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THE TIMES OF INDIA

ಕನಡಪ್ರಭ

Business Line
Anil Ambani ducks Anay court life

THE TIMES OF INDIA
A NATION HOLDS ITS BREATH

DECCAN HERALD
King's Speech rules Oscars

Indian Express

ఆంధ్రజ్యోతి

سیاست

DECCAN Chronicle

منصف

THE HINDU

മാതൃഭൂമി

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పామిలీ పెట్రోల్

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పామిలీ పెట్రోల్

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ABSTRACT

- *In India serving the information with 792 channels, among them 392 are news channels, most 24 x 7, the Indian news television and 13,519 news papers genre are booming in the country in English and various Indian languages. The development has already taken place in media Domain. The Traditional closed access libraries are shifting towards automated e-library. The automated one towards the electronics, the electronics to digital and finally and in Digital library and its different aspects / Badan Barman virtual library. Information and communication technology has revolutionized the concept of Newspaper libraries. A virtual library comprises digital collections, services and infrastructure to support lifelong learning, Journalism, scholarly communication as well as preservation and conservation of recorded knowledge. Information archiving methods in virtual media library, media library toughing on the different selective government, information, reference, political, social networking, photo, images and video websites.*

INTRODUCTION

- **The functions of a newspaper library as J. Lewis in his booklet on “Newspaper Libraries” defines it, is “to act as depository of all information required by the editorial and management departments of a newspaper”.**
- **Since long back newspaper has been considered as an important source of information. The generation of current and varieties of information in large quantity makes it distinct from other information media. It is frequently used by people from all strata of the society for their current awareness, and is used considerably by the academicians, researchers and practitioners, politicians and administrators, economists, and many others in various fields of knowledge and activities seek information from newspapers for solving day-to-day problems and/or for their research work.**

Current Trends in Indian Media Library Services

The India media industry is growing rapidly at global level with revenues of about 850 billion INR ,is set to grow robustly over the next few years. Revenues are expected to reach 1764 billion INR by 2016. In the present globalization economy, to be competitive and successful, a media enterprises along with other basic resources such as money, materials, manpower also needs high quality information resources. While the library professionals working in a media organization may have more channels to obtain such information sources, it is primarily the responsibility of a media library to cater to the information needs of its contributors. There fulfilling the information needs of media industry professionals like journalists, writers, photographers and content researchers is a challenge as well as an opportunity for the library professionals

History of the Print Media in India:

The communication of news through oral method was used in early days in Indian Kingdoms. The news and proclamations reached the public through messages. Even the animals like parrots, swan and deer were used for news or information from one point to another. So the process of communication of news by different media was there in India

First Newspaper

- The first newspaper in India started by those who had grievances against the Company and had resigned from it. The first attempt to start a newspaper in Calcutta was made in 1766 by William Bolts, the Well-known author of consideration on India Affairs. He was forced to go back to Europe and there was no one to follow the footsteps of Bolts for fourteen years.
- On 29th January 1780, James Augusts Hicky brought out the Bengal Gazette or the Calcutta General Advertiser- two pages, twelve inches by eight, in the City of Calcutta. Popularly known as Hick's Gazette, it wrote sarcastically against men and affairs, especially against the name of warren Hastings. When a malicious personal attack was made against Madam Hastings, the Governor General had recourse to law and published an order depriving Hicky of privilege of circulating his newspaper though the General post office.

Increasing Importance of Newspapers in India

- For William Randolph Hearst, one of America's most important newspaper publishers, news was "what someone wants to stop printing: all the rest is advertisements." Both idealistic and mercenary motives have contributed to the development of modern newspapers, which continue to attract millions of regular readers through the world despite severe competition from radio and television.
- Modern electronics, which has put a television set in almost every home in the Western World, has also revolutionized the newspaper publishing process, allowing many more newspapers to be born with better production quality. An increasing number of these newspapers are given away free, their production cost being borne entirely by the revenue from advertisements, which are of much greater importance.

List of newspapers in India by readership:

This is the list of the newspapers in India by readership in the three months period of ended December 31, 2014. These figures are compiled by Media Research Unit Council in the India Readership Survey (IRS).

Rank	Newspaper	Primary Locality	Language	Circulation
1	Dainik Bhaskar	Nationwide	Hindi	3,55,7407
2	Dainik Jagaran	Nationwide	Hindi	3,034,560
3	The Time of India	Nationwide	English	2,891,702
4	Hindustan Dainik	Nationwide	Hindi	2,237,243
5	Malayala Manorama	Kerala	Malayalam	2,232,585
6	Amar Ujala	Uttar Pradesh	Hindi	2,018,023
7	Eanadu	Andhra Pradesh	Telugu	1,801,213
8	Rajasthan Patrika	Nation wide	Hindi	1,735,083
9	Daily Thanthi	Chennai	Tamil	1,721,833
10	Lokmat	Mumbai	Marathi	1,476,900

11	Mathrubhumi	Kerala	Malayalam	1,458,796
12	Sakshi	Hyderabad	Telugu	1,439,716
13	The Hindu	Nationwide	English	1,391,550
14	Hindustan Times	Nationwide	English	1,321,807
15	Daily Sakal	Maharashtra	Marati	1,311,884
16	Dinakaram	Chennai	Tamil	1,307,367
17	Ananda Bazar Pathrika	Kolkata	Bengali	1,160,404
18	Patrika	Rajasthan/Delhi	Hindi	1,125,229
19	Punjab Kesari	Punjab/Delhi	Hindi	1,066,461
20	Dinamalar	Chennai	Tamil	893,360

Media of India :

- **Consist of several types of Indian communications media : television, radio, cinema, newspapers, magazines, and Internet-based Websites. Many of the media are controlled by large, for-profit corporations who reap revenue from advertising, subscriptions, and sale of copyrights material. India also has a strong music and film industry. India has more than 792satillite channels and 13519 leading newspapers and is the biggest newspaper market in the world –over 100 million copies sold each day.**
- **The Indian media was initiated since the late 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumiere moving pictures in Bombay initiated during the july 1895 is among the oldest and largest media of the world. Indian media-private media in particular –has been “free and independent” throughout most of its history. The period of emergency(1975-1977), declared by the then Prime Minister Indira Gandhi, was a brief period when India’s media faced with potential government retribution.**

The Printed World and the Electronic Invasion:

- In the traditional technology, the printed world was the only product. But with the introduction of the computer and the electronic media, the fundamental product was now a data base.

THE PROS AND CONS OF THE ELECTRONIC MEDIA

THE ELECTRONIC MEDIA 'S ADVANTAGES MAY BE LISTED AS FOLLOWS:

- **Quick Communication**
- **Understanding at a glance**
- **Memorising Effect**
- **Comparison**
- **Bird's eye view**
- **Dynamic**
- **More revealing and Appealing**
- **Stimulating**
- **Saving time**
- **Audience Participation**

Nine Essential qualities of print Media are;

- **Portability**
- **Simplicity**
- **Readability**
- **Durability**
- **Longevity**
- **Portrait-oriented, Page-Based Format**
- **Affordability**
- **Reliability**
- **Personalization**

From Traditional to Digital Libraries:

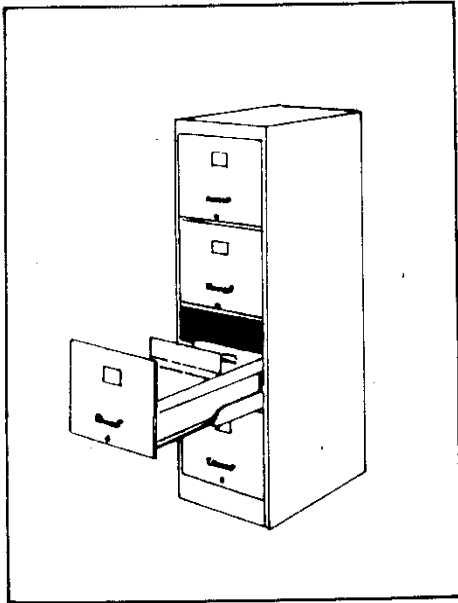
- Digital libraries are large, organized collection of information objects. Whereas standard library automation systems provide a computerized version of the catalog – gateway into treasure – house of information stored in the library- digital libraries incorporate the treasure itself, namely the information broadly knowledge that constitute the library's collection
- The tools used by newspaper libraries in their daily work have changed vastly during recent years. Today, all the newspaper libraries are equipped exactly as it was only a few years ago. In addition to traditional means like card catalogs and newspaper clippings, photos, microfiche readers, most libraries now also an online access catalog, District editions equipped with Internet connection. An increasing number of branch libraries are building homepages on the World Wide Web from where users have access to a variety of services without physically entering library. Almost all newspaper libraries are in transit from the traditional towards the digital library.

Changing Library space

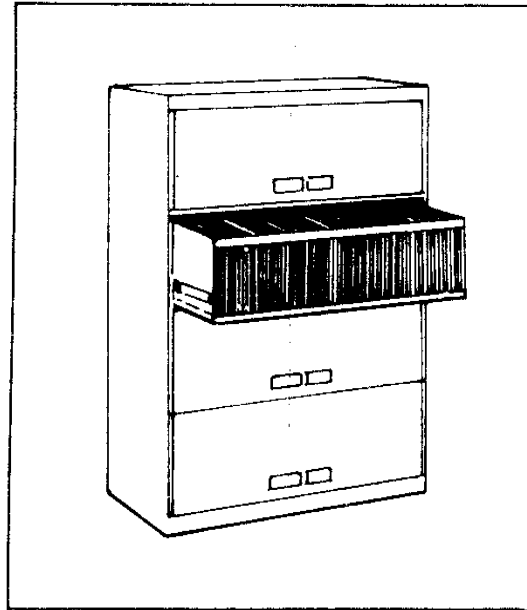
One of the impacts of the digital revolution on media libraries has been to bring about changes in the utilization of physical space. These changes vary according to the type and function of a library, but they are generally a response to the increased demand for space provided for user's access computing facilities; and for shared, networked news making area. As a consequence, space previously available for storage of physical collections is being encroached upon and in many cases significantly reduced. At the same time the media libraries are also encountering institutional reluctance to alleviate the problem by providing in a minimum space. The media library spaces are being designed very differently than was the case when collections were dominated by print

Media Library Services

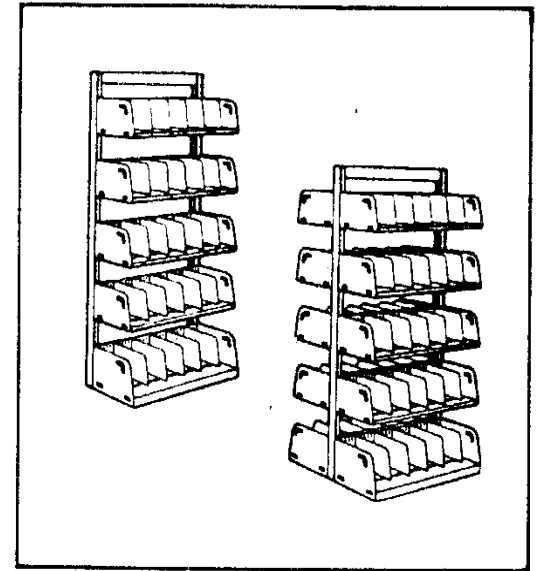
In the advent of the Technology, library never loses its sheen, there things will never loses its sheen, Devalaya(Temple), Vidhayala(School) and Granthalaya(Library). Though every man has a library in his pocket in the form of apple mobile phone with internet activity.



File cabinet

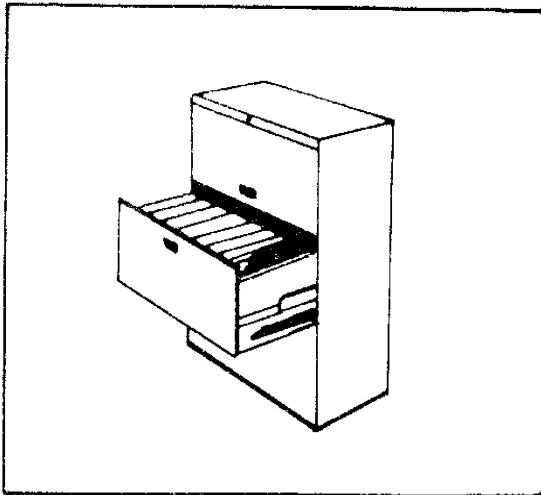


Lateral file, hinged door

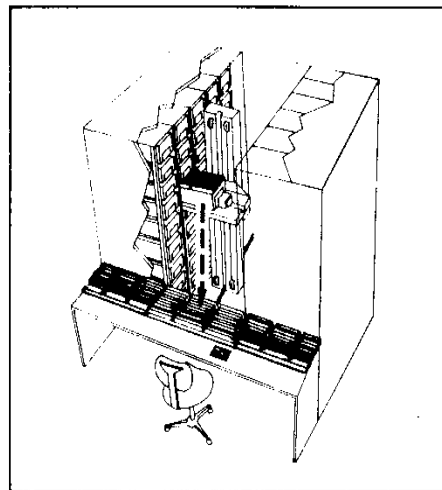


Open shelf, single-faced

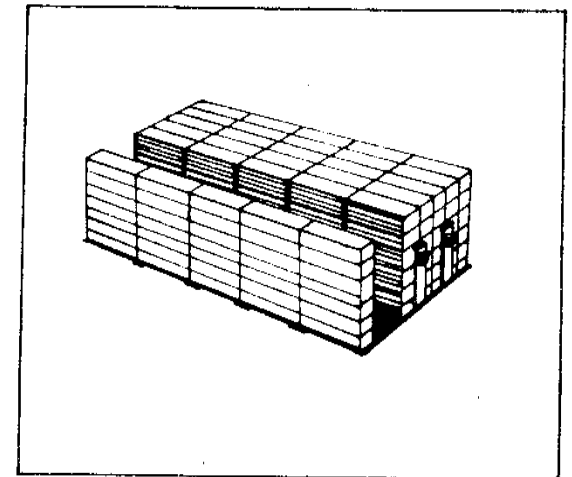
Open shelf, double-faced



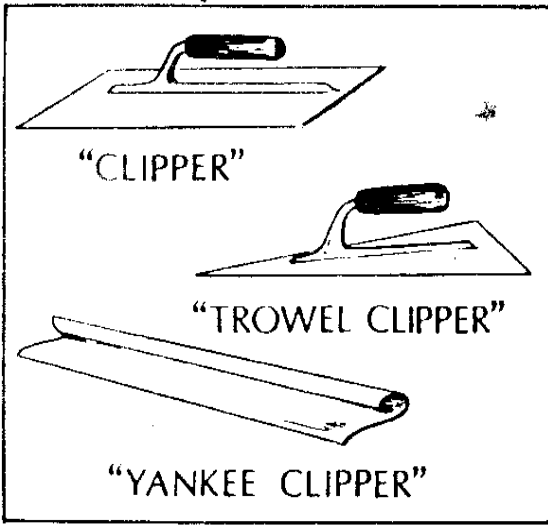
Lateral file, rigid front



Power file



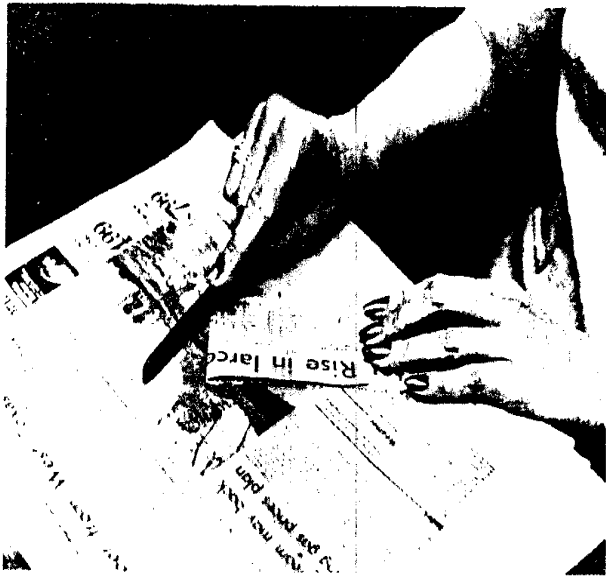
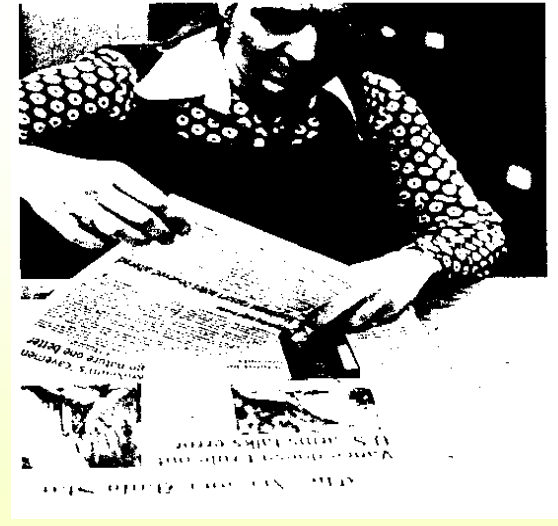
Mobile shelf files



... rule out
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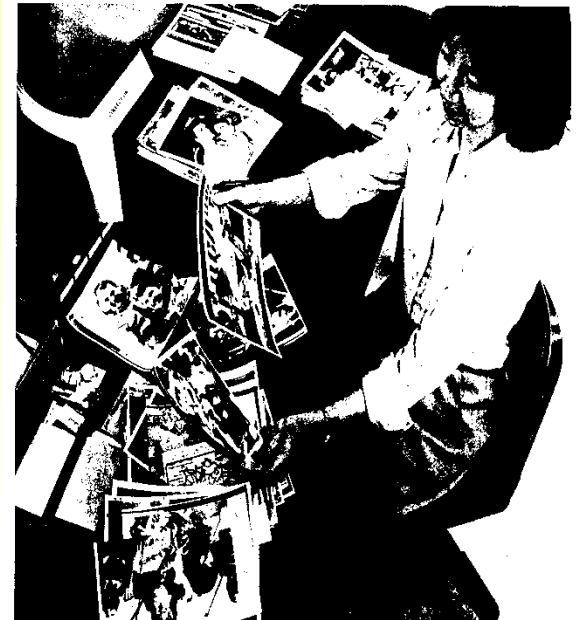
... Museum's 'cavemen'
... go nature one better



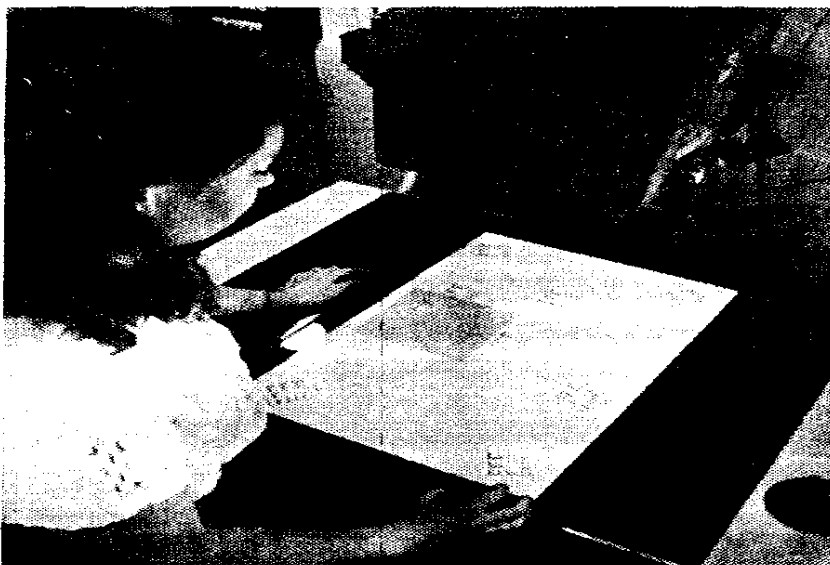
GUIDELINES FOR NEWSPAPER LIBRARIES

Photo assistant sorts day's pictures by section and page, noting pictures that have come from the library's files

Library clerk retiles envelopes that have been used by editors. Computerized, electric file "cabinets" are replacing standard file cabinets in large libraries because they are space-savers, easy to file in and reduce filing errors.



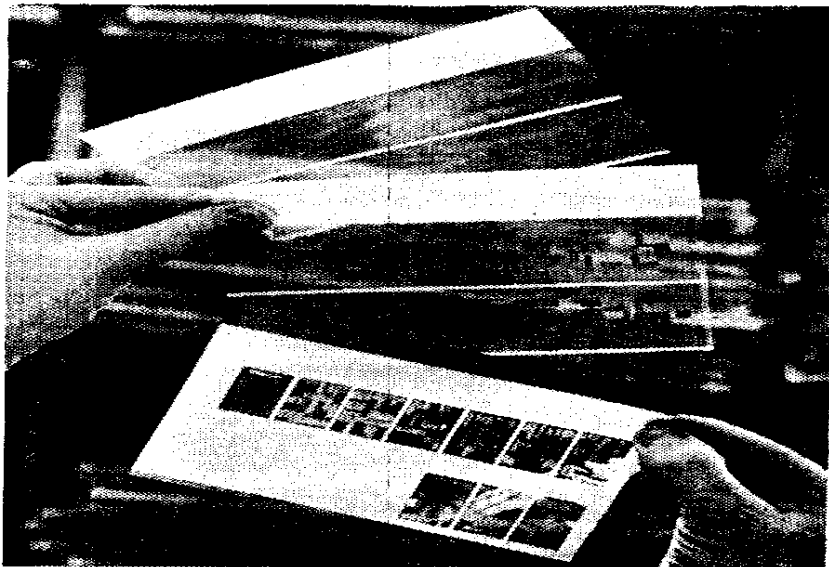
MICROFILMING NEWSPAPER CLIPPINGS



Photographing target board for density and resolution quality testing.



Glass cover used to hold clips in place for microfilming.



From top to bottom: microfiche jacket, filled jacket (or masterfiche) and duplicate of master (or duplifiche.)



Editor at terminal using portable reader and microfiche for clip file research.

Digital Information in Media Library

- **Text Information**
- **Pictures**
- **Microfilm**
- **Video Library**

COLLABORATIVE STRATEGIES FOR DIGITAL CURATION AND PRESERVATION

- Digital preservation organizations and services are being foreseen to form as a key component of the emerging digital newspaper library field. Some of these are library -driven operations, in which a central repository is implemented to function locally according to preservation principles. The central repository made enables an newspaper institution to own the whole process of preservation and keep it in house, in effect maintaining control. It may be expensive (both in terms of staffing and technology) and does not readily lend itself distribution to District level editions.

DEMERTIS OF TRADITIONAL INFORMATION RETRIVAL TOOLS AND SERVICES

- Web –integrated access mechanism for the news archive;
- Encoding of news items though general and domain-specific metadata;
- Controlled indexing for field level searching;
- Full text retrieval;
- Indexing of multimedia formats(text, image, group, etc)
- Browsing through title, source, creator, data, subject, etc,;
- Multi-lingual documents/items management;
- Export, import and backup;
- Simple search and advance search (through Boolean operators, proximity operators, retrieval operators and positional operators);
- Personal information environment (PIE)

Scanning

- **LibClip supports a wide range of scanners and interfaces (SCSI, TWAIN, KOFAX) and is able to process bitonal and greyscale images within the 300-600dpi range. Recently published newspapers are collected and catalogued in several libraries. They are usually microfilmed and are, therefore, easily accessible. If certain articles are needed for special kinds of reuse (e.g. facsimile printing in a book) the article can be easily identified and reproduced from the original. The recommended scanning resolution for recent bitonal newspapers (even with limited colour) is 300-400dpi 1-bit, and 300-400, 8-bit (greyscale) for older newspapers. These resolution levels ensure the creation of high –quality images to support printing, display, and OCR processing**

CLIPPING AND INDEXING

- The most interesting feature of libClip is its support of clipping, rearranging, and semi-automatic indexing of articles. After scanning the newspaper page, an automatic layout analysis is conducted to recognize the standard elements of an article, such as headlines, subtitles, leads, columns, pictures, captions, and author names. In addition, the software also analyzes the order of these standard elements. After the librarian has selected an article by clicking on one of these elements, libClip displays the results of its internal layout analysis. This is achieved by using different colours for different elements. Articles with unusual layouts may produce negative results; however these can be manually corrected.

PROCESSING OF METADATA

- For each article, three outputs are produced; the images(s) of the clipping, the full text of article, and the associated metadata. The image and the full-text files are stored in a file system; an Oracle database management system (DBMS) maintains the metadata. While scanning, clipping, and bibliographic indexing are rather simple and automated, the final subject indexing of the articles

Advanced indexing

- **Article classification**
- **Abstract**
- **Controlled Vocabulary**

FUTURE EFFORTS

- **Colour Processing**
- **Retro-digitisation of clipping collections**

ONLINE NEWSPAPER ARCHIVE

- It is a prototype system for the Digitization, indexing and presentation of historic newspapers. Newspaper is the national archive collection in the India and overseas newspaper. This is the only large, integrated national newspaper service in India, combining facilities for the collection, preservation, and use of newspapers all on one site. The collections, which also include popular magazines and periodicals, are made available in hard copy, in microform, and on CD-ROM.
- Reading Room and information Services, Newspaper Web Catalogue, The Library Online Newspaper Archive, Collections, Copy Services, Electronic Resources, Microfilm Services, Newspaper, Journalism and Media Internet Resources, Open Day's vests, and Talks, Newspaper History, Disposal of Overseas Newspapers Related material elsewhere in newspaper library

DIGITAL NEWSPAPER ARCHIVING IN INDIA

- In India Digital newspaper archiving is not yet considered as domain of activities of libraries. Few libraries attached with industrial and media organizations are working in this direction but their efforts are limited to the manual organization of newspaper cuttings related to their domain of activities, such as Ramoji Knowledge Centre, The Hindu, Hindustan Times, The Times of India, Ananda Bazar Patrika, Sun networks, etc., entrepreneurship Development Institute of India. The concept of digital newspaper archiving is however gaining popularity in newspaper houses. However, the system is not in reality available for searching and retrieval on Internet. The quality of such digital archiving also varies exorbitantly in terms of organization, search capabilities and user interface design. Therefore, it is to be inferred that the existing online digital newspaper information retrieval systems, available web environment, are functioning with many lacunas. Besides other notable problems, precision oriented problems become factor of top priority in web environment

CONCLUSION

- The electronic media is relatively younger compared to Print media. The Print media struggled a lot worldwide to Present updated news items for centuries. The main problems associated with Print media was involvement of human resources combined with the information repository. With the advent of electronic media particularly in the News services, the use of computers as data storage and retrieval systems now become the prime tool for transmission of news also. Till 1980's the Indian media used manual resources for storage and trivial of 'related' information. The moment the electronics and digitalization introduced, the whole traditional Practice of using, retrieving, storage of information was totally invaded and almost the 'Paper' mode of information depositions and retrievals are fading away.

T H A N K Y O U



**Media Library
Adding Media**