



# ALVA'S MIRROR



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## HUMBLE BEGINNINGS TO GREAT HEIGHTS

- Sonia S

The Kannada press started off in the 1840s when Rev.Herman Mowling published the first Kannada newspaper by the name Mangalooru Samachara. It had a humble beginning and drifted up to great heights, fame and name. The pioneers of Kannada Journalism were the Christian missionaries who arrived in India with an aim to spread Christianity. As they went on into the process of converting the Indians to Christians they also published the first newspaper of Karnataka i.e. Mangalooru Samachara which laid the start to all kinds of progress and growth in the field of the Kannada

Press. It grew from a tiny little seed which grew up to great heights. Today the Press in Karnataka is progressing like all the press in the country. In fact right from its tender years it wrote widely for the cause of people and proved to be a great help to all its readers round the state. For example Tirumala Tatacharya Sharma's newspaper Vishwakarnataka played an important role in promoting national cause and incurred the hostility of the government.

Though it was suppressed it definitely was a voice for the voiceless. Karmaveera, a weekly was circulated to propagate the message of freedom.

Prajavani exposed the causes of the Dalits, encouraged women empowerment and laid a strong stand for the commoners. From the inception of Mangalooru Samachara the development in the field of Press has been constant and rising. As time passed lots of new technologies were introduced which made printing easier and accessible to the common people. This advancement in technology gave rise to increased readership and made media into a medium of connecting people to the things happening around them and updated them to every little thing in the society. It also gave a voice to the voiceless.

## MILESTONE OF FIVE YEARS : ALVA'S MIRROR

- Abhinandan

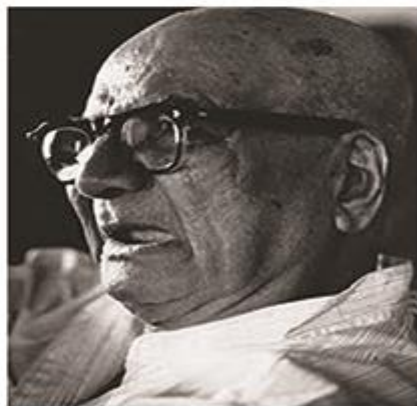
Practical knowledge is one of the most important aspect for overall growth of a student, keeping that in mind the Journalism Dept of Alva's Degree college had started 'ALVAS MIRROR.' Now this publication has stepped into its fifth year.

The idea of 'ALVAS MIRROR' was given by Mr. Chengappa who was then the P.R.O of Alvas degree College. It was started as a daily newspaper which was then made to a weekly journal. With the continuous sup-

port from Dr. Kurian the principal of Alva's Degree college and the Dept of Journalism. Through this students of journalism are exposed to the practical knowledge involved in the print media which is vital for students in order to get into the field of press. Alva's Mirror aims at providing information regarding the happenings all around AEF. It also helps students to inculcate qualities like team work, innovation etc.

### DV GUNDAPPA

### LEADING FIGURE OF KANNADA JOURNALISM



Devanahalli Venkataramanaiah Gundappa was a Kannada writer, philosopher and a journalist who was born on 17 March 1887 in Mulbagal of the then Mysore State. His most notable work is 'Manku Thimmana Kaggā'. Throughout his career he has written po-

etry, essays, dramas, biographies etc. His other notable works are Marula MuniyaKagga(poem), 'Jeevana Soundrya Mattu Sahitya'(essay), 'Geetha Shakuntala'(poem)etc. DVG had an illustrious career in the field of Journalism. He started Kannada newspapers 'Bharat' and 'Karnataka'. He even

started a weekly named as 'Sumathi' and a publication division named 'Sumathi Granthamale'. 'Karnataka' was started as an English magazine which was published twice a week and its first addition was published on 2 April 1913. After about a year of its inception 'Karnataka' started to publish

Kannada articles. His English magazine earned him lots of respect among people. Due to the lack of support he was forced to close the paper in 1921. DVG is one of the leading names we remember when we speak of Kannada Journalism and stands out as the leading figure in the developmental era

of Kannada Journalism. DVG was awarded Padmabushan by the Government of India in 1974. He is recognised for his works in Political Science which earned him recognition and respect all over India. DVG breathed his last on 7 October 1975.

- Keerthana Bhat

### LIST OF POPULAR KANNADA NEWSPAPERS AND ITS PUBLISHING CENTRES



- 1.Kannada Prabha - Bengaluru, Mangalore, Shimoga, Belgaum, Hubli, Hyderabad .
- 2.Udaya Vani - Bengaluru, Manipal, Mumbai.
- 3.Vartha Bharathi - Bengaluru, Mangalore.
- 4.Kranti Karnataka Daily - Bengaluru.
- 5.Samyuktha Karanataka - Hubli, Bengaluru.
- 6.Sanjevani - Bengaluru.
- 7.Prajavani - Bengaluru.
- 8.Vijaya Karnataka- Bengaluru.
- 9.Kannada Ratna - Bengaluru.



# MEDIA: SHAPING UP THE MODERN WORLD

- Sonia S



Media is the watchdog of Democracy. It plays a great role in the life of each and every person in the modern and civilized world which we live in. Media and the modern world are so much connected that both stand together hand in hand. Media provides a strong stand for the modern society.

In the modern times each and every person in the world are dependent on the term called as MEDIA. Media stands as the base for everything and everyone. It works as eyes and ears of people. It helps to keep us updated to everything that is happening in and around us. In a country such as India, which is driven in the term Democracy, media plays the role of the fourth pillar. Media in the modern world has a great role to play, it acts as the voice of the citizens. Media as in a whole has shaped the society in which we live, may it be the Television, newspaper or the internet it helps us in different ways. With the coming up of television we can sit inside our house

and get to know everything that is happening all over the world it can be a treaty signed between two countries or a cricket match, all we have to do is just turn on the television and all the information around the world will be in front of our screen. Media has totally invaded our lives today. People are more connected through social networking sites than with people around them.

Media works for public interest against malpractices and creates awareness among people. As the fourth pillar of democracy along with judiciary, executive and legislature, media of today has an all embracing role to act against the oppression, injustice and partiality happening in the society. Moreover it is not today that media is playing a major role in the lives of commoners. From times immemorial media has remained an integral part of the human civilization. During the freedom struggle newspapers like Young India acted as the platform to place the demands of common In-

dians and to express solidarity with freedom fighters.

In the era of Liberalisation and globalisation, the world has stepped right into our drawing rooms making us aware of everything that is going on around us, entertaining and shaping up our point of views. Moreover media also liberalises people to speak out their opinions, criticise the injustice and fight for the cause. It also helps us stand up against crime, corruption and all such evil practices happening in the society.

## THE VISION WHICH LEAD TO THE CHANGE: MANGALUURA SAMACHARA - Abhinandan

We the people in the modernized Karnataka are familiar to most of the newspapers which circulate around us, but most of us do not have a clue about how the printing press came to Karnataka, who was the pioneer behind the first newspaper published in Kannada? What was the name of the first newspaper in Kannada?

Well! To find the answers we have to go back to 1836 India. The person behind the first newspaper in Kannada was 'Rev. Hermann Friedrich Mogling' who came from Germany belonging to the 'Basel Mission' with an intention of spreading Christianity through the interior parts of Karnataka. Then in 1843 the first Kannada newspaper Mangaluura Samaachaara got published.

Mangaluura Samaachaara came to life on July 1, 1843. It was a weekly newspaper which contained different kinds of news like local news, East India Company's laws and regulations, state news, unusual news, mannerism, good conduct, moral stories



and songs of Purandara-dasa. The main intention behind the newspaper was to communicate all the happenings to people throughout Karnataka since during that time there were no such facilities. The printing was done using stone slabs which is present even now in Basel Mission Printing Press in Balmatta. It was on July 1, 1843 that Journalism in Karnataka got a fresh start and this day is celebrated all over Karnataka as 'Patrika Dina'.

Even after 174 years, Hermann Mogling is still referred to as "THE FATHER OF KANNADA JOURNALISM", it was his vision to unify the south and north of Karnataka and make it a united one. So on this 'Patrika' Dina let us all remember the people who contributed and lead Kannada Journalism to what it is now.



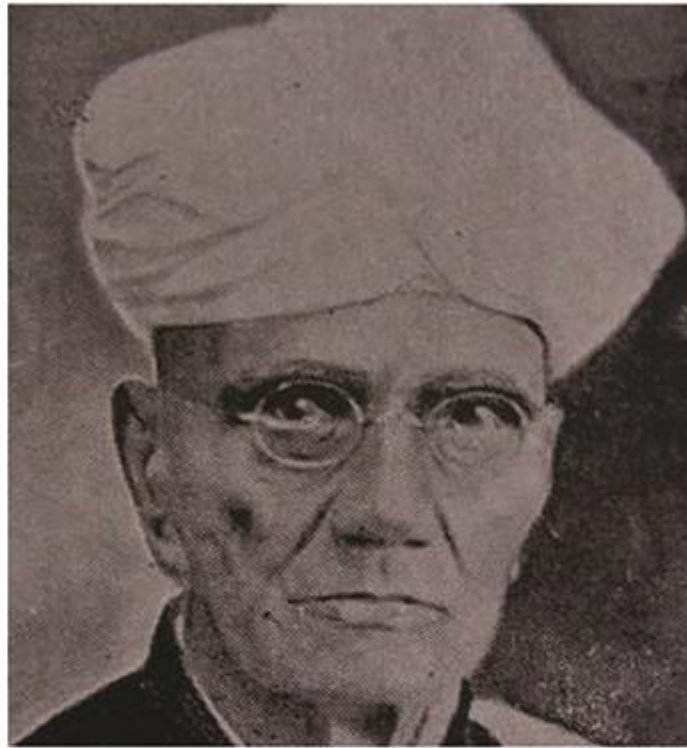


**The Early Past**

As in many parts of India, Christian missionaries played an important role in the growth of Kannada Press. The first Kannada newspaper, Mangalooru Samachara, was published in Mangalore in 1843.

Rev.Hermann Mogling of the Basel Mission was the editor and publisher. Although its main objective was to propagate Christianity, it carried government circulars and notifications and also published news of local importance and interest. After a year it was shifted to Bellary where it was assumed a new name 'Kannada Samachara'. But it failed to live long in its new environment.

It, may be noted that before Independence and the reorganisation of states, Kannada Journalism was spread over two princely states (Mysore and Hyderabad) and two provinces of India (Bombay and Madras).The publishing centres were Mysore, Bangalore, Belgaum, Dharwad, Hubli, Mangalore, Gulbarga. In Mysore state, the news-



paper had to struggle for existence in the face of repressive measures by the state administration.

The Kannada Press has had a proud record in the freedom struggle under the leadership of Gandhiji and the sacrifices, persecution made and imprisonment suffered by great Kannada journalists have left a rich tradition of heroism and patriotism.

Belgaum has the distinction of bringing out the first Kannada weekly, Subuddhi Prakasha in

the year 1849. In Mysore, which was the home of Kannada newspapers in the latter half of the 19th century, 'Mysore Vrittanta Bodhini', a weekly, appeared in 1859 with Bhasyam Tirumalacharya as the editor. It was patronised by the Maharaja of Mysore and carried news of government activities. It lasted till 1864. M.Venkatakrishnaiah is considered by many as the father of Kannada journalism .He brought his weekly 'Vrittanta Chinta-

mani' in 1885, in Mysore. He laid the foundation for modern Kannada journalism. He started more than 10 newspapers in Kannada and English. M.Gopala Iyengar and M.Shrnivas Iyengar who were trained by M.Venkatakrishnaiah started 'Kannada Nadegunnadi' in Bangalore in 1895. It became popular and influenced its readers. In 1908, the Mysore Government enacted the Mysore Newspaper Regulation Act under which permission of the govern-

ment had to be obtained for publishing any newspaper.

Between 1880 and 1908 a number of Kannada newspapers appeared. Among them were: Kannada Kesari(Hubi,1888), Vokkligara Patrika (Bangalore,1907) and Arthasadhaka Patrika (1914). During the period many women journalist made their entry into to the profession and among them were T.Sanjeevamma and Tirumamma.

The early part of the 20th century was also notable for the work of a distinguished Kannada journalist D.V Gundappa a scholar in Sanskrit, Kannada, Telugu, Tamil and English. Gundappa started a daily called 'Samachara Sangraha' in Bangalore in 1907. It was followed by a weekly named 'Sumati'.

In 1921, Tirumala Tatacharya Sharma started the 'Vishwakarnataka' which played an important role in promoting the national cause and incurred the hostility of the government. A powerful weekly in Dharwad in 1921 was 'Karmaveera' which carried on in the face of heavy odds and official persecution in its

mission to propagate the message of freedom. R.R Diwaker was its editor. Its most notable editor was HR Purohit who held the post for about 30 years.

B.N Gupta an enterprising journalist started many journals during the freedom movement. He started 'Prajamata' a weekly in Madras in 1931 and then brought it to Bangalore.

The daily 'Navabharatha' which appeared in 1941 under the editorship of VS Kudva is still strong today. The Udayavani of Manipal and its sister illustrated weekly 'Taranga' (1983) are also popular.

**TOP KANNADA NEWS PAPERS AND ITS CIRCULATIONS THEN AND NOW**

- Abhinandan

**KANNADA NEWSPAPER INDUSTRY: A SNAPSHOT**

Publication	Avg Circulation
Vijaya Karnataka	585,000
Prajavani	545,000
Udayavani	265,000
Kannada Prabha	194,000
Samyukta Karnataka	150,000
Vijaya Vani*	318,000

\*Average print order for six editions

Source: Industry data

The most widely circulated Kannada daily by early 2014 was Prajavani. It was founded in 1948 in Bangalore by KN Guruswamy. It was first pub-

lished in 1948 as a sister paper of the Deccan Herald. B.Puttaswamaiah was its first editor. It is known for exposing the causes of Dalits, encouraging

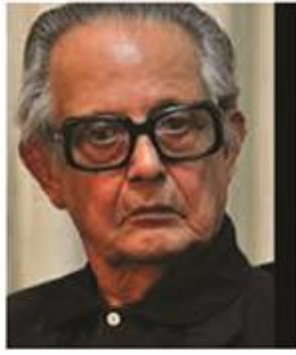
women's empowerment and taking pro-poor positions on economic issues. Towards the end of 1984, there were 687 newspa-

pers in Kannada, including 93 dailies. The total circulation of newspapers were 2155000. Six hundred and three newspapers were published from Karnataka and the rest of Maharashtra, Goa, Kerala, and Tamil Nadu. Three of the eight big dailies had a circulation of more than a lakh. Prajavani was the largest newspaper to be circulated. By 2007-08, there were 2610 publications, including 493 daily and 573 weekly newspapers.



# THE MAN WITH MAGICAL IDEAS

-Keerthana Bhat



R.K Laxman (Right), His most famous illustration of the common man (Left).

R K Laxman was a well known cartoonist of India. He was working in The Times of India .He was born into a Tamil speaking Iyer family. His father was a head master and his elder brother was a great novelist R K Narayan. Laxman was engrossed by the illustration in magazines such as The Strand ,Punch ,Bystander. Laxman was also a good cricket player, he was the captain of his local "Rough and Tough and Jolly cricket team and he was also inspired by his brother Narayan's stories" Dodu the Money Maker" and " The Regalcricket Club".

Laxman started his work as a cartoonist in the newspapers Rohan and including magazines like Swarajya and Blitz. Laxman held a summer job

at the Gemini Rohan Studio, Madras. His first full time job was as a political cartoonist for The Free Press Journal in news paper .Rasipuram Krishnaswami Iyer Laxman was a Indian cartoonist, illustrator, and humorist.He was born in 1921 in Mysore. Then Laxman improved his cartoon quality and he joined The Times of India in 1951 in Mumbai .His Common Man character featured in his pocket cartoons is portrayed as a witness to the making of democracy. Laxman was married to Bharatanatyam dancer and film actress Kumari Kamala. Then he married a woman whose first name was Kamala again . Laxman died at the age of 93 in Pune on 26 January 2015.

## EDITORIAL TEAM



Editorial Team: Sonia S, Keerthana Bhat, Abhinandan K. Y. Guidance: Mrs. Reshma and Miss Swathi

## What Do They Think?

Press and media in Karnataka has been a great contributive force to the development of Karnataka as a unique state. Identity of Kannada and Karnataka are directly linked and definitely promoted by press especially the newspapers which spread the idea and commitment of forcing ahead as a state with its glorious and unique entities. It is worthwhile to mention that press and media in Karnataka has carved itself into a unique system compared to the other states and similar examples in the country.

- Dr. Kurien  
Principal, Alva's Degree College,  
Moodubidri

It is the greatest duty of the media to awake the people in the society. Today the question is whether the media is doing what it should do, because of globalization media houses are turned into corporate companies and they are lagging behind the ethics of journalism and forgetting their social responsibility .News is either biased or paid news .It is the greatest duty of the media to educate the society as well as to give knowledge about their social responsibility.

-Krishnaraja Karabha,  
Kannada Lecturer,  
Alva's Degree College, Moodubidri

The Press in Karnataka is doing its work of informing the people about the happenings around them and is performing well to the maximum. It has been of great use to the people of Karnataka and will always be. Moreover channels in Kannada like TV9 has proved to be a real nuisance on the screen and absolutely worthless.

-K. Umesh Shetty,  
Dean, Commerce Department,  
Alva's Degree College, Moodubidri

Kannada Press is very essential and has proved to be of great help to its people. It has helped both the educated and the ones who are familiar with the vernacular language of Kannada.As for the English language it served the purpose of only the educated and the ones who are well versed in the English language. Kannada Press has helped reach the people and has updated them with the latest news. In fact in Karnataka Kannada is more useful than English if it carried much quality in them.

-Mr. Machendra,  
HOD, English Department,  
Alva's Degree College, Moodubidri.