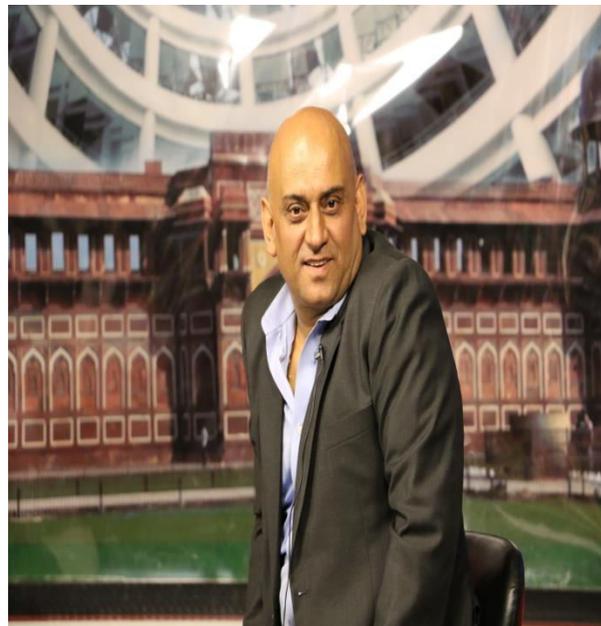


Report (Institute Industry Interaction series)

“We accept so many things that come through the media; we get used to them, however vigilant we are. But for any creative art, you have to remain 110% conscious, and in a world that's losing consciousness, that's getting harder”

Keith Jarrett

Vivekananda Institute of Professional Studies (VIPS) has taken an initiative to organize a series of Lecture/Interaction series (III-VIPS) with students and eminent resource persons from different sectors of the industry/Government under academic- Industry Interface (III-VIPS) .In the series to be followed, the first academic-industry interaction was with Dr. Anil Singh (senior journalist ABP News (Star News) and Executive Editor Aaj Tak) on a topic of “Current Media Issues” on 9th Feb, 2017 in the VIPS studio with students of Journalism and mass communications, the VJMC students and faculty.



The interaction session commenced at 2:00 p.m. with felicitation of guest by our chairman sir Dr SC Vats and Principal Director Prof (Dr) Rattan Sharma.



After the brief introduction about Dr Anil Singh, the session started in which Dr Anil Singh discussed about

- The current media issues
- Relevance of Media
- Student prospective as a journalist
- Socially responsible media
- Media watchdog



After that impressive session from the resource person, interactive session with student was held, in with the student deliberated at length and various queries and questions were asked for which the students and participants were enlightened by the resource person.



Some of the queries /question discussed during the session are as follows:

Mithil Ray: Who should the free press serve? Or, where does the loyalty of a free press lie?

Dr Anil Singh : Media is also called fourth estate, like other three - legislative, executive and judiciary, it does not rely upon the government for its bread and butter, nor is answerable to them in any way. But it is important pillar of democracy that derives legitimacy from the public. At times it works as watchdog, at times as eye-opener or whistle blower or simply informer or communicator.

“Free press” is a subjective term. Media may be free from government influence but it has its own constraints and compulsions in terms of funding, ownership, editorial policies etc. But come what may, media is directly answerable to the public. It must strive to serve the public first. I personally believe in India first policy. Any media person should think twice before taking any step that is detrimental to national interests.

Loveena Bahl:What are the essential characteristics of a socially responsible media?

Dr Anil Singh: For media, public and society are interchangeable terms. Media persons should not deliberately or intentionally harm or compromise national interests. Media must adhere to modern constitutional values of equality, liberty, justice and fraternity and must promote these values only.

Poorva Joshi: Is it practical to expect unbiased reporting of news by news media when it is widely accepted that the revenue of the media industry is contingent upon corporate and government advertisements, which may result in a conflict of interest?

Dr Anil Singh: It is perfectly practical to expect unbiased reporting from news media despite alleged financial influences because fund providers generally

don't interfere with the day to day affairs of the news organisations. Having said that I may also add that there is nothing like "unbiased" in news just as there is nothing "unbiased" in an individual. We all see news through the prism of our ideology or our capacity to absorb facts. The process of so called "bias" starts from the time news is collected by the reporter. It gets further aggravated as news passes from the reporting desk to the subeditor. Finally news in-charge also adds his vision before it is dished out to public.

Shivani Relia :What is the role of media watchdog?

Dr Anil Singh : Since media in India believes in self-control and self-regulation, media watchdog mostly acts as a soul-keeper. It is more of moral supervisor that warns or awakes media houses when they stray away from presumably correct path or broad guidelines laid down for them.

Vaibhav Dewan: Is The Press Council of India a toothless organization? How can media watchdog be given more power and accountability?

Dr Anil Singh : Toothless or not? It's a matter of perception. The Press Council of India is more like head of the family who wields moral power to guide family members and inspires them to follow the right path and observe benevolent moral values. Friction between public and media, political parties and media, government and media etc leads to unthinkable situations. We have properly laid down criminal and defamation laws to deal with such situations. The Press Council of India is not required to interfere in them.

Mithil Ray: How can we ensure a socially responsible press in the current new media scenario?

Dr Anil Singh: Technology may change but basic dynamics between public and media remain the same. My golden principle is – public first, nation first...think twice before doing anything against them...follow the law of land

in letter and spirit. If you follow this rule, you will never be irresponsible towards your society.

The session was concluded with a vote of thanks to the eminent resource person for sparing his valuable time and towards all participants and also to the organizing committee for creation of one platform academia-industry interaction. This was followed by a group photograph with esteemed resource person from the Industry Dr Anil Singh with all the participants and organizing team members of this session.



