

# Regional and Local Kannada Newspapers in Raichur District: A Study

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## **Abstract:**

The present article examines the existence and shape of the growth functions of circulation for leading regional and local newspapers in Raichur District, and assesses their effects on their competitors. Since digital news consumption is proliferating in India, it is important to study how Karnataka regional newspapers have adapted. The study examines the extent to which Raichur District Karnataka in regional and Local newspapers have the study looks at newspaper of the most circulated Kannada language (a regional language of Raichur District in Karnataka state) newspapers. Our study finds that regional and local newspaper. The people of Raichur, Koppala, Yadagiri, Gulbarga, Bidar, Bellary (Kalyana–Karnataka) and Vijayanagara, Gadag, Bagalkote region read these newspaper.

**Keywords:** Print media, Regional Newspaper, Local Newspaper, Kannada, Raichur District.

## **Introduction:**

### **Newspapers in India:**

As of 31 March 2018, there were over 100,000 publications registered with the Registrar of Newspapers for India. India has the second-largest newspaper market in the world, with daily newspapers reporting a combined circulation of over 240 million copies as of 2018. There are publications produced in each of the 22 scheduled languages of India and in many of the other languages spoken throughout the country. Hindi-language newspapers have the largest circulation, followed by English and Telugu. Newsstand and subscription prices often cover only a small percentage of the cost of producing newspapers in India, and advertising is the primary source of revenue.

### **Newspapers in Karnataka:**

The era of Kannada newspapers in Karnataka started in 1843 when Hermann Mogling, a missionary from Basel Mission, published the first Kannada newspaper, Mangalooru Samachara, from Mangalore. The first Kannada magazine, Mysuru Vrittanta Bodhini, was started by Bhashyam Bhashyacharya in Mysore. Shortly after Indian Independence in 1948, K.N. Guruswamy started the company The Printers, Mysore Pvt. Ltd. publishing two newspapers Deccan Herald (in English) and Prajavani (in Kannada). Times of India is the largest selling English newspaper in Karnataka. Tabloids including Lankesh Patrike and Hai Bangalore Adi Jambava Jagruti emphasize controversial topics. Sudharma, the only daily newspaper published in Sanskrit in India, is printed and distributed from Mysore.

**Regional/Local Newspapers:**

Regional/local journalism has certainly not been one of the leading research subjects, but local journalism has received some attention in developed countries such as Germany, the USA, the UK, Spain and Switzerland (Harnischmacher, 2014). The bottom-up approach, unbiased news content, interactivity and activism method of regional media have threatened the traditional news media in Switzerland (Carlos, 2016). Kannada is a regional language spoken predominantly in Karnataka, a state in South India. Karnataka has a literacy rate of 76 percent (Varma, 2018), circulated Kannada regional and local newspapers (ABC, 2019). We conducted in-depth interviews with three regional and three local newspapers editors to interpret how these regional and local newspapers.

The specific research questions this study aims to address are:

RQ 1: How do Newspapers save their existence affecting by mass media in this modern era?  
Elaborate.

RQ 2: what do you think about the newspapers existence in the modern era where the world's information are being received in a fraction of second through fingertips? Discuss.

RQ 3: Describe the past and present demand of Newspapers though they are being published Newspaper through Digital Media.

**Kannada journalism:**

Kannada journalism, which began with the publication of "Mangaluru Samachara" by Hermann Moegling at the Basel Mission, Mangalore, took nearly 40 years to establish itself. One can trace all the characteristics of present-day Kannada Journalism to this period of growth. The Kannada newspapers are not any more poor cousins of the English press. The publishers have adopted modern business practices to increase the reach of their publications and their sphere of influence and advertisement revenue. Kannada Newspapers started spreading their network from Bangalore city to other districts of Karnataka. This growth and spread were unprecedented in the history of Kannada press. Kannada Journalism has come a long age. It has seen many changes in Karnataka. Today with the entry of news channels and new print media, its concepts are changing very fast. The Kannada press has responded to the new changes and challenges with its modernization. Kannada newspapers have accepted the information technology, which resulted in better coverage with great speed and affordable price. The readership of newspapers is growing. The statistics also shows that the people prefer their regional language newspapers and that is why the regional newspapers are venturing out to bring editions from other cities where there is sizeable population of the respective language (Onkaragouda Kakade- 2011).

Kannada newspapers play a vital role in the media ecosystem of Karnataka, where Kannada is the official language. These publications cover a diverse array of topics, offering detailed reports on local, national, and international news, as well as insights into politics, business, sports, entertainment, and cultural events. Essential for keeping the Kannada-speaking community well-informed, Kannada newspapers ensure that readers across various regions and cities within Karnataka, such as Bengaluru, Mysuru, Hubballi-Dharwad, Mangaluru, Belagavi, Kalaburagi, Davanagere, Shivamogga, Ballari, and Hassan, stay updated on the latest developments and events.

Widely recognized as a crucial source of information, these newspapers maintain a strong connection with their readers by providing reliable and timely news that impacts their daily lives. The broad scope of their coverage helps Kannada newspapers to not only inform but also educate and engage the community on significant issues.

**History of Raichur District:**

The District of Raichur was a part of the Hyderabad State till the re-organisation of State on 1st November 1956. The recorded history of the district is traced to as far back as the third century B.C. The fact that three minor rock edicts of Ashoka are found in this district one at Maski in the Lingasugur taluk and the other two near Koppal, prove that this area was included in the dominions of the great Mauryan king Ashoka (273 – 236 B.C.). At that time, this region was under the governance of the Viceroy or Mahamatra of Ashoka. Early in the Christian era, the district appears to have been a part of the kingdom of the Satavahanas. The Vakatakas, who reigned during the 3rd and 4th centuries A.D., seem to have held sway over Raichur for sometime, after which it appears to have been included in the Kadamba dominions. The next dynasty of importance, which ruled over this region, was that of the Chalukyas of Badami. According to an inscription from Aihole, Pulikeshi-II having defeated the Pallavas, occupied this area and made it a province in his empire under the governance of his son Adityavarma. Later the whole of the present Raichur district was included in the dominions of the Rashtrakutas, who rose to power in the eighth century, as could be gathered from the inscriptions of that period found in this district. According to an inscription from Manvi taluk, one Jagattunga, a subordinate ruler under the Rashtrakuta king Krishna-II, was ruling the province of Adedore Eradusavirapranta, i.e., the area constituting the present Raichur district. Nripatunga, a Rashtrakuta king, has described Koppal in his Kannada work, Kavirajamarga, as the great Kopananagara.

**Origin of the name of RAICHUR**

The district derives its name from its headquarters town Raichur (origin of name Rayachooru in Kannada), as do most of the other districts also in the State. Though many of the villagers round about still call the place by the earlier form of the name which is Rayachooru, however, in modern times, it has come to be generally written and pronounced in Kannada as Rayachooru.

The name of this place which is of considerable antiquity, can be traced back to the Twelfth Century at least. As Dr.P.B.Desai has pointed out the Raichur fortress was one of the fortresses conquered by the Hoysala king Vishnuvardhana.

**Objectives of the Study:**

- To know how many Regional Newspapers in Raichur Districts.
- To know how many Local Newspapers in Raichur Districts.
- To know how newspapers are developed in Raichur Districts.
- To know the different opinions from the various Regional and Local Newspapers Editors.

**Methodology:****Scope and Limitation of the Study:**


The scope of the present study is limited to Raichur District on the subject of **Regional and Local Kannada Newspapers in Raichur District : A Study**. The Raichur is the major District of Karnataka state consists of Thirty one (31) districts. Academically, the study is limited to the Regional and Local Newspapers of the Raichur District.

In July 2024 we held an in-depth interview regional and local few Editors opinion in Raichur district as part of this inquiry. we would like to thank the regional and local Editors shared their views with us






**Statement of the problem:**

Present study is to analyze the regional and local Newspapers. “**Regional and Local Kannada Newspapers in Raichur District : A Study.**” is the topic selected for study. It was felt necessary to have an in-depth interview research study on this topic. Besides, these kinds of studies have not conducted yet. Hence, with this advantage the present investigation carried out with the following objectives.


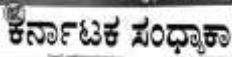
**Table 1: Raichur District Regional Kannada Daily Newspapers**

Sl.No	Regional Newspaper Name	Newspaper Mast Head	Editor Name	Circulation Area	Volume	Circulation	Newspaper Sq cm/Pages
01	Raichur Vani		Aravinda Kulkarni	Raichur, Koppala, yadgiri, Kalburgi, Bellary, Bidar, Vijayapura, Bagalkote. Single Edition	55	20500	50X32X6
02	Suddimoola		Basavaraj Swamy	<b>Raichur Edition:</b> Raichur, Koppala, yadgiri, Kalburgi, Bellary, Vijayanagara, Bidar.	37	30489	50X32X8
03	Hydrabad Karnataka		Channabasava	Raichur, Koppala, yadgiri, Kalburgi, Bidar, Bellary, Vijayanagara, Bagalkote.	22		50X32X8
04	Eshanya Times		N.Nagaraja	Raichur, Koppala, yadgiri,	19	13050	50X32X8





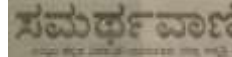
				Kalburgi, Bidar, Bellary, Vijayanagara, Bagalkote. Single Edition			
05	Janakoogu		G.Veeraareddy	Raichur, Koppala, Bellary, Kalburgi, yadgiri, Bidar, Bagalkote, Vijayapura.	15	5000	50X32X8
06	Kranti			Kalburgi, Raichur, Bidar, yadgiri, Koppala, Bagalkote, Vijayapura, Bidar, Ballary.	63	36560	50X32X12
07	Uttara Karnataka		Dr.Rajaneesh Vali	Bidar and Bangalore	43		50X32X8
08	Nrupatunga		Shivaraya.A. Dodmani	Kalburgi, Bidar, yadgiri, Raichur, Koppala, Vijayanagara, Bellary, Vijayapura, Bagalkote.	40		50X32X8
09	Bellary Belagayithu		Smt.V.Sadhana	Bellary, Vijayanagara, Bangalore, Koppala, Raichur, yadgiri,	36	20000	50X32X8

				Chitradurga, Gadag, Davanagere, Shivamogga, Haveri. Single Edition			
10	Karanja Express		Ajay Bhosle	Bidar,	32		50X32X8
11	Vachanakranti		Babu Wali	Bidar, Kalburgi, yadgiri, Raichur, Koppala.	31		50X32X6
12	E Namma Kannada Nadu		Bhagyalakshmi.R	Bellary, Vijayanagara, Bangalore, Koppala, Raichur, Gadag, Tumakuru, Shivamogga, Chitradurga, Davanagere.	30		50X32X8
13	Ashoka Kote		Ashok Kumarkaranji gaadagi	Bidar, Kalburgi, yadgiri, Raichur, Vijayapura, Vijayanagara, Bellary, Koppala, Bagalkote.	23		50X32X6
14	Yovaranga		Shashikumar Patil	Bidar, Kalburgi, Vijayapura, yadgiri, Raichur,	23		50X32X6


				Koppala, Bellary, Vijayanaga ra, Bagalkote.			
15	Sharanarti kannadigare		Dr.Sharanu B Gadduge	yadgiri, Kalburgi, Raichur, Vijayapura, Bidar, Koppala, Bellary, Vijayanaga ra, Bengolore.	15		50X32X6
16	Gulabarga Varte		Bhudhapriya Nagasena	Kalburgi, Bidar, yadgiri, Raichur, Koppala, Vijayapura, Bagalkote, Gadag, Hubballi, Vijayanaga ra, Bellary.	13		
17	Mallamma Nudi		Ramesh Reddy	Bidar, Kalburgi, yadgiri, Raichur, Koppala, Bellary, Bagalkote, Vijayapura.	12		50X32X8
18	Yadgiri Express		Kumara Swamy	yadgiri, Kalburgi, Bidar, Raichur, Vijayapura, Bagalkote, Vijayanaga ra, Bellary, Koppala.	08		50X32X8

19	Sanjevani (Kannada Daily Evening)		B.T.Amuthan	Raichur, Koppala, yadagiri, Kalburgi, Beedar, Bellary, Vijayanaga ra	91	40125	50X32X4
20	Karnataka Sandyakala		D.Shivalingap pa	Kalburgi, yadgiri, Bidar, Raichur, Vijayapura, Koppala, Bagalkote, Ballary, Vijayanaga ra.	25	14510	50X32X8

**Table 2: Raichur District Local Kannada Daily and Evening Newspapers**

Sl.No	Local Newspaper Name	Newspaper Mast Head	Editor Name	Circulation Area	Volume	Circulation	Newspaper Sq cm
01	Raichur Prabha		Sushilendra Sodegar	Raichur Edition	33	2000	50X32X4
02	Raichur Varte		M.Kishan Rao	Raichur Edition	31	2250	50X32X4
03	Krishna Tunge		Trivikram Joshi	Raichur Edition	23	1100	50X32X6
04	Sindhurabimba		M. Veerabhadra ppa Javalagera	Raichur, Koppala, Bellary, yadgiri, Kalburgi, Bidar, Vijayanaga ra	15	2000	50X32X8
05	Samarthavani		Gireesh Kulkarni	Raichur, Koppala, Bellary, Vijayanaga ra.	12	1345	50X32X4



06	Star of Raichur		Mahananda Nayaka	Raichur, Koppala, yadgiri, Bellary, Kalburgi, Bidar, Vijayapura. Single Edition	11	1900	50X32X6
07	Benkibelaku (Kannada Daily Evening)		Gurunatha	Raichur, Koppala, yadgiri, Kalburgi, Bidar.	11	4000	50X32X8
08	Raichur Sanje (Kannada Daily Evening)		P.Channabasava	Raichur, Koppala, yadgiri, kalburgi, Ballary, Bidar.	11	3550	50X32X4
09	Eshanya Vani		Shanthamurthi	Raichur, Koppala, yadgiri, Kalburgi, Bidar, Bellary, Vijayanagara, Bagalkote.	11		50X32X8
10	Janavaadi		Basavaraj.H	Raichur, Kalburgi, yadgiri, Koppala, Bellary, Bidar. Single Edition	10	5600	50X32X4
11	Eshanya Varte		Khan Sab Momin	Raichur, yadgiri, Kalburgi, Bidar, Koppala, Bellary,	10		50X32X6

				Bagalkote, Vijayanaga ra, Vijayanaga ra Single Edition			
12	Praja Saakshi		Ramesh Gorebal	Raichur, Koppala, Bellary, Vijayanaga ra, yadgiri, Kalburgi, Bidar, Bagalkote. Single Edition	07		50X32X4
13	Janabala Times		Ambanna Arolikar	Raichur, Koppala, Bellary, Vijayanaga ra yadgiri, Kalburgi, Bidar, Single Edition	06		50X32X6
14	Kampila Vani		Bheemaraya Haddinal	Raichur, Koppala, yadgiri, Bellary, Vijayanaga ra, Bidar, Kalburgi, Vijayapura, Bagalkote. Single Edition	06		50X32X8
15	Namma Raichur		Earappa	Raichur, Koppala, Bellary, Vijayanaga ra yadgiri, Kalburgi Single	06		50X32X4

				Edition			
16	Raichur Dhvani		Laxmana Kapagal	Raichur	05		50X32X4
17	Kalyana Patha		Siddu Biradar	Raichur, Kalburgi, Bidar, yadgiri, Koppala, Bellary, Vijayanagara	03		50X32X4
18	Eshanya Vahini		N.Rajshekar Nayak	Raichur, Koppala, Bellary, yadgiri, Kalburgi, Bidar, Vijayanagara	03		50X32X4
19	Eshanya Express		Asha	Raichur, Koppala, Bellary, yadgiri, Kalburgi, Bidar, Vijayanagara	03		50X32X4
20	Raichur Vahini		Upendra	Raichur, yadgiri, Kalburgi, Koppala, Bellary, Bidar.	15	3400	50X32X2

**Discussion:**

**Perceptions of the importance of regional and local newspapers**

Regional and Local newspapers perform an important role in the Raichur District. They provide more coverage of local news, local events and local people than any other medium. The vast majority of local newspapers are politically independent, something which is partly driven by financial common sense since alienating large sections of a local community could be commercially unwise. However, this independence and objectivity is one of the most significant features of the local press, as local newspapers are the primary source of reporting of local politics and public bodies facilitating independent scrutiny and accountability.

In July 2024 we held an in-depth interview regional and local Editors opinion in Raichur district as part of this inquiry. we would like to thank the regional and local few Editors shared their views with us.

We note the impact that structural and cyclical factors have had on local newspapers. The economic downturn is beginning to show signs of recovery, but the impact of the growth and popularity of the internet on local newspaper purchasing and advertising revenues does not look set to reverse. We acknowledge the concerns of local newspaper publishers about the current merger regime. Publishers have told us that the current system prevents consolidation, which they argue is necessary for their survival.

Our results show that the Kannada newspapers have not attempted to move online aggressively. The Editor of Suddimoola said that publishers have invested huge capital in the print media platform and are unwilling to lose revenue by converging their product on new media platforms. However, regional and local newspapers are optimistic about digital platforms. In addition, many journalists working on national newspapers and television broadcasters started their professional careers on local newspapers. The rapid growth of digital literacy, multimedia content consumption (Giles, 2017) and news consumption on social media (Rodrigues, 2017) expect Indian regional and local media to make an aggressive appearance online with multi-digital services in the coming years.

In the internet age and with the meteoric rise of social media sites, print and online newspapers have to compete with alternative advertising and communication models, bear diminishing reader interest, and face significant revenue cuts.

Finally, we welcome the Press Association's proposals for public service reporting, as we believe it could alleviate some of the pressure in local newspapers, and could be a solution to the gap that has emerged as local newspapers are increasingly too under-resourced to report on public institutions and local democracy.

The In-depth Interview indicated that newspapers play a far more complex role in the civic life of communities than many Readers believe. On the surface, most people do feel that their local newspaper is a key source that they rely on for local information.

### **Conclusion:**

The study indicated that the Kannada newspapers are experiencing the first stage of technological puzzlement, even though the publishers are aware of the latest advancements in digital technology. Moreover, the use of mediamorphosis theory in the study emphasized that regional and local newspapers are slowly adopting the affordances offered by the internet. Future studies need to explore why the regional and local newspapers lag in exploring the internet's features when the digital consumption is growing at a rapid pace. Surveys and personal interviews of users will help to understand the user's expectations and preferences from a regional and local newspapers.

This study pointed out that the Regional and Local Kannada newspapers which works with the interest of public welfare. Covers the all issues and tries to draw the attention of public. Newspapers can change the world. This study shows that all regional and local newspaper gives more coverage to the regional and local news.

Results of in-depth interviews indicated that organizational policies, a dearth of multi-skilled workforce, a steady growth of regional and local print media, lag in adoption of advanced technologies, undermining user's technical adaptability, substantial competition of online aggregators and 'only online service' news sites were the apparent reasons for fewer adoptions of new media technologies by the Ka-

nnada news sites. It also indicated that digital editors of Kannada news believe.

Local newspapers can learn from many of these innovative websites, and in some cases there is an argument that local newspapers should be working alongside them. However this is not to say that local newspapers are no longer relevant. There is still, and will always be, a need for local professional journalism. Local newspapers will retain a role and a relevance particularly for the segments of society that do not, or cannot, use the internet.

We endorse the sentiment that it is local journalism, rather than local newspapers, that needs saving. The two are far from mutually exclusive, but newspapers need to be innovative in the way they train their journalists to work in a multi-platform world.

As of July 2024, there were approximately 20 regional and 20 local newspaper titles in the Raichur District. total published by 40 publishers. Most of these local and regional newspapers.

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