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DOORDARSHAN'S LITERARY MAGAZINE "SARASWATI" ON ANALYTICAL STUDY (With special reference of broadcasting from Lucknow, Doordarshan)

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ABSTRACT

Doordarshan has a different image in various mediums of Mass Communication. It is the medium, which is most popular among mass. It is the medium, through which we can see as well as listen. That's why the nature of this medium is totally different and simple from other mediums. The reach of Radio is maximum in mass but public can listen only, through radio. That's why, radio becomes inferior against television. Since the advent of Television in India, Doordarshan has become the synonym of T.V. and at the present time, most of the people of India, watches T.V.

Therefore, social responsibilities of Doordarshan is more than other private channels. Due to its high and simplified access, Doordarshan has equal the responsibility of social development. Doordarshan has been played important role in every field including education. Relation of literature to the society is very old. Even literature is accepted as mirror of society. Therefore, in changing environment, intellectuals of the society tried keeping connecting people with literature through Doordarshan. In this series, Lucknow Doordarshan started Saraswati as a literary link in 1975.

Through Saraswati, Doordarshan is developing literary activities by broadcasting of programs related to Indian culture, national unity, public problems, integrity, making aware of scientific consciousness, documentaries, personality introduction etc. Due to its various dimensions, it is considered as a magazine.

Through research study of Saraswati magazine, form, history, and development of literary journalism, history of development of Doordarshan, except Lucknow Doordarshan, study of magazines broadcast from Varanasi and Allahabad Doordarshan, special achievements, limitation and possibilities of Saraswati and literary activities of Lucknow Doordarshan has been tried to explore.

KEYWORDS: *Doordarshan, literature, Literary journalism, Hindi journalism*

FORMS OF LITERARY JOURNALISM

Literary journalism of Hindi is integral part of development of Hindi literature. Emergence of new and fundamental prose literature, has been happened from womb of Hindi journalism. In fact we face Hindi journalism through Bharatendu Harishchandra(1850-1885)'s magazines Kavivachan Sudha(1867), Harishchandra magazine(1873), Harishchandra Chandrika(1874), Balbodhini(first woman magazine). Actually, from Bharatendu period, prose literature and prose genre came into existence as tradition. Indian journalism has been started by Englishman James Augustus Hicky on 29th Feb 1780 through The Bengal Gazette, known as Hicky's Gazette. Whereas the first Hindi weekly Udant Martand was published by Pandit Jugal Kishore Shukla on 30th May 1826. That's the reason behind celebration of national Hindi journalism day on 30th May. From starting, this magazine was semi literary by nature.

Hindi journalism developed literary journalism and prose literature. According to Prof. Surya Prasad Dixit, in development of Hindi language and literature, journalism has made major contribution. Through magazines and journals, era's tendency was launched, different ideologies were innovated and special talents were discovered. Actually, literature and journalism are synonym and complementary to each other. Many scholars say that journalism is literature written in hurry but literature is the best form of journalism.

Literary magazine is a collaborative effort of art and creative organization. It was not only a technique but consciousness too. Humdinger literary journalism is a science too. In this communication revolution scenario, literary journalism forms a certain face and direction to social consciousness. It teaches indirectly. In literary journalism, one cannot do anything without specialized knowledge. Literary journalism is divided into following topics based on differences or specific areas.

SEGMENTATION BASED ON PRESENTATION

Periodic division
 Genre based division
 Language based division
 Publishing oriented division
 Ideology oriented division
 Electronic media which is radio and T.V. broadcasts audio and audio visual literary magazine. Saraswati magazine broadcasted from Lucknow Doordarshan comes under same category.

THE HISTORY OF THE DEVELOPMENT OF LITERARY JOURNALISM

Literary journalism is different from normal journalism. In India, now days Hindi,

English and other languages are the different forms of journalism. It was the time when literary journalism belongs to culture. Today the journalism is limited up to news only. There is a difference between Hindi and English newspapers regarding approach, system of presentation of news, headlines and comments. It is a matter of debate.

At first, to get knowledge about history of literary journalism, it is necessary to know about history of 175 years of journalism and political, social, cultural, economical and educational condition of India. It is an entertaining fact that in 1826 after publication of Udant Martand till 1870 almost fifty papers published but between 1870 and 1900 during 30 years four hundred papers were published and after 1900 number has been increased. Today the number is in thousands. 50 papers which were published in earlier 45 years, 12 were published from Agra. Many magazines published from Muradabad, Merrut, Aligarh, Barelley, Nainital, Nagpur, Bharatpur, Jodhpur, Indore, Ratlam, Ahemadabad, Mumbai, Lahore, Ajmer etc. Before the first war of independence, 15 papers were published in Hindi, in which Sudharak from Kashi, Martand from Calcutta, Buddhi Prakash and Praja Hitaishi (of king Lakshman Singh) from Agra are specially remarkable. That time, Calcutta had same status as Delhi is having today. Agra was the capital of northwest province. Due to having Braj area, literary tradition was present there. Lalluram ji was the product of Agra itself.

CLASSIFICATION OF DEVELOPMENT OF HINDI JOURNALISM

First Step- 1826-1870- Banaras Akhbar, Sudhakar, Buddhi Prakash, Sarvahitkarak, Prajahaishi, Dharmaprakash, Lokmat, Gyanprakash, Payameaazadi, Samachar sudhavarshan, Kavivachan Sudha

Second Step- 1870-1900- In the same era, Bharatendu Harishchandra done important work of making literary and historical work of modernization of Hindi journalism. He roused political consciousness in Hindi. He also gave Hindi, it's proper place and paid attention on economic and scientific topics. Main journals of this period were Chandra Prakash, Prayagdoot, Mayur Gazette, Harishchandra, Harishchandrika, Mohan Chandrika, Balbodhini, Bharat Bandhu, Dharm Prakash, Anand Kadambini, Brahmin, Nagari, Nirad etc. This period was known as renaissance period. Prose genre was established in this period.

Third Step- 1900-1920- This step was considered from 1901 because after that time, due to Bengal partition, Swadeshi movement was started. Hindi got honour due to the arrival of Tilak on political stage. In the leadership of Shyam Sundar Das,

Hindi language was hyped. This period was of great Hindi editors. Balmukund Gupt, Mahavir Prasad Dwivedi, Baburao Vishnu Paradakar, Lakshman Narayan Garde, Ambika Prasad Vajpayee, Madhav Rao Saprey, Ganesh Shankar Vidyardhi, Makhanlal Chaturvedi, Madhav Prasad Mishra all are the gift of this Era. Saraswati, Samalochak, Awadh-Samachar, Kayastha-kul, Bhaskar, Abhyudaya, Chandra Prakash, Pratap, Sarayuparin, Awadh Keshari, Brahmin etc. magazines were published.

Fourth Step -1920-1948-The First World War was over. Mahatma Gandhi was distinguished in Indian politics. In this age Literary journalism had been completely changed into political form. Aaj, Madhuri, Samanvay, Kalyan, Kisan, Ganga, Navyug, Vishal Bharat, Dharmayug, Weekly Hindustan were prominent papers in this age.

Fifth Step-1948 to till now- After independence, Hindi journalism got changed. Till now it is hostile to the government, as that time the journalism was ruled by the Foreign Government. Now the Government is own that is Indian. So, Government supports journalism. This situation lasted for 15 years. After it, some criticisms were started by journalists. After being Hindi as Rajyabhasha, Hindi people including journalists were not interested in hyping the Hindi as earlier times. Ownership of Hindi journalism are changed. It's ownership were handed into capitalists, companies, or political parties. Journalist, who were owner of paper till third step, and independent regarding their work, now became salaried employee and practically dependent.

Today, Hindi journalism is different from earlier time. That time the editor was the owner of paper. He was Hindi lover, and writes inspiration literature and sacrifices everything for his love. Today Hindi journalism is totally a business. Ownership are in the hand of capitalists, companies or political parties. Some small newspapers are published for business purpose, political gain or personal marketing purpose. Bangvasi, Dharmadivakar, Navbharat Times, Amar Ujala, Dainik Jagran, Punjab Kesari, Veer Arjun, Sanmarg, Jansatta, Rastriya Sahara, Dharmayug, Deenman etc. are the main papers.

HISTORY OF THE DEVELOPMENT OF DOORDARSHAN

T.V is a versatile communication media. It was invented by John. L. Baird in 1923. It's full form is Tele -Vision. Doordarshan is a Hindi adaptation network, which literally means to "See from Distance". In T.V, image or scene is prominent. On 15th of September 1959, T.V. came into existence in India. It was an experimental service. Today Doordarshan has an important place among vast networks of the world. The first live broadcast occurred on 15th August, 1960 of Flag Hoisting. Educational programs were started from 1st August 1975. From 1st August 1976

broadcasting of ad has been started. The first national program started on 15th August 1982 and first colored sponsored program serial "Hum Log" started on 15th of July 1984. In 1985, it reaches to the houses. The network won the heart of public by broadcasting of culture, literature, art and programs related to public utility.

Doordarshan started its centre at Lucknow on 27th November 1975. Mr. Manzurul Amin Khan was appointed as the first director on 9th of October 1975 and on 19th of Jan 1976 Mr. Balbir Chandra became the first engineer. Regional language satellite has started from 1st April 2000. It's broadcast time was from 7-30 A.M to 11 A.M. and from 5 P.M to 11 P.M. Basically, programs were broadcasted in regional languages. Beginning of DD2 got started on 20th August. In 1976 the first play of Lucknow Doordarshan Sawa Ser Genhu was produced and broadcasted. In the same year, the first telefilm Chakrapur was broadcasted for rural audience.

LITERARY JOURNALISM OF ALLAHABAD

At its first literary broadcast from Allahabad Doordarshan was started from 29th November 2001. This program was broadcasted every Thursday. From Nov 2002, every Friday, programs related to literary journalism were broadcasted. The first program was Sahityik Triveni. In that program, Kavi Sammelan and Mushayara were organized. On 7th December 2000 at a discussion were broadcasted with Narmadeshwar Upadhyay, Dr Jagdish Gupta and Sudhanshu Upadhyay on topic Prayag Mahakumbh. From 1st January 2001, on topic Mahakumbh, everyday 45 minutes programs are broadcasted like literary discussion, cultural discussion, importance of The Ganga, on special festivals, condition seen by eyes and importance of bath of special occasions are broadcasted. A prepared T.V. report was broadcasted on this topic.

Varanasi Doordarshan came into existence near about same time as Allahabad Doordarshan. Programs were broadcasted from almost every aspect of literature from Varanasi centre. From the beginning, Banaras was a religious, cultural and literary city. The effort of this center is to broadcast 5 programs like Lucknow and Allahabad centers. In a month, two or three literary programs were broadcasted from this center.

Allahabad is providing enough contribution in broadcast of literary programs on Varanasi Doordarshan. Cultural heritage of Allahabad, captured in camera is increasing literary public consciousness. Many poet's conferences, discussions are broadcasted from Lucknow and Varanasi centres. All materials of literary journalism of Allahabad and Varanasi are published in various newspapers and magazines.

DEVELOPMENT OF SARASWATI

Literary journalism were started at the same time since the broadcast started from Lucknow Doordarshan. Broadcasting of Saraswati magazine also started from 1975. Its broadcasting is the mixture of genres of literature. Many changes took place in this program but name does not changed from beginning. Earlier it was 30 minute program. It had three segments each of 10 minutes. All were related to literature. This trend continued for a long time. This program was broadcasted every week. After 1997-98, it was broadcasted on Tuesday or another day of week but it was not confirm that on which day it will be broadcasted. The change in period of broadcasting the program also took place. The time decreased from half an hour to 20 minutes and segments reduced from three to two. This 10 minutes shooting was outdoor so the segments were extended. Periods were never more than 30 minutes.

For making up a program, topics related to literary persons were included. It is noted that spirit of literature may spread in each and every person and society may get positive impact. Literature should not be disdained. All including specialities should spread in a literary way, which are useful for mass. Four programs in a month were held about established literature and writers. One program was broadcasted for emerging writers, which owns a title as introduction. If there were five weeks in a month then four programs were broadcasted for the literature and from its genres and one program for the new literature creation or writer were also broadcasted.

There is a special importance of documentaries in Saraswati program. Many established writers, who are alive are invited in studio or to meet them at home for making up a program of Saraswati. Some documentaries like on Amrit Lal Nagar, Sumitra Nandan Pant, and Mahadevi Verma had been prepared in their life time. Some writers who are age of final threshold, interview is conducted and saved in their lifetimes. Conversation is done with writers on personality basis too. It should be kept in mind that a writer should conduct the interview of a writer because a writer is well versed of the genres of literature. Prof S.P Dixit, Liladhar Jagudi, Surya Kumar Pandey, Vishnu Kumar Tripathi are considered as an expert of this field. All of them have hosted many programs of Saraswati including interviews, talk shows, conversation based on play, novel, and travelogue with established writers and made programs interesting.

OBJECT SIDE OF SARASWATI

Materials of literary magazines come from literary genres. Literary journalism has a wide range. The production of documentaries, discussion etc. is included in literary journalism. We have to search many sources for making a program from a genre. For example, if the writer is alive then after having a discussion or conversation with them and

after a deep study of various circumstances, the program is edited. If the person is unable to come, then the members from Doordarshan goes to their home to get knowledge regarding his creations. Shooting of literary magazine is done by two cameras. Editing is done later after shooting.

In spite of the extensive development of private T.V. channels. Cable culture is rapidly spreading in cities but beyond this, data says that, 74.27 % people watch Doordarshan, because these people live in rural areas. The aim of private channels is to gain profit, so they broadcast entertaining programs only rather than literary cultural programs of India whereas Doordarshan is defender of cultural and literary heritage. Doordarshan is moving on motto of “unity in diversity” and serving the nation day and night.

EVALUATION OF VARIOUS PROGRAMS OF SARASWATI

According to Exe sub director of Lucknow, of Doordarshan, Mr. Ashok Srivastava, thanks to broadcast of Saraswati magazine, literary interests has been increased in people but since length of program is short, the time is unavailable for complete discussion. Program should be thoughtful. Today’s poetries, novels, plays should include thoughts regarding future. The way of reflection should be future perceiving and the program must not be boring. A large program can be made small by showing in radio style. In Saraswati program, musical presentation has been done for the creation of many poets including Jayshankar Prasad, and Ramdhari Singh Dinkar. Prof Surya Prasad Dixit says that in musical presentations, Indian classical music should be promoted rather than filmy genre. Millennium journey of Hindi, Buddhism philosophy and Hindi literature, review of Hindi and essay, Hindi novel in today’s context, Yugacharya Hazari Prasad Dwiwedi, freedom struggle from the window of history, immortal lamp of Gandhi’s thought, immortal martyr Ganesh Shankar Vidyarthi, dedicated their services of hundreds years. Bharti Bhawan library, Yug Purush Govind Vallabh Pant’s discussions and personality introduction programs are broadcasted in Saraswati. Evaluation of yearly literature has been part of Saraswati. It tries to give knowledge to people, about last year literature creation. Dr. Arjun Tiwari believes that play of last year, reviews of books, demerits and nature of books, how will be they guide direction and condition of the society, which are getting less attention in Saraswati magazine. Many programs of personality introduction, and journalism of Doordarshan has been broadcasted in Saraswati. Except Saraswati programs, through precise literary programs Doordarshan is achieving popularity and helped in diverting literature towards sociality.

ACHIEVEMENTS, LIMITATIONS & POSSIBILITIES

Prof R .C.Tripathi accepts that literature has got richness by programs of Saraswati. Programs of Saraswati are almost similar to the objectives of Doordarshan. They are made kept in viewing sentiments and aspirations of the people. In this, attention is kept about all genres of literature as well as an effort to make literature modern. Personality based interview are also conducted. Time to time meetings are organized with celebrities of particular fields as scientists, writers, filmmakers etc. Saraswati has enough contributed in broadcasting of Hindi language journalism. In this, mainly thought based programs like poems, novel based street plays etc. are broadcasted. It has been tried to make programs people friendly. Saraswati cannot be fasten in a limit. It is an audio visual medium magazine. In this electronic age, it has established its identity. Not only genres of literature, but all aspects of society are included. Its limitation is to be unlimited. Their should not be any space for vulgarity which makes the literature rich. In the era of professionalism, morality, humanity, thoughts can be limitations of Saraswati. The spirit of making India's cultural unity and integrity intact should be in Saraswati. In this modern age, nutrient of Indian culture is contained in Saraswati and the future of Saraswati is looking very bright.

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