

## **Media and Mediatization**

The students of Delhi School of Journalism had the esteemed opportunity to attend a seminar lecture by Ms. Ashita Dadheech, Senior correspondent at Bennett Coleman and co. A Masters degree holder in Communicative Journalism from the University of Mumbai,

Miss Dadheech has an ample experience in the Media industry and has worked with the Asian Age in the past. She has also worked as a visiting professor in several colleges, like Lords Universal College, Mumbai and Reena Mehta College, Mumbai.

She was introduced by Rohit Bishnoi.

Despite the elaborate introduction she chose to call herself a reporter and fact checker.

She started with simple terms like communication and news values which the students were well versed with.

She later went on to define mediation as a dynamic, structured and interactive process where a neutral third party assisted in resolving conflicts between two entities through the use of specialised communication and negotiation techniques. She made difficult terminologies cognitive by citing relatable examples and made the seminar extremely interesting and elucidating. She got questions from the students during the lecture and answered them in a very benign and benevolent manner.

She also explained the concept of Mediatization which consists of establishing priorities and setting agendas. Portrayal of news entities is moulded and the media adds opinion and ideology to news. In the world of corporatisation and commercialisation, media cannot stay “not mediatized”. Hence, the role of media is still of the gatekeeper and mediator except that it adds personal inclination and is governed by political logic. Another extreme case of media-polity relation could be functioning of the government for media appeasement.

She reminded us of the India Against Corruption(IAC) campaign in 2012 which had social media mileage and representation cultivated sympathy driven logic in the audiences.

Dr. Yogi was reminded of an amusing yet important event which worked as an example for understanding perspective-driven media message dissemination when she was the DUTA Joint Secretary.

Students cleared their doubts about media discourse without any apprehension and Ms. Dadheech graciously entertained the questions giving apt, descriptive responses.

The session concluded with a group photograph and warm vote of thanks by OSD Madam.



*(Inputs by Gauri Joshi and Shivam Srivastava, II Sem BJ)*