

human activity. I would recommend introspection as the route for self assessment and course correction, if necessary.

To begin with, technologies are leading change in various sectors, requiring them to constantly change their working methodologies. Faster and most sophisticated manners of processing and disseminating information would require media to look at its delivery system at all times. Till a few years ago, the newspaper used to appear at our doorsteps every morning and there were the periodic magazines. Today, the media operates in a relentless 24 hour news cycle. In this situation, the newspaper headlines in the morning are no longer new. Therefore, while on the one hand, newspapers have to offer readers much more than what were the headlines on the TV screens yesterday, on the other hand television channels have to constantly find ways of filling up the 24 hours. Sometimes, this can lead to a crisis of content. Issues can be trivialised, while trivial issues can become headlines. The impact of TRPs on news television channels is another issue on which some reflection is required, to determine programming content.

Media needs to assess how it can adapt itself in this era of new emerging technologies. Partnerships between newspapers, television and the new media as well as multi-media format of journalism, would require a journalist to be both media savvy and tech savvy. This would also mean that training modules for journalists would need to be modified.

Audience and readers are not only better informed but are becoming more demanding as well.

I would like to emphasise the important role of editors as opinion makers, who help the public to understand developments through in-depth analysis. This role, apart from intellectual capabilities, demands objectivity, fairness and a deep sense of responsibility. A discussion on ethics in media and how quality

journalism can be promoted in a manner that it serves public interest is an important self-assessment exercise, particularly as journalists influence the thinking, the standards and ethics of a society. Journalism should remain anchored in some basic principles and criteria. Journalism's first obligation is to truth, its first loyalty is to the citizens, its essence is the discipline of verification of a news story before it being published or broadcast and its practitioners must exercise their personal conscience.

While informing the public about current events and giving them insights into the issues of the day,

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media as a strong participant in society. It provides a forum for discussions on the wide range of national and global issues. How can this role be made more effective and constructive? I would touch on a few aspects. In a closely linked and a constantly messaging world, many TV channels and newspapers have set up their own blogs and online interactive discussion forums. Comments on an issue flow in instantly from different regions and various people - some experts, some dealing with the issue, some who feel strongly about it and some others who want to express their views. These observations and opinions are an opportunity for policymakers to assess the concerns of the public as well as to get inputs and feedback. Can media channelise this flow of ideas into public debate? Is it doing so in an effective manner?

Media should cover the fullest possible range of issues and concerns of the people. This role gets magnified when we speak of growth and development issues. Nations as they progress, face many challenges whether of resources or appropriate

technologies or of implementation. Healthy and constructive discussions on these issues in the media are very useful in raising the performance levels of administration and of those involved in activities relating to societal welfare. The media has a very crucial role in promoting the cause of good governance, a role that makes it a higher calling, demanding great responsibility. Is the media doing enough and is it doing justice to this important role?

In a fast paced world, often it is in-depth research that suffers. Media organisations and news bureaus are as good as their research establishments and back offices. I would urge the media persons to look at this aspect in the profession, and develop a strong research and data base in their organisations.

Today, the business environment has become very competitive. In an attempt to be the first to break the news, stories begin to be aired or come on the pages even before all facts have been fully verified and double checked. Honesty, integrity and conviction are the three fundamental characteristics that define a true professional journalist. These should never be compromised in your work. Moreover, the duties of journalism and the media can never be dictated by the market.

However, it appears that the world of media is seeking new revenue sources. This adds to the debate of costs and revenue factors in the functioning of the media. How would this impact its future growth? Another question is whether the search for revenues, leads to the commercialisation of media and how this would influence its performance? This brings me to the theme for today's Panel discussion, and I am very happy that the issue of paid news will be discussed by eminent persons. I am confident that its various aspects will be discussed. I can only say that paid news can distort news which interferes with the concept of a free, fair and objective press.