

# **Gandhian influence through vernacular newspaper to establish peace- A Study of Perception with special reference to Bhilwara City**

Shikha Parakh, ResearchScholar, Department of Media and Mass communication ,  
PacificUniversity Udaipur

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Prof. Subhash Sharma , Pacific University Udaipur

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**Abstract:** Gandhiji taught our land ahimsa. The goal of resolving a conflict is not victory over one; it is the process of creating peace in mind.

Bhilwara city is located in the Mewar region of Rajasthan in India; it is considered as a textile city from economic point of view. Bhilwara city has been witnessed to an increased rate of crime over the period of time. The society of Bhilwara consists of social groups having diverse religion, culture, language and ways of life. Historically, successive waves of migration from villages at different times and from different directions through ancient times made the population of Bhilwara diverse with a multiplicity of race, religion and culture. At contemporary times over a period , inter- ethnic division and conflict have grown among different ethnic groups for various reasons emerging out of identity, alienation, exclusion and lack of literacy, peace and awareness. However, the focus of this study is specifically on conflict and peace process arising out the role of vernacular newspaper. Since the conflict has been rising day by day, in this situation the question arises in the mind that how the peace is established and what should be the role of vernacular newspaper in establishing peace among the citizens of the city. With this view, the researcher will pose the same question to the people and based on the data will find out the conclusion, that will be submitted to the management of the vernacular newspaper or agencies, so that they may start working on those lines and help bringing prosperity and peace in the city.

**Key Words** - Peace, vernacular newspaper, conflict, Gandhi, ahimsa, citizen.

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## Introduction

In 20<sup>th</sup> century journalism has played vital role in shaping our societies and it became a source to stretch and dismay information. Today's newspaper is a type of mass media. It delivers message to large and diversified audience in printed form. According to the Annual Report of Registrar of Newspaper for India (RNI) in 2016-17 registered publications witnessed a growth rate of 3.58% in India. Newspapers have a mass readership in India and in the state of Rajasthan vernacular newspapers cater larger demography then other language newspapers. It does always heed that as messenger of society what role newspapers should play. The era in which we live is often called technology centred. Many words are used alternatively to label the society in which we live for example, 'information', 'communication', 'media' , 'social media', such contempt blames the media for many of social problems.

## Journalism in Harmony

In view of Gandhiji journalism means advocacy of peace and harmony in through mass media. He intensely used journalism to solve clashes among communities. There are demur about the loss of objectivity in transition of media roles from pre independence era to post, what version of peace should be promoted by newspapers and how it can be settled by demand of society. The reporting must be based on peace, facts, people, free speech, professional integrity, ethical guarantee, and solution rather than objectification, propaganda, shielding, ferocious coverage of any conflict. Newspapers are instrument of education, contributing to the development of human resources, economic growth, and change in lifestyle.

## Review of Literature

Dr. Malik Zahra Khalid, 2Dr. Aaliya Ahmed (2014) A Snapshot of Role of Newspapers in the Contemporary Newspeak: In this study newspapers are the main source of disseminating

information. They play a key role as agenda-setters in modern society. Because people depend on newspapers for their day-to-day information needs, newspapers should act to inform and educate people on social issues. The socially responsible press helps the citizens to be well informed on issues of immediate concern to them. Newspapers help in the emergence of public opinion and in building up of images through news reporting, expressing views, informing the public and thereby facilitating public discussion on issues of importance.

By Dr. K. John Babu (June 2014) Gandhi's Persuasive Communication and Ideal Journalism: in this article philosophy of Gandhi, Aristotle's three variables of communication and journalism were seen from various angles. Aristotle said that rhetoric or communication is an art of influence on audiences by communicator. Gandhi empowered journalism for peace and freedom movement; and taught diversified people to follow path of ahimsa.

Babu Ambika (June 2011) Perceptions of Sensationalism in News (A Quantitative Study): in this study was an attempt to measure the perceptions of news sensationalism. The results obtained, it may be concluded that audience tend to perceive those messages traditionally classified under 'sensational' as more sensational. But they do not necessarily find sensational messages less credible than those messages. Traditionally classified under 'non sensational'. Though there is an extensive body of research on sensationalism, there is vast scope for further research. In spite of sensationalism being an important concept, it is surprising to find a lack of consistency in the treatment of the subject.

## Objectives

1. To understand the Gandhian peace journalism in newspaper from reader's point of view.
2. To study newspaper as a tool to resolve conflict in Bhilwara city.
3. To study the prejudice of local news reporting in vernacular newspaper.
4. To study the need of Gandhian peace journalism in vernacular newspaper.

## Research Methodology

- The research approach: is a blend of Action and Exploratory Research.
- The research design: used was the Descriptive Survey Design that will include qualitative methods of data collection and analysis.

Background of Research: The growth of Hindi dailies in the last 20 years has been phenomenal, not merely in terms of circulation, but also in contents, printing, advertisement revenue and influence. Hindi dailies have been revolutionary in their response to changes in technology, setting trends in contents and in introduction of new features in layout and design. The high end of competition among the Hindi dailies is the main reason for innovations. The most notable feature of Hindi dailies is the launching of district and city edition. This has resulted in a vast network of reporters at the district and lower levels. In fact, they have stringers to cover events locality-wise in the district city. The Hindi dailies have set many trends of giving local coverage to economy, business, sports, lifestyle, entertainment and science which were rarely covered earlier. Also reporting on the communities in which the readers of the newspaper live helps the newspaper and encourages people in their areas to see them as related to their lives on a regular basis.

Sampling Size: In all there will be around 40+ respondents.

Sampling Design: Random sampling technique used to select the respondents.

Data Collection: The primary data was collected from newspaper, magazine, online journals, books etc. The secondary data was collected through survey. For this, questionnaire was used as a tool and was filled by 45 respondents which were picked up randomly.

### Hypotheses formulation

H<sub>01</sub> Perception of readers on Gandhian peace journalism in vernacular newspaper.

H<sub>02</sub> Perception of readers on newspapers plays a role in resolving conflict in city.

H<sub>03</sub> Perception of readers on local conflict news presented in the newspaper is biased free.

H<sub>04</sub> Perception of readers on vernacular newspapers just help in knowing where about of city.

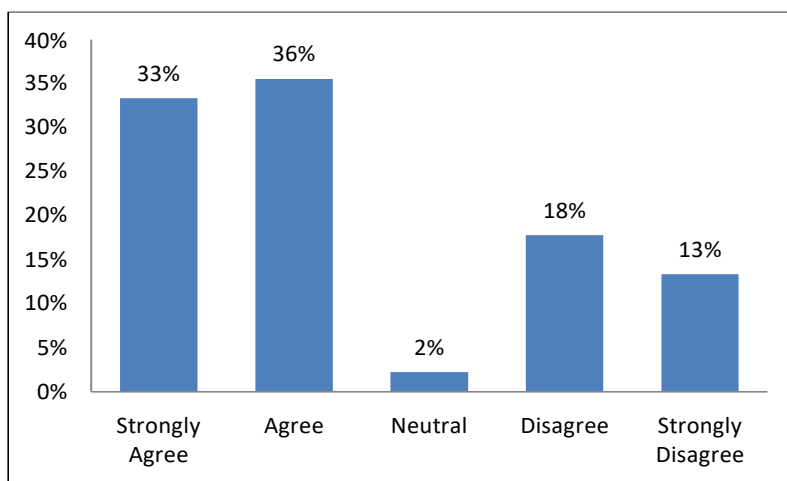
#### TOOLS TECHNIQUES:

- Basic descriptive statistics and qualitative techniques.
- Analysis using Likert scale and Graphs.

#### Results

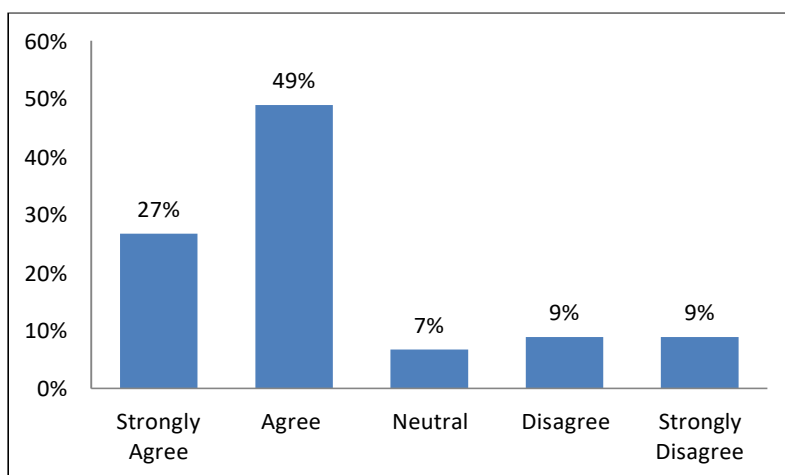
The data collected from the survey has been graphically represented below. Results can be summarized in terms of answers to the following questions:

In the question “Does the newspaper you read has influence of Gandiyan peace journalism” asked to the representatives the following data has been collected which is shown graphically in Graph No.1



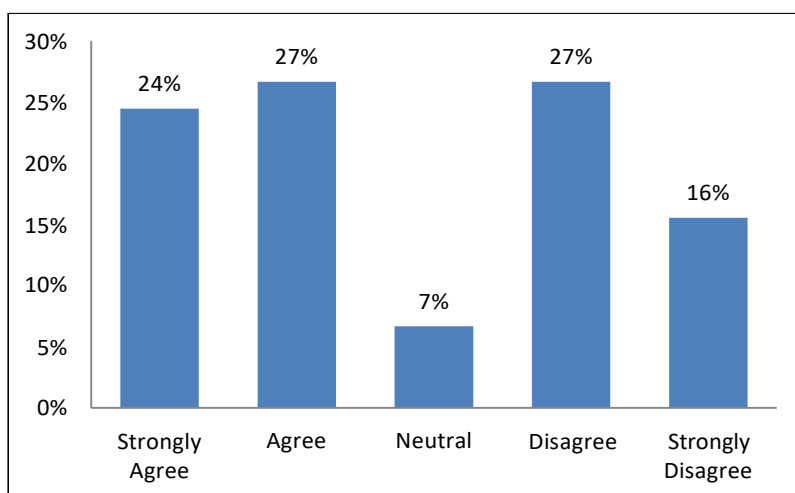
Graph No. 1

In the question “Do you think newspapers plays a role in resolving conflict in your” asked to the representatives the following data has been collected which is shown graphically in Graph No.2



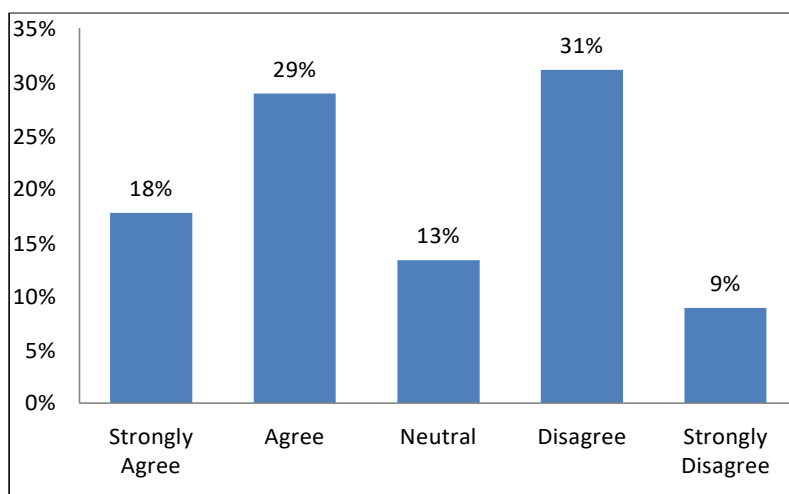
Graph No. 2

In the question “the local conflict news presented in the newspaper is biased free” asked to the representatives the following data has been collected which is shown graphically in Graph No.3



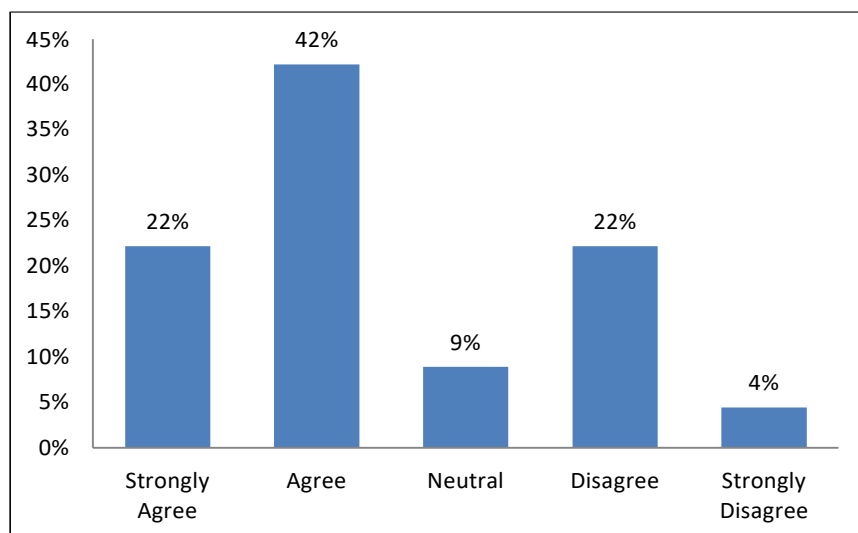
Graph No. 3

In the question “Vernacular newspapers have no utility of taking such crucial decision related to Gandhian peace process in city” asked to the representatives the following data has been collected which is shown graphically in Graph No.4



Graph No 4

In the question “Vernacular newspapers just help in knowing where about of city” asked to the representatives the following data has been collected which is shown graphically in Graph No.5



Graph No. 5

Based on the above stated graphs the scholar has found that

1. Gandhian peace journalism has influence on vernacular newspapers.
2. In Bhilwara city vernacular newspapers play a key role in conflict resolution.
3. Partially biased presentation of local news in newspaper.

4. More of Gandhian peace journalism need in vernacular newspapers.
5. Vernacular newspapers help in knowing about Bhilwara city current news.

### Findings

1. The majority of readers are agreed with influence of Gandhian peace journalism on vernacular newspapers.
2. The majority of readers think newspapers plays a role in resolving conflict in Bhilwara city.
3. There is marginal difference among readers who finds local conflict news presented in the newspaper is biased free and it is biased.
4. The majority of readers feel that there is a need to incorporate Gandhian peace process in vernacular news paper reporting.
5. The majority of readers feel that Vernacular newspapers helps in knowing where about of city.

### Recommendation

A majority of the literature reviewed limited their investigation to network television news, employing content analysis. Very few studies could be found regarding peace journalism in print media, further research can enrich the existing studies and will benefit more of local vernacular newspapers.

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