

## History of magazines

Now a days, it seems that magazines shape our lives, telling us what to wear, what to eat and what to think about. Although in the age of the internet, we continue to enjoy magazines, admire their pages, photos, illustrations and headlines. This popularity is due to the fact that magazines cater to all sorts of interests and passions. Most magazines look more or less the same at first glance, but they target different audiences.

The 1700s ushered in a time of increased literacy and intellectual development among the society in Europe. Thus the hunger for knowledge enabled magazines to become a popular cultural staple. Early periodicals were so expensive that only the wealthy could afford them. As a result, early publications were geared toward the most learned, cultured and sophisticated individuals of the day. English printers produced three essay periodicals that set the stage for modern magazines: Daniel Defoe's *The Review* (published in 1704); Sir Richard Steele's *The Tatler* (published in 1709); and Addison and Steele's *The Spectator* (published in 1711).

Since the periodicals were published several times a week, they resembled our modern newspapers. However, their content was more similar to that of modern magazines.

In 1731, an Englishman named Edward Cave edited a periodical called *The Gentleman's Magazine*. Cave's goal was to create a magazine that the general public would be interested in. His publication contained everything from essays and poems to stories and political musings. Cave achieved two noteworthy accomplishments: he coined the term "magazine," and he was the first publisher to successfully fashion a wide ranging publication.

After realizing that colourful sketches and illustrations contributed to magazine sales in 1842, British news agent Herbert Ingram created the first illustrated magazine *The Illustrated London News* filled with dozens of woodcut designs. This magazine also earned the distinction of being the first to incorporate photos. Magazines became incredibly popular in America by the end of the 18th century. At that time, there were more than 100 magazines in the United States.

Some of the most influential early American magazines were *The Pennsylvania Magazine* and *The Massachusetts Magazine*. By the 1830s, however, less expensive magazines aimed at the general public began to emerge. Rather than maintaining the intellectual air of their predecessors, these magazines focused on amusement and entertainment. The magazine market throughout the world increased exponentially in the late 1800s, due to increased literacy. As a result, magazines became more specialized. Periodicals were created specifically for lawyers, artists, musicians and other professionals. Literary review magazines became popular during the 1800s.

## Magazines in India

The journalistic revolution in India came from the magazine sector. In the Indian magazine scenario, general interest magazines are flourishing and the special interest magazines are growing in number. The first breakthrough in Indian magazine industry was made by *Stardust* which ended the old fan-magazine culture of film journalism and introduced bright, witty, celebrity journalism to India. The second breakthrough, *India Today* was India's first successful attempt at quality, up-market serious journalism. It was well produced, well-written and covered politics and social trends with style and panache. Niche magazines on lifestyle, travel, education and automobile have established themselves in India. Today, India has become a glorious store house of both general interest and specialised magazines which include *Outlook*, *Frontline*, *Femina*, *Competition Success Review* and *Vanitha* that have been quite successful in catching the attention and imagination of people.