



Press Release

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Media academia empowers students with ideas, but reality tries to rob it: Dr. Sasmit Patra

Bhubaneswar: Member of Parliament (Rajya Sabha) Dr. Sasmit Patra on Wednesday slammed the media and said agenda & narrative-driven media debates on issues involving social justice delivery were affecting the health of democracy.

He was delivering the valedictory address at the 6th National Media Conclave-2022 at KIIT Auditorium organised by Institute of Media Studies (IMS) under Utkal University. Expressing concern over the present scenario in journalism, he came down heavily on the media and its prime time content.

As technology continues to disrupt media forms, the new reality is impacting the media industry, engendering a need for new skills and vesting journalism education and training with huge and hitherto unexpected tasks. Connecting the classroom with the newsroom in the digital age is the need of the hour for students. Instead of news-driven media, the present form is a demand driven-media, he said.

Similarly, "I have always felt that there is growing divide between academia perspective and what really happens on the ground outside in the real world. Whatever you teach, profess, research, whatever you expect, it doesn't work out on the ground. While academic empowers you with ideas, reality tries to rob them. Hence, media educators need to teach the students to learn the both the perspectives."

He said academic freedom is to think, ideate, engage and disseminate new knowledge. "As educators and not mere teachers, we have a social and moral responsibility to help students not only to 'read the word' but also to 'read the world'. We can help students by integrating media literacy in the classroom," he suggested.

In his closing remark, Professor of Manipal Academy of Higher Education in Karnataka Prof. B.P. Sanjay stressed on the need to activate the role of media in providing meaningful content that preserves societal values, in addition to employing social media to support community participation of young people on the ground.

Among others, former Professor of University of Mysore Prof. N. Usha Rani, Professor and Head, Dept. of Media and Communication, Central University of Tamil Nadu (CUTN) Dr. Gopalan Ravindran, Conclave Chairman and Director of IMS Prof. Upendra Padhi and Assistant Professor from Pandit Deendayal Energy University Dr. Amrita Chakraborty also spoke in the closing ceremony.

Chandigarh University's media school bagged the NMC Award-2022 as Best Journalism and Mass Communication institute in the country. Director of University of Institute of Media Studies (UIMS) Dr. Trishu Sharma received the award from Dr. Patra.

Earlier on the day, former Professor of University of Mysore Prof. N. Usha Rani, Journalist and Founder of 'The Mooknayak' Meena Kotwal, Poet & Journalist Kedar Mishra and Senior Manager (Public Relations & Media Advocacy) from Breakthrough India Deepali Desai debated on 'Ethics and Values: Society, Culture & Media' in the fifth plenary session.

In the last two days, four plenary sessions and five paper reading sessions were organised. Around 60 research papers were present. Conclave Convenor Manoranjan Panda proposed the vote of thanks.