



Press Release

November 14, 2022

Bicentenary celebrations of Urdu Journalism Media Conclave held at MANUU

Role of Media was not to promote peace but to deliver the truth - N. Srinivasan

Hyderabad:

The Department of Mass Communication & Journalism, Maulana Azad National Urdu University (MANUU) has organized Urdu media conclave '*The Role Of Media In Promoting Peace And Dialogue In The World*' yesterday evening as part of the ongoing bicentenary celebrations of Urdu journalism at MANUU Campus, Hyderabad.

The seasoned journalists Rajdeep Sardesai, N. Srinivasan, Satish Jacob, Rahul Dev, Anant Vijay, Shakeel Hassan Shamsi, Azam Shahid, Pankaj Pachauri, Sumaira Khanum and Sanjay Kapoor graced the occasion. The conclave was moderated by Sumaira Khanum and Pankaj Pachauri.

Prof. Syed Ainul Hasan, Vice Chancellor, MANUU while delivering welcome address said that the conclave was just the beginning as the university intended to organise similar programmes in future.

N. Srinivasan said that the role of the media was not to promote peace but to deliver the truth. He said that today's media had become a volcano of hate, that was openly Islamophobic.

Rajdeep Sardesai joined online and he highlighted the role of social media as the basic setter of agenda for legacy media, especially as the vehicle for the delivery of provocative content. Shakeel Hassan Shamsi remarked that the pen of a journalist was meant to write the truth but it had become a vehicle of hate lately. Anant Vijay pointed out that globally the role of media in the promotion of peace needed to be discussed and ideated upon, and women must be given more space in stories for humanising conflicts. Sumaira Khanum said that while news coverage was also being done through the eyes of women reporting on war and conflict reporting was still being done by men. Rahul Dev said that peace was against the interest of media and that polarisation might intensify further. Peace could only be conceived by sticking to objective truth and that should be the role of media, he said. Sanjay Kapoor said that the debate on the role of the media must continue as algorithmic-driven content and embedded media were misrepresenting facts. Azam Shahid said that efforts were being made towards polarisation, hate was becoming common and lies were being sold in the name of news. Qamar Ahmad said that objectivity, credibility and non-partisanship should be the tenets of journalism. He said that the present media was neither covering news nor was it independent anymore.

In his concluding remarks, N. Srinivasan stressed on the need to honour the code of broadcasting for television news channels. Prof. Mohammad Fariyad, Head, Department of MCJ convened the conclave.

Meanwhile, various sessions of 3 day International Conference under bicentenary completion of Urdu Journalism were also held today at University campus. The conference was inaugurated yesterday and will conclude on November 15, 2022.

(Prof. Mohammad Fariyad)
Public Relations Officer I/c