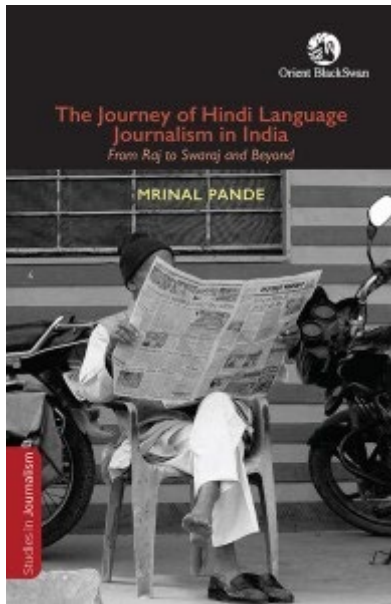


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# New Book Announcement: “The Journey of Hindi Language Journalism in India: From Raj to Swaraj and Beyond” by Mrinal Pande



*The Journey of Hindi Language Journalism in India: From Raj to Swaraj and Beyond*, Mrinal Pande (Orient BlackSwan, September 2022)

In India, the English-language media is considered the “national media”, while vernacular media remains “regional”. However, from the 1980s onwards, demographic changes and growth in literacy in the Hindi heartland broadened the market for Hindi newspapers.

In this book, well-known journalist Mrinal Pande takes us through the history of Hindi-language journalism in India. She discusses its early days as nationalist newspapers in the colonial period; its subservience to the English print media in the early decades of independence; the fillip it received in the post-Emergency 1980s when an inclusive Hindi, propped up by regional dialects,

became the best vehicle for furthering Indian democracy.

The author also focuses on the current digitization of all media, the increasing influence of social media platforms, and heavy reliance on advertisements.

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