

# Role of Media in Nation Building



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Edited by

Anand Shanker Singh

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## PREFACE

The concept of nation-building is a multi-dimensional process. It addresses various components simultaneously. It is an inclusive and creative process which takes care of historical and geographical perspectives of the country while taking into account the peculiarities and diversity of its cultural ethos. It also includes the social, economic and political structures which provide the bedrock of nation-building. It is a holistic and integrated process which entails a positive change and the innovative development of these structures or institutions. But the change and development must be directed to create a more culturally homogeneous and productive society, so that basic human needs, such as food, shelter, healthcare and education, are fulfilled to the optimum level. All-round development and planned growth for the nation can be achieved only with the robust economy and political stability of the country. It can, therefore, be stated that the process of nation-building and development is interlinked like criss-crossing undercurrents.

In the context of India, the nation-building process has been identified with the central values embodied in the preamble of the constitution, which advocates for the establishment of a secular, socialist and democratic society based on well-defined fundamental rights that are enshrined in the constitution. They provide adequate space for all people to live harmoniously in a well-knit society while shunning social, economic, religious and gender discrimination. We really can build the nation by creating dynamic and progressive political and administrative machinery which is free from vested interests. Our efforts should also be channeled to bring about the equitable distribution of our national resources among the people by introducing land reform, discouraging monopolies and concentrating the means of production to only a few hands.

In this context, the role of the media becomes very important. The media can play an effective role in spreading the right kind of consciousness and awareness among the people concerning the goals and limitations of our planners. It can also educate people about the priorities of our nation vis-à-vis the aspirations of our teeming millions. The media also plays an

effective role in opening up debates among the people and policymakers in deciding the priorities and decision-making principles, and determining the possible fallouts in the process of implementation. It can also help good governance by discussing weaknesses and bottlenecks in the process of change, and resolve them through creative suggestions and in-depth analysis.

In presenting this work, I have received great assistance from scholars whose presence and labor at the seminar has considerably lessened my task. I have, moreover, received help from Dr. U.K. Dwivedi and Dr. A.K. Agarwal, my colleagues in the teaching staff at the college. They gave me many valuable suggestions and went through some portions of the manuscript. Dr. Dheerendra Dwivedi and Dr. Man Singh gave me their valuable assistance by going through some of the proofs and revising them. Dr. A.K. Srivastava also gave me great assistance with his suggestions.

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—Dr. Anand Shanker Singh  
Allahabad, November 15, 2014



# EDITORS AS LEADERS: AN OPINION SURVEY OF MEDIA PROFESSIONALS

NEHA MIGLANI VADHERA<sup>\*</sup>

## Abstract

Leadership has been a popular area of study and interest for scholars all over the world. The applicability of time-tested leadership-style questionnaires to various industries has been experimented too. Good leadership is believed to have an impact on the overall output of the organization and on employees as well. Leadership in the context of the media industry still requires more research and in-depth analysis, however. Editors, as leaders, may possibly have a significant impact on the functioning of reporters and their output. This research paper aims to find out the perception of Editors vis-à-vis the gender of these media professionals. The study deals with the opinion of male and female reporters in the Union Territory of Chandigarh and evaluates whether reporters prefer an Editor with task orientation or relationship orientation. Do the reporters feel their Editor is fair when it comes to allocation of work? Or is their Editor more active in maintaining a co-ordinal relationship with his subordinates? To summarize how good Editors are as leaders as perceived by the reporters —this is the research question being evaluated. Reporters assume the role of subordinates and Editors are the supervisors in this case. The analysis will include comparison of male and female reporters' opinions about their Editor. Do females prefer to work under a leader who treats them equally to their male counterparts? Is there any gap between the perceptions of male and female reporters about their Editor? The study evaluates these questions at length statistically and analytically.

**Key Words:** Media Industry, Leadership Styles, Editors, Indian Media

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## Leadership

The style of the leader is a central characteristic of an organization's functioning and the overall output of the team. A host of studies has been done on the styles of leaders in various industries and on evaluating their influence on the subordinates and their performance.

A common definition of leadership is that it's the ability of a person to inspire people to achieve a common organizational goal. Social scientists opine that theoretical concepts do not have much relevance unless they can be applied to real life situations that facilitate the betterment of organizations.<sup>1</sup>

Studying leadership in the context of the Indian media industry is both challenging and relevant. The relevance is certainly due to the phenomenal growth of the media and entertainment sector and the future projected growth.<sup>2</sup> The study is challenging because of the extent of the spread of the Indian media sector.

In this industry, the leaders most often include the team coordinators and Editors, who play a crucial role in important decision-making processes related to news and other managerial issues.

The team on the editorial side of a news organization comprises reporters, sub-editors, designers, photojournalists as subordinates, while each team has a coordinator who is instrumental in collecting the day's news from all reporters. The coordinator, or the Editor, is the leader under whom a team functions and operates.

This study includes analysis of the print media industry, and the perception of media professionals will be considered in the context of their leader. The questionnaire used in the study has been developed by experts at the Ohio State University's business school initially and was available for use on their official website. The applicability of this questionnaire, developed by Halphin (1957), has been applied to various industries. In this study, it is being applied to discover the perceptions about leaders among media professionals in the Union Territory of Chandigarh.

## **The Indian Media and Entertainment Industry at a Glance**

According to the FICCI-KPMG report released in 2013, the Indian Media and Entertainment Industry is expected to grow by up to a Compound Annual Growth Rate of 15.2 per cent by 2017. The worth of this industry is then expected to touch INR 1661 billion.<sup>3</sup>

Statistics indicate that even as the worldwide trend in print industry is on a downslide, in India, however, the market is expected to grow still higher. The projected growth of the print industry is expected to be higher than previous years. Hence, this explains the relevance of studying the employee-employer relationship in this sector.

### **History of Print Media Industry and Newspapers in India**

Before the Internet, newspapers continued to be a dominating means of disseminating information all over the world. The beginning of the press is traced back to Gutenberg's Printing Press with the development of a continuous roll of paper.<sup>4</sup>

The term Penny Press came into existence when Benjamin Day dropped the price of his newspaper the New York Sun to one penny in 1833. Since the price was reduced and readership correspondingly shot up, this was among the first attempts towards mass communication in history.

In India, newsletters were initially more common, but newspapers have played a significant role in the country's independence as well. James Augustus Hickey, often referred to as the father of the Indian Press, started a newspaper in Calcutta called The Bengal Gazette in 1780. It was a weekly paper, which was dominated by political news and was commercial in nature as well. Hickey's Gazette became the popular name for this newspaper.

Since the East India Company and the British were ruling the country in those days, censorship was established in Madras, where newspapers were asked to produce their details for scrutiny before the East India Company. The establishment of English and regional papers followed and soon India had the Times of India, Statesman, Amrit Bazaar Patrika, The Standard, The Courier, and The Pioneer all coming into existence as prominent newspapers.

Convicted for six years, Bal Gangadhar Tilak was one of the few Editors who faced the wrath of the British government. He was the editor of *Kesari* and was put in jail for writing against government policies. Aurobindo Ghose (*Bande Mataram*) and B.B. Upadhyaya (*Sandhya*) and B.N. Dutt (*Jugantar*) were also editors who were victims of the censorship of the press in India before independence.<sup>5</sup>

The Indian Press Act came into existence in 1910 and aimed to control newspapers at the time of the partition of Bengal. Under this act, owners of newspapers were required to put up a heavy security deposit which was forfeited if the government deemed that any objectionable matter was printed. Mahatma Gandhi, Bal Gangadhar Tilak, and Annie Besant were among a few prominent names that were controlling important newspapers as a mouthpiece of India's freedom movement.

## **The Contemporary Scenario of Newspapers in India**

According to the Registrar of Newspapers in India (RNI), a wing of the Government of India concerned with the registration of newspapers in the country which holds statistics related to the current status of print media, there were 86,754 registered publications as of March 31, 2012. The number of new publications during 2011-2012 was 4545 and the percentage growth of total registered publications was 5.51 per cent. The figures are an indication of the size of the print sector alone in India. The study of this sector and leadership styles and its influence on editorial decision becomes important.

## **Background of Leadership Studies in Other Industries**

The impact of three leadership styles was studied by White and Lippitt (1960);<sup>6</sup> these included an autocratic leadership style, a democratic leadership style and a laissez-faire leadership style. It was found, during investigation, that when the aim of the organization was to reach greater and higher levels of output, then an autocratic style of leadership was considered more effective.<sup>7</sup> The findings also revealed that the laissez-faire leadership style was ineffective for group performance.

Fiedler (1967) offered a contingency theory which said that the effectiveness of the leader depends firstly on the leadership style and secondly on the control and influence of a leader over a situation.<sup>8</sup> He differentiated leadership styles into task and relationship orientation.

Leaders who are task-oriented have a belief in performing better in situations and getting tasks done. However, the relationship-oriented leaders are those who lay great emphasis on interpersonal relationships in a team.

Vroom and Yetton (1973) gave us a normative model of leadership decision-making.<sup>9</sup> This model identified the relationship of leadership styles to the decision-making process. It was based on rational logic and not on long observations. These researchers attempted to identify the conditions under which the participation of subordinates will be more effective.

Bass (1985) theorized that transformational leadership includes charisma, intellectual stimulation and individualized consideration.<sup>10</sup> According to his findings, the more charismatic the leader is the more satisfied and committed the employees are.

A study conducted on 79 Canadian Insurance managers using Rotter's (1966) measure of internal/external locus of control and the Multifactor Leadership Questionnaire (MLQ)<sup>11</sup> revealed that transformational leadership accounted for one third of accuracy in predicting sales performance and subsequently contributed to improving organizational effectiveness.<sup>12</sup>

### **Leadership Questionnaire of Ohio State University & Halphin**

Halphin (1957) developed the Leadership Style Questionnaire which was initially created by professors and researchers at the Ohio State University. The questionnaire underwent certain changes.<sup>13</sup>

The questionnaire studied two dimensions of a leader's behavior; these are concerned with relationship orientation and task orientation. The behavior of the leader which is related to relationship orientation includes these qualities: listening to group members, being easy to understand, being friendly and approachable, and willing to make changes.

The behavior of task orientation is related to qualities such as assigning tasks to members, making attitudes clear to the group, being critical of poor work, seeing to it that the group is working to capacity and coordinates activity.

## **Research Methodology**

The remit of the study was on media professionals within the Union Territory of Chandigarh, out of which a sample of accredited print media professionals were asked to fill out a questionnaire. These accredited professionals included employees who were recognized by the department of Public Relations, Chandigarh Administration in December 2013. The media professionals here include reporters, photo-journalists, sub-editors, designers and coordinators of the team. The Leadership Style Questionnaire was filled in by these professionals who indicated their perception about their Editor based on relationship and task orientation. The answers were decoded in accordance with the guidelines of the questionnaire provided. Statistical Package for Social Sciences (SPSS) was used to analyze the results of the study. Graphical representations indicated the perception of leaders in various print media organizations. Out of the 85 respondents approached, 81 questionnaires were found valid for the study. A link to a Google form was used to enable media professionals to access the questionnaires easily and submit them online. Responses were automatically entered in an Excel spreadsheet which was imported to SPSS. Both personal interaction and email was used to connect with the respondents included in the sample.

## **Objective of the Study**

To determine what subordinates think about their Editors as leaders in print media organizations. This includes comparison of male and female respondents and evaluating Editors on the basis of task and relationship orientations for Chandigarh media professionals.

## **Result & Discussion**

Figure 1 represents the distribution of male and female respondents, that is, media professionals of Chandigarh city. The composition of respondents who filled out the desired questionnaire was: Males (69.1%) and Female (30.9%).

Descriptive statistics for leadership style and its dimensions are represented in Table 1. Higher mean value of the media professional was found for overall leadership style (Mean=89.99) and respondents also rated their Editors high on relationship orientation (Mean 47.52) rather than task orientation (M=42.57).

Significant mean difference between male and female respondents was found for task orientation and the overall leadership style of the Editor. The mean value indicates that male media professionals perceive the leadership style of their Editor to be higher in comparison to females (Mean=92.04). For task orientation dimension, the mean value for males is higher (Mean=44.02), while relationship orientation is considered more important by media professionals, for both males and females (Table 2). Mean comparison between male and female professionals for leadership style and its dimension is shown in Figure 2.

**Table 1: Mean, SD, Median, Mode, Skewness, Kurtosis, minimum and maximum of Leadership Style**

|          | Task Orientation | Relation Orientation | Leadership Style |
|----------|------------------|----------------------|------------------|
| Mean     | 42.47            | 47.52                | 89.99            |
| Median   | 41               | 47                   | 88               |
| Mode     | 38               | 51                   | 83               |
| SD       | 6.93             | 6.13                 | 10.88            |
| Skewness | 0.80             | 0.10                 | 0.71             |
| Kurtosis | 0.40             | 0.80                 | 0.45             |
| Minimum  | 25               | 33                   | 70               |
| Maximum  | 62               | 63                   | 123              |

**Table 2: Mean, SD and t ratios between Male and Female for Leadership Styles**

| Gender               | Male (N=56) |       | Female (N=25) |      | t-ratio | p-value |
|----------------------|-------------|-------|---------------|------|---------|---------|
|                      | Mean        | SD    | Mean          | SD   |         |         |
| Task Orientation     | 44.02       | 7.65  | 39.00         | 2.77 | 3.18    | 0.00**  |
| Relation Orientation | 48.02       | 6.06  | 46.40         | 6.28 | 1.09    | 0.28    |
| Leadership Style     | 92.04       | 11.63 | 85.40         | 7.29 | 2.63    | 0.01**  |

\*\*p<0.01

Figure 1: Distribution of Media Professionals on the Basis of Gender

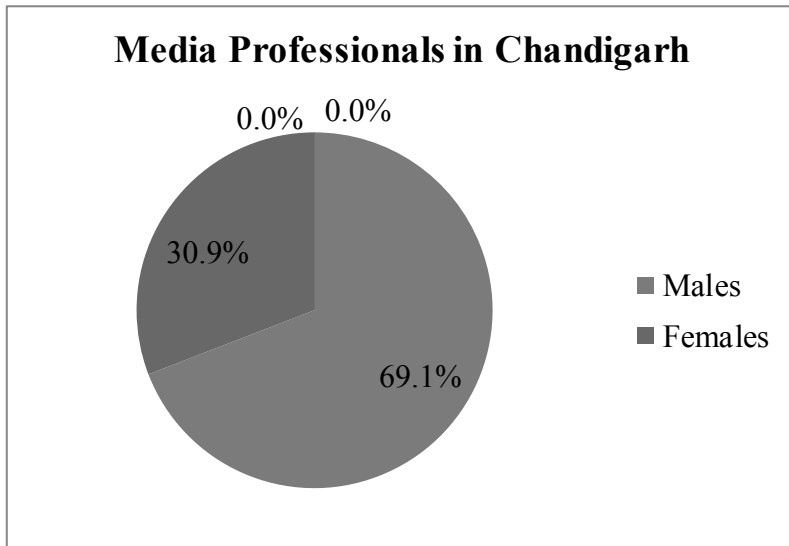
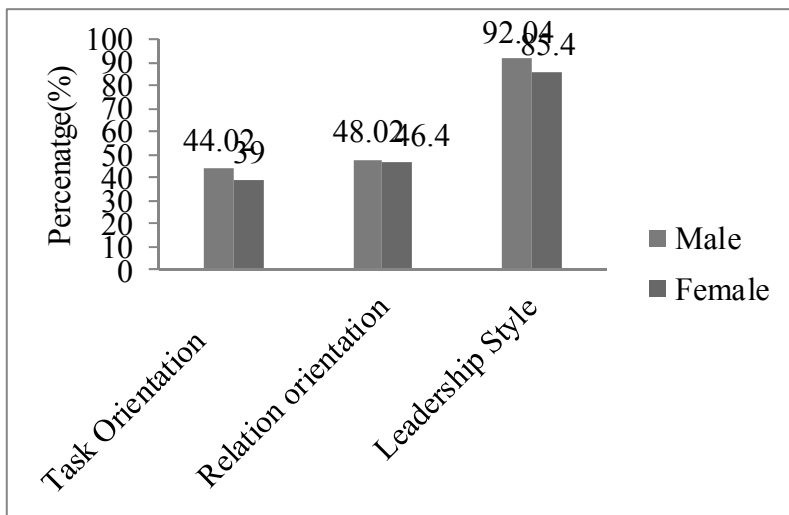


Figure 2: Mean Values for Two Dimensions of Leadership Style





## Conclusion

The above statistics indicate that the perceived Leadership Style of Editors in the Union Territory of Chandigarh is significantly different for male and female media professionals. Males perceive their Editor to be better leaders in comparison to the perception of females in print media organizations at the Union Territory of Chandigarh. The subordinates appreciate the maintenance of an interpersonal relationship with their Editor more than work and his dealings over work. These include the Editor's ability to handle issues at the workplace, his listening ability towards problems in his group and his level of friendliness and approachability. The statistical analysis indicates that the overall leadership style of the Editor is perceived to be significant by the subordinates in media organizations.

There is need and scope for further research on leadership in the media industry in India. Most theories in the field of mass communication and journalism revolve around the effects of media consumption on users or the audience. Kung (2006) has worked in this direction and lays emphasis on studying the changing culture in news organizations. He has emphasized the need to study newer challenges in the media industry.

Pennington (2011) opines that new theories and approaches are required to attend to the needs of studying leadership in various sectors.<sup>14</sup>

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# ELECTRONIC MEDIA'S EFFECT ON TOBACCO USE AMONG INDIAN CHILDREN

DR. REEMA KUMARI\*

## Abstract

Popular electronic media are a powerful force in the daily lives of Indian children. In particular, children have been shown to spend on average more than five hours per day exposed to a variety of media channels. The media has demonstrated potentially profound effects, both positive and negative, on children's cognitive, social and behavioral development. Tobacco use among children is becoming a serious problem in India. The early age of initiation underscores the urgent need to intervene and protect this vulnerable group from falling prey to this addiction. This study examines what is known about the use of tobacco in electronic media and its effect on tobacco use in the population, and how we are to take advantage of this in order to minimize the negative effects and make them more positive.

**Key words:** Electronic Media, tobacco, Indian children

## Electronic Media

Electronic media include audio media (radio and music) and audio-visual media (television, movies, Web-based media, and video/computer games). Just two decades ago, options for media delivery in the home increased with the introduction of video cassettes. Today, the options also include digital media such as digital versatile discs (DVDs), compact discs (CDs), video games and access to entertainment programming through cable/satellite and the World Wide Web. The Web provides unique entertainment options through websites that deliver everything from the traditional avenues, such as news, to options for playing interactive video

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games with multiple players and downloading podcasts of movies and television shows.<sup>1</sup>

## **Tobacco Use Among Children**

In 1492, when Columbus landed in America, Europeans were introduced to tobacco. Portuguese traders then introduced tobacco in India during 1600. Tobacco became a valuable commodity in barter trade and its uses spread rapidly. Gradually, tobacco was assimilated into the cultural rituals and the wider social fabric due to the presumed medicinal and actually addictive properties attributed to it. Tobacco cultivation has a history of about 8000 years and India is the world's second largest producer of tobacco; it is also the second largest consumer of unmanufactured tobacco.<sup>2</sup> Tobacco plays a significant role in the Indian economy as it contributes substantially in terms of excise revenue, export revenue and employment.

Tobacco is used in a wide variety of ways in India. In smoked forms it is used in bidis, cigarettes, cigars, cheroots, chuttas, dhumti, pipes, hooklis, chillum and hookah. In this, the smoking of cigars and pipes is not common in India. It is also used in smokeless forms such as paan with tobacco, paan masala, tobacco areca nut and slaked lime preparation, mainpuri tobacco, mawa khaini, chewing tobacco, snus, gutkha, mishri, gul, bajjar, lal dantmanjan, gudhaku, creamy snulf tobacco water, necstime chewing gum.

According to a survey done by the national sample survey 52 round and National Family Health survey-2, 51.3% of males and 10.3% of females (1995-96) and 46.5% of males and 13.8% of females (1998-1999) and about 20 million children of ages 10-14 are estimated to be addicted to tobacco. As per the National Household Survey of Drugs and Alcohol Abuse 2002, 55.8% of males (12 to 60 years of age) currently use tobacco. The National Survey on Drug Use and Health estimated that each day 4000 people under the age of 18 try their first cigarette. This amounts to more than 730,000 new smokers each year. The final report of the National Commission on drug-free schools indicates that children and adolescents consume more than one billion cigarettes every year. According to economist Kenneth Warner, Ph.D., the tobacco industry needs 5000 new young smokers every day in order to maintain the total number of smokers. Children are the prime targets of the tobacco industry when recruiting new smokers.<sup>3</sup>

A number of factors influence the use of tobacco by children and teenagers. Some of these are family history, peer influence, easy availability of the tobacco product, experimentation, personality factors, emotional and psychological problems, accompanied by risk-taking behavior and most importantly the aggressive marketing strategies of the tobacco industry.

The majority of tobacco-related deaths occur in developing countries where the problem of tobacco is assuming alarming proportions. Many studies in India show a downward shift in the age of initiation of this habit, which is a matter of serious concern. In India, the deaths of more than 8 to 9 lacs people were caused due to all forms of tobacco use and its exposure, in which there were 7 lacs death per year due to any smoking of tobacco. This is the fastest trajectory increase in tobacco-related deaths forecast for the next 20 years.<sup>4</sup>

## **Effects of electronic media**

### **Harmful Effects**

The effect of the electronic media has been found to be far-reaching and potentially harmful in influencing the health-related behaviors of children, many of whom are not yet mature enough to distinguish fantasy from reality, particularly when it is presented as “real life”. This is particularly important for very young children who developmentally think concretely and are unable to distinguish fantasy from reality. Furthermore, time spent with a particular form of media decreases the amount of time available for pursuing other more healthy activities such as sports, physical activities, community service, cultural pursuits and family time. Children who observe (in media) others exhibit aggressive behavior, such as hitting, are more likely to perform the same aggressive behavior immediately.

Electronic media has a disturbing potential to negatively affect many aspects of children’s healthy developments including aggressive feelings and beliefs, childhood obesity, eating disorders, sexual initiation, and social isolation etc. The association between watching TV and suicidal behavior has also been reported in India.

According to the American Journal of Public Health, youths between the ages 12 to 17 were less inclined to see smoking as harmful and reported an increased likelihood to smoke after they had viewed a television advertisement urging parents to speak to their children about not smoking.

In 1999, Philip Morris coined the slogan "Talk, They'll listen". This phrase was designed to encourage parents to discuss the effects of smoking with their children.

McIntosh and colleagues found that in popular films from 1940 to 1989, smokers were depicted as more romantically and sexually active and marginally more intelligent than nonsmokers. However, smokers and nonsmokers did not differ in terms of their attractiveness, goodness, socioeconomic status, aggressiveness, friendliness or outcome by the film's end.

### **Fruitful Effects**

Anti-tobacco advertisements have the capability to significantly reduce the prevalence of youth smoking. Advertisements are particularly effective when they are combined with both school and community-based activities. In one study, an anti-tobacco advertisement was shown before a feature film. The result from this study showed that the impact of the film's pro-smoking imagery was significantly decreased for the high school student. While anti-smoking advertisements carry no guarantees, they can be fairly effective under controlled circumstances. Many tobacco-use prevention media campaigns have failed due to inadequate length and funding in addition to a variety of other factors.

The study of the media's role in tobacco use can be seen not only as a multilevel process but as an evolutionary one as well, which in fact parallels the path of tobacco control over time. In the early days, surrounding the release of the 1964 surgeon general's report on smoking and health, tobacco control was often seen as an issue of educating individuals, leading to media intervention such as the anti-smoking television advertising under the Federal Communication Commission's fairness doctrine in the 1960s.

Over time, both tobacco control and its concomitant media efforts evolved to a much broader social context of community-level intervention such as the trials for smoking cessation. Eventually these efforts extended to broader policy intervention, such as today's clean indoor air laws, tobacco taxes and industry agreements such as the 1998 Master Settlement agreements and global efforts including the World Health Organization's framework convention on tobacco control.<sup>5</sup>

## What We Can Do

The evolution across individual, organizational and societal levels of media research reflects how we have come to view not only tobacco control efforts but also the larger issues of public health and social change. This is a rapidly changing area as technology offers parents more control of the home media environment. The shift towards automated control of home media was spearheaded by the television V-chip, a device that enables parents to block television channels. The American Academy of Pediatrics (AAP) has recommended guidelines, which have recently been revised, for the use of media with children. These include: 1. Not allowing the bedroom to be a media center with TV, video games and Internet access; 2. Limiting media time to 1 to 2 hours of quality programming; 3. Discouraging TV viewing for children younger than 2 years; 4. Viewing and discussing content together; 5. Turning off the TV when no one is watching and during meals; and 6. Being a good 'media' role model. Pediatricians must become cognizant of the pervasive influence that the wide and expanding variety of electronic media has on the physical and mental health of children. The AAP also makes recommendations to the entertainment industry to avoid violent content. Pediatricians should advocate for a simplified, universal, content-based media rating system to help parents guide their children to make healthy media choices. No such guidelines currently exist in India. The Indian Academy of Pediatrics should take the lead in formulating and implementing the guidelines to help parents and children to develop healthy media-use habits.<sup>6</sup>

In many studies, it is shown that showing an anti-tobacco advertisement before a movie with smoking blunts the movie's effect on such attitudes. On the basis of this evidence, one aim for smoke-free movies is to require the distributing production studio to pay for anti-tobacco advertising in theaters.

**Rate new smoking movies R:** Any film that shows or implies tobacco use should be rated R. The only exceptions should be when the presentation of tobacco clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking by a real historical figure.

**Certify no pay off:** The producer should post a certificate in the credits at the end of the movie declaring that nobody in the production received anything of value (cash, money, free cigarettes or other gifts, free publicity,

interest-free loans or anything else) from anyone in exchange for using or displaying tobacco.

**Require strong anti-smoking advertisements:** Studios and theaters should require a genuinely strong anti-smoking advertisement (not one produced by a tobacco company) to run before any film with any tobacco presence, regardless of its MPAA rating.<sup>7</sup>

**Stop identifying tobacco brands:** There should be no tobacco brand identification and no presence of tobacco brand imagery in the background of a movie scene or playground through sponsors.

## Conclusions

Today, we realize that the media, tobacco use and tobacco control efforts all interact at multiple levels of a system, each of which may affect stakeholders ranging from individuals to society itself. In the process, fields ranging from public health to cognitive psychology have become essential parts in a growing trans-disciplinary science of smoking and health, supported by research frameworks such as the ones outlined here. We have already seen the fruits of many of these efforts in the form of reducing per capita cigarette consumption rates by approximately one half in the United States since their peak in the 1960s, along with more fundamental changes in social attitudes towards tobacco use. These changes give hope that today's media, whose history is intertwined with the widespread emergence of tobacco use over the past century, can continue to serve as a critical tool in addressing what remains as the nation's leading cause of preventable death.

While the literature suggests that the media has a strong role to play in tobacco prevention, the role of the media in its cessation is also critical. Highly arousing media messages could result in central processing and lead to quitting smoking, as Biener and colleagues report in their study. Such research is needed to determine how the impact of media on tobacco prevention and cessation may vary among persons at different levels of tobacco-dependence.

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# THE HISTORY AND ROLE OF THE MEDIA IN U.P. DURING THE 19TH CENTURY

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## Abstract

Uttar Pradesh is not only a geographical unit, but also a confluence of cultures and a unique symbol of the Ganga Jamuna civilization. During the British period, it was known as the United Province of Agra and Awadh.<sup>1</sup> The press played an effective role in molding and educating public opinion in a concrete shape and proved itself as an example in the socio-political awakening. The press assumed an important place in the life of the nation and nationalists as well as social reformers who utilized it as a powerful and effective weapon against the outdated and unhealthy social customs, conventions and the unpopular policies of the government.<sup>2</sup> The press thus crystallized their urge and placed it in the open. With the advent of the British East India Company, the modern printing press was installed in 1674 in Bombay. During the 18th century, the press came to be established in Madras and Calcutta. Christian missionaries played an effective role in its establishment. They introduced the press in Presidency towns as well as in the mofussil towns. Thus, journals came to be published from such places as Benares, Mirzapur and Agra. These periodicals were both in English and the vernacular, and Raja Ram Mohan Roy became the pioneer of Indian journalism. Looking at the history of the press in the N.W.P. (at present U.P.) it is observed that there was no Hindi press in existence. However, the Persian and Urdu press made their appearance with increasing rapidity. Its existence was also seen to be surrendered to the British army in 1831.

The prominent centers of these papers were Banaras, Meerut, Cawnpore, Lucknow and Agra in the N.W.P., Lahore, Delhi, Sialkot, Karachi and Shimla in Punjab.<sup>3</sup>

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## **History of Media in U.P.**

One of the first newspapers, the Zoobdut-ool-Ukhbar was started in 1833 by Munshi Wajid Ali Khan. His sources were English and other newspapers. He did not favor the Europeanized way of life and his conservatism, subtly expressed, appealed to his circle of readers. His conservatism had, for its target periodicals, edited under the auspices of government educational institutions such as the Sudder-ool-Akhbar, the Agra college paper. The Sudder-ool-Akhbar was started in 1849 by Fink.<sup>4</sup> The contents of the paper were restricted to general and scientific instruction, presumably to enlighten the students of the college. It also published certain objectionable articles. The name of the paper was changed and an apology was published in the first issue of the newspaper the Ukhbar-ool-Haqayuq. It was considered that the college paper should steer clear of such controversy both in the interests of the institution as well as to function as a medium of public enlightenment.<sup>5</sup>

A significant development that occurred after 1857 was the aggravation of racial antagonism which found its reflection in the relationship between the Indian and the Anglo-Indian press. As the Indian press tended to be consciously self-reliant, it was natural that the authorities should be impressed by its importance and usefulness, though at a later stage it created difficulties for them. Writing about the 'native' press in his district, A.O. HUME, the collector of Etawah, thought it necessary to dwell on "the history of these papers and their probable social and political results". On 1st September 1862, Kempson gave the details of the growth of the newspapers in the N.W.P. to the secretary to the government of the province as follows.<sup>6</sup> There were 14 newspapers in number which were published at the towns of Roorkee, Meerut, Bareilly, Shahjahanpur, Farrukhabad, Agra, Etawah Cawnpore and Banaras. The largest circulation was enjoyed by the Etawah paper which was started by Hume and enjoyed the patronage of the district authority. During this period, the vernacular press was growing rapidly. Some of the noteworthy papers were Saropkarak and its Urdu edition, Mufid-ul-Khalaiq (1861), Suraj Prakash (Agra) and its Urdu edition Aftab-i-Alamtab, Prajahit, and a fortnightly Hindi gazette from Etawah and its Urdu edition Muhab-bi-Riyaya. Matwa Akhbar was published in 1849 and Benares Akhbar was published by Raja Shiv Prasad Singh who struggled for a common language. Sudhakar Akhbar (1850) was the first Hindi paper in the

Sanskritized language, Simla Akhbar was published in Devnagri script, the Lokmitra (1863) was published from Sikandra (Agra), and Bharat Khandanmitra (1864), a bilingual journal, was published from Agra. Tattwa Bodhni Patrika was published from Bareilly.<sup>7</sup>

In 1866, the Oudh Akhbar began to publish some columns in Hindi. After 1857, when peace was restored, some Urdu journals were launched by Hindus from Delhi, Meerut, Agra, Lucknow, Aligarh and Lahore. Most of them were weeklies and fortnightlies. During 1861, Urdu journalism received new life from the hands of Sir Syed Ahmad Khan and his followers, who were provoked by the heretical writings of their leaders. A large number of journals, such as Mufid-ul-Khalaiq, Aftab-i-Alamtab, Muhab-bi-Riyaya, Ab-i-Hayat-i-Hind, Khair-Khwab-i-hind, Oudh Akhbar and Ahmal-ul-Akhbar, opened up a new world to the Urdu readers.<sup>8</sup>

Many journals only lasted for short period because of a lack of government support. One at Agra and another at Bareilly ended within a year. The Hindi press began to make its mark in 1867 with the publication of bilingual journals such as the Gyan Dipak (Sikandrabad) and the Kavi Vachan Sudha (Kashi).<sup>9</sup> The latter was edited by Bharatendu Harishchandra and was rightly called the Raja Ram Mohan Roy of Hindi journalism. A flood of journals of high literary quality followed but most of them lived a short life because of the lack of public support. In 1869, Pappmochan (Agra) and Jagat Samachar (Agra) were started and in 1870 Budhi Vilas and Agra Akhbar made their appearance. The position of the Urdu press was also improving. Lucknow, which was the chief center of the Urdu-speaking people, brought forth the following newspapers and journals: Oudh Akhbar, Bharat Patrika of Anjuman-i-Oudh (1872), and Oudh Punch. From Agra there were published about a dozen Urdu newspapers, prominent among which were Azad-ul-Akhbar and Talim-ul-Khalaiq. Meerut was another center of Urdu journalism in the N.W.P. from where came Akhbar-i-Alam of Najm-ul-Akhbar, Lawrence Gazette and Sham-i-Hind. The government continuously kept watch over the tone of the press and the Akhbar-ulam complained that because of the mismanagement of the post office the newspapers and journals could not reach subscribers in time, and also that the government was not giving financial help.<sup>10</sup>

By 1876, many vernacular journals were established. Kashi Patrika and Oudh Akhbar had a substantial circulation. But when Lord Lytton became the viceroy he was angry at the tone of the Indian press. Yet, in spite of its apprehensions of impending censorship, the Indian press continued to

criticize the government's policies as well as the conduct of its officials. The viceroy decided to pass the Vernacular Press Act in 1878.<sup>11</sup>

The vernacular press was even more backward than the Anglo-Indian press because they were unfamiliar with Indian languages, the government did not provide news as they did to Anglo-Indian papers, the vernacular press did not belong to the rich people, and the editors were not familiar with the techniques of journalism.<sup>12</sup>

In 1879, the Indian Herald, the first national journal in English which worked as an antidote to The Pioneer, was born. Some improvements had taken place in the style and language of the vernacular newspapers. The press not only reflected the political awakening but also provided a fillip to it.<sup>13</sup> The Ilbert Bill controversy and many other incidents which took place because of the Indian National Congress proved a boon to the press. The press was grouped into pro- and anti-congress camps and such divisions were embodied in the Arya Samaj Press, Sanatani Press, the Muslim Press and Anglo-Indian press.<sup>14</sup>

The congress was patronized by eminent journalists of English and vernacular papers.<sup>15</sup> Prominent among the protagonists of the English-language press were the public opinions of Benaras Arjun of Mirzapur and Advocate, a bi weekly from Lucknow. The newspapers which were opposed to their nationalist counterparts were Pioneer, Englishman, and Civil and Military Gazette. A large section of the Urdu press severely criticized the congress, such as Chaudhavi Sadi. In 1886, Musratul-Sunat (Benaras), a religious journal of the Ahl-i-Hadis (a Muslim sect) and Hindustan (Kalakankar), of Raja Rampal Singh, were started.<sup>16</sup> Also at this time, the government started supplying news to vernacular papers. These newspapers were widely circulated from hand to hand, read aloud to listeners, and sentiments produced by them were repeated by readers and listeners to countless others.<sup>17</sup> During 1891-92, there were 100 newspapers and periodicals in the N.W.P. and Oudh: 66 in Urdu, 24 in Hindi, 8 in Hindi-Urdu, and 1 each in Urdu-English and Hindi-English. The Bharat Jiwan had the largest circulation of 1500. The Hindustan was published from Kalakankar under the proprietorship of Raja Ram Paul Singh, and with Pandit Mohan Malviya and Bal Krishna Bhatt on its editorial staff.<sup>18</sup> The popularity of vernacular papers alarmed the government and subsidies were stopped, so Kashi Patrika of Babu Baleshwar Prashad had to stop its publication. The government came down heavily on such papers as they opposed their policies and punished them under section 124A of the Indian Penal Code. The police and magistracy used rough methods against the

editors<sup>19</sup> and the Anglo-Indian press supported the government in its repressive measures against the vernacular press. The English press was flourishing and could spend thousands of pounds on obtaining the latest news for its readers.<sup>20</sup> In spite of these reversals, the vernacular journals continued to criticize the government. From 1883 to 1900, many Hindi journals were either started or restarted.<sup>21</sup> The most important among them were: Kayasth Vyavahar, Prayag Samachar, Kashi Samachar, Jiya Lai Prakash Bharat Hitaishi, Dharma Pracharak Bharat Chandrodaya, Dharam Prakash, Abala Hit Karak, Subh Samvad, Prayag Mitra, Aryavarta, Narad Muni, Deva Nagari Gazette, Jain Prabhakar, Vidya Vinod, Chaturvedi Patrika, and Bharat Bhushan. Among the Urdu newspapers and journals of the last decade of the 19th century were Azad-ul-Akhbar, Akhbar-ul-Haqaiq-wa, and Talim-ul-Khalaqi (all published from Agra); Shama-i-Hind of Shaukat Husain came from Meerut.

### **The Role of the Media in U.P.**

The position of the U.P. press at this juncture was officially described. Among the vernacular papers were, Oudh Akhbar, Hindustan of Raja Ram Pal Singh and Aligarh Institute Gazette. Among the English papers were, the Hindustan Review, Kayasha Samachar and Advocate were managed with intelligence. The Hindustan Review and Kayastha were two of the best-loved papers. The tone of The Citizen continued to be the same, generally finding fault with the government. The numerical strength of the U.P. vernacular press increased in 1905 to 84 in Urdu and 40 in Hindi. At this time, because of terrorist activities, the Anglo-Indian press and government officers demanded curbs on the vernacular press and the government passed the Press Act of 1908. In the U.P., the editor of the Urdu-i-Mulla was sentenced to two years of rigorous imprisonment and had to pay a fine of Rs. 500. One Hoti Lai Verma was even deported for seven years for communicating a seditious message to the Vande Mataram. In 1865, The Pioneer was started, which was a mouthpiece of the government as well as of the Anglo-Indian press. It was edited by Hensman and Allan with a team of able writers which included Rudyard Kipling. The Anglo-Indians liked The Pioneer because it allowed them to publish all sorts of news.<sup>22</sup> The Aryan, a monthly paper, was launched from Mirzapur on 1st October 1878 by Rev. J. Hewlitt. It was a bilingual (Hindi-English) journal. Another monthly magazine named Sons of India was published in 1910 by G.S. Arundale. Lucknow Collegian Monthly was also published in 1910 by Prof. B.T. Badly of the Lucknow Christian College. The English journals were considered superior to the vernacular