

PRESS INFORMATION BUREAU  
GOVERNMENT OF INDIA  
DEHRADUN

**Media Workshop VARTALAP**

(21<sup>st</sup> September, 2015)

Venue: Senate Hall, Birla Campus, HNB Garhwal University, Srinagar Garhwal  
(Uttarakhand)

Supported by: Internal Quality Assurance Cell (IQAC) & Centre for Journalism and Mass Communication (CJMC), HNB Garhwal University

**A REPORT**

The media workshop VARTALAP was inaugurated by the Vice Chancellor of Hemvati Nandan Bahuguna Garhwal University, Prof. Jawahar Lal Kaul. Present on the occasion were the Deans and Heads of many departments of the University, besides the media persons from Pauri, Kotdwar, Rudraprayag and Srinagar.

At the outset, the Dy. Director (Media & Commn.), PIB, Dehradun, Sri Prakash Thapliyal dwelt upon the objectives of the workshop, focussing mainly on the fact that the government intends to enhance flow of information to the rural areas where nearly 70 percent of the country's population lived.

Shri Jai Prakash Pawar, a New Media expert said that the new media was an effective tool for the rural reporters empowering them many ways. He gave an effective visual presentation on the new media.

Prof. A.R. Dangwal, Head, CJMC of the University emphasized on truthfulness of news that contributed to the credibility of the media. He said that the media persons should be clear in their mind that they did not have any special right that is not available to a common man.

The Chairperson of the workshop, a veteran journalist, Shri Charu Chandra Chandola said that the media has undergone a sea change since the independence. He said, now the concept of paid news has crept in, that has vitiated the whole gamut of journalism. Most of the TV channels are dictated by the TRP that has given boost to non serious debates on serious issues, he said. The journalism, that was a mission during freedom movement, has now turned into a profession in which profitability has come to the fore.

The Chief Guest, Prof. Jawahar Lal Kaul, Vice-Chancellor of HNB Garhwal University, expressed concern over blending of views with news, which very often leads 'the reader or the audience to confusion. He opined that the newsman should refrain from mixing views with the news and instead, put forth only factuality. The prerogative of deriving the inferences out of it should be left with the audience. Before reporting a news 'the journalist should do a thorough research not only to verify but also to enlighten the audience about all the pros and cons of the event', he observed. He said, we should strive further to form an egalitarian society and to achieve it, the media can play a pivotal role.

Divided into two major sessions – pre lunch and the post lunch, the inaugural session was followed by four sessions on The New Media and the Rural Reporting; Development Communication in the Rural Areas; The Rights and the Duties of the Media; and Mission versus Professionalism.

Sri Prakash Thapliyal, Dy. Director (Media & Commn.), PIB, Dehradun, presented the vote of thanks.

