



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2015; 1(9): 685-687  
www.allresearchjournal.com  
Received: 02-06-2015  
Accepted: 04-07-2015

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## Current Scenario of Film Journalism

**Bichitrananda Panda, Narendra Tripathi**

### Abstract

Indian film turns 100 in 2013, the journey start in 1913 and rushing on the track in high speed now. In the beginning the challenges were much more to produce a film as compare to current scenario. Contemporary media and main stream journalism has these three major objectives i.e. to inform, to educate, to provide people healthy entertainment. The third objective of journalism is equally important with first and second i.e. constitutes the major part of Electronic Media. The information given through entertainment is proved to be more effective then story (surkhi) in newspaper or in TV/Radio. Indian feature film comprise of the staple form of entertainment for the masses besides theatre and musical performance and region specific performing folk form like YATRA ( a part of open air theatre), very popular in Eastern India. Cinema a unique combination of the feature of radio, TV and the theatre is known as the most powerful medium of mass communication & most of the mass media specialist told that "film is the strongest mass media among all". So film/cinema is necessary for all kind of target group to aware them about the society.

**Keywords:** Film, Film Journalism, Page 3 Reporting, Film Magazine

### Introduction

Film journalism is a term used to describe all form of journalism that focus on the film business and its products. It covers industry-specific news while targeting general audience beyond those working in the industry itself. It includes film and TV show/ program, review/criticism, celebrity coverage etc.

### Objective

In India Bollywood and other regional industries are producing thousands of films in a year. Journalism for film media starts in 1920 by the publication of 'Bijoli' in Bengali. The Objective of the research is to find out the current scenario of film journalism in print media.

### Brief History of Indian Cinema

Cinema invented in the year 1897 by capturing picture called celluloid film. Indian cinema turns 100 this year its first indigenous feature film Dadasaheb Phalke's "Raja Harishchandra" premiered on 21<sup>st</sup> April and was commercially released on 3<sup>rd</sup> May 1913 but the age of 1913 to 1930 was the period of silent and mostly mythological films. The silent era of Indian film industry produced approximately 1300 films. The first speaking/ talkie film "Alam Ara" released on 14<sup>th</sup> March 1931. In the same year 22 Hindi, 3 Bengali, one Tamil and one Telugu cinema keep their feet on Indian film society.

### Film Journalism in India

**First film journal in India:** - It is very difficult to say that which is the first film journal in India but veteran film journalist's wright in their articles the Bengali film weekly 'Bijoli' published in 1920 was the earliest film magazines in India. In 1924 'Mouj Majah' the first film periodical lunched in Gujarati.

**Film journal in national language like English/Hindi/Urdu:** - In the year 1934 the Hindi periodical 'Chitrapat' edited by Hrishan Charan Jain launched in Delhi is the first Hindi film journal. In the same year 'Rooplekha' was started. In 1935 "Film India", a very influential film monthly lunched. The "Trade Guide" edited by B.K. Adarsh was started in 1954. After

two year another Hindi film journal 'Sangeet' was published in 1956. In the next year The 'Indian film quarterly' started by Chidanand Dasgupta, Satyajit Ray and Mrinal Sen, the film periodicals like 'Sharma' (Urdu) 'Sushama' (Hindi) launched in 1959. The federation of film society of India in 1962 launched its journal 'Indian film culture'. In 1963 the journal of CTA was started as the first technical film journal in India.

**Film journal in regional language of India:** - Bengali language was the leading Indian film journalism by publishing highest number of film journal. In 1929 Shailaja Mukharejee starts the Bengali film weekly 'Bioscope'. Other two Bengali film magazine 'Weekly Batyan' and 'Chitralakha' were lunched two year after Bioscope. 'Roopanjali' edited by Sudhansu Basu lunched in 1951. Gujarati film periodical 'Chitrapat' was lunched in Bombay in the year 1929. Sita Bibaha is the first Odia film released in the year 1935 but after a period of 16 year the first odia film journal 'Cine Orissa' was published in 1951. Marathi film periodical 'Ras Rang' was launched in 1959. In the year 1966 Tamil film journal 'Bomma' edited by B. Viswanath Reddy, Telugu monthly 'Vijaya Chitra' in the next year. The bi monthly journal 'Filmfare' was launched in 1953 and in the same year it announces its annual award called FILMFARE AWARD. It starts "Filmfare Award South" for movies in four south Indian languages i.e. Telugu, Tamil, Malayalam and Kannada.

#### **Current Scenario of Film journalism in India**

Indian film industry completes 100 year in 2013 by starting journey from the first film 'Raja Harischandra'. Industry started from one film in one year up to now approximately 1,100 films in a year about 21 languages and approximately 160 to 175 Hindi films releasing each year. To take message of these journalistic, political, socio-economic, sports and entertainment based film currently many magazines, newspapers and TV show are publishing and broadcasting their entertainment reports and review. Some of them are given bellow as per my knowledge.

#### **National level Film Journals**

Bi monthly journal 'Film Fare' is an English-language, magazine about Bollywood cinema. The magazine owned by WWM, a joint venture between the Times Group & BBC. FILM FARE Awards are "Film fare Movie Awards" for Hindi movies & "Film fare Awards south" for movies in Tamil, Malayalam, Kannada, & Telugu languages, presented annually. Likewise 'Film maker' is also a theatre magazine includes interview, case studies, festival reports, technical and production update. 'Anandalok' is a Bengali magazine published by Ananda Publishers from Kolkata is fully a filmy magazine. It published on 15th and 30th of every month. 'Box office' is now one of the top ten ranked film journal.

In the age of super computer Big Bollywood.com is famous movie review containing information about Bollywood stars. 'Mayapuri' is the oldest and largest circulated Hindi film weekly of India, the Mayapuri Group launched the first weekly Hindi film magazine 'Mayapuri of India'. It has been one of the most popular Hindi magazines, covering Bollywood. 'Screen' is a film magazine, published every week in India, owned by The Indian Express group and content focuses on the Hindi movies. Screen organizes and

sponsors the Star Screen Awards for movies in Hindi. 'Chithrabhumi' and 'Cinema Mangalam' is the Malayalam weekly magazine, established in the year 1988 & 1982 respectively. 'Newline Mohanlal Special' is another Malayalam language Indian film magazine. It is published by News line Publications. This magazine gives true reviews about films unlike other fan magazines.

'Cinema in India' published by National film development corporation ltd. (A govt. of India Enterprise) is a quarterly movie review.

#### **General Magazines and Film journalism**

These Indian magazines are not fully film journals but they wright about film and entertainment in India

1. Elle Now.com is a Leading Indian magazine covering women's fashion, style, beauty, health, entertainment, lifestyles, and more.
2. India Today is a Weekly news magazine published by India Today group. The magazine based on economy, politics, lifestyles, health, arts, entertainment, travel, science, and technology.
3. Frontline Magazine is one of the top news magazines in India. The magazine published by the Hindu, and featuring Indian financial sector, industry, world affairs, spotlight, environment, assembly elections, interviews, and entertainment.
4. Outlook is one of the most popular weekly news magazines in India, featuring national and international news on politics, healthcare, business, society, reviews, arts and entertainment, books, music, and more.

#### **World level Film Journals**

People Magazine, Entertainment Weekly, Star, Reader's Digest, Empire, Eye for Film, Uncut, Future Movies, Filmmaker are the famous entertainment magazine worldwide.

OK! Magazine is one of the largest celebrity lifestyle magazines. The magazine published from USA, Australia, Austria, Azerbaijan, Bulgaria, China, Germany, Greece, India, Malaysia, Mexico, Philippines, Russia, Spain, Switzerland, Thailand, Turkey, United Kingdom, and Middle East.

#### **Conclusion**

Up to now in 21<sup>st</sup> century English film journals is on the driving seat of film journalism Tours and Travels, while Hindi, Bengali and Malayalam language magazines are on the front seat and other language film journals are suffering in the balcony seat of 'Film Journalism' travels. Hen's film journalism is a part and parson of Indian journalism. It holds the key role in building a healthy society. As film is the most popular medium of mass communication so film journalism is the front line journalism in the context of India.

#### **Expert Opinion**

"Bollywood journalism is about PR and pimping. Of course, stars have glamour's personal lives everyone wants to know about, but now that has become the core of film reportage. Occasionally, you hear about an actor doing a good job. There is a very sleazy side to it. They raise a person to the sky and when the PR companies are off the payroll, they hit back. The media is on a high now but eventually it will get exhausted."

**Mrs. Nandita Puri, Film journalist and wife of actor Om Puri.**

“Journalists today are only going after negative stories. They only want to do stories that will get into print and hence instead of writing informative pieces, they go for sensational stories.”

**Mr. Sudhir Bose veteran film critic**

“Film Journalism should not be only ‘entertainment, entertainment and entertainment’. If that happens then the result is obviously a ‘Dirty Picture’.”

**Dr. Mrinal Chatterjee**

Prof. & Head Eastern India campus of IIMC Sanchar Marg,  
Dhenkanal, Odisha

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