

## IMPORTANT EVENTS AND YEAR

1. 29 January, 1780 – The first English newspaper 'Bengal Gazette' started in India.
  2. 6 January, 1832 – The first newspaper in Marathi 'Darpan' started in Mumbai.
  3. 1852 – Telegraph services started in India.
  4. July, 1924 – A private Radio Station started in Madras
  5. 23 July, 1927 – The First English news bulletin was broadcast.
  6. 1929 – 'Pragati' a periodical was published.
  7. 1936 – Indian State Broadcasting Service (ISBS) started.
  8. 15 August, 1959 – The first Doordarshan Centre – Delhi Doordarshan was inaugurated by President Dr. Rajendra Prasad.
  9. 2 October, 1972 – Doordarshan Centre in Mumbai began its telecast.
- (Note : The date given in the Textbook of Std. XII and Encyclopaedia is 2nd October 1972 and not 1st May.)
10. 15 August, 1982 – Colour Television was introduced.
  11. 1991 – Indian government granted permission for private, national, international channels to telecast in India.

## IMPORTANT POINTS

## 5.1 Introduction to Mass Media :

## (1) Means of Communication in earlier times :

- (1) According to the orders of the king, a crier would run in the streets beating drums to convey news.
- (2) Then, the news would spread among people by word of mouth.

## (2) British Period :

- (1) People started receiving printed news through newspapers after the arrival of the British.
- (2) Newspaper became a medium of circulating news, information and knowledge.

## 5.2 History of Mass Media :

## (1) Newspaper :

- (1) Newspaper is a publication which mainly prints news, editorials, people's opinions and other contents. It is distributed regularly at a definite time.
- (2) Newspaper provides various local, national and international news.
- (3) Newspapers are called the fourth column (pillar) of democracy.

(4) They are historical documents which record current events.

(5) In recent times, many newspapers have introduced e-newspapers.

## (2) Forerunners of modern Newspaper :

Different means to convey King's order to the people

→ **Egypt and Emperor Ashoka** : Custom of placing inscriptions, with royal decrees, at public places

→ **Roman Empire** : Decrees written on papers with various information were distributed in all regions.

→ **Julius Caesar** : Newspapers named *Acta Diurnas* used to be placed at public places in Rome to convey royal commands.

→ **In the 7th century C.E., China** royal dictates were distributed among people at public places.

→ **England** : Handouts were distributed giving information on important events or war.

→ The ambassadors of a king posted at various places would send back important news to the royal court.



## Let us know

### • News :

"A community needs news, for the same reason that a man needs eyes. It has to see where it is going" says British author Dame Rebecca West. News is information from all over the land. The medium which prints this information is newspaper. England Gazette was the first newspaper started in England in 1966. James Augustus Hickey started the

Bengal Gazette and laid the foundation of newspapers in India. In the later period, many newspapers were printed in English and regional languages.

### (3) Bengal Gazette :

- (1) The first English newspaper was started in Calcutta on 29th January, 1780.
- (2) It was started by an Irish gentleman James Augustus Hickey.
- (3) It was called 'Calcutta General Advertiser' or 'Bengal Gazette.'

Sr. No.	Newspaper	Editor/Started by	Information
1.	Darpan (1832)	Balshastri Jambhekar	<ol style="list-style-type: none"> <li>(1) First newspaper in Marathi.</li> <li>(2) It was started on 6th January 1832 in Mumbai hence, the day is celebrated as 'Patrakar Din' (Journalists' Day).</li> <li>(3) The political, economic, social and cultural events of these times can be viewed through Darpan.</li> </ol> <p>Events reported in Darpan are :</p> <ol style="list-style-type: none"> <li>(i) Expenditure of East India company was reported.</li> <li>(ii) The danger of Russian attack on India.</li> <li>(iii) Remarriage of Hindu widows.</li> <li>(iv) Achievements of Raja Ram Mohan Roy.</li> <li>(v) Committee appointed for cleanliness in city and other such news were printed in Darpan, throwing light on various situations of those days.</li> </ol>
2.	Prabhakar	Bhau Mahajan	<ol style="list-style-type: none"> <li>(1) We get to read thorough history of French Revolution.</li> <li>(2) The letters by Lokhitvadi (Gopal Hari Deshmukh) were published in Prabhakar.</li> <li>(3) It aimed at creating social awareness.</li> </ol>
3.	Dnyanoday		<ol style="list-style-type: none"> <li>(1) Printed Maps of Asia in 1842 and Europe in 1851.</li> <li>(2) Illustrations were printed for the first time.</li> <li>(3) Installation of telegraph was reported in this paper.</li> <li>(4) Printed 'Chakya Mhasoba', i.e. the news about beginning of railway services in India.</li> <li>(5) Printed the news of the Indian War of Independence of 1857.</li> </ol>
4.	Induprakash		<ol style="list-style-type: none"> <li>(1) Work for the cause of social awakening.</li> <li>(2) Supported the cause of widow remarriage.</li> </ol>
5.	Deenbandhu	Krishnarao Bhalekar, close associate of Mahatma Phule	<ol style="list-style-type: none"> <li>(1) Mouthpiece of Bahujansamaj.</li> <li>(2) Throws light on the conditions of Bahujan Samaj in those times.</li> </ol>



Sr. No.	Newspaper	Editor/Started by	Information
6.	Kesari and Maratha (1881)	Gopal Ganesh Agarkar and Lokmanya Tilak	(1) Published articles about prevalent Social and Political problems. (2) Described the condition in the country which led to social awakening. (3) Propagated various texts and books in Indian languages. (4) Created awareness among the people about political systems in foreign countries. (5) Created discontent among the masses against British rule.

### Let us know

#### (1) Balshastri Jambhekar : (1812 - 17th May 1846)

A great thinker and journalist. He was fluent in English, Marathi and Sanskrit. After his appointment as native secretary he translated many books. He started the newspaper 'Darpan'. In spite of having no prior knowledge about newspaper, he decided on its subject, language, layout, articles, etc. He advocated improvement in the social system; wrote essays on widow remarriage, education of women, men-women equality in his paper. He started the tradition of periodicals. His contribution is valuable in the making of intellectual Maharashtra.

#### (2) Shatpatre :

Gopal Hari Deshmukh published more than 100 letters in Bhau Mahajan's newspaper Prabhakar. In 1866, these letters were collected and compiled into a book and was published. The book was titled 'Shatpatre'. There are in total one hundred and eight letters which discussed the then prevalent social, political, religious and cultural conditions. Though he praised rich Indian traditions, he did not hesitate to criticise superstitions, lethargic and conservative attitude of Indians at large. We come to know from Shatpatre that he worked ardently for social reformation.

### (1) Magazines and Journals (Periodicals) :

#### (1) Meaning and Type :

- (1) Magazines which are published at regular intervals are called 'Periodicals'.

Magazines and Journals are two types of periodicals.

- (2) They are categorised as weekly, bi weekly, monthly, bimonthly, quarterly, six monthly, annual, etc. depending on the duration at which they are published.
- (3) There may be some chronicles which are published at no fixed time.

#### (2) Early Magazines :

- (1) Balshastri Jambhekar started the first monthly magazine in Marathi known as 'Digdarshan'.
- (2) 'Pragati', now a defunct journal, was started in 1929 and edited by Tryambak Shankar Shejwalkar.
- (3) Marathi journals like 'Bharatiya Itihas ani Sanskruti' and 'Marathwada Itihas Parishad Patrika' are periodicals devoted to Indian history in the present times.

### Let us know

#### • Periodicals :

A periodical is anything that comes out with regular issues. A daily newspaper, a weekly newsmagazine, a monthly journal and an annual book series are all examples of periodicals.

A journal is a periodical based on necessity. Anyone working in a particular field generally subscribes to them. They can be described as reference books in instalments. Articles are generally written by experts in the subject.



A 'Magazine' is a periodical with a popular focus, aimed at general public and containing news, personal narratives and opinions. Articles are written by professional writers. Magazines often have lots of eye-catching illustrations.

Time, Newsweek, Frontline, Outlook, Femina, The Week, etc. are some of the popular periodicals.

### (3) Electronic or Digital Journalism :

- (1) Electronic or Digital Journalism or Web Journalism is practised using ultra modern technology like the computers and the internet.
- (2) Web news portal, social media, web channels, YouTube provide historical content for readers.

### Concept

#### • e-newspaper :

In recent times, e-newspaper has got prominent place in Mass Media.

- In e-newspaper, news comes in sequence and not in accordance with importance like in a printed newspaper.
- We have to click on the news headline that we want to read and then it appears on the screen in detail.
- There is a place provided to express the opinion of the reader.
- 'The Hindu' and 'Kesari' became the first English and Marathi e-newspapers respectively.
- Presently, almost all newspapers have their digital edition, i.e. e-newspapers.

### (4) Radio (Akashvani) :

#### (1) Development of AIR :

- (1) A private radio company, Indian Broadcasting Company (IBC) broadcasted daily programmes, which was later taken over by the British Government.

- (2) It was later named as Indian State Broadcasting Services (ISBS).
- (3) On 8th June 1936, it was named as All India Radio (AIR).
- (4) AIR came under Information and Broadcasting Ministry of the Indian Government after independence.
- (5) A famous poet, Pandit Narendra Sharma suggested the name 'Akashvani'.

### Let us know

#### • Akashvani :

Alexander Graham Bell invented telephone in 1876. Words were communicated/travelled from one place to other using wires.

Telegram (wireless communication) was invented by Italian scientist Guglielmo Marconi in 1896.

The first radio centre was started by British Broadcasting Company which was established in 1922 and expanded all over the world.

In India, the first radio station was started by Bombay Presidency Club in 1923. In India, it was called 'Nabhovani'.

It was later named Akashvani. 'Bahujan Hitay, Bahujan Sukhay' is the tagline of 'Akashvani'.

#### (5) Format of Akashvani's programmes :

- (1) Initially, Akashvani gave information about government's programmes and projects.
- (2) Later on, programmes related to entertainment, social awareness and literacy were broadcast.
- (3) It also broadcast special programmes for women, labourers, youngsters and farmers.
- (4) Programmes were broadcast in 2 languages and 146 dialects from Vividh Bharati.
- (5) Recently, private radio stations like Radio Mirchi and many other FM stations are providing radio services.



## Let us know

### • Underground Radio Station :

The resolution to start the 'Quit India Movement' was passed on 8th August 1942 at the session of the Indian National Congress. Mahatma Gandhi gave the slogan 'Do or Die' to the people. The movement began on 9th August.

During this period, Mrs. Usha Mehta, Vithal Jhaveri initiated a secret radio station in Mumbai. This radio station was known as 'Azad Station'. Patriotic songs, speeches and news about Quit India were broadcast. This gave great inspiration to the movement. Such underground radio stations were also started at Kolkata, Delhi and Pune.

### (6) Television (Doordarshan) :

- (1) The first President of India, Dr. Rajendra Prasad, inaugurated Delhi Doordarshan Centre.
- (2) Mumbai Doordarshan was started on 2nd October, 1972.
- (3) Colour television started on 15th August, 1982 and private channels started their telecast in 1991.

## Let us know

### • Doordarshan :

Transmitting signals over long distances was one of the greatest triumphs of 19th century inventors. Many tried, leading to a long list of supposed 'pioneers' of television, the most famous being the Scottish inventor John Logie Baird. England, France and America all had operational television stations by 1939. In 1959, the British company, Philips gifted the close circuit unit kept in an exhibition which was organised in New Delhi. The first telecast of Indian television started on 15th September, 1959 from Delhi Doordarshan Centre. Famous literary figure P. L. Deshpande was the first producer of Doordarshan.

## 5.3 Why do we need Mass Media?

- (1) To facilitate free flow of information to all strata of the society.
- (2) To avail a platform to readers to express their views and opinions.
- (3) To make democracy stronger.
- (4) To create social awareness and educate the masses.
- (5) As television shows visuals and images it overcomes the limitations of newspapers.

## 5.4 Critical Understanding of the information received through Mass Media :

- (1) Information received through mass media should be reviewed critically.
- (2) The news or information printed in newspapers or shown on television may not represent the exact truth.
- (3) Handwritten diaries of Adolf Hitler were published by a magazine in Hamburg city of Germany. Those diaries were later proved to be forged.

## 5.5 Mass Media and Professional Opportunities :

Sr. No.	Name of the medium	Professional Field
1.	Newspaper	Editor, reporter, printer, photographer, writer, technician, computer operator, office staff
2.	Akashvani	Office staff, centre head, Interviewer, news editor, technicians working in studio, manager, etc.
3.	Doordarshan	Journalist, news editor, cameraman, art director, lightman, technical director, interviewer, artists, anchors, make-up man, etc.



## 5.6 History Applied in Mass Media :

Sr. No.	Mass Media	Application of History
1.	Newspapers	<ol style="list-style-type: none"><li>(1) To unfold the background of an event in the news.</li><li>(2) If past references are required while reviewing the news.</li><li>(3) To make the columns like '50 years ago or 100 years ago' informative.</li><li>(4) In order to review the economical, social and political events knowledge of similar events in the past is very essential.</li><li>(5) While writing columns to commemorate the 100th year of an event having historical significance.</li></ol>
2.	Akashvani	<ol style="list-style-type: none"><li>(1) While presenting programmes, celebrating Independence Day or Republic Day references of speeches made by previous Prime Ministers and Presidents are given.</li><li>(2) Knowledge of history is essential while planning radio programmes.</li><li>(2) On occasions such as birth or death anniversaries of national leaders, Centennial Year or Golden Jubilee year, special programmes are presented giving information about their work.</li><li>(3) For presenting programmes like 'On This Day in History' one needs to have knowledge of history.</li><li>(4) Knowledge of history is helpful while presenting programmes on historical events, leaders or conducting discussions on the same.</li></ol>
3.	Television	<ol style="list-style-type: none"><li>(1) While producing historical or mythological serials, maintaining accuracy with regard to the presentation of environment, outfits, weaponry, lifestyle, lingual expression, etc. is essential.</li><li>(2) We should have a deep understanding of history of the specific period.</li><li>(3) In order to present programmes on lives of players, soldiers, heroics of men and women achievers, empires, forts, heritage, etc. knowledge of history is necessary.</li></ol>

### You would find this interesting : (Textbook Page 37)

#### • Bharat : Ek Khoj

- (1) It was based on Pandit Nehru's book, 'Discovery of India'.
- (2) It is presented in the form of narration of Indian history from the Harappan period until India's freedom struggle.
- (3) The serial was admired in all parts of India because of its comprehensive visual presentation and detailed research on social, cultural and political history of India.
- (4) Stories about India's past and present were explained through dramatisation using folklore and informative speeches. Pandit Nehru's perspective of looking at history and equally comprehensive visual presentation are special features of this serial.

## QUESTIONS AND ANSWERS

**Q. 1** Complete the sentences by choosing a correct option : (1 mark each)

- [1]
- \* (1) The first English newspaper in India was started by ..... (March '19)  
 (a) James Augustus Hickey  
 (b) John Marshall  
 (c) Allen Hume  
 (d) Balshashtri Jambhekar
- \* (2) Television is an ..... medium.  
 (a) visual (b) audio  
 (c) audio-visual (d) printed
- (3) ..... is the first newspaper in Marathi.  
 (a) Deenbandhu (b) Prabhakar  
 (c) Darpan (d) Kesari
- (4) 6th January is celebrated as ..... day in Maharashtra.  
 (a) Periodical Day (b) Newspaper Day  
 (c) Printing Day (d) Journalist Day
- (5) The letters 'Shatpatre' published in Prabhakar were written by .....

(Practice Activity Sheet 2)

**Ans.** (1) James Augustus Hickey (2) audio-visual (3) Darpan (4) Journalist Day (5) Lokhitvadi.

- [2]
- (1) The honour of printing illustrations for the first time in an Indian newspaper goes to .....  
 (a) Dnyanoday (b) Darpan  
 (c) Prabhakar (d) Kesari
- (2) Deenbandhu was started by ..... who was a close associate of Mahatma Phule.  
 (a) Dr. Babasaheb Ambedkar  
 (b) Lokmanya Tilak  
 (c) Narayan Meghaji Lokhande  
 (d) Krishnarao Bhalekar
- (3) ..... newspaper was started by Agarkar and Lokmanya Tilak.  
 (a) Deenbandhu and Induprakash  
 (b) Darpan and Prabhakar  
 (c) Dnyanoday and Digdarshan  
 (d) Kesari and Maratha

- (4) Balshastri Jambhekar started ..... the first monthly magazine in Marathi.  
 (a) Digdarshan (b) Prabhakar  
 (c) Darpan (d) Dnyanoday
- (5) ..... are known as the fourth pillar of democracy.  
 (a) Representatives (b) Periodicals  
 (c) Newspapers (d) Books

**Ans.** (1) Dnyanoday (2) Krishnarao Bhalekar  
 (3) Kesari and Maratha (4) Digdarshan  
 (5) Newspapers.

- [3]
- (1) The first English news bulletin was broadcast on 23rd July, 1927 from the ..... radio station.  
 (a) Kolkata (b) Madras  
 (c) Mumbai (d) Delhi
- (2) Dr. Rajendra Prasad, the first President of India inaugurated the ..... Doordarshan centre.  
 (a) Mumbai (b) Bangalore  
 (c) Lucknow (d) Delhi
- (3) Newspapers published special supplements or a special issue to commemorate occasions like completion of seventy-five years of ..... in 2017.  
 (a) Khilafat Movement  
 (b) Non Co-operation Movement  
 (c) Civil Disobedience Movement  
 (d) Quit India Movement
- (4) Channels like ..... have opened a rich treasure of global history and geography for the audience.  
 (a) ESPN (b) Discovery  
 (c) STAR Network (d) AXN
- (5) Akashvani has preserved recordings of all speeches delivered by the ..... on 15th August.  
 (a) President (b) Vice President  
 (c) Prime Minister (d) Army General
- Ans.** (1) Mumbai (2) Delhi (3) Quit India Movement (4) Discovery (5) Prime Minister.





Q. 2 Identify the wrong pair in the following, correct it and rewrite : (1 mark each)

**[1] Newspaper Editor (Practice Activity Sheet 3)**

- |                |                          |
|----------------|--------------------------|
| (1) Prabhakar  | (a) Acharya P. K. Atre   |
| (2) Darpan     | (b) Balshastri Jambhekar |
| (3) Deenbandhu | (c) Krishnarao Bhalekar  |
| (4) Kesari     | (d) Bal Gangadhar Tilak  |

Ans. Wrong pair : Prabhakar - Acharya P. K. Atre  
Corrected pair : Prabhakar - Bhanu Mahajan.

**[2] Newspaper Issues**

- |                 |   |
|-----------------|---|
| (1) Prabhakar   | (a) History of French revolution          |
| (2) Induprakash | (b) Advocated widow re-marriage           |
| (3) Deenbandhu  | (c) Information on Telegraph              |
| (4) Kesari      | (d) Voiced social and political problems. |

Ans. Wrong pair : Deenbandhu - Information on Telegraph  
Corrected pair : Deenbandhu - Newspaper representing Bahujansamaj.

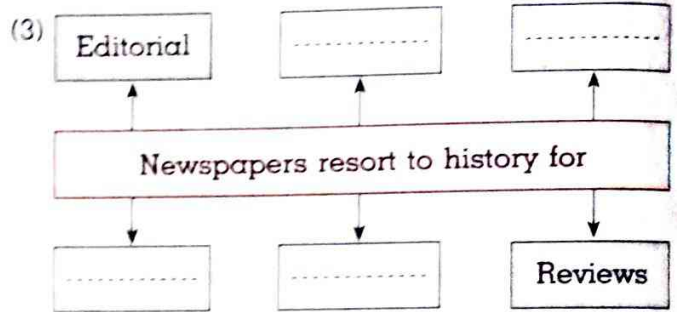
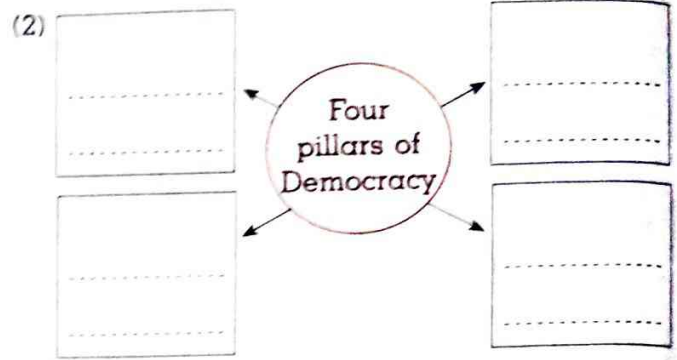
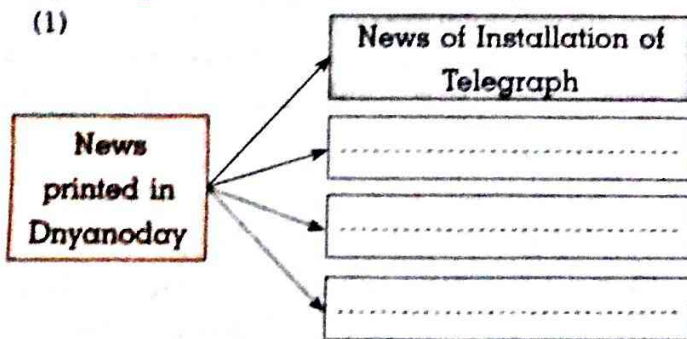
**[3] Newspaper/Magazine/Book Editor**

- |                        |                                 |
|------------------------|---------------------------------|
| (1) Pragati            | (a) Tryambak Shankar Shejwalkar |
| (2) Digdarshan         | (b) Narendra Sharma             |
| (3) Deenbandhu         | (c) Krishnarao Bhalekar         |
| (4) Discovery of India | (d) Pandit Nehru                |

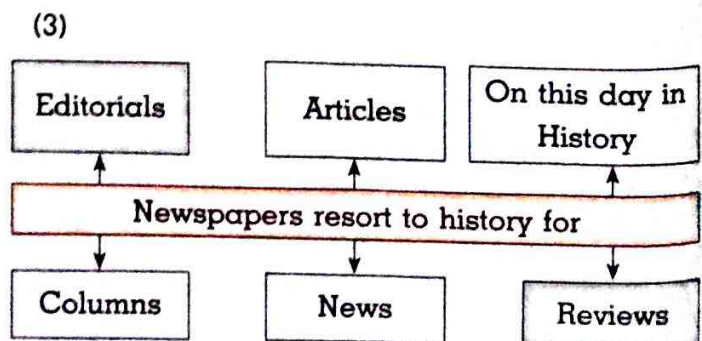
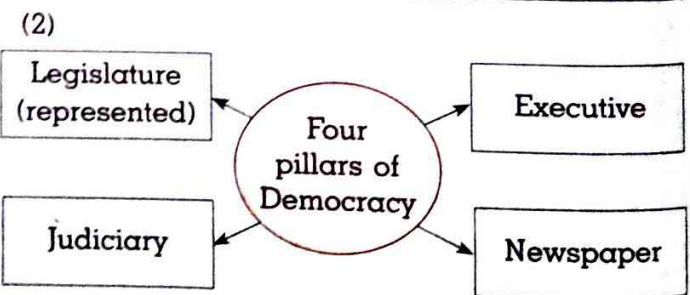
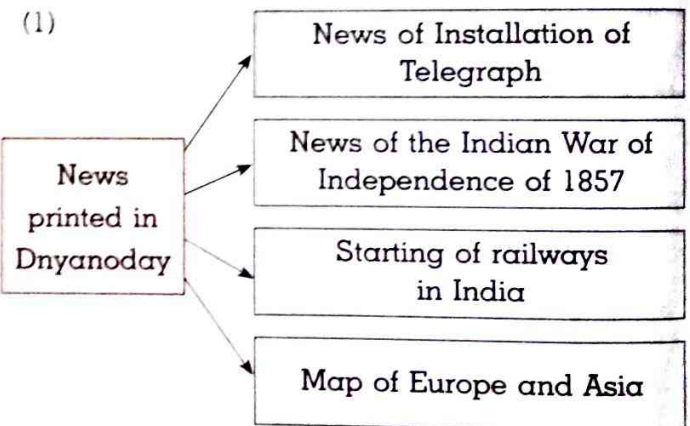
Ans. Wrong pair : Digdarshan - Narendra Sharma  
Corrected pair : Digdarshan - Balshastri Jambhekar.

Q. 3 Do as directed : (2 marks each)

(1) Complete the graphical description :

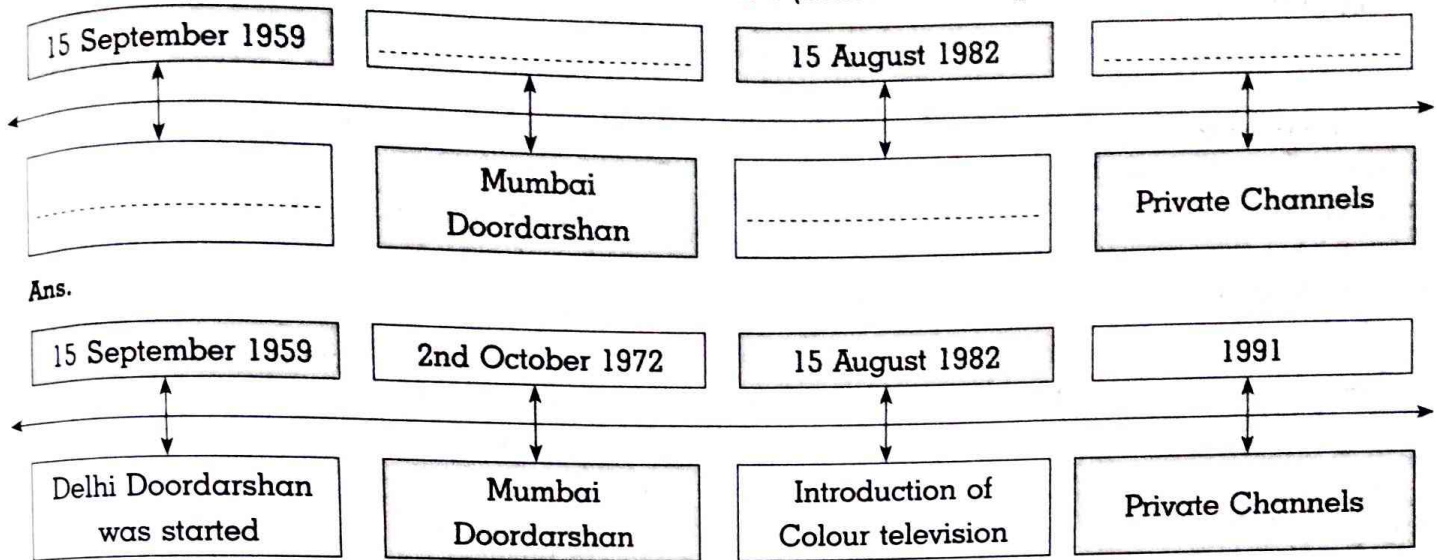


Ans.





2) Show the progress of Indian television Time-line : (Practice Activity Sheet 2)



Ans.

Q. 4 Explain the following concepts :

(2 marks each)

(1) Electronic or Digital Journalism or Web Journalism.

Ans. (1) In the modern times, the computer and internet have become indispensable parts of printing and publishing process. Computer technology has led to the widespread practice of digital journalism.

(2) Websites run by newspapers are basically extensions of newspapers themselves. Modern periodicals are part of electronic or digital journalism.

(3) People get access to news through social media like Twitter, Instagram, Facebook, YouTube and from web news portals, web channels. This information is available in English and many other languages.

(4) Journalists working in this area today have to have many more skills than in the past when writing was the only requirement. Information available on these mediums should be reviewed critically and used with utmost care.

(2) E-newspapers (Do this : Textbook Page 34)

Ans. (1) In recent times, e-newspapers have got prominent place in mass media.

(2) E-newspaper is not exactly like the printed one. In e-newspapers, news comes in sequence and not based on the nature and the importance of the news, like in printed newspaper e.g., Front page news, Headline or Last page news.

(3) The news which we want to read has to be clicked and then it appears on the screen in detail. There is space provided for opinion of readers. In 1992, the first edition of the e-newspaper was published by 'Chicago Tribune'.

(4) At present, almost all newspapers are available as e-newspapers and people can read them anytime, anywhere using the Internet or computer, tab, laptop or mobile.

Q. 5 Write short notes :

(2 marks each)

\* (1) The role of newspapers in the Indian struggle for independence :

(Practice Activity Sheet 1)

Ans. Newspapers played an important role in the Indian independence struggle. It is as follows :

(1) Newspapers like 'Kesari' and 'Maratha' were on the forefront and were indicative of an important stage in the history of Indian newspapers.

(2) Newspapers reflected the social and political issues of that period. Articles on nationwide situations and the politics in England appeared in them.

(3) They supported social, political and religious movements and opposed imperialism. Western knowledge and education reached people through them. It led to social reformation.

(4) The ideas of social reformers and various organisations active in independence struggle reached people through newspapers.



**\* (2) Need of Mass Media :** (March '19)

**Ans.** Mass media includes print and electronic and various new media.

(1) It facilitated free flow of information to all strata of the society and brought the world closer.

(2) People are able to watch an event as it actually happened. It enabled the wide reach of knowledge as well as to get latest updates.

(3) Editorials, various columns and supplements are essential part of newspapers. Readers are also ensured of a platform to voice their opinions.

(4) Television is an Audio-Visual medium which has made it possible to cross the inherent limitations of newspapers.

Mass Media is very important as it plays an important role to strengthen democracy.

**\* (3) Mass Media and Professional opportunities :**

**Ans.** There are many professional opportunities available in printed, electronic and digital media.

(1) Writers, columnists, editors are required to write articles, columns and editorials in newspapers. Newspapers also require reporters to gather news and technicians to work in the press.

(2) There is requirement of actors and technicians in electronic media.

(3) Artists are required to present programmes on television, in the same way news presenters, anchors are required. If the articles, columns and programmes are based on history, an expert in history is required.

**(4) Bengal Gazette :**

**Ans.** (1) Bengal Gazette is the first newspaper which was started in India.

(2) It was started by James Augustus Hickey, an Irish national.

(3) It was first published on 29th January, 1780. It was also called 'Calcutta General Advertiser'.

(4) Bengal Gazette laid the foundation of newspaper in India.

**(5) News printed in 'Darpan' :**

**Ans.** The 'Darpan' newspaper started by Balshastri Jambhekar printed all types of news

like political, economic, social and cultural. Some of them are mentioned below :

(1) The Accounts of Expenditure from the Three Administrative Divisions of the East India Company.

(2) The Danger of Russian Attack on the Nation.

(3) Appointment of a Committee for Cleanliness of the City.

(4) Remarriage of Hindu Widows.

(5) The Inception of Theatre at Calcutta.

(6) Achievements of Raja Ram Mohan Roy in England.

All these reports published in the paper throws light on various situations/events of those days.

**Q. 6 Explain the following sentences with reason : (3 marks each)**

**\* (1) Any information received through mass media needs to be reviewed critically.**

**Ans.** (1) Information provided in the media may not represent the exact truth. We need to scan it carefully.

(2) We have to understand idealistic and investigative motives of newspapers, government policies and prevailing social conditions behind the newspiece. The information received through Mass Media might be prejudiced or give a one-sided idea.

(3) 'Stern', a German weekly magazine, purchased and published a number of so called handwritten diaries of Hitler. It then sold them to a number of publication companies. However, later it was proved that those diaries were forged.

Hence it is essential to verify the information received through Mass Media.

**\* (2) Knowledge of history is essential for newspaper articles. (Practice Activity Sheet 1)**

**Ans.** (1) In order to unfold the background of an event in the news, we have to resort to history.

(2) Some columns are based on historical events. These columns provide historical information about economical, social and political events in the past.

(3) Newspapers publish supplements in addition to the regular edition or special issues to mark the



completion of 50 or 100 years of an event. On such occasions, one has to review history of that particular event.

(4) Even while writing columns like what happened in history on this day it is necessary to know past event. Hence, the knowledge of history is essential for writings of such type.

**\* (3) Television is the most popular medium.**

(March '19) (Practice Activity Sheet 3)

**Ans.** (1) Television being an audio-visual medium shows the actual visual of the event. Television is indeed a treasure house of entertainment.

(2) It becomes possible for people to watch all the national and international events sitting at home. Social problems, discussion on education and economics and political events are viewed by people.

(3) Government granted permission to private national and international channels to telecast in India.

Therefore, the television is the most popular medium.

**(4) Newspaper is an important medium of education and information.**

**Ans.** (1) Newspapers report events which are interesting to the public. But the importance of newspaper stretches far beyond a passing human interest in events.

(2) It covers a miscellany of topical issues. News would involve matters of higher importance like war, global warming, education, national elections or trivial issues such as scandals, gossips and debates on minor controversies.

(3) Newspapers have contributed significantly to the spread of literacy and the concept of human rights and democratic freedoms. They are integral to the development of democracy.

(4) Newspapers not only report the events but continue to shape opinions in the global village.

**(5) 6th January is observed as 'Patrakar Din' or 'Journalist Day' in Maharashtra.**

**Ans.** (1) Balshastri Jambhekar started the first newspaper in Marathi on 6th January, 1832 in Mumbai.

(2) He is referred to as the 'First Editor' as he was the first editor.

(3) He laid the foundation of Marathi newspaper by starting Darpan.

Hence, 6th January is observed as 'Patrakar Din' or 'Journalists' Day' in Maharashtra.

**(6) Television and history are closely related.**

**Ans.** (1) Television plays a major role in developing interest in history. While producing shows and serials based on history and mythology, it is essential to have an accurate knowledge of history and know the minute details.

(2) Bharat Ek Khoj, Raja Shivchhatrapati, Ramayana, Mahabharata are among the few popular serials based on history and mythology. While producing these serials, it was essential to know the prevalent social conditions, outfits, lifestyle, weaponry, lingual expressions of the people. Historians who had knowledge on these subjects are required.

(3) While making programmes based on sportsmen, literature, war, historical events, forts and animal life, it is important to give history of their development in that particular period.

(4) While conducting discussions on television on topics like social problems, education, economics, health, it is important to give references from the past.

This shows that the knowledge of history is required in the making many of programmes on Television. Hence Television and history are closely related.

**Q. 7 Answer the following question in 25-30 words :**

**(3 marks each)**

**\* (1) Explain the objectives of newspapers.**

**Ans.** The main objectives of newspapers are as follows :

(1) Newspapers provide various local, national and international news to the people and inform them about daily events.

(2) They narrate political, economic, cultural and social history of the country.

(3) Newspapers fulfill their role as the fourth column of democracy by creating public awareness and becoming a medium of mass education.

(4) They even condemn the anti-social elements in the society and support the weaker section.



\* (2) How is history helpful in the planning of the Akashvani programmes?

Ans. Akashvani broadcasts all types of programmes from celebration of independence day to entertainment programmes. In planning these programmes, the knowledge of history is essential.

(1) Akashvani invites historians as experts for discussions while presenting programmes on various occasions such as the anniversaries of births and deaths of national leaders, anniversaries of historical events; speeches of all Prime Ministers/Presidents.

(2) Programmes like 'On This Day in History' is a daily programme which highlights importance of that day and date in history.

(3) Information has to be verified by historians before it reaches the people. Lectures on the contributions of various national leaders need to be supported by historical information. In the following ways history is helpful in the planning of Akashvani programmes.

(3) How were the message conveyed to the people in olden days?

Ans. The following were a few means used to convey messages to the people in olden days :

(1) A town crier would run on the streets beating drums and crying out important news according to the orders of the king.

(2) So, the news would spread among people by word of mouth.

(3) Inscriptions with royal decrees were placed at public places.

\*Q. 8 Read the following passage and answer the questions : (4 marks)

(1)

Textbook pages 34, 35

Radio : Indian ... .. radio services.

(1) Of which ministry is Akashvani an integral part?

Ans. Akashvani is an integral part of the Ministry of Information and Broadcasting of India.

(2) What was the new name of IBC?

Ans. Indian Broadcasting Company (IBC) was taken over by the British Government were named it as the Indian State Broadcasting Services. (ISBS). On 8th June 1936, it was renamed as 'All India Radio' (AIR).

(3) In how many regional languages and local dialects are Vividh Bharati programmes broadcast?

Ans. The Vividh Bharati programmes are broadcast in 24 regional languages as well as in 146 dialects of Indian languages.

(4) How was AIR named Akashvani?

Ans. AIR was named as Akashvani on the suggestion of the famous poet Pandit Narendra Sharma.

(2)

(March '19)

Textbook page 37

Bharat Ek Khoj ... .. visual presentation.

(1) On which book is the serial 'Bharat Ek Khoj' based on?

Ans. The serial Bharat Ek Khoj is based on 'Discovery of India', a book written by Pandit Jawaharlal Nehru.

(2) Who directed the serial 'Bharat Ek Khoj'?

Ans. The serial was directed by Shyam Benegal.

(3) Which factors/aspects of Indian history are depicted in 'Bharat Ek Khoj'?

OR

Why was 'Bharat Ek Khoj' a serial telecasted by Doordarshan admired in all parts of India?

Ans. The television serial 'Bharat Ek Khoj' presented social, political and economic life from ancient to the modern period in India.

(1) It portrayed various aspects of Indian history like Harappan civilisation, Vedic history and the interpretation of epics like Mahabharata and Ramayana.

(2) It used the technique of dramatisation effectively to recreate the Mauryan period and show the impact of Turk-Afghan invasions. The Mughal period and their contributions which have long-lasting effect on social and cultural fabric of India is shown. The rise of Bhakti movement, role



of Chhatrapati Shivaji Maharaj in getting swarajya is described.

(3) The last episodes (finale) of the serial narrate social movements and India's freedom struggle in modern period.

Thus, the serial effectively portrayed the journey of India from Harappan civilisation to the modern period and therefore was admired in all parts of India.

**Q. 9 Answer the following questions in detail : (4 marks each)**

**(1) What were the different means of communication known around the world before the advent of newspaper?**

**Ans.** The following means of communication were used to convey news before the advent of newspaper :

(1) Inscriptions with royal decrees placed at public places was a custom in Egypt.

(2) Emperor Ashoka followed the same method to reach out to his subjects.

(3) In the Roman Empire, royal decrees were written on papers and those were distributed in all regions. It also contained information of various events taking place in the nation and its capital.

(4) During the reign of Julius Caesar 'Acta Diurna', meaning acts of everyday, used to be placed at public places in Rome.

(5) In the 7th century C.E., in China, royal dictates were distributed among people at public places.

(6) In England handouts were distributed occasionally among people at public places giving information about war or any important events.

(7) Travellers arriving from different faraway places would add spice to stories from those places and narrate the same to local people.

(8) The ambassadors of a king posted at various places would send back important news to the royal court.

**(2) Write information on Periodicals based on its types.**

**Ans.** Magazines and journals which are published at regular intervals are known as Periodicals.

**Types :** (1) They are categorised as weekly, biweekly, monthly, bimonthly, quarterly, six monthly and annual.

(2) There are some chronicles which are published at no fixed time.

**Classification :** Periodicals can be classified as popular and scholarly.

(1) If a periodical aims at specialists and researchers, it is a 'journal'. Articles are generally written by experts in the subject.

(2) Popular periodicals are magazines published with variety of content. They can be on fashion, sports, entertainment and films.

(3) Bharatiya Itihas ani Sanskruti and Marathwada Itihas Parishad Patrika are periodicals of present times. Periodicals are an important source to study history.

**(3) Write about the important role of newspaper in the freedom struggle.**

**Ans.** (1) The press was the chief instrument for carrying out the political tasks and propagation of nationalist ideology.

(2) Both English and Vernacular press started by prominent leaders like Gopal Ganesh Agarkar and Lokmanya Tilak acted as catalyst to the freedom struggle. They started 'Kesari' and 'Maratha' in 1881.

(3) Newspapers played a great role in the building up of an increasingly strong national sentiment and consciousness among people. It was an instrument to arouse, train, mobilise and consolidate nationalist public opinion.

(4) The newspapers were an effective tool in the hands of social reformers. They exposed social evils such as child marriage, ban on remarriage of the widows, inhuman institution as untouchability, caste fetters, etc. It became a weapon in their hands to educate masses thus making it a medium of education.

(5) A comparative study was presented in newspaper on western education, knowledge and national education.

(6) Newspapers also discussed political institutions in India and the west.



(7) The main aim of these newspapers was not to gain profit but to serve the people.

**(4) Give a review of Akashvani's progress.**

**Ans.** (1) Indian Broadcasting Company, a private radio company was taken over by the British Government in 1927 and named Indian State Broadcasting Service (ISBS). On 8th June 1936, it was renamed as 'All India Radio (AIR)'.

(2) AIR became integral part of the Ministry of Information and Broadcasting after independence. It was renamed Akashvani on the suggestion of Pandit Narendra Sharma.

(4) Initially it used to broadcast Government's programmes and schemes. Later it started broadcasting various entertainment, awareness creating and literary programmes.

(5) Akashvani started Vividh Bharati programmes. It broadcasts special programmes for farmers, workers, the youth and women.

(6) Vividh Bharati Programmes are broadcast in 24 regional languages and 146 dialects.

**(5) Give a short account of the development of Indian television.**

**Ans.** (1) Television service started in India in 1959. Dr. Rajendra Prasad, the first Indian President, inaugurated the Delhi Doordarshan centre.

(2) Mumbai centre began to telecast its programmes on 2nd October 1972. Colour television was introduced in India on 15th August 1982.

(3) The national telecast began in 1983. Doordarshan started Channels like DD Sports, DD Metro, news, etc. along with 10 regional channels.

(4) In the year 1991, the Indian government gave permission to private, national and international channels to telecast in India.

(5) Presently there are more than 800 national and regional channels. Some of them are exclusive news, sports, music, movies and religious channels which telecast programmes 24 hours a day.

**(6) Distinguish between Newspapers and Magazines.**

**Ans.** Newspapers and magazines differ in their format, objectives and duration of getting published. The differences are noted below :

Newspapers	Magazines
1. Newspapers document the current events.	1. Magazines give no importance to current news.
2. News, articles, columns, editorials have importance in a newspaper.	2. Magazines give preferences to particular subject and publish articles on it.
3. Newspapers are also called Dailies as they are published everyday.	3. Duration of publication of magazine varies. Some are published weekly, fortnightly, monthly and annually.
4. The main purpose of newspaper is to report local, national and international news.	4. Instead of providing news, their content is entertaining and knowledge-based.
5. Newspapers make the people aware of the events happening in the society. They do not stick to any one subject.	5. Magazines are about a specific topic. On the basis of their appearance, size, readability, content and audience, magazines differ from newspapers.
6. Newspapers mostly write about current news. Whatever happens in the world appears in the newspaper within a span of 24 hours. It shapes public opinion and keep people updated about the activities of the government.	6. As magazines have lot of detailed information on specific topics they are considered as historical source.



\* (7) Complete the following table :

	Newspapers	Radio	Television
Background/Beginning	.....	.....	.....
Information Programmes	.....	.....	.....
Functions	.....	.....	.....

Ans.

	Newspapers	Radio	Television
Background/ Beginning	James Augustus Hickey started Calcutta General Advertiser or Bengal Gazette on 29th January, 1780. It was the first newspaper in English.	A private radio station was started known as Indian Broadcasting Company.	First Doordarshan centre was started in Delhi.
Information Programmes	News, articles, columns, opinions of the people, editorials, advertisements etc.	Along with entertainment programmes, have literary, informative programmes on farmers, women and educative values.	Events around the world, movies, music, information about environmental and historical places, sports are shown either live or recorded.
Functions	(1) Report daily news (2) Public awareness and mass education. (3) Provide information and strengthen democracy. (4) Oppose injustice and give publicity to developmental work.	(1) Provide news from different sectors. (2) Entertain through music, dramas, songs, etc. (3) Present social problems and educate the masses about it. (4) Conduct discussions on various issues ranging from environment to culture.	(1) Telecast daily events and entertain. (2) Educate the masses. (3) Publicise programmes which are for social benefit. (4) Bring about social awakening opposing evil traditions and practices.

### Brain Teaser

**Across :**

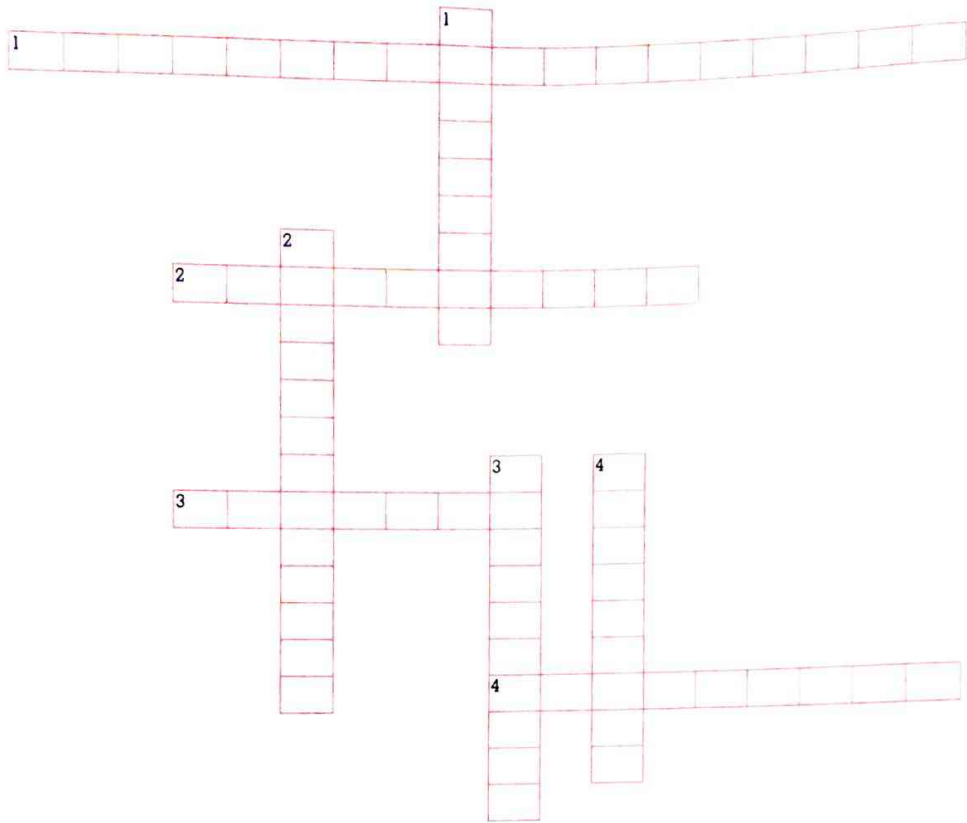
- (1) Referred to as the 'First Editor'.
- (2) A newspaper representing masses of the Indian society (Bahujan Samaj).
- (3) Tryambak Shankar Shejwalkar edited this journal.
- (4) Letters by Lokhitvadi.

**Down :**

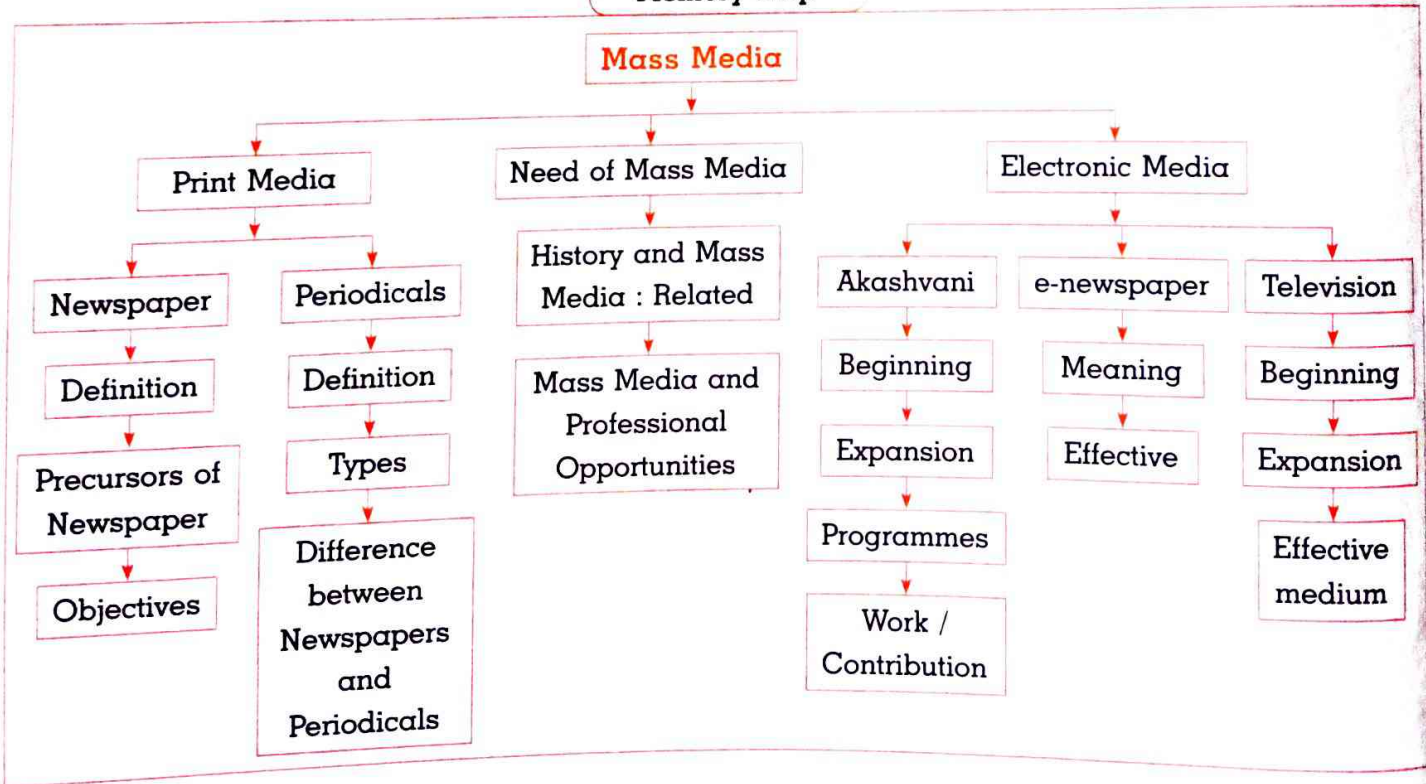
- (1) The history of French Revolution was published in this newspaper.
- (2) Newspaper started by James Augustus Hickey.
- (3) First monthly magazine in Marathi.
- (4) Pandit Narendra Sharma suggested this name for AIR.



Ans.



**Memory Map**



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