

## **INTRODUCTION:**

### **What is Journalism?**

Though journalism is practiced for years now, there is no established definition of the term 'journalism'. It is generally a term used to denote the practice of reporting news or current happenings for the masses of the country. While the people who work in collecting news and gathering information through various means are called journalists, the mediums through which they communicate the news – newspaper, radio, television, website etc. are called media.

But to get a rough definition about what journalism means, I referred the dictionary. According to the dictionary, journalism is an occupation of writing, editing, reporting, photographing or broadcasting news.

Interestingly, the word journalism is derived from the Latin word *diurnalis* which means daily. *Acta Diurna* was probably world's first newspaper, established in Rome. Later on, pamphlets, periodicals, gazettes etc were termed as 'newspapers'. Those who wrote for these newspapers were called news writers or journalists.

Journalism comprises of several different types of media which include newspaper, magazine, radios, television, cinema, internet based websites, blogs, phones and now social media. India boasts of a massive total of 70,000 newspapers which sell almost over 100 million copies a day, making it the World's largest newspaper market. In terms of satellite channels, India has more than 1500 channels

- **HISTORY OF JOURNALISM IN INDIA:**

**Newspapers:** The first newspaper that ever made its way in India was started by James Augustus Hickey by the name *The Bengal Gazette* in 1780. This was followed by many other newspapers later on. The biggest newspapers currently in India are Times of India, Hindustan Times, DainikBhaskar, DainikJagran, Rajasthan Patrika etc.

**Magazines:** Newspapers were followed by magazines which are active even today. English magazines like India Today, Outlook, Filmfare, Femina and Regional magazines like Grihshobha, Saheli, Vanithaetc are widely read.

**Radio:** Radio began in India from 1927 and it was named All India Radio in 1937. Later, it was rechristened to Akashvani in 1957. In the mid-2000s, the advent of FM Radio happened and today, it has become one of the most heard mediums.

**Television:** Broadcast reporting started in 1959, followed by the advent of coloured television in 1982. Doordarshan was the first channel which aired news, entertainment and infotainment shows. In 1990s when the liberalization happened, Cable-Tv was introduced in India, which took the broadcasting industry by storm.

**Internet:** Late 1990s and early 2000s saw the introduction of the World Wide Web. What began as a medium of entertainment, soon became a necessity. From providing information across the globe to giving out news within minutes, internet has done it all. It later introduced the culture of websites and blogs, which are currently ruling across the audience.

**Smartphones:** With the unveiling of smartphones, India has gone a step closer to digitization. The phone has captured the masses and has penetrated deep into the country, bringing about a digital trend. It has given rise to new set of audience. Every media organization today enjoys as good as 75% of the mobile users and in the coming days, this number is only going to increase.

**Beats/Types of Journalism Reporting:** News reporting consists of various beats which include – Crime, Political, Entertainment, Lifestyle, General amongst many others. Each beat provides an in-depth reporting of that particular subject.

- **What is Bollywood/Entertainment/CineReporting?**

Entertainment journalism includes the coverage about cinema, television, art and theatre. Journalists who cover this beat are often referred to as the entertainment reporters. While theatre covers all the news about plays and theatre artists, art covers music, dance, painting etc in its purview. Cinema is a broader term and it includes Bollywood, Hollywood, Regional Movies, interviews and reporting about celebrities, movie stars etc.

Entertainment journalism specific to movies is also called Cine Journalism or Bollywood journalism, where Cine is a term derived from Cinema!

- **RELEVANCE OF THE STUDY:**

This study is relevant because we have over the years witnessed research being done on Bollywood films and cinema but none has been done on the journalism aspect of it. Through this research we are trying to trace the journey and identify the changing trends of Bollywood journalism over the years.