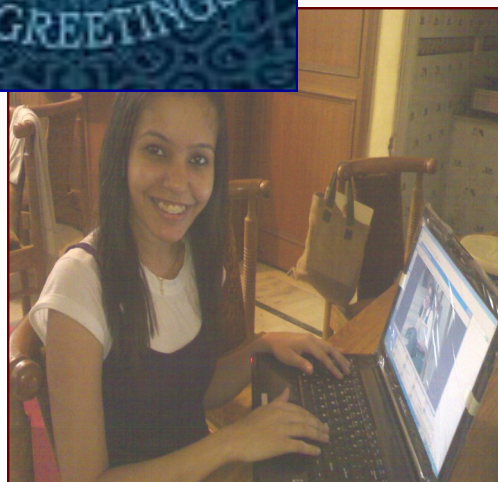


Aug & Sept '09

The DSC Newsletter - Special Edition



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Ethics of Journalism



Under article 19 1A of the Constitution of India every citizen has the right to speak, enjoying freedom of expression. It is this deep rooted belief, wherefrom the press in India derives its strength. Known as the Fourth Pillar of democracy along with the judiciary, bureaucracy and legislature, the press occupies a meaningful position world over. In India, the press has been directly associated with the freedom struggle from the very beginning.

Dr. B S Nigam

**Professor, Makhanlal Chaturvedi National University
of Journalism and Communication,
Noida Campus**

Its majority of editors, owners and the commentators were also the front line political leaders of the country. Mahatma Gandhi, Jawaharlal Nehru, Bal Gangdhar Tilak and Dr. Bhim Rao Ambedkar, all had been the editors of their respective papers. Their advice to the political masses changed the course of India. But besides the courage and vigor among the youth, honesty and the nationalism defined journalistic ethics of that era. Gradually the denudation started and today the press and media for that purpose are fighting for survival in so far as their credibility and authenticity is concerned.

It looks as if the objectives of the profession meant to inform, educate and create awareness among the people, have become a weapon for black mailing.

Let us examine each one of these objectives to understand where the Indian media stands in relation to society today. The first and the foremost objective is to inform the people. Informing the public of various happenings honestly, is the first and foremost role of media. The press seems to be more or less doing this business very well. But in the name of reporting the event, the press and the media, is not only reporting the non-event rather is interested in *making news*.

This role of media is dangerous for society and governments at large. Why should the media make news? It has the freedom to report news but not the right to create news. There have been examples where the news head of TV Channel A (keeping the name anonymous) visited the tribal areas of Madhya Pradesh and told his bureau chief “nothing is happening here, do something so that our presence is noticed in this state.” In return the bureau chief of the state of Madhya Pradesh created a story. He engaged a tribal women, purchased her 15 years old daughter, and provided her a job at the collector’s residence. In return the mother was offered the transfer of property papers in her name since her husband was dead.

The TV channel engaged the mother and the daughter for the sake of news creation. With the help of the mother a blue film was made, involving the collector and the minor girl. The TV Channel telecast this blue film for one and half hour before the government of India could do something. This news became the news of the channel. Where are the **ethics of journalism when television channels are engaged in criminal blue film making?**

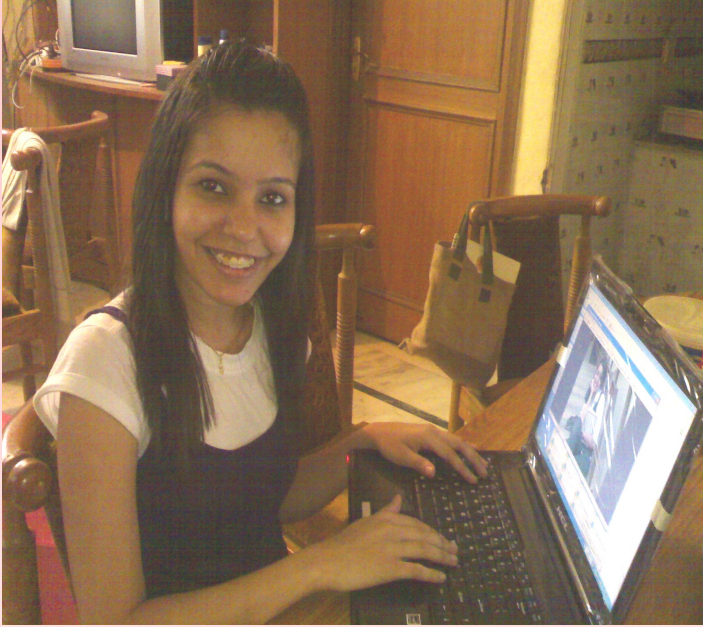
The second object of journalism is to educate people. For that purpose, the field of journalism depends on creative stories related to society. Literature features and timely backgrounders should work. But the media is engaged in not only making the educated, uneducated rather, instigating the youth for diversion from main stream society. An example of not only one but several newspapers, magazines and even TV channels pursuing this relates to the death sentence of Dhananjya who murdered Haithal - a maid servant in the housing society compound comes to mind.

The convict was to be hanged till death. But television channels used graphics for portraying the process of hanging ! The entire episode was screened as a game. Children started copying the depiction and thirteen teenagers lost their lives. Who is responsible for the loss of these innocent children? Definitely the media. A criminal case against the media should have been lodged and in this case, the media deserved punishment. This is how media is playing with the educational role of journalism.

The third important role of media is related to entertainment. The Indian media is well known for its entertainment. Keeping aside film shows on TV, serials do not depict Indian culture. Only Doordarshan channels, CNN-IBN7 and NDTV are keeping standards to some extent. The rest are engaged in reality shows of dancing, singing, gambling, Indian idols and others.

To be continued in the next issue...

A New Beginning



By Madhulika Atri and Megha Gupta

PGDPC XV

How often does it happen that lovers recalls the fifth time their eyes met?

It is the beginning that engraves a prominent picture to be cherished lifelong. A beginning is half the truth. And the whole universe owes its existence to the single-all encompassing word 'OM'. OM is the essence of life and at DSC it marked the onset of a close future beckoning.

A familiar experience for the earlier 14 batches, our memories of the Induction Programme are however unique to this institute and its ethos. Like all before us, with the vermilion mark on our forehead and the holy thread tied to our wrist we took our first steps forward into an ever-changing, dynamic and vibrant industry.

The ‘Saraswati Vandana’ whispered the arrival of new beginnings, challenges, dimensions and new opportunities. The lamp of knowledge was lit and the whole environment radiated with warmth. An interaction with the Dean or Principal might be a rare incidence with other schools; here at DSC it is daily, sometimes hourly that we seek guidance and are never refused.

Prof. Ramola Kumar gave us a glimpse of the world ahead and introduced the dignitaries at the dias. Ma’am Kumar introduced us to Mr Shyam Grover, CEO and Chairperson, Positive Communications who shared his experiences in the communications industry and especially with DSC interns over the years. Mr Akshay Alagh, of batch XIII now working with Positive Communications also shared his experiences helping us to appreciate the process of convergence of dreams and the real world.

Mr Monojit Lahiri, Social Commentator, with special emphasis on Advtg, Cinema and Popular Culture shared what he considered the philosophy of DSC. ‘Touching lives to enrich lives’ is the reason and ethos behind DSC, he said. The confident and determined Ms.Ishita Dey of PGDPC XI, working as Brand Manager for NACO also gave a spirited speech recounting her days at DSC and the constant highs and lows. The journey is to be enjoyed, she said. Seeing a DSC product emerging into a well-reckoned brand also strengthened our belief and filled us with joy.

The stage was now set and all that remained was to break the ice. The faculty and guests introduced and guided us and it remained for our seniors to take the interaction forward. And they did ... with panache! From dancing to singing to making ads, jingles and acting...a whole programme of fun and frolic had been prepared. The day ended with the feeling of welcome and belongingness and ...

Now that we have few drops sprinkled on us,

Of love and sincerity

With all our heart,

we pray to thee

To shower this temple with content and glee.

Strategy and the Elements

...Contd from the last issue

Rupanjali Lahiri, DSC Editorial Advisor

The third element is *Fire* or *Agni*. The discovery of fire revolutionised the way man lived. Fire added light and heat; made cooking possible; helped clear forests for habitation and helped to make stone tools amongst other uses. But fire is useful only when controlled and may prove extremely destructive otherwise. For strategists, fire



thus has a sustenance level varying from warmth to aggression. Controlled aggression and assertiveness is the mark of a strategist.

According to Wikipedia fire starts ‘when a flammable or combustible material with an adequate supply of oxygen is subjected to enough heat and is able to sustain a chain reaction.’ In strategy, one requires the right time, attitude and preparation along with an environmental opportunity for any strategic onslaught. Reversibly, many a times, large forest fires are stopped by burning small fires in advance to deprive it of the fuel in future. Similarly small surrenders may be made to gain long-term advantages.

Fear and discontent too can spread amongst all, like wildfire! Fire teaches us that we constantly need to guard against negative emotions within and amongst groups and colleagues which may result in future distress.

Strategists, cut off the negative elements before they turn into panic and rebellion.

The fourth element is Air or *marut* / *pavan* exemplifying swiftness. The Wind inspires us to think fast and think ahead. Before a storm, there is always a lull symbolizing patient deliberation for a strategist. Patient reflection is important, but, in action, one has to be fast and swift and let no obstacles stand in the way. The core fibre of wind is change just as water is adaptability. In accepting change as a critical strategic variable an organization is prepared to forge ahead more easily. It is 'culturally' equipped with – a strategic advantage.

The fifth element is Sky or Aether/Akasha. Aether is the universal medium in



which every single thing is contained, touched and surrounded. For strategy, it maybe compared to the soul/vision of an organization which permeates everywhere and acts as the agent of progress. The vision and the ideology of the organization has to be strong and powerful enough to

move it constantly into the future. It is abstract and always felt. It conveys a message about oneself to others. The strategic vision has to be relevant in the face of change. It has to be different, unique and futuristic. Power, ambition, purity amongst others represent unique qualities of an organization independently and collectively.

Nature thus, is constantly inspiring us in all facets of life. In the words of **William Wordsworth 'Come forth into the light of things. Let nature be your teacher.'**

A Swansong of Sorts



Benjamin Franklin once famously said 'I should have no objection to go over the same life from its beginning to the end: requesting only the advantage authors have, of correcting in a second the faults of the first.' It is indeed one of the romanticized ways of describing a job otherwise thought to be rather dull and annoying: like Harold Wallace Ross puts it, "Editing is the same as quarreling with writers -- same thing

exactly."

Shivangi Rajendran

DSC Newsletter Editor, PGDPC XIV

I still remember the first time, when at the bottom of the DSC Newsletter, in the space for editor, I saw my name. It's been a year since then and I have cherished every moment of seeing my name there. Having had the opportunity to interact and edit writing from some of the best minds in the industry has been overwhelming. Most authors do get annoyed when certain parts of their writing have been tampered with but well, that's part of the job description!

Change is indeed the only constant in this life and therefore, there always comes a time when one has to move on, when one has to leave behind the existing way of life and explore new ones. And it's always a little unsettling to move on to things unknown. A new breed of young minds has just entered the DSC campus; future leaders in Advertising, Public Relations, Media Planning, Marketing and of course, writing in all its myriad forms; it's time to pass the baton.

Season's Greetings

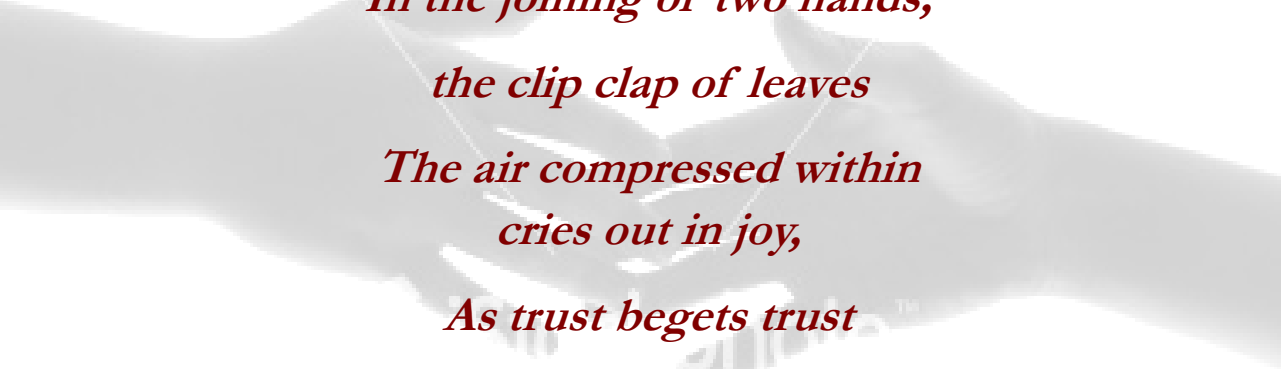


***On this festive occasion DSC wishes all its readers
'Season's Greetings'***

Happiness, Hope and Joy to all!

The Dean's Desk

Clip Clap



*In the joining of two hands,
the clip clap of leaves
The air compressed within
cries out in joy,
As trust begets trust
In happiness two hearts sing*

The Editorial Team:

Madhulika Atri and Megha Gupta

Editorial Advisor: Rupanjali Lahiri

We are awaiting your feedback!

Write to us at : info@thedelhischoolofcommunication.com