



Facets of promotional communication in colonial India as experienced in public relations practiced by the local self-government.

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Abstract:- It is said that Municipalities and the local governments have always been centres of power symbolising the co-operation of human effort for fulfilling human destiny. In this regard the paper tries to evaluate how local self-governments communicated with their citizens and engaged them in a process which directly impacted their ability to maintain peace, order, and good governance. Also how the government touched every aspect of the society and virtually every facet of governance was closely tied to and was relying upon public relations owing to layered communications strategies that included intrapersonal, interpersonal, group, organisational, and public communication levels, as well as the ability to target and analyse audiences or stakeholders. According to Robert, E. Denton and Garry C. Woodward political communication is the way and intentions of message senders to influence the political environment ; this refers to the Calcutta Municipal gazette's (The official organ of Kolkata Municipal Corporation) socio-political nature in general and how it has been successful at various levels from igniting the spirit of nationalism during the pre-independent era highlighting India's freedom struggle through letters, speeches, addresses of stalwarts like Mahatma Gandhi, Netaji Subhas Chandra Bose and Rabindranath Tagore and various news items.

Keywords:- Kolkata Municipal Corporation, Local self-governments, Promotional communication, Political scenario, Calcutta Municipal Gazette.



A.1.Introduction: - Calcutta, during the British period (1858 to 1947), has been in terms of population and importance - one of the largest cities in the world, not to mention the second largest in the British Empire, and the first in India. With the passing of the Calcutta Municipal Consolidation Act of 1876, a Corporation was created consisting of 72 Commissioners with a Chairman and Vice-Chairman; 48 Commissioners were elected by the rate-payers and 24 appointed by the government. Great changes in the system were effected by the Mackenzie Act of 1899. The administration of Kolkata was vested in the hands of three Co-ordinate Authorities - the Corporation, the General Committee and the Chairman. Of these, the Corporation consisted of the Chairman.

Democracy was ushered into the Municipal Government of Kolkata by making provision for election of a Mayor annually, by Sir Surendranath Banerjee, who as the first Minister of Local Self-Government in Bengal was the architect of Calcutta Municipal Act of 1923.

The activities of the Calcutta Municipal Corporation have been therefore manifold and intricate. Its jurisdiction extended over 29 square miles, as it also catered to a million people as far as their civic needs were concerned. It's rate-payers belonged to various cultural ideals, and followed various standards of economic life. Hence, in order to function effectively and adequately it had to take into account all these differences of outlook, tradition, habit and manner. It tried to weave them

into a texture of a common civic life in which all that was valuable in each other would not only have recognition and free scope but also full support and encouragement.

Amol Chandra Home (1894-1975), being the first editor of the Calcutta Municipal Gazette, when its publication began on November 15th, 1924 was the personal secretary of Kabiguru Rabindranath Tagore. Authenticated information like - documents, charts, maps, drawings and paintings of early Calcutta, photographs of places of interest in the city, photos of eminent personalities, Kolkata Municipal Corporation in details, street list (1889-2014), civic receptions, Editions on Mayors of Calcutta, list of Heritage Buildings, death extracts of famous personalities are contained in the 104 volumes of the Gazette.

The Calcutta Municipal Gazette (1924-1991) within no time got itself involved in the negotiation of socio-scientific issues ranging from the essentials of the civic life to making informed decisions regarding nationalistic issues as it had a moral and ethical appeal to it as it had in the pre-independent era (1757A.D.-1947A.D.). It included the ability to engage constructively in socio-developmental issues (a part of developmental communication) and also brought out the insights of how the city of Calcutta was gearing up for the freedom struggle. It not only served as an information brochure for the Calcuttans highlighting the civic developments but also became a major source of urban media influence. We know Public relations are generally



considered to be as a process of providing any sort of information to the public or in this case the stakeholders (citizens of Calcutta) in order to present a specific view of a product or organisation. Public relations being comparatively less obtrusive as compared to advertising, is aimed at providing a more comprehensive opinion to a large audience in order to shape public opinion so in this context the Calcutta Municipal Gazette can accordingly be termed as the public relation organ of the local self-government.

A.2.Origin of arguments: The first Kolkata Municipal Corporation election was held on 16th April 1924 and the Indian National Congress candidate, Chittaranjan Das was elected as the First Mayor of Calcutta. His tenure continued upto 17th July,1925 and during this period of time Calcutta Corporation brought out their 1st edition of the Calcutta Municipal Gazette on November 15th, 1924 as their official organ. During that same period of time Calcutta Municipal Corporation was considered to be one of the most important platforms of the National Freedom Movement and therefore the Gazette had a nation-wide importance. In this context the present research work has been observed that the Gazette would be able or not to define collective issues related with public service amenities to its various stakeholders during the colonial period.

A.3.Relevance of the study:

- In Political communication: According to Robert, E. Denton

and Garry C. Woodward Political Communication has been explained as the way and intentions of message senders to influence the political environment. This will include public discussions that consider who has authority to sanction the allocation of public resources and who has the authority to make decisions.

- In Public Relation studies/promotional communication: The effectiveness of local governments depends on the degree to which its citizens participate, from reading newspapers, to voting, and supporting their community associations. Ideologically, local governments provide more accessible means to become an active member of government.

Studies have shown that local public administrators and managers often value special interest- group involvement in government as not only can they exert influence, but according to Rainey (2003) they can “often provide useful information about policy issues and group positions”

- Societal Relevance: The emphasis of these gazettes have generally been placed on social, at times on political, and at times on commercial power as municipalities or the local government have always been centres of power symbolising the



co-operation of human effort for fulfilling human destiny. Through the conflicts and complexities which contemporary society is called upon to harmonise and correlate, the scope and utility of municipal institutions have alike widened as they have always remained the groundwork of progress in the society in general.

- In Public Relation ecology and policy making level: Communicators who have worked in government often note that developing and implementing communication strategies in government organisations is different than in business or non-profit organisations. However, Grunig&Jaatinen (1999) noted that while the principles are the same for all organisations—government, business, and non-profits –“the specific conditions to which the principles must be applied are different”(219). As in all organisational communications, it comes down to defining the target audiences and the type of relationships government wants to establish with its stakeholders (Ki & Hon, 2007).

2. Review of Literature:

Review of Literature is often stated as a need for additional research (justifying your research) and identifying the relationship of works in context of its

contribution to the topic and to other works. Our research should be placed within the context of existing literature making a case for why further study is needed and hence to decipher the research gap as well. The present study relies heavily on a historical perspective/background and follows a narrative approach of literature review.

Considering the current research problem the overview of literature may be segmented or categorized under the following heads:

1. Political ecology in the colonial India- Decentralization or Non-Cooperation- Soon after the withdrawal of the Non-cooperation movement by Gandhi due to Chauri chauramassacre in February 1922, Bengal politics took a dramatic turn along with national politics. Chittaranjan Das's strong determination to implement the programme of Council entry as per Montagu Chelmsford Reforms led to the formation of Swarajya Party in February 1923(Chatterjee, Joya 1995)

It was said that the new party would work within the Congress and follow a non-violent policy. Bengal revolutionaries constituted a major portion of the party. Revolutionaries like SatyenMitter, Pulin Das, Jadugopal Mukherjee, Satish Singha, Sachin Sanyal etc. were members of the Swarajya Party. Thus, as a leader of a new party, Chittaranjan Das was able to establish his own control over Bengal Provincial Congress Committee (hereafter B.P.C.C.). Das also began to interact with Calcutta politicians and district leaders in order to gain a privileged position through



their candidature in the upcoming election.(Chatterjee, Srilata 2002). Revolutionaries in the light of Jitendramohan Sengupta, Birendranath Sasmal, Kiran Shankar Roy, Anil Baran Roy etc. were the most prominent among such leaders. The Swarajya Party won both in the council election and in the municipal election. After capturing the Calcutta Corporation, the programme of nation building got adequate attention from the Swarajists. In January 1925, the Corporation announced an offer of relief to the prisoners and their dependants and all those who were suffering for the country's cause. (Bandyopadhyay Gitasree, 1984)

However, from this period, Bengal saw political factionalism also. Das sought to gain the support of Muslims for his party. For this cause, he came closer to the Khilafat Party of Muslims. But there was considerable difference of opinion between the Hindu Congressmen and the members of the Khilafat Party. It was not easy to gain the support of the Muslims in favour of Council entry programme. Muslim organisations like Jamait-ul-Ulema held the view that Council entry was haram or going against the faith still and it influenced the majority of the Muslims. It was also preached that Swaraj would be in reality a Hindu Raj.

Factionalism appeared among the Muslims also. While certain Muslim members of Calcutta.

Khilafat Committee decided to support the Swarajya Party, a section of the moderate Muslims led by A. K. Ghaznavi still opposed the SwarajyaParty.(Sankar,

Sumit 1982) In this scenario, Das was successful in drawing all section of the Muslim population in his favour through 'Bengal Pact' (December 1923).Through this Pact 'the Muslims were promised a majority share in the administration and the government of Bengal, once Swaraj was attained. The banning of music before mosques, the permission of unrestricted cow sacrifice during the Id festival and the assurance of greater opportunities in the Swarajist controlled Calcutta Corporation drew the Khilafatists.' Thus,an effort was made by Chittaranjan Das to make possible participation of both Hindu and Muslim communities in Government. There is no doubt that emphasis was put on the share of each community in the self-government. Indeed, in the days of following the Non-Cooperation Movement, Bengal politics was centred on Swaraj politics in which, Chittaranjan Das played an important role. Two important events marked Bengal politics very significantly during this period: (i) dominance of Swarajists in B.P.C.C and reorganisation of the B.P.C.C and (ii) political experiments by Das with the collaboration of the Muslims in order to gain Swaraj through Hindu-Muslim cooperation But very soon the politics of Council entry faced a host of problems and internal feud. Regarding this matter it was said that 'once dyarchy had been shown to be a sham, the question arose as regards what to do next, since the Viceroy or the Governors could still push through any legislation they liked by means of the certificate



procedure. However, factionalism appeared as the major concern for Bengal politics from 1924 onwards. Issues like the release of state prisoners, cooperation with the Government etc. became the bone of contention among the Congressmen. The Faridpur Conference of 1925 witnessed a kind of rivalry between the Swarajists and the Gandhian group. Das tried to pass a resolution stating that the Swarajya Party would consider the terms of cooperation with the government on condition of the release of Subhas Chandra Bose, Anil Baran Roy and Satyendra Chandra Mitra. But the Gandhian group demanded release of all political prisoners without trial.

However, due to threats of resignation from Das, Gandhi sought to compromise and thus, through a resolution it was stated that the demand would be raised to release those who were arrested in October 1924, but not those arrested in 1923. Indeed, such an effort to release the prisoners through cooperation with the Government has been characterized as 'responsive cooperation'. From mid-1925 onwards, the Swarajists were left in a disadvantages position. With the death of Chittaranjan Das on 16 June 1925, a void was created in B.P.C.C. Just within a year, the Swarajist candidates were defeated in a straight fight. Even Subhas Bose was defeated in the Mayoral election of Calcutta Corporation in 1928. In course of time, the party degenerated into deep factionalism. Leaders like J.M Sengupta, Birendranath Sasmal etc.were engaged in a bitter struggle to establish their own control on the party. Such inner conflicts

became very critical when J.M. Sengupta ousted BirendranathSasmal in 1927 but was challenged by Subhas Bose on his release from detention soon afterwards.

Meanwhile, Motilal's old rival Madanmohan Malaviya established an independent Congress party in alliance with Lajpat Rai and the Responsive Cooperators. However, in the schedule of the new party, Malaviya connected political moderation with Hindu communalism. Indeed, this was the period which witnessed a number of communal riots throughout the province.In 1926, Das's Hindu-Muslim Bengal Pact led to a fierce riot in Calcutta in April 1926. It was followed by a series of riots in eastern Bengal where, certain motional issues like 'music before the mosques' played an important role. In this scenario, by taking the advantage of religious issues Malaviya defeated Motilal Nehru in the election.

Thus, factionalism was accentuated.

2. Promotional communication in colonial India: The scholastic field of promotional communication, however is in need of a re-evaluation, to the extent that its dimensions must be stretched further if it is to succeed in furthering our understanding of the relationship between power and communication and addressing major issues shaping current debates. One has to argue that much of the existing political communication field reflects a problem solving approach (Cox, 1981; see also Lazarsfeld, 1941; Mosco, 1996) which funnels time and energy toward addressing narrowly focused "instrumental" (Mosco, 1996) or



“administrative” (Lazarsfeld, 1941) concerns that frequently only reflect the interests and concerns of powerful actors in society. A second problem concerns over-attention to media itself which, in turn, diverts attentions away from broader and more deep-rooted institutions, structures and processes that are involved in the manipulation of information. Ironically, as we shall see, this problem affects even the most critical accounts of the relationship between media and politics such as Herman and Chomsky's (1988) propaganda model of the media. In order to help political communication scholars to overcome these limitations, I present an argument in favour of propaganda studies. This approach encourages scholars to study the subject of political communication from a broader and deeper perspective and one that understands the multifaceted ways in which political, economic and social power are exercised through communicative processes. In doing so, propaganda/promotional studies is more effective at “speaking truth to power” and holding powerful actors to account. I also argue that promotional/ propaganda studies is well-placed to engage with ethical questions regarding democratically acceptable forms of persuasive communication through aggressive promotions and agendas.

3. Identity of local self-government in colonial India:

Putnum/Grunig theory/Fergusons theory- Experiences during the British Period:The

East India Company acquired the administration and continued the policy of the Mughal but gradually and steadily they destroyed the local institutions, especially the village Panchayat. Extensive concentration of executive and judicial powers in the hands of the British officials deprived the local institutions and their influence. The British administration with its Roman system of justice replaced the traditional powers of the Panchayats in the judicial cases, its system of tax gathering and administration, made such a violent impact that the corporate life of the village was weakened. In the early stage of British rule the demand for democratic decentralisation came from the elites who wanted share in the powers and patronage.

Later the British government realised the importance and necessity of local institutions in the administration of the country and accordingly steps were taken to reintroduce the system. It was done so primarily to serve the British interest rather than confer local autonomy on the people. The Taxation Enquiry Committee (1953-54) rightly pointed out that; it was the need for the association of Indians with administration that prompted by early British Indian administration to embark on the introduction of local self-governing institutions in this country. The resolution of Lord Mayo in 1870 on financial decentralisation also visualised the development of local government institutions, but it was subordinate to the need for tapping local resources and of



effecting economy by decentralised administration (Report of Taxation Enquiry Committee 1953-54). Further Lord Ripon extended a decentralised system of finance by transferring certain items of finances from the centre to local and municipal taxation to enhance their financial position and for uniform development throughout the country. Lord Ripon's Resolution in 1880, argued for budgetary freedom for development function to be performed by local bodies and stress the need of training of elected representatives in particular and the people in general, and that the educative principle of training of people to participate in the representative for government should not be subordinated to demand for development activities. Finally,

Lord Ripon's Resolution that came in 18th May 1882 has been regarded as the 'Magna Carta of Local Self Government in India'. The resolution emphasis was mainly on the political and popular training of educated Indians through these local representative institutions. The resolution created several rural local boards in all the states.

The Royal Commission on Decentralisation after going deep into the working of local self-government in India came to the conclusion that the working of the local bodies was a failure. Lord Harding's considered the recommendations of Royal commission and issued a Resolution in 1915. The resolution suggested the broad lines on which the reform in the structure and functions of local bodies should be made. Another significant stage in the

history of local government was the Declaration of 1916.

Accordingly, Lord Chelmsford, in line with the British government's policy, announced in the legislature his intention to develop local institutions throughout the country which would serve as a training centre and inculcate as sense of responsibility among the Indian people. With the effect of this policy, Government of India on 16th May, 1918, issued a comprehensive resolution which embodied certain basic principles with a view to establishing complete popular control over local bodies. The

Montagu-Chelmsford reform was passed in 1919, in order to bring local supervision and monitoring of development activities, local bodies were constitute under the new act. The Taluka or Tehsil server as the basic units for local boards, and dealt with the subjects such as sanitation, education and health; these local bodies were also given powers to collect taxes. Accordingly to the Simon Commission in every province, communal feelings, corruption, in efficiency were the general features of local government during this period. The weakness of the local government were realised, attempts were made to improveit only after 1935. Under the Government of India Act, 1935 the provincial

government enacted legislations on local self-governments. The introduction of Provincial Autonomy in 1937, under the Government of India Act 1935, gave further impulsion to the development of local government in India. Local government was classified as provincial



subjects. During this period provinces launched investigation into local governing bodies, with a view to making them apt institutions for concluding local affairs. The Local Government Acts were passed by the provincial governments to devolve powers of local development administration upon Panchayats.

During the period 1937-1947, much progress could not be made in the sphere of local government due to the constitutional deadlock and conflicts between the British Government and the Nationalist.

Scope and approaches of public relation strategies by the local self-government during the British era:

Local government was the school for democracy in the case of local bodies, besides the function of electing, many citizens in turn have the chance of being elected, and many, either by selection or by rotation, fill one or other of the numerous local executive offices. In these positions they have to act for the public interests, as well as to think and to speak, and the thinking cannot all be done by proxy. It may be added, that these local functions, not being in general sought by the higher ranks, carry down the important political education which they are the means of conferring to a much lower grade in society”(Raadschelders, 2003: 100).

From the broadest perspective, democracy “includes direct participation in local community institutions, active control of elected politicians through the

party system, and social as well as economic rights to ensure adequate resources for citizens’political activity”(Sorensen, 1998: 10-16).

Defining municipal government and local government: The terms “municipal government”and “local government”are used interchangeably and refer to cities and towns, and the utilities and special services, such as emergency services, that are affiliated with them. The terms do not refer to provincial or federal government. Defining public relations: “Public relations”, “communications”and “organizational communications”are used interchangeably.

Cutlip, et al. (2000) defines“public relations as the management function that establishes and maintains mutually beneficial relationships between organizations and the publics on whom its success or failure depends”. Coombs (2001) defines public relations as “the use of communication to manage the relationship between an organization and its stakeholders”(106). According to Flynn, Gregory and Valin, public relations is “the strategic management of relationships between and organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals, and serve the public interest”(qtd. in Flynn, 2008: para 4). In government communications, “public relations is the means by which an administrator interacts with the citizenry and is held accountable”(Lee, 2000: 452).



Lesly (1991) points out that “literature dealing with the subject almost universally uses the term ‘public relations’—weather describing the role of consultants in proxy fights, referring to government information efforts, discussing employment opportunities or other matters”. He also notes “public affairs is confusedly used to describe what happens in government and policy-making more often than when dealing with organisations’relations with government and public groups”(Lesly, 1991).

Defining public information: Research has shown that governmental organisations are more likely to “practice a public information model of public relations and less likely to engage in two-way communication” (Grunig et al., 1999: 219). According to Turney (2000), “the federal government backed away from the term public relations”and gave the function a “less offensive, and more public-spirited label... public information”.

Research gap: - After studying the literature review it has been observed that all the authors have essentially tried to cover the various aspects and functions of the local self-government, especially In the book “The Evolution of Indian Administration” by Chakrabarty and Pandey we however get a view of how a local Government operates in a democracy and how the local executive positions have to act for the public interests, as well as to think and to speak, and how the thinking cannot all be done

by proxy.It may also be added that these local functions, not being in general sought by the higher ranks, carry down the important political education which they are the means of conferring to a much lower grade in society. Also, “Public relations in India” authored by Kaul J.M states how public relations defines itself as the management function that establishes and maintains mutually beneficial relationships between organisations and the publics on whom its success or failure depends”, but what they fails to explain is what was the need of an official organ(The Calcutta Municipal Gazette) by the local self-government and specifically marking the purpose of creation of such a journal by the Kolkata Municipal Corporation and the study of its historical background from a detailed perspective. Along with this my research study also examines whether the journal was just a mouthpiece of promotion of local self-Governance or had a greater role on the awakening of Indian Nationalism and also provincial and local political issues.

Objectives of the paper:

1.To study the background and purpose of publications of the Calcutta Municipal Gazette in the backdrop of the political ecology of the time, 1924-47.



2.To study the contents on promotional communication focused on the selected editions of the Calcutta Municipal Gazette, 1924-47.

3. To analyse the approach to the discourse of the selected variables of public relations. (1924-47)

Research design: The study entails an Inductive research approach as it describes a generic trend by analyzing specific text and sub-texts (selected volumes of the Calcutta Municipal Gazette) along with this the present study also involves search of analysis from a collective observation and an explanation based on a theoretical foundation.

Research philosophy: The research philosophy of this study which employs a positivism research philosophy, as it provides us with “factual” knowledge gained through observation and inspection of specific cases.

Data- The study relies heavily on secondary data i.e. Selected editions of the Calcutta municipal gazette followed by random stratified sampling of the articles/items contained in those editions.

Scope of analysis- We are employing Qualitative content analysis through discourse study as the prime method of data collection for the study.

Discourse: This paper entails Qualitative approach of discourse analysis.

If we tend to do a discourse analysis on the content of the various selected volumes of the Calcutta Municipal Gazette, we can divide the entire sequence of contents under the following sub-heads. For example if we have to analyze the articles taking specific volumes of the gazette into consideration the analysis will proceed as below:-

The Calcutta municipal Gazette, Thursday June 19th 1930, Part 1,1A,1B,2 Supplement

From the Political perspective we can include articles of the gazette like:-

- Orders & Notifications by the Governor of Bengal, The government of Bengal:-

The high Court, The government treasury which was primarily an account of notifications and circulars issued by the State governors office to exercise the power of a legislative enactment(State Assembly). These powers are in abundance in taxation (Direct/indirect legislations). These notifications generally lay down the law taking care of some procedural aspects of the enactment. The circulars were issued by the Chief executive in charge of the taxation hierarchy and are normally explanatory /interpretative or relax the rigours of the law administered.



- Discourse on title: -It comes under narrative discourse as the title is clearly suggestive of what we can expect in the articles later.
- Discourse on text:- It comes under descriptive discourse as the text contains an entire account of contents in the specified volume which contains all the relevant information under the specified title in the form of a descriptive passage.
- Acts of the Bengal Legislative Council :- The West Bengal Legislative Council was the upper house of the bicameral legislature of the Indian state of West Bengal, The Bengal Legislative Council was also referred to as the legislative council of British Bengal (now Bangladesh and the Indian state of West Bengal). It was the legislature of the Bengal Presidency during the late 19th and early 20th centuries. After reforms were adopted in 1937, it served as the upper chamber of the Bengali legislature until the partition of India. So, the legislative acts which were initiated or passed by the state legislative council came under this purview.
The council was established under the Indian Councils Act 1861. It was dominated by Europeans and Anglo-Indians, with natives as a minority, until reforms in 1909. Under the Indian Councils Act 1892 and Indian Councils Act 1909, representatives of municipalities,

district boards, city corporations, universities, ports, plantations, zamindars, Muslim electorates and chambers of commerce were inducted. Native Bengali representation gradually increased. Its voting power was limited, particularly on budgets. It was delegated "transferred subjects" of education, public health, local government, agriculture and public works; while the "reserved subjects" of finance, police, land revenue, law, justice and labour remained with the Executive Council headed by the Governor of Bengal. Between 1905 and 1912, the council's geographical coverage was divided and partly delegated to the Eastern Bengal and Assam Legislative Council. During the period of dyarchy, the council was boycotted by the Congress Party and Swaraj Party; but constitutionalists in the Bengal Provincial Muslim League continued to be active members. Under the Government of India Act 1935, the council became the upper chamber of the legislature of Bengal. The Lieutenant Governor was the ex-officio president of the council until 1909, when the council was given the right to elect its president and deputy president.

- Discourse on title: -It again comes under narrative discourse as the



title is clearly suggestive of what we can expect in the articles later.

- Discourse on text:- As it is in the form of a descriptive passage and the description often tries to do more than to enable readers to visualize the current scenario, context, settings, and actions. It may also try to evoke a mood or atmosphere back in the day, and this is aided by the use of simile and metaphor.

Act of 1861

Under the Act of 1861, the council included 12 members nominated by the Lieutenant Governor of Bengal. The members included four government officials, four non-government Anglo-Indians and four Bengali gentlemen. From 1862 to 1893, 123 persons were nominated to the council, of whom only 49 were native Indian members, 35 were members of the British Indian Association and 26 were aristocrats.[6]

Act of 1892

Under the Act of 1892, the Lieutenant Governor could nominate 7 members on the recommendation of the Bengal Chamber of Commerce, municipalities, district councils, the University of Calcutta and the Corporation of Calcutta.[6]

Act of 1909

Under the Act of 1909, the council had the following composition.[7]

Ex-officio members

Lieutenant Governor

Executive Councillors- 2

Nominated members

Officials- 17 maximum

Indian commerce- 1

Planters- 1

Experts- 2

Others- 3 minimum

Elected members

Corporation of Calcutta- 1

University of Calcutta- 1

Municipalities- 6

District boards- 6

Landholders- 5

Muhammadans- 4

Bengal Chamber of Commerce- 2

Calcutta Traders Association- 1

Act of 1919

Members of the Bengal Legislative Council in 1921

Under the Act of 1919, the council had 140 members. They included 92 seats assigned to general constituencies and 22 seats assigned to separate electorates, including Muslims, Christians and Anglo-Indians. The Port of Chittagong, the Port of Calcutta, the jute industry, the tea industry were also represented.[8]

Act of 1935



As the upper chamber under the Government of India Act 1935, the council had the following composition.[5]

General elected seats - 10
Muslim electorate seats - 17
European electorate seats - 3
Nominees of the Bengal Legislative Assembly- 27
Nominees of the Governor of Bengal- 'not less than 6 and not more than 8'.

- Discourse on titles: -It again comes under narrative discourse as the title is clearly suggestive of what we can expect in the article later.
- Discourse on texts:- It comes under exposition analysis. As the textual part mainly informs us of certain very important parameters under the given title. This mode of writing has several subtypes, the most common being process analysis, definition, classification and division, comparison and contrast, cause and effect, and problem and solution. These are distinguished by purpose, as the names indicate, but also by structure or organization.
- Bills introduced in the Bengal Legislative Council, Reports of Select Committees presented or to be presented to that Council, and

Bills published before introduction in that council

When a State Government Bill or a Private Member's Bill was referred to a Select Committee, the administrative Department concerned ascertained from the Secretariat of the House, the date and time fixed for the meetings of the Select Committee and kept the Minister-in-Charge of the concerned department informed.

- Acts of the Indian Legislature assented to by the Governor General and Ordinances promulgated under section 72 of the Government of India Act, The Prevention of Intimidation, Ordinance, 1930. The Unlawful Instigation Ordinance, 1930 was an account of the law passed in such provinces as the governor general in the council may by notification in the gazette of India direct. It was an entire account of this ordinance which stated" if a person is said to molest another person who, with a view to cause such other person has a right to do or to abstain from doing, obstructs or uses violence to or intimidates such other person or anyone in whom such person is interested ,or loiters at or near a house where such person or anyone in whom such person is interested resides or works or



carries on business or happens to be or persistently follows him from place to place , or interferes with any property owned or used by him or deprives him of or hinders him in the use thereof.”

- Bills introduced in the Council of ` State and Legislative Assembly, Reports of Select Committees presented to `the... Council and Assembly and Bills published under Rule 18 of the Indian Legislative Rules was a detailed account of the Bill that shall be deemed to have been passed by the Houses of the Legislature of the State in the form in which it was passed by the Legislative Assembly for the second time with such amendments, if any, as have been made or suggested by the Legislative Council and agreed to by the Legislative Assembly.
- Discourse on title: -It comes under narrative discourse as the title is clearly suggestive of what we can expect in the articles later.
- Discourse on text:- It comes under descriptive discourse as the text contains an entire account of contents in the specified volume which contains all the relevant information under the specified title in the form of a descriptive passage.

From the Socio-cultural aspect we can include articles like

- Educational Notices: It consisted of a detailed educational infrastructural account of the city of Kolkata and the new provisions to be taken up by the local self-government. Also covered topics on education from the perspective of public management. Also covered the programme and initiatives take by the authority to aware the general public about nutrition, health and sex education in general.
- Advertisements: Advertisements of varied products and organisations were displayed on a regular basis in the different editions of the gazettes. Regular mentions of banners, posters, umbrella, leaflets, carts, balloons, advertisement on vehicles and other temporary advertisements were seen on a simple letter on plain paper or letterhead furnishing the details of size, duration, location and number (how many) serves the purpose.
2) For permanent hoardings on property owned by any individual; or organization other than KMC the following papers were to be submitted a)An agreement between the owner(s) of the premises and the applicant

Civic Amenities-



- Orders and Notifications by the Government of India republished for general information:

The volumes of the gazette also contained documents, charts, maps, drawings and paintings of early Kolkata (or Calcutta, as it was then called), various articles like history books on Kolkata, photographs of persons and places of interest, newspapers, street lists (1889 – 2014), civic receptions, list of heritage buildings, etc.

- Discourse on titles: -It again comes under narrative discourse as the title is clearly suggestive of what we can expect in the article later.
- Discourse on texts:- It comes under exposition analysis. The textual part mainly informs us of certain very important parameters under the given title. This mode of writing has several subtypes, the most common being process analysis, definition, classification and division, comparison and contrast, cause and effect, and problem and solution. These are distinguished by purpose, as the names indicate, but also by structure or organization.

Next if we move to the volume of The Calcutta municipal Gazette, Thursday July 31st 1930, Part 1,1A,1B,2 Supplement

From the Political perspective we can include articles like

Orders and Notifications by the Governor of Bengal, the Government of Bengal, the High Court, Government Treasury, etc.

Acts of the Bengal Legislative Council

Bills introduced in the Bengal Legislative Council, Reports of Select Committees presented or to be presented to that Council, and Bills published before introduction in that Council.

Acts of the Indian Legislature assented to by the Governor General and Ordinances promulgated under section 72 of the Government of India Act

Bills introduced in the Council of State and Legislative Assembly, Reports of Select Committees presented to the Council and Assembly and Bills published under Rule 18 of the Indian Legislative Rules

As regards this concerned volume there can be an add on in the article count as far as the Socio-cultural perspective is concerned

- Educational Notices
- Advertisements
- Annual accounts of the Calcutta Improvement Trust for the year ended 31st March
- Resolution on the Report of the administration of the Jail Department, Bengal, 1929.



There can be an added array of articles under the subheading of **civic amenities** for this volume of the Calcutta municipal Gazette.

- Orders and Notifications by the Government of India republished for general information
- Price-list of staple food-crops— Weekly Weather and Crop Report—Daily gauge-readings— Weekly gauge-readings—Prices-current—River water levels— Weekly Vital Statistics— Donations and Endowments of the Burdwan Division—Corporation Notice

The Calcutta municipal Gazette, Thursday February 5th 1931, Part 1

Political perspective-

Orders and Notifications by the Governor of Bengal, the Government of Bengal, the High Court, Government Treasury.

Acts of the Bengal Legislative Council

Bills introduced in the Bengal Legislative Council, Reports of Select Committees presented or to be presented to that Council, and Bills published before introduction in that Council.

As regards the health no.s of the gazette is concerned

Acts of the Indian Legislature assented to by the Governor General and Ordinances promulgated under section 72 of the Government of India.

Bills introduced in the Council of State and Legislative Assembly, Reports of Select

Committees presented to the Council and Assembly and Bills published under Rule 18 of the Indian Legislative Rules.

Socio-cultural

Educational Notices

Advertisements

Civic Amenities-

Orders and Notifications by the Government of India republished for general information.

Final Forecast of the Sugarcane Crop of Bengal, 1930-31.

Cotton Ginning and Pressing—Calcutta Improvement Trust Notice—Weekly Weather and Crop Report—Irrigation area leased—Weekly gauge reading.

The Calcutta municipal Gazette, February 12th 1931, Part 1

Political perspective:-

Orders and Notifications by the Governor of Bengal, the Government of Bengal, the High Court, Government Treasury, etc.

Acts of the Bengal Legislative Council.

Bills introduced in the Bengal Legislative Council, Reports of Select Committees presented or to be presented to that Council, and Bills published before introduction in that 'Council

Acts of the Indian Legislature assented to by the Governor General and Ordinances promulgated under section 72 of the Government of India Act.

Bills introduced in the Council of State and Legislative Assembly, Reports of Select Committees presented to the Council and



Assembly and Bills published under Rule 18 of the Indian Legislative Rules.

Socio-cultural
Educational Notices
Advertisements

Civic Amenities-
Orders and Notifications by the Government of India republished for general information.
Cotton Ginning and Pressing—Weekly
Vital Statistics—Major and Minor Works—
Irrigation area leased...
Report on Public Instruction in Bengal Nil for the year 1929-30...
Weekly Weather and Crop Report Prices-current—Weekly gauge-readings
Final Report on the Cotton Crops of Nil Bengal, 1930-31...
Resolution on the Report of the Director of Public Health, the Sanitary Board and the Chief Engineer, Public Nil Health Department, for the year 1929.

**The Calcutta municipal Gazette, September 9th 1937, Part 1
Political perspective**

Orders and Notifications by the Governor of Bengal, t115 High Court, Government Treasury
Socio-cultural
Educational Notices
Advertisements

Civic Amenities-
Orders and Notifications by the Government of India republished for general information.

**Housing, A public Responsibility Britain tackles the slum problem
American Municipal tendencies
Nanking, the New National Capital of China
The Functions of the Municipal Foreign Department of Budapest
Administrative Organisation of the city of Stockholm
The Royal Sanitary Institute, England: A history and Resume of its Activities
Regional Planning: What it means
The City-Manager Plan What it is and how it is working in America
The City Government of Berlin**

**The Calcutta Municipal gazette, Saturday, 27th February, 1932
The Calcutta budget: for 1932-33
Government Reports & Resolution
Public Conveyance and Suburban Development in Berlin
Letters to the Editor
List of Water Connections
House Drainage-New Connections Corporation & Market Notices
The Calcutta Municipal Gazette, Eleventh Health Number, 13th April, 1940
The Menace of Drug Adulteration in India
A survey of German Health conditions
Japanese Love of Cleanliness
Cleaner Calcutta
A plea for a smaller and healthier population in Bengal
Two wonder Drugs
Typhoid in Calcutta
Your First Baby-Some helpful hints**



**The Calcutta Gazette: Thursday
December 31st, 1942**

Educational notices

**Orders by the Vice-chancellor and the
syndicate of the University of Calcutta
Junior Scholarships reserved for Muslim
Students, 1942.**

**Candidates who have passed the Junior
Madrasah Examination held in November
1942.(District-wise list Published)**

**The Calcutta Gazette , Extraordinary,
Saturday, April 29th 1950.**

**Orders and notifications by the governor
of West Bengal, the High Court,
Government treasury**

As far as the health numbers are the concerned the content ranged from Calcutta's health problems to disclosing certain facts about leprosy and how diseases like diabetes can be treated and steps to combat tuberculosis in Bengal.

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Plans of a Cheaper and better conservancy for the city.

- Discourse on titles: -It again comes under narrative discourse as the title is clearly suggestive of what we can expect in the article later.
- Discourse on texts:- It comes under exposition analysis. The textual part mainly informs us of certain very important parameters under the given title. This mode of writing has several subtypes, the most common being process analysis, definition, classification and division, comparison and contrast, cause and effect, and problem and solution. These are distinguished by purpose, as the names indicate, but also by structure or organization.





For this article when we conduct a discourse analysis the following observations are noticed:-

Discourse on title:- It comes under narrative discourse as the title in itself is suggestive of the what we can expect in the article later.

Discourse over theme- It comes under descriptive discourse as the theme is self-explanatory in nature.

Discourse over the text- It comes under Narrative discourse as the entire article is in the form of narrating a story. The story essentially covers the perspective of pure water supply in the towns of India



and specifically in the city of Kolkata and how the quality of water has changed over time.

Saturday, Sept. 13, 1941

TAGORE MEMORIAL SPECIAL SUPPLEMENT

105

A CHRONICLE OF EIGHTY YEARS



—The Poet reading his address at the opening ceremony of the Vidyasagar Memorial Hall, which he performed at Midnapore in December, 1939

PHOTO: UNIVERSAL ART GALLERY

in bed in Calcutta; receives Tai Chi-Tao, President of the Examination Yuan, National Government of China, on December 9, 1940, though confined to bed, the Poet's literary activity continues unabated; the books published during the year being *Nava-Jalak* ("The New Born"), *Sanal* ("The Pipe"), *Chhete-bela* ("My Boyhood Days"), *Tin Naagi* (three short stories), *Koga-Sajjay* ("In Sick-bed") and *Arogga* ("Convalescence").

Eighty-first Birthday

RABINDRANATH'S eighty-first birthday is observed at Santiniketan on the 1st Baisakh, 1365 B.E. (the Bengali New Year's Day) corresponding to April 14, 1941, when he delivers a stirring address on *The Crisis in Civilization*, which creates a profound impression all over India with its vigorous, bold and penetrating analysis of the causes of the ruin of "a proud civilization"—the civilization of Europe, on which he had once built his faith, the faith "that has gone bankrupt altogether to-day when I am about to quit the world".

Santiniketan,* spends the summer at Mungpo.

Oxford comes to Viva-Bharati

OXFORD UNIVERSITY holds a special Convocation at Santiniketan on Aug. 7, 1940, to confer on him a Doctorate of Literature, *honoris causa*.—Sir Maurice Gwyer, Chief Justice of India, Sir S. Radhakrishnan and Mr. Justice Henderson of the Calcutta High Court representing Oxford at the function; leaves for Kalimpong on September 19;

is taken there seriously ill on September 27 and brought down to Calcutta on September 29; is placed here under the treatment of Dr. B. C. Roy, assisted by others; they tide him over the period of acute illness and he is taken to Santiniketan on November 18 to convalesce after two months



—The Poet giving his blessings at the wedding of Nandini, a girl brought up from her infancy by his daughter-in-law, Mrs. Rathindranath Tagore

PHOTO: S. SHARMA

* On this occasion, seated on a decorated dais, the Poet received felicitations and gave readings from his drama, "The King of the Dark Chamber".

In a congratulatory message to the Poet, Marshal Chiang Kai-shek said: "In wishing you good health and long life I pray that you may be spared to humanity for many more years to come, so that you may spread over ever-widening areas of the world, the benign influence of your love of peace and fellowship and also propagate your noble ideas in the fields of education and culture. May you hold up a beacon-light to this benighted and suffering world for ever and ever."

† William Rothenstein writes in his *Recollections*:—

"For-strangeways (the author of 'The Music of Hindostan') visited Oxford or Cambridge to give Tagore an honorary degree (1912). Lord Curzon (then Chancellor of Oxford University), when consulted, said that there were more distinguished men in India than Tagore! I wondered who they were; and I regretted that England had left it to a foreign country to make the first emphatic acknowledgment of his contribution to literature."

Discourse on title "A chronicle of eighty years"-It comes under narrative discourse as the title is in the form of telling a story.

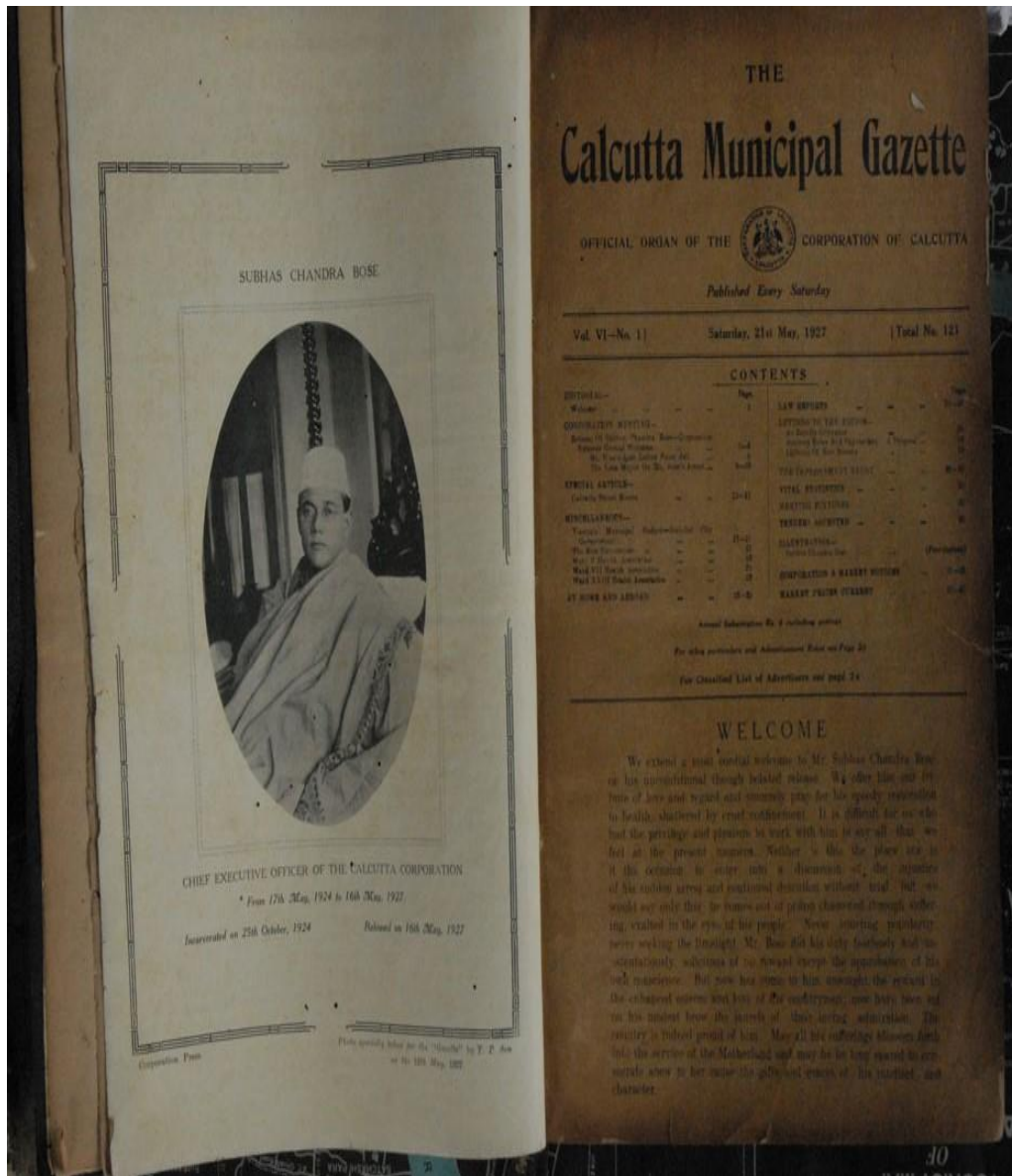
Discourse over the text- It comes under descriptive discourse as the entire article demonstrates the happenings that followed in Santiniketan on the occasion of Kabiguru Rabindranath Tagore's 84th birthday. The article essentially is an entire account of the events that took place as a result of the birthday anniversary celebrations of the great poet.

Discourse analysis over the picture- Picture 1:- It comes under



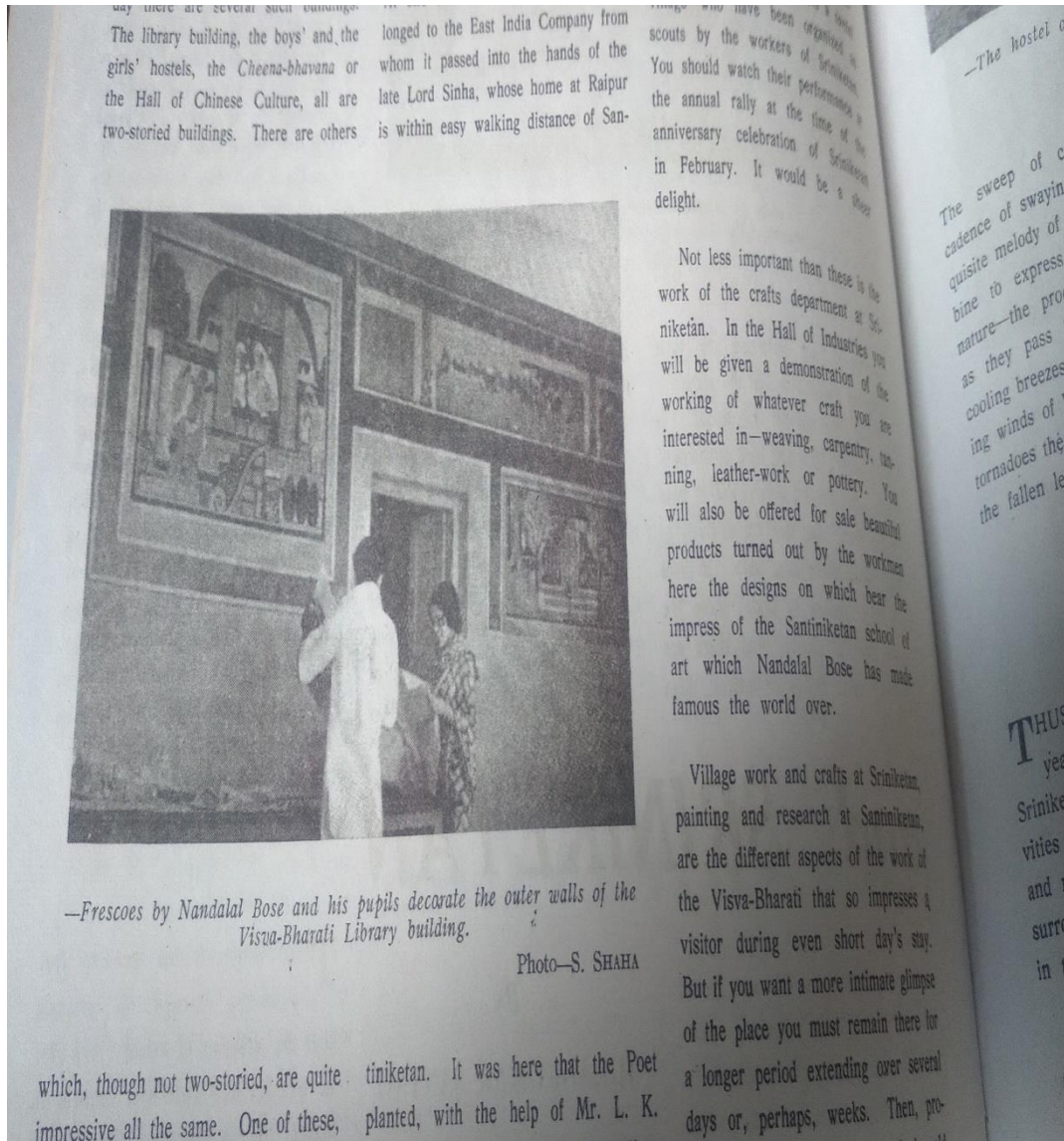
exposition discourse as it's in the form an information that is given to us wherein Rabindranath Tagore is addressing the audience on the occasion of the opening ceremony of the Vidyasagar Memorial Hall.

Picture 2:- (down below)- It's in the form of a narrative discourse owing to the storytelling nature of the pic.



Discourse analysis over the picture-It comes under exposition discourse as it's in the form an information that is given to us wherein Netaji Subhash Chandra Bose tenure as the Chief Executive officer of the Calcutta Corporation is specified.





Article 4- Discourse analysis over the picture-It comes under narrative discourse as it takes us through the story of Nandalal Bose and his pupils and how they had decorated the outer walls of the library of Viswabharati.

Discourse analysis over the text- Also in the form of narrative discourse as through the method of story telling it gives us an account of the architecture of Shantiniketan in details.

Findings and observation: -

1.Grunig’s theory (Non-public, latent, aware, active public) stakeholders defined or undefined: To direct the analysis of the evidence gathered in this case study conducted by examining the special volumes of the gazette for example the

Tagore Memorial supplement published in the year 1941 to commemorate the one hundred fiftieth birth celebration of our poet- laureate Rabindranath Tagore, the researcher used the theoretical propositions of Grunig, Grunig & Ehling (1992), “public relations contributes to



organizational effectiveness when it helps to reconcile the organizations goals with the expectations of its strategic consistencies”and Grunig et al. (1999), “organisations are likely more effective when their public relations function helps to build strategic, symmetrical relationships with key publics. Strategic public relations in a government agency should not differ from public relations for corporations or other types of organisations”. This approach is described by Yin (2003) as “the most preferred strategy”to case study analysis as the proposition “helps to focus attention on certain data and ignore other data”.

Applying the pattern-matching technique enabled the researcher to show links between the data collected and the principles of excellent public relations identified by Grunig, et al. (1992). Pattern-matching strengthens a case study’s internal viability when the results coincide with the expected patterns (Yin, 2003). Yin (2003) describes pattern-matching logic as “one of the most desirable techniques”for case study analysis. The dependent variable being investigated in this case study is the degree to which public relations is valued and the independent variable is the extent that the principles for excellent public relations are applied at the large Municipal corporation in Calcutta. Data gathered from the review documentation and archival material was used to corroborate the interview evidence. The public participation towards this gazette can be traced by the letters that citizens contributed that were part of

the editorial section which made the journal participatory platform as well. It also gave way to cognitive phsycology

2. Fergusons cultural approach in public relations- cultural traits (texts and visuals) the degree of effectiveness of cultural traits to promote public relations. (over that period): Local governments were classified as provincial subjects. During the colonial period provinces launched investigation into local governing bodies, with a view to making them apt institutions for concluding local affairs. The Local Government acts were passed by the provincial governments to devolve powers of local development administration upon Panchayats. Thus, according the Fergusons theory integrated and dynamic cultural traits showcased by the stakeholders of the gazette created a specific pattern of catering to the nationalistic consciousness although the Calcutta Municipal Gazette was primarily looked upon as the official public relation organ of the local self-government with the gazette displaying a range of informations like minute details of civic life.

Observations:

- To start with, “Public Relations”, “Communications” and “Organisational communications” are often used interchangeably. Cutlip, et al. (2000) defines “public relations as the management



function that establishes and maintains mutually beneficial relationships between organisations and the 'publics' on whom its success or failure depends". Coombs (2001) defines public relations as "the use of communication to manage the relationship between an organisation and its stakeholders"(106). Hence the Calcutta Municipal gazette can be very well be looked upon as an organ of the local self government(The Calcutta Municipal Corporation).....

- The stalwarts and their speeches mentioned in the Gazette not only built a wave of nationalism but also helped building the civic notions of our beloved city Kolkata and its netizens today as this can be analysed using the methods of discourse and critical discourse analysis.
- Calcutta Municipal Gazette can accordingly be looked upon as the official public relation organ of the local self-government with the gazette displaying a range of informations like minute details of civic life to shaping the nationalistic consciousness of the citizen of the city in general and the country at large.

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