

Press Release

Seminar on Role of Media in Public Opinion Formation

Bhubaneswar
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Media should play a constructive role in making democracy vibrant. While the interplay of public opinion, policy implementation and social change is complex, the media should play a legitimising role, suggested experts here on Saturday.

Speaking at a seminar on 'Role of Media in Public Opinion Formation' organized by city-based Institute of Media Studies (IMS), senior journalist Dilip Bisoi said the mass media should bring all aspects of incidents before the public. Ignoring this point of conduct will lead to severe damage to democracy as hiding any part of the story results in creation of wrong and prejudicial public opinion, he added.

Pointing out Dana Majhi case in Kalahandi, Bisoi said it is the media which brought the issue to the light and even made it viral across the world generating public response to the incident.

Addressing the gathering, editor of Odia daily Samay Satya Prakash Nayak stressed on performing an objective journalism for betterment of the society and community. Expressing concern on media trial, he said media must carry out their duties without transgressing the ambit of their responsibility while upholding democracy. During his deliberation, he pointed out recent incidents like Nagada malnutrition death, chit fund scam, Sarathi baba issue and dead body on shoulder incident in Kalahandi which shook the entire nation and created strong public response on the matters.

Perhaps in the absence of a proper regulation, part of the mainstream media has turned a blind eye to its professional ethics. In the interest of this country's nationals, the media should report in a fair and unbiased manner. They should apprehend the consequential importance of events happening around and report issues in an impartial and dispassionate manner, he said.