

VERNACULAR PRESS AND ONLINE JOURNALISM: ANALYSIS OF HINDI NEWSPAPER DAINIK JAGRAN

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Received: February 04, 2019

Accepted: March 20, 2019

ABSTRACT: *The paper aims to understand the emerging of the vernacular press (Dainik Jagran) which is online and about its audience. The basic framework of this paper revolves around the reader, the changing trend of the newsroom and how the vernacular press is changing its quality in print as well as in online edition. It aims to understand the significance of digitalization of vernacular newspaper, comparative analysis of E-Paper and Online Edition. Researcher followed the triangulation Method in which, survey had been conducted for special audience (student age group), content analysis of the paper and expert interview to important resource to understand the newsroom scenario. This research will help the people to understand the scenario of growing vernacular press on internet and with the use of technological determination theory as a framework, researcher conducted the analysis.*

Key Words: *Digital Media, Dainik Jagran, E-paper, Hindi Press, Newspaper, Online Edition, Print, Vernacular Language*

1. Introduction

Vernacular press had always been important source of news in India. During independence, the vernacular press was the major weapon used by Raja Ram Mohan Roy, which influenced the people and made them realize that it was time to get back our nation from the British. Since that time Hindi press started addressing the national issues over territorial ones and focused significantly on national development. Today vernacular press is going online and millions of people across the country are using the option of language change according to their choice to operate their smartphones or surf the internet. That is how Hindi newspapers like Dainik Jagran, Dainik Bhaskar and other native language newspapers are using the digital platform to mark their existence and to spread the news across the country, due to which a lot of people can easily access the information in their native language. However, most of the online Hindi readership is of Hindi news channels that's why the newspapers are going online to achieve more readership audience for online platform similar to the print. As per the article by Dibyajyoti Sarma, (Sarma, 2018) "the print industry is not going to abolish in fact it is in safe hands. According to the IRS 2017 report dated January 18, 2018 Report, 39% of Indians (12+ years) read papers, and 20% of all habitual paper readers in 50 lakhs in addition to population towns read papers online. Readership of English dailies have developed by 10% in the course of the most recent four years and touched nearly 2.8 crore in IRS 2017 when contrasted with 2.5 crore in the last IRS. Hindi readership remains at 17.6 crore in IRS 2017, up 45% from 12.1 crore in IRS 2014. In the Indian Readership Survey 2017, let out following a hiatus of four years, Dainik Jagran has a complete readership (a month ago) of 7,03,77,000." Also, the vernacular Hindi Language has always been popular because of the coverage of the local news, which is a great opportunity for local business persons to advertise their products. For preserving the usage of native language through newspapers, State Government made an effort to finance such vernacular press to make it keep going and it never died due to increase in readership of English press. We all know online newspapers or channels both are time bound as they have to report the breaking news at the point of time and for newspaper it has more time to submit the report so that's why newspaper occupies more authenticity than online. No doubt, people being smart phone friendly can easily access to the news, but they still believe and wait for newspaper to arrive as these printed pages of information have huge impact on their lives as whatever it publishes in the paper is true and trustworthy for them because it produces the content which goes through a lot of checking and then approved. This proves that no doubt what the number of newspapers is, the authenticity of print will on number one.

History of Dainik Jagran

Dainik Jagran is an old newspaper which was started by "Hindi Sampradaya" from Kanpur was formed in

1926 by Puranchand Gupta. After sometime it changed to Daily newspaper and started its publication on 21 September, 1947 in Kanpur. (Arora, 2012) With collaboration with yahoo and Jagran they started jagran.yahoo.com in 2007 and received millions of views. However, by that time the importance of English has never been less in contrast to the popularity of Hindi. The globalization and the Internet made English strengthened but also changed the equation of the Hindi and English by making them closer. In fact, the blend of Hindi and English starts here. Though the newspaper were written in authentic language but on online platform the blend of vocabulary started. After 1990 Hindi come out to be in a place of more market friendly and popular language and that's how it started the growing in the field of audio - visual in media network.

1.2 Objective

To understand the emerging of the vernacular press (Dainik Jagran) going online and its new readership base.

1.3 Research Questions

- To understand significance of digitalization vernacular newspaper.
- Comparative analysis of E-paper/Newspaper and online Edition.
- To study of transition of newsroom to adapt to the needs of online platform.

2. Review of Literature:

In article How online Vernacular market is becoming the next big Battleground for techcos by G Seetharaman (seetharaman, 2018), the technology companies cannot depend on English alone. Example, WhatsApp, with 200 million monthly active users, allows the android users to change the language within an app for their comfort, which had given a rise to more Hindi news apps which made much easier for the readers to read in whatever they want according to categories by clicking just once. Article also stated that according to survey by 2016 for digital news in vernacular language people are 106 and targeted till 2021 it will be 284. Also, according to survey, 75% of Indian population is using mobile for the basic information which includes news, etc. and except Hindi many more languages will get introduced in the mobiles so that it will become easy for the people to operate in their comfortable language and thus this will increase the readership.

In this research paper, Growth and Development of Hindi Journalism Punjab (Arora, 2012) by Ekta Arora the researcher is elaborating and learning about the Hindi language newspapers evolution and how globalization taking it into next level. She also states that how print media been reliable and how it kept the trust of presenting the truth to its readers. Though Hindi been attached to its roots which has led the Hindi press to go for. Also, from the stating this vernacular language newspaper played the important role in presenting the local news, development issues, rural health programs, the vital information to its readers Also, this is what they are trying to apply it online to attract the readers and that's why vernacular press is much more trending. Hindi is now a power language of politicians, rich Indians, and is a passport to social acceptance.

In this article (Pande, 2009) Hindi Media and an unreal discourse author talks about the increase in Hindi dailies which have sided the English dailies. Increasing Hindi dailies have kept aside the Most read English dailies. Also, the vernacular reader has grown by reading the language newspapers only but now they are sending their children to the English Medium schools which makes their household bilingual and that's how the reduction in the language started as people aren't expert in one language but they use both to express and vernacular is left behind as English take over the younger audience. Having no proper control over the native language, people started choosing English over vernacular.

In this article, Emerging journalism for vernacular journalists discussed (*Okhlatimes, 2017*) researcher is trying to understand the impact of modern technology on the lives of the people and journalism. They also highlight that the need of media organization is to do more than just a news and should do more features to sensitize them on the issues of the poor or underprivileged rather than doing sensational journalism. "The vernacular journalist to work with professional ethics so that media reliability is maintained as in print. Also, by seeing the technique in English work station will also be taken into consideration so that vernacular press can also work in that smooth way. The growing trend of sensational news, people have started to have doubts on the authenticity of media, and it is high time for media professionals to pull up their socks for cleaning media image" as mentioned by Oklatimes.

3. Methodology

In this research paper the triangular methodology is used in which researcher collected the different types of data to carry forward its research. Data are two types-

- Primary Data
- Secondary Data

3.1.1 Primary Data: Data which is collected first handedly is known as primary data. Example: expert Interviews, Surveys, Focus group discussion etc.

3.1.2 Secondary Data: Data which is already existing and can be used in investigating further is known as Secondary Data. Example: journals, books, newspapers, internet etc.

3.2 Types of Methods:

3.2.1. Qualitative Content Analysis

Qualitative Content Analysis of the Online Edition and the Newspaper or E-paper of Dainik Jagran. In which researcher analyses the newspaper and the online edition of newspaper or refer to e-paper for the of time that is for 3 months (January to March) and analyze it contextually.

3.2.2. Quantitative Survey Analysis

Through which research reached over 50 responses with age ground 18 to 25 years who were mainly student by profession and used the platform of google forms responded to the survey, that's how the quantity of data is collected and can presents the facts and figures and helps in justification of the problem's solution.

3.2.3. Content Analysis:

With the use of expert Interview to get the Primary Data and to understand the current scenario of the research field researcher interviewed Mr. Vipin Rana who is heading the Dainik Jagran Office in Amritsar, Punjab.

4. Data Collection

Researcher has used the triangular method used in this research paper that is –

4.1 Content Analysis

In the Content Analysis is a research technique in which researcher will go through the contextual elements of the both Online Edition and the E - paper of the Dainik Jagran and according to which researcher will understand the difference between them and helps him to find the answer for the research question. The parameters for the content analysis were the space for text, Image, the advertisement revenue, the format of the paper.

4.2 Expert interview

The researcher is using the method of Expert interview as a medium to collect the primary data. Also, experts have great minds and experience field so they can help us with their knowledge and draw us some conclusion for our research question.

4.3 Survey Analysis

In this research method researcher has chosen the audience for survey which falls under specific age group that is 18-25 years. Also, for survey google forms was the mode through which researcher sent the survey questions. Survey contained 22 questions. However, researcher can evaluate the answers and can add as supporting element to the argument.

4.4 Research Theory

Technological Determinism (communication theory) is a theory which states that social advancement pursues an unavoidable course that is driven by technological innovation. This theory has two concepts: "that technological development itself follows a predictable, traceable path that is beyond any cultural or political influence; and that the technology in turn organizes society in a way to further develop itself." as stated by Thorstein Veblen who was the inventor of such term. In media this theory implies when, the medium used to communicate influences the mind of the receiver. With usage of news print, television and internet which plays the role of big influencing the mind of society in which we live inn.

5. Analysis

The survey was conducted for 50 people aging 18-25 years, mainly the student crowd in which 66.7% women and 33.3% male responded that shows the interest of the audience in responding the survey, in

which 92.2% were from urban area and 7.8 % from Rural which depicts the coverage of the newspaper in both areas and tells about how much people are aware about this brand. However, 78.4% work as student,19.6 % are working and 2% are non- working. When researcher asked what they prefer E-paper, Online Edition, Newspaper or news apps for news, more than half of the students prefer news apps that is 52.9%,37.3% prefer E-paper and 29.4% prefer reading online Editions because 68.6% feel it's easily accessible and 62.7% think it keep them updated after every hour. In fact, 39.2% still prefer newspapers. This data also shows the more the usage of the medium they prefer the more they get influenced by it. As theory of technological determination by Thorstein Veblen comes inn, which states that the medium used to communicate influences the mind of the receiver. With usage of news print, television and internet which plays the role of big influencing the mind of society in which we live inn.

What do you prefer ?

51 responses

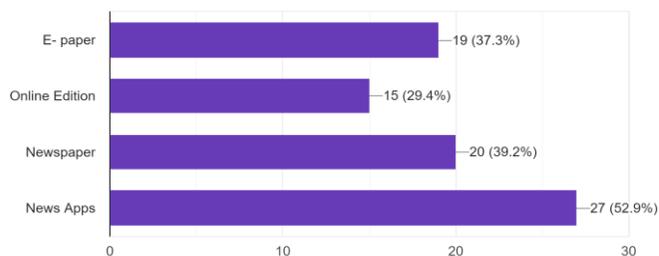


Figure 2: Reading Preference

We also know vernacular press is capturing the online platform but “it won't be taken over the platform of the English digital, they will go parallel. In fact, a few years ago, rumors had been spread that print media will no longer be in race of spreading news but now everyone knows that print is maintaining its authenticity of news which made its existence more important as though online medium is fast in spreading the word but it is lacking in maintaining its authenticity of news and invites fake news. No matter what people still believe the print media news than online” said Vipin Rana (head of Dainik Jagran office in Amritsar) during telephonic interview. But according to survey 88.2 % students prefer English language in reading inn and only 11.8% prefer vernacular language over the English which depicts that if Hindi press is trending in coming years as per article by Ekta Arora (Arora, 2012) in which she talks a situation where if Hindi press gets the opportunity to get established, it will be more trending in upcoming years as per their newspaper readership people will also prefer the online too . She also added that, Hindi newspapers plays vital role at the time of local elections, developmental issues, rural health programs and in giving Important information to its readers. Also, this is what they are trying to apply it online to attract the readers and that's why vernacular press is much more trending. However, according to Mrinal Pandey (Pande, 2009) article which also states that due to bilateral households' people are losing the command over the native language that's why they are preferring the English over Hindi language.

Do you prefer Online Edition/News Apps,then which language you prefer reading it inn?

51 responses

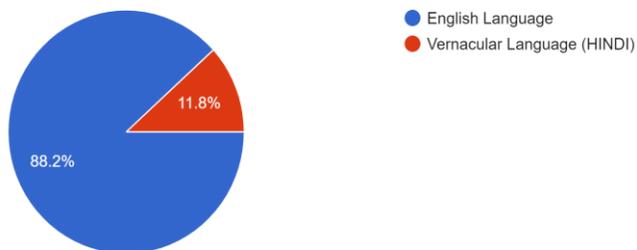


Figure 3: Preference of Language

As the researcher wants to know how famous is Dainik Jagran and its other sister newspaper editions are popular amongst them. In fact, the survey showed that 68.6% people knows about Dainik Jagran, 9.8% knows about Mid-day, 3.9% knows about City-Plus, 3.9% knows about NaiDuniya and 25.5 % never heard any of these Jagran editions that depicts having largest readership in Daily newspaper Dainik Jagran still lacks its coverage in parts of India or may be some other vernacular press is taking over that particular area over Hindi Press.

When researcher talked about the layout of the Dainik Jagran 66.7% said yes and 33.3% said no which tells us how the layout has been so important for readers and if it is made right it will increase the readership too. According to the content analysis of both online edition and e – paper, researcher finds out that they use Devanagari fonts which is most commonly used Hindi font , the online Edition provides options like Astrology news along with the breaking news, some features and they prefer updating the news only once not like other online editions which update time to time as news comes , which help them maintain their authenticity. For example; the Leopard entered the village that news was seen in newspaper on multiple pages addressing different aspects of the news but on online edition it was only one news related to that which was updated after whole thing got over with full details. However, this depicts newspaper contains more information than online may be due to the readership. Also, if we see the image and text space the newspaper contains more text than the images but in online edition the images are more than text may be they go with saying that images can explain the story better than words and that's how photojournalism is so trending on online platform than in print or more images can attract the online reader to read more about the incident which was depicted through the images. Researcher also saw that the difference in vocabulary of both that was in print the vocabulary was original as per the Hindi language but on online front the words were easier to understand , like the words like Kshetra and elaka in which kshetra is more original in Hindi language and elaka is easier synonym of it this depicts the newspaper is using easier version of Hindi language so that it won't be difficult for the online reader to understand their news and people who know less Hindi can also understand easily than the print.

Researcher analyze the space of the advertisement in both platform and according to the survey on online platform 51% are very much distracted by the advertisements pop - ups , 37.3% are not much distracted and 11.8% doesn't matter this brings that the advertising revenue comes from online but not too much as if that so then it will bother more people and also during the Expert Interview of Mr. Rana said he, "it's always been print media as online vernacular is growing and don't have much readership than print and Dainik Jagran has the highest readership already so people prefer giving advertisements in newspaper only as its good for local business persons also to advertise about their product."

Do you get distracted by the advertisement pop - ups while you read online?

51 responses

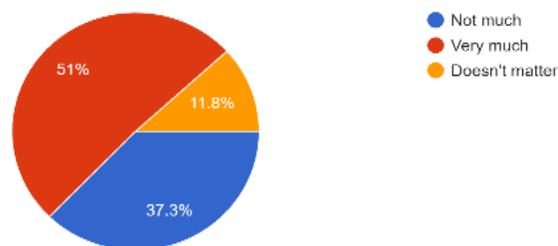


Figure 4: Percentage of people distracted by Advertisement

As far as sales of the newspaper is concerned during the interview expert also said, "As far as I am concerned print won't die because of authenticity. In fact, after viewing the online news people also want to see what is published in newspaper. It's not like people are reading e-paper/online editions, that are to read but nowadays free some of the newspaper have added the option of subscription of e-paper so that they can earn more". In Content Analyses researcher also found out the format of the long writing was more in newspaper than the online edition that the researcher observed which means information online is written crisp and to the point but not as descriptive as print newspaper. However, as far as other options are concerned the availability of options like live quiz, etc. makes reader realize that they are reading the same newspaper which provide such entertainment things. As per the Entertainment is concerned when

researcher asked the what type of the section people prefer to read, 68.6 % prefer entertainment news, 39.2 % prefer sports news, 60.8% prefer to read politics and 51% prefer to read other sections.

Do you read any of these newspapers? Choose the following.

51 responses

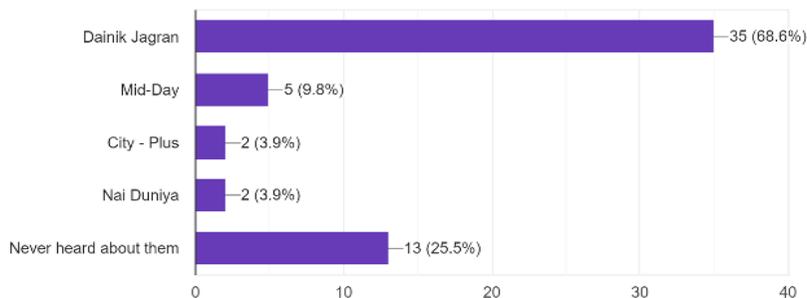


Figure 5: People preference of Reading

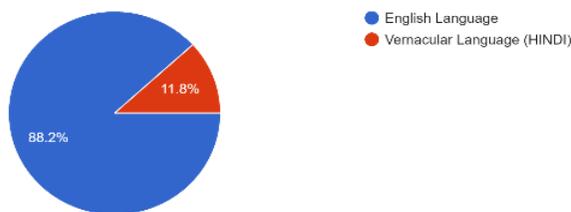
As globalization changed the scenario of the news organization and the internet brought inn and that's how the online news platform started when researcher asked about the changes in newsroom after the newspaper decided to go online he said, “ We have separate online desk where some experienced journalist which are technology friendly work and they are taught through various workshop so that they can be trained for the online news uploading. For example, recently, the return of Captain Abhinandan’s news, the video and content were given to the print desk. However, we are also trained to capture such videos which can be uploaded online within no time on online page. Also, trained to write copies which can be used by both online team and print media team by structuring in bullet point so that online desk can easily use it.” Also, as per the article (Okhlatimes, 2017) the researcher learnt that the vernacular reporter should work with full professional ethics as that it will maintain its reliable image of the print and now the online media came in which brought sensational news and that’s where the media image does down and to uplift.

6. Conclusion

Researcher through Triangulation Method conclude that vernacular press needs to go online to mark its existence and importance. With around 11.8% prefer vernacular language over the English language which make the Hindi press go more innovative on online platform.

Do you prefer Online Edition/News Apps,then which language you prefer reading it inn?

51 responses



It is also understood that how important is for newspapers to go for digitalized, as it prevents the usage of the paper in printing, attracts more audience around the globe. Though newspaper company are earning more advertisement revenue from print, however online provides open opportunity to advertise on global front and thus it attracts more audience and more revenue can be generated from online. However, this new technological upgradation in newsroom makes work more efficient. Apart from fake news scenario when these ethical vernacular print newspapers go online, reduces the fake news on the online platform, as these print newspapers are known for their authenticity which they need to maintain at any cost. People being attached to their roots of reading the vernacular press as a habit, for them reading their vernacular online is much easier, comfortable and satisfying too. However, there is much more difference in both online and

print mediums of newspaper but best part is newspapers are making the online looks like the printed one only by adding the options of games where sudoku and may more, like in newspapers the games section is present. Thus, with usage of Technological Determination theory we can nowadays people are more influenced by the online medium than print medium , so expanding on online platform is very good choice for vernacular press.(communication theory) At last the research answers all the research questions and hope for achieving the authenticity of online as well and earns its name in best online newspapers.

7. Limitations

During this research, there was lack availability of journals, as it's an emerging field, very less studies were found.

8. Scope of Further Studies

In-depth study on understanding the significance of online vernacular newspaper can be conducted. Comparative analysis of two online vernacular newspapers can be conducted

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