

CHAPTER – III

HISTORY OF THE PRESS

As explained in the introductory chapter, the key objective of the study is to examine and highlight the growth pattern and structural changes of the Indian Press. However, prior to embarking on such a detailed exercise, it is useful to present a historical perspective of the evolution of the Indian Press. This chapter will bring out the patterns of historical emergence, expansion and unfolding of the International Press, Indian Press and the press in Uttar Pradesh with the sample population of Raebareli district in particular to understand the linkage of the Press and its role in shaping the developmental work in various spheres.

3.1 HISTORICAL EMERGENCE OF INTERNATIONAL PRESS

The earliest methods of transmitting news began with the words of mouth which limited its content to what people saw and communicated to others. Before Johann Gutenberg's invention of printing press, books were produced by scribes based usually in the monasteries. The first printed forerunners of the Newspaper appeared in Germany in the late 1400's in the form of news pamphlets or broadsides. The invention of the movable type printing press by Johannes Gutenberg in 1456 disseminated wide printing of books.

History of print media and written communication similarly move together with the progress of civilization. Gutenberg's printing invention was revolutionary and landmark in the field of journalism. It is only mass medium which allowed for free spread of ideas in a completely unprecedented fashion and has a reach to the wide clusters of masses. The history of journalism has complex information, ideas and concepts from one individual to another or one group to another.

The advent of writing system was motivated when it became necessary to count ones property by the early civilizations. One of the best examples of pictorial writing was found in the excavation of 'Uruk' in Mesopotamia, dating from 3500 BC. The Sumerians developed cuneiform, the pictographs, writing on wet clay tablets. In 2900 BC it was believed that the Egyptians developed hieroglyphic writing. The first alphabetic script appeared in Palestine at around 160 BC.

Before the advent of the Newspaper, there were two major kinds of periodical news publications which existed simultaneously; the handwritten news sheet and single item news publications. The Chinese, considered as the earliest printers of the world, issued the first printed Newspaper known as *Tipao* in *T'ang* dynasty in 618-907 AD. At that time the 'Tipao' were circulated among government officials. Chinese made wooden blocks to print letters. The first printed Newspaper was in Chinese founded in Peiking (now Beijing), China.

Acta Diurna was launched in 59 BC, considered as the earliest known journal in the world. The first documented printer was South American Juan Pablos. This Spanish printer was started printing in Mexico in 1539. The government of Venice, in 1556, first published the monthly *Notizie scritte*, the name of which eventually came to meaning - Newspaper. Wall posters preceded the Newspaper era in Europe and they first appeared in Venice, Italy in 1566. These posters were called 'Notice Scripte' depicts the written Notes and displayed in public places. Those who wanted to read them had to pay a small token of fee. This gave way the name of gazettes to the wall Newspapers and the word has come down to us even today. The first printed periodical appeared in Germany in 1594 was *Mercurius Gallobelgicus*.

Newspapers and periodicals often contain stories, features, created and written by the journalists. The world of press begins with the first published

Newspaper, *Relation (Relation aller Fürnemmen und gedenckwürdigen Historien)*, by *Johann Carolus* in 1605 in Strasbourg. Gutenberg's brilliant idea aided the creation of the first Newspaper printed in Germany in 1609. *Avisa Relation Oder Zeitung* was the first regular printed Newspaper by Lucas Schulte started publication in 1609, in Germany. The monotype process was invented by Giovanni Benedetto Castiglione in 1609. Giovanni began to make monotypes in the 1640.

The first English language Newspaper *Corrant Out* was published in Amsterdam in 1620. The first successively published title was *The Weekly News* of 1622. The first Newspaper in France was *La Gazette* published in 1631. The first Newspaper in Portugal, *A Gazeta da Restauração*, was published in 1641 in Lisbon. The first Spanish Newspaper, *Gaceta de Madrid*, was published in 1661. *Post Och Inrikes Tidningar* first published in Sweden in 1645 is considered as the oldest Newspaper still in existence (now online only).

Opregte Haarlemsche Courant from Haarlem, first published in 1656, is the oldest paper still being printed. In 1661 *Merkuriusz Polski Ordynaryjny* was published in Poland. In 1665, the first true Newspaper in English was, *The London Gazette*. The first regularly published Newspaper in English was the *Oxford Gazette* appeared in 1665. *The Glorious Revolution* in England was published in 1688. First American Newspaper, *Publick Occurrences*, was published in Boston in 1690.

John Peter published the New York Times Journal in 1700. The first daily Newspaper, *The Daily Courant*, appeared in 1702 and continued publication for more than 30 years. The first successful Newspaper was the *Boston News-Letter* was started by postmaster John Campbell in 1704. Daniel Defoe is considered the world's first journalist who published reviews that time. *The*

American Weekly Mercury was started in 1719. William Brooker started printing of Newspaper, *the Boston Gazette*, on December 21, 1719.

The Maryland Gazette appeared in Annapolis in 1727. The *New England Courant*, published by Ben Franklin's older brother James, is the first to offer readers literature in addition to news in 1721. New York City's first Newspaper was *The New York Gazette*, founded by William Bradford in 1725. Benjamin Franklin published *Pennsylvania Gazette* in 1730. *Lloyd's List* was founded by Edward Lloyd's of England in 1734 is still published as a daily business Newspaper. The *Virginia Gazette* was published in Williamsburg in 1736. First daily Newspaper, *The Pennsylvania Evening Post* appeared in 1783 was perhaps the most respected Newspaper in the world at that time. *The Times of London*, was founded in 1785 by John Walter.

The first Newspaper in Canada was the *Halifax Gazette* in 1752. Some of the world's oldest dailies are *Belfast's News Letter* (1737), *Yorkshire Post* - Founded as Leeds Intelligence (1754), *Chronicle Telegraph* - Quebec, Canada (1764), *Journal Courier* of Connecticut, America (1767), *Philadelphia Inquirer*, Connecticut, America (1771), *Daily Journal*, New Jersey (1779), *Glasgow Herald*, U.K., (1783), *Universal Daily Register*, UK (1785), *Pittsburg Pos-Gazette*, U.S. (1785). First Spanish-language paper, *El Misisipi*, published in New Orleans in 1808.

Friedrich Koenig applied steam power to printing press. Rotary steam press replaced hand operated machines which was capable to do the same job in a small fraction of the time. The first cylinder press, invented by a German, Frederick Koenig and improved by Napier in England, was first used in the United States in 1825. The first Native American Newspaper, the Cherokee Phoenix, was printed in Georgia in 1828.

The first Newspaper to fit the modern definition as a Newspaper was the *New York Herald*, founded in 1835, published by James Gordon Bennett. The cheap Newspaper arrived in France in 1836 with *Emile de Girardin's La Presse*. *Baltimore's Sun* was first published in 1837 and was sold for a penny. More than 560 different unstamped Newspapers were printed in England between 1830 and 1836.

The first paper in South Australia, *The South Australian Gazette and Colonial Register*, was published 1836. The handwritten *Melbourne Advertiser* arrived in 1838. In 1839 woodcuts and lithograph from daguerreotypes decorated pages of magazines. *The Sydney Morning Herald*, Australia's oldest surviving Newspaper first appeared as a daily in 1840. *Bennett's Herald*, in 1840, became the best selling Newspaper in the United States. Horace Greeley, one of the most thoughtful and talented American journalists, began the *New York Tribune* as a penny paper in 1841. Dickens founded and edited *The Daily News* in London in 1846. *The New York Times* founded in 1851 by George Jones and Henry Raymond was known for establishment of the principle of balanced reporting with high quality writing.

In 1881, development of halftone press made it possible to reproduce photographs in books and Newspapers. Pulitzer, who created the *St. Louis Post-Dispatch* in 1878, took over the *New York World* in 1883. Typesetting was transformed by the introduction of line casting machines as Ottmar Mergenthaler's, known as second Guttenberg, Linotype in 1889. *The Jewish Daily Forward* printed in Yiddish, first appeared in New York in 1897.

Harmsworth created the first modern, small-sized Newspaper known as tabloid. The term tabloid was borrowed from the drug industry. *The Daily Mirror* was published in 1903. *Chicago Defender* began publishing in 1905, *The Amsterdam News* in New York in 1909 and *The Pittsburgh Courier* in

1910. Joseph Medill Patterson and Robert R. Mc. Cormack, inherited the control of the *Chicago Tribune*, had the recorded selling of a million copies a day. Patterson and McCormick decided to launch *Harmsworth's Mirror* in tabloid journalism to the United States, which appeared in New York in 1919.

In 1950s, *The Diário Carioca*, Newspaper is usually considered as the birth of modern journalism. The oldest and most successful progressive, culturally adventurous Newspapers were New York's *Village Voice*, in 1955. According to Anthony Smith (1979) in all societies that exist innumerable- chains of information, rather like the food chains of nature, 'through which different types of knowledge pass by custom or by contrivance. *USA Today*, a national Newspaper was introduced by Gannett in 1982.

In 1993, Rosen and Merritt formed the concept of public journalism. In their joint manifesto on public journalism that was published in 1994, Rosen explains that public journalism tries to place the journalist within the political community as a responsible member with a full stake in public life.

3.2 HISTORICAL EMERGENCE OF INDIAN PRESS

The East India Company's coming to power was followed by resentment for the presence of the press. The press in India controlled by Britishers drew its strength from the power of the press in England. Emperor Asoka engaged spies and overseers to collect information from the public. Emperor Asoka's pillar inscriptions & rock edicts in different parts of the Mauryan Empire during 3rd century B.C are considered examples of imperial political communication. Ashoka used the *Prakrit* language in his communication. The special feature of communication in ancient India was the emphasis placed on oral & aural systems, before the discovery of paper writing done on the palm leaves.

The origin of the Indian Press was started in *Mughal* period. The *Barid-i-Mamalik* or the commissioner of intelligence, in Sultanate period, used to serve the information to the empire. The *munshis* or spies of Sultan Alauddin Khalji deputed to communicate the slightest things to the Sultan. The Mughal government had a network of news-services called *waqai navis*. The *harkarah* and *akhbar-navis* were also hired for serving the emperor with information.

In 1574, Akbar established a recording office that helped later medieval historians to gather materials for chronicles. The first printing press arrived in India on 6th September 1556 in St. Paul, Goa. The Portuguese, the first European nations, brought a printing press to India. In 1684, the East India Company set up a printing press in Bombay.

In India, William Bolts, an ex-employee of the British East India Company, attempted to start the first Newspaper in 1776. The first Newspaper that came to India by James Augustus Hicky in 1780, called *The Bengal Gazette* or *Calcutta General Advertiser* in the year 1780. The *Bengal Gazette* was the forerunner of many more journals and Newspapers which appeared in Calcutta (now Kolkata) which is the birth place of journalism in India. Within six years of this venture there were four weeklies and a monthly in the city of Calcutta (now Kolkata).

The Madras Courier which was officially recognized and owned by the government printer came out as a weekly in 1785. There was no Newspaper in Bombay until 1789 when the *Bombay Herald* was started. *The Courier* was another paper to make its appearance in 1790. *Bombay Courier* was launched in 1792 and published in English. *Hurukaru* weekly was started in 1793. Five Newspapers made their appearance in Bengal. *The Madras Courier* and the *Bombay Herald* were then launched in the two cities. The Government issued

Press Regulations in 1799. It has obligatory provisions to make the publication of the name of the printer, editor and proprietor.

Raja Ram Mohan Roy was one of the pioneer journalists in India. The first Newspaper published in an Indian language was the *Samachar Darpan* in Bengali. The first issue of this daily was published from the Serampore Mission Press on May 23, 1818, *Samachar Darpan*, was also considered the first vernacular Newspaper started during the period of Lord Hastings. In the same year, Ganga Kishore Bhattacharya started publishing another Newspaper in Bengali, *The Bengal Gazetti in 1818. Bengal Journal, Indian world* and *Bengal Harkarer* are few popular publications of that time.

Digdarshan was the first Indian language Newspaper started in April 1818 by William Carcy, Joshua Marshman & William Ward. In 1820, Raja Rammohan Roy founded, *Sangbad Kaumudi*, a Bengali weekly and *Meerat-ul-Akhbar*, a Persian weekly. On July 1, 1822 the first Gujarati Newspaper, the *Bombay Samachar*, was published by Ferdunji Marzban from Bombay, which is still in existence. This is one of the oldest Newspapers in Asia. In 1822, *Chandrika Samachar* was started in Bengal.

Mahatma Gandhi was a great follower for freedom of expression. In 1823, British government imposed Press Regulation in India. In 1826, *Udant Martand*, the first Hindi language weekly Newspaper, published in India by Pt. Jugal Kishore Shukla. Vernacular Newspaper, *Mumbai Vartaman* was started in 1830. The *Jan-e-Jamshed* started its publication in 1831. The Times of India was founded in 1838. *The Bombay Times* was also started in 1838 by leading merchants in Bombay. The government passed the Gagging Act of 1847.

The *Bombay Darpan*, in 1850 began its publication. The first Hindi daily Newspaper, the *Samachar Sudha Varshan* started its circulation in 1854 from Calcutta (now Kolkata). The Indian language press was slow in growing outside Bengal and Bombay before the Mutiny of 1857. The *Bombay Times*, in 1861, became *The Times of India*. Reuter's news cables began to reach Bombay from 1865 and the first office of Reuter was set up in India in 1866.

The Press and Registration of Books Act came into being 1867. In 1870, the *Amrita Bazar Patria* demanded the Constitution of a Parliament for India in 1874. According to Surendranath Bannerjee and Bipin Chandra Pal, the Vernacular Press Act was one of the immediate causes of the awakening of political consciousness in India. Vernacular Press Act - 1878 came into existence by the British Government to restrain Indian language Newspapers. Dayal Singh Mjithia started *The Tribune* which was one of the leading Indian Newspapers. In 1880, Bipin Chandra Pal started a Bengali weekly *Paridarsak* in Sylhet. Bipin Chandra Pal also founded the two English weeklies *New India* and *Bande Mataram*. Kristodas Pal was editor of the *Hindu Patriot*. In 1888, *Malayala Manorama* started its publication from Kerala in Malyalam.

The Newspapers Act was established in 1908. In 1909, Pandit Madan Mohan Malaviya launched the *Leader* in Allahabad. The Press Act of 1910 considered as the milestone in Indian Journalism. The English Newspapers including *The Hindustan Times*, *The Indian Express*, *The National Call*, *The National Herald* and *The Free Press Journal* made their strong appearance. This was also a significant phase in the growth of the regional press.

During the year 1914 to 1918, the vernacular Press effectively exploited the eagerness of readers and the reason behind that was the eagerness of readers to know the detailed coverage of war coverage. In 1919, Mahatma Gandhi took over the *Young India* in 1919 as an editor.

The working Journalist Act was came into being in 1955. The Newspaper Act was passed in 1956. *The Economic Times* was launched in 1961. The Press Council of India was established in 1965. The Indian languages Newspapers have chased the circulation of English Dailies. Till the 1990's, highest circulation was held by the English Dailies.

Calcutta (now kolkata) was the birth place of not only of English Dailies but Bengali & Hindi journalism also flourished equally. During the long struggle for India's Independence, the major English Newspapers that served the national cause were *The Hindu* (1878), *Bombay Chronicle* (1913) and *The Hindustan Times* (1924). Among the Indian language Newspapers, the prominent ones was *Aaj* (1920), *Ananda Bazaar Patrika* (1922), *Sakal* (1931), *Swadeshmitran* (1882), *Mumbai Smachar* (1822), *Malayala Manorama* (1890) & *Mathrubhumi* (1930).

The vernacular Newspapers in India during the period up to 1930 were the result of individual initiatives. The characteristics of the post-Independence press in India consist its relative freedom and advertisement role. In 1932, Gandhi ji started *Harijan* Newspaper. Lokmanya Bal Gangadhar Tilak was the first Indian to understand the political importance of Newspaper as a powerful tool of Mass Communication. At the time when India became independent, the country had only 330 daily Newspapers and 3203 periodicals.

PRESS INSTITUTE OF INDIA

Press Institute of India is an autonomous non-profit trust, founded in 1963. The responsibilities of this institute are to train media professionals including editorial and managerial personnel of the media or Newspaper. This is also a leading institute which is working for India, Pakistan, Sri Lanka, Bangladesh and other Asian countries in the region. The aims and objectives of Press Institute of India are to gather and distribute news for elevating standards of Indian journalism and for training Indian journalists for the awareness of their

responsibility. The Press institute, studies the problems of the Press in India and to endeavor to solve them in accordance with the techniques adopted in other countries or otherwise. One of the major activities of Press Institute of India is to impart information about sound principles of journalism.

PII act to impress upon the public the-necessity of maintaining an intimate knowledge of the state of public affairs by periodical investigations. Press Institute of India also considers, originates and supports improvements by the Press Laws of India.

PRESS INFORMATION BUREAU (PIB)

It is the nodal agency of the Government of India for dissemination of information on its policies, programs and activities. The Bureau supplies information to daily Newspapers, periodicals, news agencies and electronic media outfits both in India and abroad. The primary aim of the bureau is to ensure that the policies, programs and activities of the government are properly presented and interpreted to the people. To achieve this objective, PIB obtains reactions reflected in the Press and advises the government accordingly.

THE PRESS COUNCIL OF INDIA (PCI) The Press Council of India is an autonomous, quasi-judicial body. The aim of the Press Council has been to administer ethics and inculcate principle of self regulator among the press. It also keeps under review any developments likely to interfere with the freedom of the Press. The Press Council of India has been established under an act of Parliament for the purpose of serving the freedom of the Press and for maintaining and improving the standard of Newspapers and news agencies in India. The Press Council is a statutory body. It was first established by the Press Council Act 1965, on the lines recommended by the Press Commission of India in 1954. The main functions of Press Council of India are to preserve

the freedom of the Press, maintain and improve the standards of newspapers in India and to form a code of conduct to prevent writings, not legally unishable, but were yet objectionable. The Council consists of 28 members besides its Chairman. The Chairman of the Council by convention has been a retired Judge of Supreme Court of India. Twenty of the twenty eight members belong to the Newspapers world, while five are Members of Parliament, three nominated by the Speaker of the Lok Sabha and two by the chairman of the Rajya Sabha. The remaining three are persons having special knowledge or practical experience in respect of education and science, law and literature and culture. The Council's reconstituted every three years. The Council is empowered to make such observations as it may think fit in respect of the conduct of any authority including government for interfering with the freedom of the press. The decisions of the Council are final and cannot be questioned in any court of law.

NEWSPAPER AGENCIES AND AUTHORITIES IN INDIA

The Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and Audit Bureau of Circulation (ABC) are some organizations which conduct studies and publish reports on Newspapers in India. The Registrar of Newspapers for India, in their annual report on 2006, observes-

“In a democratic set-up, it is important that all the citizens have the right to information. The news regarding the happenings within and outside the country has to be disseminated to the people. In the past, the print media shouldered the responsibility of disseminating the news. The growth of Information Technology, audio and visual media are in the field with instant and wide coverage. We thought that the advent of Information Technology would affect the print media.

But, it didn't happen; statistics also shows that no technology can beat the print media, which always finds its own level”.

The National Readership Survey of 2006 reported that – The Language Press in India readership in rural areas has grown so fast that it paralleled the readership in urban areas. The Report also says, “*As a proportion, however, press reach has stabilized in urban India at 45%. The reach in rural India has also stayed the same at 19%, needless to say, on a much larger population base. The number of readers in rural India (110 million) is now roughly equal to that in urban India (112 million).*”

THE REGISTRAR OF NEWSPAPERS OF INDIA (RNI)

The Registrar of Newspapers of India was established the RNI in 1956. The RNI oversees the activities of the press in India and annually publish report known as - Press in India. The report portrait circulation as well as readership figures related to publication in India. The statutory functions of RNI are to compile and maintain Register of all the newspapers published in India, issue certificate of Registration to Newspapers published, annual scrutiny and analysis of annual statements sent by the publishers of newspapers, informing district magistrates about availability of titles, ensuring that Newspapers are published in accordance with the provisions of PRB Act 1867 and preparation and submission report containing information and statistics about the press in India.

As per a report published in Outlook, ‘Print media in India recorded a 5.8 per cent growth in 2014-15, with 5,817 new publications getting registered during the year, taking the total number up to 1,05,443. The largest number of Newspapers and periodicals registered in any Indian language are in Hindi with a figure of 42,493 publications followed by English with 13,661

registered publications. According to 'Press in India 2014-15' report of the Registrar of Newspapers in India (RNI) which was released by Information and Broadcasting Minister today, of the total publications, 14,984 are in the Newspaper category (which includes bi-tri weeklies) while, 90,459 are periodicals. 34 publications ceased during 2014-15, as per the report.

According to RNI the state-wise analysis shows that Uttar Pradesh leads with 16,130 publications while Maharashtra (14,394 publications) and Delhi (12,177 publications) are placed second and third. The total "claimed" circulation of publications stood at 51,05,21,445 in 2014-15 as against 45,05,86,212 copies per publishing day in 2013-14. Circulation-wise, Hindi Publications continued to lead with 25,77,61,985 copies per publishing day followed by English with 6,26,62,670 copies and Urdu with 4,12,73,949 copies per publishing day.

The largest circulated Newspaper is the Kolkata edition of the Bengali daily '*Ananda Bazar Patrika*' with a claimed circulation of 11,78,779. *Hindustan Times* Delhi edition is the second largest, as per the report. The largest circulated Hindi Daily is *Punjab Kesari* with a circulation of 7,42,190. The largest circulated multi edition daily is *The Times of India* (English, with 33 editions). The second largest circulated multi edition daily is *Dainik Bhaskar*. The largest circulated periodical is *The Sunday Times of India* (English), The largest circulated periodical in Hindi is *Sunday Navbharat Times* weekly edition, Mumbai'.

THE AUDIT BUREAU OF CIRCULATION (ABC)

Audit Bureau of Circulation (ABC) and Indian Newspaper Society conduct readership surveys of Newspapers and Weeklies in India. This is an independent, statutory organization which conducts the audit of Newspaper organization regularly at a gap of every six months. It issues a certificate

called ABC. In the year 1914 with collective efforts of advertisers and publishers, the ABC was established. The main objective was to frame effective rules and under the enforcement rule.

The ABC is a highly reliable and trusted agency which conducts study on the circulation of Newspapers and magazines is concerned. The circulation audit is considered in the advertising and media industry as independent and objective. The objectives of the ABC are to provide standard certified report to its members, to audit the circulated facts and certify them, to determine the date of circulation to facilitate advertisers, publishers advertising agencies so that they can take part in the same, to check the implementations of changes requested by agent, made in time or not, to check whether the supply to agents is given according to their demand or not, to check whether the collections of amount of sale have been realized in time or not, to check whether the payments of transportation means have been made in time or not, to check what agreements have been made with dealers and agents, to check whether the circulation department has resolved the complaints of agents in time or not.

PRESS TRUST OF INDIA (PTI)

Press Trust of India (PTI), the largest Newspaper agency in India, popularly known as PTI, is a non-profit cooperative of the Indian Newspapers having its headquarters in New Delhi. PTI was registered in 1947 and started functioning in 1949. PTI contributes to the building of a free and fair Press in India. Press Trust of India (PTI) is India's premier news agency. More than 400 journalists and 500 stringers are employed with PTI to cover almost every State, district and small town in India. PTI also feed the expansive appetite of the diverse news subscribers. PTI exchanges information with several news agencies including top news agencies based outside of India. PTI correspondents are placed in leading capitals of states. PTI commands 90 per cent of news share in India.

UNITED NEWS OF INDIA (UNI)

United News of India (UNI) is multilingual news agency later established as English news agency was founded in 1961. Its Hindi news service *known as Univarta* established UNI as one of the best multilingual news service in the world. Its news bureaus are present in all state capitals and major cities of India. UNI discovered many methods which increase its popularity at a high. In 1968, UNI introduced a weekly backgrounder service for current topics. In 1970 UNI entered into the field of agricultural journalism and introduced agriculture news services.