



A STUDY ON THE IMPACT OF KANNADA NEWSPAPERS ON KERALA BORDERLINE KANNADIGAS

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KEYWORDS :

Introduction:

Newspapers have played a prominent role in imparting information and timely news before and after independence. Apparently, In the modern society no other media is as strong as the print media. Any information which seems to be important is communicated through newspaper. The history of newspaper is not only limited to the broadcasting of Information and knowledge but also political, social, cultural and religious limitations. It is been acting as a watch dog of society to solve the problems of the people. The era of Kannada newspaper was started in 1843. A Christian Missionary father called by name Harman Mogling published ever first Kannada newspaper called "Mangaluru Samachara." The era of Kannada news papers which started then had greater development gradually. Today there are hundreds of newspapers in Kannada. Newspaper one of the most pivotal tool for dissemination of news and views for the development of the mass media. It includes daily newspapers, periodicals and magazines. It is providing an Education, information, awareness and entertainment for the readers. The main objective of newspapers is to develop a bridge between the common people and the authorities. The objective of a newspaper is to be multiple and wide developing society. Newspapers are broadly dispose four primary works like news, review, entertainment and advertisement.

Journalism in India

Journalism in India started during the pre-independence period. Newspapers began in Kolkata, Madras and Mumbai. The father of Indian Journalism is James Augustus hickey. In 1780, he published the first ever newspaper of India, "Bengal gazette" after which in 1780 second newspaper was published by Bernard Merink and Peter Reed called "India gazette." From then onwards, Indian Journalism has grown to be huge and today there are more than 1 lakh newspapers published in more than 95 languages.

Kannada journalism

Karnataka situated in southern west region of India, which is bounded by the states of Goa and Maharashtra to the north, Telangana to the east, Tamilnadu to the south east, Kerala to the south and by the Arabian Sea to the west.

The growth Kannada journalism started in old Bombay and old Mysore where there were more number of people who use to speak Kannada language. perhaps, made a way for flourishing of Kannada newspaper in Bellary. The origin of Kannada newspapers has led to several arguments. Some of those say's that Bellary was the first place of origin, where as few say it was in Mangalore. The history has it that, in 1823 the first Kannada news paper was published in Bellary then few of the German fathers took the newspaper to Mangalore and settled there. In 1943, the newspaper was printed in Basel mission press, Mangalore and the same name was continued. Later due to few reasons it was changed as Mangaluru Samachara in 1865.

The first weekly kannada newspaper called Karnataka prakashika was started in 1865. Earlier in 1857 with the inspiration of Krishna Raja Wodeyar this newspaper was called as vritantha bodhini which was then changed to Karnataka prakashika in Bengaluru

Kannada Journalism in Kasaragod

Kannada journalism in Kasaragod began in 19th century. In the year 1929, the first newspaper named 'Sahithya' was published, which was followed by an annual newspaper named 'jyothi' in 1935 and 'Pravasi' in 1939. In the second phase, "Navachethana", 'Kasaragod Kannada

Kahale' and 'Kasaragod Samachara' was published, after which 'Nada Premi(1964)', 'Ajantha(1966)' and 'Lalitha(1966)' was published.

The third phase began in the year 1980. By this time, almost 30 newspapers were published. In 1984 'Gilivindu' an evening newspaper was started which lasted for several decades. In the same year, an annual newspaper named 'Prathi Surya' was started in Kanhangad which was later shifted to Kasaragod.

Main Kannada Newspapers

Prajavani

Prajavani is one of the Kannada's famous daily newspapers. This newspaper is very much popular in Dakshina Kannada. Padasampadha and Chinakuruli are the popular columns and comics of this newspaper. Political and financial issues that are published in Prajavani are discussed internationally.

History:

Prajavani is one among the main newspapers published after independence in 1948. Prajavani started along with the English daily Deccan Herald and rapidly gained popularity in 1948. The printers Ltd, of Shri K. N. Guruswami started this newspaper. On 10th October Prajavani completes 60 years. Present editor of Prajavani is K. N. Shantha Kumar. The supplementary includes poems, reviews, children's page, cultural and social issues. A supplement called Metro on Monday, Tuesday on sports and education, Wednesday on science, Thursday on Karnataka tourism, Friday on entertainment and film is circulated.

Vijayavani

Vijayavani is today's number one newspaper which started on April 2012 and is published in Bangalore, Hubli, Vijaypur, Mysore, Gangavathi and Chitradurga, Shivamogga and kalaburgi. The speciality of this newspaper is that all the pages are coloured. It brings out issues of literature, lifestyle, horoscope, cinema, travel, health and education. It is published by VRL group and owned by logistics tycoon, Vijayanandh Sakeshwar. The newspaper consist of 16 pages which has the publicity of more than 8 lakh and stands first among all the other newspapers

Udayavani

Udayavani is one among the widely published newspapers. This publishes from Manipal media network. Udayavani is widely published in Manipal, Bangalore and Mumbai

History:

Udayavani was started on January 1st 1970. From then till 2006 the editor of the newspaper was T. Sathish Pai who is also the owner of the then Manipal printers and publications, now Manipal media networks. In 1993, it started its branch in Bangalore. For initial 6 years Eshwar Daithota was the administrative editor of the newspaper. Presently Dr. Poornima is the administrative editor. The sister publication of Udayavani is Tushara(1973)yearly, Rupa Tara (1976) monthly, Taranga (1982) weekly and tunturu for children. It is also available as e-paper. Udaya Vani was the first to start columns on a daily basis. Late. Kumar. Shi. Haridas Bhat and Prof. C.N. Ramchandhra were also writing columns for this newspaper. Equipped with modern technologies it has won more than one National level awards for clean and neat print.

Kannada Prabha

Kannada Prabha it is one of the main Kannada newspapers. It is published from the famous Indian Express group which is presently published in Bangalore, Mangalore, Shivamogga, Belgavi, Hubli and Gulbarga in 3 sections. Kannada Prabha has given a huge contribution to Kannada literature and cinema. Senior journalist V. N. Subharao, who first worked under Deccan Herald and now for Indian Express, has played a prominent role in forming of this newspaper. The first editor of Kannada Prabha was N.S. Sitharam Shastri and the sub editor was K.S. Ramakrishna Moorthy who was a multitasking personality.

Vijaya karnataka

Vijaya karnataka is a Kannada newspaper published from a number of cities in Karnataka and is the number one news paper in Kannada Language. It is published from Bengaluru, Hubballi, Mangaluru, Shivamogga, Kalaburagi, Gangavathi, Belagavi, Davanagere, Hassan, Chitradurga etc. This was started by VRL group, headed by Vijay Sankeshwar, entrepreneur-cum-politician in October 2000. The newspaper along with sister publications (Vijay Times) was purchased by the Bennett, Coleman & Co. Ltd., publishers of India's leading newspaper, The Times of India during 2006. The editor of the newspaper Thimmappa Bhat frequently upgraded the newspaper which led to the success. Under his guidance the newspaper has reached to a different level. Former Editors: Eshwara Daithoota, Mahadevappa, Vishweshwara Bhat, E. Ragavan.

On 1. April. 2012, Vijaya karnataka launched its website after which the mobile version was launched. This development has gained followers worldwide. The daily sales of the newspapers are more than 600,000 in number.

Vartha Bharathi

Vartha Bharathi is a Kannada daily newspaper published simultaneously from Bangalore and Mangalore. It was launched in August 2003. Its main focus was to provide voice and due representation to the deprived and marginalized sections of the society. Janapith and Padma Bhushan awardee Dr. U.R. Anantha Murthy was a great admirer and a regular contributor to this newspaper. Once, in a public meeting he called Varthabharati "The Guardian of Karnataka". The Guardian is the best and most honest newspaper of England, and has created a revolution in the whole of its nation. In the same way, Vartha Bharathi is Karnataka's Guardian," he lauded.

Abdussalam Puthige, editor-in-chief of Varthabharati was inspired by veteran journalist Vaddarse Raghuram Shetty, who had launched Mungaru Kannada daily back in 1984. Mungaru was well known for its generous policy of providing fair representation to all castes, communities and sections of the society. It left a significant mark in the history of Kannada journalism by identifying and nurturing several talents from Dalit, Muslim, Christian and Backward Communities. Numerous well-known Kannada leftist, social activists and Dalit ideologues including U. R. Ananthamurthy, U. B. Banakar, Dr. Niranjan Aradhya, write regularly for the paper.

The importance of the study

One of the major issues that are prevailing in our India is border dispute between Karnataka and Kerala. Kasargod district is the victim of this border dispute. The language conflict has also added to this controversy. Admit this, learning about the preference of the citizen of the state towards a particular newspaper and the impact, their usage, expectation of the readers from the newspaper is must. Therefore the study is oriented towards understanding the impact of Kannada news papers on the Kannadigas.

Methodology

In order to compose essay on the impact of Kannada news papers on Kerala borderline Kannadigas, survey research technology is being used. Information is collected through questionnaires for which almost 248 respondents of all the categories were contacted. The information collected is then analyzed using SPSS software.

In order to finalize the questionnaires 25 people from different districts were interviewed. The questionnaire consists of 25 questions related to Kannada newspapers and periodicals. In few circumstances, the researcher himself questioned the respondents and noted the answers. Depending on the size of the locality the question is distributed among the 6 block panchayats of Kasargod for the study, which includes Manjeshwar, Karadka, Kasargod, Kanhangad, Parappa and Neeleshwar.

64 respondents were picked from Kasargod and Manjeshwar block as there was more number of Kannadigas in the locality and only 30 each respondent from other blocks. The information is collected only after making sure that the respondents were all Kannadigas. The respondents consisted of doctors, lawyers, teachers, farmers, businessman and students.

Analysis of the study

The analysis will be undertaken after considering the scientific and mathematics information. The answers obtained from main questions were explained under various tables in percentage. The entire questionnaire was divided into two main heads. The first head consisted the personal information of the respondents and the second consisted questions regarding the study. The respondents were categorized on the basis of gender, age, education, occupation and income through which the impact of newspapers on those Kannadigas were analyzed.

Objectives

To understand the impact of Kannada newspapers on Kerala border line Kannadigas

- Specific objectives
- To test the use of Kannada newspapers by Kerala borderline Kannadigas.
- To know the acceptance of Kannada newspapers among the borderline Kannadigas.
- To know which of the present newspapers have gained popularity in the Kerala border line.
- To know the knowledge and usage of online sites among the borderline Kannadigas.
- To study the benefits of Kannada newspapers among them.
- To analyze how the Kannada newspapers have responded to their problems.

Kasargod

Kasargod is a municipal town and the district head quarter of Kerala state in India. Nestled in the rich biodiversity of Western Ghats, it is famed for the Chandragiri and Bekal Forts, Chandragiri River, historic Kolathiri Rajas, natural beauty of Ranipuram and Kottancheri Hills, historical and religious significance of Madhur temple and Ananthapura Lake Temple, and Malik Deenar Mosque, it is located 585 km north of state capital Thiruvananthapuram and 50 km south of historic port city of Mangalore.

There are almost 80% of people who speak Kannada in Kasargod district news paper such as Udayavani, Prajavani, Vijayavani, Vijaya Karnataka Hosadigantha, varthabharathi all popular these newspapers play a very prominent role in solving the issues.

Limitations

- The sample for the study does not represent all the localities of Kasargod.
- The opinion of the response cannot be generalized in some circumstances.
- This study does not reveal the complete picture of usage of Kannada news papers by borderline Kannadigas. The result obtained by the study is converted into percentage using SPSS software.

"A study on the impact of Kannada news papers on borderline Kannadigas"

248 respondents were interviewed for the above study and the result so obtained is represented in the form of a table.

Respondents Category

	Category	No of respondents	%
1.	Gender		
	Male	129	52.0
	Female	119	48.0
	Total	248	100
2.	Age		
	Below 18	26	10.5
	18-24	85	34.3
	25-34	46	18.5
	35-45	53	21.4
	Above 46	38	15.3

	Total	248	100
3.	Education		
	Primary	4	1.6
	High School	59	23.8
	P.U.C	61	24.6
	Degree	68	27.4
	P.G	39	15.7
	Diploma	17	6.9
	Total	248	100
4.	Occupation		
	Farmer	31	12.5
	Business	41	16.5
	Professional	67	27.0
	Student	75	30.2
	Others	34	13.7
	Total	248	100
5.	Annual Income		
	Below Rs. 5000	63	25.4
	5001-15000	89	35.9
	15001-25000	61	24.6
	Above 25001	35	14.1
	Total	248	100

Interpretation

The study revealed that among the total respondents 52% were male and 48% were female. Among them 10.5% respondents were below the age of 18, 34.3% belonged to 18-24 category, 18.5% to 25-34, 21.4% to 35-45, and 15.3% above 46 years. Therefore, it can be concluded that there were more number of respondents between the age group of 18-24. It was found that 15.7% of respondents completed their Post graduation, 6.9% diploma, and 27.4% were graduates, 24.6% P.U., 23.8% high school and 1.6% primary. The study shows that 12.5% were farmers, 16.5% businessman, 27.0% professional, 30.2% students, 13.7% included respondents who were homemakers, painter, safety officer, koolie, bank employee and government employee. From the above study we could analyze that 24.4% respondents were having annual income below rs.5000, 35.9% rs.5001-15000, 24.6% rs.15001-25000, 14.1% above 25000

Summary

A study was conducted on the impact of Kannada newspapers on the borderline kannadigas. The love and respect of borderline kannadigas on Kannada is commendable. Print media is an integral part of our life. The bonding that a human and media shares is inseparable, but till what extend the media can be used for a good purpose is a serious concern. Due to some of the new technologies and media, the growth of the present media is curbed. Information and messages is rapidly and constantly reached through newspapers. Today a media can cause a great impact on a region. The older mass media has upgraded them in order to meet the competition of new technology. The study shows that almost all the people in the Kerala borderline read Kannada newspapers. In which approximately 91% of them, prefer reading newspaper among which 40% of them read evening newspaper. Udayavani is the one newspaper which the readers favour to read. Almost 51% of kannadigas read this newspaper. Majority of the respondents spend about 15-30 minutes reading newspaper (Approx. 64%). The objective of reading newspaper is to gain information. The main concern among the respondents is that the newspapers do not respond to their issues. According to them, their problems have been completed ignored. High importance is given to crime news rather than any other issues. The opinion is that, there is high political influence on these newspapers and they are targeted towards the business profit motive rather than the service motive, by giving higher preference to the advertisement. Even though there is rapid growth in the technology, the newspapers did not lose its importance among the readers. They are still playing a vital role. The respondents believe that, the newspaper up-to some extent are trustworthy and are satisfied with the quality of the newspaper. Even though Kerala and Karnataka have serious border line issues, Kannadigas have maintained their love towards the language. Not only do they prefer kannada newspaper, but also they tend to read newspapers of other language.

Suggestions:

- The newspapers must concentrate on the Kerala borderline issues.
- The newspapers must not only publish crime news but also

concentrate on the regional news.

- The preference towards the advertisement must be shifted to some other important issues.
- They must concentrate on increasing the quality of the newspaper.
- It must represent the borderline Kannadigas
- The newspapers must not favor any political parties.