



**Epitome : International Journal  
of Multidisciplinary Research**

**ISSN : 2395-6968**

**PRINT, POLITICS AND PUBLIC SPHERE : UNDERSTANDING INDIAN POPULAR  
PRESS**



**Dr. Ramesh**  
Department of Journalism,  
Kamala Nehru College  
(University of Delhi)  
[aroliramesh@gmail.com](mailto:aroliramesh@gmail.com)

**ABSTRACT**

*The alternative groups such as literary circles, theatre groups and little publications after change occurred in the post 1970s in India, engaged themselves in an ideological debate to question the process of turning citizens merely into 'consumption units' in a media industrial world. The consequence of this for the culture and identity of a 'minorised' group was a continuation of the erosion of what Habermas calls the public sphere or as C Wright Mills says 'the community of publics'. This paper also deals with the political implications in the form of popular journalism which emerged during the period and became an institution of political control and enabled to 'imagine' a political community.*

**KEY WORDS**

*popular print, public sphere, Indian media*