



Emergence and Development of Alternative Forms of Journalism

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ABSTRACT

Journalism emerged under missionary objectives. From James Augustus Hickey's Hickey

Gazette to journalism until independence, the newspapers of the time were mainstream, He had an edge like alternative journalism. Even at that time, people were doing journalism of system change, Today's alternative media is also caste, Violence against women, Corruption and various basic amenities like bread, cloth, It is doing alternative journalism for issues like housing and education. Journalism slowly, It began to change as the media. And by the end of the twentieth century, journalism was almost transformed into media. Towards the end of the twentieth and early twenty-first centuries, the period of marketisation began. News was dominated by a particular class. News also started getting marketized and the mainstream media's attention started getting diverted from the issues and problems of the common people. Unjustified news began to be given prominence, Then gradually alternative media expanded rapidly. Here is an analytical paper on the emergence of alternative media of journalism

Key Words - Alternative Media, Mainstream media, change, change, Citizen Journalism

Introduction

Communication Every creature fulfills its basic need. Through this, we get information, They exchange emotions and expressions. Since primitive times, man has been using them in different forms. Communication is a continuous process since the beginning of human evolution. Whatever its form and medium. As soon as the child is born, the child tries to present his expression by crying. Communication became much easier after the development of language. People began to use leaves and stone stones as written expressions for the meeting of tribes and well-being.

The discovery of different metal letters in the 18th century led to a revolutionary change in written expression. Whatever a human sees, or wants to tell the other, or wanted to know what the other was saying. It was this inquisitive tendency that led to the emergence of various mass mediums of expression. People began to communicate their expression through newspapers and magazines. The continuous development in various forms and technology of information revolution added new dimensions of communication. T as an electronic medium of expression.V. And radio played an important role in communicating ideas. Regarding the various dimensions of communication, the famous Canadian communication scientist Marshall McLuhan says that "In the era of communication revolution, when the whole world has been transformed into a village and every day some achievement is being achieved in the field of communication, the media has also changed its complexion."¹ Today, print media and electronic media are old media and web-based media which we have come to know as web media. E-Paper under Web Media, Sites, Citizen Journalism, Blogs and Social Networking Sites, The social networking site is emerging as the new thought platform for communication.

Objective of the research

Studying alternative mediums of journalism |

Studying the emergence of alternative mediums |

¹ Marshall McLuhan, Understanding Media the extensions of man, Part-I Chapter-1 Page-7.

Review of literature

1. journalism Based major literature, National and International level alternative media based research papers- Magazines,
2. New alternative mediums Alternative Media by eminent scholars and litterateurs associated with the World Structured based institutional in light, Departmental & Academic Literature,
3. Alternative mediums Studies and books in various journals etc.

Methodology

For research submitted Based on analytical studies Is.

source- Secondary Sources Overview of Related Literature, Periodicals Articles of, Ideas presented in the light of research presented by well-known scholars and litterateurs, etc.

Analysis & Interpretation

'New Media' But there are many forms of publishing and broadcasting of one's own expression. No your independent 'Website' They can publish and broadcast their expressions by setting a fixed address and location on the web media.

Otherwise, there are so many such websites available, Where anyone can reserve the address and space for themselves. Through their designated address no one can access their informational access to the space available to them on these websites., constructive, Can upload text or audio/video digital form of artistic expression, Which instantly becomes available to be seen and heard anywhere in the world.

New Media

'New Media' Podcasts are the interactive forms of communication in which we use the Internet to podcast, RSS Feed, Social Network (Facebook, My Space, Twitter), Blogs, Wikileaks, They communicate interactively using text messaging, etc. This media takes the form of a multi-communication communication wherein the reader/viewer/listener can share their comments instantly with not only the author/publisher, Others can also comment on the content published/broadcast/transmitted. These comments can be more than one. Often strong comments turn into discussion. In short, we can say that new media is a medium in which the author is the editor and he is also the publisher. It is a medium that is completely free from geographical boundaries, And almost independent of political-social control. Where expression is forced to be bound by rules, Not to be afraid of Al Qaeda. There is no problem of time in this medium, No lack of circulation, No need to wait for a month for textual responses. Quick expression, Quick Transmission, Due to quick response and worldwide dissemination, the format of new media has become uniquely popular.

Social Media

I studied some dictionaries to get to know social media, In which Encyclopædia Britannica, Through the Oxford dictionary and many other such dictionaries and websites, I tried to define social media, which are as follows:

According to Encyclopedia Britannica, social media- "SOceanic Network, in Computers, N Online community of individuals who exchange messages, share information, and, in some cases, cooperate on joint activities."¹ (The social network is an online group.) On which its users personally message, Notifications, Some share cases and joint activities.)

According to the Oxford dictionary, social media – "websites and applications that enable users to create and share content or to participate in social networking."²(A group of websites and applications that allow people to share their ideas and content on social networks.)

Social networks according to the Oxford dictionary– "A network of social interactions and personal relationships." A dedicated website or other application which enables users to communicate with each other by posting information, comments, messages, images, etc.³ (A system of social and personal relationships that allows people to form and communicate their ideas.) It contains notifications, Pictures, And messages are exchanged.)

¹ Encyclopædia Britannica- <http://www.britannica.com/EBchecked/topic/1335211/socialnetwork>

² Encyclopedia Americana- http://oxforddictionaries.com/definition/american_english/social+media

³ Oxford Dictionary- http://oxforddictionaries.com/definition/american_english/social+Network

Social Media Dialectic in (Two way communication) Social media is different from new media as well as being a part of new media. The specialty of social media is that through it you can find news and give news. There is a two-way dialogue where you get news from all over the world, you can give your news to the world. You will get feedback of the news given by you in social media at the same time. In fact, this is his birthplace, Where ideas thrive and grow. The website associated with social media not only gives you information, Rather, it interacts with you. This interaction is quite normal. In traditional media where by reading newspapers, You cannot react when you hear news on television, Social media allows this to happen.

Social networking site is a part of this social media, but there are misconceptions among people that social media is a social networking site, that is, networking site is only in the list of social media, But there are other web services also in its list. Such as – blog, Weblog, YouTube etc. Which connects you to the whole world and leads you to a new virtual world. In the year 2000, the number of internet users in India was about 50 lakhs, And this number increased to about 137 million by the year 2012. It is estimated that by the year 2015, the number of Internet users in India can reach around 36 crores.⁴

The history of social media in India is not very old. Facebook started in 2004 and in 2006 it came to the Global Network, Twitter was also launched in the same year (2006). No other medium of media has progressed as fast as internet users in India. Internet Users in India 15 They are increasing at the rate of thousand per month.⁵ Almost every person using the Internet has some or the other Connected to any social networking sites. Along with making new friends and finding old friends on these sites, they have also given a new medium of expression.

Alternative Media

The beginning of alternative media can be considered from around the seventh decade of the twentieth century worldwide. Alternative media In the early stages, a newspaper and pamphlet were used to plant the seeds of the problem and the idea at the centre. In the present context, alternative media means such media (newspaper-magazine), Radio, TV, Cinema & Internet etc.), Which provides alternative information in the counterpoint of the mainstream media. Alternative media is seen as different from mainstream media. Mainstream Media Commercial, Are publicly backed or government-owned. Those reports are covered under alternative media, Those who are not given space in the mainstream media are fully connected with public concerns. Eton Chris (Atton Chris) says that "alternative media ideology, Gramsey (Gramsci) is different from the perception expressed by. "It is clear from the statement of Eton Chris that alternative media is indominant and has the most direct and simplest relationship with the public.

Michelle Albert (Michael Albert(2004) in his manifesto 'What makes alternative media alternative?' Defining alternative media, it reads: An alternative media institution does not maximize profits, does not primarily sell audience to advertisers for revenues, is structured to subvert society's defining hierarchical social relationships, and is structurally profoundly different from and as independent of other major social institution, particularly corporations, as it can be. many segments of civil society are politically motivated communities promoting numerous causes and holding various versions of democracy." An alternative media does not maximize institution profits, Doesn't primarily sell viewers to advertisers for revenue, The distorted is structured to define the hierarchical social relationships of a society and structural depth and other major social institutions, Especially from corporations It can be independently separated. Several segments of social institutions, Politically motivated communities are included in various versions of democracy to promote.

Author giving conceptual clarity of alternative media 'Under Standing Alternative Media' "There is a lot of diversity within a single field of alternative media. (Style, From the point of view of contribution and reference) "France was first affiliated with left-wing ideology after a student and workers' uprising in May 1968. 'alternative' The newspaper appeared. Its first publication came on 18 April 1973 AD, In which there was a mention of it coming to light."

Even the normal media, that is, the mainstream media, cannot be operated in the air. Social for that too, economic, There are political structures and national and international issues, But alternative media are also local, It talks about social and political consciousness. That is, it runs with a complete purpose, In which there is a sense of locality. It does not work specifically for its branding. It is completely dependent on society. The model is a participatory model.

Berrigan (Berrigan) Alternative media is defined as media which is informed by people of a community., entertainment, You can get it whenever you want to earn enlightenment, Media in which the participation of a community is as a planner and as a director, A media that thinks about the community and more than the community.

Alternative Media in India

It establishes the paradigm of alternative journalism. It talks objectively as well as without preciseness. Its premise "The Courage to Disagree and the Wisdom of Consent" kept. That is, things that are inconvenient, They have to say, But at the same time, those things are not hidden, Which can also be inconvenient for us. A

⁴ <http://www.internetworldstats.com/top20.htm> Internet World Data Report, 2012.

⁵ Internet and mobile association of India, June 2012.

newspaper published by rural women from Bundelkhand, Uttar Pradesh 'News Lahariya' Fortnightly newspaper, Which illuminates the problems there. This newspaper replaces the paradigm of alternative journalism. Newspaper originating from Jaunpur since April 2004 'Gunagar' Quotes journalism like alternative. Oriya Newsletter 'Friend' The December 2004 issue of the Chapter on Caste Problems in Village Primary Schools, A copy of which was sent to the Block Development Officer. The authorities registered a complaint and took action against the erring school teacher. Apart from these, many other newspapers like from Varanasi 'Purvai', From Pratapgarh 'Bhinsar', From Sitapur 'Dehariya', From Mathura 'Bhaiyali' And from Chitrakoot 'Female Postman' (the first newsletter in this series) has also made its mark over time.

An NGO based in Uttar Pradesh working for the education and empowerment of women. 'Mahila Samakhya' These rural newsletters help. Emanating from Chitrakoot 'News Lahariya' A Delhi-based NGO working for women. 'unrelenting' Supported by Some of these newsletters a month, Some come out once in three months and some twice a year.

Hand Pumps in these newspapers and newsletters, A row or layer laid upright or on edge especially of brick, From basic problems like roads to dowry, News is published on issues like drug abuse and violence against women. Apart from this, there are also reports related to murder and other crimes. Home and garden maintenance information, Detailed information of recent research, etc. are its attractions. All these alternative newspapers and magazines have developed a new thinking and understanding in the society and have played an important role in changing the old orthodox thinking.

Today, the voice of rural people is being raised through alternative media.

Alternative media has grown with our development. At the time of independence, people used to register their protest by printing pamphlets. He used to convey his message to the people. There were still newspapers, It could not be written against the British government. The situation is similar today. The news that is cut off from the mainstream media is distinguishing itself through alternative media. Instead of mainstream media like TV channels and newspapers, small magazines and community radios are now playing a big role in building a true people's side. Many journals and journals are being published with the aim of changing a particular system, Which are emerging as alternative media for a better people's side. But despite this, alternative media still awaits the dynamism that the dynamic and public-related news is included in it.

Citizen Journalism

media Time in history of-There has been a period of timely changes. This is the only such profession, In which people consider their work area as a laboratory.-They have been doing new experiments. new-They have also been giving birth to new tendencies. When information technology reached the peak of its development in the last decade of the twentieth century, the number of such experiments was oneone Increased. In fact, the first decade of the twenty-first century media It is going to have an important place in the history of the country. Many tendencies were born simultaneously in this decade. It also flourished completely. He created the dimensions of these new trends and also made people realize their power. Both forms of journalism, print and electronic, were seen scared in their own era in this era. Circulation Number and TRP The scepticism of victory and defeat in the cut-throat battle has also made a new kind of media fear public. 'Sting Operation', Casting Couch, Blogging, Online Journalism, Those trends in this age of citizen journalism and Wikipedia journalismPoints Who shaped the entire journalism, They have changed the complexion, mannerisms and thinking. The scope has become unlimited, there is a demand to define rights. 'Seeing everything' Everything is being served along the lines of ..., Which till now was hesitant. Which trendPoints They have proved to be the most transformative, in them Under New Media Sting Operations and Head of Citizen Journalism Hey ! stop that !!

Words derived from American slang 'Sting' It was used for those covert missions in the US, Which were run by the police to trap a criminal. thereof 1970 The fourth vowel of the Devanagari syllabaryo Rapidly increased circulation around. When did the word come into vogue became synonymous with catching criminals, I didn't know. Gradually, these sting operations became a part of journalism.

A variety of technical terms are used during a sting operation. Electronic Snooping, OperationPin, Agent Provocateur, Betcar, Kops these Shops , Casting couch and abskem are such words.

Electronic snooping means stealing private conversations. This work body mic, It is easily done through pen recorders or telephone wires. OperationPin means the seduction of the Internet. In this, such websites are prepared that can seduce criminals and connect themselves to themselves. Honey this network of websitepot called. Agent Provocateur Sting Operation It's an important link. In this, the common man or the target group of the sting creates such an atmosphere that the person involved in the crime can come in front of the intelligence camera.

'Abschem' And the Cups in Shops are two important operations in the US that gave rise to the sting operation. They are being followed by journalism all over the world. Abschem 1980 E Ka U.ace. There is a scandal. F.a vocative lady.coming. In this sting operation run by the CIS, Congress members were caught taking bribe. Similarly, Cops in Shops is part of the alcohol law enforcement program. in whom 21 People under the age of 5 are caught when consuming alcohol. Casting couch is a type of sting. In this, people involved in crime and immoral acts are tricked in front of the secret camera and trapped.

However, sting operations have become established in important parts of journalism. After electronic media, it is now tried and put into circulation in print media as well. The popularity of sting operations is such that

now the market for readymade operations has also been created. and circulation number & Tenacity. The cry of a cuckoo reminding lovers of each other. Newspaper channels involved in the competition are using them indiscriminately.

There is also a debate whether the sting is journalism or just a game. The one thing at stake is the credibility of journalism. Such people do not fail to challenge the media to turn the intelligence cameras towards them. The people standing in response see it as a matter of public interest and reject it vainly for breach of privilege or intrusion into privacy. Corrupt Rajni There is no dearth of people justifying journalism to expose politicians and expose the acts of government employees. But by trapping someone, There are few favourites of making his privacy public. Instead of exposing the abuse and wrongdoings of power, when they become part of operation-sponsored journalism, questions will arise. This will divert people's attention. This important tendency will become meaningless. blog There is a tendency which has made journalism unchecked.

Citizen Journalism foremost tool

It is necessary to have a medium for communication in mass communication. Communication is not possible without a medium. Citizen journalism has also provided all such mediums to the citizens by riding the medium, Nor have they made citizen journalism possible, But it has helped citizen journalism to become very cheap and auspicious. The citizen uses these mediums to transmit the news/information received by him for communication. New technology and increasing education level and awareness level in the society have provided an opportunity to citizen journalists to communicate their views and information.

Blog Writing

Blog is a gift given to the human being of modern science, This new technology is the only medium created by the convergence of internet and type. where But everyone has the freedom to express their views as well as use words. nearly 40 Years ago, the Internet was invented, but the prevalence of blogs was only 15 from 20 Thought expression through blogs is now a prevalent notion in advanced Western countries. But in India that too Hindi the number of blogs. just 25 from 30 Not more than a thousand. Joe Past 10 They have been in vogue for years. 28 February 2003 Film actor Shammi Kapoor started the work of popularizing blogging by starting his blog in 1947, After that many celebrities started their own blogs to connect with the public.

Blog writing can be considered a boon for citizen journalism. By using blogs, a computer literate can spread his thoughts and single-information on a global scale. The invention of blogs has made citizen journalism much easier.

Blog is an abbreviation for web-log. The blog is an internet magazine, Which can be modified and modified equally. We can also call it an online magazine, which copy the personality of the author or website shaded It does. You can publish your article on the blog, You can put photographs or write a diary, not only this, you can also invite readers' views on the article written by you and they can also be published. In this way, the blog is doing a great job of bringing like-minded people on one platform. Blogging is also the act of keeping a family or group or community connected. Many well-known websites in the world, Providing blog services. There is one such website. Web blog is also a medium that gives a person the freedom of expression which is not possible through any other means. yes Presents the information to the public without any interruption.

Tea.V. In Citizen Journalism

TeaVo News channels have understood the power of citizen journalism. Citizen journalism is seen as perpetuating the declining credibility of journalism. The mainstream media is also willing to take recourse to this genre of alternative media citizen journalism to maintain its credibility. When senior journalist Rajdeep Sardesai launched his channel, he kept citizen journalism in the main theme of the channel to keep his channel different from the crowd of channels. Aaj Tak India ToChannels like V from time to time under the Citizen Journalist Campaign Audience From Monsoon, The antireservation agitations appeal to send video footage/clips on corruption and similar topical issues.

There is not enough awareness about citizen journalists in India. Barring a few occasions, most citizen journalism is still roaming in the world of blogs. But the campaign is increasingly growing to promote citizen journalism. The day is not far when media like TV will be dominated by citizen journalism and citizen journalists.

Print Medium In Citizen Journalism

Print continues to be the paramount medium of communication as one of the most popular and long-term effective mediums. However, modern technology has invented many such media of communication which are cheaper and faster than print. But alternative journalism genres like citizen journalism are also using the print medium. This is why this alternative media has made blog writing its main tool.

Globally, citizen journalism has made its success through the print medium. South Korea has set a shining example of the success of the professional form of citizen journalism. February 2002 In 'Oh Yun Ho' By "Oh My News" It was founded and its motto was written "Every citizen is a reporter" "Oh My News" Sharing of news between citizen journalists and professional journalists 80:20 In proportion to 80 The percentage of the

news was sent by journalists spread across Korea and other countries. 20 The percentage of the news was published by professional journalists.

The print medium of communication is contributing to the advancement of citizen journalism. Citizen journalism may not have achieved a very significant success in the print media in India, In the times to come, print medium will emerge as a powerful medium of citizen journalism.

Self-regulation in New Media

People coming to alternative media need to use it with self-control. If you use it to vent your anger, you will lose the edge like today's mainstream media. Alternative media develops a critical view of the issues concerning the lives of the wider population and about the values of progressive living, It provides not only information but also explanations of causes and effects of circumstances. Presents a scientific understanding of the alternative system by presenting a scientific critique of the present system. It presents not only anarchic resistance but also a coherent order. At present, it becomes absolutely necessary to give voice to the voice of the common man in totality calling for summary for rights. The position of alternative media has not yet become strong. Therefore, its role is also weak. Alternative media should be free from capitalist houses and government domination.

Conclusion

The alternative media was introduced in the context of movement and system change. There are other forms of alternative media synonymous with such as community media, Radical Media, There are tactical media, underground media, etc. Alternative media without any bias or rhetoric, Advocates or advocates for disadvantaged, marginalized groups. That is, alternative media, poor people whose voice or whose issues are not given adequate space in the mainstream media, The alternative media is completely focused on their advocacy. Alternative media has grown with our development. At the time of independence, people used to register their protest by printing pamphlets. He used to convey his message to the people. There were still newspapers But against the British government in it. No It could have been written. today at that very place Cut off from mainstream media News Through Alternative MediaThe twenty-first consonant of the devanagari syllabaryNi is making a different identity Hey ! stop that !! Instead of mainstream media like TV channels and newspapers, small magazines and community radios are now playing a big role in building a true people's side. Many letters about the purpose of changing a particular system Magazines be published -Having been, Which is emerging as an alternative media for a better people's side. Hey ! stop that !! Advocacy journalism is considered almost the birth of the first decade of the twenty-first century from the journalism of alternative media in favor of the poor and deprived people. Alternative media is increasingly emerging in place of mainstream media such as TV channels and newspapers. As an alternative platform of expression Website, Facebook, Twitter and other social networking sites are also evolving.

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