

Delhi School of Journalism

University of Delhi

Workshop on 'The Changing Perspective of the Society and Media' By Dr. Jaspali Chauhan on Saturday, 17 March 2018



'The impact of media on the society is greatly dependent on how the individuals of that society use media' - it was the nutshell of the seminar/workshop conducted by Dr. Jaspali Chauhan a senior academic and social activist.

On 17th March 2018, Delhi School of Journalism (DSJ) conducted its 3rd weekly 'seminar cum workshop' of the second semester on 'Changing perspective of the society and media' where students of DSJ endowed with a valuable chance of having an open session with Dr. Jaspali Chauhan, Associate Professor in Atma Ram Sanatan Dharma College (ARSD), Department of Hindi, University of Delhi.

The OSD of DSJ Dr. Manasvini M. Yogi formally introduced Dr. Jaspali Chauhan to the audience. She began on a lighter note by defining media and society in layman's terms and then tried drawing parallel between both media and society with the help of a series of examples. She explored the way, communication has evolved with time from face to face communication to the present digital era communication.



She highlighted how communication brings change in the society. She began with print media and described how press which was initially started with an aim of propagating religious ideologies, later turned out to be the most effective medium to spread awareness among the masses about various issues and superstitions prevailing in the society, referring to the work of Raja Ram Mohan Rai and Lala Lajpat Rai who wrote extensively against 'Sati Pratha' or 'Child marriage' and the role of press in India's struggle for Independence.

She also highlighted various pros and cons of electronic media. Citing to various contents on electronic media these days she said that such contents are promoting western culture and distorting the Indian culture. Due to such contents many practices which are neither scientifically true nor have been a part of Indian culture significantly influenced our lifestyle. She blamed the

commercialization of media as one the prime reasons behind the degradation of content on the electronic media. However, she never undermined the positive impact of electronic media on our society.

To highlight the importance of communication in society, she concluded by citing an example from 'Abhigyan Shakuntalam'. The one hour session was expanded by some curious and not so easy to answer questions from the students. The interactive 'Workshop cum Seminar' was concluded by the OSD of DSJ Dr. Manasvini M Yogi with a warm vote of thanks.

[With inputs from **Rahul Dev**, II Semester BJ]