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BJAMC 1st Year

Subject- The Birth of Journalism

SYLLABUS

Class: - BJAMC I Year

Subject: - The Birth of Journalism

Unit	Contents
Unit-I	The Birth of Journalism in India, Important development in the History of the Indian Press before and after independence (in Brief), History of Hindi Journalism, Main Hindi News Papers, Hindi magazines & Hindi Media Personalities. Journalism: Meaning and Scope, Role of press in social, economic and political scenario. Who is a journalist? Mission of journalist and journalism, Journalism as profession, Professional hazards.
Unit-II	The Growth of Journalism in Madhya Pradesh (with emphasis on Prominent newspaper and Personalities), Comparative study of journalism of developed and developing countries (historical perspective), Brief introduction of important world English newspapers Brief introduction of important English newspapers & English magazine of India
Unit-III	Development of News agencies in India, Changing role and nature of the Press, Inception, growth and future of electronic media, International Electronic Media, National, State level & Local Electronic Media.
Unit-IV	Modernization of press and press management, Online media its growth and history, Civil society and citizen journalist, Journalism as communication tool, Moral values and code of ethics in the function of journalist, Role of mass media in development.
Unit -V	Concept of society, Society problems, Art of listening and its development for journalist, Art of writing and its development for journalist, Art of speaking and its development for journalist, Art of reading and its development for journalist, Characteristics and limitations of newspapers, Characteristics and limitations of magazine



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UNIT-I

Birth of journalism in India

The evolution of journalism reflects advancements in technology and commerce, characterized by the development of methods for collecting and sharing information regularly, leading to a gradual expansion in the range of news accessible to people and the speed of its delivery. Prior to the invention of the printing press, oral communication served as the main channel for news. Merchants, sailors, and travelers returning from their journeys shared updates, which were then relayed by peddlers and itinerant performers, spreading information across towns. Scribes in ancient times often recorded these accounts. However, this method of news dissemination was unreliable and faded with the rise of the printing press. Since the 18th century, newspapers, and to a lesser degree magazines, have been the cornerstone of journalism, followed by radio and television in the 20th century, and the Internet in the 21st century.

Timeline of growth of printing-

1050 BC-

The Phoenicians invented the alphabet, marking a transition from fluid, embellished oral storytelling to recorded written history. Their alphabet was a straightforward, easy-to-learn system influenced by Egyptian hieroglyphs.

1440 BC-

Gutenberg invented the printing press, marking a shift from the Middle 'Dark' Ages to modernity. This breakthrough ended 2,500 years of historical and textual distortions and the glorification of rulers' accounts.



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Press in India-

The first newspaper in India was circulated in 1780 under the editorship of James Augustus Hickey, named Bengal Gazette. On May 30, 1826 Udayan Martand (The Rising Sun), the first Hindi-language newspaper published in India, started from Calcutta (now Kolkata), published every Tuesday by Pt. Jugal Kishore Shukla. Maulawi Muhammad Baqir in 1836 founded the first Urdu-language newspaper the Delhi Urdu Akhbar. India's press in the 1840s was a motley collection of small-circulation daily or weekly sheets printed on rickety presses. Few extended beyond their small communities and seldom tried to unite the many caste, tribes, and regional subcultures of India. The Anglo-Indian papers promoted purely British interests. Englishman Robert Knight (1825–1890) founded two important English-language newspapers that reached a broad Indian audience, The Times of India and The Statesman. They promoted nationalism in India, as Knight introduced the people to the power of the press and made them familiar with political issues and the political process.

Adi Patrakaar Narad Muni-

Devarshi Narada Muni, often misjudged as a gossip-monger, is revered in Hindu tradition as a divine messenger and spiritual guide. He served as a bridge between devotees and the divine, carrying messages across realms—Swarga, Mrityuloka, and Patala. Known as Rishiraja and blessed with cosmic knowledge, Narada appeared in key scriptures like the Mahabharata and Ramayana, often alongside Lord Vishnu. A traveling musician and storyteller, he provoked thought and inspired transformation. More than a sage, he was the first cosmic journalist. Narada Jayanti, celebrated in Jyestha, honors him as the eternal seeker and communicator of divine truth.



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Timeline of events of growth of press in India-

The Dawn of Indian Press (Colonial Beginnings)



Press as the Voice of the Freedom Struggle



Rise of the Regional Press and Linguistic Diversity



Suppression & Censorship by British (Vernacular Press Act, etc.)



Growth of Nationalist Journalism



Role of Press in Mobilizing Public Opinion for Independence



Post-Independence Transformation and Growth



The Dark Period: Emergency & Press Censorship (1975-77)



Economic Liberalization Effect (1991 onwards)



Technological Revolution & Digital Transformation



Rise of Digital Journalism



Current Challenges & Opportunities



Regulatory Challenges



Freedom of Expression Issues



Future Prospects & Innovation



The Enduring Legacy & Democratic Responsibility of the Press



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Publication in India

By the early 19th century, educational publications in Hindi had already started. By the 1820s, newspapers in several Indian languages were starting, including Bengali and Urdu. However, printing in the Devanagari script was still rare. Soon after Calcutta School Book started printing, Samachar Darpan, a Bengali journal that started in 1819, had some portions in Hindi. However, the Hindi reading audience base was still at a nascent stage. Thus few of the early attempts were successful, but they nevertheless were a start.

International news channel

Al Jazeera

BBC World News

CNN

Euronews

Fox News

Sky News

France 24

Geo news

BBC News

ABC News

English newspaper-

Hindustan times

The Hindu

Times of India

The economic times

The Indian express

Business express

The Pioneer

Traditionally, so-called hard news relates the circumstances of a recent event or incident considered to be of general local, regional, national, or international significance. By



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contrast , soft news usually centers on the lives of individuals and has little, if any, perceived urgency. Hard news generally concerns issues, politics, economics, international relations, Welfare , and scientific developments, whereas soft news focuses on human-interest stories and celebrity--



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Unit - II

The growth of journalism in Madhya Pradesh (with emphasis on prominent newspapers and personalities)

Madhya Pradesh is a state in central India with a diverse population and a rich cultural heritage. The growth of journalism in Madhya Pradesh has been significant over the years, with a number of publications and media organizations operating in the state.

The first newspaper in Madhya Pradesh was "The Hindu", which began publication in the early 20th century. Since then, a number of other newspapers and magazines have been established in the state, including major national and regional publications such as Dainik Bhaskar, Nai dunia, Raj Express, Patrika, and Amar Ujala.

In addition to print media, the growth of electronic media has also been significant in Madhya Pradesh. The state has a number of regional TV channels and radio stations, as well as national news channels that have a significant presence in the state.

The growth of digital media has also had a significant impact on the journalism industry in Madhya Pradesh. Many news websites and social media platforms have emerged in the state, providing audiences with access to news and information in real-time.

Despite the growth of journalism in Madhya Pradesh, the profession faces several challenges, including political pressures, economic constraints, and concerns over media ethics and credibility. However, despite these challenges, the media industry in Madhya Pradesh remains vibrant and continues to play an important role in informing and engaging the public.

Madhya Pradesh is a state located in central India and is known for its rich history and cultural heritage. The growth of journalism in Madhya Pradesh can be traced back to the pre-independence era when several newspapers were established in the region. Some of the prominent newspapers in Madhya Pradesh are:



Here are some newspapers that were ****founded in Madhya Pradesh****, with details specific to their origins and impact within the state:

1. ****Dainik Bhaskar****

- ****Founded****: 1958

- ****Headquarters****: Bhopal, Madhya Pradesh

- ****Details****: One of the largest Hindi-language daily newspapers in India, ****Dainik Bhaskar**** was founded in Bhopal and has grown to become a major regional and national publication. It covers a wide range of topics, including politics, sports, entertainment, business, and local news from Madhya Pradesh.

2. ****Nai Duniya****

- ****Founded****: 1947

- ****Headquarters****: Indore, Madhya Pradesh

- ****Details****: ****Nai Duniya**** was founded in Indore and is one of the prominent Hindi newspapers in Madhya Pradesh. Known for its bold reporting and investigative journalism, it covers local and national news, as well as sports, politics, and entertainment.

3. ****Madhya Pradesh Jagran****

- ****Founded****: 2010

- ****Headquarters****: Bhopal, Madhya Pradesh

- ****Details****: A regional edition of ***Dainik Jagran*** focuses on local news and issues affecting the people of Madhya Pradesh. It covers a wide range of topics, from politics to local events and national news.

4. ****Indore Samachar****

- ****Founded****: 1999

- ****Headquarters****: Indore, Madhya Pradesh

- ****Details****: ****Indore Samachar**** is a Hindi-language newspaper started in Indore, focusing on local news, regional affairs, and national topics. It covers various sections, including politics, business, entertainment, and sports.

5. ****Bhopal Samachar****

- ****Founded****: 2010

- ****Headquarters****: Bhopal, Madhya Pradesh

- ****Details****: A local Hindi newspaper serving Bhopal and surrounding areas, ****Bhopal Samachar**** reports on regional news, politics, social issues, and cultural events.

These newspapers are all founded within Madhya Pradesh and provide regional news and information, while some also have broader national reach. They focus on local issues, culture, and politics, giving voice to the state's diverse population.

Famous journalists:



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Rajendra Mathur: He was a renowned journalist and the founder of Dainik Bhaskar. He was known for his innovative ideas and his commitment to journalistic ethics.

Girish Karnad: He was a playwright, actor, and journalist who worked for the Times of India and Indian Express. He was a prolific writer and his plays are considered to be classics in Indian theatre.

Govind Nihalani: He is a renowned filmmaker and journalist who has won several national and international awards for his work. He worked as a journalist for several years before venturing into filmmaking.

Arun Shourie: He is a journalist, author, and politician who has won several national awards for his contributions to journalism. He is known for his investigative reporting and his criticism of the government.

These are just a few of the prominent personalities in Madhya Pradesh journalism, and there are many others who have made significant contributions to the field.

A comparative study of journalism in developed and developing countries from a historical perspective reveals several key differences and similarities in the evolution of the profession.

In developed countries, journalism has a long and established history, with some of the earliest newspapers dating back to the 17th century. The growth of journalism in these countries has been driven by factors such as political stability, economic prosperity, and a strong tradition of free speech and press freedom. As a result, the media industry in developed countries has been able to establish robust and independent news organizations, with high levels of professional standards and ethical practices.



In contrast, developing countries have typically experienced a more turbulent history, with factors such as political instability, economic underdevelopment, and social unrest affecting the growth of the media industry. As a result, the media in these countries has often been subject to government censorship, control, and repression, with limited opportunities for independent journalism.

However, there are also similarities between the development of journalism in developed and developing countries. For example, the advent of new technologies, such as the printing press, radio, television, and the internet, has had a significant impact on the growth of the media industry in both types of countries. Additionally, the challenges of maintaining journalistic standards and ethics, including issues of bias, accuracy, and transparency, are common to both developed and developing countries.

In recent years, the globalization of the media industry has also led to increasing convergence between journalism in developed and developing countries. This has resulted in a growing awareness of the importance of professional standards and ethical practices, as well as increased opportunities for cross-cultural dialogue and collaboration.

Overall, while the historical context of journalism in developed and developing countries differs significantly, there are common themes and trends that highlight the importance of a free, independent, and ethical media industry for the advancement of democracy and social progress.

Brief introduction of important world English newspaper

The New York Times: Founded in 1851, The New York Times is one of the most widely read newspapers in the United States, known for its in-depth reporting on national and international news, politics, business, science, technology, culture, and opinion.

The Guardian: Established in 1821, The Guardian is a British daily newspaper known for its progressive editorial stance, investigative journalism, and coverage of global news and events.



The Times of India: Founded in 1838, The Times of India is the largest circulating English-language newspaper in India, covering national and international news, politics, business, sports, entertainment, and lifestyle.

The Wall Street Journal: Established in 1889, The Wall Street Journal is a U.S.-based business and financial newspaper known for its coverage of the global economy, markets, and corporate news.

The Sydney Morning Herald: Founded in 1831, The Sydney Morning Herald is an Australian newspaper covering national and international news, politics, business, sports, culture, and entertainment.

The Straits Times: Established in 1845, The Straits Times is a Singapore-based newspaper covering local and international news, politics, business, sports, lifestyle, and opinion.

The Times: Founded in 1785, The Times is a British newspaper known for its coverage of national and international news, politics, business, and culture, as well as its opinion and commentary.

The Daily Telegraph: Established in 1855, The Daily Telegraph is a British newspaper covering news, politics, sports, culture, and lifestyle, with a conservative editorial stance.

The Globe and Mail: Founded in 1844, The Globe and Mail is a Canadian newspaper known for its coverage of national and international news, business, and culture.

The Washington Post: Established in 1877, The Washington Post is a U.S.-based newspaper known for its coverage of national and international news, politics, business, sports, and culture, as well as its opinion and commentary.



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Brief introduction of English newspapers of India

India has a vibrant and diverse media landscape, with a number of English-language newspapers operating across the country. Here are some of the most prominent English newspapers in India:

The Times of India: Established in 1838, The Times of India is the largest-selling English-language daily newspaper in India, covering national and international news, politics, business, sports, entertainment, and lifestyle.

The Hindu: Founded in 1878, The Hindu is one of the oldest English-language newspapers in India, known for its quality journalism and in-depth reporting on national and international news, politics, business, and culture.

The Indian Express: Established in 1932, The Indian Express is a leading English-language newspaper in India, covering national and international news, politics, business, sports, and entertainment, with a focus on investigative journalism and commentary.

Hindustan Times: Founded in 1924, Hindustan Times is a popular English-language daily newspaper in India, known for its comprehensive coverage of national and international news, politics, business, sports, and entertainment.

The Telegraph: Published by the ABP Group, The Telegraph is an English-language daily newspaper that is widely read in the eastern states of India, covering national and international news, politics, business, sports, and entertainment.

Deccan Chronicle: Established in 1938, Deccan Chronicle is an English-language daily newspaper published in Hyderabad, covering news and events from the southern states of India, as well as national and international news, sports, and entertainment.



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The Statesman: Founded in 1875, The Statesman is a leading English-language daily newspaper published in Kolkata, with a focus on news and events from the eastern states of India, as well as national and international news, politics, business, and culture.

Brief introduction of English magazine in India

India has a vibrant media industry that includes a range of English-language magazines. Here are some popular English magazines in India:

India Today: India Today is a weekly magazine covering national and international news, politics, business, sports, and entertainment.

Outlook: Outlook is a weekly news magazine known for its investigative journalism, opinion pieces, and coverage of national and international news, politics, business, and culture.

Forbes India: Forbes India is a business magazine covering the latest business news, trends, and analysis, as well as profiles of successful entrepreneurs and business leaders.

Femina: Femina is a women's lifestyle magazine covering fashion, beauty, health, relationships, and entertainment, with a focus on empowering women.

GQ India: GQ India is a men's lifestyle magazine covering fashion, grooming, fitness, entertainment, and culture, with a focus on style and sophistication.

National Geographic Traveller India: National Geographic Traveller India is a travel magazine featuring stories and photographs of exotic destinations, adventure travel, and cultural experiences.

Car India: Car India is an automobile magazine covering the latest cars, bikes, and SUVs, as well as road tests, reviews, and comparisons.



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Better Homes and Gardens: Better Homes and Gardens is a home and garden magazine covering interior design, home improvement, gardening, and cooking.

Filmfare: Filmfare is a popular entertainment magazine covering Bollywood news, reviews, gossip, and interviews with top actors and filmmakers.

Elle: Elle is a women's fashion and lifestyle magazine covering fashion trends, beauty, health, relationships, and entertainment, with a focus on elegance and sophistication.



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Unit - III

Development of News Agencies in India

The development of news agencies in India can be traced back to the colonial period when British news agencies dominated the news industry in India. The Press Trust of India (PTI), which is the largest news agency in India today, was established in 1947, soon after India gained independence from British rule. The agency was set up with the aim of providing accurate and reliable news to the Indian media and the public.

Before the PTI was established, there were other news agencies in India such as the United Press of India (UPI), which was founded in 1905, and the Associated Press of India (API), which was established in 1931. However, these agencies were largely controlled by British interests and did not cater to the needs of the Indian media and the Indian public.

The PTI, on the other hand, was set up as a non-profit cooperative venture, owned and operated by the Indian media. This ensured that the agency was independent of any political or commercial interests and focused solely on providing accurate and reliable news to the Indian media and the public.

Over the years, the PTI has grown to become the largest news agency in India, with bureaus and correspondents in every state and major city. Other news agencies in India include the Indo-Asian News Service (IANS), which was established in 1986, and the Asian News International (ANI), which was founded in 1971.

Today, these news agencies play a crucial role in shaping the news landscape in India, providing real-time news and analysis on a wide range of topics, from politics and business to sports and entertainment.



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Changing role and nature of the press

The role and nature of the press have evolved over time, reflecting changes in technology, society, and political systems. Here are some ways in which the role and nature of the press have changed:

From print to digital: With the rise of the internet, the press has shifted from being primarily print-based to being increasingly digital. This has had a profound impact on the nature of journalism, with news organizations now having to produce content for multiple platforms, including websites, social media, and mobile apps.

From objective reporting to advocacy: In the past, the press was seen as an objective source of information, with journalists striving to remain neutral and report the facts. However, in recent years, there has been a trend towards advocacy journalism, where journalists take a more active role in promoting certain viewpoints or causes.

From mass media to niche media: With the proliferation of media outlets, including cable television, podcasts, and social media, the press has become more fragmented, with audiences seeking out content that is tailored to their specific interests and beliefs.

From local to global: As technology has made it easier to access news from around the world, the press has become more global in scope, with news organizations covering events and issues across borders.

From gatekeepers to curators: In the past, the press played a gatekeeping role, deciding which stories were newsworthy and which were not. Today, with the abundance of information available online, the press has become more of a curator, helping audiences sift through the vast amount of content to find the most important and relevant stories.

Overall, the changing role and nature of the press reflect broader societal trends towards digitalization, globalization, and individualization. While these changes have brought new challenges for journalists and news organizations, they have also created new



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opportunities for storytelling and engagement with audiences. Inception, growth and future of electronic media

Inception, growth and future of electronic media

Inception of Electronic Media:

The inception of electronic media can be traced back to the early 20th century when the first radio broadcast was made in the United States in 1920. Radio broadcasting soon became popular and spread to other countries, including India, where All India Radio (AIR) was launched in 1936. The introduction of television in the 1950s marked a significant milestone in the growth of electronic media, with television quickly becoming the dominant medium for news and entertainment.

Growth of Electronic Media:

Over the years, electronic media has continued to grow and evolve, with the introduction of cable and satellite television, as well as digital platforms such as the internet and social media. In India, the growth of electronic media has been particularly rapid in recent years, with the launch of numerous 24-hour news channels and the increasing popularity of digital media.

Future of Electronic Media:

The future of electronic media is likely to be shaped by ongoing technological advancements and changing audience preferences. Here are some key trends that are likely to shape the future of electronic media:

Continued growth of digital media: With the increasing penetration of the internet and smartphones, digital media is likely to continue to grow, with more and more people accessing news and entertainment online.



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Increasing focus on personalized content: As audiences become more individualized in their media consumption, media organizations are likely to focus on producing more personalized content that caters to specific interests and preferences.

Integration of artificial intelligence: Artificial intelligence (AI) is likely to play an increasingly important role in the production and distribution of electronic media content, with AI-powered algorithms helping to personalize content and improve engagement with audiences.

Emergence of new formats: As technology continues to evolve, new formats for electronic media content are likely to emerge, such as virtual reality and augmented reality, which have the potential to revolutionize the way we consume news and entertainment.

Overall, while the future of electronic media is uncertain, it is clear that the medium will continue to play an important role in shaping public discourse and shaping our understanding of the world around us.

International Electronic Media

International electronic media refers to media outlets that operate across national borders and reach audiences in multiple countries. Here are some examples of international electronic media:

Cable News Network (CNN): CNN is a global news network that broadcasts news and current affairs programming to audiences around the world. It has correspondents and reporters in major cities worldwide and is available in over 200 countries.

British Broadcasting Corporation (BBC): The BBC is a publicly-funded broadcaster based in the United Kingdom that produces news, entertainment, and educational programming for a global audience. It is available in multiple languages and has a large online presence.



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Al Jazeera: Al Jazeera is a Qatar-based news network that produces Arabic and English-language news programming for audiences around the world. It has correspondents in over 70 countries and is particularly known for its coverage of the Middle East.

Deutsche Wele: Deutsche Wele is a German public broadcaster that produces news and current affairs programming in multiple languages, including English, German, Spanish, and Arabic. It has correspondents in over 60 countries and is available on television, radio, and online.

China Central Television (CCTV): CCTV is the main state broadcaster in China and produces news, entertainment, and educational programming for a global audience. It has a large online presence and is particularly focused on promoting China's cultural and political interests abroad.

Overall, international electronic media plays an important role in shaping public opinion and facilitating cross-border communication and understanding. While these outlets operate in a globalized media landscape, they are often subject to unique political, cultural, and economic pressures that shape the content they produce and the audiences they reach

National Electronic Media

National electronic media refers to media outlets that operate within a specific country and are primarily aimed at a domestic audience. Here are some examples of national electronic media:

All India Radio (AIR): AIR is India's national radio broadcaster and produces news, entertainment, and educational programming in multiple languages for a domestic audience. It was launched in 1936 and has a large reach across India.

Doordarshan: Doordarshan is India's national television broadcaster and produces news, entertainment, and educational programming in multiple languages for a domestic audience. It was launched in 1959 and has a large reach across India.



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China Central Television (CCTV): CCTV is the main state broadcaster in China and produces news, entertainment, and educational programming primarily for a domestic audience. It was launched in 1958 and has a large reach across China.

BBC Radio 4: BBC Radio 4 is a national radio broadcaster in the United Kingdom and produces news, current affairs, and cultural programming for a domestic audience. It was launched in 1967 and has a large reach across the UK.

CBC/Radio-Canada: CBC/Radio-Canada is Canada's national broadcaster and produces news, entertainment, and educational programming in both English and French for a domestic audience. It was launched in 1936 and has a large reach across Canada.

Overall, national electronic media plays an important role in shaping public opinion and facilitating communication within a specific country. While these outlets may also have a global reach, they are primarily focused on producing content that is relevant and engaging to their domestic audience.

State level electronic media

State-level electronic media refers to media outlets that operate within a specific state or region of a country and are primarily aimed at a local audience. Here are some examples of state-level electronic media:

Rajya Sabha TV: Rajya Sabha TV is a state-owned television channel in India that produces news, current affairs, and cultural programming primarily for a domestic audience. It is based in New Delhi and covers events related to the Upper House of the Indian Parliament.

ETV Network: ETV Network is a group of 12 regional television channels in India that produce news, entertainment, and educational programming in multiple languages for a local audience. Each channel is focused on a specific state or region and covers local news and events.



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Chicago Public Media: Chicago Public Media is a non-profit media organization in the United States that produces news, cultural, and educational programming primarily for a local audience in Chicago and the surrounding areas. It operates a radio station, WBEZ, and a digital platform, Vocalo.

Channel 4: Channel 4 is a publicly-owned television channel in the United Kingdom that produces news, entertainment, and cultural programming primarily for a local audience in England, Scotland, and Northern Ireland. It has regional offices and correspondents across the country.

WNYC: WNYC is a non-profit public radio station in the United States that produces news, cultural, and educational programming primarily for a local audience in New York City and the surrounding areas. It also operates a digital platform, Gothamist, that covers local news and events.

Overall, state-level electronic media plays an important role in shaping public opinion and facilitating communication at a local level. While these outlets may also have a wider reach, they are primarily focused on producing content that is relevant and engaging to their local audience.

Local electronic media

Local electronic media refers to media outlets that operate within a specific community or neighbourhood and are primarily aimed at a hyperlocal audience. Here are some examples of local electronic media:

Local radio stations: Many cities and towns have their own local radio stations that produce news, entertainment, and cultural programming for a hyperlocal audience. These stations often cover local news and events, feature local music and artists, and provide a platform for community voices.



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Local cable television channels: Some communities have their own local cable television channels that produce news, sports, and cultural programming for a hyperlocal audience. These channels often cover local government meetings, school events, and community festivals.

Community newspapers: Community newspapers are print or digital publications that cover local news and events in a specific neighbourhood or town. They may be published weekly, monthly, or quarterly and are often distributed for free in local businesses and public spaces.

Online forums and social media groups: Online forums and social media groups provide a platform for hyperlocal communication and discussion. These platforms allow community members to connect, share information, and discuss local news and events.



Unit - IV

Modernization of press and press management

The modernization of the press and press management has been a gradual process that has taken place over the past few decades, driven by technological advances and changing market forces. Here are some key developments in the modernization of the press:

Digitalization: The emergence of digital technologies has had a significant impact on the press. The rise of the internet and social media has enabled news outlets to reach a wider audience and engage with readers in new ways. Many news organizations have shifted their focus to digital platforms and have developed strategies to monetize their online content.

Convergence: The convergence of different media forms, such as print, television, and online media, has led to a blurring of boundaries between different types of media. This has resulted in a more integrated approach to news gathering and dissemination, with many news organizations adopting a multimedia approach to storytelling.

Globalization: The increasing interconnectedness of the world has led to a greater demand for international news and a growing number of news outlets with a global reach. This has resulted in the development of new forms of press management and cross-border collaborations between news organizations.

Data analytics: The use of data analytics has become an important tool for press management in recent years. News organizations are using data to gain insights into their audiences, to inform editorial decision-making, and to improve the performance of their digital platforms.

Audience engagement: The rise of social media has enabled news organizations to engage with their audiences in new ways. Many news organizations are using social media



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platforms to build communities around their content and to encourage user-generated content.

Overall, the modernization of the press has resulted in a more diverse and dynamic media landscape, with new opportunities and challenges for press management. The key to success in this new environment is to be adaptable, innovative, and responsive to changing market forces and audience needs.

DIGITIZATION → CONVERGENCE → GLOBALIZATION → DATA ANALYTICS → AUDIENCE

ENGAGEMENT → OVERALL IMPACT (DIVERSE & DYNAMIC MEDIA LANDSCAPE)

Online media its growth and history

Online media, also known as digital media, refers to any form of media content that is distributed via the internet. This can include news websites, blogs, social media platforms, podcasts, and online video platforms. Here is a brief history of the growth of online media:

1980s and 1990s: The first online news services, such as Prodigy and CompuServe, emerged in the 1980s and 1990s. These services were largely text-based and required users to pay subscription fees to access content.

1990s and 2000s: The development of the World Wide Web in the mid-1990s led to the explosion of online media. News organizations began to create their own websites and started to publish content online. The rise of search engines such as Google made it easier for users to find online news content.

2000s and 2010s: The advent of social media platforms such as Facebook and Twitter transformed the way that news is distributed online. These platforms enabled news to be shared quickly and widely, often in real-time. The rise of mobile devices also had a



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significant impact on online media, with many users accessing news content on smartphones and tablets.

Present day: Online media has become an increasingly important part of the media landscape, with many news organizations focusing their efforts on digital platforms. The growth of digital advertising has also made it possible for some online news outlets to become profitable.

Overall, the growth of online media has transformed the way that news is produced, distributed, and consumed. While there are concerns about the impact of online media on traditional news organizations and the quality of news content, there is no doubt that digital media has created new opportunities and challenges for the media industry as a whole.

- History of Online Media
- *1980s-1990s: First Online News Services*
- *1990s-2000s: World Wide Web & Search Engines*
- *2000s-2010s: Social Media & Mobile Devices*



Civil society and citizen journalist

Civil society and citizen journalism are two concepts that are closely related to each other, as they both aim to promote greater transparency, accountability, and democratic participation in society.

Civil society refers to the collective action and engagement of citizens, NGOs, and other non-state actors in promoting public interests and holding governments and other powerful institutions accountable. Civil society organizations (CSOs) work to represent the interests of citizens and to hold governments and other institutions accountable for their actions. They play an important role in promoting democratic values and protecting human rights.

Citizen journalism, on the other hand, refers to the practice of ordinary citizens using digital media tools to report news and share information. Citizen journalists are not professional journalists, but rather individuals who use their smartphones or other digital devices to capture and share news events as they happen. They are often motivated by a desire to expose social injustices and hold those in power accountable for their actions.

Citizen journalism can play an important role in promoting civil society by providing an alternative source of news and information that is not controlled by traditional media outlets or governments. Citizen journalists can report on issues that might otherwise be ignored or suppressed by the mainstream media, and can help to uncover corruption and other abuses of power.

However, there are also concerns about the reliability and accuracy of citizen journalism, as well as the potential for citizen journalists to face harassment or other forms of retaliation from those in power. For this reason, it is important to ensure that citizen journalists are supported and protected, and that their work is subjected to appropriate levels of fact-checking and editorial oversight.



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Journalism as communication tool

Journalism is a powerful communication tool that plays an important role in informing, educating, and engaging audiences on a wide range of issues. Here are some of the ways in which journalism serves as a communication tool:

Informing the public: Journalism provides the public with timely and accurate information about local, national, and global events. This information can help individuals to make informed decisions about their lives and communities.

Holding the powerful accountable: Journalism serves as a watchdog, holding governments, corporations, and other powerful institutions accountable for their actions. By exposing corruption, abuse of power, and other forms of wrongdoing, journalists can help to promote transparency and accountability.

Promoting social justice: Journalism can help to shine a light on social injustices and promote greater equity and inclusion. By giving a voice to marginalized communities and highlighting issues such as poverty, discrimination, and inequality, journalists can help to promote social change.



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Roles of Journalism as a Communication Tool





Moral values and code of ethics in the function of journalist

Journalists play a crucial role in society by providing accurate and unbiased information to the public. To ensure that they fulfill this role responsibly, journalists are expected to adhere to a code of ethics and uphold certain moral values. Here are some of the key ethical principles and values that guide the work of journalists:

Truthfulness and accuracy: Journalists have a duty to report the truth and to strive for accuracy in all their reporting. This means verifying information and sources, correcting errors promptly, and avoiding sensationalism or distortion of facts.

Independence and impartiality: Journalists should be independent and free from influence or pressure from political or commercial interests. They should also strive to be impartial, presenting all sides of a story and avoiding bias or partisanship.

Respect for privacy and dignity: Journalists should respect the privacy and dignity of individuals and avoid invading their personal lives without just cause. They should also avoid publishing material that may cause harm or offense to vulnerable individuals or groups.

Transparency and accountability: Journalists should be transparent about their sources and methods, and be willing to be held accountable for their reporting. They should also be open to criticism and feedback, and strive to correct errors or inaccuracies promptly.

Responsibility and integrity: Journalists have a responsibility to uphold the public trust and to promote the public interest. They should act with integrity and avoid conflicts of interest or unethical behavior.

Overall, adherence to a code of ethics and moral values is essential for maintaining the trust and credibility of journalism as a profession, and for ensuring that journalists are able to fulfill their role as watchdogs and informers of society in a responsible and ethical manner.



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Fostering public debate: Journalism can help to promote public debate and dialogue on important issues. By presenting different perspectives and viewpoints on a given issue, journalists can help to stimulate discussion and encourage individuals to engage with complex issues.

Educating the public: Journalism can play an important role in educating the public about complex issues and policies. By providing context, analysis, and background information, journalists can help individuals to better understand the world around them.

Overall, journalism serves as a vital communication tool that plays an important role in promoting democratic values, promoting social justice, and fostering public debate and engagement.

Role of mass media in development

Mass media plays a critical role in the development of societies in many ways. Here are some of the key ways in which mass media contributes to development:

Information dissemination: Mass media is a powerful tool for disseminating information and raising awareness about important social, economic, and political issues. This can help to mobilize communities and individuals around development initiatives, and promote greater transparency and accountability among decision-makers.

Education and public awareness: Mass media can be used to educate and raise public awareness about important issues, such as health, education, and environmental sustainability. This can help to promote greater understanding and support for development initiatives, and empower individuals to make informed decisions about their lives and communities.

Advocacy and social change: Mass media can be a powerful tool for advocacy and promoting social change. By giving voice to marginalized communities and highlighting



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social injustices, mass media can help to promote greater equity, justice, and inclusion in society.

Economic development: Mass media can play a critical role in promoting economic development by providing information and resources to entrepreneurs and businesses, promoting trade and investment, and promoting greater transparency and accountability in economic systems.

Overall, the role of mass media in development is multifaceted and critical. Through its various functions, mass media can help to promote social, economic, and political development, empower individuals and communities, and promote greater equity and justice in society.





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Unit - V

Concept of society

Society can be broadly defined as a group of individuals who share a common culture, values, and social structure. It is a complex web of social relationships, institutions, and norms that shape the behavior and interactions of individuals within a particular group or community.

At its core, society is built on the social interactions between individuals and the shared norms, values, and beliefs that guide those interactions. These social interactions can take many forms, from casual conversations between friends and acquaintances, to formal institutions such as schools, governments, and religious organizations.

In addition to social interactions, society is also characterized by a range of social structures, such as families, communities, and organizations. These structures help to organize and shape social relationships, and can play a critical role in promoting social cohesion and collective action.

Overall, the concept of society is central to our understanding of social life and human behaviour. It helps us to understand how individuals interact with one another, how social norms and institutions are created and maintained, and how societies change over time. By studying society and its various components, we can gain insights into the complexities of human behaviour and social dynamics, and work towards building more just, equitable, and sustainable communities.

Society problem

The concept of society problem refers to the challenges and issues that exist within a particular community or group of people. These problems can be related to various aspects of society, including social, economic, cultural, and political factors.



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Some common examples of societal problems include poverty, inequality, discrimination, corruption, crime, violence, environmental degradation, and political instability. These problems can have a significant impact on the well-being of individuals and communities, and they often require collective action to address effectively.

Solving societal problems requires a deep understanding of the root causes and a willingness to work together to find solutions. This may involve engaging in advocacy and activism, promoting education and awareness, creating policies and regulations, and building stronger communities. It is important to recognize that societal problems are complex and multifaceted, and there is often no single solution that can address them fully.

Art of listening and its development for journalist

The art of listening is a crucial skill for journalists, as it enables them to gather accurate and reliable information, build trust with sources, and produce compelling stories that resonate with their audience. Here are some ways in which journalists can develop their listening skills:

Be present: When interviewing someone, give them your undivided attention. Avoid distractions and actively listen to what they are saying.

Ask open-ended questions: Encourage sources to elaborate on their thoughts and feelings by asking open-ended questions. This can help to uncover new angles and insights that might not have been discovered otherwise.

Paraphrase and clarify: Repeat back what your source has said to ensure that you have understood them correctly. Ask follow-up questions to clarify any points that are unclear.

Avoid interrupting: Interrupting a source can be perceived as rude and may discourage them from sharing further information. Allow them to finish their thought before responding.



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Develop empathy: Try to understand the perspective of the source by putting yourself in their shoes. This can help you to better understand their motivations and beliefs.

Practice active listening: Active listening involves paying attention to non-verbal cues such as body language and tone of voice. This can help you to better understand the emotional context of what is being said.

Overall, the art of listening is a skill that requires practice and intentionality. By developing your listening skills as a journalist, you can build stronger relationships with sources and produce more compelling and accurate stories.

Art of writing and its development for journalist

The art of writing is a critical skill for journalists, as it enables them to convey information clearly and effectively to their audience. Here are some ways in which journalists can develop their writing skills:

Read widely: Reading a variety of high-quality writing can help you develop an understanding of different writing styles, structures, and techniques. This can help you to improve your own writing skills.

Write regularly: Practice is essential to developing any skill, including writing. Set aside time each day to write, even if it's just for a few minutes.

Develop a clear structure: A clear and logical structure can help your writing to be more accessible and engaging to your audience. Use headings, subheadings, and bullet points to organize your content.

Write in plain language: Use simple, clear language to communicate your message. Avoid jargon and technical terms that may confuse your readers.



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Edit ruthlessly: Editing is an essential part of the writing process. Take the time to review your writing carefully, and be prepared to make significant revisions.

Get feedback: Seek out feedback from other writers or editors. This can help you to identify areas where you can improve your writing and develop new skills.

Stay up-to-date: Stay informed about current events and trends in the field of journalism. This can help you to stay relevant and engage your audience with timely and relevant content.

By developing their writing skills, journalists can communicate their stories and ideas more effectively to their audience. With practice and dedication, anyone can improve their writing skills and become a better journalist.

Art of speaking and its development for journalist

The art of speaking is a critical skill for journalists, as it enables them to communicate effectively with sources, colleagues, and audiences. Here are some ways in which journalists can develop their speaking skills:

Practice speaking: Like any skill, speaking requires practice. Set aside time each day to practice speaking in front of a mirror, or record yourself speaking to evaluate your performance.

Speak clearly and confidently: Speak slowly and clearly, enunciate your words, and project your voice. Speak confidently and maintain eye contact with your audience.

Prepare and rehearse: Prepare your remarks and practice your delivery in advance. Rehearsing your presentation can help you feel more confident and comfortable when speaking in public.



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Use appropriate body language: Your body language can communicate just as much as your words. Use open body language and maintain good posture.

Listen actively: When speaking with sources, colleagues, or audiences, listen actively and engage in the conversation. Pay attention to their responses and use their feedback to improve your speaking skills.

Get feedback: Seek feedback from colleagues or a speech coach. This can help you identify areas where you can improve your speaking skills and develop new strategies to enhance your performance.

Stay up-to-date: Stay informed about current events and trends in the field of journalism. This can help you to stay relevant and engage your audience with timely and relevant content.

By developing their speaking skills, journalists can communicate their stories and ideas more effectively to their audience. With practice and dedication, anyone can improve their speaking skills and become a better journalist.

Art of reading and its development for journalist

The art of reading is a critical skill for journalists, as it enables them to stay informed, gain new insights, and understand the perspectives of their sources and audiences. Here are some ways in which journalists can develop their reading skills:

Read widely: Read a variety of materials, including news articles, opinion pieces, research studies, and books. This can help you to develop a broad understanding of current events and trends, as well as different writing styles and perspectives.



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Read critically: When reading, pay attention to the author's arguments, evidence, and sources. Evaluate the credibility and accuracy of the information presented and assess the author's biases or assumptions.



Take notes: Take notes while reading to help you retain important information and ideas. Summarize key points and highlight important passages.

Practice speed reading: Speed reading is a technique that can help you read more efficiently and quickly. Practice techniques like skimming and scanning to improve your reading speed.

Use technology: Use tools like e-readers, online libraries, and reading apps to access a wide



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variety of reading materials.

Discuss with others: Engage in discussions with colleagues, sources, or experts to gain new insights and perspectives on the material you have read. This can help you to develop a deeper understanding of the topics you are covering.

Stay up-to-date: Stay informed about current events and trends in the field of journalism. This can help you to stay relevant and engage your audience with timely and relevant content.

By developing their reading skills, journalists can gather and analyse information more effectively, gain new insights, and produce high-quality journalism. With practice and dedication, anyone can improve their reading skills and become a better journalist.

characteristic and limitation of news paper



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Characteristics and limitation of Newspapers:

Characteristics of Newspapers:

Timeliness: Newspapers are able to report on events as they happen and provide up-to-date information to their readers.

Depth: Newspapers can provide in-depth coverage of news stories, offering more context and analysis than other forms of media.

Local Focus: Many newspapers focus on local news, providing detailed coverage of events and issues that are important to their readership.

Credibility: Newspapers are often seen as credible sources of information, as they employ professional journalists and adhere to strict standards of accuracy and objectivity.

Archival Value: Newspapers have archival value, providing a historical record of events and news stories that can be accessed for years to come.

Limitations of Newspapers:

Limited Audience: Newspapers have a limited audience compared to other forms of media, such as television and the internet.

Declining Circulation: The circulation of newspapers has been in decline in recent years, as readers increasingly turn to digital media for their news.

Cost: Producing and distributing newspapers can be expensive, which can limit the resources available for reporting and coverage.

Limited Interactivity: Newspapers are a one-way form of media, providing information to their readers but not allowing for interactive engagement or feedback.



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Print Limitations: Newspapers are limited by the size and format of the printed page, which can impact the way news stories are presented and the amount of information that can be included.

Overall, newspapers remain an important source of news and information, but they face challenges in the digital age, as readers increasingly turn to online sources for their news.

Characteristic and limitation of magazines

Magazines are a type of publication that typically contain articles, stories, photographs, and other content related to a particular topic or theme. Here are some of the characteristics and limitations of magazines:

Characteristics:

Specialization: Magazines are specialized publications that cater to specific interests or demographics. They cover a wide range of topics such as fashion, sports, politics, entertainment, and technology.

Regularity: Magazines are published on a regular basis, usually monthly, bi-monthly, or weekly, allowing readers to stay up-to-date on the latest news, trends, and developments in their areas of interest.

Design: Magazines are designed to be visually appealing, with attention-grabbing covers and layouts that incorporate images and text in a way that is engaging and easy to read.

Advertising: Magazines often rely heavily on advertising revenue, which can account for a significant portion of their content. Advertisers are attracted to magazines because they offer a targeted audience with specific interests.



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LIMITATIONS

Time sensitivity: Due to the regular publication schedule, magazines may not always provide the most current or up-to-date information, particularly on breaking news or rapidly changing events.

Cost: Magazines can be relatively expensive compared to other forms of media, such as newspapers or online content, which can limit their accessibility to some readers.

Limited coverage: While magazines offer in-depth coverage of specific topics, they may not cover a broad range of issues or perspectives, limiting their scope and relevance to certain audiences.

Physical distribution: Magazines are distributed through physical channels such as newsstands, bookstores, and subscriptions, which can limit their reach and accessibility compared to online media.
