

Press Release

**Bhubaneswar
16th Nov 2016**

IMS CELEBRATES NATIONAL PRESS DAY

The National Press Day was observed by students and faculties of city-based Institutes of Media Studies (IMS) here on Wednesday. To mark the occasion, a seminar on 'Ethics and Practice of Journalism' was also organised.

Speaking on the occasion, senior journalist and Editor of Odia daily Nitidina Sampad Mohapatra said the fundamental objective of journalism is to serve the people with news, views, comments and information on matters of public interest in a fair, accurate, unbiased and decent manner and language. The media today does not remain satisfied as the Fourth Estate, it has assumed the foremost importance in society and governance. Such is the influence of media that it can make or unmake any individual, institution or any thought. So all pervasive and all-powerful is today its impact on the society. With so much power and strength, the media cannot lose sight of its privileges, duties and obligations, he added.

State Bureau Chief of English daily The Hindu Prafulla Das stressed on the self-regulatory mechanism for media. The fourth pillar of democracy has been turned into a seer business model and media personnel becoming the violators of own norms. The freedom of the press has to be preserved and protected not only from outside interference but equally from those within, he said.

Attending the seminar, Editor of 'Nirbhaya' Navin Das said, "Time is changing fast and so also media. We must accept the change in technology, reporting, writing and data gathering. Media as a custodian of public interest and a protector of its rights is also expected to bring correct information to its notice so that it is able to correctly judge those to whom it has entrusted the responsibility of running the country. Journalists should draw their line of control and govern by their own set of code of conduct and principle while performing their roles, he emphasized.

Among others, BJP state spokesperson Sajjan Sharma was present during inaugural ceremony and Director of IMS Prof Upendra Padhi also spoke.