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PRESS AND PUBLIC OPINION : THE ROLE OF KANNADA NEWS PAPERS IN NORTHERN KARNATAKA REGION

Dr. Nagaraj Veerabhadrappa

ABSTRACT

Since the 15th century, journalism was one of the first forms of mass communication to emerge and gain institutional and social recognition. Journalism has been practiced since the Roman period. One of the historical truisms is that vernacular journalism is different from distinct English journalism. In point of fact, in terms of the dissemination of information and the formation of public opinion, vernacular journalism is quite promising and effective. The present study provides a historical perspective on the history of journalism in India and Karnataka in particular. The study's primary objective is to determine how the media influences public opinion. From a sociological point of view, this paper provides a comprehensive overview of the role that Kannada news papers play in shaping public opinion in the northern Karnataka region. The study revealed a number of interesting findings regarding the role of a Kannada news paper in the formation of a state, as well as its contribution to the struggle for freedom, the unification of the state, and public opinion in general in the northern part of Karnataka and the state as a whole.



KEYWORDS: Indian journalism, Karnataka's press, the press's influence, social change, and impact.

INTRODUCTION

Communication is regarded as a trait of all living things and an instinct. One of the most useful contributions of modern civilization is mass communication. It serves as a crucial source of public information for both the visual arts and society as a whole. Humans have been able to integrate into society thanks to communication. The knowledge system and its use for fostering species within the knowledge system benefit modern civilization greatly. In today's world, communication plays a bigger role and has more applications and repercussions. Communication is an important component of the process of socioeconomic development, political integration, and society's growth. In addition to knowledge, it is believed that communication is an essential component of national development and political integration. The discipline of communication, science, literature, art, linguistics, and other philosophical concepts have had a significant impact on it. Since the beginning of time, communication has been an essential component in the creation, preservation, and dissemination of knowledge. Communication plays a crucial role in education advancement as well. As a result, communication uses strategies and concepts from multiple fields. Psychology has adequately articulated the emotional component of communication and views it as a means of self-realization. The significance of the truth is integrated with the function of communication. Sereno and Bodokin) Communication has traditionally

been viewed as a source of knowledge. Satyam, shivam, and sundaram are three of the greatest forms of communication for expressing human experience and beauty. In today's society, communication has many different and multifaceted effects.

Sreenivasa Havanooora likewise affirms that Christian ministers were answerable for laying out a print machine, distributing Kannada books and beginning news-casting first in Karnataka. Later, small towns like Bangalore, Mysore, and Hubli saw the rise of Kannada journalism. In conjunction with the beginning of the Karnataka Prakashika Mysore Gazette (1866), Hitabodini (1881), Vritanta Chitamani (1885), Vrithanta Patrike (1887), Suryodaya Prakashika (1888), Karnataka Kesari (1888), Kannada Nadegannadi (1895), Mysore star (1900), and Vokaligara Patrike (1887) all established the Kannada press as a significant source of public opinion in the princely state of Mys. Some of the other important news papers of old Karnataka included Samacahara Sangraha (1907), Mail (1908), Hero (1910), Mysore Times (1910), Karnataka (1913), Viswa Karnataka (1921), Tai Naadu (1926), and Janani (1934). Under Madras' presidency, newspapers also appeared in Kodagu, Mangalore, and other districts. One of the primary venues for state unification was Mumbai Karnataka. In response to the rising popularity of Marathi newspapers in the Belgaum and Hubli-Dharwada region, a number of news papers emerged.

INDIAN JOURNALISM

Since the 15th century, journalism was one of the first forms of mass communication to emerge and gain institutional and social recognition. Journalism has been practiced since the Roman period. Journalism has been practiced in some form by the axis civilizations, including the Romans, Greeks, Mesopotamians, and others. Anglo Saxon power's dominance during colonial rule is a part of history. Some examples of the evolution of modern journalism include news books, newsletters, corontos, news magazines, and news papers. With James Augustus Hicky's publication of the Bengal gazette or Calcutta General Advertiser in 1780, modern journalism arrived in India as part of the British legacy. By publishing three vernacular news papers, Raja Ram Mohan Roy revolutionized vernacular journalism. The Indian public and the democratic aspirations of the people have benefited greatly from news publications. In carrying out their responsibilities to society, news papers have performed a variety of roles. Journalism sets an excellent example with its dedication to public service and pursuit of truth in public life. (1966, Nadig Krishnamurthy) The Gagging Act of 1857 was enacted as a result of the first Indian Independence War, which restricted the Indian press. The caste system, widow remarriage, anti-English sentiments, polygamy, and other public issues were all discussed in the Indian press. The Indian way of life was vigorously promoted by the Indian press. The English press served generally the interests of English instructed individuals. A number of other national leaders, including Balagangadhara natha Tilak, Mahatma Gandhi, Aurobindo Gosh, B.B. Upadyaya, B.N. Dutta, Annie Besant, and N.L. Kelkar, made significant contributions to journalism. After independence, the press played a pivotal role in the struggle for freedom. As a national player and public service organization, the Indian press emerged. English journalism in India served as British raj's propaganda tool. On the other hand, journalism written in Indian was reflective of Indian goals.

THE PRESS IN KARNATAKA.

An important part of Indian journalism is annada journalism. One of the historical truisms is that vernacular journalism is different from distinct English journalism. This can be seen in the current growth of Indian journalism in light of the language press's numerical dominance. In point of fact, in terms of the dissemination of information and the formation of public opinion, vernacular journalism is quite promising and effective. In Karnataka, the first printing presses and publishing centers were established by Christian scholars and German missionaries. A legacy of patriotism, public service, and professional excellence can be found in the Kannada newspaper. The Kannada press has made a significant contribution to Karnataka's democratic evolution, national independence, social change, economic growth, cultural revolution, and overall state progress. The general public actively supports professional journalism in Karnataka. The Kannada Press's growth has required the sacrifice of numerous stalwarts. Dr. Henry Moegling, M. Venkatakrishnaiah, Yajaman Veerabasappa, and Henry

Moegling are among the most well-known. Moharay Hanumatharao, D.V. Gundappa, T.T. Sharma, P.R. Ramayya, B.N. Gupta, R.R. Diwakar, N.S. Hardikar, B. Puttaswamaiah, and T.S. Ramachandra Rao are just a few of the numerous media personalities. An important development in the history of Indian journalism is the emergence of vernacular journalism in all Indian languages. Due to British influence in all Indian languages, it is evident that news papers increased almost simultaneously. The proliferation of language journalism in India, as well as its expansion and influence, bear witness to the emergence of Kannada press. The active interest and participation of numerous distinguished editors who were also prominent writers in the Kannada language had a significant impact on the development of Kannada journalism. The English press and vernacular journalism had a huge impact.

People in Mumbai-Karnataka were affected by the expansion of the press in Bangalore, Mysore, and a few other important centers, as well as in Hubli, Dharwad, and Belgaum. The Subuddi Prakashika was reportedly the first newspaper published in Mumbai-Karnataka in 1849. Dr., a well-known author, D.V.Gundappa was the first to outline the growth of Kannada journalism in Mysore state in a succinct manner. Dr. In his book "The Press in Mysore," D.V.Gundappa made the observation that Karnataka prakashida was the first newspaper published in Mysore city in the old Mysore state in the year 1859. Dr. According to D.V. Gundappa's estimation, numerous prominent journalists, including Bhasym Bhasyacharya, Venkatakrishnaiah, and others, actively participated in the development of Kannada journalism in Karnataka. Dr. According to Nadig Krishnamurthy's book on Indian journalism, the first news paper to appear in Karnataka was an Urdu publication. Nadig Krishnamurthy claims that Kannada Samachara, published in Bellary in 1843, was the first Kannada news paper. Christian missionaries started the first Kannada news papers. He claims that the efforts of Christian missionaries like Basel, Wesleyan, and other Catholic Christian service institutions dedicated to the provision of religious and educational services were beneficial to the early Kannada news papers. Dr. Hosagannadadha Arunodaya Sreenivasa Havanooora is the first serious study to prove that the Mangalooora Samachara by Basel mission in Mangalore city was the first Kannada news paper published in Karnataka. Sreenivasa Havanooora (Nadiga Krishnamurthy, 1966) provides convincing historical proof that Mangalooora Samachara was the very first Kannada news paper published in 1843. Later, the same missionaries at Bellary started another news paper called Kannada Samachara.

THE INFLUENCE OF PRESS:

This region also felt the influence of the media in Bangalore and Mysore. In Karnataka, including Mumbai Karnataka, the Indian War of Independence had an impact. In the nearby small towns of Mumbai, Karnataka, such as Naragunda, Ramadurga, Jamakhandi, Gadag, Dharawad, and Hublli, a few important revolutionary news papers in the manu script format also appeared. Newsprint handouts were used by young nationalists to oppose the East India Company. Lokashikshana, Karnataka vrita, Lokabhandu, Rajahamsa, and Dhanajaya were some of the most influential newspapers during this time. They also reported on the negative impact of Marathi on Kannada literature, the fractionalization of Karnataka state, and a war against the British government and administration. Mudaveedu Krishna Rao, the founder of Karnataka Vrita, led the way in influencing public opinion for the creation of a unified Karnataka state. In the Mumbai-Karnataka region, Mudaveedu Krishna Rao is regarded as the master of journalism. The Rayachuru, Gulbarga, and Bidar districts of the Hyderabad Karnataka region were not covered by the media. In addition, newspapers from Hublli, Dharwada, Belgaum, Hyderabad, and elsewhere were distributed in this region. In 1849, Hithechu published the first news paper from Belgaum, Subudhi Prakashaa; Some of the region's historically significant news papers included Vijay, Raja Hamsa, Karnataka, Chandrodaya, and Karnataka Patra (1884), Lokashikhana (1885), Karnataka vrita, Kannada Kesari, and Karnataka Vibhava (1895). In Hubli, prominent news publications such as Karmaveera (1921) and Samyukta Karnataka (1929) were published. In 1933, the weekly Samyukta Karnataka became a daily news paper, and in 1948, the Lokashikshana Trust took full ownership of the paper. Mohare Hanumata Rao, R.R. Diwakar, and Narayana Rao Joshi were prominent editors who helped the news papers grow. The Hublli, Dharwad, Belagaum, and Gulbarga regions' public life was significantly influenced by the media. The Lokashikshana trust in the Hublli region emerged as a

groundbreaking modern professional publishing house in this setting. In Karnataka, this publishing house produced a number of historically significant news papers. In the North Karnataka region, the newspaper Samyukta Karnataka became a household name and a prominent voice. The newspaper grew into a significant national institution and served as a training ground for some of Karnataka's most prominent journalists.

DISCUSSION

Literature and the Kannada language share a rich heritage. Literature in Kannada is much older than journalism in Kannada. Despite the fact that Kannada is a classical South Indian language, its journalism is barely 170 years old. At the national level, Kannada journalism is well-known today. Kannada is the language of some of the county's most prestigious news publications. In order to construct a comprehensive historical overview of the development and status of the press in Karnataka in general and Kannada journalism in particular, more than 125 books that are relevant to the current study have been reviewed. In order to comprehend and categorize the data on the historical role that the Samyukta Karnataka played in the public life of our state, primary sources, the majority of the books that are available, and all of the back volumes of the copies of the Samyukta Karnataka news paper that are available have been reviewed. A review has been done on the original writings of Mohare Hanumantha Rao, R.R. Diwakar, and other prominent journalists of the time. For the purpose of this study, important articles from sister publications like Karma Veera, Kasturi, and other journals and books have been reviewed. In order to evaluate the Samyukta Karnataka's performance, the main issues the paper addressed were content analysis and editorial content review. To gain insight into the historical emergence of the press as an institution, all reliable primary sources were reviewed.

The Indian press is one of three significant books that chronicle the history of Indian journalism: Margarita Barns' "A History of the Growth of Public Opinion in India" Press, Politics, and Public Opinion in India by B.M. Sankhder and The History of Indian Journalism by J. Natarajan. Dr. B.M.Sankhder's Press, Politics, and Public Opinion in India is another landmark work that provides a comprehensive account of the emergence of the press as a public institution and instrument in India since William Bolts' time. Dr. B.M.Sankhder was the first historian to look at the original pages of early Indian news papers and think about the historical significance, content, and social values of the time. He gave a detailed report on how journalism was done and how people responded to the news, which was primarily a pastime for the elite. He has also looked at the major underlying trends in Indian public opinion. Shankhder. B.M -1985). An official interpretation of the emergence and background of the Indian press can be found in J. Natarajan's account of Indian journalism. The book presents data from Indian newspapers up until 1947 in chronological order. This book has reprinted many of the original pages of press history. J.Natarajan,1962). Dr. In his classic reference book on Indian journalism, Nadiga Krishna Murthy provides a comprehensive reference to Indian language journalism as well as a systematic outline of the development of the Indian press. Dr. According to Nadiga Krishna Murthy, language journalism gained popularity later than English journalism did in India. He is the only author to provide a comprehensive history of the rise of journalism in India, beginning with its inception. He has provided a bird's-eye view of the development of Kannada journalism in this book. Dr. says that Nadiga Krishnamurthy, a Kannada Samachara, was the first to emerge in Bellary. He has also maintained that the Samyukta Karnataka news paper in the North Karnataka region promoted pure public service and nationalism. 1966) by Dr. Nadig Krishnamurthy.

CONCLUSION

The Kannada news paper's role in the formation of a state, as well as its contribution to the freedom struggle, state unification, and public opinion in the northern part of Karnataka and the state as a whole, have been the subject of a lot of interesting research. Before the state became a part of Visala Mysore, the term "Mumbai Karnataka" was used to refer to the North Karnataka region. During the freedom struggle and state unification, some of the major towns that played a significant role in the formation of public opinion included Hubli-Dharwad, Gadag, Gulberga, Belgaum, Bidar, and Raichuar. In

Hubli-Dharwad, a singular and independent press served as the voice of the public. The North Karnataka region's press has been around for more than 157 years. However, the first publication from Dharwad city was a Marathi weekly called Dharwad vritha. Some of the first newspapers were bilingual, such as Kannada and Marathi, and they were published in Marathi. Dharwad was the center of the early press because the area was ruled by Peswas and later by the British. Dharwad was the capital of the southern maratha country. Since Marathi was the lingua franca, Marathi news papers were encouraged and developed very early. The Marathi language was used by the schools and colleges. In the Mumbai-Karnataka region, the development of marathi news papers was largely due to the language of administration. Dr. In his 1947 book Patrika vyavasaya (profession of journalism), R.V.Dharwadkar, a well-known Kannada literary historian, documented this. That Chawa was first published in 1840 from Dharwad town. During this time, another Marathi weekly, Dharwad vritha, was also published. Around this time, Chabaku of Trayambja Ramachandra Padaki, a Chandrodya by G.H.Honnapur matta, appeared.

Early Marathi news papers from Blegaum included Karnataka Mitr, Janodaya, and Belagaum Samachar, a weekly. Shubuddi Prakashana the first kannada week after week was distributed from Belagaum. The Samyukta Karnataka was Lokashikshana Trust's first significant news paper, first in Belagaum and then in Hublli. Despite its humble beginnings, the Samyukta Karnataka has held leadership positions in a variety of social, political, and public affairs and contributed historically to the freedom movement. The founders of the Samyukta Karnataka, including Mohare Hanumantha Rao, R.R. Diwakar, V.B. Joshi, and H.R. Purohit, as well as a slew of other prominent journalists who were associated with the expansion of the Samyukta Karnataka news paper, were largely supportive of the rise of nationalism in Karnataka. The Samyukta Karnataka, more than any other news paper, was at the forefront of the freedom movement and worked hard for state unification because Kannada-speaking people were scattered across five different language-governed areas in south India. Due to its experimentation with news coverage, localization, and national perspective, the Samyukta Karnataka gained a great deal of popularity. Until the 1960s, the Samyukta Karnataka was the only national news paper because its two prominent editors were connected to the national media industry, professional organizations, and political and public life.

Samyukta Karnataka's state unification, movement, and supportive editorial content are all linked, according to historical data. The Samyukta Karnataka was in charge of bringing the Northern region of Karnataka into the main Karnataka (Vishala Karnataka). The government embarked on a number of development initiatives to restore neglected regions of the North Karnataka region. The Samyukta Karnataka news paper advocated for the Kannada language and the North Karnataka region as a whole. It worked toward the political unification of the state and the growth of the kannada language. By supporting the government and other private sector banks, the Samyukta Karnataka worked hard for the region's economic development. The news paper also pushed for better education in the area by encouraging the establishment of new schools.

The Samyukta Karnataka fought hard for the state's unification, both politically and by encouraging the integration of the state's rail and road networks with those of the rest of the country. The Samyukta Karnataka news paper also raised awareness of the significance of. The Samyukta Karnataka has advocated for a number of issues related to the state's agenda for socio-economic development and reconstruction. The Samyukta Karnataka newspaper rose to prominence as a leading news source, fostering the development of the state and the North Karnataka region in particular. Positive public opinion was successfully generated by the Samyukta Karnataka paper's agenda, not only in North Karnataka but also outside the state. The news paper contributed to a number of technological advancements and established itself as the ideal media institution in our nation, which is laudable.

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