**Print Media**

**Introduction**

In 1457, Johannes Gutenberg invented movable metal types. This paved the way for mass production of printed materials. Resultantly, presses and publications spread rapidly first across Europe, then in other continents.

Mass production of printed documents led to democratization of knowledge. In other words, it made knowledge and education accessible to common people. It was exactly a revolution because till then knowledge was considered the property of the elite.

**Newspapers**

* Newspapers are periodically published documents that carry current information about the society. Earlier newspapers were not daily publications as we see now. They were published weekly or bi-weekly. This was due o the absence of adequate technology and newsgathering system.
* By the early 19th century, power press was invented. This led to fast printing. Invention of telegraph and tele printer also helped us gather news from remote places. This all facilitated the introduction of daily newspapers.
* Newspapers are primary mass medium from which people receive news. The research results show that newspapers reach more people than any other medium do.
* Newspaper content is considered more credible and accurate. Capability to be used for future reference make newspapers people’s favorable medium, especially for the middle and working class for they can use it after their working hours.
* Diversity of content is another feature this medium. It can carry a rich mix of news, features, articles, columns, cartoons, graphics, editorial etc. And, readers can select what they want from the entire content. Some people prefer sports page and they read it first while others look for political news and some other for stock market.
* Selectivity and content diversity make newspapers a real mass medium. This is not possible in the case of radio and television.

**Functions of Newspapers**

Succinctly, newspaper helps to provide advantageous information on current affairs. Below are other advantages:

**1.** Newspapers alert people on upcoming events in sports, community activities (concerts, parades, etc.), and politics (gives one an edge when considering the total candidate for whom to vote);

**2.** Newspapers provide platform for speaking out on issues of public importance.

**3.** It provides relaxation through cartoons, puzzles, jokes etc;

**4.** Newspapers help in locating job opportunities, searches on what to buy and so on.

**5.** Newspaper provides the means whereby persons who want to sell goods and services can advertise their wares

**A glance to early publications**

1500s ---- Newssheets appear in Venice, Italy

1605 ----- Relations, France

1690 ----- Public Occurrences, first U.S. Newspaper

1704 ----- John Campbell publishes the Boston News-Letter

1721 ----- The New-England Courant, first printed in 1721, landed publisher James Franklin in jail.

1733 ----- Peter Zenger is put in jail for New York Weekly content, but wins case against New York for seditious libel

1830s ---- Penny press introduces era of mass communication

1864 ----- Newspapers start using telegraph to transmit news

1848 ----- Associated Press founded

1890s ---- Period of yellow journalism. This is followed by era of Jazz Journalism.

**Print media in Subcontinent**

For at least one hundred years people in subcontinent remained unaware of the printing technology. They, however, had some idea of printed material when ships would come from UK and bring some newspapers and magazines generally for the Englishmen serving in subcontinent.

In the subcontinent the print media surfaced because of the foreign rulers. India did not know about printing or mass communication by the middle of 18th century. Since the influence of the English rulers was more in the South India, most early papers also appeared in the southern cities before the print medium came to western and northern parts.

* William Bolts, an exemployee of the British East India Company attempted to start the first newspaper in India in 1776. Bolts had to beat a retreat under the disapproving gaze of the Court of Directors of the Company.
* The Hickey's Bengal Gazette or the Calcutta General Advertiser was started by James Augustus Hickey in 1780 and is regarded as the first regular publication from the Indian soil. The Gazette, a two-sheet newspaper, specialized in writing on the private lives of the Sahibs of the Company. He dared even to mount scurrilous attacks on the Governor-General, Warren Hastings', wife, which soon landed him in hot waters.
* Hickey was sentenced to a 4 months jail term and Rs.500 fine, which did not deter him. After a bitter attack on the Governor-General and the Chief Justice, Hickey was sentenced to one year in prison and fined Rs.5000, which finally drove him to penury.
* B. Messink and Peter Reed were pliant publishers of the India Gazette.
* The Madras Courier was started in 1785 in the southern stronghold of Madras, which is now called Chennai. Richard Johnson, its founder, was a government printer
* The Bombay Herald came into existence in 1789.
* In 1822 the Persian weekly Jam-e-Jahan Numa first time published in Urdu. Some time it publishes in Urdu, some time in Persian and some time in both the languages.
* On January 14, 1850 Munshi Harsukh Rai started weekly Kohinoor. With a circulation of only 350 it was the largest circulated newspaper of that time. The circulation of other newspapers on that time was only 100 to 200.
* Urdu Guide was the first daily newspaper, which was started by Maulvi Kabeeruddin from Kolkata in 1858.
* In the very same year as a second daily Roznamcha-e-Punjab started from Lahore. As a first Urdu daily of Bihar, Dini Bihar started in 1876 from Arah district.
* In 1884 Munshi Mehar Baksh started a morning (Naseem-e-Subah) and an evening newspaper (Sham-e-Wisal).
* Maulvi Saiful Haq started the daily Rahbar-e-Hind from Lahore in 1885.
* In 1902 Maulvi Sanaullah Khan started the weekly Watan which regularly published for 33 years.
* Zameendar, which was the best newspaper of that time, was started in 1903 from Lahore. It was the first newspaper, which used the news from erstwhile news agencies. This newspaper highly supported the freedom struggle. At that time the circulation of Zameendar was 30,000.
* Maulana Muhammed Ali Jauhar started Naqueeb-e-Hamdard in 1912. Later it called only Hamdard. In the very same year Maulana Abul Kalam Azad started Al-Hilal.
* On March 20, 1919 Mahashai Krishn started Partap.
* In 1924, Moulana M. Ali Johar stated English version of Hamdard with the name of comrade.
* In 1942, Quaid e Azam stared Dawn newspaper
* In 1944 Hamid Nizami stared Nawa I Waqt newspaper
* In 1947 two newspaper emerged Jang and Pakistan Times