



### ***Indian Journalists' Union/Kerala Journalists' Union***

A national seminar on 'Role of money power and elections' was organized jointly by Indian Journalists' Union and Kerala Journalists' Union at Palakkad in Kerala. The seminar was attended by a large number of professionals from the media, academic institutions, government departments, policy-makers and decision-makers.

***Inaugurating the seminar, Justice G.N. Ray, Chairman, Press Council of India referred to the use of money and muscle power in the recently concluded 15th Lok Sabha selections. He quoted the Prime Minister, Dr. Manmohan Singh who, in his speech on the last day of the first session of the 15th Lok Sabha, said "The growing use of money power in elections and muscle power are developments which need to be tackled, if we have to maintain the health of our democratic polity."***

Justice Ray said "It is no more a secret that money power wins over elections...media coverage today does not focus on real issues affecting millions of people and instead is led by sensationalism and glamour...We tend to forget the real and basic ethics of election coverage." Referring to the role of the Editor today, he remarked "Editors are being marginalized and many have allowed devaluation of the dignity of the high and respected office of an Editor." He suggested the setting up of a media commission to



study the problems of the electronic media which came in for severe criticism for its coverage of Mumbai terrorist attack and some other cases.

Shri Suresh Akhouri, President, IJU presided over the deliberations. S/shri K. Sreenivas Reddy and Mihir Ganguly, Members of the PCI and Shri K.P. Kumaran, Film Director spoke during the seminar.

### ***Makhanlal Chaturvedi University***

#### ***Face-to-face interaction with media professionals***

A galaxy of experienced professionals from print and electronic media, advertising, public relations and associated fields closely interacted with the students and faculty members of the University at a 2-day interactive programme organized to mark the commencement of the academic session 2009-2010.

Inaugurating the programme, Shri Laxmikant Sharma, Hon'ble Minister for Public Relations & Culture, Madhya Pradesh exhorted the future media persons to develop a correct understanding of the role and functioning of the media in the fast-changing environment nationally and globally.



In this context, he commended the quality of the University's passouts which was evident from the fact that a large number of them are today occupying positions in the media establishments. The Minister landed the initiative of the University in organizing interactive sessions with well-known media professionals. This will surely provide them good exposure to the ground realities, he added.

Shri Vijay Kranti advised the students to acquire skills in the application of state-of-the-art equipment. They must be determined to outshine others through their competence. Shri Shamsh Tahir Khan outlined the challenges in the television channels, each one of which was trying to bring the latest to the viewers and at the fastest speed. Shri Prakash Dube and Shri Pramod Joshi asserted that Hindi newspapers will continue to be ahead of other language newspapers. For this, they will always need competent journalists.

Earlier, Shri Achyutanand Mishra, Vice-Chancellor of the University highlighted the importance of media education in the context of various courses run by the University. Shri O.P. Dube, Rector, proposed a vote of thanks.

Other Resource Persons for various sessions included S/shri Sushil Pandit, Deepak Tiwari, Shrikant Singh, Sanjay Salil, Brajesh Rajput, Rajesh Sirothiya and Smt. Geetashri.

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Senior journalist and Magsaysay Award winner, Shri P. Sainath addressed the faculty members and students of various faculties in the University on current trends in the media. He also answered a volley of questions from students ranging from openings and job requirements in the media, focus in news coverage, priorities of the print media in the matter of range of coverage and what should the future media persons do to meet the challenging requirements of the media.

### ***Guru Jambheshwar University***

Department of Communication Management & Technology of the University has launched a new course on Defence Journalism at Hisar. The University is second, in the world, to start a specific course in Defence Journalism after Boston University in US.

Speaking on the occasion, General Deepak Kapoor, Chief of the Army Staff congratulated the University authorities. He said there were very few journalists with the skills, knowledge and experience required for reporting on defence and national security



issues. News organizations required persons trained in this complex area, he added.

Lt. Gen. (Retd.) Dr. Devinder Dayal Singh Sandhu, Vice-Chancellor, presided over the impressive function. Prof. Manoj Dayal, Dean, Faculty of Media Studies and Chairman of the Department highlighted the need and the course content. Other speakers included Prof. Rakesh Datta, Chairman, Department of Defence and National Security Studies, Panjab University, Prof. R.S. Jaglan, Registrar, Faculty Members and students of the University.

### ***Centre for Development & Peace Studies***

A seminar on 'Police-media relations: An interface' was organized at Guwahati by the Centre. Setting the tone of the deliberations, Shri H.K. Dua, Editor-in-Chief, *The Tribune* denounced the trend of 'trial by media' of events by TV channels. He said the country was left with a bad taste by insensitive TV coverage of the 26/11 Mumbai terrorist attacks as well as the lack-lustre coordination among different security forces in tackling the crisis. There were several lessons to be learnt from this, he emphatically pointed out.

Shri Tarun Gogoi, Assam Chief Minister advised the police force to avoid confrontation. He said transparency and performance were the keys to improving the police's image.

Shri G.M. Srivastava, Director General, Assam Police admitted that policemen sometimes became "unnecessarily secretive" due to lack of self-confidence. The media should understand the tough job on our hands. Sometimes it becomes too

demanding, he observed.

The Editor of a Meghalaya daily compared police-media relations with those of an 'incompatible couple plagued by a love-hate relationship'. She felt the police should have a media policy as the fourth estate just couldn't be avoided.

### ***Institute of Management Studies***

An international conference on intercultural communication was organized by the School of Journalism and Mass Communication of Institute in



NOIDA (UP). Attended by a large number of the delegates from India and abroad, the conference was spread over three days covering a number of important topics. Shri Rajeev Gupta, President of IMS guided the deliberations with Prof. (Dr.) Devesh Kishore as the Convener. A cultural programme was also organized on the occasion.

Topics deliberated upon, during the technical sessions, included Media and Social Change; Media Laws and Ethics; Media Management; Media and Culture; and Media and Business. More than forty well-rehearsed and well-documented papers, contributed by experts in their fields, formed the basis of discussions during the sessions.

In a thought-provoking address, Tibetan spiritual leader, Dalai Lama said media was the modern guru which informs, guides, educates and provides new ideas like the gurus of olden times. He called upon the media to be honest, truthful, fair and unbiased. He

lamented the fact that despite the world becoming a global village, people are still divided on race, colour, religion and caste basis. Each country has a different culture and a cultural heritage which has not come through orders or reservations. Culture was a way of thinking and a way of life of each community, he added.

A number of recommendations were made at the end of the conference. These included formation of a consultative group on intercultural communication at international level; provision of an important place to intercultural communication as a subject in journalism and mass communication courses; establishment of a center for excellence in intercultural communication etc.

### ***Indian Institute of Technical & Health Education***

The Institute, affiliated to Guru Jambheshwar University of Science & Technology, organized, in association with Haryana Center of Indian Media Center, a workshop on Television Journalism at Samalakha (Haryana). The workshop was attended by over one hundred prospective journalists drawn from nine districts of Haryana.

Inaugurating the workshop, Shri Vijay Sehgal, former Editor, *The Tribune* called for a rejuvenated workforce to manage various functions in television journalism. This field has vast opportunities for induction and growth of journalists. Prof. B.K. Kuthiala, Chairman, IMC, Haryana Center, addressed the participants.

Resource Persons were drawn from various channels who shared their perceptions and experiences with the participants. They included Dr. Dev Vrat, Kumari Shivani, Vritika Nanda, Dr. Govind Singh and Shri Narendra Singh.

The areas covered during discussions in the workshop included breaking news, newsroom working, politics and media, operation of camera, phone-in programmes, voice over etc.

*Compiled by C.K.Sardana*