Article published on July 10th 2012 | Ebooks

In the midst of cutting edge competition between Hindi and English daily news papers, Marathi newspapers have been able to catch the pulse of large number of Marathi readership significantly scattered in Maharashtra and other states of India as well as Marathi natives settled down in other countries. Some of the leading Marathi news papers boast of over millions of readers in India. From Mumbai news to world news and from print media to Marathi news online, these news papers share all information you need through your daily doses of news. So what makes Marathi newspapers so popular in India? Letâ€™s explore more in discussion given below.

The love for Marathi amongst Marathi community

Have you ever witnessed prominent film stars stepping into the stage during Bollywood award ceremony and greeting the audience with a salutation, â€œJai Maharashtraâ€• and many of them speak in chaste Marathi to establish close association with the audience. Be it children or elderly persons, people of all ages in Maharashtra love to interact in Marathi. Even the youth are also enthusiast to use Marathi in their daily lives. As Marathi is the language of locale, you will find most of the natives of Maharashtra interacting in Marathi. Though in metro cities like, Mumbai, Pune and Nagpur where people use English, Hindi and Marathi in their daily interaction, Marathi dominates most of the other cities in Maharashtra. Such huge Marathi following is one of the reasons for success of Marathi newspapers in Maharashtra.

Government's initiative to promote Marathi

The Maharashtra state Government take necessary steps to ensure that Marathi language is taught compulsorily to students till Class VIII across the State. The government also takes timely measures to promote Marathi language and culture in India. The vibrant initiative of government to foster communication of Marathi language and Marathi culture has played a crucial role in promoting Marathi not just in Maharashtra but in other states as well.

Diversity of Marathi language

Spoken by more than 72 million people around the world (according to Wikipedia), Marathi is the 14th most spoken language in the world. Marathi is also an official language of Maharashtra and co-official language in the union territories of Daman and Diu and Dadra & Nagar Haveli.

As there are large numbers of Marathi speakers in India, most of the channels of media are taking effective steps to reach the Marathi audience. The latest popular channel of media, the digital media is also putting its hard foot forward to capture the attention of Marathi audience. Nowadays, most of the leading new papers are publishing their editions in Marathi. People can easily read Marathi news online. These Marathi newspapers sharing news in the beloved language of Marathi natives are enjoying huge response from the audience.

Article Source:
http://www.articleside.com/ebooks-articles/what-makes-marathi-newspapers-so-popular.htm - Article Side

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Author is an expert with many years of corporate experience, now providing information on the availability of a Marathi news online and growing significance of internet for online news and where to found the latest a Mumbai news.

Article Keywords:
Marathi Newspapers, Mumbai News, Marathi News Online

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