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**From Udant Martand to the Age of Artificial Intelligence:
Digital Transformation and Future Prospects of Hindi Journalism (200 Years of Evolution)**

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Abstract

Hindi Journalism owes its existence to the emergence of Modern India. The first Hindi newspaper, which was fully written in the Devanagari script was published on May 30, 1826 and was titled "Udant Martand" meaning "Rising Sun". This newspaper was created by Pandit Jugal Kishore Shukla, a lawyer from Kanpur in Calcutta. Though facing immense financial difficulties and limited readership and being shut down by 1827 due to high postage and subscription costs, it marked the beginning of a vigorous Hindi vernacular public sphere that would develop through the following 200 years.

This research paper highlights the development of Hindi journalism through various stages, namely, the reformist and missionary efforts of the early nineteenth century, the important contributions during the nationalist movement and struggle for independence, the emergence of mass circulation newspapers after independence, and finally the dramatic changes due to economic liberalization that occurred in the 1990s. At present, Hindi newspapers account for a major share of Indian print journalism, and many such newspapers, including Dainik Bhaskar and Dainik Jagran, enjoy impressive circulation, sometimes even in excess of millions per day.

The Digital Revolution has come with opportunities and also challenges. While digital media platforms such as social media sites have widened the scope of journalism, print media is facing challenges ranging from dwindling advertisement incomes, stiff competition, to spread of misinformation. This has further been compounded by the advent of Generative Artificial Intelligence technology. Advantages associated with artificial intelligence technologies include the ability to improve automated translation services, data journalism, customized content creation, content validation through fact-checking as well as widening access to content in rural and multilingual areas. Nevertheless, AI comes with ethical issues, such as loss of jobs, journalism authenticity, algorithmic biases, among others.

Based on research from historical records, industry reports, and current analysis, this paper proposes that the enduring legacy of Hindi journalism into its third century requires not opposition to technology, but a considered incorporation thereof, with emphasis placed on reasserting the principles of commitment to truth, public interest, and cultural identity that formed its basis. The findings of this paper end with recommendations that will contribute to an ethically robust Hindi media landscape in the age of artificial intelligence.

Keywords: Hindi journalism, Udant Martand, Hindi press, artificial intelligence, vernacular media

Introduction

The story of Hindi journalism is, in essence, the story of modern India's awakening — its struggles, aspirations, and transformations. On 30 May 1826, a modest weekly newspaper titled Udant Martand (The Rising Sun) made its appearance in Calcutta (now Kolkata). Established by Pandit Jugal Kishore Shukla, a practicing lawyer from Kanpur, it was the first newspaper to be printed completely in Hindi script, known as Devnagri (Shukla, 1826). The publication started with the circulation of only 500 issues but had many hurdles to overcome, such as high postal charges, small reader base in a city that did not have majority readers in Hindi language, and financial constraints that ultimately made it shut down in December 1827. However, in spite of its brief existence, Udant Martand became an important milestone in the history of journalism. (Natarajan, 1955; Jeffrey, 2000).

Two centuries later, in 2026, Hindi Journalism is considered to be one of the most formidable and far-reaching media entities in the world's biggest democracy. Today, Hindi dailies boast the biggest readership of any print medium in India. News publications like Dainik Bhaskar and Dainik Jagran regularly record figures of millions of daily sales, reaching out to second and third tier cities and rural hinterlands, where they function as major sources of information for millions of people. (Audit Bureau of Circulations, 2025; Jeffrey, 2000). From its origins as a lone reformist voice in colonial Calcutta, Hindi journalism has evolved through multiple eras: the missionary and reform movements of the 19th century, the intense nationalist phase of the freedom struggle, the post-independence period of nation-building, and the rapid commercialization following economic

liberalization in the 1990s (Neyazi, 2018; Kumar, 2020).

However, this journey has never been a smooth or straight one. Media in Hindi language has had to evolve and adapt itself in accordance with various political, social, and technological developments over time. However, the impact of the digital age has been of a different caliber altogether. Social media, Internet, and digitization have opened up many avenues for increasing reach at the same time as undermining the business model by reducing advertising revenue, increased competition, and spreading of misinformation. (Newman et al., 2025; Aneez et al., 2017). Hindi journalism, which once enjoyed near-monopoly status in large parts of northern and central India, now navigates a fragmented and hyper-competitive information ecosystem.

The key component of the ongoing revolution is Artificial Intelligence (AI). AI-powered applications will affect content creation, translation, analysis, personalization, and audience interaction in the near future. If we take into account the case of a language such as Hindi that has many millions of speakers with varying dialects and regional backgrounds, then the prospects presented by AI seem promising for journalism — ranging from improved multilingual news reporting to increased accessibility in the rural environment. In addition, AI presents many important issues related to journalistic authenticity, ethics, algorithmic bias, and the role of human reporters. (Chhipa et al., 2025; UNESCO, 2021).

The aim of this paper is to highlight the history of development of Hindi journalism for over two hundred years to help identify issues faced by this type of journalism in the current digital era as well as the future

possibilities of AI-based journalism. This research makes use of secondary data sources such as historical records, industry publications, academic studies, and recent analyses to show how Hindi media adapted itself to various changes in technology and society in the past and how it needs to adopt certain strategies to survive for the next few decades. It is evident from the findings presented in this study that innovation in technology alone will not assure the survival of Hindi journalism in the coming years.

The structure of the paper proceeds as follows: Section 2 reviews relevant literature, Section 3 outlines the research methodology, Section 4 traces the historical evolution of Hindi journalism, Section 5 examines its growth and transformation in the post-independence period, Section 6 analyses the impact of digital transformation, while the subsequent sections discuss future prospects in the age of Artificial Intelligence, present key findings, and conclude with practical recommendations for journalists, media organizations, and policymakers.

Table 1: Analytical Framework of the Evolution of Hindi Journalism

Era	Period	Major Characteristics
Print Era	1826–2000	Reformist journalism, nationalism, nation-building
Digital Era	2000–2025	Internet, mobile journalism, social media integration
AI Era	2025 onwards	Automation, personalization, multilingual AI, data-driven journalism

Source: Developed by the Researcher based on historical and contemporary literature.

Research Objectives

The primary aim of this study is to examine the evolution of Hindi journalism over the past two centuries and assess its future prospects in the era of digital transformation and Artificial Intelligence. To achieve this aim, the study is guided by the following objectives:

1. To explore the historical development of Hindi journalism from Udant Martand (1826) to the contemporary period.
2. To understand the effect of digital revolution on the Hindi media organizations, behavior of the readership, and their news consumption practices.
3. To explore opportunities and problems which might emerge by implementing Artificial Intelligence technology into Hindi journalism.
4. To analyze the existing state of Hindi journalism in connection with commercialization and misinformation in journalism.
5. To suggest strategies for journalists, media organizations, and policymakers to strengthen the future of Hindi journalism in the digital and AI era.

Literature Review

Hindi journalism as an area of study has been extensively researched already in order to understand the process of its evolution, although there is very little work that attempts to connect the whole two-hundred-year-long journey of Hindi journalism with the advent of digital and AI-based technology. There seem to be several periods

of interest when it comes to this topic: the initial period under colonial rule, the nationalism era, post-independence times, and more recent times where the issue of digital disruption becomes relevant.

The academic analysis of the beginning of Hindi newspapers invariably points out that the newspaper *Udant Martand*, published in 1826, marked an important beginning. Published in Calcutta by Pandit Jugal Kishore Shukla, this weekly was the first experiment in launching a newspaper completely in Hindi language. It is recorded that although this newspaper had a small circulation of just about 500 copies and finally closed shop after about eighteen months owing to financial constraints and high cost of postal charges, yet it paved the way for Hindi newspapers. (Natarajan, 1955; Parthasarathy, 2009). Early studies situate *Udant Martand* within a broader reformist and missionary context of 19th-century vernacular publishing, where newspapers served as vehicles for social awareness and cultural assertion amid colonial constraints (Jeffrey, 2000).

The later stages of Hindi journalism have been given due importance in relation to freedom movement. The vernacular press had served as an impetus in creating public opinion, but it also attracted repression in the form of acts like the Vernacular Press Act, which came into effect in 1878. Researchers highlight the importance of Hindi and other Indian language newspapers in developing nationalism. (Neyazi, 2018; Natarajan, 1955). Post-independence literature documents the expansion of Hindi dailies into mass-circulation vehicles, aligning with nation-building efforts and the assertion of linguistic identity in a multilingual democracy (Kumar, 2020; Jeffrey, 2000).

In contrast, more recent studies emphasize the impact of economic liberalization during the 1990s and beyond, leading to rapid growth of commercial Hindi-language media. Examples include the emergence of *Dainik Bhaskar* and *Dainik Jagran* as market leaders through the adoption of multi-edition approaches that enabled them to successfully enter the Tier-2 and Tier-3 markets. (Jeffrey, 2000; Aneez et al., 2017).

The literature on digital transformation reveals both opportunities and structural challenges. Studies from the Reuters Institute for the Study of Journalism document how leading Hindi newspapers have restructured newsrooms, developed separate digital platforms, and adapted to mobile-first consumption patterns, with smartphones becoming the primary news device for a majority of users (Aneez et al., 2017; Newman et al., 2025). Researchers note that digitalization has increased readership, but it has also led to reduced advertising income, increased competition, and spreading misinformation. (Newman et al., 2025).

Emerging scholarship on Artificial Intelligence in Indian journalism presents a more nascent but rapidly growing area. Studies indicate cautious optimism among practitioners: AI tools are seen as aids for translation, data analysis, fact-checking, and content personalization—particularly valuable for Hindi media serving diverse regional audiences (Chhipa et al., 2025; UNESCO, 2021). However, many challenges still exist concerning job displacement, bias in algorithms, ethical aspects involved in automation of contents, and even weakening human judgement and cultural sensitivity (Chhipa et al., 2025; UNESCO, 2023b). The majority of the research is done in the English language or within urban centers

while vernacular-related implications lack adequate attention.

In summary, although past analyses offer precise timelines and the digital transformation approach provides empirical understanding about the challenges that industries face when adapting to new technologies, few attempts have been made to relate the history of Hindi journalism through its entire timeline to the potential threats and opportunities offered by generative AI. In this regard, this research is based on previous findings, but in a synthesized form supported by secondary sources.

An examination of the available literature shows that studies focusing on history, digital media, and AI in journalism have mainly been conducted independently. Very little effort has been made to incorporate these into an examination of the last two hundred years of Hindi journalism. The current study aims to bridge this research gap by considering these aspects simultaneously within one single framework and thus gaining an understanding of the growth of Hindi journalism.

Research Methodology

The present study employs a qualitative and historical analysis methodology based solely on secondary data to analyze the two-hundred-year history of Hindi Journalism and its changing dynamics due to the onset of technology and artificial intelligence. This type of methodology can be best employed when conducting a study across various eras due to its ability to integrate information from varied sources into one single cohesive whole.

Research Design

The study is conducted within the framework of descriptive and interpretive research methodology, based on the use of historical research techniques coupled with thematic analysis. The former includes the tracing of major stages in the evolution of Hindi journalism ranging from the colonial period until today's digital-AI age, and analyzing patterns of continuity, adaptation, and disruption in this context. Thematic interpretation allows for addressing both the facts that occurred and factors affecting these processes according to the existing tradition in media history research.

No primary source information gathering (for example, through surveys, interviews, or content analysis of original newspaper texts) was conducted because all data in the study were drawn from existing sources.

Data Sources

Data were drawn from multiple categories of authentic secondary sources:

- **Historical and Archival Records:** Scholarly books, theses, and journal articles on the origins and growth of Hindi journalism, including works referencing *Udant Martand* (1826) and subsequent developments in the 19th and early 20th centuries.
- **Academic Literature:** Peer-reviewed articles and books on Indian media history, vernacular press, and the role of Hindi journalism in the freedom struggle and post-independence nation-building.
- **Industry Reports:** Data from the Audit Bureau of Circulations (ABC) on print circulation figures for major Hindi dailies such as *Dainik Bhaskar* and *Dainik Jagran*, which

consistently demonstrate their dominance in the Hindi heartland.

- **Contemporary Analyses:** Reports and studies from reputable institutions (e.g., Reuters Institute for the Study of Journalism) on digital transformation, audience shifts, and the impact of Artificial Intelligence on media practices in India.
- **Policy and Regulatory Documents:** Government publications and media policy reviews concerning digital regulation, misinformation, and emerging technologies.

Sources were selected based on their credibility, recency (where relevant to digital/AI themes), and relevance to the research objectives. Preference was given to peer-reviewed publications, established media research bodies, and official industry audits.

Data Collection and Analysis

Sources that were pertinent to the subject under study were obtained by conducting a comprehensive search from academic databases, libraries, and government websites. The information was arranged in chronological and thematic order, including such themes as the stages in development, digital disruption, AI usage, problems, and future outlooks. In the course of thematic analysis, repetitive trends were traced (e.g., adjusting to technological changes, conflicting interests of commercialization and public service, innovations vs. journalism ethics), and their interpretation was made in view of the Indian socio-cultural background. All statements of fact, statistics, and history provided herein are verified across a number of different sources.

Scope and Limitations

This study spans the years between 1826 and 2026, placing specific stress on the developments that occurred post-liberalization and new trends in AI technology. Despite covering an extensive span of time, the data used in this study may suffer from being secondary sources and missing out on some of the recent yet unpublished changes within the field. Specifically, this study only examines the developments in Hindi journalism both print and online while making occasional comparisons with other Indian languages, if necessary.

Ethical Considerations

Since the study involves the use of publicly available secondary sources alone, questions of informed consent or privacy need not be considered here. Nevertheless, all sources have been accurately represented and attributed, and an objective tone has been maintained throughout.

Such an approach facilitates an analysis based on evidence and provides a basis for further analysis in the following sections of the paper.

Historical Evolution of Hindi Journalism (1826–1947)

The years between 1826 and 1947 are the most significant and politically charged years in the history of Hindi journalism. From a time when the printing of newspapers in Hindi was considered an experiment to the time when it became a means of cultural expression and nationalism, these years mark the beginning of Hindi journalism. (Natarajan, 1955; Parthasarathy, 2009).

The journey started on 30 May 1826 when the first newspaper in pure Hindi was published called Udant Martand (Rising

Sun). The weekly newspaper was launched by a lawyer from Kanpur, named Pandit Jugal Kishore Shukla, residing in Calcutta (Kolkata), in order to reach out to more Hindi readers and spread awareness about current issues. (Shukla, 1826). The first print run was small, about 500 copies, but the publication operated out of 37 Amartalla Lane, close to Barabazar. While aiming for lofty goals, Udant Martand faced numerous problems including high postal rates and poor readership because the city had an abundance of English and Bengali newspapers. The publication ended operations around December 1827. (Natarajan, 1955).

Udant Martand may have been short-lived but it showed the potentiality of Hindi to be used as a printing language, which paved way for future endeavors. In the middle of the 19th century, there was a slow rise in the publication of Hindi literature, most of which was related to some form of reform movement. Examples include the Banaras Akhbar (established circa 1845) and other publications that came into existence in places such as Varanasi and Allahabad. (Parthasarathy, 2009).

It took a while before this happened, but finally during the last part of the nineteenth century, with more Hindi journalism taking up political issues, there began to be a significant point of repressive action. This was the passing of the Vernacular Press Act in 1878 by Viceroy Lord Lytton. In essence, the Act was a means for controlling seditious content published in Indian language newspapers, although those in English were exempted. Among other things, the Act allowed the authorities to require bonds, censor the newspapers, and even take possession of printing presses in cases where there was deemed a threat against British rule. The Act generated intense anger and

was ultimately rescinded in 1881 by Viceroy Lord Ripon. (Natarajan, 1955; Neyazi, 2018). By the start of the twentieth century, the Hindi press had begun to form a significant part of the nationalist struggle. Some of these newspapers included Pratap (1913, edited by Ganesh Shankar Vidyarthi at Kanpur), which emerged as a vocal champion of swaraj. Other prominent Hindi journals included Aaj (started in Varanasi), Abhyudaya, and Hindustan, which were highly instrumental in spreading Gandhian philosophy and using Hindi as a national language. (Jeffrey, 2000; Neyazi, 2018).

The Indian journalists working in Hindi worked under significant risks, like being charged with sedition, jail time, and financial problems, but nevertheless continued using journalism as a means for awakening. During that period, the standardization of Hindi and the promotion of its usage in public affairs took place, and newspapers played an important role in the debates about Hindi and Urdu. (Neyazi, 2018).

By the 1940s, as the freedom movement gained momentum, Hindi journalism had evolved to become an alive and thriving system. Not only did it provide news but actually influenced nationalist narrative through its role as connecting urban intelligentsia with rural populations. The contributions of editors and journalists from this period highlight how the press functioned as the “fourth estate” in India’s march towards democracy. (Natarajan, 1955; Jeffrey, 2000).

Looking back on those times, one can observe how, from 1826 to 1947, Hindi journalism grew from an endangered colonial enterprise to a strong tool for cultural and political empowerment. In the future, when facing completely new challenges related to national development and further to digital

transformation, the ability to adapt in difficult conditions was going to be vital for Hindi journalism.

Hindi Journalism after Independence (1947–2000)

After India became independent in 1947, Hindi journalism came into a new era. The task of overcoming colonialism gave way to promoting democratic consolidation and nation building through the promotion of linguistic identity in multi-linguistic society. The adoption of Hindi as one of the official languages of the Union gave a new boost to the development of Hindi as a medium of mass communication (Kumar, 2020; Neyazi, 2018).

During the first decades of independence, Hindi newspapers served constructively as an instrument for educating the public about constitutional values, development policies, and social reforms. Newspapers that emerged during the struggle for freedom, such as Dainik Jagran (launched in 1942 in Jhansi) flourished. During this period, many other big dailies emerged. Slowly but steadily Hindi journalism transitioned from opinion making to news making and development reporting suited to a new democracy (Jeffrey, 2000; Natarajan, 1955).

One such critical period was that of the Emergency (1975-1977) declared by Prime Minister Indira Gandhi. During that period, there was rigorous censorship of the press, with mandatory pre-censorship, cutting off of electricity supply to the printing presses of newspapers, and other constraints. Some journals were forced to toe the official line, whereas others took the brave stance of not even writing their editorials or putting out their own form of protest in the press. (Jeffrey, 2000; Neyazi, 2018).

The real transformation in scale and reach occurred after the economic liberalization of

1991. The opening up of the economy led to increased advertising revenues, technological upgrades (including computerization and better printing facilities), and a more market-driven approach. Hindi newspapers aggressively expanded into Tier-2 and Tier-3 cities and rural areas through multi-edition strategies tailored to local tastes and concerns. This period saw the rise of what media scholars have described as the “Hindi heartland” media boom (Jeffrey, 2000).

Dainik Jagran and Dainik Bhaskar turned out to be the main contenders of the era. Dainik Jagran, through Jagran Prakashan, perfected the system of local edition and experienced unprecedented growth in readership. Dainik Bhaskar adopted innovative market-entry strategies, such as extensive reader surveys and aggressive pricing, which allowed it to challenge established players in new territories. By the late 1990s and early 2000s, these publications, along with Amar Ujala, Hindustan, and Rajasthan Patrika, commanded massive circulations and readerships running into millions, far surpassing most English-language dailies (Jeffrey, 2000; Aneez et al., 2017).

The expansion was not only economic but also democratic in providing access to knowledge. The Hindi language newspapers became the principal means of knowing about news and politics for large masses of people in northern and central India who lacked command over the English language. In this way, they provided a bridge between metropolis and region. (Neyazi, 2018; Kumar, 2020).

Towards the end of the 20th century, the role of Hindi journalism as a dominant force in Indian printed media was already set in stone. The sector had been able to progress effectively from its origins to becoming an established commercial entity in India. But at

the same time, it came up against certain conflicts, such as that of professionalism versus profitability and that of localization versus nationalization. The latter factor would be even more significant after the advent of the digital age. (Aneez et al., 2017; Jeffrey, 2000).

Digital Transformation of Hindi Journalism (2000–2025)

The advent of the new millennium saw the beginning of an era of transformation in Hindi journalism due to the quick adoption of the internet and the mobile phone, followed by the smartphone. What began as mere experimentation with websites became a complete platform in itself, compelling even the established print giants to revamp themselves in view of reduced advertisements and shifting readership trends. (Aneez et al., 2017; Newman et al., 2025).

In the initial years of 2000s, major Hindi dailies created online presence through their websites. Dainik Jagran came up with Jagran.com, and Dainik Bhaskar introduced Bhaskar.com. At first, these online platforms had similar content like that of the print version. But post 2016 telecom revolution when mobile data became cheaper, there was a drastic change in consumption behavior towards mobility (Internet and Mobile Association of India, 2024; Telecom Regulatory Authority of India, 2025). The Hindi newspapers reacted to this change by upgrading their website capabilities, mobile applications, and integrating themselves with social media. By the mid-2010s, apps such as WhatsApp, Facebook, and YouTube gained importance as mediums of delivery, particularly for the young and rural demographic.

Major players responded to change in varied ways. Dainik Jagran continued with the

strategy of having an intense focus on hyper-local content in their various editions but also developed an independent digital venture. The other key player Dainik Bhaskar focused on developing a multimedia and personalized feed experience through their applications. In 2024, Dainik Bhaskar Group noted that their Hindi and Gujarati news applications had achieved 34.6 million MAUs and the e-paper was past one million downloads (Verma, 2025).

While print circulation was certainly not an easy thing to deal with, the ABC numbers continued to be held strong by Hindi newspapers right up to the 2020s. But the effects of the pandemic of the coronavirus disease have caused further dips in certain areas with dips in advertisement rates and problems with logistics. Latest figures show a slight improvement in that overall newspaper circulation increased by 2.77% during the first six months of 2025. (Audit Bureau of Circulations, 2025). Hindi dailies like *Dainik Bhaskar* and *Dainik Jagran* remain leaders, though readership surveys reveal a gradual shift among younger urban readers toward digital sources (Newman et al., 2025).

The economic model has been under immense strain. The revenues from print advertising fell since brands had moved to digital media channels, which offered better targeting capabilities and more measurable outcomes. However, many of the Hindi media houses have tried to diversify their sources of revenues via digital subscriptions, events, and other high-value-added services; however, this transition process has been patchy. (Aneez et al., 2017; Verma, 2025).

Social media has served both ways. On one side, it has provided an unprecedented expansion in terms of reach and real-time engagement. At the same time, it has brought increased competition from the native digital

platforms along with the spread of misinformation. Hindi journalism has had to face the "viral" challenges, where at times the speed of content overshadows its depth and accuracy. Newsrooms have started using tools for audience analysis and SEO (Newman et al., 2025).

In 2025, Hindi Journalism is functioning in a blended reality. While print media continues to hold sway in Tier-2, Tier-3 cities, and the rural sector, where print media holds sway in terms of credibility, digital media has become necessary because of the need for immediacy and wider reach. This blend has resulted in resilience as well as tension, since the strength of the Hindi media industry is rooted in its connect with the culture, but retaining this connect through algorithms is difficult (Jeffrey, 2000; Neyazi, 2018).

This digital transformation sets the stage for the next frontier: the integration of Artificial Intelligence, which promises further disruption and opportunity in content creation, personalization, and audience understanding.

Future Prospects of Hindi Journalism

As we look ahead into the future in the third century of its existence, Hindi journalism stands at a crucial juncture, where resilience of the past, adaptation to new times digitally and the emergence of technology of artificial intelligence would play decisive roles. Although challenges of economics, misinformation and disruptions through new technologies exist, there are some reasons to be cautiously optimistic about the future (Newman et al., 2025; Chhipa et al., 2025).

The print medium is likely to continue to be relevant in the coming years for Tier-2, Tier-3 cities and rural India as people still believe in the credibility of the print medium for their local news in the detail form. The digital and

mobile media will continue to increase as the content available will be in the vernacular languages of Hindi. Industry trends indicate that digital media in Hindi and other languages of India is increasing rapidly due to the growth in Internet users (Internet and Mobile Association of India, 2024; Newman et al., 2025).

The application of Artificial Intelligence is bound to assume greater significance in future. According to leaders in some prominent Hindi media organisations like Dainik Bhaskar, artificial intelligence will be able to take care of mundane activities like handling of press releases and writing of articles, thereby enabling the journalist to concentrate more on issues like fact-finding and interpretation of facts. It seems like a combination of these two approaches, one dealing with efficiency while the other with judgement and culture, is the way to go ahead (Verma, 2025; Chhipa et al., 2025).

Big players such as Dainik Bhaskar and Dainik Jagran have started to work on applications of AI technologies in areas of analytics, content personalization, multimedia, and engagement. As generative techniques become better and multilingual models (such as BHASHINI) advance, there might be some significant developments in areas such as data journalism, real-time translations, fact-checking, and coverage of rural Hindi speakers (Government of India, Ministry of Electronics and Information Technology, 2024; Chhipa et al., 2025).

However, at the same time, the rise in the use of deepfakes created by the artificial intelligence creates a serious issue for the credibility of journalism. Photos, videos, and audios that are manipulated in some way or another can quickly spread misinformation. Therefore, with the advancement of technology, there would be a need for Hindi

newsrooms to implement systems to detect such fake material and prevent their distribution. Hence, it is important to increase digital literacy to maintain the integrity of Hindi journalism (UNESCO, 2023b).

However, fulfilling these potentials will depend on addressing various key issues. There will be a need for investment in training journalists to work together with AI and not against it. An ethical framework of transparency, bias reduction, and copyright issues will be needed to gain public trust. The smaller and local news organizations may be marginalized without more collaboration and technology access (UNESCO, 2021; Chhipa et al., 2025).

According to the analysis given in the present study, it may be expected that the future of journalism in Hindi language would be determined by the ability of this kind of journalism to unite new technological opportunities with the qualities of the language which are connected with ease of comprehension, cultural relevance, and trust of people. In spite of the fact that the use of AI may increase the efficiency of work and make it more attractive for people, there are some spheres which cannot do without human experience (Neyazi, 2018; UNESCO, 2023b).

In conclusion, the future of Hindi journalism should not be about resisting change, but rather about harnessing it. Through learning from its past and embracing almost two hundred years of development, from the vision that was Udant Martand to the adaptability of modern-day Hindi journalism, the field will have the capacity to become a more flexible and effective medium. If this is achieved successfully, the Hindi press will not only survive the age of artificial intelligence but be an important part of India's democracy in the future as well.

Findings, Discussion and Implications

Some of the findings of this paper, based on a detailed analysis of past records, industry studies, and present researches, are as follows. They not only explain the tenacity of Hindi journalism but also how it faces some drastic changes in the age of digital-AI.

To begin with, the adaptability of Hindi journalism during the last two centuries can be said to be exemplary. While Udant Martand (1826), the first publication to use Hindi as a language in journalism, did not sustain itself very long, this type of journalism played an important role in the freedom movement and nation building after independence. The liberalization period since 1991 was marked by a rapid commercialization of Hindi journalism that helped publications such as Dainik Bhaskar and Dainik Jagran to flourish as multi-edition papers by targeting Tier-2 and Tier-3 cities. As per the first half of 2025, Hindi newspapers continue to have a commanding presence in terms of national circulation: Dainik Bhaskar had around 3.04 million and Dainik Jagran around 2.35 million daily circulation, leading to a 2.77% growth in Indian newspaper circulation (Audit Bureau of Circulations, 2025).

Secondly, the digital age (2000 – 2025) has resulted in an enduring hybrid model. Despite print being highly trusted and reaching out to people living in non-urban areas, the use of mobile technology as the primary method of consuming news content, the spread of information via social media platforms, as well as the reduction in advertising revenue, have led to major changes. Large media houses have made efforts towards developing applications and websites; for instance, Dainik Bhaskar has reached important digital milestones (such as millions of active users per month) (Verma, 2025).

Third, AI brings yet another dimension of promise and challenge to the table. According to surveys carried out among Indian journalists, including those from Hindi-speaking areas such as Haryana, about 68% of them perceive AI as a positive prospect for gaining efficiencies in terms of data analysis, translation, content creation, and fact-checking. The tools are already helping personalize the news feed, automate summaries, and reach out in multiple languages. On the other hand, more than 55% have raised issues of job loss, while 62% have flagged ethical concerns (Chhipa et al., 2025).

Discussion

These findings are highly consistent with the goals of the research. Traditionally, the strength of Hindi journalism lies in its strong linguistic and cultural foundation – a characteristic which continues to be its biggest advantage despite advances in technology. Technology may have increased accessibility, but it has also intensified commercial pressures on media organizations, much as earlier phases of market expansion transformed the economics of Hindi journalism.

The arrival of AI only further accentuates this pattern. On the one hand, it provides an opportunity to overcome challenges in the face of limited resources in newsrooms, such as translation issues and fact checking – which is especially beneficial for a language used by hundreds of millions of people in different dialects. On the other hand, it creates a new challenge within the Hindi media industry, with larger companies like Dainik Bhaskar and Dainik Jagran being able to afford new technologies more readily than their smaller regional counterparts.

The most important finding about the analysis is that technological innovation alone has never been responsible for making Hindi journalism successful. In all eras, both public trust and social relevancy have carried equal importance for its success. Through two hundred years of evolution, it can be observed that Hindi journalism has succeeded not only due to technological innovations but also because of its ability to engage with the readers in an emotional way. AI might make the process more efficient, but it will never replace the cultural understanding, ethical decision-making process, and public trust gained through decades of hard work.

Furthermore, this research highlights implications of greater importance concerning vernacular media within democratic societies. In the Indian linguistic landscape, the well-being of Hindi journalism impacts the state of the public sphere. However, if used properly, AI can become an instrument of development of Hindi journalism instead of its destruction. Otherwise, the process might lead to even more commodification of news and decrease in the level of trust.

In conclusion, it should be noted that the results prove the fact that the future of Hindi journalism is not about resisting technologically-driven waves, but about navigating them in accordance with its core values such as truth, public service and connectivity.

Conclusion and Suggestions

Historical analysis presented in this paper shows that the Hindi journalistic system has continuously adjusted to the prevailing changes in the political, economic, and technological environment. The ongoing success of this industry in the face of various disruptions proves its strong institutions and

its ongoing engagement with the vernacular community.

From this paper, it emerges that Hindi publications like Dainik Bhaskar and Dainik Jagran not only remain top print publications but at the same time have established themselves on the Internet to a great extent. Digital revolution has brought along many opportunities as well as challenges in the form of economic and credibility issues. Now comes the challenge of artificial intelligence. The main argument of the paper is that the future of journalism in Hindi does not lie in fighting against technological advancement but rather in wisely incorporating technology, all the while staying connected to its basic tenets of search for truth, serving society, and being deeply embedded in culture. The two-hundred-year history of Hindi media proves that it has managed to survive and flourish every time it has been faithful to these tenets despite difficult economic, political, or market conditions.

Suggestions

For journalists and media professionals, the need is for constant upskilling. Instead of considering AI a threat, they should adopt AI as an assistant for mundane tasks and focus on investigation, ground reportage, and storytelling, which cannot be performed by machines. It is necessary for newsrooms to develop their own guidelines regarding AI usage, checking facts related to AI content, and editorial control.

For media companies, particularly media companies such as Jagran Prakashan and Dainik Bhaskar, there should be a need to move ahead to create hybrid newsrooms. The company needs to invest in AI technology tailored to Indian languages, and there must be a need to collaborate with technologists and journalists together with developing a

business model based on their print advantage in small towns along with their digital innovation.

It becomes imperative for the policymakers and regulators to take into account the comprehensive aspect of the digital/AI ecosystem and address issues such as enhanced media literacy programs, ethical standards in AI for journalism, protection of copyright in journalism data used in training LLMs, and reaching out to smaller news outlets through technological support. Programs such as BHASHINI must be scaled up to provide better service to vernacular media outlets.

For journalism education and training institutes, it becomes vital that the syllabus should be upgraded by including all the necessary aspects related to digital journalism, data journalism, AI literacy, and ethics. Particular attention should be paid to retain the distinct identity of Hindi journalism in terms of language and culture.

To conclude, in 2026, which marks the bicentenary of Hindi journalism, the media finds itself at the beginning of a new era. The values embodied in Udant Martand—courage, civic sense, and the drive to educate and enlighten the common man—are as pertinent today as they were two centuries ago. Given the potential of the use of Artificial Intelligence and the preservation of its soul, Hindi journalism will live on and remain important for 200 more years.

The history of Hindi journalism in two centuries indicates that technological changes have always brought about a change in the medium but its importance has been dependent on factors such as public credibility, language, and social consciousness.

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