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**DEVELOPMENT COMMUNICATION IN GANDHIAN ERA :A STUDY  
ON COVERAGE PATTERN OF YOUNG INDIA**

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**Abstract**

Gandhi's way of life is an example to many people in India and even today we find people following Gandhian methods in all spheres of life. Even in journalism also Gandhi specifically set certain principles and objectives for journalists. Gandhi influenced people belonging to many walks of life and his influence on journalism too is significant as is found in the following works undertaken by different scholars. The present study confined to coverage pattern on Development theme in Young India, used content analysis as a method to observe the 'frequency', 'distribution', 'place', and 'space'.

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**Keywords:** Mahatma Gandhi, Coverage, Development communication Young India

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**Introduction**

Journalism was the factor that transformed ordinary Gandhi into Mahatma Gandhi. Almost everyone knows that Mahatma Gandhi was a political leader, but he was also a journalist to the core. The single factor that helped Gandhi the most in earning the title of 'Mahatma' and the leadership of the masses was his dedication of running the weekly newspapers for nearly 40 years of his life. Gandhiji was the editor of three English weeklies, namely Indian Opinion in South Africa during 1903-1915, Young India (1919-1931), and Harijan (1933-1942 and 1946-January 1948). Indian Opinion was bi-lingual (English and Gujarati). Gandhi at the age of nineteenth, for the first time read a newspaper, he could scarcely imagine at that time, how actively he would be associated with the newspaper world for the rest of his life. The researcher discusses his early writings in London, and in his first article in *The Vegetarian*, published on 7 February 1891, and other writings in London. In his early writings Gandhi's praises the British government for being one of the most civilised in the world and does not tolerate injustice, and later realised the mistake. After completing his Barrister in London he sailed for South Africa, after getting an offer from Data Abdullah and Co,

to defend one of their cases. South Africa not only shaped many of the ideas and traits of Gandhi, but made an out and out journalist of him. The first pamphlets came in 1895: (1) *An Appeal to Every Briton in South Africa* and (2) *The Indian Franchise*. These were followed by his first mass publication, the 1896 pamphlet titled "*The Grievances of the British Indians in South Africa (Gandhi, 1896)*". He had this so-called *Green Pamphlet* published in India, and the first edition went to ten thousand. Gandhi wrote the piece while he had come home to Rajkot on a brief visit from South Africa in 1901. Ten thousand copies of the pamphlet were published. The success of the pamphlet made Gandhi more confident of the efficacy and publicity value of the media. This realisation led to Gandhi taking over the editorship of the *Indian Opinion* in 1903, he started his first newspaper in South Africa, which established an agenda of issues of importance to Natal's Indian population. Along with this a brief introduction about his journals *Navajivan* and *Young India* was covered.

**Objectives Of The Study**

To find out extent of coverage given to the "Development" is one of the selected subject category in *Young India*

To find out extent of 'Distribution' given to the "Development" is one of the selected subject category in *Young India*

To find out extent of 'frequency' given to the "Development" is one of the selected subject category in *Young India*

To find out extent of 'space' given to the "Development" is one of the selected subject category in *Young India*

To find out extent of 'location' given to the "Development" is one of the selected subject category in *Young India*

### **Review Of Literature**

Review of literature helps the researcher to understand the subject under study and also helps to identify the gaps in the subject. Therefore an attempt is made here to review a few studies which focused on the use of communication channels by Mahatma Gandhi to propagate his philosophy/ideology. For instance, a few studies in this regard are enlisted below:

Bhattacharyya(1995),Singh(1979),Kumar(1984), Chakravarthy (1995), Suchitra(1996), Navneet Anand (1996), kusumalata (2010), Bhattacharyya (2002), Gonsalves (2010), Murthy (2010) and Rajendra Mohanty (2014). Two studies dealt with Gandhi's role as journalist (Bhattacharyya, 1965, Murthy, 2010) and other dealt with communication aspects of Mahatma Gandhi in terms of influencing the people (Suchitra, 1995; Gonsalves, 2010). For instance, Bhattacharyya's study focused on the historical aspects of Gandhi as a journalist and dealt with Gandhi's initiation into journalism i.e. His early articles published in "The Vegetarian" journal. And he acted as South African's correspondent to "INDIA" journal published from London and these circumstances which promoted him to launch news journals like Indian Opinion from South Africa etc. Since the study was completed in 1965, it could not chronicle many changes that took place during the last five decades in the Indian journalism, and for instance, many structural changes occurred like expansion of newspaper rural areas multiple editions-and supplementary editions are introduced. Gandhian Studies: In 1956, when Jawaharlal Nehru was the prime minister of the country, Government of India launched a project of preserving the writings and speeches of Gandhi, and it took 38 years

to complete. A total of 100 volumes, known as collected works of Mahatma Gandhi running into 50,000 pages cover a period of 64 years from 1884 to 1948. In the introduction to the volumes, the first president of India Dr. Rajendra Prasad in his homage wrote: "Here are the words of the master covering some six decades of a superbly human and intensely active public life – words that shaped and nurtured a unique movement and led it to success words that inspired countless individuals and showed a them a new way of the light, words that emphasized cultural values which are spiritual and eternal, transcending time and space and belonging to all humanity and all ages". Gonsalves(2010), analyzed the communication strategies of Mahatma Gandhi and also Gandhi was seen as a communication strategist. Gonsalves too analyzed the Gandhian strategies of fasts, speeches, oaths of salience and his clothing to influence the public and the then Government. Specifically, Gandhi's dress code was viewed in terms of communication theory and semiotics proposed by Ronald Barthes, Victor Turner and Erving Goffman. The study dealt with the communication power of Gandhi's style particular the use of non-verbal communication techniques which symbolized his way of expression. Gonsalves discussed the six principles of Gandhian approach to symbolization such as historical analysis, grass root experience, the scientific temper, ethical religion, oneness of reality, and socio-political transformation. Thus Gonsalves described

"Gandhian symbolization is a radical process, it involves a patient study and rigorous analysis of the root causes behind the problematic issues in given society. It does not superimpose symbols from extraneous contexts as quick-fix solution but lets the context germinate its own seed of new meaning. The foundation of Gandhian symbol making implies living with a sense of history in order to make sense of the "here and now". In studying Gandhi as symbol-maker, he has chosen to accentuate a benchmark in history of symbolization for sociopolitical change. (p. 123).

### **Methodology**

To examine the coverage pattern on Development theme particularly

distribution, space, location and frequency of selected theme of *Young India*. In order to these objects, the method of content analysis was used to examine the extent of coverage given to Development theme in terms frequency, space, location and distribution. The universe of the study comprised all the articles published during the period 8<sup>th</sup> October 1919 to 31<sup>st</sup> December 1931 in *Young India* edited by Gandhi published by Navjeevan Publishing House, Ahmadabad.

Out of all total of 625 editions of from 8<sup>th</sup> October 1919 to 31<sup>st</sup> December 1931 from which, the researcher 250 editions were selected in which first, second, third and fourth issues from the respective of every month and so on, from the study period. The researcher thought that 40% percent of the sample was adequate to represent the universe. Therefore a total of 250 editions of *Young India* were considered for analysis. Thus all the articles, stories, and editorials are considered as units of analyses, as per the above criteria, published in the front page and inside pages of the journal *Young India* during the sample period were considered for coding into the Development theme developed for the purpose.

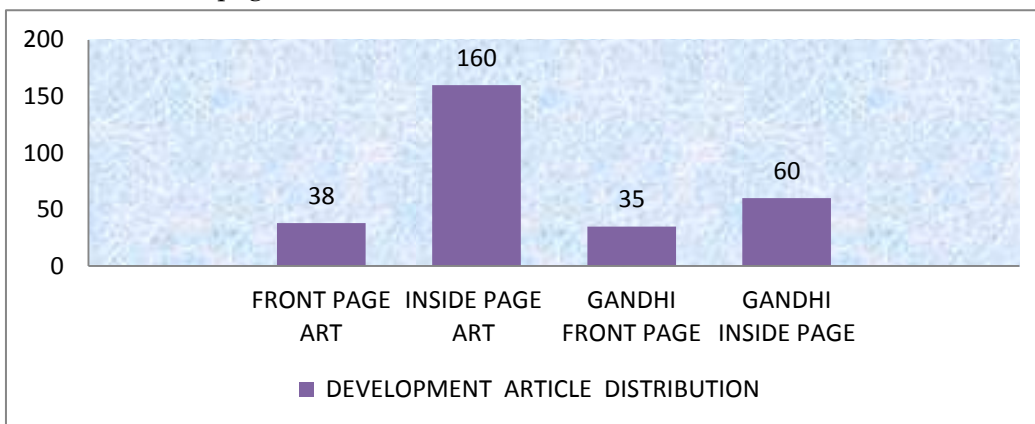
#### **Development :**

“I have taken up journalism not for its sake, but merely as aid to what I have conceived to be my mission in life. My mission is to teach by example and precept under severe restraint the use of the matchless weapon of satyagraha which is a direct corollary of non-violence and truth...To be true to my faith, therefore, I may not write idly, I may not write merely to excite passion. The reader can have no idea of the restraint I have to exercise from week to week in the choice of topics and my vocabulary. It is training for me. It enables me to peep into myself and to make discoveries of my weaknesses. Often my vanity dictates a smart expression or my anger a harsh adjective. It is a terrible ordeal but fine exercise to remove these words”. Gandhiji (1925), *Young India*, July 2. Gandhiji in India was practicing developmental journalism even before the term, developmental journalism was coined in Asia. As a journalist, Mahatma Gandhiji expressed the view that the newspaper's role was to educate the masses, and hence he was writing immensely on contemporary topics.

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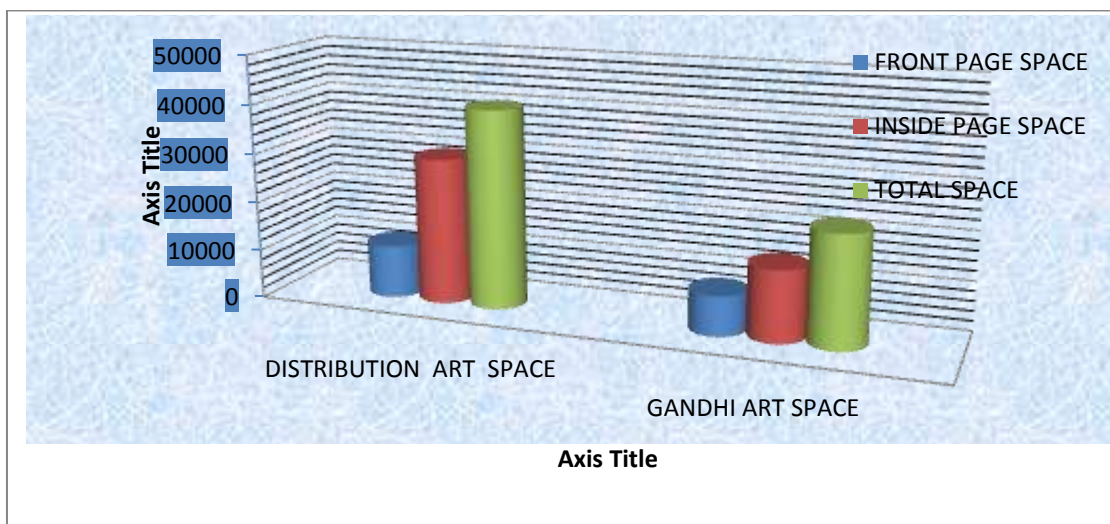
For instance, Krishna Murthy (1966:79-80) observed that Mahatma Gandhi wrote on such issues “as Hindu-Muslim unity, removal of untouchability, prohibition, promotion of khadi and other village industries, and the popularisation of spinning wheel as a means of supplementing the income of the semi-starved and unemployed village peasants in India”. The Press was considered to be an effective medium for nationalists as well as social reform groups during Independence movement in India. The Nationalist Press, for instance, exposed some social evils like casteism, child marriages, ban on remarriage of widows, social, legal, and other inequalities in society while carrying out a massive campaign to educate the people on the eradication of untouchability” (Krishna Murthy, 1966; Desai, 1993:237; Yadav, 1985). They thought that journalism was an instrument for them in awakening the masses socially and politically during freedom movement (Yadav, 1985; Parthasarathy, 1991). The researcher has measured the quantitative content analysis of 'Development', one of the selected subject category of *Young India* during the study period from 8<sup>th</sup> October 1919 to 31<sup>st</sup> December 1931. In which the researcher has examined the variables like extent in terms distribution of articles, space of the articles, frequency of the articles, and position of the articles during the study period. A total of 1796 articles from the 256 selected editions of *Young India* during the study period. Development is one of the selected subject category of *Young India* distributed moderate number of articles among the selected subject categories. The table reveals that 198 articles are contributed to the Development theme. The researcher has identified that these articles further divided into front page distribution and inside distribution in *Young India*. In front page published articles are 38 in number and in the inside page the distribution of articles are 160 in number. These articles are further divided into Gandhi written articles distribution are 95 and the remaining are from others written articles on Development; The distribution Gandhi written articles are further divided into front page distribution carries

35 articles and inside page distribution carries 60 articles .



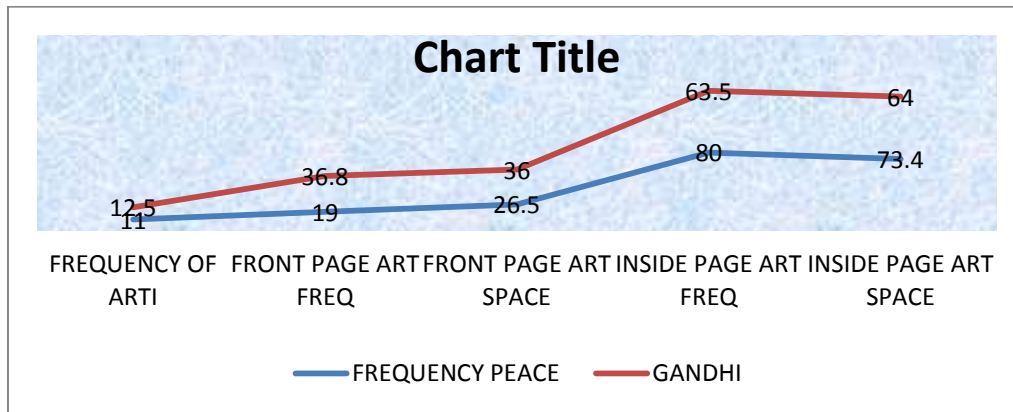
**2.SPACE** : Allocation of Space for articles plays a important role in the news paper. Over all a total *Space* of 59,904 col.cent observed for development one of the selected subject categories in young India during the study period. In this total space is divided into articles coverage space its allocation is 40,448 col.cent and remains are editorials coverage space it's allocation space is 19,456 col.cent. And again articles /stories are

further divided into front page space it's allocation is 10,752 col.cent, and inside page space, it's allocation is 29,696 col.cent .Further these space divided into Gandhi written articles space it's allocation is 22,528 col.cent and this space is further divided into front-page articles space it's allocation is 8,110 col.cent and inside page articles space it's allocation are found to be 14,417 col.cent.



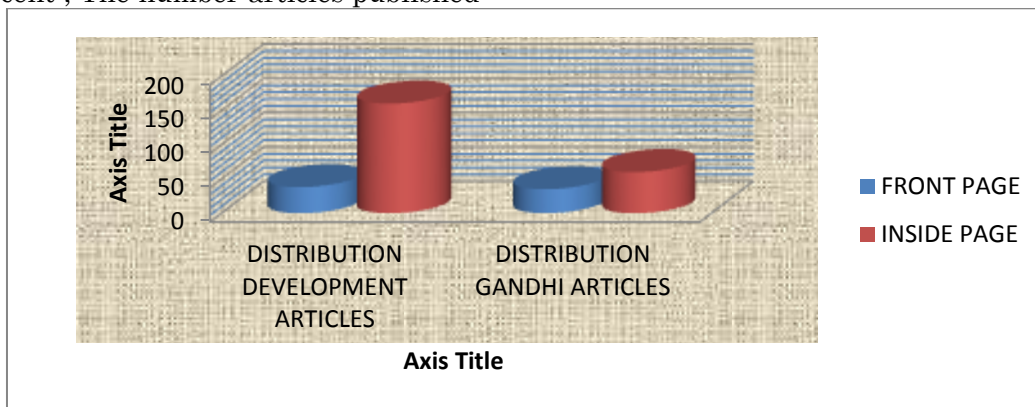
**3.Frqencies** of the Development one of the selected theme in Young India during the study period is 11 per cent ,allocated space frequency is 8.2 per cent and the frequencies of front page articles are 19.1 per cent and the allocation of front page space frequency are 26.5 per cent, inside page article frequency are 80 per cent and the allocation of inside space frequency is 73.4

per cent. Gandhi written article's frequencies are 12.8 per cent and allocated space frequencies are 12.8 per cent. The frequency of front page Gandhi written articles are 36.8 per cent and the allocation of front page space frequency is 36 per cent, inside page article frequency are 63.5 per cent and the allocation of inside space frequency are 64 per cent.



4. **Location** :Location or position of the articles is important in attracting the readers and also carries the most important news in front page .The Location is defined as the article appeared in the front page or inside page in Young India .The distribution of articles in the front page under the subject category of Development is 38 number and the frequency of the front-page articles are 19.1 per cent , The number articles published

in the inside page are 160 in number , frequencies of the inside page articles are 80 per cent .Gandhi written front page articles under the subject category development carries 35 in number and frequency of the front page articles is 36.8 per cent and inside page articles are in 60 in number and the frequencies of inside page articles are 63.5 per cent.



**Conclusion**

The development of the individual and the development of society are intertwined. His ultimate goal was *sarvodaya* (the development of everyone in all facets of life). The concept of *Sarvodaya* presupposes the principle of justice. *Sarvodaya* generates movements for change, outward as well as inward, and strives for an egalitarian social order based on truth, nonviolence, and purity of means. Gandhi never compromised at the expense of individual freedom, equality, or social justice; his nonviolent principles were not just philosophical principles, but the rule of life. He had envisioned an India where "all interests not in conflict with the interests of the dumb millions will be scrupulously respected, whether indigenous or foreign." (*Young India*, September 10, 1931). Gandhi's

basic aim was to have an all-round development of society that included human development along with socio-economic-political development. The Gandhian programme is holistic and multidimensional. The objective of his constructive work is the creation of a non-violent society. Gandhi envisages a healthy society based on harmony and dialogue, where the ideas of equality and justice are translated into the lives of teeming millions. Commenting on man's social nature, Gandhi writes, "If it is his privilege to be independent, it is equally his duty to be independent." It will be possible to reconstruct our villages so that villages collectively, not villagers individually, will become self-contained. (*Young India*, April 25, 1929).

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While discussing the specialties of Gandhi as an editor and as a journalist, the experience of Krishnadas is revealing. In his book "Seven Months with Mahatma Gandhi," he writes, "Once or twice, I saw him cooling his forehead and head with ice." And yet, every day, whether in his room or on the train, he would write articles for the *Navajivan* and the *Young India*, despite the fact that people were making noise around him and crowds were howling outside. Such total control over the mind struck me as unusual. When he had done with the report of the Sasaram speech, he took up that of his Gauhati speech, but put it down after having looked through it a little. " His colleagues, who were helping in this work, were trained under Gandhi's supervision. Gandhi could motivate his associates to run the paper. All the work regarding the paper was being done under Gandhi's keen eye and care. He would see that paper was published and dispatched on time, and that proper account was maintained regularly even when he was away and on tour.

He surely succeeded in stirring India's national consciousness through "*Young India*" and "*Navajivan*". He expressed himself in a language that was understood by the common man. He exercised a potent influence on languages and literature of his time through his Gujarati and English writings generated by his revolutionary thoughts and practice. As pointed out by Munshi, " Since began to write for the weekly *Navajivan* in 1932, he has addressed to the Gujarati his vic confidantes, his sermons" confidantes, a battle cries. Few other newspapers in the world have had similar popularity and influence in their area of circulation as this small, unostentatious sheet, which never screamed a headline and never published an advertisement. With many, it replaced the novel and the Purana in interest. A single copy of this weekly has often brought to a distant hamlet its only journal and gospel of life. " According to K.R. Srinivasa Iyengar, "The several regional languages acquired a new versatility and power." No apology is needed for considering Gandhi as a writer and as a formative influence on the writers of his time. " The impact of Gandhi's writings is

clearly seen in the literature of different regional languages. Many poets, novelists, and writers are influenced by Gandhi's writings. Those who imbibed Gandhian philosophy and made it the main theme of their literature include Kaka Kalelkar, Ramnarayan Pathak, Kishorelal Mashruwala and Mahadev Desai. Poets like Zaverchand Meghani, Umashankar Joshi, Sundaram, Khabardar, and Snehrashmi represent the Gandhian age of Gujarati literature. Iyengar points out that in Gandhi's writings, "The stress was on simplicity and clarity and immediate effectiveness rather than on ornateness or profundity and artistry, and this has been as marked in English writing as in writing in the regional languages. As regards the choice of themes and portrayal of characters, the Gandhian influence has been no less marked. Many writers have adopted Gandhi's style and simplicity in language, discarding heavy and loaded language. Gandhi was successful in diverting the attention of journalists and authors away from the cities and toward the villages. He gave a new vision to the literary world by stressing the fact that India lived in her villages. The impact of his papers can be seen in the fact that in India, his papers never ran at a loss, even without advertising, and their circulation once reached forty thousand copies. This was a clear indication of the interest with which people looked forward to reading his views on politics.

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