

ST. JOSEPH'S DEGREE & P.G COLLEGE

Autonomous College of Osmania University

Re-Accredited by NAAC with "A" Grade

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

TITLE OF THE EVENT/ACTIVITY: Media during the Covid Crisis: Economic and Societal Perspectives

DATE & TIME: 9th Sep 2020, 11.30h to 13.00h

VENUE: Online Google Meet- Dept. of MCJ, St Joseph's Degree and PG College

TARGET AUDIENCE: Students of BA (MCJ) II,III and MA(MCJ) II

OBJECTIVE OF THE ACTIVITY: To make the students aware about 1) Highlight the economic impact on print media and audio-visual media

2)Cutbacks on media

3)Tv channel priorities

4)Effect of reporting on issues(migrant crisis)

NOTICE REFERENCE:SJC/MCJ/WEBINAR 02

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1.	Mr. Y. Rathan	Faculty
2.	Glen D Silva	HOD

NAME & DESIGNATION OF THE RESOURCE PERSON: Prof. P. L Vishweshwar Rao

BRIEF REPORT: Prof PLV Rao spoke on the role of the media during Covid crisis, the cost cutting measures taken by newspapers, priorities of media focusing on issues which are not priority for the country and media trying to set a false agenda for the public. He also spoke about the poor economic conditions which the media is not addressing. Suo moto actions taken by the Supreme Court on wrong issues. Role of the media is to create knowledge, disseminate information. Press freedom index has reduced. The situation Kashmir is not covered properly and

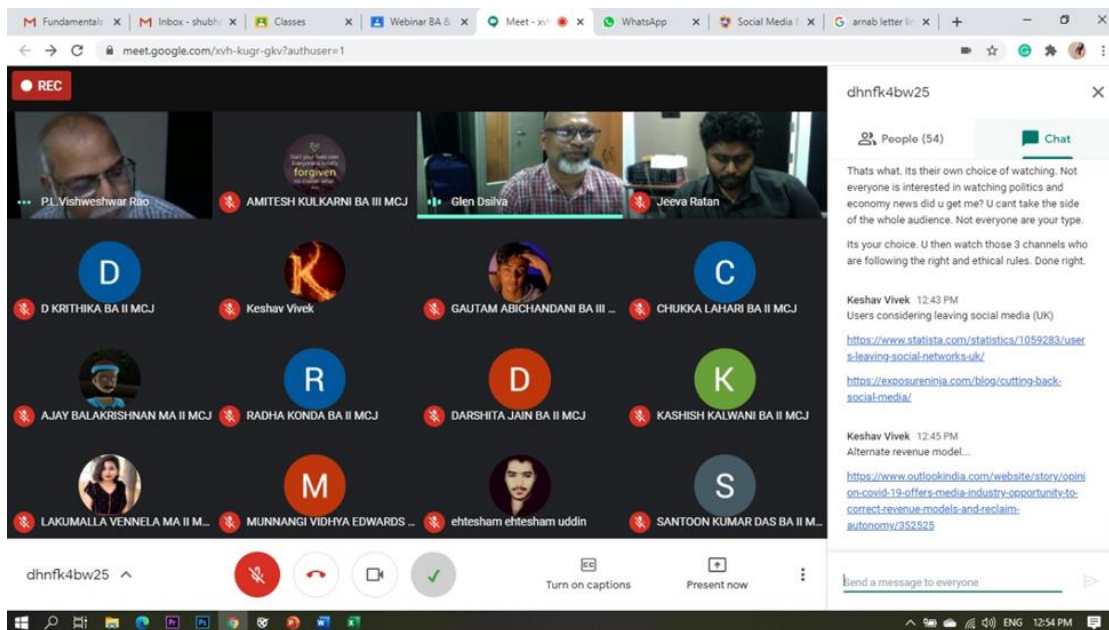
to the point. CBI should not be investigating the supply of drugs to an individual. This is a local police matter. This is a waste of time for the central agencies such as the CBI.

Prof Nagarjuna then added that the pandemic was taken lightly by the administration until information started confusing people. Whom to and what to believe was very difficult. A lot of hullabaloo was spread in India by the government. Due to the large population, we do not care about the numbers affected. Media has become anti-social. Journalism students must filter information and fact check. Media concentrating on populist glamour issues concerning film personalities is not correct. Real issue is ignored. The GDP is not being discussed. High unemployment is causing problems and the media is not covering it. Covid facts are not being given by the media.

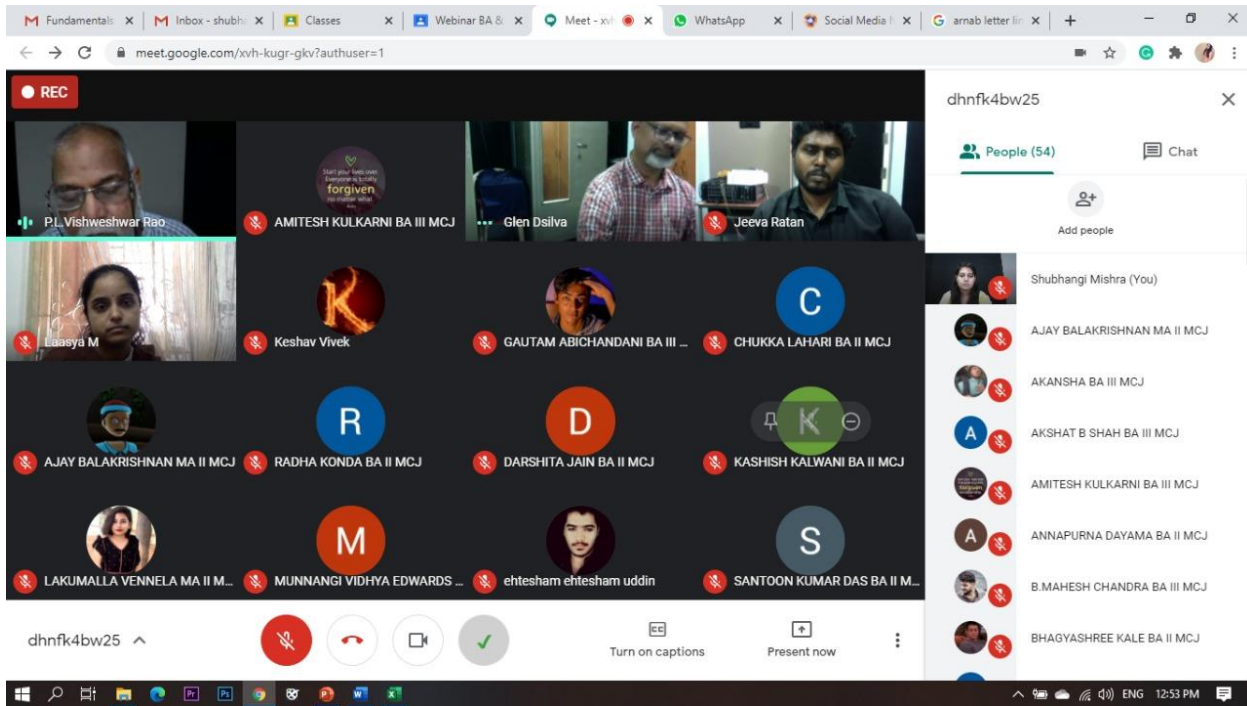
Prof Keshav Vivek further quoted facts from collected data. He said that the no of people trying to find general news rose sharply. Finance news sourced more online. Govt sites were not visited for this info. Most people depend on social media for all info. Post pandemic there has been a sharp increase of social media consumption. Sports info and film content declined substantially. Same is true for travel, hotel, tourism sites. Online gaming benefited a lot. OTT gained a lot but radio consumption fell. Performance of news channels are based upon populist entertainment news. The audience like sensationalism.

Prof Glen Added that Journalism is a profession of courage and conviction. Money should be a secondary factor. He said that TV as a consumption medium will always survive as there will always be viewers for the same.

PHOTOGRAPHS:



Prof. P.L. Vishweshwar Rao addressing the students



Webinar in Session

OUTCOME: The event was successful in its aim

- 1) In addressing the effect of the pandemic on various media outlets and institutions. The students participated with enthusiasm and fervour.
- 2) Insights about the manner in which certain sections of the media have degraded themselves but some forms of media are true to the cause
- 3) Students came away with new insights on the role and concept of media during the Covid pandemic.