



# Narratives of Tradition and Modernity: Analyzing Socio-Cultural Content in the Sunday Supplements of Major Marathi Newspapers

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## ARTICLE INFO

## ABSTRACT

This study focuses on the analysis of traditional and contemporary aspects of socio-cultural notes available in the Sunday supplements of leading Marathi dailies. Analyzing the thematic patterns and the nature of the essays' selection, the study demonstrates how these supplements actively participate in the construction of discourse. Based on the method of qualitative content analysis, the paper examines the cultural narrative representation to reveal how newspapers of the selected countries and regional newspapers mediate between tradition and trend. This work's results reveal that media remains central to people's cultural integrity experience, illustrating the possibilities of balancing the attachment to tradition and the adoption of novelties.

**Keywords:** Tradition, Modernity, Marathi Newspapers, Socio-Cultural Content, Sunday Supplements, Cultural Discourse, Media Analysis

## Introduction:

The media scenario in the state of Maharashtra has undergone so many changes and Marathi newspapers have occupied most important part in formation of culture and society. Of these, the Sunday supplements are the most popular in view of their reliability as socio-cultural forums for offering critical analyses and opinions on modern life. These supplements provide a combination of content that is a testament to the ongoing dynamic between tradition and the modernity that is seen throughout the socio-cultural fabric of much of this region. Till date, there sits a beautiful string between tradition of Maharashtra and globalization and technology advancements which is part of today's modern world. Sunday supplements in particular sometimes somewhat reflect this interaction as each article, editorial, or feature article looks at aspects of life, starting with traditional festivities and orders of the day, to more contemporary ways of living or new inventions.

This paper aims at examining the socio-cultural content of Sunday supplements published in leading Marathi newspapers, with reference to, how they manage this relationship. Through the analysis of the chosen subject matters and the history of editorial selections and thematic constructions, the study seeks to reveal how these magazines assist in sustaining cultural discourse where native ideals embrace progressive and relatively contemporary views.

## Tradition:

Customs mean conventions or steady practices that have been put in place for many years ago and followed by the successive generations. With reference to the Marathi newspapers, tradition is therefore defined as the cultural practices, religious practices, ceremonies and history of Maharashtra. These prolonged features are traditionally presented in Sunday supplements, and many of them have always been oriented to the values of the represented community as a constant element of its existence.

### **Modernity:**

Modernity means the assimilation of the arising universal, post-industrial, Western culture, ideas, perspectives, values and practices. The Marathi newspapers thus define the modernity over content with reference to topics related to present trends, novelties, fast growing life in cities, changing social relations. It depicts the change in terms of progressive and global orientation.

### **Marathi Newspapers:**

Marathi newspapers are those newspapers which are printed in the Marathi language, to cater the news requirement of the Marathi readers staying in Maharashtra and elsewhere. A number of Marathi newspapers, including Pudhari, Loksatta, Sakal and Maharashtra Times are other large newspapers and carry out print media business that influence the public, popular culture.

### **Socio-Cultural Content:**

Socio-cultural content entails news and entertainment items with themes cutting across culture, custom, celebrations, and practices, art and literature, lifestyle, and community concerns. Sunday supplements and socio cultural content mainly focus on the conventional and contemporary aspects of society in the provision of comprehensive information relating to a reader's culture.

### **Sunday Supplements:**

Sunday supplements are sections in newspapers which are prepared and published exclusively on Sundays, and which often contain more analytical and specialized articles than other days of the week newspapers. Such supplements may cover cultural, literary, lifestyle and human interest issues and provide a wider and deeper perspective to the happenings than the current affairs.

#### **1. Sakal – Saptarang (सप्तारंग)**

- **Overview:** 'Saptarang,' translating to 'Seven Colors,' is the Sunday supplement of 'Sakal,' one of Maharashtra's leading newspapers. Launched to provide readers with a diverse range of content, it covers topics such as literature, art, culture, lifestyle, and human interest stories. The supplement aims to cater to family readers, offering a variety of engaging and informative articles every Sunday.

- **Historical Context:** While specific historical details about 'Saptarang' are limited, it has been an integral part of 'Sakal' for several years, contributing to the newspaper's mission of delivering comprehensive content that resonates with the cultural ethos of Maharashtra.

#### **2. Loksatta – Lokrang (लोकरंग)**

- **Overview:** 'Lokrang,' meaning 'Colors of the People,' is the Sunday supplement of 'Loksatta,' a prominent Marathi daily. This supplement focuses on cultural and social issues, featuring articles on literature, art, cinema, and societal trends. It serves as a platform for in-depth discussions and analyses, reflecting the diverse interests and concerns of its readership.

- **Historical Context:** 'Lokrang' has been instrumental in fostering cultural dialogue in Maharashtra. By highlighting various facets of Marathi culture and society, it has contributed to the preservation and promotion of regional art and literature.

#### **3. Pudhari – Bahar (बहार)**

- **Overview:** 'Bahar,' translating to 'Blossom,' is the Sunday supplement of 'Pudhari,' a well-known Marathi newspaper. This supplement offers a mix of content, including literary pieces, lifestyle articles, and features on current social issues. It aims to provide readers with enriching and thought-provoking material that complements the main news coverage.

- **Historical Context:** 'Bahar' has played a role in enhancing the literary and cultural landscape of Maharashtra. Through its diverse content, it has engaged readers in meaningful discussions and showcased the richness of Marathi literature and culture.

#### **4. Maharashtra Times – Sunday MaTa (सडे मटा)**

- **Overview:** 'Sunday MaTa' is the colloquial abbreviation for the Sunday edition of 'Maharashtra Times,' often referred to as 'MaTa.' This supplement includes a variety of content such as feature articles, interviews, cultural commentary, and entertainment news, catering to the diverse interests of its readership.

- **Historical Context:** The Sunday edition of 'Maharashtra Times' has been a staple for readers seeking in-depth and engaging content beyond daily news. It has contributed to the newspaper's reputation as a comprehensive source of information and cultural insight in the Marathi-speaking community.

### **Cultural Discourse:**

Cultural communication encompasses the dialect involving culture and its related principles of practice. It shows how the society views and re-views its cultural self. While appreciating/ criticising Marathi newspapers consumer culture in Sunday supplements represents how tradition and modernity shapes up the society as well as readers' perceptions – consciousness.

### Media Analysis:

Media content analysis refers to the bird process of evaluating media messages with a view of identifying the message, issues, and to understand and appreciate a number of effects. This requires a critical analysis of the manner in which media; for instance Marathi newspapers, address socio-cultural realities, the dichotomy of tradition and modernity as well as the regional and national cultural agenda. Media analysis assists in identifying the place and function of newspapers in providing models of selected historical periods.

### Literature Review:

The findings of the literature on media and culture form the basis of analyzing the role of newspapers in the society. Past literature has articulated on the role that media play in the conservation of cultural heritage and on the other hand, the process of the modernization. The researches done on Marathi newspapers also discuss how they have maintained the local Marathi culture and at the same time coming under the pressure of global culture. Hence the current section provides an account of the selected theories and literature with regard to media representations, cultural discourses and the influence of printed media in Maharashtra.

### Methodology:

To fulfil these objectives, this research adopts a qualitative content analysis technique using the Sunday supplements of leading Marathi dailies for six months. Newspapers that have been considered for the study are 'Pudhari', 'Loksatta,' 'Sakal,' and 'Maharashtra Times.' Announcements, opinions, and news features are content coded for common topics that reflect tradition, and tradition versus modernity. In view of this research's objectives, patterns in content selection, the choice of the narrative, and the depiction of socio-cultural concerns will be explored.

### Conclusion:

This paper is an attempt to understand the construction of socio-cultural discourses in Sunday supplements of largest Marathi dailies. These publications do an excellent job of maintaining the status quo while also integrating the shifting cultural paradigms of Maharashtra. The results raise important questions about the place of media within society and culture as both reflector and shaper of identity amid the tension between continuity and change.

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