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The lives of people have got very challenging and they are expected to be updated about all the current affairs. We live in a global village and an event that happens in one country has the potential to affect the other countries too. Due to the multinational companies that are set up, the price hike in one country affects the other countries too. Almost all major jobs today need people to be aware of the things that happen all around the world. In India, as the majority of the population has the knowledge of Hindi, the Hindi news is rapidly gaining popularity.

With a better distribution of the papers and the increased use of television as a medium to acquire the news, the Hindi samachar industry is doing exceptionally well in their field. The Hindi news or the Hindi samachar that we can witness on the television screen or in the newspapers, have a segment on the world news too. The world news headlines have become a very popular segment of the newspapers and the news channels. With the help of these world news headlines, a person can come to know more about the foreign shares and how investing in some outside company may profit them. Not just that, but the world news headlines also assist people in understanding what changes the world is going through. While publishing or broadcasting news, it is important for the channel or newspaper to know whether the news will be appealing to the audience or not.

The readers or viewers will find news interesting, only if it is relevant to them. If a news segment does not have any relevance to a personâ€™s life, then the person will not bother to view the whole segment. Therefore relevance is the key to success when it comes to the news industry. If you publish an elaborate article on an accident of a local family in the United States on the first page of a Hindi newspaper, which is distributed only in India, then that news will not be relevant to the readers and with the interest of the reader, the standard of the newspaper too will come under question. But if the news is about an accident in India, then it will seem relevant to the people. Hindi samachar has changed a lot in the past years. From the independence struggle till date, the Hindi news industry has served the country and the people very well.

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