

# CENTRE FOR CULTURE, MEDIA & GOVERNANCE

Jamia Millia Islamia  
New Delhi



**CCMG INVITES YOU TO THE THURSDAY LECTURE SERIES**

## **SUNRISE IN THE EAST, SUNSET IN THE WEST**

By

**Mr. Ajit Kumar Jha**

Editor, India Today

### **About the Lecture**

For the last 15 years, the decline of print newspapers in the West has been the sort of story that, ironically, many newspapers have trouble following. It is not breaking news, nor a violent explosion, but rather a decade-long structural shift. Between 2000 and 2015, print newspaper advertising revenue fell in the USA from about \$60 billion to about \$20 billion, wiping out the gains of the previous 50 years. But lately, the collapse of newspapers in the West is looking less like a steady erosion than an accelerating avalanche. Over 20 per cent of newspapers in the USA have shut down. Similarly the TV industry is facing a crisis and needs to immediately embrace new business models

While the death knell is being sounded elsewhere, in India, promising days are said to lie ahead. The Indian print media, which remains unscathed by the upheaval rocking the industry around the world, seemingly preserved from the reigning economic slump, continues to demonstrate vitality. According to the Ministry of Statistics, Indian dailies have a circulation of 160 million copies, all titles combined, and this figure rises to 300 million if the print media as a whole (weeklies and monthlies) is taken into account. Meanwhile, there are 80,000 publications recorded by the Registrar of Newspapers for India (RNI). Magazine readership survey in 2018 shows that readership of India Today has doubled from 40 million to 80 million readers and the whole magazine segment shows a massive surge. The TV story in India is even more extraordinary. In 1991, India had one TV channel: the Doordarshan. Today a quarter century later India has over 400 news channels (24 X 7) in various languages and another 150 channels are awaiting clearance. This together with the highest circulation of newspapers in the world make India the sunrise media industry in a world where media is otherwise supposed to be a sunset industry.

### **About the Speaker**

**Mr. Ajit Kumar Jha** is currently the Editor (Research) at India Today English. He has been the Editor of Oman and Qatar Tribune in Muscat, Oman and Doha, Qatar (2004-2014) as well as the Senior and Resident Editor of The Times of India, Indian Express, India Today and Hindustan Times. He has done his Masters from Jawaharlal Nehru University, MLitt from Oxford University, UK, and his PhD from the University of California Los Angeles, USA. His practical experience and theoretical knowledge as a journalist in the global East and West brings an interesting perspective to the table.

**Venue:** CCMG, Video Conference Hall

**Date:** Thursday, 8<sup>th</sup> March, 2018

**Time:** 2:30 pm

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