



Role of vernacular newspaper in development communication : A case study

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Abstract:

Newspapers are the primary means by which news is disseminated to the public. They are crucial in the present day because they determine what issues are prioritised. Newspapers play an important role in raising awareness by providing in-depth coverage of topics such as gender equality, environmental protection, and poverty. The free press is an important part of a well-functioning democracy and contributes to the growth of any given nation. The primary function of news and newspapers has persisted despite shifts in the rate, methods, and character of news dissemination. As a result of technological advancements, media consolidation, and widespread internationalisation, the entire structure of news reporting has changed. Newspapers have a responsibility to enlighten and educate their readers on social concerns, as they serve as a primary source of news for many people. The public is better informed and able to take action on matters of critical importance thanks to a press that takes social responsibility seriously. Through reporting the news, expressing opinions, informing the public, and building up public images, newspapers aid in the formation of public opinion and the growth of public images.

Keywords: Newspaper, information, public opinion, national development, social issues

Introduction:

A newspaper's mission includes capturing and expressing the public mood, inspiring positive change in the hearts and minds of its readers, and unabashedly shaming those in power when they err. In an increasingly complicated and information-rich environment, newspapers strive to provide readers with the facts and insight they need to make sound, ethical decisions. In response to competition from other media outlets that focus more on lifestyle, entertainment, and the like, newspapers have shifted their focus to provide a softer version of the news for their readers. Therefore, the press in developing nations has several functions. It's a way to spread the word about current events on a global, national, and even local scale, and it facilitates communication and understanding amongst people. It's a teaching tool that helps cultivate



human potential and financial resources so that the economy may expand. It acts as a multiplier in the communication process, speedily disseminating knowledge that might help a country advance economically. claims that the trend toward trivial news is being driven by competition for readers, with many newspapers focusing less on significant political, economic, and social topics in favour of soft features, personality profiles, how-to advice, and the process rather than the content of government. The appearance of newspapers has evolved in recent years as a result of the proliferation of new resources for newspaper artists and editors. Newspapers are adapting to the rise of visual media by including more images, graphics, and colour photography, as well as shifting their approach to display advertisements. Due to the rise of electronic news networks and entertainment news channels, Indian newspapers have become much more aesthetically appealing. Newspapers serve as a medium for disseminating information and argument. That procedure includes the design phase as well. Every newspaper has to know what it is for and how it ranks amongst breaking news, analysis, opinion, and entertainment. This impact of visual media on print has knock-on effects on the presentation of news and the production of news content.

The size of the newspapers is another indicator that circulation is highest outside of major cities. The large publishing firms dominate in the metropolis, but the small and medium-sized newspapers with their focus on local news and events are widely read in the suburbs and the countryside. In spite of what was predicted a few years ago, the rise of television news has not significantly reduced newspaper readership. However, the reasons for this expansion of the printed word remain unknown. The rising literacy rates found in many sections of the country are one clear cause. But literacy is a major factor. The second reason is that newspapers, in comparison to other mass goods, are relatively cheap. Except for a few newspapers, most items are now selling for less than two rupees. Many people define the current period by the media's prominence in our culture. Numerous terms, such as "information age," "communication age," "media age," and "digital age," are used synonymously to describe the current era in which we live. Although we have come to see the media with a level of familiarity that has bred a certain level of contempt, the fact remains that there is "no shared concept of what the subject matter of the study is" within the academic discipline of media studies. He says media scholars have accepted "the notion that everyone understands what the media are and that one can go instantly to other research problems," which he says is a failing to openly tackle the nature of the media.



Making newspapers profitable while still serving as a source of information for specific audiences is one of today's greatest problems. Tackling these problems calls for

- (1) stringent corporate and editorial oversight,
- (2) social responsibility and corporate responsibility
- (3) separation of duties, responsibilities, and ideals, and

(4) niche market with clear boundaries. The connection between corporate and editorial governance, which is essential to a newspaper's success but often causes tension, is akin to that of bickering siblings. Directors have responsibilities to shareholders in accordance with their right to profits, while editors have responsibilities to readers in accordance with their right to information. By protecting their readers' right to know, editors frequently find themselves at odds with not just corporations but also governments, politicians, and tycoons. Where should a company draw the line between making a profit and making a good editorial product? Papers like the New York Times and the Los Angeles Times were instrumental in the fight for civil rights. The Indian population became aware of the cruelty and injustice of the British Empire through the media. They woke up the Indians to the necessity of freedom. The British government was irritated by a patriotic newspaper article. Newspapers spread the message that freedom from British rule was imminent, and the populace responded with enthusiasm. The newspapers were the primary source of news for the Indian people, so they could always know what was going on in their nation. Newspapers in India sometimes serve as the country's earliest indicators of new trends. They continued to help the country grow and prosper even after it won its freedom. Their selflessness has earned them the title of "fourth estate" in modern India. The press were essential in the fight for freedom. In truth, the media in India is also making concerted attempts to raise public consciousness about the gravity of the country's current difficulties. In this way, newspapers ensure that the legislative, executive, and judicial branches can get their jobs done without interruption. Newspapers shed light on societal issues, prompting the relevant government agencies to take swift action. The newspapers in India are playing a crucial part in the country's progress. Newspapers are not owned by any one person, sect, or society, and they do not have any political or social bias. They provide people a voice and a forum for their opinions to be heard. Readers are given a voice in the newspaper, which makes it the most reliable source of information because of the written, verifiable evidence it presents. They stress the need of addressing developmental problems. Here, we may reflect on the significance of newspapers during the emergency of the Indira Gandhi era. Newspapers



have been effective in their efforts to raise public awareness of social issues such as corruption, terrorism, naxalism, child marriage, murder, crime, child kidnapping, and dowry. They inform the public to the need for vigilance and safety measures. Since India is mostly made up of rural areas, it is essential that these areas receive attention and development.

Changing Approaches to News:

People's expectations of newspapers have supposedly shifted due to the proliferation of constant news coverage. have picked up on the widespread belief that many readers are less interested in learning what happened than they are in gaining insight into the significance of the events, or even just learning additional information about them. While the conventional view is that fewer people read editorials than news pages, it's possible that we do so in order to assist us make decisions about what constitutes news, whether consciously or unconsciously. Research on voting patterns also shows a tenuous connection between newspaper readers' voting preferences and the paper's underlying political leanings. Even if some professionals in the business would want to believe that they are powerful agenda setters, this is rarely the case, newspapers in a democratic society tend to reflect the dispersion of political opinions throughout the public. To yet, it has had little effect in changing the attitudes of its readers even in the (dwindling) number of openly illiberal and totalitarian nations.

People in a mass society are more likely to go to mass media outlets for updates on issues affecting their daily lives. Most people get their information about what's happening in their community, the country, and the world from the news media. They decide what should be discussed and what problems should be raised. In a nutshell, by news reporting, expressing opinions, informing the public, and promoting public discussion on matters of broader interest, the mass media aid in the development of public opinion and the construction of images. Mass media do, in fact, have a major impact on the socialisation of its members, shaping their values, tastes, and habits. For many crucial reasons, it is essential that we have a firm grasp of the means and justifications for analysing media material. To begin, the meaning of the social world is heavily influenced by what is presented in the media. Second, although media material is not the same as social reality, we must nonetheless analyse how it portrays, or more appropriately "re-presents," the realities of social, economic, and political interactions. People's consumption patterns are shifting as a result of the proliferation of new media. There is a growing reliance on the media to provide the news and images through which we interpret our



world. Media outlets are critical to the success of any social movement because of the impact they have on changing people's minds and influencing legislation. Men authored over two-thirds of the front page items and network television shows, according to a poll. In addition to being a mirror of the system in which it operates, the press also serves to uphold and reinforce the system's ideology, and is thus constrained by those very same restrictions. There has been much misunderstanding between "the actual working principles of a given media system; the theoretical ideals of the system and the dominant ideology of the society (capitalism, socialism, revolution, development, or whatever)" because the main category for systematisation has been the political perspective on government- press relation in various societies.

It is stated that when the market is opened up to more competition, customers would have access to a wider variety of goods because of the intense rivalry between competing businesses. The proliferation of media options—including more channels and venues, more information and expertise, and greater freedom to choose when and what to consume—seems to lend credence to the claim that a free market results in more options for consumers. Therefore, the rise in ownership concentration is mitigated by the expansion of consumer options. As deregulation promotes competition, investment, and a greater range of product, proponents of the 'free market' regard the explosion of alternatives as rendering obsolete older concerns about media monopoly. Newspaper executives have been involved in the development of strategies to make news and newspapers highly interesting for people today and in the future, including methods for funding a newspaper, defining news in the changing dynamics of new technologies, and arranging the news process. In recent years, we've seen an uptick in the number of newspapers that use bright, visually appealing layouts with prominent graphics. Newspapers benefit and gain credibility with local audiences by regularly covering events and issues of interest to the people who buy and read them. The emergence of digital newspapers has also assisted in meeting the information demands of the diaspora. The competition is fierce, and newspapers run the danger of losing readers because of the ease with which internet users may access news from a wide variety of alternative websites.

In addition to the mainstream of politics-obsessed and city-focused reporting, there are other strains in Indian journalism that have emerged in recent years. The Hindustan Times can take some of the early initiative in covering development issues. Hindustan Times published detailed coverage, in the 1950s, of the progress and difficulties of several government-run initiatives in India. When it comes to recognising the significance of communication in



fostering national growth and development, India was light years ahead of any other emerging nation. To achieve national growth and social transformation in a country of subcontinental size, variety, and a rich historical past, significant work went into developing an overarching vision and strategy for communication planning. For Gandhi, a newspaper's trustworthiness and honesty were essential to its role in raising social consciousness. As a matter of course, people had to be committed to their communities. It was crucial for the company's reputation that all of its dealings be conducted openly.

Review of literature

(Patil 2011) studied “recent trends of print media in development communication” discovered, and Communication geared on bettering humankind is known as "development communication." The advancement of every country's communication infrastructure relies heavily on both print and electronic media. The Indian government relies on newspapers and periodicals to spread its messages far and broad. The printed word has always been an important part of how we spread information and share ideas. India's print media's strengths may be traced back to the country's history, and in particular to the independence fight and other movements for social liberation, reform, and improvement. Print media in both developed and under-developed nations are utilising a wide range of cutting-edge technology in order to keep up with the rapidly evolving electronic media landscape. This article examines recent shifts in newspaper and magazine readership in India and a select group of other nations, and it discusses the evolving role of print media in development communication. The effects of emerging electronic media on the print media are also explored.

(Rao, Ph, and Pradesh n.d.) studied “Media Trends and Development Communication: With Special Reference to Print Media” discovered that, and here are some explanations for this..... Development Communication is talking about things that matter to others. Consideration for human beings is a priority. Although it is often thought of in connection with rural issues, development communication also addresses urban concerns. It serves two basic functions: one is transformative, as it works to improve societal standards and ideals, and the other is supportive. Development communication aims to foster an environment conducive to change and to provide new ideas that can lead to societal transformation. This study looks at the most recent innovations in the field of communication, focusing on the printed word.



(State 2015) studied “The Role of Small and Medium Newspaper in Development: A Case Study of Suddimoola Newspaper” discovered the positive impact that the media has on a country's progress. The media shine a spotlight on vulnerable groups in society. A rural community's modest newspaper serves as a conduit between the populace and an attentive administration. In pre-Independence India, little newspapers were launched with the aim of stoking the flames of freedom in the hearts and minds of the people. Even in the post-independence era, they have been essential in India's progress. There is no less of an obligation or duty for smaller newspapers to play in the development of a robust nation. For the simple reason that most Indians live in rural areas. The nation's overall progress can be propelled by growth in the countryside. A Raichur institution since its inception on April 15, 1988, Suddimoola is one of the city's smaller newspapers. This newspaper is widely read in the Raichur, Koppala, Bellary, Bidar, Gulbarga, yadgira, and Hyderabad -Karnataka area. Recently, Suddimoola, a little newspaper with eight pages and a broad sheet format, celebrated its silver anniversary.

(Zahra Khalid and Ahmed 2014) studied “A Snapshot of Role of Newspapers in the Contemporary Newspeak:” discovered, and Newspapers are the primary means by which news is disseminated to the public. They're crucial because they determine what gets done in today's world. Newspapers play an important role in raising awareness by providing in-depth coverage of topics such as gender equality, environmental protection, and poverty. The free press is an important part of a well-functioning democracy and contributes to the growth of any given nation. The primary function of news and newspapers has persisted despite shifts in the rate, methods, and character of news dissemination. As a result of technological advancements, media consolidation, and widespread internationalisation, the entire structure of news reporting has changed. Newspapers have a responsibility to enlighten and educate their readers on social concerns, as they serve as a primary source of news for many people. The public is better informed and able to take action on matters of critical importance thanks to a press that takes social responsibility seriously. Through reporting the news, expressing opinions, informing the public, and building up public images, newspapers aid in the formation of public opinion and the growth of public images.

Conclusion

Newspapers play an important role in raising awareness by providing in-depth coverage of topics such as gender equality, environmental protection, and poverty. Newspapers are still



widely read, but their function has shifted to meet the requirements of their audiences. It is a news outlet where people can learn about what's happening in the globe and their own communities. Due to the rise of electronic news networks and entertainment news channels, Indian newspapers have become much more aesthetically appealing. The impact of visual media on printed media may also be seen in the ways in which news is presented and material is generated. It is common to define our time period by the media's impact on culture. Making newspapers profitable while still serving as a source of information for their intended audiences presents a number of obstacles. To rise to these obstacles, businesses need strict corporate and editorial oversight, a culture of responsibility both inside and outside the organisation, a defined market niche, and a crystal-clear definition of their basic values, missions, and responsibilities. Newspapers in India clearly play a role during times of crisis. Newspapers were effective in bringing public attention to societal ills such as corruption, terrorism, naxalism, child marriage, murder, crime, kidnapping, and dowry. People are warned to be on the lookout, to take safety measures, and to avoid danger. People's consumption patterns are shifting as a result of the proliferation of new media. There is a growing reliance on the media to provide the news and images through which we interpret our world. Media stories convey a wealth of information about human relationships. Media outlets are critical to the success of any social movement because of the impact they have on changing people's minds and influencing legislation. In recent years, we've seen an uptick in the number of newspapers that use bright, visually appealing layouts with prominent graphics. The Hindustan Times can take some of the early initiative in covering development issues. When it comes to recognising the significance of communication in fostering national growth and development, India was light years ahead of any other emerging nation.

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