Odia is just a quarter century old. From the first daily 10 minute bulletin on Doordarshan in 1988 to about half a dozen 24x7 news channels with live telecast of major events, by mid 2018, Odia television has made a significant process. Television journalism in Odisha is improving day by day. By mid 2018, there are 16 satellite channels operating Odisha, which includes 24X7 News Channels.



4.8 New Media Journalism in Odisha

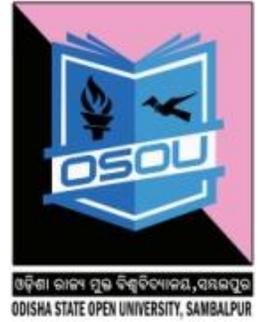
The development in this sector has been very fast in Odisha. By 2006 *Samaya*, had its own website. By 2013, almost all newspapers, news-magazines and television channels of Odisha had their websites. *Sambad* started its internet edition on April 1, 1999. *Samaja* had an e-paper version by 2006. *Suntimes*, a Bhubaneswar based English daily ceased its print publication and resurfaced as the first web newspaper of Odisha in 2000. Besides the web editions of newspapers and magazines, by early 2017 there were more than 50 Odisha-centric media sites like www.orissamatters.com, www.tathya.in, www.orissadiary.com, www.odishanewsphoto.com etc. Internet editions of Odia newspapers use the same text and photographs that form the content of print dailies. By the mid 2018, almost all the Newspapers of Odisha are having their e-paper version. Even OTV has its Odia news website www.odishareporter.com, The Sambad is having www.sambad.in and The Samaja has its own 24X7 News website www.samajalive.in.

4.9 Check Your Progress

1. Name the first Odia newspaper.
2. What are some of the features of early Odia journalism?
3. Name some community radio stations operating in Odisha.

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Unit-5 :Role of Media in Impacting Socio-Cultural Dynamics of Odisha



Structure

- 5.1 Learning Objectives
- 5.2 Introduction
- 5.3 The advent of Missionary press in Odisha
- 5.4 Utkal Deepika – the dawn of a new era in Odia Journalism
- 5.5 The early years of Odia Press
- 5.6 Emergence of the Samaja and other Newspapers
- 5.7 Post-independence years of Odia Journalism
- 5.8 Post 1980s – new era of Odia Journalism
- 5.9 Radio in Odisha
- 5.10 Television in Odisha
- 5.11 New media Journalism in Odisha
- 5.12 Check Your Progress

5.1 Learning Objectives

After completing this chapter we will understand the role of press in Odisha during the freedom struggle. It will also give you an insight into the status of Television, Radio and New Media in Odisha. We will be able to trace the history of press in Odisha and take note of the media scenario in Odisha with specific reference to Print, Radio, Television and New Media.

5.2 Introduction

Language press in India played a very important role in India's freedom struggle. The language newspapers gave a fillip and moral strength to the movement for freedom which found its echo in every nook and corner of the country. Several language newspapers also raised concerned language and region specific issues and highlighted region and linguistic community-specific problems.



Many historians opine that *Madala Panji* could be taken as the first instance of journalism in Odisha, as it systematically chronicled events related to Jagannath Temple, Puri in particular and Odisha in general.

5.3 The advent of Missionary Press in Odisha

Like in other parts of the country, journalism in Odisha had its origin in missionary activity to be followed up later by a reformist and nationalist role.

The Christian missionaries came to Odisha on February 12, 1822 according to the government gazette. However the first book in Odia, *The New Testament* was printed and published by Serampore Baptist Mission Press in Bengal in 1809.

The Christian missionaries established the first printing press in Odisha (at Cuttack) in 1837 known as Cuttack Mission Press to print the New Testament and other religious books.

The adoption of Lord Macaulay's educational policy of 1835 and spread of Western education also infused a spirit of learning among the natives and after a prolonged demand Odia was adopted as the court language in 1839.

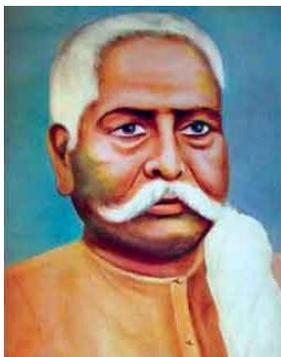
All this created an atmosphere conducive for the publication of books and periodicals. Cuttack Mission Press brought out the first Odia journals *Gyanaruna* (1849) and *Prabodha Chandrika* (1856).

Gyanaruna closed down its publication after a few issues but *Prabodha Chandrika* continued for three years. It was basically a religious-literary magazine, aimed to propagate Christianity, which also contained few news items – from Britain, other states of India and Odisha.

In 1861, five years before the famine of 1866 (known as Naanka Durbhikha), *Bodha Dayini* was published from Balasore. However, these periodicals were considered to be the missionaries' mouthpiece for propagation of their religion. As a result they failed to cover the news in real sense and lost their popularity and subsequently their publications were closed.

5.4 Utkal Deepika – The Dawn of a new era in Odia Journalism

The first Odia newspaper, in the real sense, to be published was the weekly *Utkal Deepika* by Gourishankar Ray on August 4, 1865. It was born at a time when Odisha was beleaguered with many problems. A devastating famine (*Naanka Durbhikha*)



Gouri Shankar Ray,
Founder of Utkal Deepika

was underway, which wiped out one third of the population of Odisha. Odia language was under attack. Odia literature needed a strong fillip. The society was weighed down by superstitions and badly needed reform. A nationalist movement was slowly taking shape.

It was during this critical juncture that *Utkal Deepika* took birth and it played a very significant role in sociopolitical life of Odisha. It brought the plight of common people to the notice of the concerned authority. It constantly highlighted the impact of the famine and suggested measures that should and could be taken. It strived for the development of Odia language and literature and protection of Odia interests.

It fought for the amalgamation of outlying Odia-speaking areas, which remained scattered under different provincial administrations by launching a vigorous campaign. It tried to engage with people's issues. It encouraged people to write letters to the paper regarding their problems. *Utkal Deepika* continued publication till 1936.

5.5 The early years of Odia Press

Balasore Sambad Vahika was published on July 1868 from Balasore with Fakir Mohan Senapati and Govinda Chandra Patnaik as the editors. It was first started as a monthly and continued as a monthly till June 1871, and then converted to a fortnightly till December 1877. It was published as a weekly from January 1878. Its publication remained suspended from November 1873 to July 1874. *Balasore Sambad Vahika* continued its publication till 1923. After *Vahika* was published from Balasore, it became a major hub of publication besides Cuttack.

In the last three and half decades of the 19th century a number of newspapers were published in Odia from different parts of Odisha. Besides other reasons like the growth of education, closer engagement of people with socio political issues and events, growth in the number of printing presses contributed to the awakening of masses.

Many printing presses were established in different parts of Odisha in the last three decades of the 19th century. These printing presses helped the growth of newspapers and journalism in Odisha.



Printing Press	Year
Balasore Utkala Printing Company	1868
Balasore De Pres	1873
Utkala Hitaisini Press	1873
Puri Bhaktidayini Press	1874
Ganjam Press	1875
Mayurbhanj Press	1879
Bamanda Press	1885
Jagannath Ballav Press	1887
Binod Press	1897
Puri Printing Company	1890
Arunodaya Press	1893
Raya Press Cuttack	1894
Darpanaraja Press	1899
Vinod Press, Balasore	1899
Utkal Darpan Press	1902

In 1869, Bhagavati Charan Das started *Utkal Subhakari* to propagate Brahma faith. The Utkal Society of Cuttack published *Utkal Hiteisini*, a weekly in 1869. Kalipada Banerjee was the editor. It was mainly devoted to the development of Odia language and literature with some news content.

Pyari Mohan Acharya, considered to be the first historian of Odisha published a fortnightly titled *Utkal Putra* from Cuttack. Besides championing the cause of Odia language, it took initiative to preserve the ancient manuscripts of Odia language and documenting by publishing portions of it. Christian missionaries of Berhampur published *Swadeshi* in 1876. In 1879, an Odia fortnightly called *Mayurbhanj Pakshika Patrika* was published from Baripada with the financial help of Maharaja Krushna Chandra Bhanja Deo. The main objective of the paper was to disseminate political matters of Mayurbhanj in simple Odia language.

Besides *Utkal Deepika* which was published from Cuttack, *Sambad Vahika*, *Utkal Darpan* and *Oriya O Nabasambad* – published from Balasore, it was *Sambalpur Hiteisini* from Deogarh which made a lasting impact.

Sambalpur Hiteisini, a weekly was published on May 30, 1889 with Nilamani Vidyaratna as the editor from Jagannath Ballav Press at Deogarh under the patronage of Sir Basudev Sudhal Deb (May 16, 1850-November 19, 1903), Raja of Bhamra. It was the first real newspaper of Western Odisha. It closed down mainly because of the lack of royal patronage. In its 34 years of existence, *Sambalpur Hiteisini* played a



stellar role in several fields. It was instrumental in introducing Odia in administrative works instead of Hindi in Sambalpur. It championed the cause of unification of Odia speaking areas. It worked for the development of Odia language and literature. It particularly encouraged the established as well as upcoming writers and litterateurs by handsomely paying for their contributions. It was probably the first Odia paper to lay emphasis on the layout and design of the paper and printing quality. As a good newspaper, it used to highlight the problems of the common people and tried to draw the attention of the authorities to those problems. It used to be critical of the administration, when there was a need to be. It also tried to analyse issues and events through incisive articles by eminent writers and thinkers of that time. In fact the list of contributors to *Sambalpur Hiteisini* reads like a virtual who is who of the then Odisha including Fakir Mohan Senapati, Gangadhar Meher, Biswanath Kar, Sashibhushan Rath, Radhanath Roy, Lala Ramnarayan Roy and Dharanidhar Mishra.

The publication of these papers during the last part of the 19th century impacted the Odia society at another subtle level. It gradually created a thirst for news, a sense of greater participation and engagement with the society at the supra-personal level, a feeling of bonding – which later crystallised into a feeling of nationalism and paved the path for the movement for separate Odisha state and freedom movement.

In the early part of the twentieth century, *swadeshi* movement in Bengal had gained momentum and it had a great impact on Odisha's political and social life. Both *Oriya O Nava Sambad* and *Utkal Deepika* gave strong support to the swadeshi movement. So did several other newspapers and periodicals. The movement for the unification of Odisha, however, got more prominence and priority.

In 1903, the Odias of Ganjam under the leadership of Raja of Khallikote, Harihar Mardaraj and with the guiding inspirations of Pandit Nilamani Vidyaratna a veteran journalist, social reformer and a political leader of that time, formed *Ganjam Jatiya Samiti* to demand for the unification of Ganjam, then a part of the Madras presidency with other Odia speaking areas. Vidyaratna started an Odia weekly paper *Praja Bandhu* from Rambha, Ganjam to espouse the cause of the Odias and the unification movement. The other papers of Ganjam of this period were the weekly *Odia Hitavadini* from Berhampur, *Ganjam Guna Darpan* from Digapahandi and *Utkal Vasi* from Ichhapur (now in Andhra Pradesh). These papers campaigned for the formation of a separate Odisha province based on Odia language and also to advance the cause of the freedom movement.

Meanwhile several newspapers were being published from different places of Odisha to highlight local news and dissemination of information. *Neelachal Samachar* started

publishing from Puri in 1903. *Utkal Sevak* was published in 1905 in Sambalpur and continued until 1914.

Pandit Gopabandhu Das, the founder of the *Samaja* published his first monthly magazine *Satyavadi* from the Asha Press of Berhampur. In 1917, another Odia weekly paper *Samaj Mitra* was published from Cuttack. It was proscribed by the British Government for its publication of an article under the caption: *Hindu Dharmara Gourab* in which it strongly criticised certain disparaging remarks of some foreign Christian missionaries against Hindu scriptures and the Hindu deities. During the same period Gopal Chandra Praharaj edited *Satya Samachar*, Madhusudan Das edited *The Odia* and Dibyaprasanna Roy Choudhury edited *Navya Bharat* from Cuttack. Another weekly *Swaraj* was published in 1921 from Cuttack. It became a daily in 1932.

The growth of newspapers and journalism was very slow in initial years. According to a list prepared by Mrutyunjay Rath and Natabar Samanatrav, between 1849 (*Janaruna*) and 1900 (*Alochana*) only 62 publications came out from Odisha. It included half a dozen English publications.

5.6 Emergence of *The Samaja* and other newspapers



Pt. Gopabandhu Das, Founder of *The Samaja*

Pandit Gopabandhu Das founded *The Samaja* as a weekly in 1919 to highlight the plight of the people of Odisha and bring it to the notice of administrators. It also played a prominent role by supporting the cause of freedom struggle of the country. It was first published on October 4, 1919 from Sakhigopal, about 25 kms from Puri. It was shifted to Cuttack on July 28, 1927 and Pandit Gopabandhu Das continued his relentless struggle against the British rulers through the columns of this paper. He continued to edit the paper until 1928.

The Samaja is perhaps the first Odia newspaper which had a mass focus.

Together with *The Samaja*, *Prajatantra* played an active role in the freedom struggle. *Prajatantra*, first started publication as a weekly from Balasore on October 2, 1923. Dr. Harekrushna Mahatab





published the weekly from Town Press with the twin objective of portraying the condition of people and to carry on the campaign against British imperialism. Its publication was planned from Swaraj Ashram, Cuttack which was one of the centers of freedom movement.

Besides being an influential newspaper, *Prajatantra* served as a training centre for aspiring journalists. It was one of the first Odia newspapers to have emphasized on feature writing and investigative reporting. It introduced contents for different segments of readers. It had a page for children titled *Meenabazar* and also a page for women titled *Narijagata*. It introduced contents on entertainment, business, science and sports.

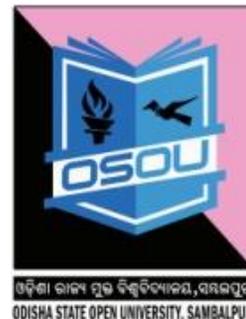
Journalism as a distinct profession which requires special skill sets was just taking shape. It was *Dainik Asha* and *Prajatantra* to some extent, which took concrete steps in this regard. Otherwise journalism remained mostly a passion.

5.7 Post-independence years of Odia journalism

Post independence Odisha saw both vertical and horizontal growth in media. There was expansion both in number of newspapers and circulation. It also saw an attitudinal change. From being a mission for formation of a separate Odisha province and independent India, it slowly began to turn into a profession. It also became a stepping stone for many to enter politics. Politics and literature have had a very close relation with Odia journalism, as in other languages to some extent. But in Odia journalism the association was almost synergic. Journalism as a separate, distinct profession with specialised set of skills began to gain ground slowly after independence. It gained momentum only after the 1980s. Like in other languages, Odia newspapers also participated in the nation building exercise. Most of the newspapers were sympathetic towards the government and there was hardly any antagonism between them.

5.8 Post 1980s – new era of Odia Journalism

It was in the 1980s that a change swept through Odia media. As Robin Jeffrey wrote, “Untill the 1980s, Odia newspapers fell starkly into a particular category: they were put out by people of influence to demonstrate and bolster that influence.” The press in Odisha was mostly managed by politicians and not by business men. Hence, circulation, technology, advertising and profit were not the key considerations of owners; status, education and influence were.



But the early 1980s saw a change in this prevailing mindset. Between 1981 and 1991, daily circulations quadrupled and the proportion of Odia newspaper readers rose from roughly 7 per 1000 to 22 per 1000. By 1992, Odia circulations had gone from being the lowest of 12 major languages to being eighth, ahead of Telugu, Kannada and Punjabi.

It was *Sambad*, a new daily that ushered change in contemporary Odia journalism. It was launched on October 4, 1984. Surendra Mohanty, well-known author was its first editor. Later Mohanty became the Chief Editor and Soumya Ranjan Pattnaik became the editor.

Sambad revolutionised the Odia newspaper scene by introducing technological innovations like photo typesetting, offset printing and colour printing. This was a turning point in newspaper industry in Odisha from technical point of view.

Sambad changed the media scenario in Odisha and for the first time print media began to get the status of an industry. The quality of journalism also improved and highly educated men and women were attracted to the profession of journalism.

The eighties also saw a rapid increase in circulation of newspapers. There was a rapid expansion in the number and circulation of English language newspapers and audiovisual media, especially television, during this period.

5.9 Radio in Odisha

The first radio station in Odisha was set up at Cuttack in 1948. All India Radio, Cuttack started functioning from January 28, 1948 with a 1 kilowatt Medium Wave transmitter. It was one of the first groups of stations started after independence. By mid 2013, there were 20 AIR stations in Odisha and 23 transmitters (8 Medium Wave, 1 Short Wave and 14 Frequency Modulated).

Radio in Odisha was very popular till the early 1980s, when television network started expanding, gradually edging out radio. This happened in other parts of the country as well. Although radio reached almost 90 percent area of Odisha, the listenership began to dwindle. However, with the arrival of private FM stations, which are mostly entertainment-driven, the popularity of radio has started gaining ground, especially in urban areas. It is an interesting situation. Earlier, in the 1980s and 1990s, it was in rural areas that radio was more popular, urban areas had their television sets. But recent years saw a change. With more number of private FM



stations coming up and community radio stations being planned – there is a resurgence of radio in Odisha.

Radio is accessed by more people now mostly for unobtrusive entertainment, timely information and fast news.

5.10 Television in Odisha

Television made a soft launch in Odisha in mid 1970s with Doordarshan. Within three and half decades, television grew both vertically and horizontally at a breackneck speed. By mid 2013, there were about 15 satellite channels, including five news channels operating in Odisha.

The entry of Doordarshan in Odisha was through Satellite Instructional Television Experiment (SITE) conducted in 1975-76, the first experiment with satellite technology in India. It was also the first attempt anywhere in the world of using this sophisticated technology for social education.

SITE in Odisha covered the districts of Dhenkanal, Sambalpur and Phulbani. Odia programmes were produced at the base production centre at Cuttack. During the ASIAD games in 1982, Bhubaneswar was provided with a Low Power Transmitter (LPT). Subsequently a High Power Transmitter (HPT) was set up in Cuttack in 1985. In 1987, Odia programmes for a limited time span were started. In the following year a daily Odia news bulletin was started. In 1991, the regional up linking facility was made available to network in Odisha.

The launching of multiple channels including the regional channel led to a spurt in the production of privately produced features and news magazines.

The first successful Odia news magazine *Aajira Odissa* (1995) continued for three years and was highly successful.

Odisha Television (OTV) claims to be the first private electronic media in the state of Odisha. It was launched in 1997 in the twin cities of Bhubaneswar and Cuttack. Its daily programme titled '*Pratidin*' was known for its refreshing format, strong local coverage and in-depth analysis of unfolding events. In January 2007, O-TV started beaming through satellite, expanding its reach. From being a variety channel, it became an exclusively 24X7 news channel. Three more content-specific channels were subsequently launched by O-TV: Taranga (entertainment), Prarthana (religion) and a music channel.

Enadu Television (E-TV), a Hyderabad based media conglomerate of Ramoji Rao launched its Odia channel in 2002. This was the first Odia private satellite channel (O-TV was on cable mode then). It quickly became popular. Although E-TV Odia was a variety channel with strong entertainment content, it telecast news round the clock besides having other event-driven and occasion oriented news based-programmes. It pioneered many news-based programmes in Odia. In fact it set a bench mark in election coverage with programmes like ‘Election Express’ and ‘E-TV Adalat’.

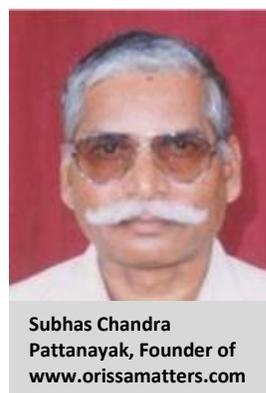
Four more satellite channels with Odia programming was launched in 2009; Naxatra, Kamyab TV, Josh TV and Kanak TV. While Naxatra and Kanak were news channels, the other two were channels with both news and fiction programming. Kanak TV came from the stable of Eastern Media Ltd., the media conglomerate, which owns the Odia daily Sambad and FM Radio station Radio Choklate. Kanak TV went on air on October 4, 2009, the day Sambad was launched 25 years back.

The recent years has seen a rise in the number of channels being launched in Odia language. The Odia media industry is also seeing the entry of big players like the ZEE network which has launched channels like ZEE Kalinga.

The Odia television industry has also seen a growing women workforce. Women are more visible now, not only as anchor persons, but as reporters, camera persons and also at the desk as visual editors, online editors and in different other capacities.

5.11 New Media Journalism in Odisha

Odisha-centric news web sites began to appear from the first years of the new millennium. One of the first such ventures was www.orissamatters.com. It started in 2001 as an ‘alternative media vehicle for Odisha’. , who runs the first accredited Odia ‘web journalist’. He used to be a print journalist before he turned to web.



Prakash Rao was also a print journalist before he became the managing editor of www.insightorissa.com, which claimed to be the state’s first online newspaper. Barring few, web has not yet evolved as a separate genre in Odisha – in its form, presentation, texture tenor and full utilisation of the potential of this medium.



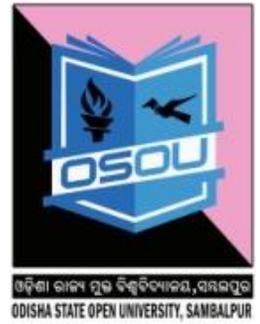
The internet editions of Odia newspapers still basically use the same text and photographs that form the contents of the print dailies. These newspapers hardly have news and features prepared exclusively for the internet edition. However, it is also not that the on-line editions contain every news, feature and photography used in the corresponding parent print newspaper. Almost 60 percent text is turned over from the print to the web edition. Many Odisha-centric websites are bilingual. They use English and Odia script. Often downloadable fonts are provided. However, the interactive part is mostly in English. Most of them try to disseminate need-based information, besides regular news.

Most of the newspapers in Odisha treat the online editions as part of their present publication business. Most Odia newspapers have bare minimum staffs for the web editions, which is confined to one or two sub-editors.

But with rise in Internet connectivity, things are starting to show signs of change. Orissasambad.com, the online edition of Odia daily *Sambad* claims to get about a lakh hit per month. It has now started to attract online advertisements as well. Thus from hobby to make-do business to profit, Odia news-centric websites are undergoing a paradigm shift offering an array of opportunities.

5.12 Check Your Progress

1. What role did Christian missionaries play in the development of press in Odisha?
2. Which is the first Odia newspaper? What role did it play in the socio-political awakening of people in Odisha?
3. When was radio started in Odisha?
4. What is the status of television industry in Odisha?



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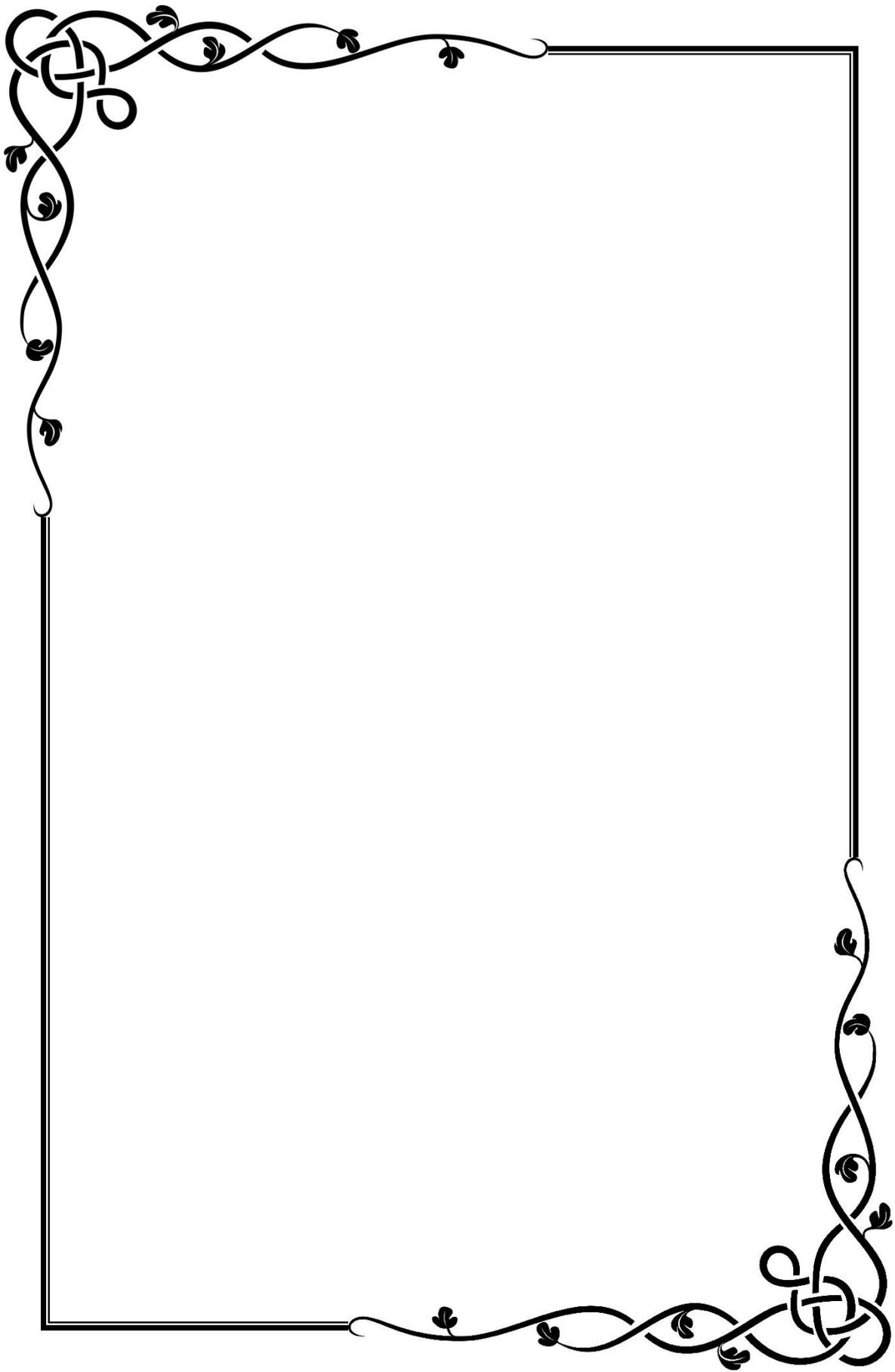
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