ABSTRACT

Development communication is a communication used for the development of human beings. Print media and electronic media both assume a noteworthy part in the development communication of any country. In India, the Government utilizes print media to secure wide scope of messages through various newspapers and journals. Print media as a traditional media assumes a noteworthy part in the development communication. In India, print media qualities have to a great extent been formed by its verifiable experience and, specifically, by its relationship with the opportunity battle and in addition developments for social emancipation, change, and enhancement. Today different present day and complex advances are utilizing by the print media in both created and immature nations and they likewise confront solid rivalry from electronic media. This article studies the dissemination patterns of the print media: newspaper and magazines in India and different few countries and furthermore examined how the part of print media in the development communication is changing in ongoing time. It likewise focuses on what is the effect of new electronic media on the print media.

Keywords: print media, historical scenario, current scenario, new media impact.

Introduction

In order to communicate with each other human being is utilizing implies of verbal and nonverbal for centuries. Communication is utilized as a strengthening apparatus for developing society. At the end of the day, communication is utilized as an instrument to encourage the support of people in development activities. Millions of people in developing countries are prohibited from a wide range of information and knowledge, with the rural poor specifically staying segregated from both traditional media and new information and communication technologies which would enhance their life. In development communication there are two words - 'development' and 'communication'. The significance of these two words is: - communication is a message understood or sharing of involvement. Development is about change. It is tied in with improving. It could be about social economic change or improvement. Progress. When we allude to development communication, it is about such communication that can be utilized for development. It is about using communication to change or enhance something. The messages which are intended to change the conduct of individuals or for enhancing their personal satisfaction can be named as development communication and these messages used to change the socio-economic condition of individuals. In this way, development communication can be characterized as the utilization of communication to advance development. Media like print media and electronic media assumes a noteworthy part in development communication of nation. Indeed, even after the approach of electronic media-like radio and television, the print media has not lost its appeal and pertinence. Print media has the upside of having a more extended effect on the psyches of the peruser with additional top to bottom revealing and investigation.

The commitment of print media in providing information and exchange of learning is noteworthy. Presently a-days, print media is speedier than all ever before because of amazing advances in innovation as of late. Specialized leaps forward modify the way we see the universe and way in which we communicate with each other. So it’s turned out to be vital to examine late patterns of print media-newspaper, magazines, booklet etc. in the development communication of countries and worldwide.

Review of literature:

The mass media is an important social institution which caters social and economic needs of wider social groups and it has been playing vital role in developing countries like India. Especially in the post globalization era, media has to educate people for changing their traditional attitude to suite the modern progressive needs. In the age of globalization social movements are somewhat declining, because everything is being examined in the materialist viewpoint. It has been rightly pointed that "Movements also importantly build upon existing human and material resources." In developing countries such resources are limited and problems are more complex. About social movement in the age of globalization it has been pointed that "The term globalization has become to dominate discourses of social, economic and cultural developments in contemporary society." In the country like India the process of globalization has
not only affected urban societies, but also it is influencing rural communities. In this paper an attempt has been made to understand media’s role in contemporary society, while changing the perspective of people. If media is used properly it can accelerate growth rate at one hand and it can also awaken people for sustainable development. Discussions in Durban Summit have also promoted views regarding promotion of sustainable development.

Development Communication Using Print Media

Especially, print media as a traditional media of development communication is the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective. As far as the print media is concerned, after Independence when the Five Year Plans were initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programs and how the people could make use of them. They cover about farming and related subjects and information about weather, market rates, availability of improved seeds and implements.

The scientific and technological advancements have brought about steady fast development in the media world. New media are coming up while the old ones are being improved upon and in this process their availability has increased manifolds. They are now conquering even the remote and distant regions of the world. This multifaceted development has brought about a lot more variety than could be imagined. There has been growing multiplicity between the media and this process is still continuing. As a result the Indian people are facing plenty of choices. Print medium was the first to be used as mass media for communicating the information. Till today print media is one of the powerful media among the rural people.

Sociological perspective:

Dennis Mcquail has described media as engine of change. The question arises whether media truly working as an engine of social change or not. Media should come out of infotainment syndrome. Media is a means of socialization. A.A. Berger has opined that “What is important about informal socialization is that people generally do not recognize that they are being taught what roles to play and how to play them, what values to espouse, what attitudes to have, what goals to strive for, and so on.” (5)

The specific role that media can play in country like India can be very well examined here. In the post globalisation era, value erosion is a serious problem. Media can sustain to resist collapse of values in the materialist world. It has been observed that “Media critics must be aware of the values demonstrated by the characters portrayed in mass mediated production and should examine what these values suggest about society.” Media can strengthen moral and spiritual values in the cross cultural and multi-dimensional society. The content in media is based on public arts and Berger has rightly observed that “Media analysis need to bear in mind that they are concerned with works of art when they examine sitcoms.” In India whether directly or indirectly the TV programs are affecting social mind set which can be described as social milieu and cultural ethos. Gisbert has rightly pointed that “Institutions are usually defined as certain enduring and accepted forms of procedure governing the relations between individuals and groups.” Media is such a social institution having role, relevance and affectivity in the contemporary period. Mass media is closely related to traditional folk media. It has been observed that “Intimately related to customs and institutions, with which we have been dealing so far, is the question of folkways and mores.” Folk media is a vehicle of social change and it can be used in modern electronic media for bring social change. At present the folk content in electronic media is not less than 4%.

Print Media in India

Before Freedom: History of print media and written communication follows the progress of civilization which in turn moves in response to changing cultural technologies. The transfer of complex information, ideas and concepts from one individual to another, or to a group, underwent extreme evolution since prehistoric times. It has been 30,000 years later since the first recorded evidence of written communication and it is still dramatically changing. The Press in India, particularly the Indian language newspapers, was in the forefront of the struggle for freedom. Many leaders from Mahatma Gandhi downwards used their newspapers to activate the people to participate in the freedom struggle. But the newspapers are no longer active in the fight against poverty, disease, illiteracy and superstition.

Political leaders used the Press to rouse the people. It was, therefore, natural that the British rulers of India used every weapon in their armoury to silence the nationalist press. Newspapers always had the sword of Damocles hanging over their head. Security was asked at the slightest pretext and editors and publishers were prosecuted for sedition. Some editors were eventransported to the Andaman. For the editors and...
people who worked in newspapers, journalism was a mission. Even captains of commerce who published newspapers treated this activity as their contribution to the struggle for freedom. Wages for journalists were poor and there was no security. Newspaper publication was not profitable and journalism was not paying as compared to other professions but things changed after Independence and each year saw acceleration in change.

In India, whilst newspapers came much later as opposed to Europe or America, it has a rich pedigree of being a witness and a catalyst to the birth and growth of the nation. The first newspaper published in India was the Bengal Gazette started by James Augustus Hickey in 1780. Although the paper was rather frivolous in nature as it mostly only published gossip and advertisements, the thriving media industry owes its existence to James Augustus Hickey and his Gazette. Soon after, papers such as Bombay Herald and the Bombay Courier were started in the country. Interestingly, the Bombay Courier later merged with the Times of India newspaper. In 1818, the first regional language newspaper Samachar Darpan was published in Bengali. The Bombay Samachar started in 1822, remains to this day the oldest newspaper in Asia. In the pre-independence era, newspapers had one agenda in their minds – to further their ideology. Bal Gangadhar Tilak is a prominent stalwart of the pre-independence era and a revolutionary leader who used his newspaper as a vehicle of communicating his ideas and ideals of the freedom struggle. Kesari, which was established in 1880, was published in Marathi. Prior to 1947, the newspaper industry had only one goal – to proliferate the cause of Independence. After India became Independent in 1947, British owners of the newspapers like The Times of India also left the country, handing over the businesses to Indian companies. Editors of profreedom struggle Indian newspapers had anti-British stance till 1947. These newspapers gradually changed their approach; some became pro-establishment and the others adopted aggressive anti-establishment strategies. The publishers during the subsequent decades expanded their groups and chains with additions of new editions at other centers or new publications.

It means after the independence of India scene of print media has changed. There has been a phenomenal rise in the number of newspapers and their circulation. The number of pages has increased. The quality of production has improved all rounds. Even medium Indian language newspapers have taken advantage of the advances in printing and communication technology to bring out multiple edition dailies. The best example of this one is Daily Sakaal which is among the first newspapers not only in Maharashtra but also in India, to have adopted modern management systems and processes. It has deployed the latest technology made available through partners who are world leaders in their areas of specialization. Newspapers of the big chains face a stiff competition from these newspapers because they are equally well produced. What is more, being rooted in the soil they are more aware of local problems and so they playing active role in the fight against poverty, disease, illiteracy and superstition. Colour printing has made the newspapers more attractive. Areas of national activity like commerce now find a prominent place in almost all-Indian language newspapers. New sectors of commerce and industry became available to businessmen. They found newspapers useful in influencing the Government and the people. Some British-owned newspapers passed into Indian hands and started newspapers in Hindi and other Indian languages. The government accepted the demand for security of service for people working in newspapers and news agencies. All this helped in the growth in the number of newspapers and their circulation. The eighties and nineties saw the growth of medium Indian language newspapers.

Media and social change: Challenges ahead: At present media has to face many challenges in bringing social change. Sahoo has observed that "Interest in sustainable development and reduction of poverty has grown along with the spread of globalization." In an agro-based society in India media can educate people for bringing awareness regarding sustainable development. However, the role of media can be effective and supporting when good governance is attained. It has been noted that "Dreams will be realized only when honest, efficient and foresighted selfless governance is manifested in all fields and all states." In India socio-economic development programs are more in number but their faster implementation alone can bring change. Inclusive growth for sustainable development is the motto of 12th Five Year Plan in India. India is trying to maintain and improve high growth rate. Sahoo has further observed that "Higher rate of growth and inclusive or widespread growth are not antithetical to each other. In vast country benefitting larger number of people belonging to all sections of society, people require conscious and careful planning and sympathetic governance." But it should reflect changing profile of society. Mass media in India have to bridge urban rural gaps, because the fruits of development are not equally shared by people in villages. In India 2004 it has been observed that life of the people in ancient period was "peaceful and fruitful as there were limited desires of the people." In order to fulfill rising hopes and aspirations of millions of people in
India, media has to reflect their hopes and aspirations. Media can be vehicle of social and cultural change. Nair and White have observed that “Socio cultural change is the goal of development communication.

New Media Impact on Print Media:
With the emergence of the television and the new media (internet), it can be argued that newspapers are becoming irrelevant in terms of providing the latest news. However, both media has its own importance. The longevity of written media is much more than the electronic ones. It is the written media which has made history recordable and accurate. The age of an old manuscript found while digging a historical site gives information about the era in which it was written, which is not possible with electronic media. Print media is durable. Anyone can anonymously post articles and raise their voices. It is difficult to track the real owner of an article. With electronic media, anyone can copy any piece of information and present it as his own; plagiarism is at its peak these days. The information provided by a newspaper is usually more authentic and genuine but it is not in case of electronic media. Electronic media depends mainly on electricity. In areas with frequent power cuts or in the rural areas, it is not a viable replacement for newspapers. Print media is easily accessible and widely read. Anyone can buy it since it is cheaper and available in the remotest of the villages. In a country like India, subscribing to newspapers is cheaper than taking an Internet connection. Print media is local to the city or the region and carries information about the local events like a play being screened in the town or an inter-school chess tournament.

Many newspapers in India and the world to some extent have started providing analysis of the news as well and so the demand and scope of newspaper is still sustain in competitive age. The coverage of the 2009 General Elections is the proof of that. Most newspapers had their own supplements dedicated to the elections and they scrutinised every detail of the elections in a way the television channels cannot provide. As of 2000, there are at least 41,705 newspapers in India and growing every day. The media whilst flawed is one of the most precious commodities in any democracy and as India celebrates another year of its emancipation, the media has a lot to celebrate as well – every day for millions all over the country it makes this independence count substantial instead of some word uttered as a cliché at some cocktail party. The newspapers had the information in greater detail, depth and also had images which were not shown on TV. In the recent era, many print media are also available in electronic forms. Shortly, the print media is now available at global level using the internet on which information came in the print media format.

Conclusion:
From the above discussion it can be conclude that media has ability to act as a whistle blower of the society in order to keep the government in check. Today, in India the circulation trend of newspaper showing an increasing trend as compare to the pre-independence era. Increasing circulation trend of newspaper in India shows that it wins to stay in the stiff competition faced from the electronic media. Today, both developed and under developed countries use improved technology which enables the production and distribution of larger numbers of more attractive newspapers. The basic reason for the golden days to the print media is due to the steadily expanding literacy, better purchasing power, aggressive publishing and political excitement which is not in case of electronic media. As the circulation trend is increasing in India it means the readers of the newspaper is increasing because it is assumed that a typical copy of the newspaper is read by more than one person hence it can be conclude that the readership figure of the print media is also increasing. However, Newspapers in western countries like United Kingdom and United State are losing young readers. Newspaper circulation is falling due to social and technological changes in print media but the people from developed countries use advanced form of print media such as online newspaper on the internet. This condition may face in the future by the developing countries like the India. Shortly, it can be conclude that each media has its own existence, role, and impact on the society. Hence the print media has its lion share in the development communication of both developed and under developed countries.

References:
1. Jiloka Suryanarayan “Global Social Movement” Signature Books, New Delhi, 2012, p-44
5. Sahoo Basudeb “Globalization, liberalization and economic development” New Century Publications, New Delhi, 2013, p-113