

# Some Glares Of the Print Media

-Smritypriya Mistry

The entire generation seems to be hypnotised by the more popular and easily accessible visual media. People had thought that newspapers are doomed forever and will soon be listed in the gloriously old and long list of the extinct species. It was thought it is already an endangered one with no added incentive to compete with its big rivals - satellite TV, internet and other channels of mass communication.

Yet, all the doomsday predictions against the print media have fallen apart in due course of time as we see that no matter where technology goes and to what height it reaches, newspapers and other forms of print media are there to stay forever. Nothing can substitute the feel of paper in one's hands, with the early morning tea and its rustic charm on a common man. One of the Most in favour newspaper "The Times Of India" also known by its abbreviation "TOI". It is the one of the most sold news paper of all times. So as we are talking about the newspaper we need to know some history about its origin, when it came to life on November 3, 1838, it was not yet The Times of India: it was called The Bombay Times and Journal of Commerce, and was published every Saturday and Wednesday. J.E. Brennan was the editor and the owners included a British syndicate of 11 firms. It was launched as a semi-weekly edition by R.N.D. Velkar, a reformist leader. It became a daily in 1850, and was renamed The Times of India after a merger with other

papers. The first stage of the daily was very magnificent if we go through the period of time, we it would be clearly seen that the first five decade years after Independence, the ToI had some legendary editors such as Sham Lal and Girilal Jain, but in the last two decades, editors are no longer the towering figures that some of their predecessors used to be. As Singh put it bluntly: "The one lasting contribution Bennett Coleman has made to Indian journalism is to cut to size editors who had grandiose notions about their positions." The nice inputs about lifestyle, fashion, movies, etc., to make a good and light reading after going through the boiling news of the political and business world. The newspaper is an excellent information provider and educator for young minds, especially for those who are interested in the field of politics economy and business. The paper helps me keep myself updated with the latest events happening not only in the country but also around the globe. It helps in increasing my general knowledge, improving my language, writing and reading skills, vocabulary and also helps me develop my personality. I am able to keep up with the fast moving pace of the world, the changes that take place every now and then and also enrich my spiritual side. I also enjoy going through the columns on astrology, the tit-bits from the Page-3 world and the events in Delhi. I enjoy reading every part of the newspaper right from the headlines to the last page - sports page, finance and business, world and the editorial page.

Moreover, the regular columns by Jug Suraiya, Shobhaa De, Gurcharan Das, Swaminathan Aiyar and Bachi Karkaria are all very interesting. All the columnists colour life with their pen and imagination, blending it with reality very exquisitely. The Sunday Times with its Review, Deep Focus, Mind over Matter, Open Space and Special Report are all very vivid and interesting.

Any person who enjoys reading can spend a few hours with this faithful friend. Not only that but also when I like to keep track of the movies to be telecast on the various channels, the newspaper is of great help. I also enjoy reading the daily horoscope and cracking the crossword puzzle even though I always get stuck after the first few initial lucky strokes.

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take a regular morning dose of intellectual reflections in order to maintain a sound and a healthy mind. This habit should be cultivated right from childhood by the parents and also should be encouraged in the school through the reading of news daily in the morning assembly, organising regular quiz competitions based on the knowledge of current events, sports, politics and economy. Then only can the habit of reading newspapers be developed and inculcated among children, which once cultivated will continue till the rest of their lives.

I think that everyone should develop a regular habit of reading newspapers. Just as we need to have a good and nutritious breakfast to be hale and hearty, similarly, we need to take a regular morning dose of intellectual reflections in order to maintain a sound and a healthy mind. The habit of reading newspapers is extremely important in today's world as it gives us every minute detail about our surroundings - everything related to the present, past and also helps us to predict or dream the future. A newspaper helps in developing the intellectual and mental faculties of a person and hence should be read with great interest, zeal and fervour.

One gets all the information about stock market, various political activities, strikes or bandhs and not only this, one gets to know about various options available for one's career, jobs, vacancies, admissions in various institutions, scholarships in the country and even abroad, various walk-in interviews for jobs and

further studies. 'The Times of India' provides every bit of such news and is therefore my favourite newspaper. The habit of reading newspapers is extremely important in today's world as it gives us every minute detail about our surroundings - everything related to the present, past and also helps us to predict or dream the future. A newspaper helps in developing the intellectual and mental faculties of a person and hence should be read with great interest, zeal and fervour.

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