

Role of Print Media in Preserving Culture: With Special Reference to local publications of Birbhum District

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Abstract

Culture and media is inseparable because media is part of culture. Media represents the various cultural heritages, activity, as it is the mediator between culture and people. Media transmits the messages in its own and it cannot directly change the attitude of the people and the culture. Culture promotion and preservation is an important challenge to media to outreach. Media creates awareness of communication. The multiple cultures are represented in cultural communication. The highlights of different newspapers are given from the district and then the complete analysis of data is done based on the data collected from different sources and ultimate conclusion and suggestion is evaluated based on the interpretation. The final conclusion is drawn.

Keywords: cultural stereotype, cultural prism, dominant capitalist class,

Relationship between Media and Culture

Media has influence on audiences and media representations are the portrayals of various cultural identities. Media acts as a major role in powerful social system in creating a person's sense of reality. Different cultural groups are identified in the media forms. Media is an important tool in cultural aspect and groups because it is interaction between individuals and collectively shapes the perceptions of other people directly or indirectly in the communication interactions. The printing press allowed the medium to enter culture. Critical cultural studies are related to media. Media and culture is inter-related even today in the 21st century. Cultural difference is a salient issue that influences inter/cultural communication. Media portrays the different local, state and national cultural norms. There are high and low quality programmes which are forms of culture. There is inter/cultural communication portrayed even in reality media. There is a cultural prism through reality media and how people perceive through it. There is also criticism as to media generating negative depictions of different cultural groups. There is media which reflects the inter cultural understanding, intergroup harmony and cultural similarity that will motivate viewers to engage in healthy, authentic, inter-cultural relationships. Media also reflects inter cultural misunderstanding or inter group conflict or cultural differences. One such example of reality media is reality television where viewers will believe what it is portrayed. Now reality television falls under newest that is new form of mass media. Reality television can be both positive and negative in relation to inter cultural communication, which includes show casing the positive images of different cultural groups. Cultural stereotypes exist across different media forms. Culture is an important issue

and media plays a significant role in everyday interactions. Media portrays culture across national boundaries as media expands further. (orbe, n.d.)

Marxists believe that distribution of culture is determined by dominant capitalist class. Therefore, the output of mass media is ultimately controlled in the interests of that class of people in the society. Culture was used by Marx which was meant for intelligent people. It was also coined by Matthew Arnold. Different terms were coined by different people. Culture means not only material but spiritual perfection of oneself. Culture is a radical transformation. (fiske, sullivan, hartley, & saunders, n.d.)

Culture and media is inseparable because media is part of culture. Media represents the various cultural heritages, activity, as it is the mediator between culture and people. Media transmits the messages in its own and it cannot directly change the attitude of the people and the culture. Culture promotion and preservation is an important challenge to media to outreach. Media creates awareness of communication. The multiple cultures are represented in cultural communication. Every region of the country depicts its own cultural identity and this is portrayed through media through various means like linguistic, poetic, aesthetic and cultural differences. (zlatar, 2003)

The Background of Important Newspapers of Birbhum District

Jagadish Gupta was a renowned newspaper writer who was attached to famous newspapers like Kallol, Kalikolom, and Bijoli. Gouri Har Mitra was engaged with Prabashi, Bharati, Birbhumi newspapers. Birbhumi newspaper started in 1899 and it was last published in 1906. The fund for the newspaper was supplied by Kinnahar Zamindar Sauresh Chandra Sarkar. Kulda Prasad and Shibratan contacted Nilratan Mukhopadhyay, also Hetampur's Prince Mahima Niranjana Chakroborty, Luvpur Zamindar and dramatist Nirmal Shib Bandopadhyay who lead a helping hand to the newspapers. (Sinha, n.d.)

The history of newspapers in Birbhum is not ancient because it started in the end of 19th century. This flow of newspapers created a literature in Indian history. That time a village named Multi, from where Editor Indranarayan Chattopadhyay founded the newspaper 'Dharoni', a highly monthly Sahitya newspaper and its main highlight was the district of Birbhum of West Bengal. The district's first Sahitya newspaper was published from Kinnahar in 1896. The name of the newspaper was 'Satsango'. The editor was Satkori Mukhopadhyay. It was the unique newspaper from Birbhum district. He former published the paper from Berhampur, Khagra. Aftermath, he joined Kinnahar's Sauresh Chandra Sarkar and this newspaper with high esteem was published for five years. Nilratan Mukhopadhyay started publishing 'Birbhumi' from Keernahar which was a well maintained newspaper at that time. But it could not hold on the stability of the newspaper. 'Nabaparjay' and 'Naboprakash' started but also stopped.

In 1878 Dakhinranjan Mukhopadhyay started the ever first newspaper 'Dibakar' which was a weekly. It was published from Kolkata Press but it was also closed down. In the next 20 to 22 years no newspapers seemed to be published. The second newspaper named 'Birbhum Bani' was published by Suri's Jadunath Ray and Nagendranath Choudhury. But the newspaper did not last long.

Debendranath was a different person who came to survey Suri, the district headquarter and thought of starting a newspaper. He also managed a press in Kolkata and in 1903 the famous newspaper 'Birbhum Barta' came into being. It was an outstanding effort and lasted long. It was published till 1971. The size of the newspaper was 14×18 inch. It was a big size newspaper. Afterwards he established 'Batta' press. The newspaper brought a huge financial gain to him. The 'Barta' press is situated at present in

Nayaprajonmo newspaper building. After the death of Debendranath the newspaper went on publishing for twenty seven years regularly. That time the editor was Surya Chakroborty and Milan Bandopadhyay. In 1904 Raganranjan Sengupta started a newspaper named 'Birbhum Hitoishi' which was published from Suri. This newspaper was the first political awakening in the district. In 1918 Murlimohan Choudhury started publishing 'Birbhum Bani' from Suri, a weekly newspaper. It was district's second long live newspaper. The newspaper basically highlighted business and political affairs. The editor of the newspaper was Surya Kanta Roychoudhury. Afterwards he went to Santiniketan and joined Kabiguru. He sold the newspaper to Suri's Nabogopal Das. The newspaper was run by him. After his death his son Panchanan Das became the editor. When he became old the press with newspaper was brought by Satya Narayan Bandopadhyay of Labhpur. He was most of the time out of town to Kolkata for his work, so he did not take the monitoring work of the newspaper. His lawyer Hemchandra Mukhopadhyay took the charge of editorship. After Hemchandra expired, Satyanarayan himself did the newspaper monitoring work. His brother Nityanarayan Bandopadhyay brought out 'Birbhum Kotha' from his brother's Bani press. What happened was that Satyanarayan could not give time to the newspaper 'Birbhum Bani' and he forcefully closed down the newspaper in the 60s. He sold out the press to Chandrabhaga editor Ramanath Singho.

In 1919 'Birbhum Bashi', a weekly newspaper was published from Rampurhat. The editorship was managed by Nilratan Mukhopadhyay who was a teacher. But the newspaper was closed down because he went to join a school in Kinnahar. A second newspaper was published in 1926 from Rampurhat named 'Rar Dipika' whose editor was Tarashundar Mukhopadhyay. The newspaper also ran for a short period. Basically all the newspapers ran for limited period. The close down of the newspapers were due to lack of infrastructure. In 1926 a weekly newspaper was launched from Dubrajpur. The editor of the newspaper 'Pallymangal' was Ashini Kumar Bandopadhyay. The paper gained popularity due to local residents of the district. The newspaper was published for 5 to 6 years. But as usual, the newspaper was closed down due to various reasons. During the British reign local newspapers were looked down by British officials. Therefore, the newspapers did not gain much due to this prime reason.

To get government advertisements and court's order the editors of the newspapers had to either take British officials concern but none of them bothered it. So the editors did not get government's helping hand. For the ego problem the newspapers had to depend on fund of their own by the readers. In 1942 some people of Dubrajpur joined Independence movement. The cultural aspect of Dubrajpur got high acclaim. Most probably in 1947 Sushil Kumar Banerjee started 'Gramer Kotha' named weekly newspaper. It was running successfully but closed down due to various reasons. A regular weekly newspaper started from Bolpur named 'Dehosastab', the founding editor was Narayan Chandra Bandopadhyay. The district's Birbhum long live and long lasting regularly published newspaper was Bolpur's 'Pallyshree' which is unique. This newspaper started publication after Independence. It started in its own press Kacharipatti. The editor was Raipur's Singho family's Siddheswar Singho. It was published from Sriniketan Road, Bolpur. Siddheswar's son Sri Tarapasanna Singho looked after it.

Two newspapers from Suri that is 'Seba' and the other 'Mayurakhi' brought huge storm and its owner was changed many times. The two newspapers have in –bound history. The late journalist Surya Chakroborty before his death gave information regarding the two newspapers – in 1948 Mihirlal Chattopadhyay started 'Satyagrahi' from Suri. He thought of starting a weekly newspaper but due to lack of press in Suri he was unable to. At that time, Mahatma Gandhi came to Rampurhat. During that time, Mihirlal Chattopadhyay alongwith Satyen Chattopadhyay with Congress men went to meet Gandhiji. That

day evening news came that Mohammad Ali Jinnah died. Mahatma Gandhi was very heartbroken. At that time, Mihirlal alongwith Satyen Chattopadhyay gifted Gandhiji a twenty two thousand flower bouquet. He immediately returned back the gift and ordered to start a congress newspaper from Birbhum with that money. He also ordered to establish a press. Sri Chakroborty gave information that, with that money Satyen Chattopadhyay started 'Satyagrahi' which was a press. From this press the newspaper called 'Mayurakhi' was published. The founding editor was Mihirlal Chattopadhyay. Firstly, the newspaper was Congress newspaper but Mihirlal left Congress and joined Praja Socialist Party. It became P.S.P. newspaper. Afterwards, when Mihirlal retired from politics, the main editor behind this newspaper was renowned Homeopathy doctor Ashutosh Mukhopadhyay. Due to his various reasons, P.S.P. party Bimal Bishnu became editor of the newspaper. After his death, his brother Parimal Bishnu became the editor.

When ideals changed of 'Mayurakhi' newspaper there was a need of local newspaper by the National Congress Party for a newly free India. The then Prime Minister of the country was Dr. Prafulla Chandra Ghosh. The then Birbhum's Congress leader Gopi Kabilash Sengupta to form public opinion for Birbhum District was trying to start a newspaper for Congress party. And he was successful. In 1950-51 a weekly newspaper 'Seba' started publication. Gopika Bilash was most of the time engaged in work in Kolkata as he was nominated for West Bengal Congress Committee chief, the responsibility of editorship was given to Ashini Mukhopadhyay of Suri. After him the responsibility was taken over by Manmath Nath Bandopadhyay. He was transformed to the owner of the newspaper. After him, his brother Kali Kumar Bandopadhyay became the next editor. At present, the newspaper's editor is his son Sadhan Kumar Banerjee. (Majumdar A. , Birbhum Etihass o Sanskriti, n.d.)

A newspaper named 'Chikitshak' which was a monthly paper was published by Dr. Srinitananda Singho. He himself was the editor of the newspaper. (Chakroborty S. M., Birbhum Biboron 3RD Edition, n.d.)

The newspaper by Nilratan Mukhopadhyay 'Birbhumi' newspaper was a 32 page and every month the cost of the newspaper was rupees 50. It was published for 5 years. This paper started in 1896 when he went to Kinnahar. After few days only it started publication. (Chakroborty S. M., Birbhum Biboron 2ND Edition, n.d.)

Bengali newspaper published from Serampore Mission in 1818 was 'Bengal Gazetti', Digdarshan (monthly), Samachar Darpan (weekly). There were many ups and downs in the history of newspaper of Birbhum. Nirmal Shib Bandopadhyay from Luvpur published 'Purnima' newspaper, whose co-editor was Tara Shankar Bandopadhyay. The newspaper 'Birbhumi' was brought to Suri by Kuldaranjan Mullick. The 'Sopan' newspaper was published from Suri by Shibratan Mitra. The newspaper content was based on literature. Half or full page contained literature. This continued till 40s-50s even in 60s. Complete literature newspapers like Bikhan, Rangamatir Desh, and Bhorer Pakhi, could not make the fullest. When in 70s literature newspaper publication started in Birbhum. The old newspapers are no more alive. Only 'Birbhumi', that too with its name only which started its publication in 1899. Apart from this, Manoshlok, Brahmani, Pratidandi, Saswati, Runner, Birbhum Prantik, Kalponik, Kasturi, Anol, Rhitij, Rangabhumi, Dhushor Pandulipi, Kopai, Godhuli, Jonaki Mon, Kheya, Didibhai, Pahareswar, Urmi, Aparajita, Nabodiganta, Samikhon, Prayas, Unmochon, Anubhumi, Prahari, Rarbani, Manosh Pratima etc all were published in 70s from Birbhum and all were eminent literature newspapers. In 80s and 90s few renowned newspapers were published like Korus Kanto, Akshar, Kusheshor, Harmash, Rhitiz,

Annayudh, Chaka, Cycus, Krondoshi, A-Kal-Chirokal, Sarathi, Swatantra, Koilakuti, Bichitra, Parnika Purnobasu, Sahoj, Ghorsawar, Chetona Attonad etc all of which are to be mentioned.

The most important is that the 70s and 80s newspapers stopped its publication either or do not publish regularly. But in spite of all hurdles and struggles many newspapers are striving for its existence. 'Birbhumi' still struggles for its existence. 'Swapnonir' by Anadi Bandopadhyay is published from Joydeb. The newspaper which is published from Kotasur village that is weekly 'Didibhai' is still regularly published. The newspapers first editor Santu Sengupta took the responsibility of young generation writing. From Didibhai publication, Madhukori monthly, Didibhai, Sudarshan and new harvest was published. From Dubrajpur 'Chandidas' was published by Kumud Kinkar which was a weekly and regular in 1917. 'Pallyshree' 1397 in Bolpur at present is interested in news publication. 'Birbhum Hitoishi' started its career in 1979. 'Bolpur Barta' was basically literature based. We come to hear about Kabiguru, Bhalobasa, and Drishtantar from Bolpur Santiniketan.

'Illambajar Barta' 1976 sometimes brings out publication from one press or the other. From Suri, we are quite familiar with Mayurakhi, Seba, Panchapit, Tirthabhumi, newspapers; there are also weekly, daily 'Chandrabhaga' and daily 'Dinanta'. 'Dhushormati' is directly related to Marxist political newspaper but it is clear about its views and ideas. But Seba, Mitranjali, Bijoy Batta, Birbhumer Dak, Kalo Megh, Pithobhumi, Chirkut, Kusheshor, Birbhumer Jhor, Birbhum Tarango, Kuthor, Panchayater Chithi, Ajoy, Birlok, Sonar Fashal, is very rare. Birbhum's 'Agnishikha' 1971 was Rampurhat's weekly. 'Barnishikha' was again published from Rampurhat in 1985. These two newspapers have stopped publication, now 'Adhikar' and 'Kanchidesh' is running. Presently, Suri's well mentioned newspaper is one of Suri's 'Nayaprajonmo'. It got published in 1991. At this year the other newspapers were Rar, which is literature based newspapers. (Mukhopadhyay S. A., n.d.)

History behind 'Sabujpatra'

Sri Promoth Choudhury became the editor of Visva Bharati newspaper. On 7th August the day when Rabindranath Tagore died. He introduced the monthly newspaper 'Sabujpatra' in 1914 on the birth day of Rabindranath Tagore. He was of the idea of new concepts and it gained its merit as a newspaper. Promoth Choudhury was a writer. After reading his writings by Rabindranath Tagore he was assigned the responsibility of editor of 'Sabujpatra'.

Rabindranath promised him that his writings would be published in all the editions of Sabujpatra. As usual there were many opponents regarding the publication of the paper. Tagore gave freedom to him for publication and selection of articles. Tagore himself filled up with poems, stories in the newspaper. It gained momentum to the people for the writings which were dedicated by Tagore. Tagore's mind was filled up with both new and old thoughts. Today what we call culture is combination of art. This art is reflected in Tagore's Santiniketan where he is no more but his ideas still flourish through the Kala and Sangeet Bhavan. Not only this, the establishment of Mandir by Rabindranath Tagore is the incarnation of beauty and this place has got beauty. This culture is life of human identity. Those who followed the ideal of Rabindranath Tagore wrote articles on the newspapers like Sri Atul Gupta, Dhujoti Mukhopadhyay, Kiranshankar Ray, and Suniti Chattopadhyay. These writers were the inspiration for new young generation readers and writers. The newspaper comes out from Visva Bharati, Santiniketan. The ideal of Visva Bharati follows as, even these days we strive for peace and world peace too. If there is no world peace there will be no generation of world culture. And this world culture will bring world peace-
Words of Editor.

We are aware of what is spiritualism. Though they are true but still it is surprising. Religion does not mean a particular place, particular time or particular words which can be combined into culture. In Brahma Samaj there is this ideal. It does not mean that when we believe in God, we close our eyes and meditate God within us. But as we go out we remain enemy with the enemies. This is not religion. We do not see around people as friends else we treat them as enemies. Is this called the devotion to god? This is called mesmerism. The word religion is heavy concrete word. We realize and feel god through the environment around us. We do not say tree only because green plants have life. Flower is not only flower, dust is not dust, there is deeper significance. In sky, clouds, wind and water we feel the presence of god. And they are lively, they talk to us. We have to understand their significance. So there is no need to call god through specific ceremonies or pujas. Everywhere he is, in within the mind and body. When we think positive, this is the only way to feel god. We can see god everywhere in every place. The universe will be ours if we forgive everyone then only we will see the peace. We will realize harmony in the earth planet. (Choudhury, 1942 shraavan)

3.4.1.8 Some Short Description of Important Newspapers

1. **BHABMUKHE [1943]**

Affiliation: Sriramkrishna Ashram

Editors: Bididyananda, Swami Nirvedananda, Brahmachari

Imprint: Published by Bijaykrishna Choudhury, Sri Sri Ramkrishna Ashram, Suri, Beerbhoom, printed at Suniti Press, Suri

Notes: Journal of Neo-Hindu Religion. Introduced by Sriramkrishna. Published as an organ of Sri Ramkrishna Ashram, Suri- a Religious Institution not related to Ramkrishna Mission

Frequency: Monthly

Keywords: Religion, Neo-Hinduism, Ramakrishna Paramhansa.

2. **BHUMILAKSMI 1918**

Affiliation: Birbhum Krishi Samabay Samiti

Editors: Shaktisharan Singha, Santoshbihari Basu, Phanindranath Basu, Debendranath Basu

Imprint: Published by Nareshchandra Dey, Birbhum Krishi Samabay Samiti, Suri, and Beerbhoom. Printed at Bani Press, Suri, by Muralimohann Datta

Notes: A Journal of agriculture published as an organ of the Samiti. Rabindranath provided the journal with a meaningful title and the key article for its very first issue.

Frequency: Quarterly

Keywords: Agriculture, land economics, Co-Operative Movement, Fertilizer, Peasant, News.

3. **BIRBHUMI 1899**

Affiliation: Nilratan Mukhopadhyay

Imprint: Published by Rakhaldas Mukhopadhyay, Kinnahar, Beerbhoom

Notes: A Literary journal with a focus on local traditions

Frequency: Monthly

Continued by: Birbhumi [Nabaparyay]

Keywords: Historical Studies, Literary Miscellany.

4. **BIRBHUMI NABAPARYAY 1910**

Affiliation: Birbhum Sahitya Parishat

Patrons: Soureshchandra Sarkar

Editors: Jitendranath Bandopadhyay, Kuldaprasad Mallik

Imprint: Published by Birbhum Sahitya Parishat, Kirnahar, Beerbhoom

Notes: A literary journal and review established for cultivation of literary tradition of Birbhum.

Frequency: Monthly

Continues: Birbhumi

Keywords: Historical Studies, Literature, Book Review.

5. **BRATI BALAK 1929**

Affiliation: Visva Bharati

Edition: Dhirananda Ray

Imprint: Published by Sudhindrakumar Sen, Santiniketan, Beerbhoom, printed at Santiniketan Press, Santiniketan by Jagadananda Ray

Notes: A literary journal and review brought out by the school students of Visva Bharati. Besides, Poems, Stories and Educative Discussions. It provided news about Rabindranath and on activities in Santiniketan, including the weather reports released by their observatory.

Frequency: Monthly

Keywords: Juvenile Literature, Health care, education, news, Rabindranath, Santiniketan Ashram, Weather, Observatory.

6. **BUDHBAR 1922**

Affiliation: Santiniketan Ashram

Editors: Bibhutibhushan Gupta, Pramathanath Bishi

Imprint: Published by Amulyaprakash Mukhopadhyay, Santiniketan, and Beerbhoom. Printed at Santiniketan Press, Santiniketan, by Jagadananda Ray

Notes: A literary journal brought out every Wednesday for local circulation.

Frequency: Weekly

Keywords: Poems, letters, literary Criticisms, Santiniketan (Place)

7. **PARBANI 1918**

Editors: Nagendranath Gangopadhyay

Imprint: Publisher not found. Santiniketan, Beerbhoom.

Notes: This was perhaps the very first puja annual published in Bengali for children, offered variety of reading materials and visuals to entertain the young minds. Most eminent writers and painters contributed in its pages, including Durjendranath, Shibnath Shastri, and Sharat Chandra Chattopadhyay. Sukumar Ray, Gaganendranath and Abanindranath Thakur. The journal was illustrated by Nandalal Bose. Satyendranath Datta named it Parbani. Rabindranath's festive song Sarate Aj Kon Atithiwas published here with notation.

Frequency: Annual

Keywords: Children's Literature

8. PURNIMA 1926

Editors: Nirmalshib Bandopadhyay

Imprint: Published by Nirmalshib Bandopadhyay, Atulshib Club, Labpur, Beerbhoom, printed at Gadadhar printing works, Calcutta.

Notes: A literary journal and review, contributed by reputed writers.

Frequency: Monthly

Keywords: Literary Miscellany, News

9. SANTINIKETAN PATRA 1919

Affiliation: Santiniketan Ashram

Patrons: Rabindranath Thakur

Editors: Bidhushekhara Bhattacharya, Jagadananda Ray, Santosh Chandra Majumdar, Pramatha Nath Bishi.

Imprint: Published by Jagadananda Ray, Santiniketan Beerbhoom printed at Santiniketan Press, Santiniketan.

Notes: A literary journal and review of the Ashram's activities. Readership was limited to the members and relatives of the Ashram. Rabindranath and the Santiniketan Associates contributed on topics of common interest. Contained Regional news coverage.

Frequency: Monthly Then Bi-Monthly

Variant: Santiniketan

Keywords: Literature, News, Current Affairs, Socio-Political conditions, economic issues, women's studies, Santiniketan

10. SARANI 1921

Editor: Sudhakanta Roychoudhury

Imprint: Published by Sudhakanta Roychoudhury Santiniketan, Beerbhoom. Printed at Santiniketan Press – Jagadananda Ray

Notes: A Literary journal primarily its objectives was to encourage the young talents by their works.

Frequency: Monthly

Keywords: Literary Miscellany, New Writers

11. VISVA BHARATI PATRIKA 1942

Affiliation: Visva Bharati

Editors: Pramatha Choudhury, Kantichandra Ghosh, Rathindranath Thakur, Pulinbihari Sen, Sudhirranjan Das

Imprint: Published by Visva Bharati, Santiniketan, and Beerbhoom. Printed at Santiniketan Press, Santiniketan, by Prabhat Kumar Mukhopadhyay

Notes: A high class journal of literature and arts. The Publication came into being immediate after Rabindranath's death.

Frequency: Monthly

Keywords: Literature, Fine Arts, Education, Social, and moral issues, cultural issues

12. MANASI 1909

Editors: Induprakash Bandopadhyay, Shibran Mitra, Subodhchandra Bandopadhyay, Fakirchandra Chattopadhyay

Imprint: Published by Hiralal Das, Howrah, Printed at Manasi Press, Calcutta

Notes: A major Bengali literary journal published reproductions of works by famous Painters.

Frequency: Monthly

Continued by: Manasi, Marmabani

Keywords: Literature, Fine Arts (Mukhopadhyay A. , 2004)

In 1974 newspapers like 'Mahesh' and 'Seba' got published from Suri. First it was edited by Sudhir Nath Mukhopadhyay and in the end it was edited by Gopika Bilash Sengupta. Afterwards Ashini Kumar Mukhopadhyay, Manmath Kumar Bandopadhyay, Kalikumar Bandopadhyay and Sadhan Kumar Bandopadhyay. In 1951 'Jharna' was published from Suri. It was edited by Anupam Thakur and Haroprasad Da. In 1953 the newspaper 'Prochoy' was published from Suri and it was edited by Tapbijoy Ghosh and Sukumar Biswas. In the same year was published 'Janpath' from Rampurhat, edited by Amol Mukhopadhyay. In 1958 from Nanur/Bora was published 'Alo', it was a Sahitya Patrika. Another newspaper was published from Suri named 'Masher Khabor' a Sahitya newspaper which was edited by Radha Damodar Mitra. In 1964 'Ektara' got published from Suri which was edited by Debi Singh. In 1965 'Padasanchar' got published from Rampurhat which was edited by Bireswar Singh. In 1967, 'Awaaz' was published from Suri and 'Ayom' from Rampurhat. The editor of Awaaz was Broj Saha. The editor of Ayom was Sankarlal. In the same year, 'Sishumela' named Sahitya Patrika got published from Siyan and it was edited by Kaji Samsujoha (Sri Samarendra).

SUGGESTIONS

The present study involved a content analysis of culture coverage in local publications of Birbhum District alongwith other news coverage in newspapers, journals and magazines. It has come up with significant suggestive measures for culture popularization, in general and effective presentation of culture in newspapers, journals and magazines in particular.

1. The space devoted to culture content is not promising at all, there are only few which publish or give space to culture and religious in their paper. However, like local and government news

culture stories do not fare well, but the newspapers should include culture columns or culture supplements on regular basis in order to create new possibilities in culture popularization.

2. Writing about culture is totally different from that of general writing which uses general and simple words. Culture is a subject that should be handled with extra care of knowledge both in terms of the area and also the level of understanding of readers. Thus, culture contents in the newspapers, journals and magazines should be illustrated interestingly with photograph with creative presentation of culture content in the readers.
3. Culture contents should also be substantiated with visuals and pictures to present the so-called dull culture stories in an interesting manner.
4. Proximity is the simplest news value. In a scenario when newspaper industry is facing tough challenges from prevailing media, the popularity of newspapers has boomed-up manifold due to publication of local editions from various districts of Birbhum. This affinity can be better exploited by presenting culture issues of local concern to the readers. So culture contents should be highlighted within locale of a particular district so as to give a feel of involvement to the reader.
5. Newspapers, journals and magazines should be recognized as the best media for culture popularization by introducing regular culture columns with adequate space and subtle presentation. Cultural background people should be given more preference in writing as to give new dimension to culture coverage in newspapers, journals and magazines.
6. In order to make readers media friendly they should have regular publication of various cultural and religious issues and put forward to the general masses. Newspapers should gratify the thrust for cultural knowledge of the readers by giving cultural update related to day to day cultural happenings which will definitely aid to boost its circulation.
7. Further, the future researches could be undertaken involving a wider area of study of newspapers, journals and magazines which were difficult to get, so as to investigate with an extensive view of culture coverage in local publications of Birbhum District.

CONCLUSIONS

The present study “**Role of Print Media in Preserving Culture: With Special Reference to Local Publications of Birbhum District**” was conducted keeping in view of some specific objectives described in the Chapter-2. After analyzing the data collected, the following conclusions are made:

1. The objectives are satisfied but it is not to the satisfaction of culture coverage that is the main criteria of interest in the research study. The research gap is that it was not possible to take the local readers into account due to restraint of time so on basis of that we could have come to definite conclusion, quality of the publications and penetration and presentation of culture.

2. As far as the percentage given to culture is concerned, it was found that the culture issues are not getting ample space, as total percentage devoted to culture content is very less of the total space of all the selected newspapers, magazines and journals.
3. Regarding the format of the culture items news is preferred most by newspapers. Only regional language newspapers, magazines and journals are taken for study during the study period. Most of it ignored culture news items.
4. Regarding preference of various subject areas, government, local, health, agriculture, sports, political, education, are the prominent topics being covered by selected newspapers, journals and magazines.
5. As far as presentation of the culture issues is concerned, most of the items are providing just information about the issue thus making the story dull and boring. There are very few topics which were presented in an interesting way, during the study period.
6. It is a good effort of the selected newspapers, journals and magazines that most of culture items are being put forward to the reader, with some type of illustrations like photograph. As far as betterment of people is concerned, it is very difficult to come to conclusion because we have not taken any survey among the local readers whether the news are benefitting the people or not or is culture is the main domain to throw light among the readers. The above are the observations purely based on research study and approach of the research outlook.

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