

**DELHI SCHOOL OF JOURNALISM**  
**University of Delhi**

**Seminar on 'Challenges of Media' by Dr. Archana Datta**



**Saturday, 28 October 2017**

Delhi school of journalism (DSJ) – University of Delhi organized a seminar cum workshop on 'Challenges of Media' on Saturday, 28 October 2017. The seminar was conducted by Dr. Archana Datta, former Press secretary to the President of India (2007-12) and former Director General of News, All India Radio (AIR) and Doordarshan. For the students of DSJ, it was an extra-ordinary opportunity to have a fruitful interactive session with Dr. Archana Datta a retired Indian Information Service (IIS) Officer with three decades of experience.

Dr. Datta was introduced to the audience by Gauri Joshi. Dr. Datta gave a spectacular lecture on the challenges that media have to face today and explored the constructive role carved out for the media -to inform, educate

and entertain - in a democratic system, in spite of manifold challenges. With statistical data, she elucidated the positive and negative trends in contemporary media practices.

DR. Datta was apprehensive of the changing editorial practices influenced by the ownership patterns of media houses in India as well as across the globe. She expressed her concern for the ownership patterns in media, as most of the media houses are owned and controlled by corporate entities, politicians and advertisers, but rarely by professional Journalists. She also delved into the pertinent issues in media like profit motives of media houses, yellow and sensational journalism, and paid news etc., which could provide certain valuable ethical and professional insights.

Dr. Dutta asserted that journalists also have to play the role of social activists and the need to recapture the legitimate power of editors in the newsroom. She quoted many examples of brutal attacks against journalists who stood for social and humanitarian causes and stressed on a mechanism to ensure the safety of the journalists. She emphasized on the quality of media education in mentoring ethically sound and professionally competent journalists and felt that there should be a collaborative effort to devise a uniform syllabus for journalism in universities in India.





At the end of the session, Dr. Datta was deluged with some interesting and thought provoking questions from the future journalists at DSJ, which she answered with best of her knowledge. The seminar was concluded with the vote of thanks by Dr. Manasvini M. Yogi, OSD of DSJ, and thereafter the students had a group photograph with her. Undoubtedly, it was an edifying experience for the students to interact with a communication and media expert like Dr. Datta.

(With inputs from **Radhika Marwah** and **Gauri Joshi**, I semester BJ)