

HISTORY OF PRINT MEDIA

- **Invention of printing**
- **Pioneer publications**
- **Early communication systems in India**
- **Development of newspapers and magazines**
- **Indian press and national movement**
- **Vernacular press**
- **Social movements and press**
- **Press after independence**
- **Society and press**

OBJECTIVES

- **Discuss the invention of printing and pioneers contributions**
- **Explain in detail the early communication and the present communication to gain knowledge**
- **Analyze and review the development of different regional newspapers and magazines**
- **Describe the importance of press as a powerful tool**
- **Delineate the concept of national movement**
- **Discuss vernacular press act**
- **Explain the recommendations of press commissions**
- **Analyse the relevance of press and society as a whole**

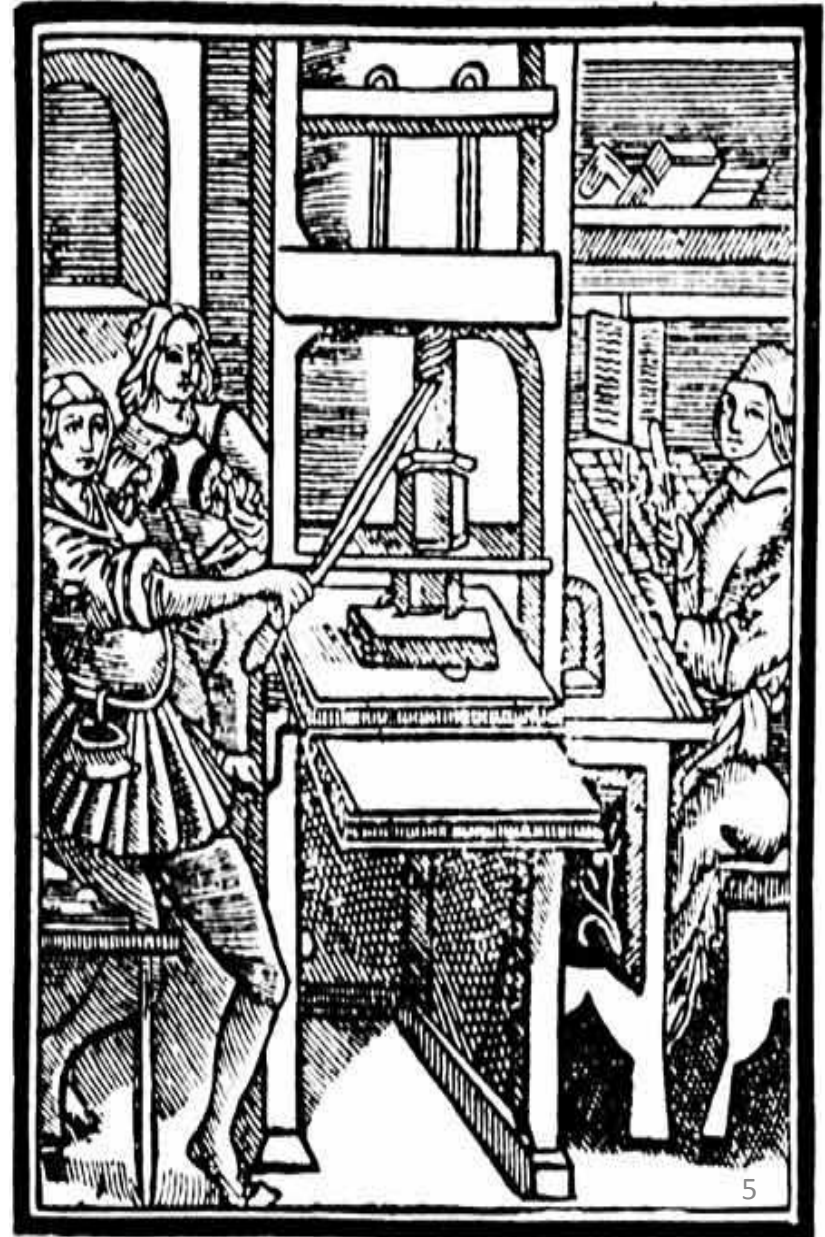
INVENTION OF PRINTING

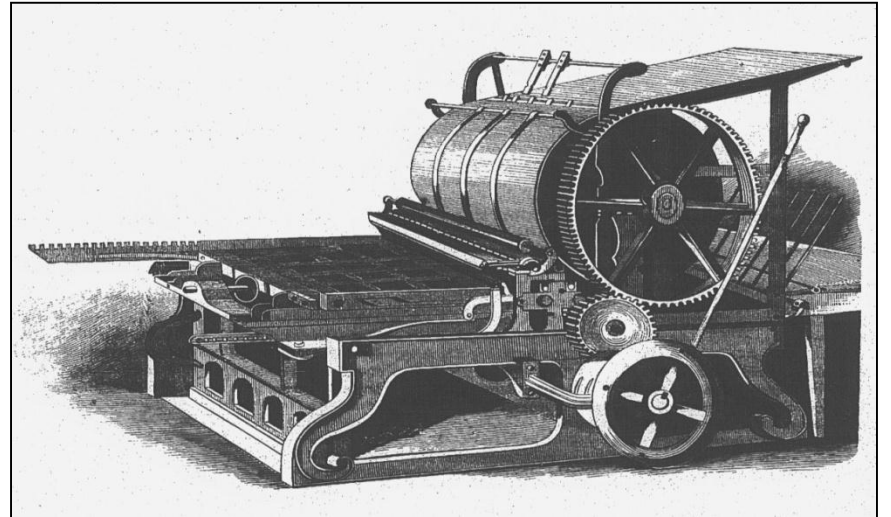
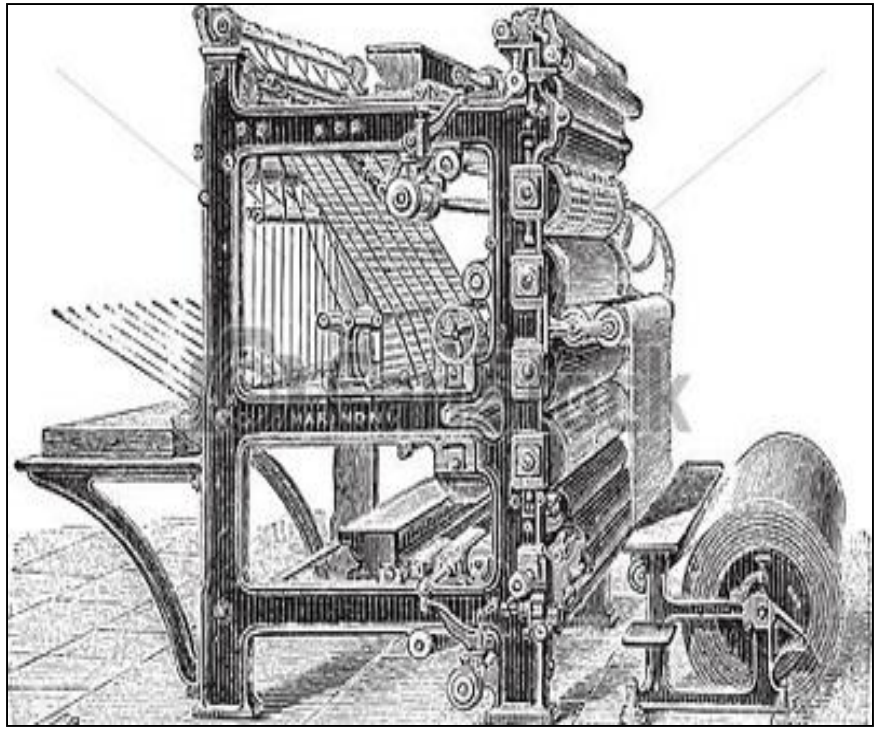
- A printing press is a device for applying pressure to an inked surface resting upon a print medium (such as paper or cloth), thereby transferring the ink.
- **Typically used for texts**, the invention of the printing press is widely regarded as one of the most influential events in the second millennium, ushering in the period of modernity.

- The printing press must be considered one of the **greatest inventions** ever made for the benefit of mankind and one that had **changed the world**.
- The development of printing has **made it possible for books, newspapers, magazines, and other reading materials to be produced in great numbers**, and it plays an important role in promoting literacy among the masses.

HISTORY OF PRINTING

- **Johannes Gutenberg** is usually cited as the **inventor of the printing press**.
- His **15th-century** contribution to the technology was revolutionary — enabling the mass production of books and the rapid dissemination of knowledge throughout **Europe**.
- However, the history of printing begins long before Gutenberg's time.





HISTORY OF PRINTING

- **Early Mesopotamian civilization** before 3000 BCE.
- The **Chinese were the first to invent the art of printing**. They made **wooden blocks** to print letters during the period of the **Tang Dynasty in 600 AD**.
- The **oldest** known surviving printed work in a woodblock is a **Buddhist scripture of 684 AD**. It is now exhibited in a calligraphy museum in Tokyo, the capital of Japan.

- The **first printed book published in China** was the Buddhist text, the “**Diamond Sutra**” by **Wang Chick in 868 AD**. Some copies of the Buddhist scriptures printed in 1377 are preserved in museums in China. This book is now housed in the British Library in London.
- Though the Egyptians made paper by 3500 BC, it came to Europe only by the 11th century. The **first paper mill in Europe** was set up in **Spain in 1120**.

- **Block printing** came to **Europe** by 1300.
- It is believed that **Johannes Gutenberg of Germany** had developed **printing technology** around 1439. Gutenberg also **invented an oil-based ink** for printing. He **printed the Bible in 1450 in the Latin** language with 1282 pages .He used movable printing blocks for the book.
- In both **China and Egypt** the use of **small stamps** for seals preceded the use of larger blocks.
- In China, India and Europe, the printing of cloth certainly preceded the printing of paper or papyrus.

- Later, **movable-type presses** using cast ceramics were employed in China from the early years of the last millennium.
- The **carved wooden blocks** used for this early method of printing were also used in Japan and Korea as early as the 8th century.
- **Private printers** in these places used both wood and metal blocks to produce Buddhist and Taoist treatises and histories in the centuries before movable type was invented.

- An important advancement to woodblock printing came in the early 11th century, when a Chinese peasant named **Bi Sheng** developed the **world's first movable type**. Sheng's movable characters methods were made out of **baked clay**.
- The ink used was a mix of pine resin, wax and paper ashes, and this method could be used to **print thousands of copies of a document fairly quickly**.

- Later, **earthenware movable type** was used by several other **Chinese printers** throughout the 12th and 13th centuries.

- In 1377, the **first movable metallic types** were invented in **Goryeo Dynasty** in Korea, which is the oldest extant movable metal print book.

- In the 14th century, **Wang Chen**, a **Chinese government official of the Yuan Dynasty**, independently created his own set of **movable characters out of wood**, using tried-and-true woodblock methods, not movable type.

- **Metal type** (made from bronze and perhaps tin) was also used in **China** for the printing of books and paper money until at least the 18th century.

- **metal movable type** was also developed independently in **Korea** in the late 14th century.
- The **mechanization of bookmaking** led to the **first mass production** of books in **Europe**.
- A single Renaissance printing press could produce 3,600 pages per workday.

- **Printing technology** came to **India** in **1556**. It was the **Jesuit priests** who brought this technology to our country.
- The **first book** printed in India was in **Portuguese language** in Old Goa.
- The invention of printing has **revolutionized mass communication**.

PIONEER PUBLICATIONS

JAMES AUGUSTUS HICKEY

- James Augustus Hickey, an English man, **started and edited the first newspaper in India.**
- On 29th January 1780, in Calcutta, **Bengal Gazette or the Calcutta General Advertiser** (popularly known as Hickey's Journal) began with two sheets as a weekly.



James Augustus Hickey

JAMES SILK BUCKINGHAM

- **19th century: the first real journalist** arrived in Calcutta--- James Silk Buckingham.
- Buckingham the **Editor of Calcutta Chronicle**
- The first issue :October 2, 1818; it was termed as a chronicle of political, commercial and literary news and views.



RAJA RAM MOHAN ROY



- Raja Ram Mohan Roy as the **founder of Indian press.**
- **Bengal Weekly Sambad Kaumudi** (moon of intelligence) was started in 1821 in Calcutta.
- He also established a **Persian newspaper, Mirut-Ul-Akhbar** (mirror of news) in 1822
- Roy started the **Brahminical Magazine** to counteract the missionaries propaganda.

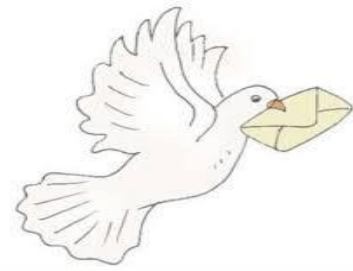
KANNADA JOURNALISM - PIONEERS

- [Hermann Mögling](#)- published the first [Kannada](#) newspaper *Mangalooru Samachara*, 1843.
- The first Kannada magazine- *Mysuru Vrittanta Bodhini*- Bhashyam Bhashyacharya
- The first Kannada weekly - Subuddhir Prakasha, in Belgaum in 1849.
- The first Kannada daily, Suryodaya Prakashika, 1888 - B. Narasinga Rao
- Gundappa started a Kannada daily, Samachar Sangraha, in Bangalore in 1907. weekly, Sumati. Another weekly, Karnataka

M. Venkatakrishnaiah

- He is considered as **the Father of Kannada Journalism.**
- He laid the foundation for **modern Kannada journalism.**
- He brought out his weekly, **Vrittanta Chintamani**, in 1885, in Mysore.
- He started more than 10 newspapers in Kannada and English. Among them, the Kannada journals were ***Sampadabhyudaya***, a daily (1912), and ***Sadhwi***, a weekly.
- Between 1880 and 1908, a number of Kannada newspapers appeared. Among them were: Kannada Kesari, Vokkligara Patrika and Arthasadhaka Patrika. 20

Early communication systems in India



- The **first Indian script** developed in the **Indus Valley** around **2600 B.C.**
- The **primitive drawings** and **heliographic characters** found in caves and carvings of the temples and pillars are **vibrant** stories with messages of their own.
- **Messages were written on leaves and stones**, using pictorial symbols and characters, usually on **rock paintings, stone engravings or carvings and sculptures.**
- The most remarkable and emotive method of communication was through **music and lyrics.**
- The rendering of the flute tenor or the melody and pitch of a song conveyed very effectively a piece of good, bad or daunting news instantly across the village.

- **Drumbeats and crude bushfires** that cut across hills and valleys were used to convey distress signals.
- The musical history of India is an integral part of the country's early history, where **songs** were the effective media of communication.
- Mythology and ancient history also records **traditional emissaries** conveying messages in an unconventional manner.
- Centuries down, the practice of using **Brahmin priests for carrying letters** in a private postal system called the Brahmini Dak.
- The practice of using **homing pigeons** as message carriers also prevailed from the earliest times.



Radio



fire signals



smoke signals



ship's flags



TV



drums

telegraph



messages on stone columns



pigeons



telephone



snail mail

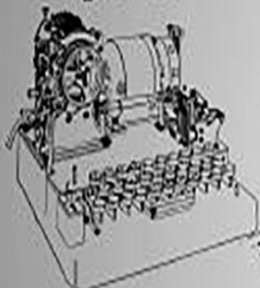


Morse code



cave drawings

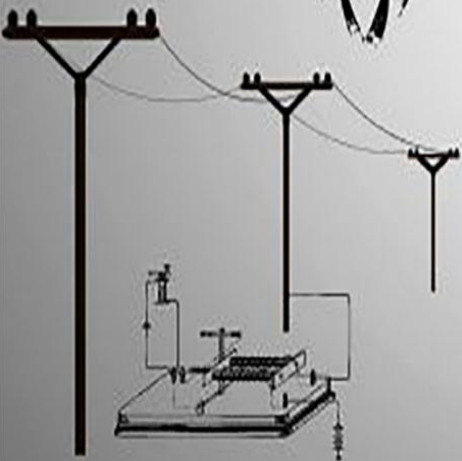
EVOLUTION OF COMMUNICATION



EVOLUTION

OF

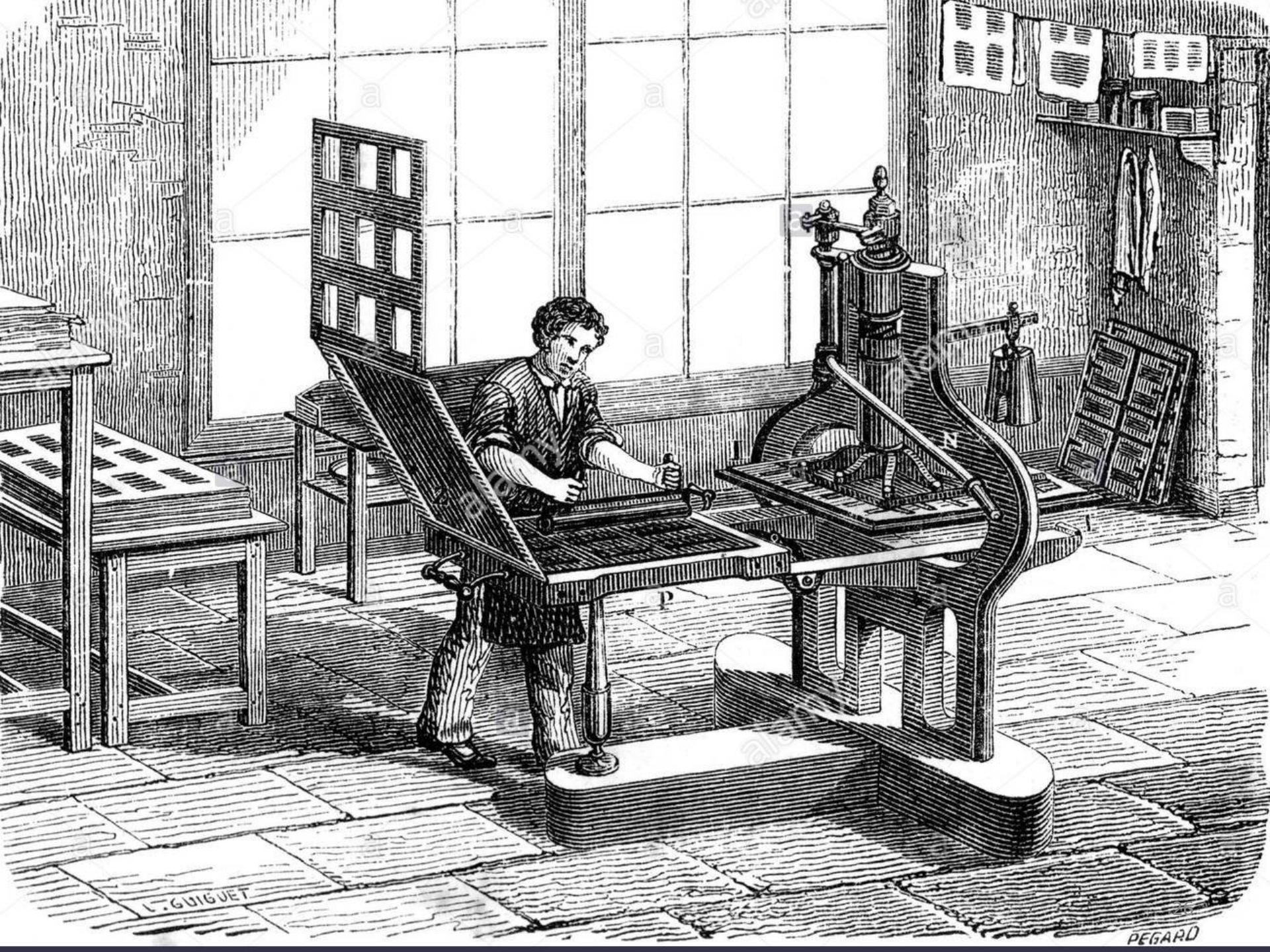
COMMUNICATION



DEVELOPMENT OF NEWSPAPERS

- **First printing press --- Mumbai 1674**
- **second in Madras**
- **third in Calcutta in 1779**
- **Messer B Messinck and Peter Read
the 'Indian Gazette' in November 1780**





L. GUGUET

PEGARD

- **Calcutta Gazette 1784**
- **The Bengal Journal 1785**
- **1785, Richard Johnson in Madras brought out 'Madras Courier' in English language.**
- **R. William's' Madras Gazette– 1975**
- **Humphrey Herald– India Herald : 1976**



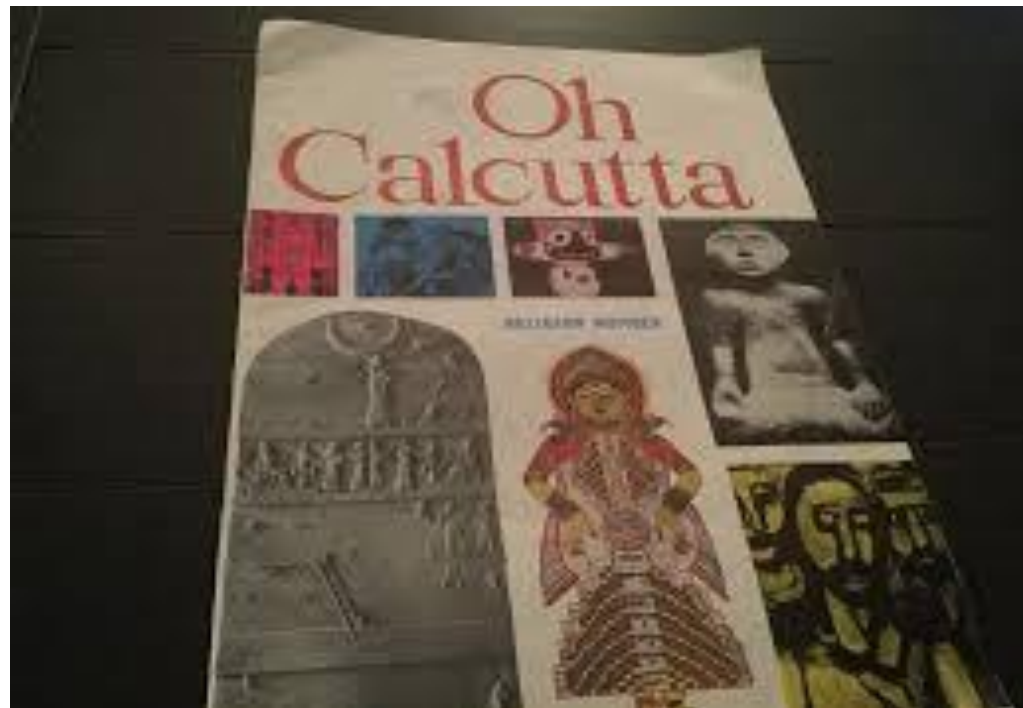
- **In Bombay first newspaper was 'Bombay Herald' in 1789**
- **'Bombay Courier' in 1789**
- **'Bombay Gazette' in 1791**
- **Fardaonji Murzban in 1822 started 'Bombay Samachar', he was a pioneer of the Vernacular Press in Bombay.**
- **Samachar Darpan in Bengali 1st newspaper**
- **3 November, 1838 - The Times of India issued its first edition as The Bombay Times**
- **Journal of Commerce--- 1857**
- **the Vernacular Press Act in 1876**

- **1861 - The first edition of The Times of India was published by Robert Knight.**
- **1868 - 'Amrit Bazaar Patrika' was started by two brothers, Shishir Kumar Ghosh and Motilal Ghosh**
- **1878 - "The Hindu" was started in the English language, which was mainly distributed in Tamil Nadu and Kerala.**
- **News agency services became available on a regular basis with the Press Trust of India which was started in 1946.**

Development of Magazines in India

- **Calcutta:** The first Indian periodical was the **Asiatick Miscellany** (Calcutta, 1785-1789), probably edited by **F. Gladwin**.
- The **Calcutta Monthly Register** was published in 1790, and the **Calcutta Monthly Journal** from 1798 to 1841.
- **Asiatic Observer** (1823-1824),

- the Quarterly Oriental Magazine (1824-1827),
- the Royal Sporting Magazine (1833- 1838).
- The Calcutta Literary Gazette was published in 1830-1834



- Bombay: The **Bombay Magazine** was started in 1811
- The **Bombay Quarterly Magazine** (1851-1853) gave place to the Bombay Quarterly Review, issued in 1855.
- Madras: Madras had a **Journal of Literature and Science** and the **Oriental Magazine and Indian Hurkuru** (1819).
- The **Indian Antiquary** was started at Bombay in 1872 and still continues.

contemporary magazines:

- The Hindustan Review (Allahabad) the Modern Review (Calcutta)
- The Indian Review (Madras)
- The Madras Review, a quarterly first published in 1895
- The Calcutta University Magazine 1894

INDIAN PRESS AND NATIONAL MOVEMENT

For **CARPETS**
and **FURS** visit

LARGEST NET SALES of any Daily Newspaper Printed in Northern, Southern, Central or Western India.

REGD. No. B111

The Times of India

ESTABLISHED 1858

OPTICIANS
BY APPOINTMENT TO
HIS HIGHNESS THE GOVERNOR OF BOMBAY
BALWALLA & HONI LTD.
155, HORNBY RD. STC.
BOMBAY

NO. 195, VOL. CIX.

BOMBAY: FRIDAY, AUGUST 15, 1947

PRICE TWO ANNAS

NO. 4117 PAY
MUSE

BIRTH OF INDIA'S FREEDOM



Credit Nehru

**NEW CABINET
OF INDIA**

NATION WAKES TO NEW LIFE

**Mr. Nehru Calls For Big
Effort From People**

**"INCESSANT STRIVING
TASK OF FUTURE"**

**Assembly Members Take
Solemn Pledge**

**WILD SCENES OF JUBILATION
IN PUNJAB**

STATE VISIT TO KARACHI



Their Excellencies Lord and Lady Mountbatten speaking to service representatives at the Mairpur Airport on their arrival

FRENZIED ENTHUSIASM IN BOMBAY

Crowds In Festive Mood

THE national flag was hoisted over the 74-year-old Bombay Civil Secretariat at midnight when the citizens of Bombay greeted the dawn of independence with solemn invocation and frenzied rejoicing.

"Citizens of free India—you are now free",—said the Prime Minister, Mr. B. G. Kher, in raising the flag at the midnight ceremony, which was attended by all Ministers and departmental heads and employees of the Bombay Government.

His declaration was greeted with cheers from the thousands who gathered at the approaches to the Secretariat.

A strong police guard kept order with the greatest difficulty till the conclusion of the ceremony when they lost control and hundreds

**"MAY BOMBAY
PROSPER"**

Governor's Message

**GOOD WISHES TO
FREE INDIA**

Sir John Colville, Governor of

- **powerful weapon** in building and developing Indian nationalism and nationalist movement, social, cultural, political and economic.
- The very fact that the British government had to enact a series of **Press Acts** proved the decisive role played by the Press in the **development of the nationalist movement.**

PRESS----- a powerful weapon



- The **national movement**, on its political side, was possible because of the facility of **political education and propaganda** provided by the Press.
- Without the Press, **all India conferences of nationalist organizations** could not have been prepared and held and big political movements organized and directed.
- Since the Press was a powerful weapon of the nationalist struggles, the Indian nationalists staunchly fought for its freedom throughout the **Indian nationalist movement**.

- Press made possible **exchange of views** among different social groups of different parts of the country.
- Develop **intellectual contact** between the Indian people.
- Press made possible the **daily and extensive discussions** of programmes of **inter-provincial and national collaboration** in sphere of social, political and cultural.

- **National committees** were appointed to implement the programmes adopted at these **conferences** throughout the country.
- This led to the building of an increasingly rich, complex, social and cultural , national existence.
- The Press also helped the **growth of provincial literatures and cultures**, which were provincial in form and national in content.

- It became a weapon in the hands of social reforms to **proclaim to the masses**, principles, programmes, and methods of democratic reconstruction of the Indian society.
- Press plays a major role in the **building up of an increasingly strong national sentiment and consciousness** among the Indian people, in the development and consolidation of their growing nationalist movement, and in the forging of **bonds of fraternity** with other **progressive peoples** and classes in the outer worlds.

VERNACULAR PRESS IN INDIA

- The Vernacular Press in **Nineteenth Century** India Served not just as Newspapers but more Importantly as **Views-Papers**
- The press in India was largely an English institution. The **first newspaper** that appeared was **weekly 'Bengal Gazette' in 1780.**
- In 19th century, the politically conscious Indians had been attracted to the press and they started publishing newspapers, journals and magazines not just in English but in vernacular languages too.

Important vernacular newspapers and magazines

- Samachar Darpan
- Sudhovani
- Bangadarshan
- Jnanodya
- VicharLahiri
- The Madras Courier
- The Bombay Herald etc.



- The press was the **chief instrument** for carrying out this task that is for arousing, training, mobilizing and consolidating nationalist public opinion.
- Even the work of the **National Congress** was accomplished during these years largely through the vascular press.
- Its **resolutions- and proceedings** had to be propagated through newspapers.
- The **influence** of the press extended far beyond its literate subscribers.
- Newspapers were published as a **national service** and public **view generators and propagators**.
- Just like a freedom fighter, the **vernacular press** played a **heroic role**, to fight against the colonial exploitation and to achieve country's freedom.

SOCIAL MOVEMENTS AND PRESS

- Mass media refers to any medium used to diffuse mass communication
- Mass media include eight media:
 - Radio
 - Television
 - Newspapers
 - Magazines
 - Books
 - Recordings
 - Movies
 - Internet



- **Mass media** are relevant to the study of **social movements** because they carry movement ideas to a **broad audience** and give activists leverage in **institutional** and **political processes**.
- Mass media are important to social movements because they are the **quick movement issues**, **provide social movements** an opportunity to shape public **understandings of political problems**, and mobilize a **broader public** to action.

- **News media** set the **public agenda** by choosing what events and social problems are relevant to the citizenry
- **Focusing public attention** on these events and problems.
- Media coverage of **social movement ideas and organizations** is legitimizing because it indicates to the broader public that a movement **represents credible claims.**

PRESS AFTER INDEPENDENCE.....

- Post- Independence, the role of the press changed – it had to shoulder responsibilities of national reconstruction.
- India's first PM **Jawaharlal Nehru** was the **champion of the liberty of the press** and played a major role in shaping the press
- The **first Press Commission** was appointed on **Sept 23, 1952** to make inquiry into state of press in India. The report was submitted in 1954.
- The **second press commission** was set up in May **1978**, report was submitted in 1982.

First Press Commission.....

- **Set up in 1952 under chairmanship of Justice S Rajadhyaksha.**
- **Its mandate was to examine:**
 - ✓ **Management & ownership structures of newspapers (NPs), News agencies etc**
 - ✓ **Method of recruitment & training of Journalists**
 - ✓ **Newsprint Supplies, printing machinery**
 - ✓ **Systems for ensuring high standards of journalism etc**

Major Recommendations

- Appointment of a **Press registrar** to maintain **accurate data** on the press and its working
- Setting up of a **Press Council** to act as **watchdog** and to build up a code of ethics
- Development of **Indian Language Press** (through setting up of State Trading Corporation for Newsprint)
- Collective bargaining and trade unionism and **fixation of minimum wages for journalists**

- Report argued against concentration of ownership and diffusion to be brought about by the gradual distribution of shares to employees
- Report deprecated commercial pressures on newspapers (NPs), condemned practices such as publication of supplements
- It upheld the **authority and status of the editor**
- Press should eschew **'yellow journalism'** & be **independent, accurate & fair in the presentation of news.**

Press During Emergency

- During Internal emergency, Press council (PC) was abolished on expiry of its term on **Dec 31, 1975.**
- The **Press Council Act** was repealed on account that the PCI was not able to carry on **its functions effectively**
- A fresh legislation for establishment of **PCI** was enacted in **1978.**

- **Main objectives of the Press Council of India (PCI) are:**
 - **a) Preserve Freedom of Press**
 - **b) Improve standards of Newspaper (NPs) & News agencies in the country**
- **One of the main functions is to enquire into complaints received by it and build up a code of conduct for newspapers (NPs), News agencies and journalists**

Second Press Commission....

- Set up in 1978, under chairmanship of Justice P K Gowswami
- New chairman was Justice K K Mathew
- Other members included Girilal Jain, RajendraMathur, Ranbir Singh, Amrita Pritam, P V Gadgil, Prof H K Paranjape

Recommendations

- The commission saw the **role of the press** in a **developing country** as being `neither that of an adversary nor an ally of the Govt’.
- Newspapers should **refrain from sensational presentation of news** on outbreak of communal disturbance.
- Press Council should continue, should be given **powers to deny accreditation**

- Inclusion of **`respect for privacy`** in the Press Council Act of 1978
- Editor take the responsibility for all matter published in Newspaper, including the advertisements. Complaints of violation of code of ethics government advertisements should be examined by the Press council
- Establishment of the Newspaper(NP) Development Corporation , a body to **promote the development of the Press** (particularly Indian Language NPs)

PRESS FREEDOM

- India's experience over the post-independence years has demonstrated the need, if a **free press** is to flourish, not only for a **constitutional guarantee** of press freedom but, equally, for those in authority to **honour the spirit of the constitution** and not merely go by its letter.
- The importance of the second requirement is illustrated by the difference in the **fortunes of the press** during the Prime Ministership of Jawaharlal Nehru. In free India, Pandit Jawaharlal Nehru, the first Prime Minister and a leading personality of the freedom struggle, **contributed substantially in shaping the Press.**

- The **growth of the Press** in India since independence has been **consistent and healthy**.
- In **1947 political independence** came to a country that was socially and economically divided into hundreds of groups.
- Most of these groups, especially the upper class, upper middle class and to a great extent the lower class had come under the influence of Mahatma Gandhi and the Indian national Congress (INC).

- The states strike against the very spirit of democracy. During Nehru's tenure as Prime Minister (1947-1964), Indian media seemed to follow the **democratic agenda**.
- Most newspapers, even those owing allegiance to extreme political parties, believed that the **multi-party system of government** had taken a firm root in the country and a **free Press was integral** to its success.

- Once the goal of independence was achieved, the Press was called upon to play a different role.
- The thrust was changed from the goal of independence to the goal of information for national development.



SOCIETY AND PRESS

- **Media is the sword arm of democracy.**
- **Media acts as watchdog to protect public interest against malpractice and create public awareness.**
- **Media has a grater responsibility as the fourth pillar of democracy along with judiciary, executive and legislature**
- **Media of today has an all embracing role to act against the injustice, oppression, misdeeds and partiality of our society.**

- Media has remained an **integral part of human civilization.**
- From the days of **Vedas and Upanishads** to edicts of kings and emperors like Chandragupta, Asoka to the medieval Indian mass gatherings to the **modern day's audio video and print media**, media has always taken a **pivotal role in shaping our society.**



- During the days of freedom struggle newspapers like Tilak's Maratha, Mahatmaji's young India acted as a **platform to place the demands of common Indian** and to express **solidarity with freedom fighters**.
- **Indian media** in post independence era has **grown up phenomenally** and today comprises of more than 50,000 newspapers, hundreds of television and radio channels.

- In this era of **liberalization, privatization and globalization** (LPG) the world has reached our drawing room thanks to media.
- Since the introduction of television in our country in late 70's visual media becomes a very potential tool in **informing the current news** to the society, **entertaining the people** and **shaping up of public opinion**.

- The World Wide Web and web 2.0 technologies have given rise to electronic media where even a **common man can express views** through blogs, website posts, facebook and twitter like social media.
- Coupled with traditional print media all these audio video and social media caters to a **richly diversified media industry** in India.
- Media helps in fighting against** corruption, nepotism, cronyism of institutional machinery and carrying out relentless campaign against them.

EXAMPLES OF SOCIETAL INCIDENCE

- Way back in independent India from the **Mundra case to the jeep scandal to the hawala case** to the kickbacks received in different defense deals- Indian media performs commendably in exposing the corrupted highly placed statesman.
- In **recent scams from commonwealth to 2G**, exposed thanks to television and print media, media acted as a catalyst to government action compelling government to swing into action including suspending ministers and putting ministers into jail.
- Who can forget the crusade taken by Indian media in **the Nirbhaya rape case** and shaping the public opinion in one of the most heinous crimes the world has ever witnessed. Without media, the news of government schemes and benefits would have never reached the target audience.