

Newspapers Response Towards Developmental News

Sonalee Nargunde

ABSTRACT

After colonization freedom India find its own way towards so many things like personal freedom, social development, and economic development. Now we are discussing the term LPG, women empowerment, health-hygiene, globalization, cultural differences. But the basic issue of India is side line due to the journalism. Once up on a time the newspaper were the biggest medium for all of those topics which relates direct or indirect to development. But today's scenario is shifted to money than development. Newspapers are running after advertisements and they are not worried about social scenario.

INTRODUCTION

The word "Development" is related with wide meaning of human, society with technique explores. Change and improvement and to spread their information is called Development Communication.

Development is a relative word because change is a first condition for development. The condition, which exists today, will not remain tomorrow because it is a continuous process. Thus to achieve any stage of development, it is require to move continuously. Communication revolution keeps freely in achieving stages of development in modern era. Its one branch specifically originated only to devote for development. It is development communication. Journalism is not only information. Development Communication is meant for building public opinion to attract society towards programmes and to prepare creative atmosphere in the society. Awareness

about development and process to solve problems present in the way of development is development journalism process connected with human existence, is not only effect the person but also affect to group, society and the institution. Communication is a powerful tool to bring significance of development in the life of each and every person. Simple meaning of communication is to independent flow the information, facts feelings and knowledge among and people of the society. According to Balcomb, development is not a product which can be sold in the market as a brand of snap, is a collective group of results and behavior by which a man can be taken in confidence, by negotiating with him and motivated him through exchanging him views and information's. In the 1953 general meeting of omitted nations, role of information median was recognized in educational, economic and social development. Development Communication is such technical art which is a dynamic process to provide information of plans of development and which are essential for development. In fact, development communication motivates human environment for the success of development.

Author's Affiliation: Assistant Professor, School of Journalism and Mass Communication, Devi Ahilya Vishvavidyalaya, Indore.

Reprint's request: Sonalee Nargunde, School of Journalism and Mass Communication, Devi Ahilya Vishvavidyalaya, Indore.

(Received on 19.07.2011, accepted on 05.08.2011)

Development and news paper

News Paper is having an important role in bringing social changes. In addition to Akashwani and Doordarshan, papers & magazines are played important role in this direction. Papers established an identity among people as a powerful public media. , Warrior Napoleon had also believed that it for papers get angry then their attack could be move fatal than that 2 thousands of bayonets. News Papers committed for public awareness has always worked by keeping goals of public worked has recognized sovereignty of Newspapers. Papers are not only works to provide information but also works to provide directions. These papers are also a powerful medium to lead development is not restrict only to inform about facilities it also shows path to reach chose facilities. Newspaper tends to charge public behavior, habits and requirements. Newspaper, which is providing new direction, also leads to some revolutions. In India News Paper started with an aim to bring out society from the doneness of dependence. Information of development gets spreader with Hindi Journalism. Prior to this News of development were used to publish in English. Actually the beginning of development journalism can be recognized with publication of agriculture news. Till them are concepts of development were not so considered in the society. It was necessary to active priorities to get last stage of development. In those priorities agriculture and rural development were most essential. Agriculture and rural development had also get first primly in the development communication concept of foreign countries. In India other than any form of media print other then any form of media print media initiate the matter of development. News Papers and magazine played important role to

propagate development. Publishing "Udant Martand" proved the day of 30h May 1826 as milestone in Hindi Journalism as Pandit Jugal Kishore Shukla laid down a new foundation. After that 'Banaras Akhbaar' and 'Bangdoot' were published with the aim to achieve independence.

Journalist of that time was not attracted or influenced by the shining of money. They published their newspaper with facing great struggle. That time education was not so spreader. 'Malwa Samachar' was published with an aim of basinets and communication. Act those were facing problem to collect.

Paper facilities for development it was not easy to dispatch News Paper to remote area due to lacking of transportation facilities. That time development becomes synonymous of journalism. All the activities of development were rested in the hands of foreigners. The India's who were associated with that business are only interested in foreign news. These days a Weekly News paper 'Rajasthan Samachar' was published from Ajmer in 1889.

When a war broken out between Japan & Russia, curiosity to know impact of this war on other country was also increased. After seeing readership expansion of News Paper made heir publication daily. But after the end 2 war numbers of readers decrease so drastically that they were founded. As stop them publications. Publication of 'Bharat Mitra' was stopped twice even after its business while Vishva Mitra, which was published, with this News Paper is ever published today. Some more News Paper of that era stopped their publication, but some one making history even today. They were lived with the mercy of English

rulers. Statesman, Times and Pioneer are also publishing today. This aid was not extended to Hindi News Paper and they were died prematurely. At the time of independence Daily New Bharat, Veer-Arjun and Hindus ten more published from the capital.

Veer Arjun passed through lot of problems but it is publishing even today. But it can't retain his position. Jansatta and Punjab Kesari gaff its position. There are so many dynasty who are News Paper Bhaskar, Amar Ujala, Desh Bandhu and Jagram are belongs to such dynasty. Hindi News Paper started to give importance to development and also published articles on the basis of reader's interest. After 1962 China war, regional paper started to publish material associated with securities matter. It was a Welcome step during that era that Hindi Journalism looked towards ignored rural group and started to publish matter for their progress. Nav Bharat Times started publication of supplements and agriculture since 1970.

That is why from 1960 all the News Paper published from New Delhi decided to include one page for local news in their respective News Papers. During the some time science related news items also got importance. Much News Paper started to give space for science news received daily.

In this matter Hindi News Paper could not complete with English News Papers. Less number of papers and complex language was the main reason. Besides, main problem was that even scientist felt English as a most appropriate language to made understand the science. In spite of this over looking attitude Hindi News paper tried to make space for development news. There was a time when Hindi News Paper regularly provides 5%

space for science news, which was too much in compare to English News Papers. Development process moves very vastly in the country best development journalism not cover it with required place. Efforts and achievements of the Government could not be put before the readers timely and in right manner.

Even after emerging problems of Journalism it was decided to give priority to the matter rising for development. It is absolute necessary to highlight the shortcomings of development and to speak truth it is essential for journalist to be loyal. Freedom of expression can be realized in such a sense that journalist may be given freedom to speak truths against the Government. The society, which does not have right to speak truth, over all development, cannot be imagined for that society.

Matters of Development and Efforts

Mahatma Gandhi has given most important to the development. He said that moral development of rural area is impossible until the handicrafts of rural required net increased and a network of Cottage industry not lay down in rural area. India is not only century of urban people. But original India is resides in the villages. Therefore in the development of rural people is not achieved. Matter of Nation making will called senseless slogans. There are so many such development programmed has been established with the help of communication. Development of fisherman of fogo village of Canada with the help of communication is known o all communication. They have learnt new policies of fisheries with the help of Radio and achieved progress with itself of this. Conscious of development started in whole

world second world war. Focus of all moved toward Western industrialization thinking of the people associated with changed after 1950. Previously only economic aspects were considered social aspects included latter on. Health education, treatment are also included in the field of development in 1970 United Nation started condition of special seminars. It was started with environment seminar organized a Stock Home.

Its specialty was that newly news started rapidly in the development relations. Due consideration were given on environmental balance, population control grain production employment, science, technique and human resources and their availability. Two new element associated with in there are communication and cal trine. After this new thinking countries running on traditional development line motivated with world development look after development of their country. India is also one of them. International Bank conducted a study to accelerate speed of development and it was found that in current century it should be the main effect to eradicated poverty from the pour country's schemes regarding family planning is also consideration. Debates more head on the matter of needs and it was concluded that needs are such thing which may provide creativity in the men, more themselves reliance, create a healthy atmosphere, provide economic strength and feel them independence tam fame system of development should be as that men and society can be developed.

In the field of development people should be need geography of poverty. In this direction development journalism can provide special contribution. It is not possible to achieve development without knowing reasons for poverty, area and No. At present it has one

more reason that a culture of materialism is spreading our war. There is a need for different thinking and work for different thinking and work for the different situation. Development Journalism is providing special contributes in his field. It is not possible for a uniform development for every one for which it is essential to know its mechanism. After making study of their mental status they can be motivated for work and development.

Today, it is require hat public interest may be understand by keeping in view all aspects for expansion of development for that many Indian universities and Government agencies shown their activities such efforts provided concrete results. But there are not published widely. It was endure of the government hat fields of development journalism may be expanded. For the information of development journalism and its condition government established Diwakar Committee and authorized is to know its condition. Committee reasoned government is allowing small process for publication at low rates. If non-English paper one week today, there is a reason for in it to spread on consumerism and economic aspects in the country.

It is demanded from so many decades that if a newspaper owner is running some after industry, he may be so connected that he could not misuse near paper for the expansion of other industry. Some year back employees of a News Paper filed a writ before Supreme Court that a restriction may be imposed upon the management of biggest News Paper group of India the times of India that they not spent profit of this company on their industrial units, but for some technical reasons this writ was dismissed.

Second Press Committee was constituted

in 1978 during Janta Rule. It was reconstituted again in 1980. It has decided that the freedom of press is important because it play an important role in compliance of principles and execution of creative role. News Paper will give priorities to Governmental and Non Government activities of development. Report of development Plan and position will be published with this apprehension hat central and state government may not more advertisement as a central press commission suggested that advertisement policy will be decided by the government but an autonomous institute or corporation will be set for its compliance.

Rule of Press Commission accelerate speed of development and its utility if also visible cleanly in developing country like India. Commission recommended that in the country by setting a News Paper development setting a News Paper development might do corporation work for improvement of regional News Paper. This corporation can also contribute significantly in the development of English News Papers. Establishment of corporation provides favorable results for news agencies. Press Commission also recommended that's a National Council setup for training for training of journalism, which make available are facilities of education for journalism. They may be informed that why it is necessary to get information? What is its importance etc. it is unfortunate that of recommendation. Number of commission and so many government committee wrote for make letter the facilities and development process of News would so is to aware News World towards problems of developing countries. Youth of Country should come forward to motivate towards development works. It can be done through development journalism that youth may be trained for

changing the society and development work can be executed through them. A survey was made to know the position of regional News Paper. It was found in the survey that these newspapers are having mostly women readers. Therefore editor of such News Paper may give priorities to subjects, which can change the society. In our company is a negative aspect that readers are not interested to read regional News Papers. Despite having many originally for journalism, aspect of development gets neglected Indian and Eastern News Paper society. All India News Paper Editors Express, Indian federation of working journalist, National union of journalist and Indian language News Paper Association are associated with journalism fact is that not a single association has made effort for important in press commission. Though benefit is earning from the News World but efforts are not being made for necessary improvement.

Support of regional paper /magazines

History witnessed that regional newspapers moves forward the society by showing new way. These paper contributed remove by in the freedom movement. In our country the little importance other papers received to for is due to the overlooking behavior of our leaders. In this initial years after independence our leaders certainly given importance to the development that time Pandit Nehru himself want to small villages and town to laid down net work of Canals and cottage industries. After coming from South Africa Mahatma Gandhi choose newspaper as a medium to spread his views and people join him vastly. In this regard regional newspaper extended their support. In Rajasthan a series titled "Mai Derchla Chala Gaya" was published in Rajasthan Patrika. This conidial was

followed only in Hindi journalism. During 1988-89 Jaipur, Kota, Jodhpur, Bikaner and Udaipur editors of Rajasthan Patrika had done removable work in the field & development. A daily column "AAO GANO CHALE" was published in these News Paper. But no one can do to publish 16 pages complete paper on rural development. Only English News Paper were containing move foreign. Scientist who calculates calories in the food could not estimated Hunger of information it is not eight if a person is poor, he may be deprived from information. Second pres Commission remembered that if somebody wants to publish full 16 pages News Paper, 48 to 86 column spaces should be provided for development so as to provide justice to all columns.

American concept of complete News Paper is different where News Paper is published in 64 or 80 pages. So many have been written about page nos. and advertisement of English paper but even though it is also not capable for adequate availability of information, if non English News Paper are week today. Government could not be blamed for that market is responsible for this situation. It is fault of society, if a complete Hindi bazaar is not emerges out; it is Indian move, which is unable to provide a good maven for its own language. There is a shortage of resources and advertisement for Hindi News Papers. Those who want to purchase English News Paper are affluent. Condition is that if a middle class in want to give an advertisement he will choose English Paper to publish the same.

Condition of the India changed after green revolution. During pre independence English was so influenced hat no Indian language can complete in. However Bangla, Marathi and Gujrati languages fought efficiently in the

freedom struggle to move India independent, they made Herculean efforts to some self-respect of the country. These News Paper keep forward such writer who are reference Devi how, Directorate of Advertisement and Visual publicity, Direct hold publicity, Photo Divine and Film Division of Central Government are such department, which always communicate development activities to the public. The government department has good mutual coordination. They have attracted people towards Development works by providing them new information regular. Akashwani moves forward development activities by broadcasting may infects like National Unity, Communal Harmony, Family planning, health scheme and public awareness.

Negligence of Development News

It is require for development related news that signals and truth included in it may be given due consideration. Most of the news symbolic field of development journalism in this backward "Professor N.S. Ramnaswami of Indian Institute of Management, Bangalore said that it has been found after swag of various trades that media has not contributed significantly in executing in responsibilities towards the society.

Even today journalism is not committed towards society, to achieve objects of country it is absolute necessary to get support of journalism for while it is essential to collective work of development journalism media has important contribution in economic and social development. By seeing it is clear that it is essential to take care of it. Due to negligence toward development journalism we are unable to form such an environment in the society by which development get high

priority. By doing so, society can be aware more influenced.
fully towards this fact.

In 1976 a survey was conducted on this basis that how the journalism has fulfilled its responsibility toward development especially towards society and which subjects are given more importance. Similar survey was conducted by Osmania University, Hyderabad and found that there were only four News Paper which gives sociological news. Here political and foreign news were given more space. News Paper forgets their responsibility for social progress.

The group of society, which required development, neglected. In this regard this journalism is raising repeated by that why our News Paper are suffered from politics? This situation is totally reverse in developed countries. Their photographs and statements are not published. They are publishing important information or social, economic educational, scientific and agriculture, M.V. Kamath said that editors and News Paper owners of the country were engaged for a long time in freedom struggle. As they were an active part of policies for many decades, they could not repeat those services from the political events. It is helplessness of present Editors that they have to keep in touch with politician. If seen in the context of development journalism, what happen today, essential to visible in Tomorrow's News Paper?

Before independence journalism has taken responsibility against exploitation policy and in the past independence era, it take responsibility to publicized development, but there is some shortcomings in executive these responsibilities. Reform programme started in country directly affected News Paper. In this regard Anja Samaj movement was some

News Papers of these days irrespective of the community target firstly to the social evils. News Papers keeps three objects, Development, social reforms and struggle for freedom. All the three objects were supported by Indian language News Paper. When Mahatma Gandhi took control of freedom struggle, regional languages News Papers extend their full support. After getting independence, freedom higher gets angered. Similarly those journalist are also disappointed, who choose it as a mission. There is a gap formed between journalist of pre and post independence period. Information and policy decision of News Papers are politically pressurized. It is time when arts of Paradkar and 'Kesri' of Tilak are not become here role models. Due to current glamour, people of this field kept aside the interest of society and nature and are engage in vested interest. After calculation of advertisement expenses it is fertile to imagine for social interest from them. Times of India, which is working in the field of development News has earned name and fame, new appointed Editors as Head of Advertisement. They handed more responsibility of selling the News Paper along with its publication. After spreading corruption in other institutions, the ray of hope, which was such in News Paper as a fourth, column is now diminishing.

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