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B.A. (HONS.) Mass Communication I Year

Sub. - History of Media (Paper-02)

SYLLABUS

Class - B.A. (HONS.) MASS COMMUNICATION

I Year

Subject - History of Media (Paper-02)

Unit-I	News agencies – Origin and development in India.
Unit-II	Nature and importance of Press with due changes.
	Origin of Press in India.
	Media, etc.



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UNIT – I – NEWS AGENCIES GROWTH AND DEVELOPMENT

News agency is wholesaler of News The innovative idea of news service was derived from pigeon courier between two cities for multipurpose objectives . Newspapers all over the world depend exclusively to a large extent on news agencies for news flow Larger media level. It is traditional chronic dependence on international news from news wire.(News agencies circulate important national , international news event and engaged media houses in the process of to transmission latest news updates. Functions Of News Agency News agency provide news reports of current events to newspapers and others who subscribe to its service A news agency in a democratic society should provide complete, impartial, objective, accurate, countrywide and competitive news service free from slant, pressure of interference from any source or quarter. It has to guard against the danger of being dominated by any vested interests - economic, social, communal or political In India . . Foreign news in the Indian English daily newspapers exclusively depended on agencies like Reuters and A.P.houses do not have their own abroad news network & porous news network at domestic

INDIAN NEWS AGENCY STRENGTHS: • Accumulative corporate knowledge • Local experience • Local content.

INDIAN NEWS AGENCY WEAKNESSES: • Not up to date with Technology and equipment • Marketing network are not strong • Competition from international news agencies • Competition from local portal • Competition from commercial agencies.

DEVELOPMENT OF NEWS AGENCIES IN INDIA

A YEAR BEFORE INDEPENDENCE,

Jawaharlal Nehru had envisaged an India – based international news agency. Addressing All India Newspaper Editors' Conference at Allahabad on February 16, 1946, he unfolded his vision of an Indian agency covering events, nationally and internationally, objectively, in an unbiased manner and reflecting Indian point of view. His words are worth recalling as the agency journalism, travelling a gruelling course, completes 60 years. This is what the would be Prime Minister of India said: — In India one particular news agency (Reuter-API) has the monopoly of news, which is unfortunate. I should like news to come from all sources, but above all, I should like your Conference and owners of all newspapers present here to think of starting your own news service. A number of newspapers could combine for the purpose and appoint their agents. I would particularly like them to go to places, which are not sufficiently covered by other agencies. We live in such rapid times that it becomes very important for us to keep in touch with varying aspects of news in South East Asia, the Middle East and the rest of the World.|| No story of the first totally Indian news agency, owned by newspapers, will be complete unless it records the efforts of Sardar Vallabhbai Patel to give shape to the concept of a national news agency for India. This architect of India's political unity was personally involved in this pioneering work. His support was the source of inspiration for many who he need for a national news agency which was so vital in preparing the people of India for a parliamentary democracy.

Among the news agencies of the pre- Independence era, the Associated Press of India (API), a wholly-owned subsidiary of Reuters, was the only agency to introduce, in 1937, the teleprinter



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technology for fast transmission of news. The Indian & Eastern Newspaper Society (consisting of publishers of newspapers—many of them British-owned—of undivided India, Burma and Ceylon) expressed interest in acquiring the API. But Reuters rebuffed the overtures taking the stand that any such scheme must await the restoration of normal conditions after the war. S. Sadanand of Free Press Journal and press baron Ramnath Goenka felt that the formation of an Indian news agency should not be delayed any longer, and it should certainly not wait on the pleasure of Reuters.

A word about Hindi news agencies is necessary to complete the 60-year long story of agency journalism. For the first time in fifties, a multi-lingual news agency, named — Hindustan Samachar|| , was set up to cater to the needs of language newspapers. It was a good experiment. Yet another Hindi news agency, Samachar Bharati, started later, did better but the lack of finances proved to be a big handicap. The two agencies were merged and PTI was given responsibility of running the Hindi agency which was named —Bhasha|| . Government promised to finance it so that PTI could sustain its operations. UNI also started a Hindi agency which was named —Varta|| . They have survived but have yet to become financially viable. With UNI on the decline, PTI, it appears, will again have a monopoly. PTI has virtually edged out UNI from the pages of most newspapers. This is too bad for agency journalism as competition brought out best of journalism. It will be a sad day if UNI has to shut down.

United News of India (UNI) is one of the two primary Indian news agencies. Established in 1961, it works in collaboration with several foreign news agencies and partners, including Reuters and DPA.

Press Trust of India (PTI) is the largest news agency in India. It is headquartered in Delhi and is a nonprofit cooperative among more than 450 Indian newspapers and has a staff of about 2,000 writers spread 150 offices nationwide.^[2] It took over the operations of the Associated Press from Reuters soon after India's independence on August 15, 1947 . It provides news coverage and information of the region in both English and Hindi.

Time	Event
1910	Birth of Associated Press of India, PTI's forerunner floated by K C Roy , often called the first Indian news agency
1919	Reuters takes over operations of API but still uses API credit line
1945	API registered as a private limited Indian company wholly owned by Reuters
1947, August 27	Press Trust of India incorporated in Madras
1949, February 1	PTI begins news services, taking over operations from API but still maintains links with Reuters.
1953	PTI becomes a free agent, independent of Reuters
1976	PTI Economic Service is launched
1976, February	PTI, UNI, Samachar Bharati and Hindusthan Samachar merge under pressure during emergency to become ' Samachar '
1978, April	PTI and the other three news agencies go back to their original units to restart independent news operations
1980, July	PTI Feature Service launched
1981, October	PTI Science Service launched



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1982, November	PTI launches Scan, on-screen news display service
1984	PTI service launched for subscribers in USA
1985	Computerisation of news operations starts PTI service launched for subscribers in UK
1986, February	PTI-TV launched
1986, April	PTI-Bhasha launched, making it bi-lingual, a concept started by Samachar Bharati .
1986, August	Experimental broadcast of news and pix via Insat-IB begins, Computer system made fully operational
1987, August	Stockscan I launched
1987, October	PTI photo service launched
1992, August	PTI Mag launched
1993, August	PTI Graphics service launched
1995, March	PTI launches StockScan II
1996, February	PTI invests for the first time in a foreign registered Company, Asia Pulse , which provides an on-line data bank on economic opportunities in Asian countries
1997, December	PTI introduces photo-dial up facility
1999, March	PTI celebrates Golden Jubilee. PTI goes on internet
2003, September	PTI launches internet delivery of its news and photo services
2007, July	PTI KU-Band VSAT system for delivery of its news and photo services Launched
2010, March	PTI launches NewsView for delivery of its news (.txt and .xml) and photo services.

THE PRESS INFORMATION BUREAU

THE PIB is a nodal agency of government of India to provide information of the government policies, plans, programme initiatives and achievements to the print and electronic media. It is an agency of ministry of information and broadcasting. It works as a bridge between the government and the mass media. It has 08 regional and 34 branch offices and information centers. Its head office is in New Delhi. The official website of PIB is www.pib.nic.in. The information matter is provided in Hindi, English, Urdu and other regional languages.

**NEWS AGENCIES AT A GLANCE – REVIVED
PRESS TRUST OF INDIA (PTI)**

- PTI is India's premier news agency, headquartered in New Delhi and is a nonprofit cooperative of more than 500 Indian newspapers. It employs more than 400 journalists and 500 stringers to cover almost every district and small town in India. Collectively, they put out more than 2,000 stories and 200 photographs a day. It's Hindi service is called Bhasha.
- PTI correspondents are based in all important news centers around the world. It also has tie-up with several foreign news agencies. Currently, PTI commands 90% of new agency market share in India.
- PTI was registered in 1947 and started functioning in 1949. PTI is run by a Board of Directors with the Chairmanship going by rotation at the Annual General Meeting. The day-to-day administration and management of PTI is headed by the CEO, who is also the Editor-in-Chief. It's board of directors includes owner/editor of most of the leading publications in India like, Vineet Jain, Aweek Sarkar, Viveck Goenka, N Ravi etc.



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UNITED NEWS OF INDIA (UNI)

- UNI started its commercial operations on March 21, 1961. It has News Bureaus in all state capitals and other major cities. The agency also has representatives in key world capitals.
- UNI was the first to start a multi-language news service UNIVARTA on May 1, 1982 that provides news services to Hindi newspapers.
- UNI remains the first and only news agency in the world to supply news in Urdu since June 5, 1992.
- The agency's subscribers include newspapers published in 14 languages, AIR, Doordarshan, the Central and State governments, corporate and commercial houses besides electronic and web based media



INDO-ASIAN NEWS SERVICE (IANS)



- IANS was established in 1986, initially to serve as an information bridge between India and its diaspora in North America. Today it is a full-fledged, 24X7 agency based in Delhi-NCR (Noida), putting out the real-time news from India, South Asia and news of this region around the world.
- IANS is divided into six strategic business units: IANS English, IANS Hindi, IANS Publishing, IANS Business Consultancy, IANS Solutions, and IANS Mobile.
- Its client list includes a range of print publications, television news channels, websites, ethnic publications abroad, government ministries, foreign missions, private sector players, and multilateral institutions.
- Tarun Basuis the Chief Editor and Director of the IANS.

ASIAN NEWS INTERNATIONAL (ANI)



- ANI is South Asia's leading multimedia news agency with over 100 bureaus in India, South Asia and across the globe.
- ANI has established itself as a 'complete content house' providing text, video and picture content for TV, print, mobile and online media.
- ANI also provide a range of facilities for foreign and domestic channels to package their reports in India and uplink via satellite. These include provision of professional crews, editing and post production facilities, access to archives, uplinking facilities, coordinators, producers and correspondents, as per requirement.
- ANI services includes loosely edited news feeds and customized programmes for television channels, audio bytes for radio stations, live web casting and streamed multimedia / text



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content for websites and mobile carriers, and news wire services for newspapers, magazines and websites.

HINDUSTAN SAMACHAR

- The Hindusthan Samachar was formed on 1st Dec. 1948, and provide news in 14 Indian languages. It's subscribers includes AIR, Doordarshan, various State Governments, Nepal Radio and a number of regional papers.
- Presently the service is being provided in Hindi, Marathi, Gujrati, Nepali, Oriya, Asamiya, Kannad, Tamil, Malayalam, Telugu, Sindhi, Sanskrit, Punjabi and Bangla. The service is fully based on the web internet technology. The subscriber can either downloaded the next or convert it into E-mail format.
- In India this agency has offices in all the states. The news circulated in all the Indian languages by Hindusthan Samachar could be checked on the Website www.hindusthansamachar.com.


