

## CHAPTER 5

### IMPACT OF PRINT MEDIA ON SOCIETY

**Dr Imranur Rahman**

Assistant professor

Lucknow Public College of Professional Studies

Email: [drimranlpcps@gmail.com](mailto:drimranlpcps@gmail.com)

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**J**ust as the importance and usefulness of electronic journalism cannot be denied in any case, similarly, despite the increase in the trend of Internet and social media, the importance of print media is still an unquestionable fact. The expansion of the field of journalism freed news, comment and information from the constraints of state borders. Satellite news channels 'Despite the lightning speed of the internet, newspapers' journals and magazines have maintained their individuality by going through difficult and easy times keeping in view the demands of the times. The readership of print media has definitely decreased, but its importance and status has the status of an authentic document. In the chest of history, print media has hidden achievements decorated with a long struggle, which cannot be denied in any case. Current journalism has its roots in the 17th century when reports on events began to be published regularly in Germany and other countries.

#### 5.1 INTRODUCTION

In the 18th century, the publication of newspapers and magazines became common and journalism became a formal discipline during this period. When radio broadcasting started in 1920, awareness of the situation and events became possible much faster and to wider areas as compared to newspapers and magazines, and then the basis of electronic media was laid from radio broadcasting. After 1940 to 1960, the invention of television in the field of journalism strengthened the process of change and development. With the introduction of the Internet in 2000, access to

events and situations became more rapid. In 2002, when the era of news channels started being on air, where the atmosphere of news competition was strengthened, sensationalism also made a place. Then from here the foundation of yellow journalism was laid.

In any case, writers and intellectuals are the soul of the nation who help in determining the right direction of the nation. Let's look at the history of Hindi journalism and see its unforgettable and lively character even today written in commendable golden letters on the pages of history. Kuldeep Nayyar, Ravish Kumar, Shesh Narayan Singh Siddarth Varth Rajan are the inheritors of Hindi journalism. There was a time when journalists who were full of the treasures of fearless and fearless knowledge of Hindi journalism, the leaders of thought and art, did not pay attention to the sanctity of their pen. He came and took with this pen what was once done with swords and swords and arrows and guns.

During the War of Independence in 1857, the words that came out of the pen in the hearts and minds of Indians breathed such a spirit of freedom into the chains of slavery and the captives revolted and the pen struggle of the people of the pen played a key role in the journey from slavery to freedom. paid During the same war of independence, the incident of distribution of cartridges to the army behind the scenes, which is mentioned even today in the recesses of history, has been spread on the air by the pen writers through the print media to the people living in India. The great achievement of blowing the soul in the manner in which it rattled the heart and mind came only to the Hindi newspapers.

Even today, newspapers, journals and magazines from the top boxes of RNI, from the political chambers to the decaying walls of poverty camps and from the playgrounds to the luminaries of the prisons, we can base it on journalism. are The torch that penmen lit through newspapers is still illuminating the windows of the future and the man of the 20th century is still traveling in the same light. From bamboo, sometimes from narkal, sometimes from peacock feather, sometimes from fontan pin, sometimes from ruffle, sometimes from typewriter and now this pen has taken the form of computer keyboard.

Despite the amazing advancement of scientific knowledge and technology, the print media is taking full advantage of the development of the modern age and the newspapers are conveying the latest news, information and information to their readers and the newspapers are using an organized and coordinated method. From

the national level, newspapers have spread to the regional level, that is, hindi newspapers are still playing a key role in the society in providing news and information. Print media is still popular among its readers and there has been no significant decrease in the readership of newspapers, so it can be said that even in this era of rapid growth, they are still the leading players in the field of news. .

The importance of the concept of regional journalism highlighted by the newspapers cannot be ignored even in the present day. Newspapers are still playing a key role in highlighting the issues and reaching the powerful circles. Even today, in the eyes of the reader of newspapers, the importance of newspaper is like that of a product whose thirst is not quenched without buying and reading it.

The owners of the major news channels in the country are also running their own separate national newspapers from which it is not at all difficult to guess that the role of print media is still present as an indisputable reality which is overwhelming to look at. It is difficult. There is a world of difference between print media and electronic media. Electronic media provides timely short news to the society while print media covers the news in detail and conveys the news to the readers, so I think that the importance and usefulness of print media. Even today, the innovation of newspapers is still in its place. Now, newspapers can be easily read on social media and the internet, which has increased the number of newspaper readers.

The editorial pages of newspapers and authentic national, international and regional news are the source of information for the readers even in the current era. At the dhabas, 'tea hotels', barber shops, people read newspapers and engage in comments on the country's situation despite the presence of electronic media and social media, the importance and usefulness of newspapers has not diminished in any way. More newspaper news than media news video clips are found on social media, so newspaper readers are still in their place and the importance and usefulness of print media is still an unquestionable fact in the eyes of those who study newspapers.

## **5.2 PRINT MEDIA VS ELECTRONIC MEDIA**

Mass media refers to all the means by which we convey our message to others. The book is always recognized as the most important means of expression. The work of printing newspapers was also done with the invention of the printing press. The history of magazines is as old as the printing press. Magazines have been printed in every era, in every region of the world. Many newspapers and magazines in America

and Europe have been stopped printing and have been limited to online publication only.

With the invasion of electronics and social media, it began to feel that the need and importance of print media might not remain, but at the same time, the feeling also intensified that the publication of such a large number of standard, magazines and journals on various topics and Due to different purposes, almost every journal has access to a certain circle, and each journal is becoming a source of usefulness to some circle to its extent.

It is a matter of nature that a new invention immediately attracts the human mind. The importance of print media has not been reduced even in the modern inventions of today. Instant trends. Print media, like books, has been maintaining its ability to preserve its existence in the form of a document for thousands of years.

True and honest journalists' commitment to print media and their philanthropic thinking is the most prominent news in newspapers called the lead story and various ideas and sciences sitting in the newsrooms of all newspapers. Followers of thoughts, regions and religions often highlight the same big event as a lead, here how their minds start to think in one way, the distinction and discrimination of everything ends, only respect for humanity comes first.

On the contrary, the big event for everyone on electronic and social media is according to their own knowledge, circumstances and environment. The utility of a newspaper writer distinguishes him from others on this thought. Hindi journalism has seen a boom in India, with quality education through print media masterpieces of literature have also been created which are still a beacon for writers today.

Thinking that the print media, or its era, is no more, now only what is read and understood is what reaches us through TV, mobile, radio or social media, and some even say It is known that now the big fish of electronic media will eat the small fish of print media. The main reason for this attitude is that we are not aware of the importance of print media and its usefulness and scope in this day and age and we are only roaming in the shell that is in front of us, while we are completely unaware of the real situation because the global. A large part of the media even now consists of print media, but through this they are interpreting their many institutions and various ideologies and movements, which are supported by big news agencies.

According to a survey report of National Readership, there has been a ten percent increase in print media after news channels and according to a survey report, where thirteen crore people gave importance to print media, now this number has reached the figure of fifteen crore six lakh. According to a survey report of the well-known statistics website two thousand and sixty-one magazines and journals have increased

in the United States by last year, which is a sign of the interest and attention of the readers and reading. A large number of those people are also among them.

On the other hand, the truth-fearing elites of print media in India have made a conscious effort to downplay its importance, which has so far failed to achieve its goal despite investing billions of rupees. At the point we have reached today, we have to play a full role to keep reputation of the print media .By taking advantage of the modern facilities available for timely delivery of certified news, due to the best measures, the stages of preparation of editions of newspapers will be completed with quality. Early morning access of newspapers to the people of villages can save the declining reputation of print media. It may change, newspapers may be transferred to mobile phones in the future, but the printing process will not be the same because in the future, print media will continue to play its most important role in keeping journalism alive.

### **5.3 MEDIA AND ITS IMPACT ON SOCIETY**

According to Marcel McLuhan's prediction, there will come a time when "the whole world will turn into a village. The way people speak will change and the actions and reactions will also change". Thanks to communication and media, the world has become a "global village" and this revolution has happened to the media. It happens while in the past this thought was also futile. With the passage of time, this world has become within the reach of man that with just a movement of the hand, one can travel to any region of the world. Rather, one can be aware of its current situation. The passage of time shows the undeniable fact that the media at the international level has attained the status of such a powerful medium that now not only in the military, military field between countries, but also in the media. Due to this, there is a fight in the cultural and cultural field as well. Whether it is electronic media, print or social media, any of these media should be used for communication. It also plays an important role in its integrity, dignity and defense. Here the question arises Indian media really upholding its high position? Do you respect our culture and social and religious values? It is seen that western culture is being promoted through foreign and neighboring country dramas broadcasted on our channels. There, in our own drama, they are presenting the wrong concept and promoting it by showing mixed intercourse, which is completely against our religious and social values. Whether it is digital media or print, obscenity and nudity are gradually increasing. If it is not remedied soon, the situation can take a serious turn. There it has also become a source of confusion and distraction, be it the transmission of flashy and hot news, or skipping any issue or sub-issues. Embossed print is becoming a feature of the media.

Due to this "yellow generalism" the prestige of our country has been damaged and the concept of freedom of opinion has also been distorted. Social media is considered to be the most effective means of communication and it also has negative effects on the society. Now social media is being used for defaming people, spreading baseless and fabricated news, propagandizing against rivals and promoting vulgar and inappropriate pictures and videos. And in schools of thought, hatred against each other is growing. While this is a cause of minor problems, mutual confusion and distraction, it has also become a cause of rift in personal life and relationships. People are so engrossed in social media that their There is no time for your close relationships. In such a situation, it is necessary that the authorities related to the media, higher government institutions can make the media active and effective by setting up an effective system of "check and balance". In view of the cultural and ideological basis, such a media policy should be set up that educates and educates the society and develops awareness. Rather, promote them. Healthy youth programs should be set up to train the young generation, efforts should be made to eliminate sub-problems and mutual differences on media forums, and media workshops should be held for the promotion and development of our culture, language. Also, programs should be aired that reflect our cultural and religious values. Light entertainment should be accompanied by dramas based on social issues and moral values that reflect our own society and have a positive impact on it. The real problems of the society like poverty and unemployment should be brought to the fore by eliminating the "low generalism" especially in the print media. The way of moderation should be adopted in the use of social media for which the parents should play their full role. Without confirmation. Any information should not be publicized. It is through these measures that the media can play its active role in the society and a healthy society can be formed.

#### **5.4 SURVIVAL OF PRINT MEDIA**

With the passage of time, the lifestyle of a person changes, in our childhood, parents and teachers prohibited us from saving some money from our daily expenses, at the end of the month, the parents deposit this money. I used to share my share and we used to go and buy from the newspaper vendor a sympathetic nun, education and training or a monthly companion. We were required to read these magazines, after reading the magazines, parents and teachers used to ask us questions from these magazines.

The purpose of which was to make the parents satisfied that we have actually read the magazine or not. Reading these magazines was considered a part of our training

and no doubt we learned a lot from these magazines but times have changed now. Now the sales of these magazines are almost non-existent because now kids spend most of their free time watching free videos and social media websites. What they learn from there will be guessed by everyone, but since time has changed, it has become an important part of children's life.

When we passed middle school, the restrictions from parents changed, we were no longer required to read children's magazines, now we were required to read one hindi newspaper a week. When we were introduced to newspapers, we learned that there was a time when newspapers were written entirely by hand. Then the era changed, newspaper clerks became unemployed and newspapers were printed through printing machines. Today's newspapers are designed and printed on computers.

While studying journalism, it was also learned that when the scribes were deprived of their jobs, they protested for several days, but this protest was of no use. Today every newspaper in the world is typed, designed and then published by computer, but even in today's modern age, there is an "Urdu" newspaper of India which is keeping this old tradition alive. The name of this newspaper is "Daily Muslim" which was started in 1927 from the city of Chennai in the Indian state of Tamil Nadu. Today, 88 years have passed since the continuous publication of this daily, but even today it is first written by scribes and then printed on the same old machines. The price of this newspaper is 75 paisa which is probably the cheapest newspaper in the world.

Time changed again and the era of e-paper came, in today's era people read newspapers only on computer so in this era the importance of newspaper copy has decreased. This also affected the employment of newsagents and printers, but perhaps there has been a change and the change that is going to happen in today's modern era, no one would have thought of it in 71 years. People associated with the media are suffering in this era. In such a situation, a statement of one of the member of Federal Minister of Information came out, the meaning of which seems to be that if the people who are dependent on newspapers start some other work, it will become difficult for the people associated with this sector to make a living.

Federal Information Minister says that we have to restore trust in the state and government, we have to keep an eye on the changing trends of the future. For this purpose we are going to create a media university, the survival of print media in the future does not seem possible. The importance of the information group is increasing. He said that social media is developing rapidly, censorship will be removed from the hands of the government in the future.

After the statement of the Honourable Minister of Information, those journalists who were hoping that the government would solve their problems lost hope. According to the Minister of Information, the survival of print media is not possible, but will the government make any other arrangement for the employment of people associated with this sector. While thousands of journalists became unemployed due to lack of advertisements, many others gave up on this field. A few are still clinging to this sector, the majority of them are members of the society who are highly educated.

On the other hand, the Honourable Minister of Information talks about creating media universities. The question is, did the students studying from the current universities get jobs? Or will find in the future? If the government has no jobs for media studies students, then why establish more universities?

Undoubtedly, the government has full authority to regulate the media and the government has to do it, but the government has to think about the people associated with the media. Media is the fourth pillar of the state and cannot be eliminated. The government has to take such measures so that people associated with the media can live their lives easily. If the government wants unemployment not to spread in the country, instead of talking about closing down the newspapers, they have to make the newspaper cheaper and take such measures. will Which makes it easy to run newspapers.

## **5.5 ESTABLISHMENT AND DEVELOPMENT OF THE INDIAN PRESS**

After 1757, there was a radical change in the politics of India. The East India Company had now entered Indian politics. The East India Company was aware of the political situation in India that there was no power in India to challenge the company. Indian states were divided among themselves on the basis of religion and caste and gradually, influenced by the power of the Company, all the states wanted to establish political relations with it directly or indirectly. With time, through moral and immoral means, the company expanded its influence and expanded its colonial empire in India. At this time the company had no fear of facing challenge even from the Indian society. Indian society was divided on the basis of rich and poor, landlords and labourers, religion and caste. The graded social level gave more strength and support to the British.

Due to lack of means of communication, villages, cities and towns were not connected with each other. It took months for news from one place to reach another. At such a time, the press did a great job of connecting the public.



By this time the press had an impact on the public mind. The colonial empire of England was strengthening its hold and the voices of rebellion among the people were becoming deeper. The British administration was upset with the conscience of the Indians. Therefore in 1878, Curzon attacked the freedom of the press by passing the Vernacular Press Act. One reason for this was that the British had not been able to forget the Revolution of 1857 and they wanted that that incident should not be repeated because newspapers had connected the people and were making a strong contribution in bringing awareness among them. Therefore, an attempt was made to keep the public away from politics by banning the press. The revolution of 1857 was India's first freedom struggle. Even after this, the mental condition of the Indians was not good, they were unaware of their rights, but after the revolution, they understood their rights but did not have the knowledge and condition to demand their rights. At such a time the first chapter of the Indian news magazine began. At this time, Bharatendu Harishchandra published a magazine named 'Shakavichan Sudhar' in 1857 and 'Sharishchandra' in 1873. Through these newspapers and magazines, awareness came in the society and there was a strong desire to revolutionize against the British rule or the idea of British-free India created a support base against the British Empire. Till this time, newspapers and magazines had not developed in India and writing against the British rule meant inviting one's destruction. A boost of courage among Indians due to the inspiration of Bhartendu and the result was that Balkrishna Bhatt published a newspaper named 'Hindi Pradeep' in 1877. This newspaper used to convey the stories of the British administration and their oppression to the Indians. In which English exploitation and its effects were explained, but the English administration became angry with his work and he was given a notice. After this, Bhatt published his poem 'Bam Kya Hai', due to which the British government got angry and imposed a fine on him, but due to lack of money, he could not pay the fine and as a result, the publication of his newspaper stopped. Many restrictions were imposed on Indian newspapers through the 1878 Vernacular Press Act because newspapers were not only exposing the truth of the British administration but were also showing the mirror of the Indian society. The English were presenting the policy of divide and rule before the public. During this time, in 1877, a weekly newspaper 'Khichdi Samachar' strongly attacked the British policy of dividing Hindus and Muslims and the editor of the newspaper Madhav Prasad Dhawan (Mirzapur) got the wrath of the government. Another newspaper of this time, Vidyadharma Deepikar, was published from Gorakhpur Manjhgaon. Which was edited by Chandrashekhar Dhar. It has an important contribution in politically awakening the Indian public. During this time many newspapers were published at the regional level.

'Kshatriya' magazine published in the latter half of the 19th century and edited by Kharag Bahadur Mahal, attacked social evils through articles published on the caste system of the then society. By the beginning of the twentieth century, India's economic condition had become extremely deplorable. In the country known as the Golden Bird, hunger, unemployment and famines had broken the back of the people. The increasing population of Indians had increased the burden on agriculture and British administrative policies had led to the destruction of Indian industries and cottage industries. Migration of wealth, unemployment, destruction of cottage industries and decline of agriculture were indicating the deteriorating condition of the Indian economy. The unrest among Indians was increasing. To reduce the unrest among the Indians, Congress was formed in 1885 and as a result, political consciousness emerged among the Indians. To provide them political leadership and direction, leaders like Gopal Krishna Gokhale, Dadabhai Nauroji, Bal Gangadhar Tilak, Lala Rajpat Rai were appointed. meet . Who understood the yearnings of the people and provided leadership to their thoughts. He also gave a new direction to Indian newspapers.

During this time, Badrinarayan Chaudhary from Mirzapur, Uttar Pradesh published Shakadambini in 1900 AD. This was a monthly letter. Through this letter, Choudhary ji put forward the economic condition of the Indians and pointed out the exploitation of the people and the oppressive policy of the British even in the difficult times of continuous famine and famine. It had an impact on the public and a large section of the public came in support. During this time, Congress and other parties raised their voice against the British administration on the money spent on Delhi Darbar. The echo of the voices of rebellion was heard till England. From time to time, editors of newspapers were fined or put in jail if they supported the public at the political level. This was the period when the British government was preparing the basis for the partition of Bengal. At such a time, newspapers made Indians aware of the mood of the British administration that Bengal was being divided on the basis of religion and not from the point of view of administration. Surendra Nath Banerjee, Krishnakumar Mitra, and other leaders launched a movement against the proposal of partition through newspapers and magazines. Many opposing petitions were sent to the Government of India and the Home Secretary. Its effect was that the big landlords who were with the British government now joined the Congress. During the period from 1903 to 1905, a rapid campaign was carried out through applications, memorandums, public meetings and the press so that public opinion could be created against the partition of Bengal. During the partition of Bengal The announcement was made and movements like Swadeshi and boycott were launched. The movement continued for a long time but due to public awareness and increasing pressure from

the media, the British government had to cancel the decision of partition of Bengal. In the twentieth century, Hindi newspapers emerged as a major literary force. At this time Maharashtra was becoming the center of public awareness. Militant politics was popularized by Tilak through the Kesari newspaper. Who made a place for himself in the minds of the public. At this time, 'Abhyudaya', 'Prataap' and 'Karmayogi' newspapers were also making their place among Indian politics and public mind.

In 1907, a weekly magazine named 'Swarajya' was published by Shanti Narayan Bhatnagar. In the same year, on Basant Panchami, Madan Mohan Malviya brought out 'Abhyudaya' newspaper. In the 20th century, newspapers played an important role in the Indian freedom struggle, but they also had to face many tortures due to their outspokenness. Among these newspapers, Swadesh newspaper was published from Gorakhpur due to the efforts of Ganesh Shankar Vidyarthi, which became an eyesore for the British. Due to its influence, young boys and girls joined the Indian national movement. Now the revolutionary era began in the Indian independence movement. There was a big change in Indian politics after 1915. During this time, Gandhiji entered Indian politics and soon his dominance increased in Congress. At this time the world was also suffering from a terrible crisis. The announcement of the First World War increased the heartbeat of Indian politics and leaders. At this time, farmers' movements and many tribal movements were going on all over India and Hindi had become the national language of the national movement. The importance of Hindi newspapers in the national movement was increasing day by day. Now political consciousness was not limited to the middle class but had reached the villagers and workers. Hindi speaking newspapers played an important role in taking the national movement to the villages. The prominent newspapers of this time were Aaj (1926), Karmaveer (1924), Swadesh (1921), Jagran (1929), Swarajya (1931), Harijan (1932) etc.

Most of these newspapers were highly influenced by the ideas of Gandhiji and wanted to fight their freedom struggle under his guidance. Despite the repressive action of the British administration during the 1921 Non-Cooperation Movement and 1930 Civil Disobedience Movement, he conveyed the situation and events of the country to the people and kept them connected with the national movement. During the Salt Movement of 1930, the entire country was united against the British administration under the leadership of Gandhiji. Even the British government's action on the Salt Law could not break the morale of the people. The Indian national movement continued. During this time, the newspapers also conveyed the reality to the public in the temple entry, Harijan liberation movement etc. Shahrijan, published

under the editorship of Gandhi, from time to time promoted harmony among the people and demanded their rights.

By 1942, the situation in the country had become worrying. The British administration was trying to involve India in the Second World War. The threat of Japan's attack on India was continuously deepening. At such a time, Gandhiji started the Quit India Movement and gave the slogan of 'Do or Die'. At such a time, the British government showed its intention by snatching away the rights of many newspapers and stopping their publication. One of the important newspapers was 'Aaj'.

During this period, all the big leaders were arrested before the Quit India Movement. In such times, newspapers became the guides and leaders of the public because through them information and outlines of programs reached the public. After 1942, due to public pressure, the British administration paid attention to India's demand for independence. India got independence after the announcement of Mountbatten Plan in 1947. In which the contribution of newspapers is unforgettable.

In the history of about 150 years, newspapers have refined their style, form and language from time to time, but Hindi has been the language that has influenced the Indian public the most. This association of Hindi language and Hindi newspapers in the Indian national movement connected the people in the social, economic and political fields. It is certain that Hindi language newspapers played an important role in the 20th century and the same attraction towards newspapers remains in the digital era of the 21st century.

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