

SABINA INDERJIT – SYNOPSIS VERSION

There is need for a wider understanding of the concept of MIL--new at least to the media.

As the UNESCO paper says; "heart of Mil lies in the need to empower citizens with essential knowledge about the functions of media and information systems... under what conditions these functions can be performed and how citizens can evaluate the quality of the content they provide" its imp to know and understand the changes that have taken place in the media in India and the functions it performs insofar in its role of building public opinion and in dissemination of information. It's critical for those preparing a curricula.

The media has grown manifold and has had both minus and plus points. It's no longer a public service but a business. Much too much commercialisation putting question mark on the authenticity of the news. The Indian editors seem to have been replaced by managing editors; there is a threat to the freedom of the press not from the Govt as such but from proprietors; the new trend of "paid news" may well strike into the roots of democracy and how do the readers distinguish it from factual NEWS; there is growing monopoly of big media houses; a growing sense of frustration among journalists...

However, on the other hand thanks to the media the spotlight has been put on issues such as rape, corruption etc leading to outrage among the citizens, demanding accountability and transparency...

There is need for synergy between the players-- journalists and univs/schools/ media organisations etc to do justice to the role envisioned and to critically evaluate the content; Need for a media Commission; Press council of India needs to look into the ethical issue being raised; community papers to deal with the people's issues and educate them of the rights etc...involvement of I&B Ministry critical for a MIL policy.