



The Evolution of Hindi Journalism in the Digital Age: Challenges and Opportunities

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Abstract

In today's digital era, Hindi journalism has undergone through a major change that transformed the production, distribution, and consuming of news. Represented by renowned journals like Udant Martand, which has its early root in print culture from that Hindi media which steadily growing got evolved into online platforms, mobile technology, and social media ecosystems. This study looks at how Hindi journalism has changed in the presence of increasing the use of technology, emphasizing the new opportunities and problems that shape its current environment. This paper explores how digital platforms has enabled Hindi journalism to reach a wider audience which helps in fostering the inclusivity and more participation from every community. Simultaneously, it was demanding the real time reporting, competition for visibility, and the growing trend of algorithmic-based distribution of information which were critically examined. The main problems like misinformation, negative impact of editorial standard, commercialization and diminishing the journalism ethics are explored as main challenges confronting this field. Moreover, this study highlights the role of digital innovation in multimedia storytelling, data journalism and audience involvement through different and interactive types of content and the growing influence of independent digital news platforms. It also considers the role of emerging technologies, especially artificial intelligence, in modifying news production and in shaping the Hindi journalism. This paper investigates to offers a thorough understanding of the digital change of Hindi journalism by mixing historical background with current analysis by adopting a qualitative approach and also done a survey to know people opinion about the impact of Hindi journalism differs in comparison of print and digital age. It highlights the fact that digital technology brings about many challenges, it also



offers previously unknown prospects for distributing information and enhancing the impact of Hindi media on conversations between individuals in society.

Keywords: Hindi journalism, digital media, media transformation, social media, artificial intelligence, misinformation, journalistic ethics, audience engagement, news consumption.

Introduction

In the beginning of the nineteenth century, the emergence of the newspaper *Udant Martand* came out in 1826 which marks the rich and dynamic history of digital journalism. This paper was published by Pandit Jugal Kishore Shukla from Calcutta which often regarded as the foundation of Hindi print media, signified the formation of a linguistic medium that could convey ideas, news and conversation in public to the Hindi speaking community. Throughout the years Hindi journalism has played an essential role in both spreading information and aware people about the socio and political issues, especially during the Indian freedom movement and after the independence for developing a nation. As Hindi Journalism has its roots in print culture, it witnessed a steadily transition with technology upgrading like radio and television in the twentieth century. But the most vital transformation has taken place in the last two decades with the digital revolution. The nature of news production, distribution and consumption has changed drastically as a result of the shift from print to digital media. By interactive engagement with audiences and enabling real-time updates, social media platforms, online news portals, mobile applications has extended the reach of Hindi journalism across socio-economic background and geographical limitations. As a result of this transition, access to information has become more democratic especially for the rural and semi-urban communities where the Hindi is the most common language for communication. Anuj (2025) traces Hindi journalism's digital evolution from print dominance to real-time social media platforms, highlighting accelerated news cycles and global Hindi reach as key opportunities, while Whatsapp /YouTube misinformation and rural digital literacy gaps pose major threats to credibility."



Literature Review

According to (Anuj, 2025) through internet expansion, social media platforms and multimedia tools used for interactivity played a pivotal role in the evolution of Hindi journalism in this digital era by focusing its shift from print to digital media drastically. (Chaulgule, 2025) Investigates both opportunities and challenges that digital media encounters. News multimedia platforms majorly focus on new forms like blogs, e-journalism, social media content, AI-assisted writings, and video scripting, but these forms also come with challenges like spelling mistakes, plagiarism, fake news dissemination, low digital literacy, and technical vocabulary gaps, which really need concern. According to (kumar, 2023) print media facing crisis like job losses, ad revenue collapses and predict opportunities like online editions for global reach and connectivity, he also mentions that there are still few people who can only afford newspaper rather than having a smartphones but eventually these smartphones and websites will affect the sales so newspaper should mix with online videos, reader chats and apps to maintain the future investment. Moreover ((Zeenab & Sumandaro), 2016) states how three big newspaper: Danik Jagran, Hindustan Times and Malayala Manorama explains how they are switching to digital news while keeping their print business alive and not fully dependent on digital media, as it is the need of time. There are millions of followers on social media and a huge competition in digital media industry, this print media also started investigating in apps so they also get the attention of digital media audiences before it's too late for them. Tekawade (2025) shows in his study that due to rise of digital media the India's print industry losing their readership, ad revenue shifts against global declines.

Objectives

1. To analyse the transformation of Hindi journalism from traditional media to digital platforms
2. To identify the key challenges faced by Hindi journalism in the digital era.
3. To explore the opportunities provided by digital media for Hindi journalism
4. To analyse the impact of digital media on audience behaviour and news consumption



Research Gap

The existing studies on journalism in the digital age mainly focus on English media and global platforms while Hindi journalism didn't get much attention comparatively to it. There is a limited study on detailed analysis on how digital Hindi journalism is influencing its audience and impacting the journalist by its opportunities and challenges. Moreover, challenges like content quality, fake news and credibility in Hindi digital media are not deeply explored. Therefore this study aims to fill there gaps by providing a focussed analysis of the evolution, challenges and opportunities of Hindi journalism in digital era.

Research Methodology

This study adopts a mixed approach by using both qualitative and quantitative research approach to analyse the evolution of Hindi journalism in digital era, and how the challenges and opportunities effect its audience and journalist as well. Primary data was collected through a structured questionnaire distributed to journalists/editors, professors, students of journalism and Hindi daily news readers showing its detailed analysis through bar and graphs. The questionnaire intended to acquire the experience of Hindi Journalist or readers related to digital Hindi journalism.

Hypothesis

H₀₁: Fake news are not the biggest challenge for Hindi journalism after going digital

H₀₂: There is no quality decline in Hindi journalism due to digital pressure

H₀₃: Digital platforms do not create any significant opportunities for Hindi journalism.

Profile of the Respondents

1. Age Group

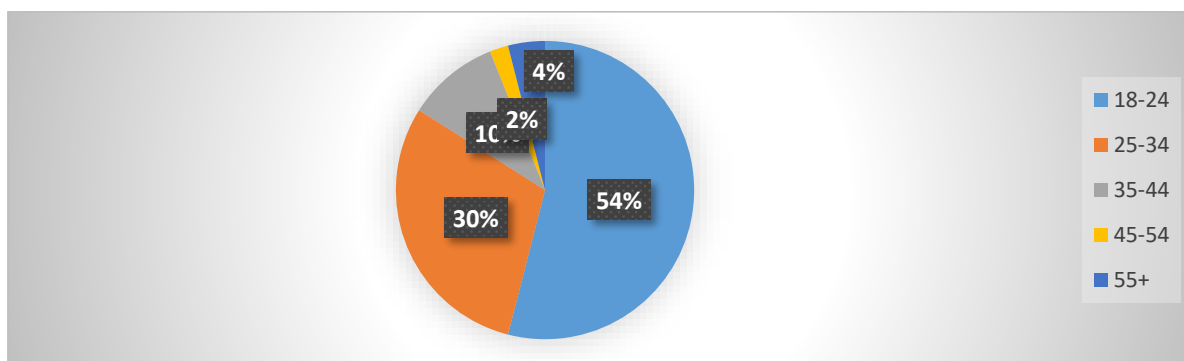


Fig.1

This study is conducted on journalists, students and professors of journalism department varying from 18 years 55 above years of age from figure.1 it is clear that maximum respondents (54%) are from 18-24 years of age. (30%) from 25-34 age group, (10%) from 35-44 age group and (2%) from 45-54 and (4%) from 55+ above.

2. Gender

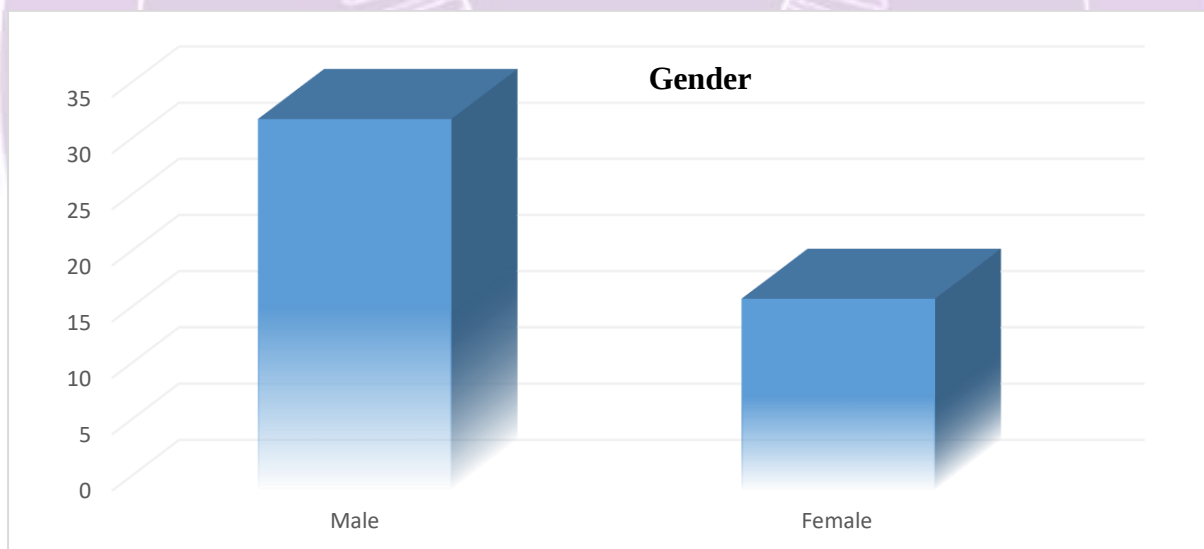


Fig.2

The present study further divides the respondents into males and females. The respondents in this study are 66.0% of males and 34.0% of females.



3. Occupation

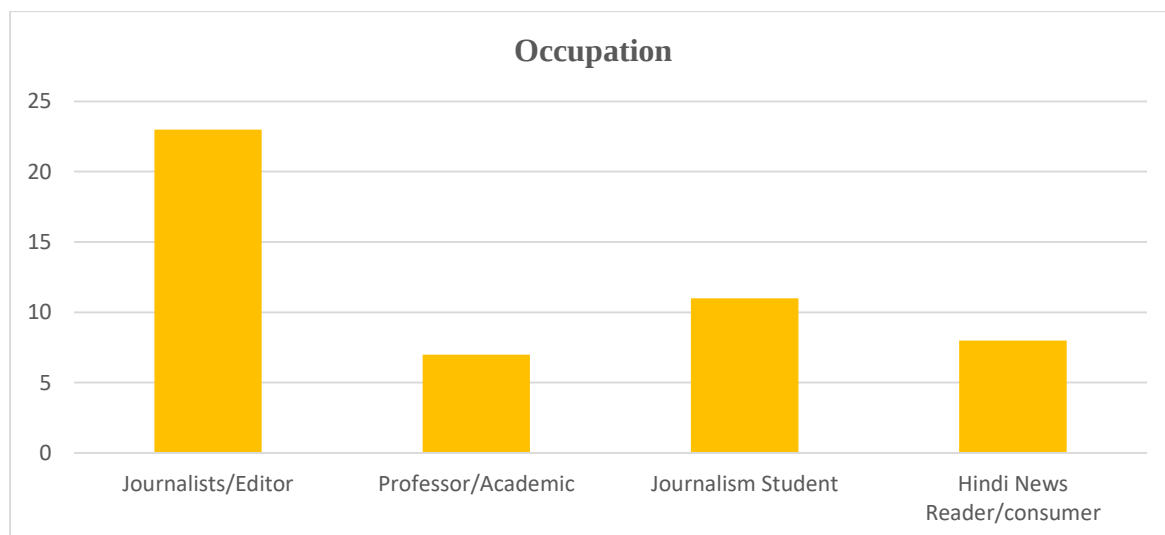


Fig.3

Maximum respondents of this study are journalists/editors (46.9%), respondents which are students (22.4%), professors/academics (14.3%) and Hindi news readers (16.3%). Therefore, maximum respondents of the study are journalist from different newspapers.

4.Experience with Hindi Journalism

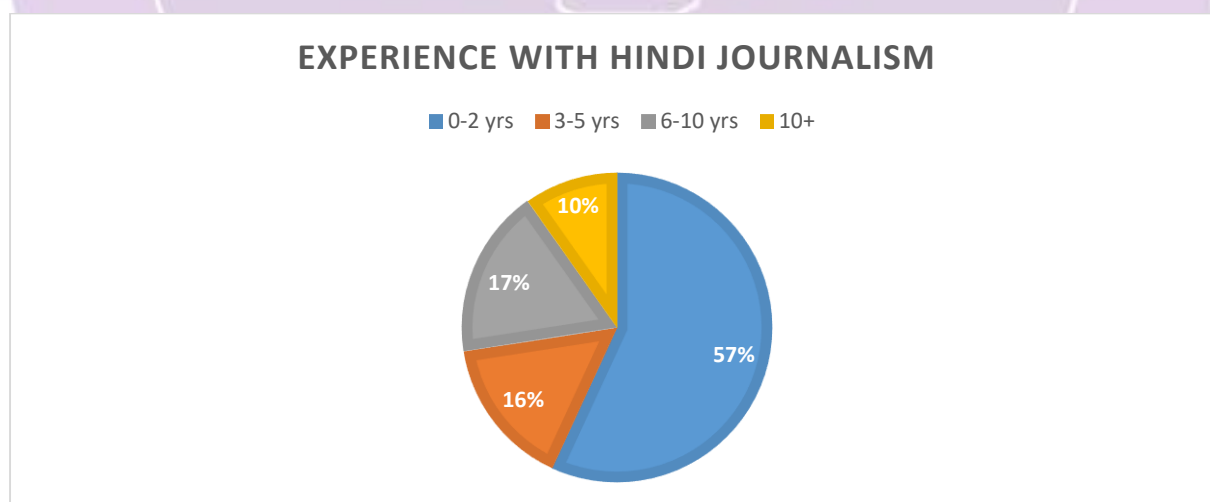


Fig.4



There are (57%) of respondents who have 0-2 years of experience in Hindi journalism, (17%) of respondents have 6-10 years of experience, (16 %) have 3-5 years of experience and (10%) of respondents have 10+ experience in Hindi journalism Therefore its shows larger number of respondents have less experience in Hindi journalism.

4. Primary Hindi News Source

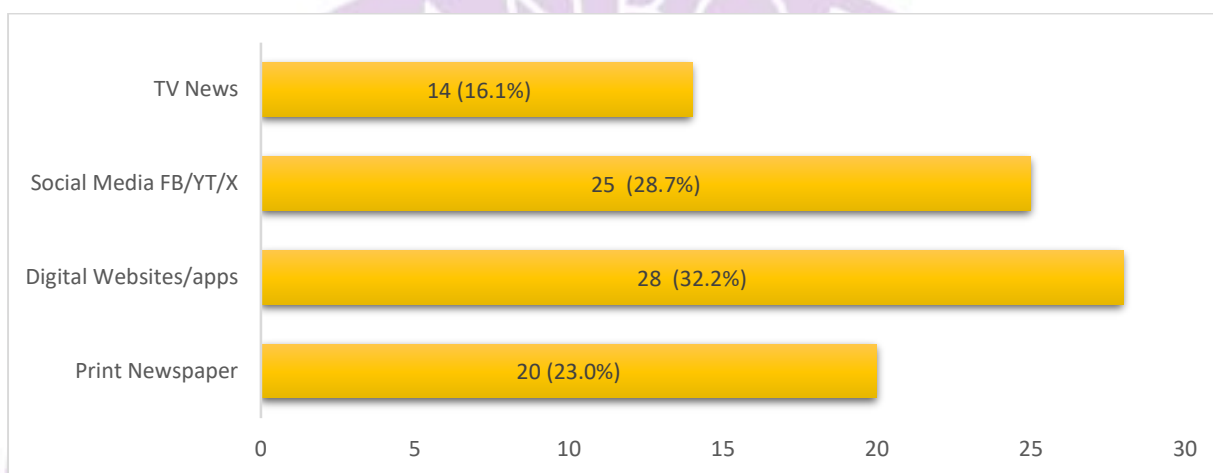


Fig.5

Primary source of the news of the most respondents are Digital websites/apps (32.2%) then its social media (28.7%) following print newspapers (23.0%) and TV news (16.1%) so the original source of news is digital websites and less source is TV news.

5. When did you first notice journalism moving heavily to digital platforms?

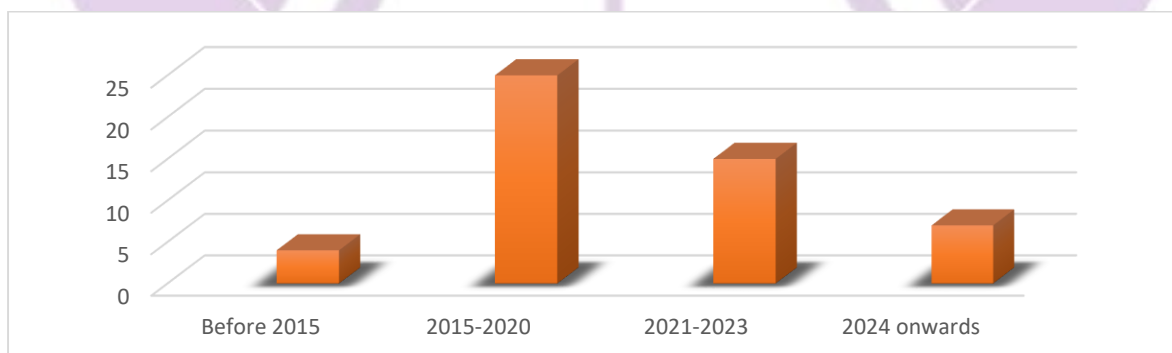


Fig.6

The respondents were asked when they first notice journalism moving heavily to digital platforms. It is seen (50.0%) respondents believed that it would be 2015-2020, (30.0%) respondents believed 2021-2023, (14.0%) 2024 onwards, (8.0%) before 2015.

5. Rate the overall shift of Hindi journalism from print to digital

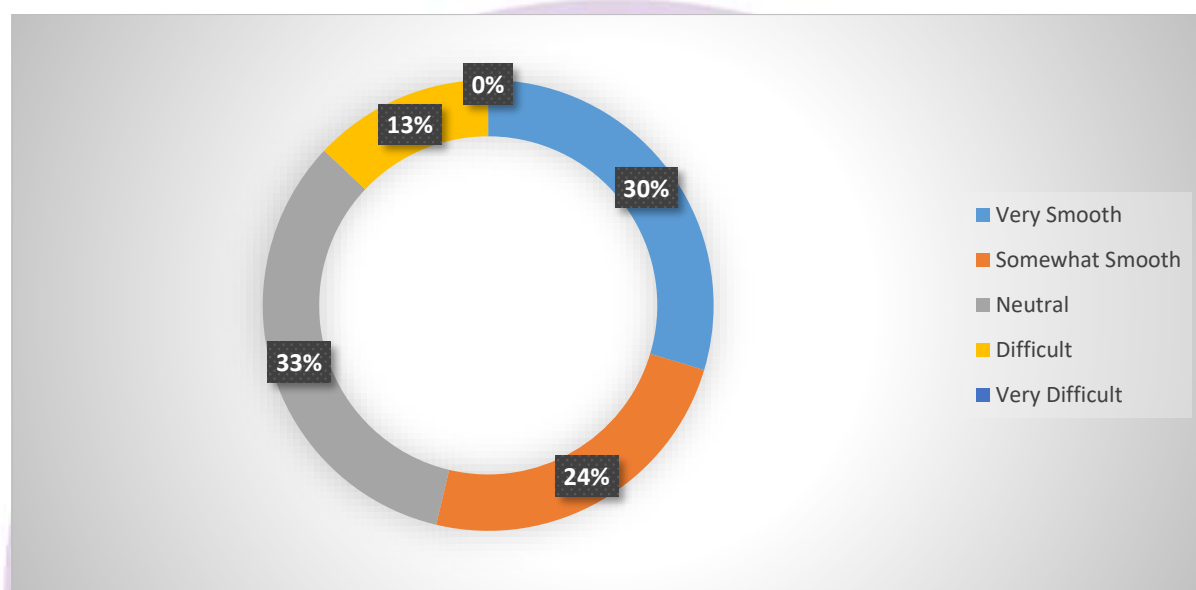


Fig.7

Now every Hindi newspaper has their own digital app and today's world most of the people preferred digital media apps to receive information. The respondents were asked to rate the overall shift of Hindi journalism from print to digital, so (33%) says its neutral, (30%) thinks it was very smooth, (24%) says somewhat smooth and (13%) believes that it was difficult but no one believes it was very difficult, therefore we can considered Hindi journalism shift from print to digital was very smooth.

5. Which digital platform has impacted Hindi journalism most?

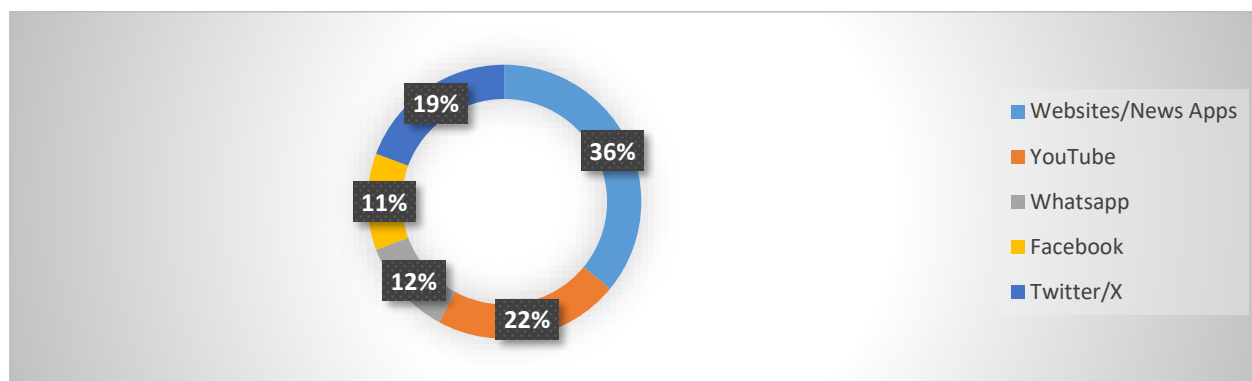


Fig.8

Here, the respondents were asked about which digital platform has impacted digital journalism most, and (36%) chooses websites/ News apps as a mostly impacted digital platform whereas (22%) considered YouTube, (19%) chooses Twitter/X, (12%) Whatsapp and (11%) considered Facebook as an impacted platform. So it is clear Websites/apps has a large impact on respondents.

5.Digital shift brought positive changes to Hindi journalism

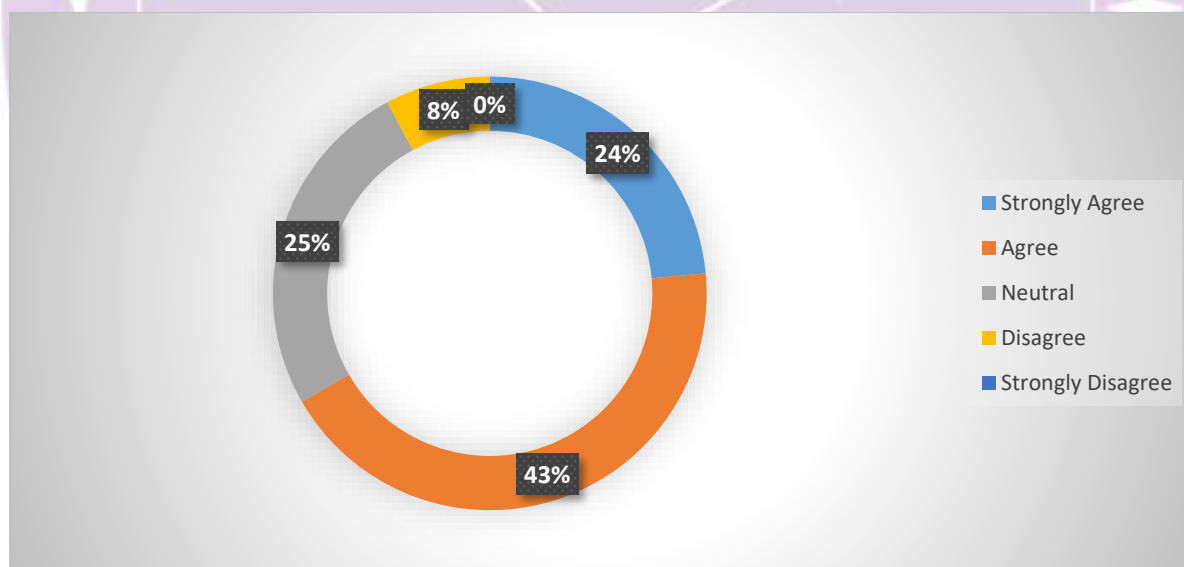


Fig.9

The respondents were asked if digital shift brought any positive changes to Hindi journalism and the respondents quite agree that it brings the positive changes to Hindi journalism as it



provides a real time reporting, instant news and news in an interactive way which involves the engagement of the audience.

5.How many times do you use digital Hindi news platforms?

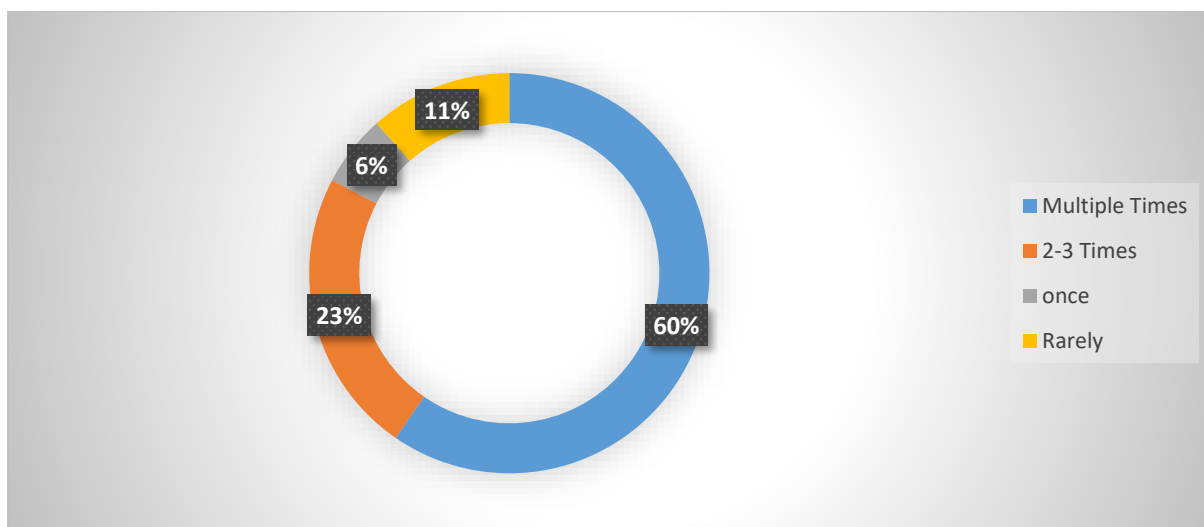


Fig.10

The respondents answer the question mention above that (60%) of respondents use digital Hindi news platforms multiples times a day to know the current events happening around the world and (23%) of says 2-3 times they use this platforms.

5.Digital Hindi journalism is more credible than print

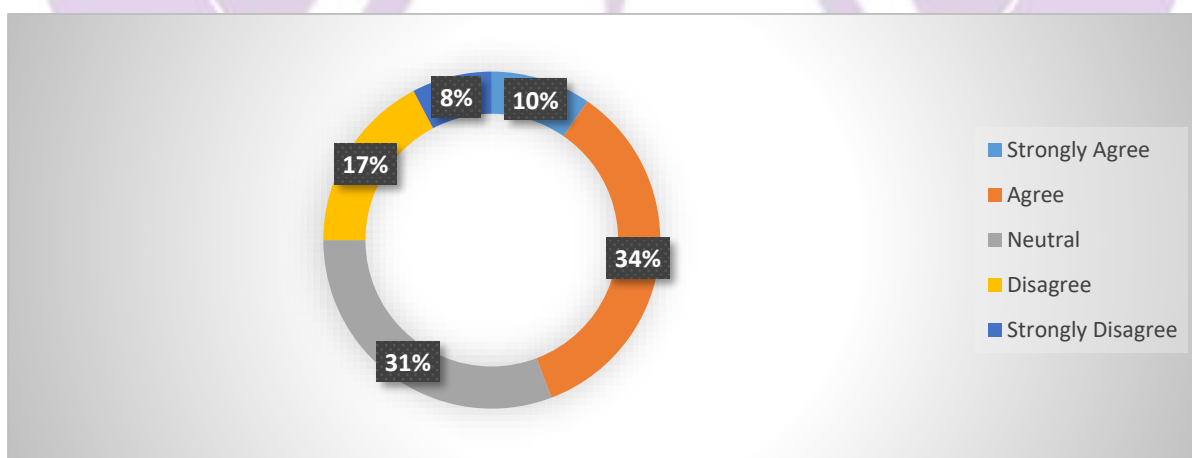


Fig.11

Talking about the credibility of digital Hindi journalism, it has more credibility than print according to the respondents as the (34%) of respondents quietly agree on this.

5.Biggest Challenge for Hindi journalism after going digital

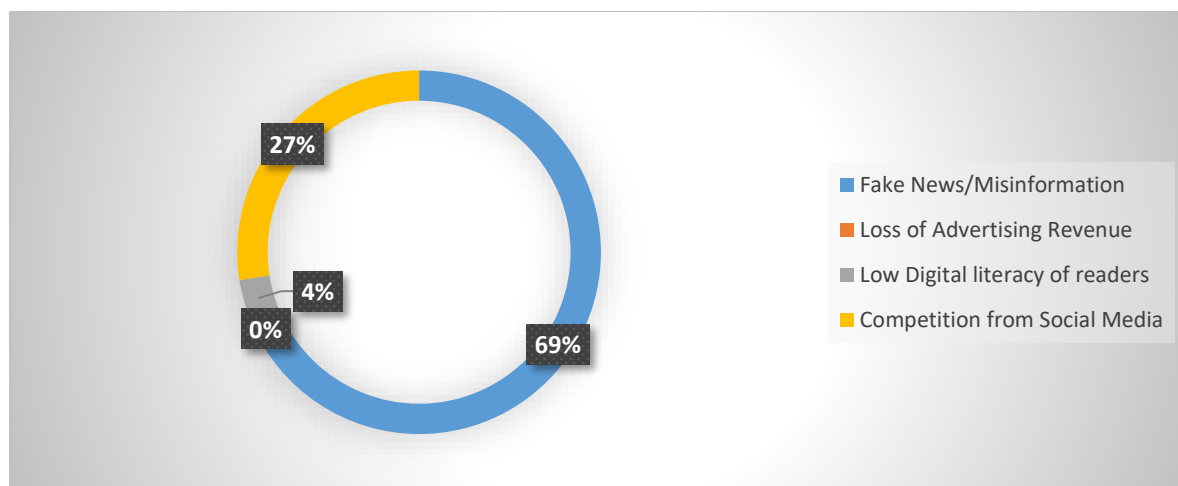


Fig.12

As we all know, after Hindi journalism shift into digital, some challenges have been come into light which is loss of advertising revenue, low digital literacy, competition from other social media platform but (69%) respondents of this study founds dissemination of fake news and misinformation as the biggest challenge of Hindi journalism after going digital. Hence, we reject hypothesis H01 and accepts alternate hypothesis which states that the fake news is the biggest challenge of Hindi journalism after going digital.

5.Rate the problem of fake news in Digital Hindi journalism

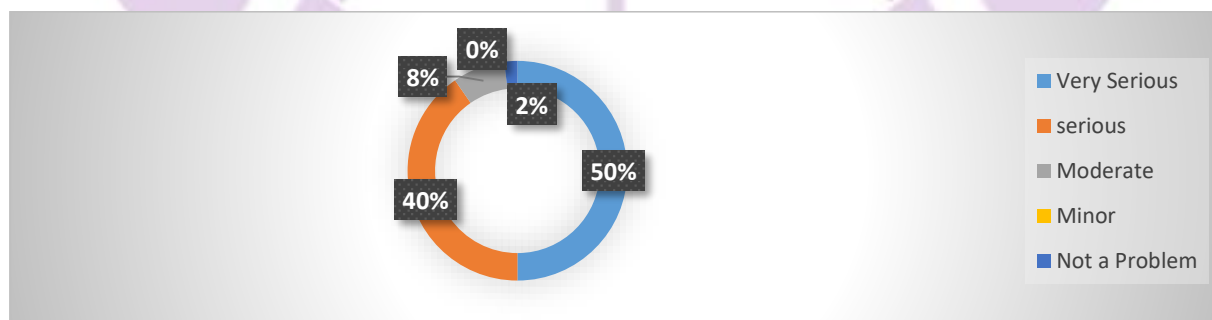


Fig.13

Here, the respondents were asked to rate the problem of fake news in digital Hindi journalism where, the (50%) of respondents considered fake news as a very serious problem and (40%) as serious problem, which needs to resolve otherwise these digital platforms will soon lose their credibility.

5. Journalism face more pressure to publish news faster due to digital

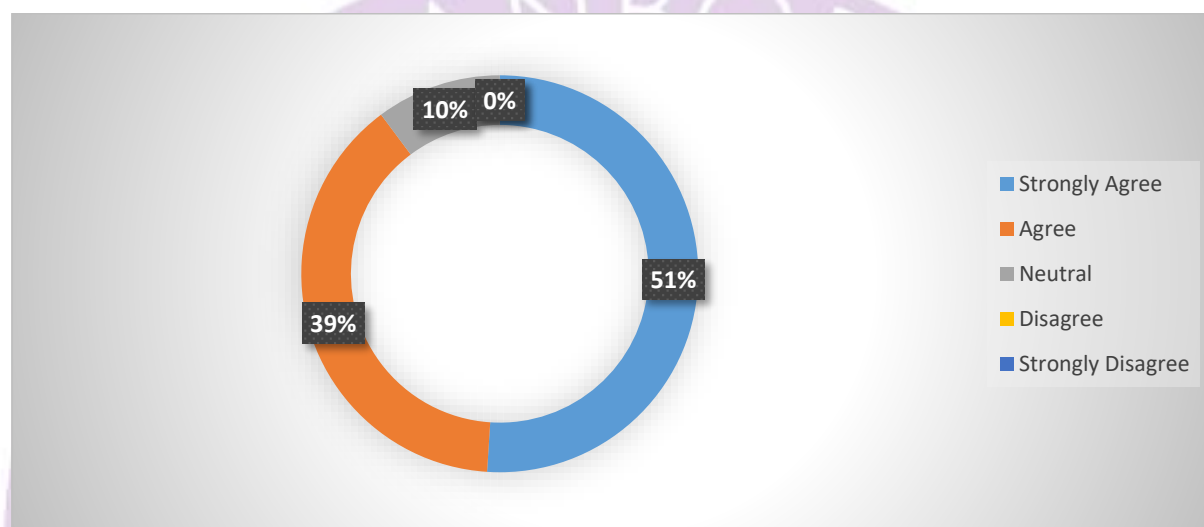


Fig.14

People nowadays want to be updated about the current news event instantly so they know what's happening around the world or in our country that's why there is a lot of pressure to publish news faster than any other platform whether it is digital or print media and (51%) respondents strongly agree to this statement and (39%) agree to it.

5. Digital Hindi journalism suffers from low advertising income

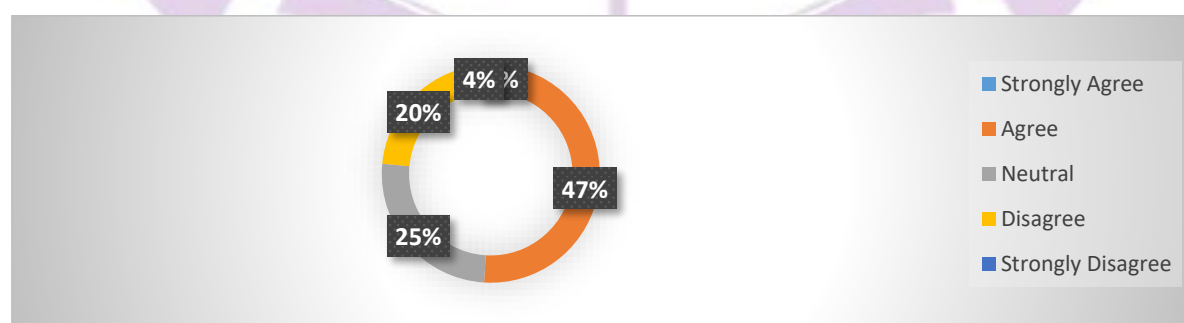


Fig.15

As you can see in fig.15 (47%) of the respondents considered that digital Hindi journalism suffers from low advertising income while (20%) disagree to this statement. The greatest proportion of respondents choose the “agree” options so we can conclude that it’s a problem which need to be resolved

6.Which skills become challenging after digital shift?

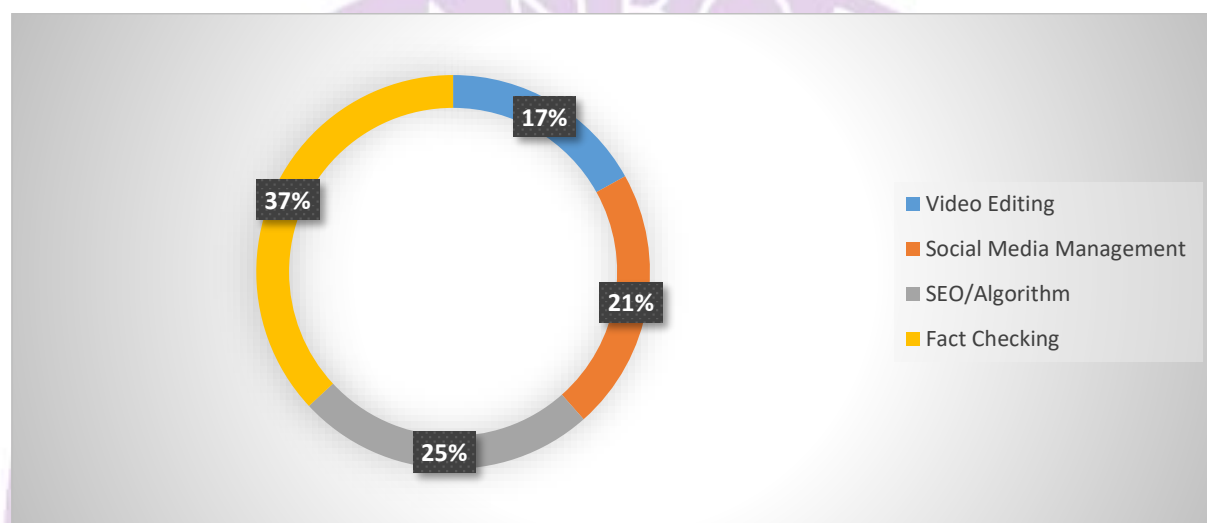


Fig.16

According to 37% of respondents, fact checking is the right options to choose. Following SEO/algorithm with 25% of respondents and 21% respondents selecting social media management whereas video editing is not a challenging skills according to 17% of respondents.

6.Hindi journalists lack proper digital tools/ training

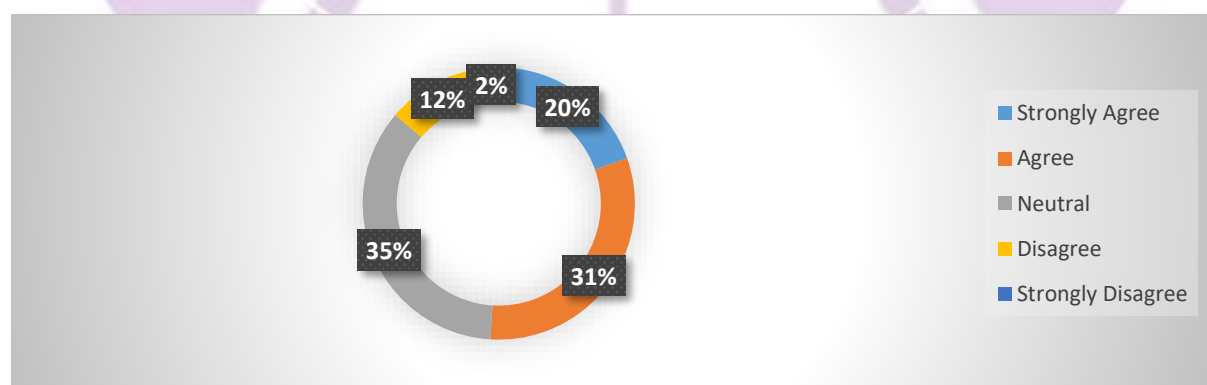


Fig.17

The data shows that a greatest proportion of respondents (51%) agree or strongly agree that Hindi journalists lack proper digital tools/ training which indicates a major gap in digital preparedness. Meanwhile, 35% remain neutral suggesting uncertainty regarding this issue. Only a small percentage (14%) disagree to it, which highlights that the majority perceive a need for better digital support and training in Hindi journalism.

6. Rate quality decline in Hindi journalism due to digital pressure

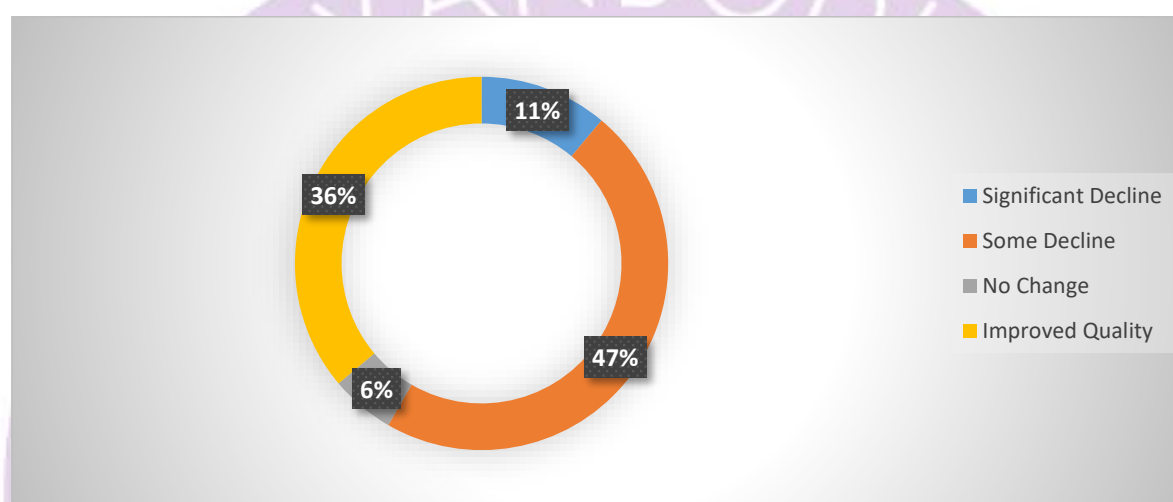


Fig.18

The finding indicate that a majority of respondents (58%) believe there has been a major decline in the quality of Hindi journalism due to digital pressure with 47% of respondents selected some decline and 11% of selected a significant decline. However, 36% feel that the quality has improved and 6% believes there is no change. Hence the hypothesis H02 is rejected and alternate hypothesis accepted as it states that there is a significant decline in Hindi journalism due to digital pressure.

6. Main ethical challenge in digital Hindi Journalism

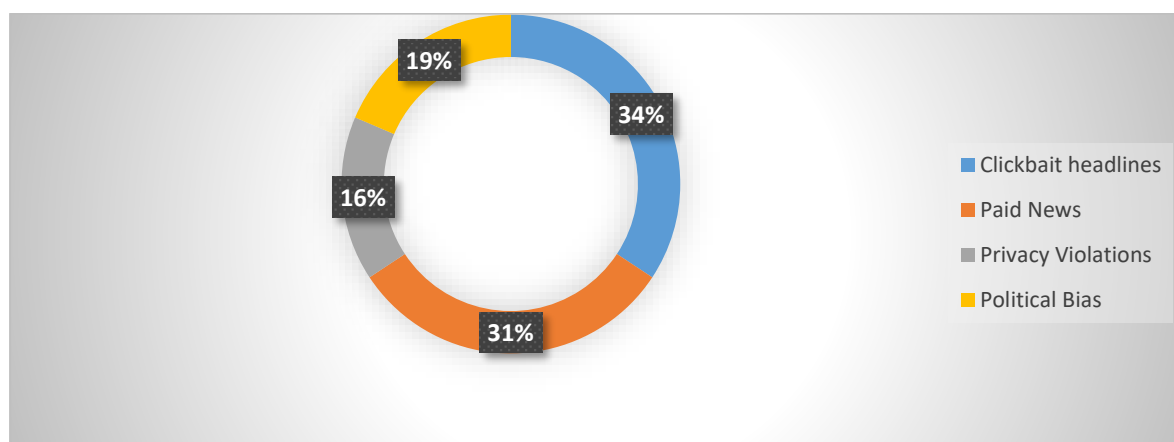


Fig.19

The figure shows that clickbait headlines (34%) and paid news (31%) are the main ethical challenge in digital Hindi journalism. Other concerns include political bias (19%) and privacy violations (16%) through to a lesser extent.

6.Digital Hindi journalism reaches more readers globally

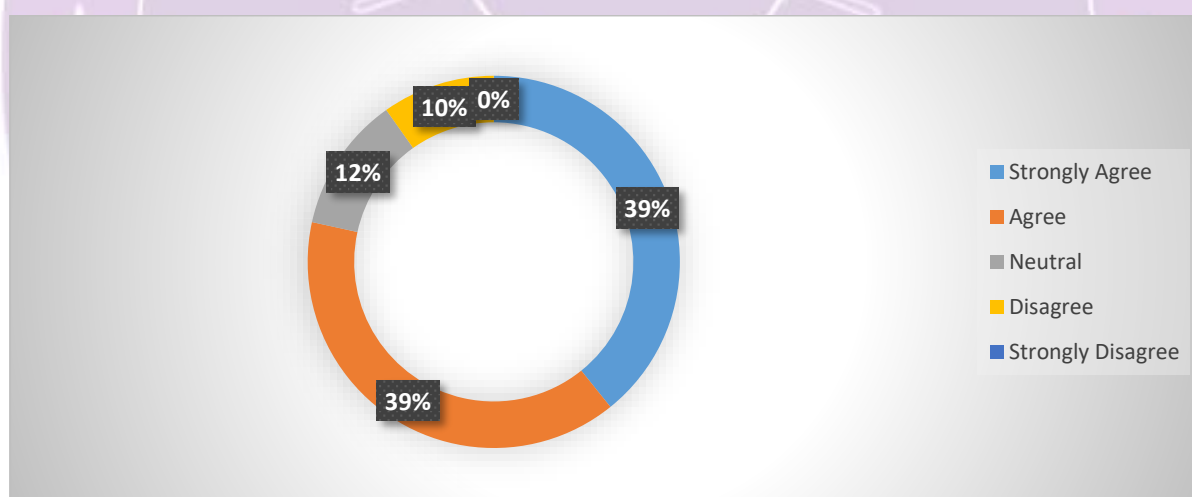


Fig.20

The majority of respondents (78%) agree and strongly agree that digital Hindi journalism has expanded its global reach with equal proportions (39%) each in both categories. While a smaller segment remains neutral (12%), only 10% disagree to that which clearly shows a positive perception of digital platforms in enhancing the global audience of Hindi journalism.



6. Best new opportunity created by digital Hindi journalism

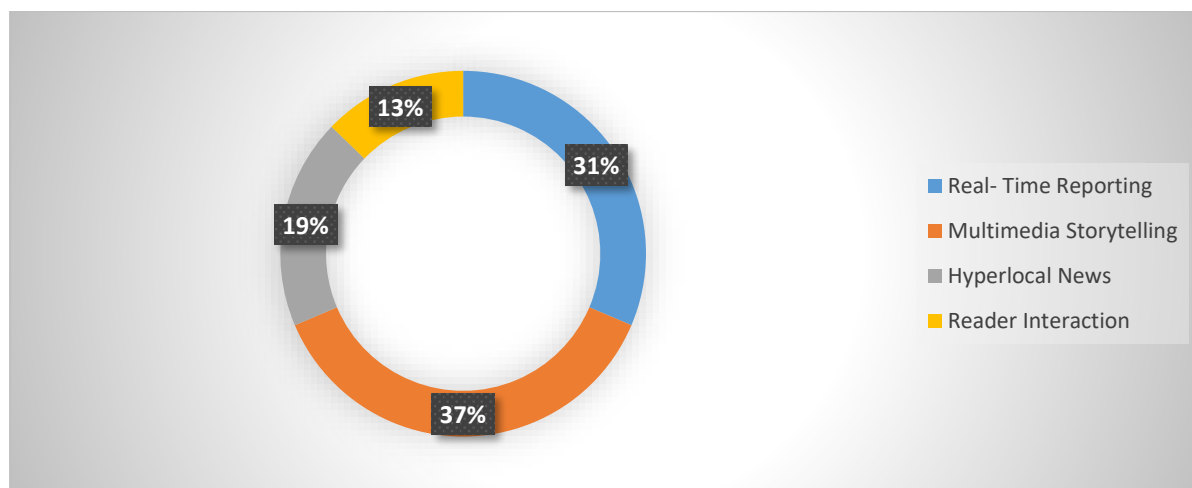


Fig.21

This figure shows that multimedia storytelling (37%) is perceived as the most crucial new opportunity created by digital Hindi journalism, followed by real- time reporting (31%). Meanwhile other opportunities like hyper local news (19%) and reader interaction (13%) are recognized to a lesser extent. This Figure indicates that advancement in technology in presenting a quality content with its speed are seen as the key benefits of digital transformation.

6. Social Media helps Hindi journalism grow its audience

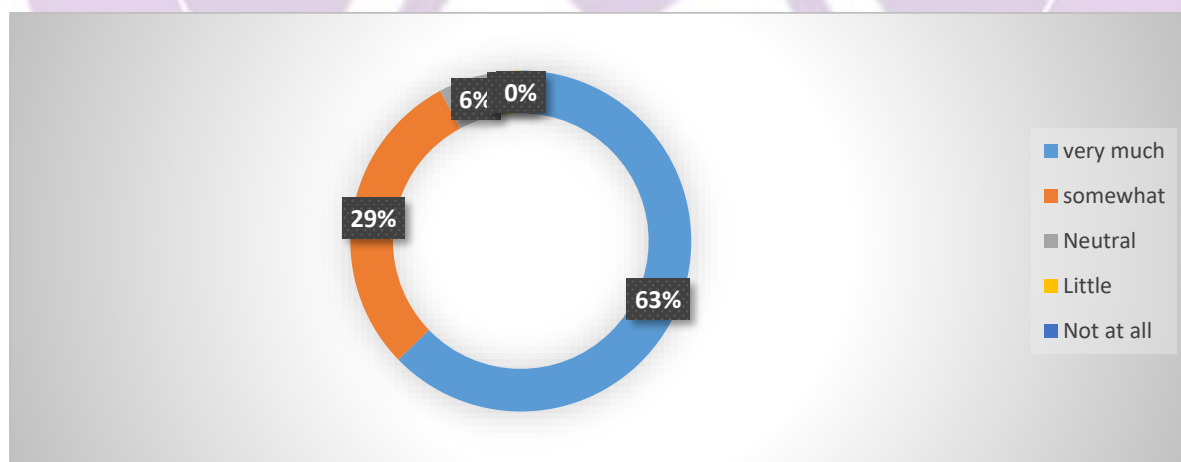


Fig.22

According to the figure given above, the majority of respondents (63%) goes with very much and (29%) with somewhat options which shows that social media is quiet helpful in growing the audience of Hindi journalism.

6.Digital platforms made Hindi news more interactive?

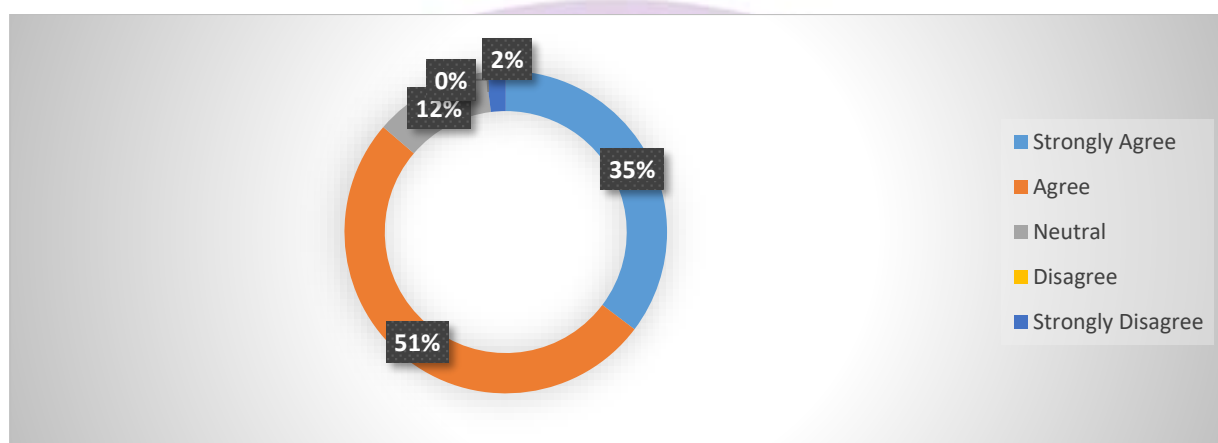


Fig. 23

The findings indicates that the majority of respondents (86%) choose the option of strongly agree (35%) and agree (51%) on digital platforms made Hindi news more interactive where (12%) answers with neutral and 2% strongly disagree to that so, we can say that majority perceives that Hindi news more interactive to read or watch on digital platforms.

6.Video content (YT/Reels) benefits Hindi journalism

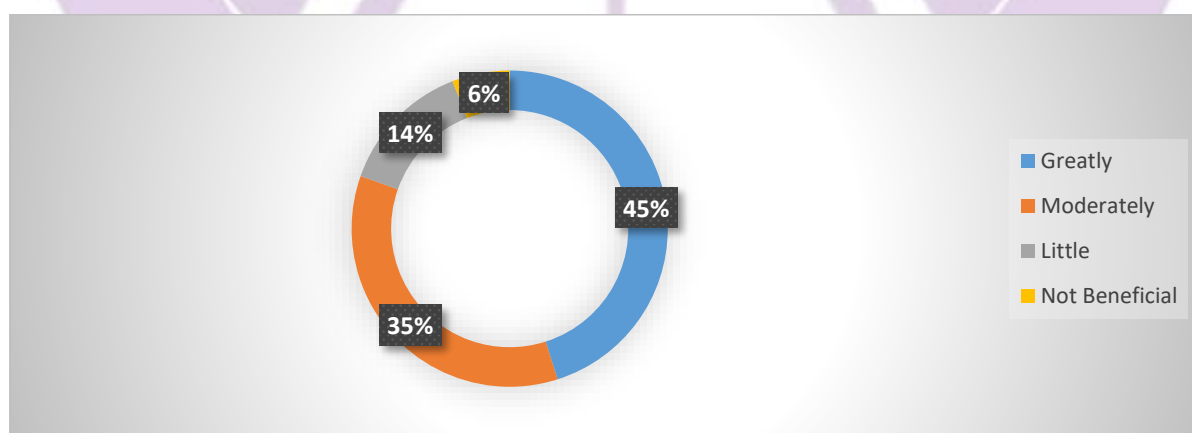


Fig.24

According to this figure 45% of respondents agree to this statement with greatly which says video contents (YT/Reels) benefits Hindi journalism to a great extent and 35% responded with moderately. So this video content play a huge role in disseminating information without losing people attention.

6.Younger audience (18-30) prefer digital Hindi news

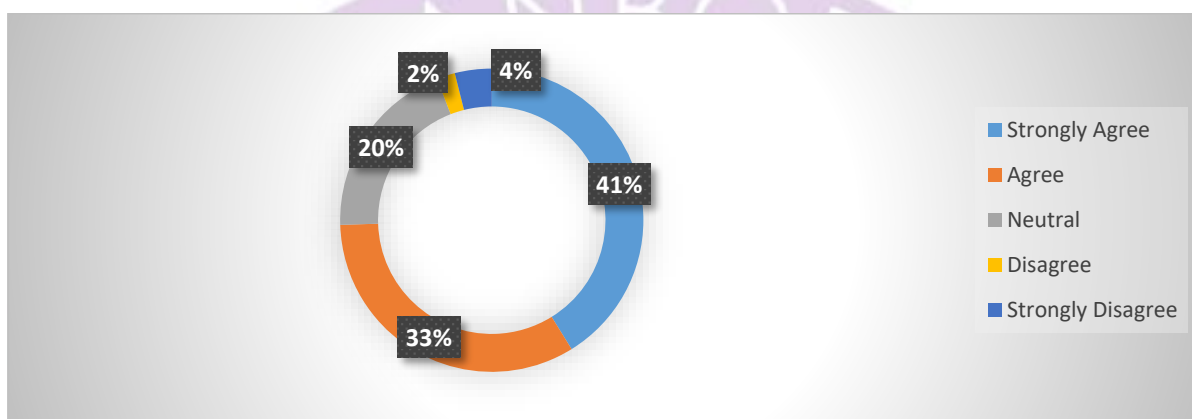


Fig.25

The majority of respondents (74%) strongly agree and agree that younger audience (18-30) prefer digital Hindi news as compared to print Hindi news with 41% strongly agree and 33% agree to this statement. While 20% neutral, 4% strongly disagree and 2% disagree to it making it to a lesser extent.

6.Digital Hindi journalism created new opportunities

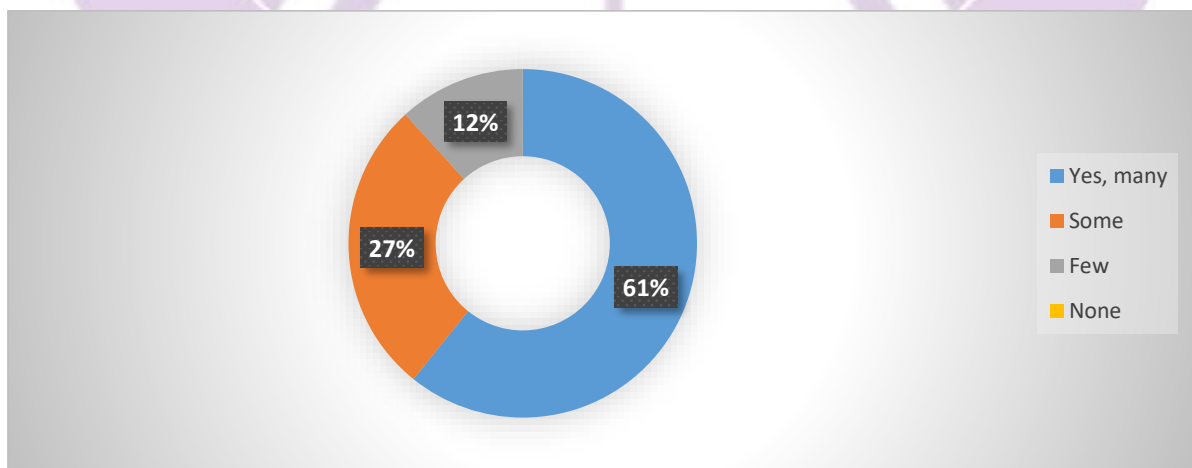


Fig.26

The respondents were asked whether the digital Hindi journalism created new opportunities and the greatest proportions of respondents (61%) answered with the options Yes, many and few respondents selected the second option which says digital Hindi journalism created some new opportunities. While 12% believes only few opportunities were created.

Hence it's also rejected the hypothesis H03 and accepted the alternated hypothesis which states that digital platforms create new opportunities for Hindi journalism.

6.Rate future potential of digital Hindi journalism

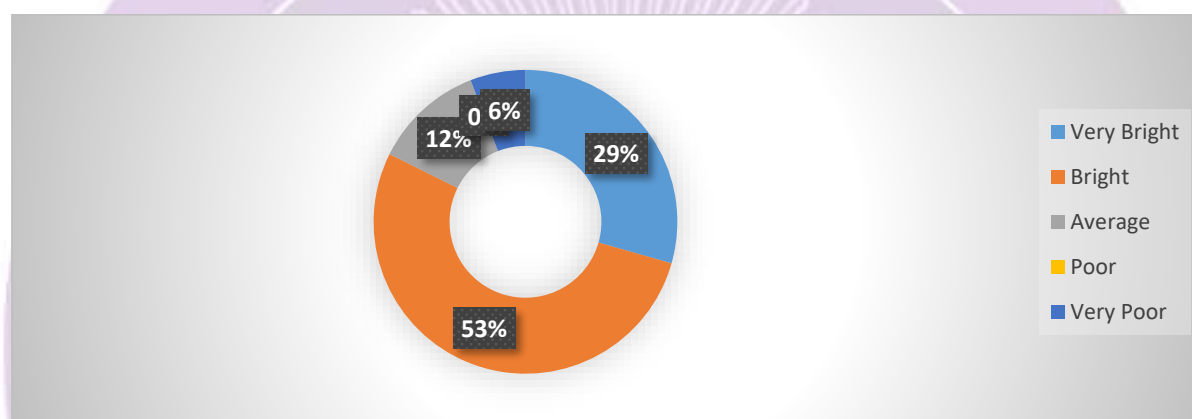


Fig.27

The (82%) of respondents believes that there is high potential of digital Hindi journalism in future with (29%) rating it as very bright and bright (53%). Additionally 12% considers potential average and (6%) view it as very poor.

6.Hindi Journalism should focus more on digital than print

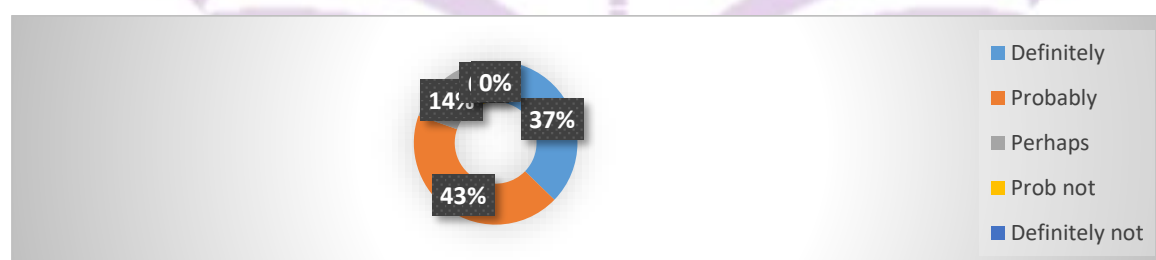


Fig.28

Given the fact that millions of followers on social media platform do not think that reading newspaper is a good way to stay informed this figure shows that the probably (43%) and definitely (37%) are strongly agree that Hindi journalism should concentrate more on digital than print While 6% says probably not and 14% feel unsure, it possible they prefer print media over digital media

6.Rural Hindi readers trust local print papers more than digital news apps

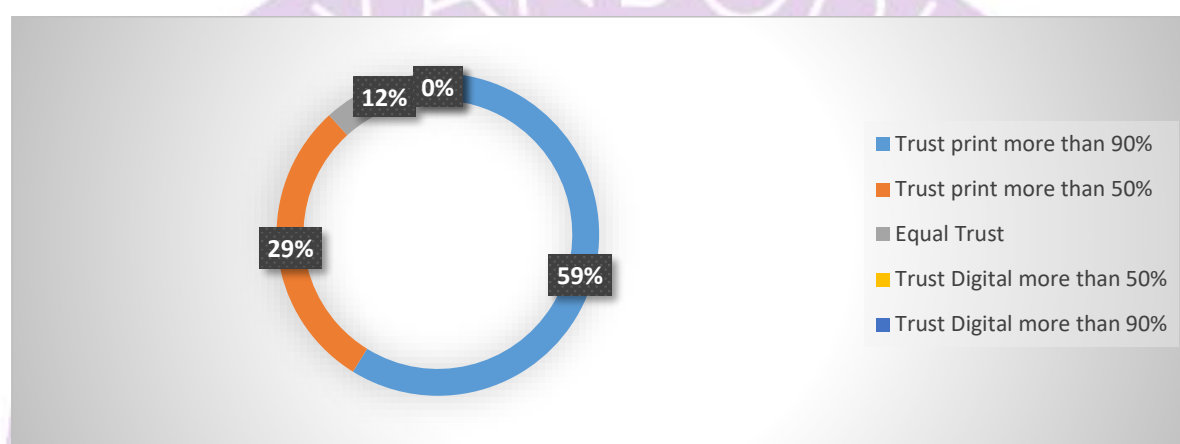


Fig.29

59% of respondents believes that rural Hindi readers trust print more than any digital news apps and 29% of chooses that they only trust print more than 50%, whereas 12% thinks they trust print and digital equally.

Findings

1. Digital transformation has significantly expanded the reach of Hindi journalism, allowing it to connect with global audiences beyond any regional boundaries.
2. Real-time reporting as a new opportunity becomes a major strength, attracting audiences who prefer instant and updated news.
3. A large number of respondents believes that there is a major decline in content quality, mainly due to digital pressure and the race to publish news quickly.
4. Fake news and lack of proper fact- checking remain as a serious challenges which affecting the credibility of digital Hindi journalism.



5. Ethical issues such as clickbait and paid news are the main concern, indicating a shift towards commercialized content practices.
6. Many Hindi journalists lack proper digital tools and training highlighting the need for the skill development in the digital age.
7. Audience behaviour has shifted towards short, simple and easily understandable content, especially among younger generations.
8. Hindi journalism should more concentrate on its digital platform than print as the large number of audience is available on social media platforms.

Suggestions

1. The respondents emphasized on in- depth research before publishing any news and concentrate on creating the content of public interest.
2. They highlighted the importance of fact-checking, verifying information from reliable sources and maintain the accuracy along with real-time reporting.
3. Avoiding fake news, sensationalism, clickbait and bias as it can diminish the credibility and hard to uphold the journalistic standards.
4. Respondents also suggested promoting citizen journalism to connect with readers, encouraging investigative reporting and focussing more on ground level issues that reflect the realities of common people.
5. There is a need for more local or simple language content, incorporating more video content by utilizing AI tools also enhancing transparency by concentrating on less spelling errors, educating audiences about fake news and expand more global reach were also seen as important.
6. To engage modern audiences effectively there is a need to ensure that Hindi journalism becomes more reliable, unbiased and more digitally advanced so it can fulfil a strong demand for creating more opportunities for new generation journalist.

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