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Significance Of Fairs And Festivals In Human Life

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Fair-Festivals and Print Media (News Paper)

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Introduction:

Fair-Festivals play very important role in the society. Every people people have their own religion, cast, nation too. So, all festivals have celebrating in their style whichiscome generation to generation. For example, Hindu peoples celebrated numbers of festivals, Muslim peoples celebrated their festivals. When we think about state, nation and out of nation their languages, living, food and thinking power are different. Some peoples are Rich, Middle and poor. But, one thing iscommendwhich are celebrating fair and festivals. Because every peoples celebrating fair and festivals in their own terms this celebration given by Joy and Happiness. These all things come through"Communication". Communication is part of each person. Without communication there are no values of people. When we discuss about fair and festivals there used verbal communication and non verbal communication. And print media is part of communication because, whatever printing in newspaper this all thing are related to peoples, which are reader of newspaper. Fair and festivals also medium of communication. It's all festivals reach generation to venation.

Communication:

Communication, in its simplest sense, then is a human relationship, involving two or more persons who come together to share, to dialogue and to commune, or just to be together, say, at a festivals or time of mooring. Communication is thus not so much an act or even a process but rather social and cultural 'togetherness'. Communion with oneself, with God, with nature, with world of spirits, with one's ancestors are also forms of communication.¹

Communication means one message to another one like:

Sender-----Message-----Receiver

When we observing this process and reflected and used in print media there are:

Print media (sender) -----information about Fair &Festivals (messages) -----Reader (Receiver)

Here print media are sender, whatever information got by media; they are giving to peoples or reader. All media are centralized or focused on peoples or Readers. So whatever happing in commandpeoples andwhatever they want or interested, this all write in print media.

And Entertainment, Information and Education or Knowledge all thing in print media. Print media also known as"Mass Media", because sender is one, message also one but number of Receivers is there, there are unknown peoples.

Group communication has now been extended by the tools of mass communication: Books, the Press, theCinema, Radio, Televis, Video and the Internet. Mass Communication is generally identifiedwith these modern mass media, but it must be noted that these media are processand must not be mistaken for the phenomenon of communication itself.¹

Fair and Festivals are known and unknown thing which information given by generation to generation and investing though some peoples, they are related to mass media.

Descriptive Research Method:

Descriptive research is defined as a research method that describes the characteristics of the population that is being studied. The methodology focuses more on the "what" of the research subject rather than the "why" of the research subject.

In other word, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on "why" a certain phenomenon occurs. In other words, its "describes" the subjects of the research, without covering "why".



For this research paper used "Descriptive research method" and also used observational method to observing some Marathi News papers link: DeinkSacral, DeinkTurn Bharat and also DeinkPusher. And also interview of sub-Editor of DeinkPudhari "Rajan Vardhan" and another is sub- Editor of Dainik Tarun Bharat "Rahul Bamane."²

Fair and Festivals

Festivals are more important role in peoples. Because, Life is all about happiness and as human beings, social interaction with our fellows beings not only brings happiness but helps us grow our capacity to learn languages, Familiarize ourselves with cultures, inquire, think, play and work.

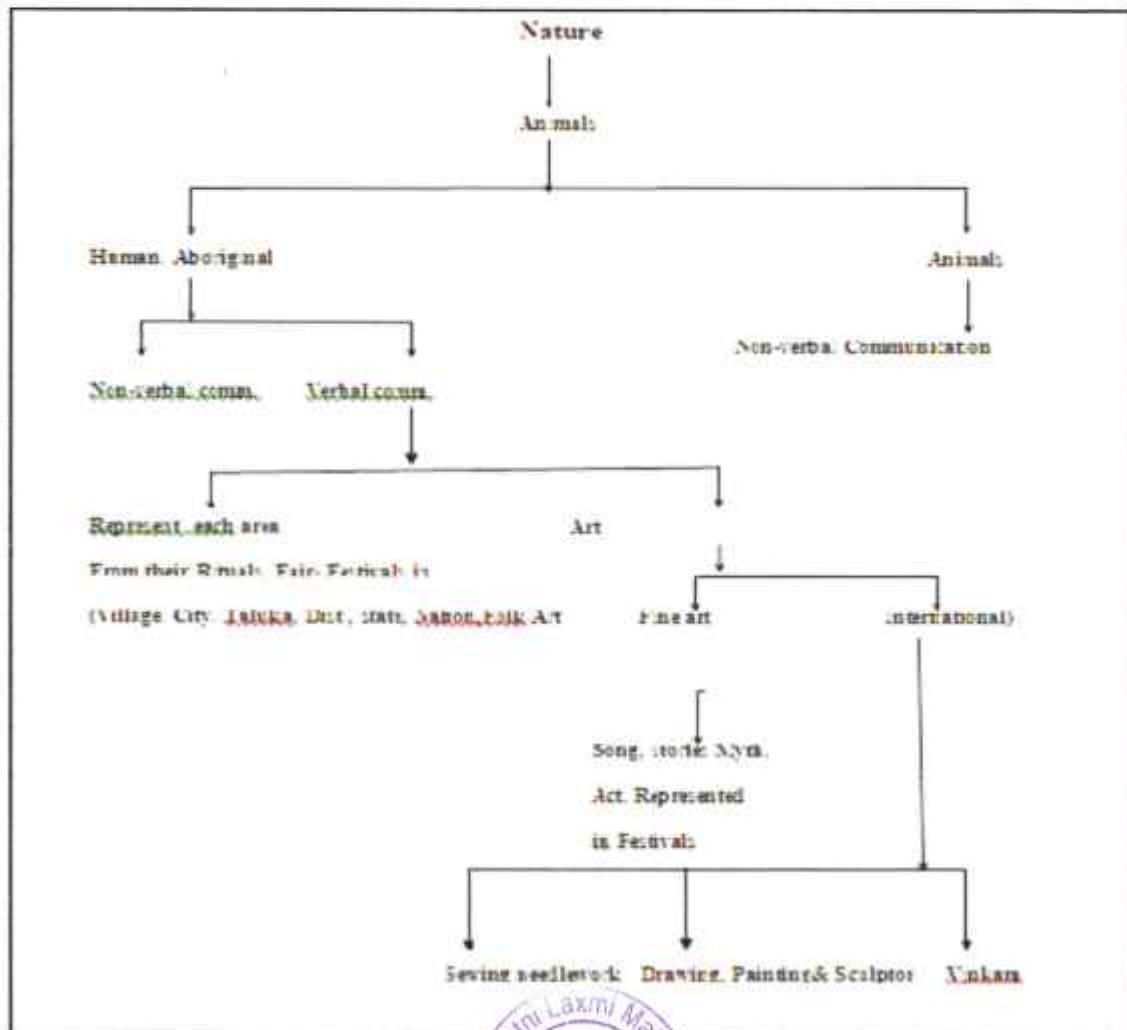
We are dependent on social heritage, which is a mixture of customs, traditions, moral values, attitudes, festivals, folklore, beliefs and ideals not only makes us who we are but binds us to pass it on from one generation to another.

Festivals act like stress relievers and help us balance our emotions. More positivity naturally lowers negativity. It also provides an opportunity to reduce friction and brings estranged friends and relatives together in a bond of LOVE. Festivals play important role indeveloping to nation-building.³

Origin of festivals

There is no written history to explain when festival celebrations started but in ancient area they all festivals used for religion, social organization and political processes were celebrated.

There are drawn one "Diagram" about origin of Human, how did work .⁴



Fair- Festivals recognizes the expertise that people have in living their daily lives. Peoples bring a wealth of knowledge to their activities- where to buy the freshest meats; culture recognizes that people's daily knowledge comes from shared life experiences and information transmitted to them by Family, Friends, Neighbors and co-workers.⁵

In India 29 states, they have their own culture. Festivals are a time for bonding, a time for cross-cultural exchange. So many festivals in India. Following names:

- Pongal
- Christmas-Festivals of India
- The Goa Carnival
- Pushkar Fair
- Shravan month
- Nag Panchami
- Ganesh Chaturthi
- Dasera
- Diwali
- Teej-Festival of India
- Rath Yatra
- Ida
- Budh poornima
- Baisakhi
- Holi
- Mahashivratri

National Festivals of India:

1. Gandhi Jayanti (2nd October)
2. Independence Day (15th August)
3. Republic Day (26th January)⁶

In fact India can probably claim to have the maximum number of holidays in the world for festivals. And Festivals had been started in spring season.

Pongal:

Pongal, the New Year in south India is celebrated as Makar Sankranti in Tamil Nadu. People thank god for all his goodness to them and their families. The harvest is gathered in Tamil Nadu just before the festival. Artistic designs are made on the pongapani, mud -pot, and its neck tied with fresh turmeric, symbolising auspiciousness.

Legend has it that on Bhogi Pongal, the first day of celebration, Lord Krishna asked his shepherd friends to worship mount Govardhan instead of Lord Indra, who had become arrogant. Humbled, Indra begged forgiveness. A beautiful carving at Mahabalipuram shows Krishna lifting the mountain. In maharashtra also celebrating Makar Sankranti.

CHRISTMAS - Festival of India

A young couple, Joseph and Mary, lived in Nazareth when King Herod ruled Israel and Caesar Augustus was the Emperor of Rome. Mary dreamt that she would bear the son of God and his name would be Jesus. One day Augustus ordered all the people to return to their native places and register the names of all newborn children. Returning to Bethlehem, Joseph could not find a vacant room and Mary was soon to deliver her child. An innkeeper guided them to some shepherd's caves in the hills, where Joseph lined a stable with hay. The next night Jesus was born.

A great star appeared over Bethlehem and an angel appeared to the shepherds saying: 'I bring you tidings of great joy. For unto you are born this day a saviour who is Christ the Lord'. The three kings of the East - Casper of Tarsus, Melcher of Arabia, and Balthazar of Ethiopia followed the star and reached the manger where Jesus lay.



THE GOA CARNIVAL - Festival of India

The Goa carnival is a three-day festival which is part of the Portuguese heritage of Goa which reminded under Portuguese rule till 1961. People threw eggs, oranges, lemons, mud, etc. at each other; gorged on food; and hurled old pots and pans out of windows.

The carnival continues to enthrall people today. Street plays, songs and dances and spontaneous farces mocking the establishments are performed before an enthusiastic audience.

Pushkar Fair

Set in a valley about 11km northwest of Ajmer, Pushkar is surrounded by hills on three sides and sand dunes on the fourth. The Pushkar fair takes place annually during October – November against the backdrop of the Pushkar Lake. Legend has it that the gods visit Pushkar for five days at this time; hence, thousands of devotees make a pilgrimage and come for a holy dip in the lake. Of the 400 hundred temples the most important is the one dedicated to Brahma.

This is also one of the largest cattle fairs in the world. Camel trading holds center stage although other cattle are sold too and over 25000 camels are brought from village around. They are cleaned washed and adorned with silver and beads around their ankles which jingle and jangle as they walk. A unique ritual is the piercing of a camel's nose. Colorful clothes; camel, horse and cow races in the stadium; and roadside stalls selling handicrafts enliven the fair.

Shravan

In month of Shravan, there are worship or pray to Lord Shiva and also Lord Laxmi. There are some women fast for particular Day

Raksha Bandhan

Its festivals celebrating by brother and sister relationship.

Nag Panchami

Nag panchami is celebrated on the 5th day of the moonlit fortnight of Shravan. The puranas mention Anant, Shesh, Padma, among others. The thousand-headed Shesh nag who symbolizes eternity is Lord Vishnu's couch. The Lord reclines on this couch between the dissolution of one universe and creation of another.

Hindus believe in the eternity of the snake because it sloughs its skin and eternity is often represented by a serpent eating its own tail. The Jains believe that a snake protected Muni Parshwanath and all his statues are carved with a snake above his head. Buddhists also believe that a cobra once saved Buddha's life. The most popular story centers Lord Krishna who when a boy was once playing a ball game with his friends. When the ball fell into the Yamuna river Krishna vanquished the serpent Kalia, and thus saved the people from drinking poisonous water.

Ganesh Chaturthi

In 1982 a Sardar of Peshwa named Nanasaheb Khajiwale witnessed the Ganesh festival at Gwalior. He decided to start it in Pune too. Ganesh mandals sprouted everywhere and rivalries over which cavalcade should go for immersion first, began. Lokmanya Tilak was called to arbitrate. From then on he gave it a political face, making it a vehicle for voicing the aspiration for freedom from British rule.

The British saw this as an attempt by the Brahmins to regain their leadership, and glorification of the martial traditions of Shivaji and the Marathas.

Dussehra

Dussehra also known as Vijaya Dasami is celebrated as a victory of Ram over Ravana. On this day in Satya Yug, Ram (the eighth incarnation of Lord Vishnu), killed the ten headed king of Lanka, Ravana who had abducted Rama's wife, Sita. Dussehra is the last day of Navratri.

Diwali

Diwali is one of most pulsating and greatest festival among the all the festivals of India, Diwali is celebrated with great enthusiasm all over India, this festival comes after 20 days of Dussehra festival on Amavasya (15th day of dark fortnight). India is known as melting pot of races and religions.

Id-E-Milad (Barah Wafat)

During this festival sermons are delivered in mosques by learned men, focusing on the life and noble deeds of the Prophet who was born on the twelfth day of Rabi-ul-Awwal, the third month of the Muslim year. The word 'barah' stands for the twelve days of the Prophet's sickness.

TEEJ - Festival Of India

Dedicated to Lord Shiva and Parvati, Teej is essentially a woman's festival. After a hundred-year penance, Parvati united with Shiva on this day. This practice continues today.

The repainted image is bedecked in traditional finery and worshiped in the Zenana by the ladies of the royal family.

Rath Yatra

Every year in the July the Rath Yatra of Lord Jagannath a form of Krishna is celebrated in Puri and other towns of Orissa. Vishwakarma is said to have been commissioned to create the image. When several months passed by, Lord Vishnu, growing impatient, forced open the doors.

Budh Poornima

Festival of India Buddha Poornima is celebrated on the full moon day of Vaishakha, the lunar month corresponding to April-May. Many Buddhists call it Vesak, the Tibetans know it as Sa-gazla-ba, and in Sri Lanka it is known as Vishakha Pujain.

Story has it that Queen Mayadevi was strolling in the garden at Lumbini, in northern India. Feeling tired she sat under a tree and fell asleep. In a dream she saw a six-tusked white elephant entering her body. After this she gave birth to a child through the right side of her ribcage. When her son, Siddhartha, was actually born, his horoscope was made. It predicted that he would either become a monarch or a world famous ascetic.

Baisakhi

Baisakhi is the start of New Year for Hindus and the anniversary of the foundation of the Khalsa by Guru Gobind Singh. When the Mughal emperor Aurangzeb imposed the Jaziya tax only on Hindus they appealed to Guru Tegh Bahadur for help.

Encouraged by his young son, Gobind Rai, Guru Teg Bahadur went to Delhi but was imprisoned and executed. Becoming the tenth Sikh Guru, Gobind Rai asked all Sikhs to meet at Anandpur Sahib on Baisakhi Day on 30 March 1699.

Holi

Celebration for Holi starts in Nandagaon and Barsana near Mathura a week before the rest of the country. Men of Nandagow storm into Barsana to hoist their flag over Shri Radhikaji's temple. The women of Barsana rush towards them with long wooden sticks beating those who cannot protect themselves.

The fleeing men wear padded clothes but are not allowed to retaliate. In this camaraderie, captured men are thrashed, forced to wear female attire and dance. So it was with Lord Krishna who was made to wear a sari and dance with the gopis.

Mahashivratri -

Festival of India Celebrated in end February or early March each year. Three stories are associated with this festival. Some say that when Parvati asked Shiva which Vrata, fast, would be suitable for his bhakti, Shiva named this one.

Another legend has it that once Brahma and Vishnu were involved in an ego clash. To prove the point that there is more to life than just powers of embodied beings; Shiva assumed the form of a pillar whose top and bottom could not be seen. Vishnu went down and Brahma went up, but in spite of traveling for years, they were unable to find the beginning or the end. Realizing the limitations of their own powers, they were humbled. Henceforth this day was called Mahashivratri.

National Festivals of India :

Mainly three festivals are celebrated as National Festivals of India.

1. Gandhi Jayanti [October 2nd]: Gandhi Jayanti is celebrated as National Festivals in 2nd October. This day Mahatma Gandhi was born in Porbandar [Gujarat]. He is also known as "Father of Nation".

2. Independence Day [August 15th] : The most important day of Indian history is 15th August 1947. India's freedom from British Raj in that day. We are celebrated 15th August as National Festival.

3. Republic Day [January 26th] : 26th January is celebrated as National Festivals because Constitution of India came in that day. We are celebrated 26th January as National Holiday.

These have main festivals in India.

These are all are known and major fair and festivals in India but there are some are unknown fair-Festivals and oral festivals, which are came by generation to generation. And also some unknown festivals, art and folk literature are recognized by media like print media, electronic media, web media and also social media given by information to each peoples and this younger generation. Because grand father-mother are also major role to inform to their garnd children. Which fair and roots of festivals and also so many artiest they painted painting, pictures, motion pictures , lore song, riddles, ballades, happiest song, sad song and some mythological stories which are connected to old eara like: The Mahabharata, The Ramayana, Shakuntal this are converted in drama and present to this era.

And also some forms which are connected , present each states like in Maharastra: Tamasha, Powada, Keertana, kokani: Dashavatar, Karantaka: Yakshagana, North India : Noutanki, Uttar Pradesh: Ramlila and Raslila, Bengal: Jatra, Gujarati: Bhavai, Tamilnadu : Therukoothu and Puppetry , street play these all thing are presented past, Present and future. Thus, all thing of Festivals are in oral and also written by known and unknown peoples. These are all refernces search by each media person and collecting Data, then write articles about festivals

When it's started to write this research paper I have been interview of Sub- Editor Mr. Rajan Vardan of Dainik Pudhari (Kolhapur), Sub-Editor Mr. Rahul Bamane of Dainik Tarun Bharat(Kolhapur) and also observation in Dainik sakal news paper too.

Each Newspaper has their own ethices, terms and also they give preference. Because when observing the news paper they are giving preference political news, educational news, developmental news, cultural news and also sport news. When there are some special events that time focuse on them too. They divided some group link children, women, young generation, old generation and focusing interested peoples and include them. And each newspapers gives space for fairs and festivals.

When we are thinking about fair and festivals, that time starting each newspaper focusing this festivals , and giving information about that festivals, which clothes put on, which food have to eat, which play are there. E.g. in Sharavan which thing has, all women pray or worship to Lord Shiva. This information also writng on newspapers, in Ganesh chaturthi. Which festivals have been to near that time whatever thing has on that time this all things in market? Also whatever has in market this information given by print media to peoples? So in festivals season's print media have played major role. Because print media give information, knowledge to peoples.⁷

Conclusion:

Almost every Fair-Festival has their Tradition at least once a year. There are some practices of festivals which are observed on a daily by the members of that particular community. To consider all, we could see that cultures vary a lot in different countries and in different families. These all festivals presented each area, states, their languages, and their lord. In India number of caste, religions have there. Grand fatherand mother also play major role and that like print media too. Each newspapers gives space for fairs and festivals.

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