ROLE OF COMPUTER IN RISING POPULARITY OF HINDI LANGUAGE NEWSPAPERS IN INDIA

Dr. Sagarika Dash
Associate Professor. Department of Mass Communication
Shri Guru Ram Rai University. Dehradun. Uttarakhand

Abstract

After the year 2000, computer technology has revolutionized Hindi newspaper production in India. Journalists and reporters today use computers and computerized editorial systems to write texts, process images, and report on news events .Computer Technological development and digitalization has made Hindi newspapers more accessible and more convenient for readers. To achieve the objectives of the study, secondary data has been collected to trace the journey of Hindi language newspapers in India and a comparative analysis of news presentation of Hindi newspapers with that of English Newspapers has been studied through online questionnaire survey. It is found that the Hindi newspapers are meeting the deadlines of circulation with swift editing software management system which has been possible with the advancement of computer technology. Technological advancement and breakneck competition among themselves have forced them to shift content and news presentation too. Computer technology and digitalization made Hindi newspapers more accessible and more convenient for readers increasing their popularity

Keywords: Hindi Newspapers, Computer Technology, Software, News Presentation, Online

Introduction

Computer has opened new doors for the media industry bringing revolution in India. It has changed the overall presentation and dissemination of news to its readers and users. The print media, especially the newspapers, which had feared the threat of extinction with the coming of television, find a solution to survive and revive itself adopting the computer advancements. Computer has a great role in newspapers production as it made the news more fast and rapid to compete with other medium of communication like television, radio and digital media. Development in Computer technology combined with growth in the number of newspaper readers resulting from the rising trend in literacy have led to the growth in the number of newspapers and in their circulations after the year 2000. With the coming of computer technologies, not only the journalistic work and the functions of the newsroom of newspapers changed but also the news production and consumption pattern of the readers has taken a leap. Hindi language newspapers were most benefitted with the introduction of computers in India along with other factors like privatization, increasing literacy and rising regionalism in India.

In India, Hindi is the language which is broadly spoken in all over India being the national language of India. Majority of the Indian population is really comfortable in speaking and even reading Hindi language. Hindi newspapers are serving Indians since before independence. Currently more than 20,000 newspapers in Hindi catering to readers including Amar Ujala, Jansatta, Dainik Bhaskar, Dainik Jagran, Rajasthan Patrika, Nab Bharat Times, Dainik Hindustan and many more. Today, many dailies such as English, Urdu and regional dailies are launching their Hindi versions. The Hindi newspapers have taken to multiple editions covering not only the Hindi belt but all over the

India.

As the Foreign Direct Investment (FDI) enters the Indian market, the Hindi media became its immediate beneficiary. Dainik Jagaran acquired a foreign equity partner and the newspaper also listed in stock exchange in 2006. Emerging rural markets are playing a newspapers important role in the growth of Hindi Newspapers where a newspaper is not only the source of information but leads to a lot of discussion as well. Better printing technology, improved paper quality and new page makeup and designs have contributed towards the growth of Hindi newspapers. Analyzing the quick growth of the vernacular media, Stahlberg credits increase in literacy as one factor, the new technology of the offset press, computer typesetting and computer modem as another, allowing vernacular languages to be printed with ease.[1]

Nowadays, current newspapers in Hindi are giving tough competition to even English, Urdu and regional newspapers. The Hindi newspaper market across India had a circulation revenue of around 40 billion Indian rupees in fiscal year 2020. It was estimated that this revenue would go up to 53 billion rupees by fiscal year 2024.According to the Indian Readership Survey, Dainik Jagran was the leading Indian publication between December 2019 and March 2020. The newspaper had the highest readership of over 68 million readers across the country followed by Dainik Bhaskar with over 52 million readers during the survey period.[2] Hindi newspapers are front runners in North India region, taking over their English counterparts, such as The Times of India, which remains the leader in readership in the English daily category.[3]

During the recent pandemic the readers feared that newspapers could be a possible carrier of coronavirus. The Health ministry and World Health Organization (WHO) though come out in public and clarified that reading newspapers are clearly safe and does not possess any threat still the sales went down of newspapers all over the country. But despite all fear, we could find that the Hindi language newspaper were ruling the roost with advertisements. Dainik Bhaskar, published close to 20 mega editions with over 50 pages each across its major markets with advertisements from sectors such as healthcare, education, FMCG, infrastructure, tourism and real estate. It reflects the faith of advertisers in the Indian newspapers and its power of reaching the audiences.[4]

Computer and the new media technologies along with internet accessibility has also made possible the Online editions of the newspapers. In the early 1990s, many newspaper establishments upgraded technology, and computers were installed even by regional newspapers published from mofussil towns. This was followed by the Internet in 1995.[5] Computer Systems started entering newsrooms, and editors and reporters did not have to go to the composing departments to get their manuscripts linotyped and cast. The newsrooms were a fascinating combination of reporters, sub- editors, senior editors on one hand, and proofreaders, page makers, designers and others on the other hand. The phototypesetting operators were privileged, sitting in clean and air-conditioned environments, meant more for the machines rather than for them. You had to take off your shoes to enter the dust sensitive arena.[6]

While the high-end technologies for printing became more complex, a new dimension to publishing was added by the personal computer. The computer made it possible to publish material from the desktop. Almost all the typesetting features and tools needed to bring out well designed publications are available in latest DTP programs for the personal computer. They can handle graphics and pictures with ease. Computer programs like Photoshophas enhance the quality of your photographs. And programs like CorelDRAW offer unlimited graphic and design opportunities. The bulletin board and the Internet are among the new sources and tools that have become available to the journalist with the development of computer networking

After the year 2000, computer technology has revolutionized newspaper production in India.

Journalists and reporters today use computers and computerized editorial systems to write texts, process images, and report on news events. The Hindi newspapers brought out multiple editions and extend their area of publications. In 2002, Lokmat gets a new look and changed the editorial team, Hindi daily Hindustan adds color and depth to the paper while Dainik Bhaskar launch color tabloid for Kumbhmela, Amar Ujala gets a makeover with four color supplements while Jagaran revamps its looks and add soft news and also went forits supplement makeover. In 2007, many newspapers underwent makeover and spread their editions to capture the readers. They changed their style and presentation of front page along with other pages. Computer technology has revolutionized newspaper production too. In India. Journalists and reporters today use computers and computerized editorial systems to write texts, process images, and report on news events. Every day, computers calculate the number of copies to be deposited at each point or sale, control the printing of addresses and request for subscription renewal.

Presently the future of Indian newspaper is basically digitalas the percentage of people who access the internet has grew in India. So, looking into the future development and changes in consumption patterns of the audience, the Hindi newspapers have also come with their online version or E-newspapers which can be accessed through mobile and webpages. They are reaching more faster with different contents for different users with a wide range of categories like National, International and Local news. This is another great achievement we have with the growing of computers and the related applications because of media convergence.

Research Objectives

1. To trace the growth of Hindi newspapers with the introduction of Computer technology

2. To understand the shift in news presentation pattern of the Hindi Newspapers with use of computer.

Research Methodology

To achieve the objectives of the study, secondary data has been collected to trace the journey of Hindi language newspapers in India. A comparative analysisof news presentation of Hindi newspapers with that of English Newspapers has been studied through online questionnaire survey.

Computer role in Hindi Language Newspapers

Typography and Computer

Computer typography has given a new design and meaning to the newspapers. It is an approach of arranging typed characters so that the written language look attractive and readable. Computer typography and Hindi fonts has helped the newspapers in giving logo or title of the newspaper, experiments with different headlines, giving captions and add variation to the pages from time to time breaking the monotonous look of the newspapers. *Devanagri* Fonts like Kruti Dev Display, Jhalak, Agra, DevLys, Himalaya, Mangal, Chanakya etc are used by different Hindi Newspapers to give an individual appeal to the readers. They now even have their own copyright of the font for the designing of the newspapers like DV-TT Surekh and Patrika fonts for Dainik Bhaskar and Rajasthan Patrika are used exclusively by them. Hindi newspapers are now using multiple fonts for presentation of the information in an attractive manner to its audiences. Such changes have enhanced visibility and readability of the pages and the understanding of the news by the readers. The readers are now being able to analyze and visualize the content and situation beyond the story because of these big, bold and attractive fonts.

Layout of News pages and Advertisements with Computer Editing Software

The readers can miss a well written story in newspapers if the layout is not readable and attractive. Placing of stories, pictures, headlines and other items in a proper layout is very important. Eye

movements is also considered important while designing the newspapers. This has helped them determine where to place the items in a page. Layout process of newspaper is now fully automated with the help of computers and software. The layout of news and advertisements has been made organized and are accomplished with the assistance of computer. The computer-assisted layout create balance in the paper through Horizontal, Vertical or Diagonal layout and use of white space, drop caps and infographics give every page a dominant visual element that has been made possible through various computer technologies.

Electronic editing and Pagination along with layouthave been made easier for the Hindi newspapers with the Software like Desktop Publisher (DTP), Page Maker, Adobe In design and Quark Express. The computer news editing software help to make changes directly into computer like addition and deletion of stories or help to cut stories to desired lengths and categories. We believe that -greater' productivity can be achieved by moreextensive use of the computer's inherent capabilities in the layout process.[7]

The Hindi language newspapers too with the help of such advanced computer software are now coming with frequent layout changes using more photographs, big advertisements, bold fonts headlines and sub headlines, use of color in text and headlines, use of boxes and slightly a greater number of front-page stories illustrated with visuals than the English newspapers. Though the paper quality of English newspaper are thicker and of better quality in compare to the Hindi newspapers, but still the later with its bright and attractive visuals and layout have managed to draw the readers attentions. The computer advancement in computer software has helped these newspapers to give tough fight to each other and newspapers of other languages.

Photo Composition and Infographics with Computer Color Management Software

Photocomposition in the past was done with the help of hand placed and arranged metal dies with letters on them for printing of newspapers. But now it is done with more speed and efficiently through a computer with the help of software application. Such application is used for image editing, retouching and color management of visual images. Software like Adobe Photoshop, Coral Draw, Amendo and GMG color of higher version are readily being used by the Hindi language newspaper for good picture quality. During these years, it can be seen the language newspapers are investing and going for upgradation on such technologies for better picture quality.

Dainik Jagaran in September 2019 installed Claro image enhancement software and replace its manual image processing. The software is capable of processing over 1,000 images per hour during peak production hours, which has proved to be a boon for *Dainik Jagran* in many ways. We have greatly improved our image quality, which has resulted in *Dainik Jagran* having a more refined print newspaper." Sandeep Gupta, executive director at Dainik Jagran Group has informed in a interview. [8]

With the evolution of technology, publications have used different strategies to captureattention and facilitate the understanding of information content by its readers. News and related data are now presented more with infographics with advent of color. Various computer application made it possible for the editing news room to use infographics in weather, maps, tables, graph etc so that readers can understand a story quickly and easily. Thus,graphic elements were gradually introduced in the production of news content. the reader evident element of its authenticity and also presents a great power of persuasion.[9]

News, Photo Morgue with Computer Database Management

The Newspaper 'News Morgues' and 'Photo Morgues' have served as archives for images, news and storing edition copies of both printed and online newspapers. It is an electronic format of storing the

photographs and news in records for reuse. Earlier the reporter used to spend a lot of time in archiving and indexing their own published stories. They do this to use the samefor background or in follow-up stories later as storage facilities was not possible at that time. But with the coming of computer technology, the preserving and storing of data has been possible. This has helped the newspaper to quickly assess the data for using it in stories and follow up news. The Hindi Language newspapers which serve basically the local readers with local news and relevant pictures on a day-to-day basis has been facilitate with this technology advancement of data storage. It has become easy for them to access data for the news purpose.

Convergence, New Media Technologiesand Computer

Digital or Computerized Network have helped us to share and spread information through various platforms. The digital or the new media technologies have been made possible since the inception and growth of computer technology.Computers, cameras, internet applications were individual entities but their convergence in the print media sector has given rise to online newspapers. Computer Technological development and digitalization has made newspapers more accessible and more convenient for readers.[10]

Digital technologies had been a part of the daily Hindi newspaper from the last two decades. The users can read news on any digital Hindi website with zero cost. Online Hindi newspapers are also becoming choice of Hindi readers. These newspapers with their online version of paper have gathered a huge readership covering all genres cultural, political, business along with sports and entertainment.

Analysis and Discussion
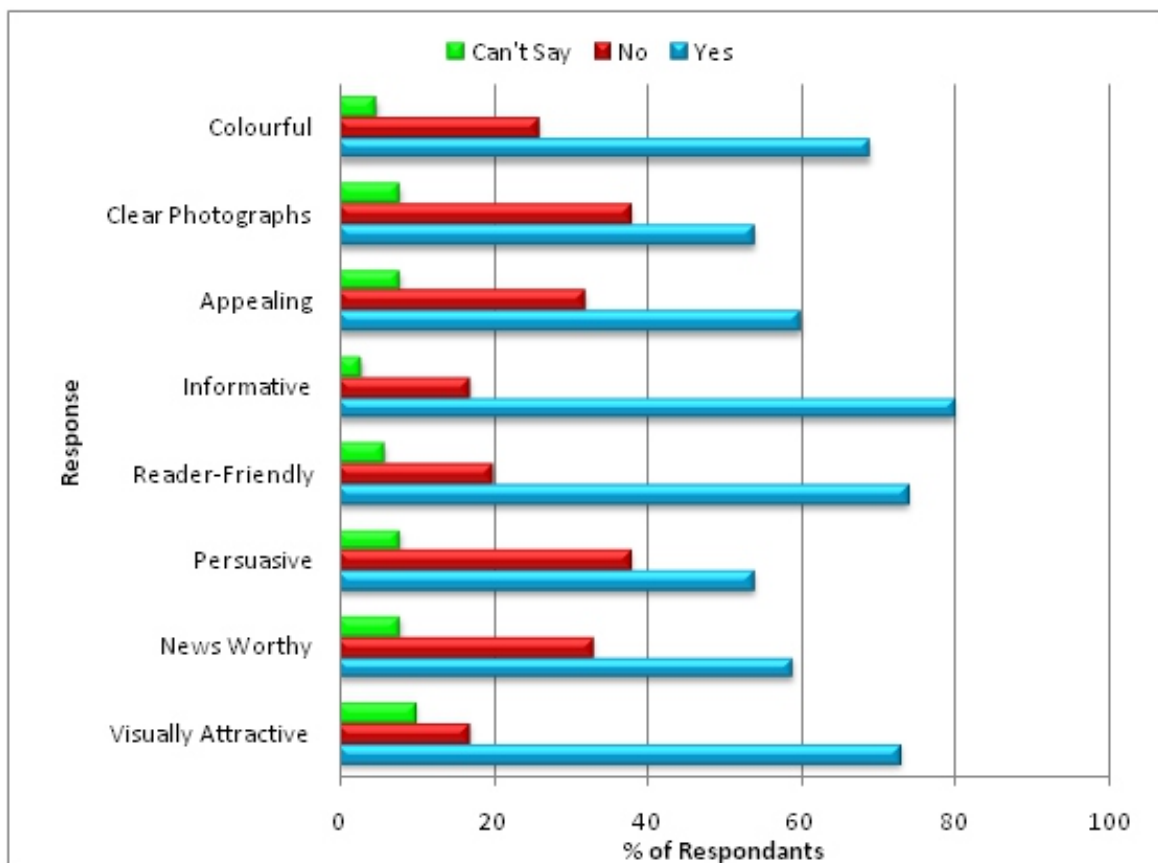
The respondents are asked how they find the Hindi Language newspapers in compare to the English Language newspapers in presentation of content. A majority of respondents feels Hindi Newspapers are more Colorful (69Percent), Appealing (60Percent), Informative (80Percent), Reader Friendly (74Percent), Persuasive (54Percent), News Worthy (59 Percent), Visually Attractive(73Percent) and carrying clear photographs (54Percent) in compare to the English Newspapers. The data shows that the Hindi newspaper seem more popular in their content and presentation in compare to the English newspapers. The computer technology has helped the Hindi newspaper to bring significant changes in their presentation of news and layout at par with their English counterparts. Slowly and gradually, they have not only upgraded themselves but have become more reader friendly attaining popularity. Krishnamurthy in his book 'Introduction to Computer Graphics' has rightly that the technology has improved to such a point that many newspapers would not be able to deliver news without DTP.[11]

Conclusion

The innovation and changes in computer technology have definitely brought a facelift of Hindi Newspapers in India.The newspaper has brought changes in the front page from time to time to make it readable and attractive. The layout and presentation pattern are changing with time. Now, majority of Hindi newspapers are in color with loads of graphics, pictures and flavors. In addition, they bring additional supplements that give information and news related to movies, cuisine, home decoration, quiz, games and much more. Now, majority of Hindi Newspapers also have their online editions. They frequently update if there is any 'breaking news or happening. The Hindi newspaper now contains multiple columns, multiple font size and graphics. They are meeting the deadlines of circulation with swift editing software management system which has been possible with the advancement of computer technology. Technological advancement and breakneck competition among themselves have forced them to shift content and news presentation. Thus, they have to maintain a balance between technological revolution with the value-based ethics in journalism and expand further.

References
1. StahlbergPer, Writing Society through Media: Ethnography of a Hindi Daily, Rawat Publication, New Delhi, 2013
2. Statista Research Department, Mar 19, 2021
3. http://www.allaboutnewspapers.com/hindi-newspapers-are-front-runners-in-north-india
4. https://www.exchange4media.com/media-print-news/turning-a-new-page-print-ends-year-on-a-high
5. https://www.printweek.in/features/-growth-story-indian-newspapers
6. https://indianprinterpublisher.com/blog/2019/10/indian-newsroom-modernization-since-the-1970s
7. J. Francis Reintjes Donatd R. Knudson Hsin-Kuo Kan.American Newspaper Publishers Association Reston, Virginia, Massachusetts Institute of Technology
8. https://www.printweek.in/features/an-ai-recipe-for-image-processing-workflows-
9. Navneet Kamal, Newspaper Comparative study of typography in Hindi Newspaper vs. English Newspaperhttp://www.typoday.in Typography
10. Fernandes Ashwin, Information technology and management, Mittal Publications, 2001, News Delhi, P74
11. Krishnamurthy, Introduction to Computer Graphics, Tata Mcgraw- Hil!,2002, PlO