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The role of media in the propaganda of Hindi language

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India is a multilingual land. There are 22 major languages spoken in 13 scripts. There are 720 dialects. The mother tongue of 10 major states is Hindi, rest of the states is either Punjabi or Haryanvi etc still the use of Hindi in those states is more. More than 41% of the people speak Hindi in India.

Hindi which is used nowadays has been evolved from Brajbhasha in 18th century. Sanskrit, Urdu, Arabi Pharsi and some dialects also contributed in the evolution of Hindi. Hindi is the mother tongue of nearly 18 crore people and reaches 48 crore in India when we communicate. It exists in 150 countries in the world. In north India 75% study in Hindi medium and only 25% in English medium. But in south India it is exactly the opposite. In entire India only 20% speak English and out of which only 4% speak good English. The reason behind this is studying English for the sake of employment, means Hindi is the language of expression and English the language of bread and butter.

The print media started in the pre independence era and Hindi language has contributed a lot to it. May 30th is the Press day. On this day in 1823 "Udant Marhand" meaning "The raising sun" was published. There were many news papers at that time in English, Pharsi and Bangla. Unfortunately due to financial crisis Udant Marhand closed its circulation in a year. But it laid the foundation stone Hindi print media. The number of daily news papers sold in India is about 2 crores. In India 42,493 dailies and magazines are published in Hindi. More than 400 news and current affairs channels are there in our country and most of them are Hindi channels.

Radio plays a major role in accepting Hindi language in national and international level. Akashvani is successful in broadcasting news, education, thoughts, social responsibilities, music and entertainment in Hindi to every nook and corner of the country. Hindi cinema and songs have a distinctive role in this. Hindi songs crossed the boundaries to reach Russia, China and Europe. Akashvani's vividh bharti seva made people to reiterate Hindi songs often. Akashvani propagated Hindi language throughout the country through Hindi movies but Hindi songs reached more than this. Now the FM channels taken up that task. With some talk shows, debate and comedy shows they are broadcasting Hindi. Now Akashvani's 226 centres, 361 transmitters and 400 FM and community radio channels are broadcasting in the country. Among this most of the channels are broadcasted in Hindi. On the basis of this we can estimate the importance of propaganda of Hindi. In Mumbai when the