

# Development of Hindi journalism in the era of technological advancement: An analytical study.

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## Abstract:

The rapid pace of technological progress globally leaves no field untouched. The changes we see today in the format, methodology, reach, and impact of Hindi journalism are also due to technological advancements. In this digital age, Hindi journalism is no longer limited to newspapers; it is also reaching millions of people instantly through modern mediums like the internet, social media, mobile apps, podcasts, and artificial intelligence (AI). This article is designed to review this profound change in Hindi journalism and examine its historical development. Through this research, we will attempt to explain how technological innovation has increased its reach, effectiveness, and impact on society. This research study also discusses the challenges posed by technological changes and explores the future prospects of Hindi journalism in the digital age.

**Keywords:** Hindi journalism, technology, digital media, social media, online journalism, artificial intelligence, communication...

## INTRODUCTION

Hindi journalism is one of the largest language-based media sectors in India, with a history that began with the publication of 'Udant Martand' in 1826. Over the years, technological advancements have transformed every aspect of journalism, including news gathering, editing, publishing, broadcasting, and the transmission of information. Journalism, which began with the mission of informing citizens, raising public awareness, and strengthening democracy, is now increasingly seen as a mere market puppet, and is also working to shape public opinion as per convenience.

Journalism is often considered the fourth pillar of democracy because it informs citizens, promotes transparency, and facilitates public debate. In India, Hindi journalism holds a unique position due to the widespread use of Hindi throughout the country. As the largest language-based media sector in India, Hindi journalism has made significant contributions to social awareness, political participation, and cultural development.

The development of Hindi journalism has been influenced not only by political and social changes but also by technological advancements. Every technological innovation—from the printing press and telegraph system to computers, the internet, smartphones, and artificial intelligence—has transformed the way news is gathered, edited, published, and accessed.

In the twenty-first century, technology has transformed Hindi journalism into a dynamic and interactive medium. News is no longer limited to newspapers and television broadcasts. Readers now access information through websites, mobile applications, podcasts, social media platforms, and digital video channels. This change has expanded the reach and influence of Hindi journalism to a global audience.

This paper examines the historical development of Hindi journalism, analyzes the role of technological innovations in journalistic evolution, discusses key technological milestones, and evaluates their impact on journalistic practices. It also explores challenges such as misinformation, digital dependence, and declining print media readership, and highlights future opportunities in the digital media ecosystem.

### **Objectives of the Study:**

The main objectives of this research are:

1. To examine the historical development of Hindi journalism.
2. To analyse the role of technological advancements in shaping Hindi journalism.
3. To identify key technological innovations that have influenced media practices.
4. To evaluate the benefits and challenges posed by technological advancements.
5. To explore future trends in Hindi journalism.

### **Research Methodology:**

This study is based on secondary sources, including books, research journals, newspaper archives, media reports, government publications, and digital media studies. Historical and analytical methods were used to examine the relationship between technological advancements and Hindi journalism.

With the advent of computers, the internet, smartphones, and digital platforms, the scope of Hindi journalism has expanded beyond traditional newspapers and television channels. Today, we can access news instantly through websites, mobile applications, and social media platforms. This technological revolution has made information more accessible and interactive than ever before.

### **Historical Development of Hindi Journalism:**

Hindi journalism began during the colonial period with the publication of *Udant Martand* in Kolkata on May 30, 1826. It was founded and edited by Pandit Jugal Kishore Shukla. Despite financial constraints, it laid the foundation for Hindi journalism, which has played a vital role in India's social, cultural, political, and democratic development, reflecting the evolution of Indian society, nationalism, and communication technology.

Early publications in Hindi journalism include *Banaras Akhbar* (1845), *Sudhakar* (1850), and others. Although their circulation was not large, these publications laid the foundation for Hindi journalism.

### **Hindi Journalism During the National Awakening (1857–1900):**

After the 1857 revolt, political consciousness and social reform movements increased in Indian political history. Hindi newspapers became a new medium for educating people and spreading awareness about the country. Among the major Hindi newspapers that emerged during this period were: *Kavi Vachan*, *Sudha*, *Harishchandra Magazine*, *Hindi Pradeep*, *Balbodhini*, and *Brahman*. The journalism of this period is also known as the Bharatendu-era journalism. Due to Bharatendu Harishchandra's outstanding contribution, he is also called the "Father of Hindi Journalism."

The key focus of newspapers during this period included promoting Hindi language and literature, criticizing social evils and slavery, promoting women's education, criticizing the policies of British rule, and promoting patriotism and the adoption of *Swadeshi*.

### **The Nationalist Era of Hindi Journalism (1900–1947):**

Hindi journalism, which is considered to have begun in the twentieth century, was deeply connected to the Indian independence movement. Newspapers actively participated in India's struggle for independence and spread nationalist ideas. This was the same period when Akbar Allahabadi wrote:

"Kheencho na kamano ko, na talwaar nikalo'  
Jab top mukabil ho to akhbar nikalo"

(Do not draw bows, do not take out swords,  
When the cannon is in front, take-out newspapers.)"

This nationalist era of Hindi journalism (from 1900 to 1947) is considered a golden age in the history of Hindi journalism, because during this period, newspapers were not only a medium of information, but also became a major tool of national consciousness, the freedom struggle, and social awakening.

The journalism that began during this period prioritized the following topics. For example:

1. **Spread of National Consciousness:** During this period, Hindi newspapers and magazines opposed the policies of British rule and awakened patriotic sentiments among the people. Journalists spread the ideas of Swaraj, Swadeshi, and independence to the masses.

2. **Support for the Independence Movement:** Journalism played a crucial role in garnering widespread public support for various movements—such as the Swadeshi Movement, the Non-Cooperation Movement, the Civil Disobedience Movement, and the Quit India Movement.

3. **Facing Colonial Repression:** The British government imposed numerous restrictions on the press. Many newspapers were fined, their copies were confiscated, and editors were imprisoned. Despite this, journalists continued to perform their duties.

4. **Development of Language and Literature:** Journalism during this era simplified, effectively, and made the Hindi language accessible to the masses. Newspapers also became platforms for literary works and social reflection.

Among the newspapers and magazines that made their mark during this period were: Saraswati (1900) – Editor: Mahavir Prasad Dwivedi, Abhyudaya – Founder: Madan Mohan Malaviya, Pratap – Editor: Ganesh Shankar Vidyarthi, Aaj – a leading newspaper of the national movement, Karmaveer – Editor: Makhn Lal Chaturvedi, Chand – important in propagating nationalist ideas.

The journalism of this era brought the freedom struggle to the masses, promoted national unity and political awareness, contributed to the development of Hindi language and literature, and strengthened the foundation of democratic values and freedom of expression.

Overall, Hindi journalists gave top priority to truth, national interest, and public awareness even in difficult circumstances, due to which this period holds a special place in the history of Indian journalism.

#### **Post-Independence Expansion (1947–1990):**

After independence, Hindi journalism experienced rapid institutional development and professionalization. The newspaper industry experienced rapid growth. Hindi newspapers grew rapidly in North India. Printing technology expanded. Along with the rise in literacy, regional editions of newspapers also proliferated. Major newspapers that flourished during this period include Navbharat Times, Dainik Jagran, Amar Ujala, Rajasthan Patrika, and Dainik Bhaskar.

The primary role of Hindi newspapers during this period was to serve as a vehicle for the development of government affairs, strengthening democratic dialogue. Through this, information related to government functioning, development, and public welfare began to reach the public. Public participation increased in both urban and rural areas.

#### **The Era of Liberalization and Commercialization (1990–2010):**

After 1991, the era of liberalization, privatization, and globalization began in Indian politics. The subsequent push for liberal economics across the country not only impacted the Indian economy but also the media. This increased competition among newspapers, led to the introduction of color printing and modern layouts, a significant increase in advertising revenue, and the emergence of new media organizations.

The result of all this was an increase in circulation, as well as readership. The production quality of newspapers also improved, and a greater emphasis was placed on market-oriented content.

#### **The Digital Era and Today's Hindi Journalism (2010–present):**

After 2010, the rapid expansion of the internet, smartphones, and social media in India completely transformed the format, working style, and impact of Hindi journalism. While newspapers and television

were once the primary sources of news, today websites, mobile apps, YouTube, Facebook, Twitter, Instagram, and WhatsApp have become the primary sources of news consumption. This change has provided Hindi journalism with a wider readership, but has also posed several new challenges.

### **Development of Hindi Journalism in the Digital Era:**

After 2010, most Hindi newspaper organizations began rapidly embracing digital platforms. Many organizations adopted a "digital-first" strategy, launching their own websites and news apps. Naidunia, an Indore-based newspaper, was the first Hindi newspaper to enter the digital world by launching its website and online edition, "Wavedunia," where news is published first on the website and later in the print edition. Following this, a race began among numerous newspapers to migrate to digital formats. Among these were Dainik Jagran, Dainik Bhaskar, Navbharat Times, Hindustan, and Jansatta.

This marked the beginning of the era of convergent media and social media, which took on various forms. Whether it was Facebook, YouTube, Twitter, and Instagram, these combined to dramatically increase the speed of news dissemination. Journalists and media organizations now reached readers directly through their mobile phones. Furthermore, convergent media began to distribute various versions of the same news through various mediums, all in one place, further increasing public interest. As a result, information about an event can now reach millions of people within minutes.

### **Mobile Journalism (MoJo):**

Mobile journalism (Mobile Journalism) is a modern form of journalism in which news gathering, writing, photo/video recording, editing, and publishing can all be done simultaneously via a smartphone or tablet. In the digital age, the widespread availability of the internet and smartphones has made mobile journalism extremely popular.

The most significant advantage of traditional journalism is that while previously routine reporting required a camera, computer, recorder, and editing equipment, all of this is now possible through a MoJo, a smartphone. Journalists can report live from the scene and broadcast news instantly.

The key features of mobile journalism are:

1. Through it, information about events can be immediately conveyed to viewers.
2. Effective work can be done at a low cost because it does not require expensive cameras and technical equipment.
3. Smartphones can be easily transported anywhere, making them convenient.
4. Through this, text, photos, videos, audio, and live streaming can be used as multimedia.
5. Due to convergent media, news can be shared directly and live on YouTube, Facebook, Instagram, and other platforms. The equipment required for this includes a smartphone (with a high-quality camera), internet connection, microphone, tripod, power bank, and video editing apps.

Through mobile journalism, we can transmit news from one place to another very quickly and promptly. Second, its reach is very wide. Any news reaches millions of people through social media and digital platforms. Third, it promotes citizen journalism. Through mobile journalism, even ordinary citizens can contribute to the news process by sharing photos and videos of events. Fourth, it proves very useful in disaster and emergency situations. Mobile journalism has proven effective in natural disasters, accidents, and conflict zones.

Overall, mobile journalism is an influential and revolutionary form of modern Hindi journalism. It has reduced the cost of journalism while enabling effective reporting, benefiting real-time coverage, and enabling reporting from anywhere. It also makes newsgathering and broadcasting faster, more accessible, and more cost-effective. While it faces challenges with fact-checking, technical limitations, and quality, MoJo has become a key pillar of journalism's future in the digital age.

### **Current Trends (Development of Artificial Intelligence and Data Journalism) (2020–2026):**

The nature of journalism is rapidly changing in the digital age. Technologies such as the Internet, Big Data, machine learning, and artificial intelligence (AI) have revolutionized the way news is collected,

analyzed, and presented. Artificial intelligence and data journalism have become two important pillars of modern journalism. With their help, journalists are able to analyze vast amounts of available data and prepare accurate, factual, and impactful reports.

- Artificial intelligence is a technology that empowers computers and machines to think, learn, make decisions, and solve problems similar to human intelligence. For example, it possesses all the components that a normal human possesses. Its main areas include: machine learning, deep learning, natural language processing (NLP) robotics, computer vision, etc.

In contemporary journalism, artificial intelligence is being used in news writing, fact-checking, content moderation, data analysis, and presenting news based on readers' interests. Through this, any news story can be analyzed in a very short time.

Data journalism is a unique genre of journalism that enables news production based on the collection, analysis, and visualization of data. It presents complex topics in a simple and reliable manner using statistical facts and digital data. For example, machines are capable of analyzing data based on available data. Through this, we first analyze, then verify, then visualize, and then create a story based on information and data.

Tracing the evolution of data journalism, we can trace its origins back to the 19th century, when journalists began using government reports and census data in news stories. Subsequently, with the development of computer technology in the 1960s and 1970s, journalists began analyzing large databases, a practice known as Computer-Assisted Reporting (CAR). With the advent of the internet in the 1990s, vast amounts of data became publicly available, giving data journalism a new direction. However, it gained real recognition with the advent of social media. Subsequently, journalists began to utilize the vast amounts of data generated by government portals, censor boards, and digital platforms. This later gave a new direction to factual and in-depth investigative reporting.

But after 2020, like journalism in other languages, the development of artificial intelligence (AI) increased in Hindi journalism. This led to the development of a new system for automated news writing. Now, you may notice that AI-based news reports like weather, stock market, and financial reports are being automatically generated, without the need to go into the field. For example, the Associated Press news agency uses artificial intelligence to prepare financial reports. Similarly, Ruiter also uses artificial intelligence-based technologies.

The Interrelationship Between Artificial Intelligence (AI) and Data Journalism: Artificial intelligence and data journalism are complementary:

|                  |                             |
|------------------|-----------------------------|
| Data Journalism: | The Role of AI              |
| Data Collection: | Automated Data Collection   |
| Data Cleansing:  | Error Identification        |
| Data Analysis:   | Pattern and Trend Discovery |
| Visualization:   | Automated Graphs and Charts |
| Report Writing:  | Automated News Generation   |

In Indian journalism, artificial intelligence and data journalism are being increasingly used by almost all major media organizations. For example, The Hindu in English is renowned for its data-driven reporting. Following the example of The Indian Express, its Hindi edition, Jansatta, also occasionally dabbles in investigative data journalism. Similarly, BBC Hindi and other digital channels also use artificial intelligence for fact-checking and data analysis. For example, data journalism played a significant role in presenting infection, mortality, and vaccination data during the COVID-19 pandemic.

#### **Benefits and Challenges of Artificial Intelligence and Data Journalism:**

While artificial intelligence and data journalism have established a new dimension in journalism and brought numerous benefits to journalists, they have also posed challenges in several areas. For example, this

new technology has increased the accuracy of information, and data-driven reporting has made news more factual. Second, it has significantly saved time. Through it, any data can be analyzed very quickly. Third, this technology has strengthened investigative journalism, making it possible to identify hidden patterns and relationships. Fourth, presentation has become effective. For example, today any news can be presented more effectively through graphs, charts, and interactive maps. Fifth, content can be provided to readers according to their interests.

While new technology and AI have provided a new, broad perspective to Hindi journalism, it has also created many threats in the field of journalism. For example: its advent has increased the risk of misuse of personal data. Second, through algorithmic bias, any information can be presented falsely or biasedly through AI. Third, the rise of machine-based reporting is bound to lead to increased employment concerns, as automation of anything is impacting traditional journalism. Fourth, there has been a rapid increase in fake information, as AI-created deepfakes and misleading content have posed a new challenge to the public. According to a Google report, 83% of all reports coming through social media today are false and misleading.

With technology evolving at a rapid pace, it is clear that the importance of artificial intelligence (AI) and data journalism will only increase in the future. This will lead to new forms of real-time data reporting, automated investigative journalism, advanced fact-checking systems, AI-based multimedia news creation, predictive journalism, hyper-personalized news platforms, and more.

In conclusion, artificial intelligence and data journalism have made Hindi journalism more scientific, factual, and impactful. While AI has helped analyze and automate vast data, data journalism transforms that data into meaningful news stories. Although challenges such as confidentiality, bias, and ethics remain, a balanced and responsible use of these technologies can make the future of journalism more transparent, accountable, and people-oriented. Overall, new technology-driven Hindi journalism is poised to give the Hindi world a new direction, with future results that will be very interesting and impactful...

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