# EMERGENCE & ROLE OF PRINT MEDIA IN THE SUB-CONTINENT

* The emergence of democratic societies asserted that knowledge is the right of everyone and no one can be denied from the basic rights. It also gave the idea of respect to everyone. The same idea came in the sub-continent when people became aware of their rights. So, this awareness led them to have their own press and their own papers.
* Print media in the sub-continent carried the same style as of English newspapers and it was very simple in its style. There was no concept of headlines, format settings and catch lines. The newspaper was just in a story form.
* The emergence of print media in the sub-continent was an ill omen for the East India Company because soon these newspapers started to condemn the brutalities of East India Company and people started to become aware of the callous attitude of the Englishmen. So this emergence of Print Media started a concept of unity. Because now a person of Bengal and Lahore can well assume the critical situation regarding the atrocities of the Englishmen.
* The Urdu papers of Lucknou and Delhi adopted a harsh stance and strong words were used against East India Company. Till 1857, this practice continued. In Oct 1857 Delhi fall occurred and Englishmen took control of the entire India. After one year a report for the causes of the revolt were sent to the Queen Victoria by the appointed commission. This report also blamed some Indian papers and Molvi M, Baqar, who was printing Sadiq-ul-Akhbar, was given capital punishment.
* In 1858, Queen Victoria declared India as a colony and the Police Act of 1861 was introduced for the people of India as the slaves of the colony. This created a sense of inferiority among the people and they got the idea that they are under a constant suppression. In the mean while Sir Syed Ahmed Khan started reformation and he assured the people that suppression could be ended by just getting modern education and Muslims were not in a position to afford any conflict with the rulers. On the other hand, he assured Englishmen that Muslims were not only responsible for revolt but it was done by all the natives collectively so to target Muslims was not the best idea. Sir Syed was not a professional journalist but he used print media to educate people.
* After the abrogation of Bengal Division Muslims became more aware of their rights and also some incidents like World War1 occurred on international arena in which Muslims of the Sub- continent were having sympathies with Turks because of the Caliph and Turks were fighting against England. Therefore, British Govt. kept a close eye on Indian press and never allowed to publish anything against the interest of the rulers.
* Despite, the punishments Muslims continued to work for presented and adopted a bold stance in print media. Maulana Zafar Ali Khan, Maulana Muhammad Ali Johar and Maulana Hasrat Mohani were the famous names of that era. These people never cared about the ferocious laws of British Government and they continued their work. Zimindar that was published by Maulana Zafar Khan faced several time bans but it continued to print and gained much popularity among people. This brave stance of Journalism in the history of Print Media of Sub-continent is knows as Militant Journalism.
* Quaid-e-Azam after Pakistan Resolution paid special attention to print media and he published Dawn from Delhi that was later shifted to Karachi after communal violence. Similarly the Urdu daily ‘Manshoor’ and weekly ‘Aaj- Kal’ were printed in the same age. In the same era Jang from Delhi started to publish and Nawa-i-Waqat from Lahore. ‘Inqalab’ was representing Uninest party in Lahore but after Pakistan Resolution it started to portray Muslim League stance.
* In 1937, Progressive Papers Ltd started Pakistan Times in Lahore by Mian Iftikhar.
* All these above newspapers played a vital role in awakening people for the struggle of Pakistan as a homeland where Muslims can save themselves from cultural eclipse of the dominating Hindu majority.