

## L8 - LANGUAGE PRESS IN INDIA

---

### Keywords

Language newspapers	Lower middle class	Readership.	Subscribe
Oldest existing newspaper	Upper Middle class	Circulation	Untapped
Cultural awakening	Penetration	Confined	Woo
Freedom Movement	Purchasing power	Literacy rates	Aggressive Marketing strategies
Interior villages	Revenue from advertisements	Initiated	Purchasing power
Regional newspapers	Flamboyant.	Periodicals.	<b><i>Political awareness</i></b>
Social responsibilities	Vigilant	Vernacular dailies	Paradigm shift
Influential consumer groups	Grievances and aspirations	Colonial period	Pre-emergency period and post-emergency period
Annual exercise	Disseminated	Comprehensive	Stagnation
The Registrar of News Papers for India (RNI)	The Audit Bureau of Circulation (ABC).	Predatory price wars	Government advertisements
Monetary incentive	Cut-throat competition	Journalistic Norms and values	Glamourization of criminals
Fastest growing economies	Globalisation		

## **In-text Questions**

### **In-text Questions 8.1**

1. Fill in the blanks with appropriate word/s:
  - i. Three countries with highest circulation of newspapers are.....,.....and ..... .
  - ii. The growth of newspapers is calculated in two ways : ..... and .....
  - iii. In India, readership is more for ..... newspapers.

### **In-text Questions 8.2**

1. Give three reasons for the newspaper boom in India.
2. Give three reasons for the growth of language newspapers in India.
3. What are multiple editions?

### **In-text Questions 8.3**

1. Name two books on growth of newspapers in India.
2. Name the organizations which regularly conduct studies on newspapers in India.
3. In how many languages are Indian newspapers published?

### **In-text Questions 8.4**

1. Which is the largest circulated daily in your area?
2. In which language is the highest number of newspapers published in India?
3. Which state has the largest number of newspapers published in a single language?

### **In-text Questions 8.5**

1. Mention two unhealthy trends in the newspaper industry
2. Give two examples of price wars.
3. What is the future of language newspapers in India?

### Terminal Questions

1. What are the differences between English papers and language papers.
2. Analyse the reasons for the newspaper boom in India.
3. What are the factors which helped the growth of language papers.
4. Give an account of recent trends in circulation of papers.
5. Discuss about some unhealthy trends in the industry.
6. How do you see the future of language newspapers in India ? Explain.

### Previous Year Questions

1. What is RNI? 1
2. Name the oldest existing newspaper of India. 1
3. Give any two reasons for the importance of regional language newspapers in India.[2]
4. Discuss any four reasons for newspaper boom in India. 4
5. Briefly describe the functions of RNI and ABC. 4
6. Briefly discuss any two unhealthy trends in newspaper industry. 4
7. Write the difference between English newspapers and language newspapers. 4