



SYLLABUS

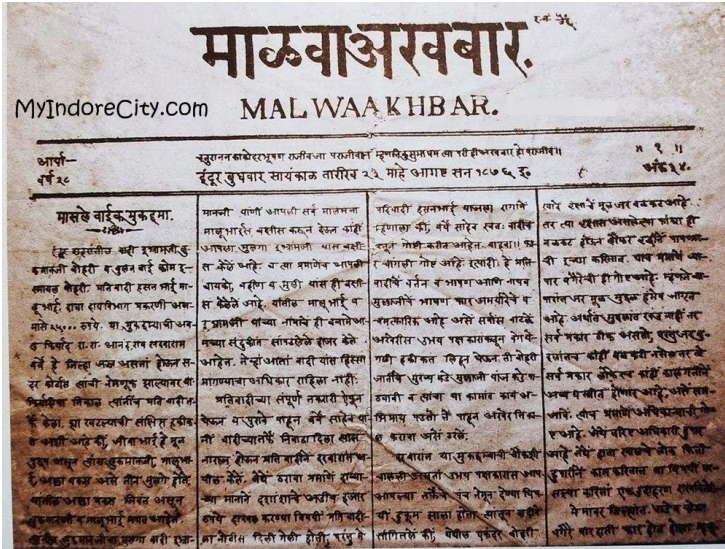
SUBJECT – JOURNALISM OF MADHYA PRADESH

UNIT – I	Early Journalism of Madhya Bharat Emergence and 20 Development, Journalism of Madhya Pradesh before independence of the country Major newspapers and magazines and celebrities associated with them. Development of regional journalism of the state.
UNIT – II	Contribution of journalism of Madhya Pradesh in 20 freedom struggle- Major newspapers coming out from different areas of MP including Malwa, Bhopal, Bundelkhand, Mahakoshal and Vindhya regions
UNIT – III	Nature of Journalism in Madhya Pradesh after 15 Independence Introduction to major newspapers of the state. Modernization of Journalism of Madhya Pradesh - In relation to print, electronic and digital. Journalism of Madhya Pradesh in the state and national development.
UNIT – IV	History of radio in Madhya Pradesh, description of 15 organizational form of Akashvani centers in the state, regional news and programs of radio, development of FM radio and community radio in the state.
UNIT – V	History of television in Madhya Pradesh, description of 20 organizational form of television centers, history of regional private channels and description of organizational form of major channels of the state.



UNIT-I

Early journalism of Madhya Bharat –Emergence and development



Indore's First Bilingual News Paper. MALWA Akhbar. Dated 23rd August 1876.

MALWA AKHBAR

Malwa akhbaar is known as the first newspaper of the Madhya pradesh published from indore in the guidance of pt premnarayan on 1 january 1848 .it was a bialigual newspaper which used to publish in hindi and urdu both the language containing size of 11*8".subscription was 12 Rs.at the left side of the newspaper the language was

devnagri and at the right side it was urdu. Till 1873 malwa akhbaar was being published and later on it was started publish in Marathi language. In the year 1854a genral laibrary was started in fronth of juna rajbada in which som many magazines and bokks used to come and a huge apoulation took intrest in reading and malwa akhbaar was a good medium to provide information to them for litreture,culture and politics.it was the effect of holkar army that they became more aggressive for the britishers.

Prabha

Prbha newspaper published from khandwa on 7 april 1913.editor of the newspaper was pt makahlal chaturvedi. Prabha gave messege to those people who was enaged in the various movement. chaturvedi ji appealed to them to write freely and fear less.

In the year 1918prabha was also started from Kanpur in which ganesh Shankar vidhyarthi and shivnarayan mishra were the editors.

Navjeevan



Navjeevan was a monthly newspaper which published from indore in the year 1915. because of lack of fund the paper was irregular. And gone in the loss of 3500 Rs. the tenure of the newspaper was 5 years.

Karmaveer

Karmaveer newspaper published from Jabalpur on 17 january 1919 from Jabalpur. the main motto behind the navjeevan was sacrifices, revolution, dedication and hard work.

Chatra sahodar

Pt madanmohan malviya published the newspaper from Jabalpur in the year 1920. the newspaper was basically for the youth of the country. it was a appeal to them for stuggle against the britishers. it was in very much support of the makhanlal chaturvedi.

Veena

Veena is a renowned magazine published from madhyapradesh. this magazine is still publishing from indore by madhyabharat hindi sahitya samiti. Veena started in the year 1924 and the editor was ambikadutt tripathi. Basically it contained poetry, litreture, and hindi oriented articles. Shaniti priya trivedi, dr. Sudarshan, hariram padey, laxminarayan, deendayal were the editors of veena.

Prominent personality in Madhya Pradesh

Bhavani Prasad mishra

Born Tigris village, Tehsil Seoni Malwa, District Hoshangabad (Madhya Pradesh) was. Respectively Sohagpur, Hoshangabad, Narsinghpur and Jabalpur had his early education. In 1934-35. Mahatma Gandhi's ideas according to education began teaching at the idea of opening a school and driving school in 1942 and arrested in 1945 released in. Mahilasm same year Wardha like a teacher to teach four to five years were spent there. Write poems around 1930 had already started regularly performing some poems Pan0 Ishwari Prasad Verma Hindupanc Scheduled to be near the high school had already been published. Year 1932-33 the Makhanlal Chaturvedi came in contact with. His poems were published in Karmaveer Chaturvedi Ji earnestly He wrote dialogues for films and directed dialogue in Madras



Madhav Rao Sapse from Mumbai in the air and went to the producer. He later AIR CENTER Delhi also worked. 33rd year of life they began to wear khadi. Sandhya of life in Bellary delhinarsinghpur (Madhya Pradesh) were at a wedding ceremony there suddenly became ill and breathed his last among the relatives and family members. Even while dying did not offend anyone.

Madhav rao sapre

Madhav rao Sapre (June 1871 - April 26 1926) born in Damoh was born in the village Patharia. Bilaspur metric government after classes to middle school in Raipur passed by. 1899 at the Calcutta University as Tehsildar then from A to B But the government got the job sapre law should also demonstrate patriotism and grejhon job regardless of the government. The year 1900 when the entire Chhattisgarh since the printing press was not he Pendra a small village in Bilaspur district of Chattisgarh "friend" called out a monthly magazine.^[1] Although the magazine has run only three years. Sapre law Lokmanya Tilak 's Marathi Kesari here Kesari Hindi print as well as Hindi writers and writers started to segue into a formula Nagpur Hindi from the published sequence. He reprized his role in the publication of *Karmaveer*.

Sapre live "the story of a basket mold" (which is most people "throughout hamper soil" are also called) has the distinction of being the first story in Hindi. Sapre law as well as writing popular saint Samarth Ramdas Marathi *Dasbodha* and Mahabharata, The Metaphysics, Dutt Bhargava, Shri Ram character, Eknath Marathi texts such as character and self-discipline, brilliantly translated books in Hindi. 1924 in Hindi Literature Conference The Dehradun sapre Session Chairman-in-law in 1921 as well as the establishment of national schools in Raipur in Raipur Janaki Devi Kanya Vidyalaya first set of female school. The two schools are still running.

Madhavrao Sapre life of struggle, practice their literature, their contribution to the development of Hindi journalism, his nationalist consciousness, social and political activism recalling Makhanlal Chaturvedi wrote *Karmaveer* 11 September 1926 - "the last twenty five years Pt. Madhavrao sapre the backbone of G Hindi, literature, society and political institutions of the national fast filling them with assistant producer and, by roaming around villages, the nation needs your pen and Karun cry of the poor remains plagued by a foreign power having, have



sunken into religion, to force him to national service and to erase his existence utterly, utterly negligible importance of making individuals and institutions to enhance their surroundings and Chiranjeevi were supposed to make

Pandit makahnlal chaturvedi

Pt. Makhanlal Chaturvedi is known as a very veteran poet, prominent freedom fighter & one of the greatest journalist of India who contributed a lot for Hindi journalism, due to his contribution in freedom fights & patriotic writings, he is also known as “Ek Bhartiya Atma” “An Indian soul”

Panditji was born on 4th April 1889 in a village Bavai which is a remote village of district Hoshangabad, Madhya Pradesh but he later on shifted to Khandwa & also worked from Jabalpur.

Pt. Chaturvedi was highly influenced by ideology of M.G. & decided to serve the nation with the help of his pen, his journalistic career was initiated in the year 1910, his writings were full of patriotic fervor and was influencing for people. The impact of Gandhian philosophy was very apparent in his writing.

He participated in various freedom fight movements including, non cooperation, civil disobedience Movement, Jhanda St. Satyagrah, Quit India Movement etc. During the course he became Chief editor of “Karmveer”. This was a prominent Hindi Newspaper which was known for its patriotic articles & appose of British govt. Later on he also became Chief editor of “Prabha” which was a prominent publication of its time.

Pt. Chaturvedi was a great poet. Through his patriotic poems like “Pushp ki Abhilasha” he ignited the minds of people to fight non-violently for the freedom.

Moreover he wrote collections like “Himtarangini”, “Himkiritini”, “Samarpan”, “Yugcharan”, Sahitya Devta, Amar Rashtra etc. For his best contribution in Kiritini he was awarded with prestigious “Sahitya Academy awards” in the year 1955. He also had presided over the national convention of Hindi Sahitya Samiti at Haridwar.

Pt. Chatuvedi died on Jan., 30 1968.



Due to his greater contribution for journalism the first journalism university of its kind was named after Pt. Makhalal Chaturvedi. The Makhanlal Chaturvedi National Journalism University is situated in Bhopal. Which was establish in 1991, considering his contribution to Hindi literature an award is also given by MP Govt. In his memory since 1987 known as Makhanlal Chaturvedi Kavita Samman.

PRABHASH JOSHI

Prabhash Joshi (15 July 1937 – 5 November 2009) was an Indian Journalist, especially Hindi journalism, writer and political analyst. He was strongly in favour of "ethics and transparency". He played a part in Gandhian movement, Bhoodan movement, and in the surrender of bandits and in the struggle against emergency. Prabhash Joshi began his career with *Nayi Duniya*, was the founder editor of Hindi daily "Jansatta" in 1983. He was the founding editor of Hindi daily Jansatta a publication of the Indian Express Group. He, a Gandhian, changed the definition of Hindi journalism with the publication of 'Jansatta'.

He was with the Gandhi Peace Foundation and edited the Hindi version of *Everyman's*, a journal devoted to advocating Jayaprakash's views and sponsored by Ramnath Goenka. This journal campaigned for JP's movement for purity in public life.

He was also famous for his writings on cricket. He was a popular television commentator and mainly invited for his views and comments on national politics during the Lok Sabha (lower house of the Parliament of India) or Vidhan Sabha (Legislative Assembly of an Indian state) elections.

Prabhash Joshi had been writing a Sunday column for Jansatta entitled *Kagad-Kare* over the last many years. Recently he had started writing a weekly column entitled "Aughat-Ghat" for *Tehelka Hindi*. He also worked with the Indian Express as the resident editor at Ahmedabad, Chandigarh and Delhi. After retiring from the newspaper in 1995, he continued as the chief editorial advisor.

He also wrote a book on Hinduism. As he was from the land of the Malwa region of Kumar Gandharva, he loved the unique staccato style of classical vocal music.

Sharad joshi



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

Sharad Joshi was a Hindi poet, writer, satirist and a dialogue and scriptwriter in Hindi films and television. He was awarded the Padma Shri in 1990. His stories have been converted into SAB TV show.

He is most known for his dialogues for comedy TV serials of the 1980s including *Yeh Jo Hai Zindagi*, and *Vikram Aur Vetal*. He has also written dialogues for Hindi film like *Utsav* (1984) and *Dil Hai Ki Manta Nahin* (1991). He died on 5 September 1991 in Mumbai.

Sharad Joshi was born on 21 May 1931 in Ujjain, Madhya Pradesh to Srinivas and Santi Joshi, a second child in the family of two sons, and four daughters, Sharad was interested in writing right from his childhood

Sharad Joshi started his career writing for Newspapers and radio in Indore, where he met Irfana Siddiqi, whom he was to later marry. His short satirical articles were published in prominent Hindi newspapers and magazines including *Nayi Dunia*, *Dharmyug*, *Ravivar*, *Saptahik Hindustan*, *Kadambari* and *Gyanoday*. His daily column "Pratidin" in *Navbharat Times* was published for seven years and increased the newspaper's circulation.

His book, *Jeep par Sawar Illian* ("Leeches riding the Jeep"), is a comic satire on government officials riding in their official vehicles.

In all he wrote fourteen books: *Parikrama*, *Kisi Bahane*, *Tilasm*, *Jeep par Sawar Illian*, *Raha Kinare Baith*, *Meri Shreshth Rachnaye*, *Dusri Satah*, *Yatha Sambhav*, *Yatra Tatra Sarvatra*, *Yatha Samay*, *Ham Bhrashtan ke Bhrasht Hamare*, and *Pratidin* in three parts.



UNIT -II

Contribution of journalism of Madhy Pradesh during struggle –Major news papers coming out different areas of Madhya Pradesh

Newspaper	Establishment Year	Publishing City	Facts
Gwalior Akhbar	1840	Gwalior	<ul style="list-style-type: none">○ It is the first newspaper of M.P.○ It was published in the Urdu language.○ Munshi Laxmandas was the founder.○ It was a weekly newspaper.○ It was renamed Bharat Sandesh in 1950 and later MP Sandesh in 1956.
Malwa Akhbar	1848	Indore	<ul style="list-style-type: none">○ Pandit Prem Narayan was the founder.○ It was a bilingual newspaper.○ It was published in Hindi and Urdu languages.○ It was a weekly newspaper.○ It was the first newspaper of M.P. in the Hindi language.
Delhi Akhbar	1852-53	Indore	<ul style="list-style-type: none">○ It was published in the Urdu language.
Gwalior Gazette	1853	Gwalior	<ul style="list-style-type: none">○ It was the first newspaper of Madhya Pradesh in the English language.○ It was a bilingual newspaper.○ It was published in English and Hindi languages.○ It was a weekly newspaper.○ It was renamed Gwalior State Gazette in 1950.
Purn Chandrodaya	1860	Indore	<ul style="list-style-type: none">○ It was published in the Marathi language.○ The first newspaper in M.P. was published in the Marathi language.○ It was a weekly newspaper.○ It was started by Ramchandra Bhau Saheb.
Jabalpur Samachar	1870	Jabalpur	<ul style="list-style-type: none">○ It was Madhya Pradesh's first monthly newspaper.○ It was a bilingual newspaper.



			<ul style="list-style-type: none">○ It was published in Hindi and English
Railway Samachar	1870	Khandwa	-
Nav Jeevan	1939	Indore	<ul style="list-style-type: none">○ It was the first daily newspaper of Madhya Pradesh.○ It was published in Hindi.○ It was started by Pandit Dwarika.
Pradeep	1950	Jabalpur	<ul style="list-style-type: none">○ It was the first evening daily newspaper of Madhya Pradesh.○ It was published in Hindi.○ It was started by Shri Mohan Sinha.
M.P. Chronicle	1957	Bhopal	<ul style="list-style-type: none">○ It was the first English daily newspaper of Madhya Pradesh.○ It was published in English.
Nai Duniya	1997	Indore	<ul style="list-style-type: none">○ It was the first internet-based newspaper in Madhya Pradesh.○ It was published in Hindi.
Bharat Bhrata	1887	Rewa	<ul style="list-style-type: none">○ It was considered the first political newspaper of Madhya Pradesh.○ It was published to spread nationalism among the masses.○ It was a fortnightly newspaper.
Shubhchintak	1883	Jabalpur	<ul style="list-style-type: none">○ It was a weekly newspaper.○ Ramgulam Awasthi was its editor.
Sadakat	1883	Bhopal	<ul style="list-style-type: none">○ It was published in the Urdu language.○ Mohammad Abdul Kareem started it.

Other Pre-Independence Newspapers of Madhya Pradesh

Newspaper	Establishment Year	Publishing City	Facts
Saraswati Vilas	1884	Narsinghpur	<ul style="list-style-type: none">○ Nanhelaal was the editor.
Prabha	1913	Khandwa	<ul style="list-style-type: none">○ Makhanlaal Chaturvedi was associated with this.



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

			<ul style="list-style-type: none">○ It was a monthly newspaper published in Hindi.
Bal Manoranjan	1914	Agar Malwa	<ul style="list-style-type: none">○ It was a monthly newspaper published in Hindi.○ It was renamed as Hindi Sarvasva.
Karmveer	1920	Jabalpur, Khandwa	<ul style="list-style-type: none">○ It started in 1920 and stopped publishing in 1924.○ Later Makhn Lal Chaturvedi rejuvenated this paper from Khandwa in 1925.○ It was a weekly newspaper published in Hindi.
Prakash	1923	Sagar	<ul style="list-style-type: none">○ Baldev Prasad started it.
Veena	1927	Indore	<ul style="list-style-type: none">○ It was a monthly newspaper published in Hindi.○ It was published to promote literature.
Lokmat	1930	Jabalpur	<ul style="list-style-type: none">○ It was started by Seth Govinddas.○ Pandit Dwarka Prasad Mishra was the editor.○ It was banned by the British government.
Jauhar	1936	Jabalpur	<ul style="list-style-type: none">○ It was the first daily newspaper in the Urdu language.
Praja Mandal Patrika	1940	Indore	-

Other Newspaper and Publishing Cities

City	Newspapers
Ujjain	Prajadoot, Vikram Darshan, Jalti Masaal
Satna	Satna Samachar, Deshbandu, Swadesh
Katni	Bharti, Keshari, Maha Kaushal, Jan Mejay, Daily Madhya Pradesh
Damoh	Kartavya
Tikamgarh	Orchha Times



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

Chhatarpur	Krishna Kranti, Janhit Darshan
Mandsaur	Dhvaj, Keertiman, Dashpur Darshan,
Barwani	Nimad Express
Morena	Yug Praneta, Chambal Vaani
Balaghat	Vishva Surya, Balaghat Times
Shahdol	Samay
Datiya	Aajaam
Neemuch	Amrut Manthan
Ratlam	Chetna
Burhanpur	Veer Santari



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

UNIT- III

Nature of journalism in Madhya Pradesh after independence

Dainik Bhaskar is a Hindi-language daily newspaper in India which is owned by the Dainik Bhaskar Group. According to the World Association of Newspapers, it ranked fourth in the world by circulation in 2016 and per the Indian Audit Bureau of Circulations was the eleventh largest newspaper in India by circulation as of 2022. Started in Bhopal in 1958, it expanded in 1983 with the launch of *Dainik Bhaskar's* Indore edition. The Dainik Bhaskar Group is present in 12 states with 65 editions in Hindi, Marathi, and Gujarati. *Subah Savere* was launched in 1948 to fulfill the need for a Hindi-language daily newspaper. It launched under the name *Subah Savere* in Bhopal and *Good Morning India* in Gwalior. In 1957, the newspaper was renamed *Bhaskar Samachar*.



In 1958, the newspaper was renamed *Dainik Bhaskar*. The word *Bhaskar* means "the Rising Sun" in English. Along with its rising sun graphic, was meant to represent a bright future.

Naidunia



The dissemination of news in Hindi registered a rapid growth in the first half of the 1900s, where this shift in the cultural landscape was perhaps most visible in the city of Indore in Madhya Pradesh. In 1849, the second newspaper to come from the Hindi speaking areas of India emerged in Madhya Pradesh in the form of a Hindu/Urdu bilingual newspaper called *Malwa Akhbar*, paving the way for an explosion in Hindi journalism seen through the early 1900s. A particularly significant publication to be conceived in this period was the Hindi daily, *Nai Dunia*, which would come to rule the market as a near-monopoly for decades to come.



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

Nai Dunia began as a four-page evening daily, priced simply at one anna and smaller than an average newspaper [4]. The publication was spearheaded by the freedom fighters Krishnakant Vyas, Krishna Chandra Mudgal, Labhchand Chhajlani and Basantilal Sethia, and was formally established on June 5 1947. Following the transfer of management to Labhchand Chhajlani, the newspaper became a morning daily, and despite not being published from a state capital, went on to receive national acclaim for setting high journalistic standards, its aesthetic layout and printing high quality reports news with a universal appeal .

In its prime, the newspaper flourished under the contributions of landmark figures in Hindi journalism, including Prabhash Joshi, Rajendra Mathur, Sharad Joshi and Rahul Barpute, while simultaneously serving as a training ground for aspiring Hindi journalists. For example, while Prabhash Joshi's six-year stint at *Nai Dunia* did much to sculpt his career as a journalist, erstwhile editor Rahul Barpute came to be regarded as the *kulguru* (initiator and mentor) of the Indore style of Hindi journalism . Famed painter Vishnu Chinchalkar also contributed, working as an artist with the paper and helping catapult it to fame. Other editors like Abhay Chhajlani were said to command an exceeding amount of power, with politician Ajit Jogi even saying that the newspaper exerted a control over the state that had never been seen before [10]. Further, the newspaper held its own during the controversial Emergency declared by Congress' Prime Minister Indira Gandhi, choosing to print a blank editorial on June 26, 1975, a day after its imposition .

The publication achieved the record of being the most highly circulated daily in Madhya Pradesh in 1964 with a daily circulation pegged at 18,880 copies, and was the first in India to pioneer photo composing and offset printing, which it started in 1967. Further, it attained readership in nine different state capitals in India as the *Sunday Nai Duniya*, creating for itself a significant place of honour among the Hindi journals of the country. It was also the first non-English daily in India to launch an internet edition. In 1982, the publication further diversified into the first Hindi sports weekly called *Khel Halchal*, as well as a Hindi business journal called *Bhav-Tav*.

The 1980s and 90s presented a period of transformation for the paper; around this time *Nai Dunia* had to adapt to new printing technologies while simultaneously undergoing transitions in leadership. All the while, other newspapers in the country began progressing into multi-editions, while in the words of the then-owner Abhay Chhajlani, *Nai Dunia* missed the bus and simply



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

did not have the resources to catch up with its competition . Although the paper had been the undisputed leader in the region for four decades, in the 1990s, sales of another Hindi daily called *Dainik Bhaskar* eventually overtook those of *Nai Dunia*, which though strong in Indore, admittedly faced competition throughout the rest of the state. It was ultimately bought out for Rs.150 crores in April 2012 by Jagran Prakashan Ltd , the publisher of *Dainik Bhaskar*, now the country's largest read newspaper.

Nava Bharat



Nava Bharat was launched on 8 February 1934 by Shri Ramgopal Maheshwari (1911–1999), a Gandhian freedom fighter, journalist, and promoter of Hindi language. Maheshwari served as its Editor-in-Chief for 65 years. It started as a bi-weekly publication in Nagpur, and soon became a

daily newspaper; Navabharat has set its boundaries to different parts of the country. The bi-weekly since its inception have participated in the freedom movement and bore the brunt of the British Government. In 1942 during 'Quit India Movement' Navabharat risked its existence for its extensive coverage. During this period, the police and secret services kept a close watch on its activities, raided the press and also imprisoned the founder.

Navabharat commemorated the launch of its Jabalpur edition in the year 1950. In the mid nineteenth century, Navabharat launched its Bhopal, Raipur and Indore editions. The 1980s and 1990s saw the launch of a Bilaspur edition in Chhattisgarh, of a Gwalior edition in Madhya Pradesh, and of Pune, Satara and Mumbai editions in Maharashtra.

The Times of India

While primarily an English-language newspaper, The Times of India has a significant presence



THE TIMES OF INDIA

in Madhya Pradesh, particularly in urban centers like Bhopal and Indore. It is known for its



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

comprehensive coverage of national and international news and is a popular choice among English-speaking residents.

The Times of India provides a diverse range of content, including politics, business, lifestyle, entertainment, and sports. It offers a global perspective on current events while also catering to local interests. Its widespread circulation and digital reach make it a reliable source of information for those looking for English-language news in Madhya Pradesh.

Patrika

Rajasthan Patrika, commonly referred to as Patrika, is a leading Hindi daily newspaper with a significant readership in Madhya Pradesh. Founded in 1956 by Karpoor Chandra Kulish, the newspaper has grown to become one of the most respected and widely circulated publications in the region. Patrika is known for its extensive coverage of regional news, politics, and cultural events. It has successfully adapted to the digital age, maintaining a strong online presence to reach a wider audience. The newspaper's commitment to ethical journalism and its dedication to highlighting grassroots issues have earned it a dedicated readership in Madhya Pradesh



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UNIT-IV

History of Radio in Madhya Pradesh

- The radio broadcast in Madhya Pradesh started from Indore on 22nd May 1955.
- Other radio stations began to be established in Bhopal, Gwalior, and Jabalpur.
- Radio transmission in India was started in 1936 from Delhi.
- The commercial broadcasting of radio was begun in 1975 in Indore and Bhopal.
- At present, there are 22 Akashvani radio stations functioning in Madhya Pradesh.
- The first tribal radio station was established in Bhabara (Chandra Shekhar Azad Nagar) in Alirajpur. It came into operation in 2011.
- The first community radio initiative of Madhya Pradesh was radio Bundelkhand started in 2008. Its station is located in Orchha.
- The radio F.M. service was started in Indore in 2006. The first F.M. radio was Radio Mirchi.

Akashvani Centers	Starting Year
Indore	22nd May 1955
Bhopal	31 October 1956
Gwalior	15 August 1964
Jabalpur	6 November 1964
Chhatarpur	7 August 1976
Rewa	2 October 1977
Sagar	1995

Organizational structure of Akashvani :





Regional news and program list

India Radio now under Prasar Bharati has the distinction of being one of the major broadcasting organizations in the world. The News Services Division (NSD) of All India Radio disseminates news and comments to listeners in India and abroad. From 27 news bulletins in 1939-40, AIR today puts more than 510 bulletins daily around 52 hours in 82 languages/dialects in the Home, Regional and External Services.

Out of these, 89 bulletins are broadcast daily from Delhi in the Home Service in English, Hindi and other Indian languages. The 44 Regional News Units (RNUs) put out 355 daily news bulletins in 67 languages. This includes news bulletins mounted exclusively on FM 'Gold' channel from 22 AIR Stations.

Different Formats of Radio Programs

- Music Programs
- Talk Shows
- News and Information Programs
- Sports Programs
- Comedy Programs
- Drama and Radio Plays

Importance of Different Radio Program Formats:



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Class:- BAJMC- III Year

Subject: - JOURNALISM OF MADHYA PRADESH

- Entertainment
- Information and News
- Cultural Preservation
- Community Engagement
- Education and Awareness
- Sports Coverage
- Personal Growth and Inspiration

Community radio in Madhya pradesh :

Community Radio is an important third tier in Radio Broadcasting, distinct from Public Service Radio broadcasting and Commercial Radio. Community Radio Stations (CRSs) are low power Radio Stations, which are meant to be set-up and operated by local communities. In December 2002, the Government of India approved a policy for the grant of license, for setting up of Community Radio Stations, to well established educational institutions. The Policy Guidelines were amended, in 2006, permitting community-based organizations such as ICAR institutions, Krishi Vigyan Kendras, Registered Societies; Public charitable Trusts etc. to own and operate Community Radio Stations, for allowing greater participation on issues relating to development & social change.

The Community Radio provides a platform to communities to air local voices on issues concerning Health, Nutrition, Education, Agriculture etc. Since the Community Radio broadcast is in local languages and dialects, people are able to relate to it instantly. Community Radio also has the potential to strengthen people's participation in development programmes through its holistic approach. In a country like India, where every state has its own language and distinctive cultural identity, CRSs are also a repository of local folk music and cultural heritage. Many CRSs record and preserve local songs for posterity and give local artists a platform to showcase their talent to the community. The unique position of CRS is an instrument of positive social change, which makes it an ideal tool for community empowerment.



UNIT-V

Television in MP

- Television services in Madhya Pradesh were started from Raipur centre (present-day in Chhattisgarh) in 1975.
- Broadcasting centres were created in Bhopal and Indore during ASIAD Games in 1982.
- At present, four television centres are there in Madhya Pradesh. They are at Indore, Bhopal, Gwalior, and Jabalpur.

ORGANIZATIONAL STRUCTURE OF A TELEVISION NEWS CHANNEL

NEWS BUREAU/NEWS DEPARTMENT • The news department is the local face of any television station. News anchors, reporters, usually become recognizable personalities in their communities. But behind the scenes are several people that facilitate news coverage, including the news director, variety of producers, editors and content writers. Entry level staffers at the news assignment desk, for instance, are on the front lines of the news gathering operation. The man news tip phone lines, listen to police scanners, wade through emails and press releases, and assist editors and producers in assigning stories and scheduling interviews.

• **Programming** • Programming departments have a manager and assistant staff. The manager coordinates with other departments, especially the production or engineering department, to ensure scheduling and local television listings are accurate and up to date. This person also negotiates with parent companies to secure airing rights for new shows. Another department with a similar function is the traffic department, which sets the advertising schedule and helps develop and edit a station's master list of programming. •

Engineering department • This department handles the technical aspects of broadcasting and on air time. Under a chief engineer, otherwise known as director of broadcasting operations, there are a host of managers, engineers and studio crew members including show directors, camera man, audio board operators, teleprompter operators, photographers, videographers, tape room editors and engineering technicians. Master control supervisors oversee the master control room and all switch board operators. They monitor transmitter readings, align satellite receiver equipment and make sure video airs in proper sequence. •

Sales and advertising • This department of the television station that generates revenue. The director of sales oversees sales managers, including the national sales manager and local sales manager. The former handles sales representatives from national advertising firms, working on tight deadline to book air time for high profile clients. The latter supervises a sales staff comprised of account executives. Often working on commission, account executives focus on the local market, making contacts with business and other organizations in the community to sell advertising. Advertising department might also have included art directors, electronic graphic artists and voice talent as well as market researchers who review and interpret ratings.



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Business Administration • The business administration department handles the day to day business of a TV station. Office managers or station managers work under the general manager and oversee clerks, receptionists and other help staff. Controllers usually certified public accountants, are responsible overseeing the station's financial transactions, reports and budgets. They consult with other department heads regarding cash flow and expenditures.

History of regional private channel :

Cable and Satellite Television : The decade of 1990s brought a big challenge for Doordarshan. The CNN covered Gulf War through satellite and telecast it in national channels of most of the western and Asian countries. It has created potentiality among the viewers to receive and watch foreign broadcast via satellite particularly in developing countries. In 1992, a Hong Kong based group of companies launched STAR TELEVISION (Satellite Television Asian Region). The programmes of STAR Television are beamed by Asian set Satellite. Its channel Star Plus, Prime Sports, BBC and MTV (now replaced by V Channel) beam their signal round the clock. The Hindi channel Zee TV also showed its programmes by hiring a transponder from Star TV. The advent of Satellite television was a boon for cable operators. It motivated them to receive the programmes of Star TV, CNN, ATN, CNBC, Aaj Taak, NDTV 24 X 7, Headlines Today, BBC, STAR Movies, ZEE TV, SONY, SAHARA ONE, ZEE CINEMA, Pakistan TV etc. Apart from linking satellite channels, cable operators also show their own programmes in their own local channel (mainly films, popular serials and film based programmes). It provided an alternative of the DD to Indian middle class families. The popularity of satellite television was not confined only to metropolitans but it also became popular in small towns and villages of India. This growing popularity of satellite television first compelled DD to improve the quality of the programs on its metro channel with an assumption that the phenomenon of satellite TV shall be confined to metros. But after receiving reports about its popularity in 55 small towns the Ministry of Information and Broadcasting, Govt of India decided to launch some more channels through Satellite INS AT 2B. Cable television came to the lower middle class localities in the bigger cities of Gujarat and Maharashtra in 1984. Initially it was considered as a cost-effective alternative to watch borrowed cassettes of feature films. As the investments required were small, the local entrepreneurs took it in a big way. A privileged few watched CNN programmes during the Gulf War of 1991 in five star hotels and with the launch of ASIASAT-1 later that year, the cable operators could access the star channels. Zee TV was launched in the October 1992 by the pioneer Subhash Chandra, the driver of the expansion of cable television. In 2001, ZEE TV became a pay channel. With a reach of more than 80 countries and access to more than 225 million viewers globally, cable or satellite TV has created strong demand for the growth of the satellite and cable industry in India. The satellite channels logo became synonymous with entertainment of the Indian kind topping TRP ratings. Satellite TV channels programming delivers a variety of choices for all segments of the audience, including primetime comedy, drama series, television movies, miniseries, theatrical films, specials, children's programs, daytime dramas, game shows, and late night shows. Their menu kept expanding and so did the number of channels, keeping pace with the phenomenal growth of an audience spread across Asia, Africa and Europe.



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