



**Dept. of Journalism and Mass Communication  
Periyar University**

**Salem  
and**

**ACT-TNP**

**The Association of Communication Teachers of  
Tamil Nadu and Puducherry**

*Present*

National Conference

on

**ETHICAL ISSUES AND INDIAN MEDIA**

November 26-27 2010

**Conference Volume - E book**

**National Conference on *Ethical Issues and Indian Media* on November 26, 27 2010**



**National Conference**  
**on**  
***Ethical Issues and Indian Media***  
**November 26-27 2010**

**Organised by**  
***Dept. of Journalism and Mass Communication, Periyar University, Salem***  
**and**  
***Association of Communication Teachers of Tamil Nadu and Puducherry (ACT-TNP)***

***Dept. of Journalism and Mass Communication, Periyar University, Salem***



**Periyar University** was established by the Act 45 of Government of Tamil Nadu in 1997. The University is named after a renowned social reformer popularly called "Thanthai Periyar". The University thus established had its origin with the three departments (Commerce, Geology and Mathematics) of Postgraduate extension center of Madras University functioning at Salem at that time. The University Grants Commissions, New Delhi bestowed the 2f status on 09.10.1998 and 12(B) status on 17.05.2005 to the Periyar University. The university is certified accredited with NAAC.

#### **Vision**

"Wisdom maketh world" is the vision of Periyar University, as enshrined in the logo. This is based on the Philosophy of "Thanthai Periyar" in whose name the University has been established, that man becomes man only through acquiring knowledge. This vision aims at spreading knowledge and quality education far and wide. The mission of the University is to spread knowledge and skill in general and the thrust is particularly given to enable the knowledge reach the youth of economically, educationally and socially weaker sections. This mission is achieved through the Departments of study and research of the University and its affiliated Colleges. The future of the nation is in the hands of the youth to make this country self-reliant and self-sufficient and the youth has to be trained educationally. The enlightenment of knowledge and quality education given to the youth will be helpful to achieve this target. In the direction of nation building process, this University aims to uplift the society through education to attain self-reliance.

#### **Location**

The University is situated on the Bangalore National Highways (NH - 47), 10km from the Salem city and easily connected by road. The University campus extends to about 100 acres accommodating the administrative and department buildings.

**The Department of Journalism and Mass Communication** was established in the year 2008. At present one Professor, one Associate professor and four Assistant Professors are working in the department. The department offer M.Sc., (Visual Communication), M.A., M.Phil., Ph.D in Journalism and Mass Communication.



## ACT TNP

ACT-TNP was started on March 20, 2010 to serve as a non-profit body of academics in communication for the promotion of teaching, research and extension activities in journalism and communication in Tamil Nadu and Puducherry.

### **ACT-TNP has the following objectives:**

- To organise annual conferences with the support of one of the mainstream state/central universities in Tamil Nadu and Puducherry in the month of November.
- To publish a peer reviewed and open-access journal.
- To serve as a watch dog of media-society interface.
- To provide policy inputs to the ministries of Govt.of India and state governments in establishing/strengthening the regulatory frameworks for media sectors.
- To intervene on behalf of civil society in matters concerning media, society, culture and communication.
- To monitor the journalism and communication education sector and take initiatives for ensuring best practices in journalism and communication education.
- To institute best communication teacher and student awards.
- To initiate and promote teaching, research and extension innovations in the fields of journalism and communication.
- To initiate any other activity that may aid i) the growth of the discipline, ii) the wellbeing of the teachers and students of communication iii) the promotion of ethical media environment and iv) cultivation of informed and mature civil society groups.

**Life Member** - Rs.5000

**Annual Member** - Rs.1000

**Sustaining Member** - Rs.2000 (50% of the membership fee supports student grants)

**Doctoral Scholar Member** - Rs.300 for non-stipendiary scholars.  
Rs.500 for scholars who receive stipends/grants..

## **ORGANISING COMMITTEE**

### **Patron**

Prof K Muthuchelian  
Vice Chancellor  
Periyar University

### **Conference Director**

Dr V Natarajan  
Professor & Head

### **Organizing Secretaries**

Dr S Nandakumar  
Associate Professor  
Dr G Balasubramaniya Raja  
Assistant Professor  
Dr M Anuradha  
Assistant Professor  
Dr R Subramani  
Assistant Professor  
Thiru Maa Thamizhparithi  
Assistant Professor

### **ACT-TN P Nominees**

Prof G Ravindran, University of Madras  
Prof P Govindraju, M S University  
Dr P E Thomas, Bharathiyar University  
Dr S Arulsevan, Pondicherry University  
Mr Leo Fernando, University of Madras

## National Conference on *Ethical Issues and Indian Media*

November 26-27, 2010

### FINAL PROGRAMME SCHEDULE

**Day 1 – November 26, 2010**

<b>Time</b>		
<b>8.30 – 9.00 am</b>		<b>Registration</b>
<b>9.00-10.45 am</b>		<b>Inauguration</b>
9.00 – 9.10 am	Welcome address	<b>Dr. V.Natarajan</b> , Prof. & Head, DJMC, PU- Conference Director
9.11-9.40am	Presidential address (Chief Guest)	<b>Dr. K.Muthuchelian</b> , Vice-Chancellor, Periyar University
9.41– 10.40 am	<b>Keynote Address-1</b> "Ethically Speaking: Truth in Business and Media".	<b>Prof.Artemis Preeshl</b> Loyola University, New Orleans, USA.
10.41-10.45 am	Vote of Thanks	
<b>10.46-11.00 am</b>		<b>Tea Break</b>
<b>11.01 – 1.00 pm</b>	<b>Session – 1A News vs Paid News</b> <b>Chairperson: Dr.C.Pichandy</b> , Head Dept. of Communication, PSG Arts and Science College, Coimbatore.	<b>Session – 1B – Ethical Issues in Online Journalism</b> <b>Chairperson: Dr.P.Govindaraju</b> , Prof and Head, Dept. of Communication, Manonmaniam Sundaranar University, Tirunelveli.
11.00-12.30pm	<b><u>Paper and Presenters:</u></b>  1. <b>Paid News: A Message to Readers</b> -Lakshmi L Lund, Research Scholar (PhD) & Dr.P.E.Thomas, Associate Professor and Head, Dept. of Communication and Media Studies,Bharathiar University,Coimbatore	<b><u>Paper and presenters</u></b>  1. <b>Interactivity in Online Journalism: A Poser to Ethics?-</b> M. Shuaib Mohamed Haneef, Assistant Professor, Dept. of Mass Communication, Pondicherry University, Puducherry.

	<p><b>2.Decoding Paid News</b> – Dr. Pitabas Pradhan, Assistant Professor, Dept. of Mass Communication, Aligarh Muslim University, Aligarh</p> <p><b>3. Paid News and the PCI Report</b> – Dr.C.Jebakumar, Assistant Professor, Dept. of Visual Communication, SRM Arts Scieene College, Kattangulathur, Chennai</p> <p><b>4.What Bangalore Students Think About Paid News -</b> B.Raja, Assistant Professor, National Institute of Fashion Technology, Bangalore.</p> <p><b>5. How to Curb Paid News?-</b> Dr.Ravindra Chincholkar, Dept. of Mass Communication, Sholapur University, Maharashtra.</p> <p><b>6.‘vinaiseithiyum virppanai seithiyum-Thamizhaga seithikalaththil oru Ayivu-</b> R.Malaramudan, Journalist, Chennai.</p>	<p><b>2.Online Journalism and the Influence of Science Programmes on College Students -</b> Dr.P.E.Thomas,Associate Professor and Head-Dr.M.Sri Hari,Assistant Professor, Dept. of Communication and Media Studies, Bharathiar University, Coimbatore &amp; M.Vijayalakshmi, Assistant Professor, Dept. of Media Studies, Karunya University, Coimbatore</p> <p><b>3.Credibility of Health Information in Web Search Results -</b> Archana Vasudev, Research Scholar (MPhil) Dept. of Journalism and Communication, University of Madras, Chennai.</p> <p><b>4. Ethical Dimensions of Online Journalism -</b> K.S.Hampesh, Assistant Profesor, Dept. of Mass Communication and Journalism,SDM College, Ujire Karnataka.</p> <p><b>5. Ethical Issues in Online Journalism -</b> G.Suresh Kumar, Research Scholar (MPhil) &amp; Dr.M.Sri Hari, Assistant Professor, Dept. of Communication and Media Studies, Bharathiar University, Coimbatore</p> <p><b>6.Readers' Perceptions of Online Newspapers -</b> C T Shruthi Devi, Research Scholar (MPhil) &amp; Dr.P.E.Thomas,Associate Professor and Head Dept. of Communication and Media Studies, Bharathiar University, Coimbatore</p>
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		<b>7.Online Journalism and Students in Universities</b> N. Raja, Assistant Professor, Dept. of Visual Communication, Sathyabama University, Chennai
12.30-1.00pm	Discussion and Q&A for session-1A	Discussion and Q&A for session-1B
<b>1.00-2.00pm</b>	<b>Lunch Break</b>	
<b>2.00 – 4.00 pm</b>	<b>Session – 2A What Ails Television Journalism?</b> <b>Chairperson:Dr.S.Arulselvan</b> , Associate Professor and Head, Dept. of Electronic Media, Pondicherry Universtiy, Puducherry.	<b>Session – 2B Invasion of Privacy and Other Ethical Violations</b> <b>Chairperson:Dr.P.E.Thomas</b> , Associate Professor and Head, Department of Communication and Media Studies, Bharathiyar University, Coimbatore.
2.00 – 3.30 pm	<b><u>Paper and Presenters:</u></b>  <b>1.Unethical Television Reality Shows: A Case Study of Gudiya From Feminist Perspective -</b> Mallika Vijaya Kumar, Research Scholar (PhD), & Dr. P.E.Thomas, Associate Professor and Head,Dept. of Communication and Media Studies,Bharathiar University, Coimbatore  <b>2.Trends in Kannada Television News -</b> Krishna, Research Scholar, Bangalore.  <b>3.Do Cartoon Programmes Teach Ethically Right Stories to Children? -</b> N.S.Kannan, Research Scholar (PhD), Dept. of Journalism and Mass Communication, Periyar University, Salem.  <b>4. Health Shows in Tamil Television-Deivasree Anbu -</b> Research Scholar (PhD) -	<b><u>Paper and Presenters:</u></b>  <b>1.Unethical Representations of Victims in Tamil Newspapers -</b> S.Aruneswari, Research Scholar (MPhil), Dept. of Journalism and Communication University of Madras, Chennai.  <b>2.Indian Media's Coverage of Wikileaks on Iraq: An Ethical Perspective -</b> K.Karnamaharajan, Associate Professor and Head, Dept. of Journalism and Mass Communication, Krishna University, Machilipatnam. & P.Prema Nair, Assistant Professor, Dept. of Visual Communication, Avinashilingam Deemed University, Coimbatore.  <b>3.Coimbatore Bomb Blasts: Ethical Violations by National and Local Media -</b> C.R.Jayaprakash, Assistant Professor, Dept. of Communication, PSG College of Arts and Science, Coimbatore. & Dr.P.E.Thomas, Associate Professor and Head, Dept. of Communication and Media Studies, Bharathiar

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	Dept.of Journalism and Mass Communication-Periyar University, Salem.	University, Coimbatore.  <b>4. Ethical Violations in Conflict Reporting -</b> R.Vidhya, and S.Sasikala both Assistant Professors, Dept.of Communication, CSI Bishop Appasamy College of Arts and Science, Coimbatore & Dr.V.Natarajan, Professor Head, Dept of Journalism and Mass Communication, Periyar University, Salem.  <b>5.Commonwealth Games 2010 and Indian Media: An Ethical Perspective –</b> Dr. S.Anand Lenin Vethanayagam, Associate Professor, Centre for Electronic Media, Pondicherry University, Puducherry & F.S.R.Hemalatha, Research Scholar (PhD) Karunya University, Coimbatore.
3.30– 4.00 pm	Discussion and Q & A for Session -2A	Discussion and Q & A for Session -2B
<b>4.00-4.30pm</b>	<b>Tea Break</b>	
<b>4.30-5.30</b>	<b>Session – 3A Suicides, Crime and Media Ethics</b> <b>Chairperson:Dr.V.Natarajan</b> , Professor and Head, Dept. of Journalism and Mass Communication, Periyar University, Salem	<b>Session – 3B Blurring/Non-existent Boundaries of Content Categories</b> <b>Chairperson:Dr.S.Nandakumar</b> , Associate Professor, Dept. of Journalism and Mass Communication, Periyar University, Salem.

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<p><b>4.30-5.15pm</b></p>	<p><b><u>Paper and Presenters:</u></b></p> <p><b>1.The Social Construction of Crime News in Tamil Newspapers – Dr.S Arulselvan,</b> Associate Professor and Head, Centre for Electronic Media Pondicherry University, Puducherry .</p> <p><b>2.Reporting Suicides: Ethical Violations in Tamil Newspapers - Beulah Rachel Rajarathnamani,</b> Assistant Professor, Dept. of Journalism and Communication, University of Madras, Chennai.</p> <p><b>3.Suicide Reporting in Two Bangalore Newspapers - K.Padmakumar,</b> Assistant Professor, &amp; Mridhula Benjamin Post Graduate Student (MS) Manipal Institute of Communication, Manipal University, Manipal, Karnataka.</p> <p><b>4, Evaluation of fairness and objectivity in Regional news bulletins – Nazni Nazar,</b> Sathyabama Universtiy, Chennai.</p>	<p><b><u>Paper and Presenters:</u></b></p> <p><b>1.Facts vs Fiction in Tamil Newspapers</b> M.Samandha Smith, Assistant Professor, Sathyabama University, Chennai</p> <p><b>2. Implecations of globalization of Journalism – Sahu,</b> Assistant Professor, Aligrah Muslim University, Aligrah.</p> <p><b>3. “WE”Media-Its implications – N.Thilaka,</b> Assistant Professor, Karunya University, Coimbatore.</p> <p><b>4. Media Laws’ effective implementation to protect social cause – Sherin Elezebeth</b></p>
<p>5.15-5.30 pm</p>	<p>Discussion and Q &amp; A for Session -3A</p>	<p>Discussion and Q &amp; A for Session -3B</p>
<p><b>530-6.30 pm</b></p>	<p align="center"><b>Break</b></p>	
<p><b>6.30-7.30pm</b></p>	<p align="center"><b>Cultural Performances by Muttram (Courtyard), the theatre and folk arts group of the Dept. of Journalism and Communication, University of Madras.</b></p>	
<p><b>7.30-8.30pm</b></p>	<p align="center"><b>DINNER</b></p>	

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**Day 2 – November 27, 2010**

<p><b>9.00am -10.00 am</b></p>	<p><b>Key note address-2</b> "Filmmaking 'Praxis': Looking Back and Ahead on Ethics and Fears through the Documentary Experiences."</p>	<p>Mr Marc Huraux, Independent Filmmaker (Morgane, Paris, France).</p>
<p><b>10.30 am -12.30 pm</b></p>	<p><b>Session – 4A The Kantian/Thiruvalluvar's Philosophy of Ethics and Media</b> <b>Chairperson: Dr.D.Bhoopathy</b>, Associate Professor, Dept. of Communication, PSG College of Arts and Science Coimbatore.</p>	<p><b>Session – 4B The Ethical Violations in Tamil Popular Culture</b> <b>Chairperson: Dr. Shantha</b>, Prof and Head, Dept of Journalism and Science Communication, Madurai Kamaraj University, Madurai.</p>
<p>10.00-12.00 noon</p>	<p><b><u>Paper and Presenters:</u></b></p> <p><b>1. A Deontological Evaluation of Paid News – Dr.S.Nagarathinam, <i>Dinamalar</i>, Madurai.</b></p> <p><b>2. Ethical Responsibilities of Media - B.Anitha, Assistant Professor, Dept.of Communication, Hindustan College of Arts and Science, Coimbatore. &amp; Dr.V.Natarajan, Professor Head, Dept of Journalism and Mass Communication, Periyar University, Salem.</b></p> <p><b>3. Western and Eastern Approaches to Media Ethics - Janet Mary, Assistant Professor, Dept. of Visual Communication, Sathyabama University, Chennai.</b></p> <p><b>4. Thiruvalluvar's Moral Philosophy and Media Ethics - M. Devendran, Assistant Professor, Department of Visual Communication, SRM Arts and Science College, Kattankulathur, Chennai.</b></p>	<p><b><u>Paper and Presenters:</u></b></p> <p><b>1. Influence of Animation on Preferences for Animation-related Cultural Goods -M.Anuradha, Assistant Professor, Dept of Journalism and Mass Communication, Periyar University, Salem.</b></p> <p><b>2. Fan Clubs and Tamil Film Stars - C.Sadishkumar, Assistant Professor, Dept. of Communication, Dr.G.R.Damodaran College of Science, Coimbatore. &amp; V.Natarajan, Professor Head, Dept of Journalism and Mass Communication, Periyar University, Salem.</b></p> <p><b>3. Gender, Ethics and Adoor Gopalakrishnan's Films - K.Pradeep Kumar, Assistant Professor, Dept.of</b></p>

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	<p><b>5.Philosophical and Ethical Dimensions of Journalism</b> - Jojan Job, Assistant Professor, Dept. of Journalism, Madras Christian College, Chennai.</p> <p><b>6. ‘Thiruvalluvarin araneripparvaiyum Tharkkala Ethazhkalum’.</b> – Arokia Sakayaraj, Research Scholar (M.Phil), Dept. of Journalism and Communication, University of Madras, Chennai.</p> <p><b>7. Code of ethics in the ancient Tami Literature-Tirukkural</b> – Dr. R.Subramani, Assistant Professor, Dept. of Journalism and Mass Communication, Periyar University, Salem.</p>	<p>Visual Communication, Muslim Arts College, Thiruvudhankode, Kanyakumari.</p> <p><b>4.Central Board of Film Certification: A Review-</b> R.Rajesh, Assistant Professor Dept. of Visual Communication, SRM University, Kattangulathur, Chennai.</p> <p><b>5. Influence of 3D Animated characters in Tamil Films</b> - Dr.Anand Lenin Vethanayagam, Associate Professor, Centre for Electronic Media, Pondicherry University, Puducherry &amp; A.Vijayakumar, Research Scholar, Karunya University, Coimbatore.</p> <p><b>6. Ethical Violations in Print Media Advertisements</b> - Maa. Thamizhparithi, Assistant Professor, Department of Journalism and Mass Communication, Periyar University, Salem-11</p>
12.00 – 12.30pm	Discussion and Q & A for Session -4A	Discussion and Q & A for Session -4B
12.30-2.00pm	<b>Lunch</b>	
2.00-3.00 pm	<p><b>Session – 5A Caste, Religion and Other Markers of Conflicts of Interests in Journalism</b>  <b>Chairperson:Dr.A.Ashok Kumar</b>, Professor, Dept. of Electronic Media, Bangalore University.</p>	<p><b>Session – 5B What Ails Indian Media: Political Ownership or Corporate Ownership?</b>  <b>Chairperson:Dr.N.Mathiyalagan</b>, Associate Professor, Dept. of Communication , PSG College of Arts and Science, Coimbatore.</p>
	<p><b><u>Paper and Presenters:</u></b></p> <p><b>1.Portrayal of Muslims in <i>Dinamani</i> and <i>The Hindu</i>-</b> M.P.Ameerul Hasan, Research Scholar (PhD),</p>	<p><b><u>Paper and Presenters:</u></b></p> <p><b>1.Media Ethics and Recent Trends in Electronic Media-</b> Shashi Bhushan Singh</p>

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3.00-3.30pm	Discussion and Q & A for Session -5A	Discussion and Q & A for Session – 5B
3.30-3.45pm	<b>Tea Break</b>	
3.45-5.30pm	<b>Round Table Discussion and concluding remarks and Certificate distribution</b> <b>Chairperson:Dr.G.Ravindran</b>	
5.30-7.00pm	<b>ACT-TNP Business Meeting</b>	

26.11.2010  
Session IA  
News vs Paid News  
11.00 am – 1.00 pm

**Paid News: A Message to Readers**

**Lakshmi L Lund**

Research Scholar (PhD)  
Dept. of Communication and Media Studies  
Bharathiar University  
Coimbatore

**P.E.Thomas**

Associate Professor and Head  
Dept. of Communication and Media Studies  
Bharathiar University  
Coimbatore

**Abstract**

In recent years, the phenomenon of paid news has acquired a new and pernicious dimension in the sphere of political news. In the financial reporting sector, private treaties between media houses and the corporate organizations are on the rise. All this has given birth to 'rate cards' and 'packages,' which in lay man's language means a 'menu card' of the price tags attached to the coverage the individual or corporate entity receives from the media house. The aim of this paper is to convey a message to newspaper readers that time has come to know about the media, rather than knowing from the media.

**Decoding Paid News**

**Dr Pitabas Pradhan**

Assistant Professor

Dept. of Mass Communication

Aligarh Muslim University

Aligarh

**Abstract**

The most deep-seated ethical canon of journalism ought to be providing objective news to readers. What happens when the distinction between news and advertisements starts blurring, when advertisements are duped up as news that have been paid for, or when 'news' is published in favour of a particular politician by selling editorial space? The media's growing tendency of compromising the editorial space through paid news dilutes its professional mission as the conscience keeper of the society. In the context of the growing incidents of paid news, this paper attempts to decode the phenomenon of paid news in terms of its historical, operational, legal, and moral aspects.

**Paid News and the PCI Report**

**C.Jebakumar**

Assistant Professor  
Dept. of Visual Communication  
SRM Arts Sciece College  
Kattangulathur  
Chennai

**Abstract**

The phenomenon of paid news has become pervasive, structured and highly organized. Large sections of society have already expressed their unhappiness and concern about the pernicious influence of such malpractices. This paper examines the implications of paid news in the context of the draft report prepared by *Press Council of India* on April 2010.

ஆய்வுச் சுருக்கம்

**வினைச் செய்தியும் விற்பனைச் செய்தியும்  
தமிழக செய்திக்களத்தில் ஓர் ஆய்வு**

இரா. மலர்அமுதன்

செய்திகள் பொதுமக்கள் பிரச்சனையுடன் சம்பந்தப்பட்டு அறிவுலக திறவுகோலாக இருந்தன: இப்போதும் இருப்பதாக நம்பிக்கையும் உள்ளது. அவை உண்மை சார்ந்து இயங்கின. மெய்மை வழியைத் தேடின. வாசகனை தேடலுக்குள் அழைத்துச் சென்றன. செய்திகள் புனைவு வகைமையைச் சார்ந்திருந்தாலும், யதார்த்தம் சார்ந்த செம்மையாக்கல்தான் புனைவாக உருவாகியிருந்தன. இவைதான் செய்திகள் மீது வாசகர்கள் அல்லது நேயர்கள் நம்பிக்கை கொள்ள காரணமாக இருந்தன.

செய்தியின் செயல்பாடு சார்ந்து, அவற்றில் கவுரவம் மிக்க வகைமைகள் ஏற்பட்டிருந்தன. எழுத்தறிவு வளர்ந்து வாசிப்பு அனுபவம் சார்ந்த செயல்பாடுகள் அதிகரித்து வரும் இந்த காலக்கட்டத்தில் விற்பனைசெய்தி என்ற வகைமை ஏற்பட்டுள்ளது. இது தொடர்பாக இந்திய தேர்தல் கமிஷன் தனது கவலையை வெளியிட்டு, அவற்றை கட்டுப்படுத்த வேண்டிய அவசியத்தை வலியுறுத்தியுள்ளது.

வினைச்செய்தியும் விற்பனை செய்தியும் எதிர் எதிரான செயல்பாடு கொண்டவை. அவற்றின் தளங்களே வேறானவை. போலிகளின் செயல்பாடு சார்ந்த தீவிரப் போக்கு, பெரிய எதிர்வினைவுகளை ஏற்படுத்தும். விற்பனை செய்தி உருவாக்கம் பற்றி பல கருத்துக்கள் உண்டு. இவை உருவாவதன் அடிப்படை என்ன? அவற்றை தயாரிப்பதற்கான நிர்வாகம் என்ன? விலைச் செய்தி உருவாகும் விதம், அதன் செயல்பாட்டுக் களம், தாக்கம் என்று பல்வேறு நிலைகளில் இந்த கட்டுரை ஆய்வு செய்கிறது.

எதிர் செய்தி தயாரிப்பவர்களின் மனநிலையும் இந்த கட்டுரையில் வெளிப்படுத்தப்பட்டுள்ளது. அச்ச ஊடகம் சார்ந்து மட்டுமல்லாமல், காட்சி ஊடகத்தில் விற்பனைச் செய்திகளின் உருவாக்கம் அதிகரித்துள்ளது. உலகமயமாக்கலில் வினைவு தீவிரமாகியுள்ள இந்த காலகட்டத்தில் விற்பனை செய்திகள் பற்றி விரிவாக கட்டுரை பேசுகிறது.

கட்டுரையாளர் முகவரி:

**இரா.மலர்அமுதன்**

ஜி.2, லில்லிமலர் பிளாட்ஸ்,  
45, திருவள்ளூர் நகர்,  
ஆதம்பாக்கம், சென்னை 88  
மொபைல் 9944309660.

**What Bangalore Students Think About Paid News**

**B.Raja**

Assistant Professor

National Institute of Fashion Technology

Bangalore

**Abstract**

The phenomenon of paid news has become pervasive, structured and highly organized and is undermining democracy in India. Large sections of society, including political personalities, those working in the media and others, have already expressed their unhappiness and concern about the pernicious influence of such malpractices. The study aims to examine the awareness levels of students with reference to the phenomenon of paid news.

**How to Curb Paid News?**

**Dr Ravindra Chincholkar**  
Dept. of Mass Communication  
Sholapur University  
Maharashtra

**Abstract**

Paid news is not new for media, it has been a regular practice of newspapers in the name of special supplements, advertorials or private treaties between newspapers and corporate houses since 1980. Many a time, readers are unaware about the paid content in the newspapers. Misleading content is a serious crime of media against every citizen. The present paper argues the case of effective measures to curb paid news.

Session IB  
11.00 am – 1.00 pm  
Ethical Issues in Online Journalism

**Interactivity in Online Journalism: A Poser to Ethics?**

**M. Shuaib Mohamed Haneef**  
Assistant Professor  
Dept. of Mass Communication  
Pondicherry University  
Puducherry

**Abstract**

This paper examines how gatekeeping in mainstream journalism is repurposed in online journalism through ‘generative interactivity’ offered to online news readers through web 2.0 tools. Unlike mainstream journalism, news sites become a platform for social sphere not only to interconnect different lexias but also facilitate discursive formation of communities. The author attempts to explore whether online journalism receives community *zeitgeist* through content zapped off into sites by users. The paper further explores how user engagement shapes (influences) online content production exercise and whether it quells or kicks off an ethical conundrum surrounding the speed and instantaneity of the online digital new space.

**Online Journalism and the Influence of Science Programmes on College Students**

**P.E.Thomas**

Associate Professor and Head  
Dept. of Communication and Media Studies  
Bharathiar University  
Coimbatore

**M.Sri Hari**

Assistant Professor  
Dept. of Communication and Media Studies  
Bharathiar University  
Coimbatore

**M.Vijayalakshmi**

Assistant Professor  
Dept. of Media Studies  
Karunya University  
Coimbatore

**Abstract**

New media and online modes of communication are popular among college students. This paper examines the ethical issues in online journalism in the process of creating awareness about the issues such as global warming, bio diversity etc., among the college students'. The paper aims to find out how science awareness programs on global warming, bio diversity etc., influence the views of college students during online mode of communication.

**Credibility of Health Information in Web Search Results**

**Archana Vasudev**

Research Scholar (MPhil)

Dept. of Journalism and Communication

University of Madras

Chennai

**Abstract**

As our daily lives strongly depend on information obtained by web search, the credibility of web search results has become crucial. Top results on a search engine are seen as the most credible sources of information because of its ranking. However, as the Internet has no government or ethical regulations to control its available content, different unethical optimization techniques are being used to bring up websites in the top results of search engines like Google for related keywords. This paper investigates the credibility of health information available online, by assessing the different methods of website optimization and also the perspective of online users.

## **Ethical Dimensions of Online Journalism**

**K.S.Hampesh**

Assistant Professor

Dept. of Mass Communication and Journalism

SDM College

Ujire

Karnataka

### **Abstract**

Research on online journalism has been dominated by a discourse of technological innovation. Some of the ethical issues faced by online journalists also have legal implications. Moreover, the constantly evolving, open, networked, global nature of the internet creates new permutations of old ethical issues. The “success” of online journalism is often measured by the extent to which it utilizes technological assets like interactivity, multimedia and hypertext. This paper critically examines the ethical aspects of online journalism.

**Ethical Issues in Online Journalism**

**G.Suresh Kumar**

Research Scholar (MPhil)  
Dept. of Communication and Media Studies  
Bharathiar University  
Coimbatore

**M.Sri Hari**

Assistant Professor  
Dept. of Communication and Media Studies  
Bharathiar University  
Coimbatore

**Abstract**

This paper examines the ethical issues in Indian online newspapers with a view to uncover the eroding distinction between news and advertisements. The paper also examines the role of hypertexts and inaccuracy in online journalism. Three newspapers (*The Hindu*, *Deccan Chronicle* and *Times of India*) are studied through content analysis.

**Readers' Perceptions of Online Newspapers**

**C T Shruthi Devi**

Research Scholar (MPhil)

Dept. of Communication and Media Studies

Bharathiar University

Coimbatore

**P.E.Thomas**

Associate Professor and Head

Dept. of Communication and Media Studies

Bharathiar University

Coimbatore

**Abstract**

Use of online newspapers have general purposes such as information seeking, socialization and entertainment. The present study examines online newspaper readers' opinions on factors such as immediacy, interactivity, quality of writing etc., The study covered a sample of 250 online newspaper readers in the city of Coimbatore.

**Online Journalism and Students in Universities**

**N.Raja**  
Assistant Professor  
Dept. of Visual Communication  
Sathyabama University  
Chennai

**Abstract**

Online journalism throws up a range of questions about accuracy and effectiveness. This paper examines the same through a survey of students in universities.

Session 2A

2.00 pm – 4.00 pm

What Ails Television Journalism?

**Unethical Television Reality Shows: A Case Study of *Gudiya* From Feminist Perspective**

**Mallika Vijaya Kumar**

Research Scholar (PhD)

Dept. of Communication and Media Studies

Bharathiar University

Coimbatore

**P.E. Thomas**

Associate Professor and Head

Dept. of Communication and Media Studies

Bharathiar University

**Abstract**

Issues relating to women have often held centre-stage in news based programmes. The present paper takes an ethical perspective of the feminist theory to gain a qualitative insight into the poignant case of *Kiski Gudiya?* (*Zee Television* 2006). Gudiya's case came to the forefront when she had to make the difficult decision of choosing between two husbands. *Zee Television* conducted a live panchayat in its studio in the presence of Gudiya, her family, muslim clerics and other organizations. While *Zee* boasted of its live panchayat (hailing it as the first in Indian Television Industry), Gudiya's death hardly mattered to media and *Zee*. Her death was a mere report in newspapers and a television scroll, amidst the euphoria of new year celebrations in 2006. Could Gudiya's death be prevented with a sensitive and ethical media approach?

*Dept. of Journalism and Mass Communication, Periyar University, Salem*

**Trends in Kannada Television News**

**Krishna**  
Bangalore

**Abstract**

This paper traces the trends in Kannada television news with a focus on the element of 'breaking news.' The competition between various Kannada television channels and their contexts are examined in this paper.

**Do Cartoon Programmes Teach Ethically Right Stories to Children?**

**N.S.Kannan**

Research Scholar (PhD)

Dept. of Journalism and Mass Communication

Periyar University

Salem

**Abstract**

Children have an incomplete understanding of television content and television as a medium. Young children have a difficult time telling the difference between fantasy and reality, they are highly susceptible to the socializing effect of television, especially those shows on children's television channels and animated programmes. For children, television provides a simplistic set of rules and behaviors for how they should act and respond in certain situations and to certain groups of people. This paper tries to analyze the programs in *Cartoon Network channel* weather with the question: Do cartoon programmes teach ethically right stories to children?

**Health Shows in Tamil Television**

**Deivasree Anbu**

Research Scholar (PhD)

Dept. of Journalism and Mass Communication

Periyar University

Salem

**Abstract**

Television has long served as a source of information for viewers on health-related topics. While recent years have seen the development of a number of reality shows focused specifically on health and medical themes, it is worth noting that many other reality shows have implications for health. The purpose of this paper is to study the potential role of health shows in forming attitudes and providing knowledge about health issues.

Session 2B

2.00 pm – 4.00 pm

Invasion of Privacy and Other Ethical Violations

### **Unethical Representations of Victims in Tamil Newspapers**

**S.Aruneswari**

Research Scholar (MPhil)

Dept. of Journalism and Communication

University of Madras

Chennai

#### **Abstract**

In developed countries like USA, photojournalists are expected to work in accordance with the codes of ethics prescribed by professional associations such as NPPA (National Press Photographers Association, USA) and individual media organisations. In India, photojournalists and media are obviously working without any codes of conduct. This results in violations of basic human rights and universally accepted codes of conduct. Violation of privacy and unethical representations of the subjects of news, particularly the victims of accidents, rapes and murders are very common and very rarely news media and photojournalists are taken to task in these matters. Using the methods of visual analysis, this paper examines the unethical representation of victims of murders, accidents and rapes in *Dinamalar*, *Dinamani*, and *Dinathanthi*.

**Indian Media's Coverage of *Wikileaks* on Iraq: An Ethical Perspective**

**K.Karnamaharajan**

Associate Professor

Dept. of Journalism and Mass Communication

Krishna University

Machilipatnam

**P.Prema Nair**

Assistant Professor

Dept. of Visual Communication

Avinashilingam Deemed University

Coimbatore

**Abstract**

*Wikileaks* released nearly 4,00,000 secret American documents on the Iraq war, detailing the accounts of torture, killing of over 66,000 civilians and the role of Iran in the conflict. The expose in the website is considered to be the “largest classified military leak”.

This paper attempts to examine how *Wikileaks'* expose has been covered in the Indian media from an ethical perspective.

**Coimbatore Bomb Blasts: Ethical Violations by National and Local Media**

**C.R.Jayaprakash**

Assistant Professor

Dept. of Communication

PSG College of Arts and Science

Coimbatore

**Dr.P.E.Thomas**

Associate Professor

Dept. of Communication and Media Studies

Bharathiar University

Coimbatore

**Abstract**

After the murder of the then Prime Minister Indira Gandhi in 1984, the Sikh establishments in Coimbatore were targeted and ransacked. In 1998, Coimbatore saw riots and violence in wake of bomb blasts on the eve of the visit of the then Home Minister L K Advani. Unregulated cable broadcasts and questionable acts of community magazines resulted in the death of 62 people. The first author worked as a reporter in the Coimbatore edition of Dinamani during the period. This papers recollects those incidents in a research perspective in this paper.

### **Ethical Violations in Conflict Reporting**

**R.Vidhya**

Assistant Professor  
Dept.of Communication  
CSI Bishop Appasamy College of Arts and Science  
Coimbatore

**S.Sasikala**

Assistant Professor  
Dept.of Communication  
CSI Bishop Appasamy College of Arts and Science  
Coimbatore

**V.Natarajan**

Professor Head  
Dept of Journalism and Mass Communication  
Periyar University  
Salem

### **Abstract**

Perhaps the most fundamental ethical issue in conflict coverage is how much truth suffers do in times of war? Should the reporters tell all or weigh the consequences of doing so? This dilemma was echoed in November 2008 in Mumbai. This paper examines the same through select case studies.

***Commonwealth Games 2010 and Indian Media: An Ethical Perspective***

**S.Anand Lenin Vethanayagam**

Associate Professor  
Centre for Electronic Media  
Pondicherry University  
Puducherry

**F.S.R.Hemalatha**

Research Scholar (PhD)  
Karunya University  
Coimbatore

**Abstract**

India took pride by hosting the *2010 Commonwealth Games*. However, the events leading to the games were mired in corruption charges of unprecedented nature and wide coverage of the same in Indian media. This examines the role of media in their coverage of the *2010 Commonwealth Games* from an ethical perspective.

Session 3A  
4.30 pm – 5.30 pm  
Suicides, Crime and Media Ethics

**The Social Construction of Crime News in Tamil Newspapers**

**S Arulselvan**

Associate Professor and Head  
Centre for Electronic Media  
Pondicherry University  
Puducherry

**Abstract**

A review of literature on the social construction of crime news demonstrates that media commodifies the crime news and shapes it in accordance with the dominant ideology. By restricting the terms of discussion, the news media facilitate the marginalisation of competing views regarding crime and its solution. In the light of the above review, the present study makes an attempt to understand the construction of crime news in Tamil society, through a qualitative analysis of the coverage given by two popular Tamil Newspapers on the recent kidnapping and murder of two school children in Coimbatore.

**Reporting Suicides: Ethical Violations in Tamil Newspapers**

**Beulah Rachel Rajarathnamani**  
Assistant Professor  
Dept. of Journalism and Communication  
University of Madras  
Chennai

**Abstract**

The primary concern of the newspapers' should be to maintain professional standards in reporting, as the readers' vital interests could potentially be affected by the quality of daily news reports. Newspapers' coverage of suicide reports has an ethical responsibility attached to it. While reporting suicide stories, competitive pressures could lead to ethical challenges and dilemmas about what stories to report, how to report them and the presentation of the suicide stories. This study examines the reporting of suicide cases in Tamil newspapers.

## **Suicide Reporting in Two Bangalore Newspapers**

**K.Padmakumar**

Assistant Professor

Manipal Institute of Communication

Manipal University

Manipal

Karnataka

**Mridhula Benjamin**

Post Graduate Student (MS)

Manipal Institute of Communication

Manipal University

Manipal

Karnataka

### **Abstract**

This paper examines the misrepresentation of suicides in the media with reference to invasion of privacy. Indian media have not been sensitive to the ethical implications of careless and sensational attempts to deal with the rising number of suicides. This study examines how suicides are reported in two popular newspapers of Bangalore – *Times of India* and *Deccan Herald*. with a view to identify areas in which the reporting of suicides can be improved.

Session 3B

4.30 pm – 5.30 pm

Blurring/Non-existent Boundaries of Content Categories

### **Facts vs Fiction in Tamil Newspapers**

**M.Samandha Smith**

Assistant Professor  
Sathyabama University  
Chennai

#### **Abstract**

Journalism's primary focus is to convey facts to people. It is essential that facts are not replaced with fiction to misled people. But there are growing instances where journalists attempt to make news 'presentable' for the readers and end up making their own fictitious stories. This paper will examine whether the stories in two Tamil newspapers (*Dinakaran* and *Malai Murasu*) are on the side of facts or fiction in their coverage of crime news.

**Ethical Violations in Conflict Reporting**

**R.Vidhya**

Assistant Professor

Dept.of Communication

CSI Bishop Appasamy College of Arts and Science

Coimbatore

**S.Sasikala**

Assistant Professor

Dept.of Communication

CSI Bishop Appasamy College of Arts and Science

Coimbatore

**V.Natarajan**

Professor Head

Dept of Journalism and Mass Communication

Periyar University

Salem

**Abstract**

Perhaps the most fundamental ethical issue in conflict coverage is how much truth suffers do in times of war? Should the reporters tell all or weigh the consequences of doing so? This dilemma was echoed in November 2008 in Mumbai. This paper examines the same through select case studies.

27 11 2010

Session 4A

10.30 am – 12.30 pm

The *Kantian/ Thiruvalluvar's* Philosophy of Ethics and Media

### **A Deontological Evaluation of Paid News**

**S.Nagarathinam**

*Dinamalar*

Madurai

#### **Abstract**

The paid news practice among media is criticized in many fronts. This paper analyzes the paid news with the approach of deontological or duty based ethics of Immanuel Kant. Identifying the ethical responses to paid news is the need of the hour and the same is dealt with in this paper. The relevance of self regulation as one of the key ethical responses is justified in this paper on the basis of the deontological principle.

## திருவள்ளூரின் அறநெறிப் பார்வையும் தற்காலத் தமிழ் இதழ்களும்

அ. அரோக்கிய சகாயராஜ்,  
இளநிலை ஆய்வாளர்,  
இதழியல் மற்றும் தொடர்பியல் துறை,  
சென்னை பல்கலைக் கழகம்.

### சுருக்கவுரை

தமிழ் இலக்கியங்களில் மிகவும் சிறப்பு பெற்றதும், தூய்மையான மனித சிந்தனைகளையும் கொண்ட திருக்குறள் ஒரு உலக பொதுமறை என்பது அனைவருக்கும் தெரிந்த ஒன்று. தற்போதைய தமிழ் சூழலில் பல அறநெறி மீறல்கள் அரங்கேற்றப்படுகின்றன. இத்தகைய அறநெறி மீறல்களுக்கு தமிழ் ஊடகங்கள் முக்கிய அரங்கமாக இருப்பதை காணமுடிகிறது. தமிழ் ஊடகங்களில் அறநெறி மீறல்களைப் பற்றிய ஆய்வு பார்வை இதுவரை அரங்கேறாத ஒன்று. இந்த ஆய்வு ஒரு புது முயற்சியாக திருவள்ளூரின் அறநெறிப்பார்வையில் தற்காலத் தமிழ் இதழியலின் செய்தி தன்மையையும் அது சார்ந்த பின் புலங்களையும் பண்பியல் (Qualitative) பகுப்பாய்விற்கு உட்படுத்துகிறது. இந்த ஆய்வு அவ்வண்ணம் இயங்குவதன் மூலம் தற்கால தமிழ் இதழியலில் நெறிசார்ந்த தேவைகளை அதன் மீறல்கள் சார்ந்து திருவள்ளூரின் பார்வையில் சொல்லுவதன் மூலம் ஒரு ஆய்வு பங்களிப்பை செய்ய முயல்கிறது. இந்த ஆய்வில் தேர்வு செய்யப்பட்ட ஏதேனும் பத்து குறள்களை நெறிவரையாக வைத்து நான்கு முன்னணி தமிழ் பத்திரிக்கைகளான தினத்தந்தி, தினமணி, தினமலர் மற்றும் தினகரன் ஆகியவற்றை அக்டோபர், 2010-ல் வெளி வந்த ஒரு வாரத்தின் முதல் பக்க செய்திகளை ஆய்விற்கு உட்படுத்துகிறது.

**Thiruvalluvar's Moral Philosophy and Media Ethics**

**M. Devendran**

Assistant Professor

Department of Visual Communication

SRM Arts and Science College

Kattankulathur

Chennai

**Abstract**

This paper attempts to relate to the ethical violations in contemporary media through the ethical prism of Thiruvalluvar. What is central to media ethics are also central to the moral philosophy of Thiruvalluvar. The ethical values of accuracy, fairness, equity, truthfulness and social responsibility are examined in relating to Thiruvalluvar and media ethics.

## **Philosophical and Ethical Dimensions of Journalism**

**Jojan Job**

Assistant Professor  
Dept. of Journalism  
Madras Christian College  
Chennai

### **Abstract**

Philosophical and ethical issues arise always in the field of journalism. Indian Philosophy always dealt in detail the question of ethics. All our epics and *puranas* gave insights on ethical values through various narratives. The same spirit of ethical values reflected in the works of Aurobindo and Gandhi. They were not only great philosophers, but also great journalists and editors. Aurobindo, who edited *Bande Mataram* and *Karmayogin* gave ethical and revolutionary dimensions for the career of journalism. His ideas were based on nationalism. Gandhi, who edited *Young India* and *Harijan*, inspired the then and future journalists through his articles. The paper discusses the philosophical and ethical dimensions of journalism with special reference to the contributions of Aurobindo and Gandhi.

## **Ethical Responsibilities of Media**

**B.Anitha**

Assistant Professor  
Dept.of Communication  
Hindustan College of Arts and Science  
Coimbatore

**V.Natarajan**

Professor Head  
Dept of Journalism and Mass Communication  
Periyar University  
Salem

### **Abstract**

Media are more bothered about *ABC* figures or *TRP* ratings and never hesitate to indulge in unethical production and dissemination of content. In the era of family run media businesses for personal and political gains, what suffers is media ethics. This paper focuses on the roles and ethical responsibilities of media.

**Western and Eastern Approaches to Media Ethics**

**Janet Mary**  
Assistant Professor  
Dept. of Visual Communication  
Sathyabama University  
Chennai.

**Abstract**

This paper examines the different approaches to media ethics in West and East. This paper also deals with the moral identities and moral commitments of media in this multicultural world. This paper is a soul-searching attempt to bring out the relevance of media ethics for the increasingly changing world.

## CODE OF ETHICS IN THE ANCIENT TAMIL LITERATURE THIRUKURAL

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### Abstract

The word ethics is been associated with Education, Politics, Entertainment, Communication, Medicine, Media and Business etc. There are conflicts between good – evil, morally right – wrong and table of values. The concept of Ethics is preached and insisted in the society by various philosophers. At the onset, various Tamil literatures have convincingly preached the ethical values and the moral living to the Tamil society. Among them one of the oldest famous literatures is *Thirukural*. Eminent scholar Hart (2000) asserts that '*Kural* is one of the greatest works on ethics on Tamil tradition and it has explored everything under human being moral living'. Similarly, E.W. Hopkins maintained that, the Kural as, 'Mandatory ethics for Tamil society'.

The Codes specified in *Thirukkural* are still relevant to all sections of the societies. Thirvalluvar have not restricted himself into the social life, but he offered ethical definition for domestic life, social life, governance, business, friendship, politics and love etc. we can find ethical concept all over the *Thirukural*. The Researcher will try to identify the ethical views, definition, and context of *Thirukural* and will be presented in the study. This paper attempts to bring out the discourse of code of ethics and moral values of *Thirukural*.

Session 4B

10.30 am – 12.30 pm

The Ethical Violations in Tamil Popular Culture

**Influence of Animation on Preferences for Animation-related Cultural Goods**

**M.Anuradha**

Assistant Professor

Dept of Journalism and Mass Communication

Periyar University

Salem

**Abstract**

This paper examines the influence of animated characters in the purchase of related cultural goods. This paper looks at the linkages between preference for the animated programmes/characters and preference animation-related commodities. The ethicality of this linkage is also examined.

**Fan Clubs and Tamil Film Stars**

**C.Sadishkumar**

Assistant Professor

Dept. of Communication

Dr.G.R.Damodaran College of Science

Coimbatore

**V.Natarajan**

Professor Head

Dept of Journalism and Mass Communication

Periyar University

Salem

**Abstract**

Some of the Tamil film stars are looked upon as gods by their fans. The implications of this and the relationship between fan clubs and stars is explored in this paper.

**Gender, Ethics and Adoor Gopalakrishnan's Films**

**K.Pradeep Kumar**  
Assistant Professor  
Dept.of Visual Communication  
Muslim Arts College  
Thiruvithankode  
Kanyakumari

**Abstract**

Adoor Gopalakrishnan's name is synonymous with the parallel cinema in India. Adoor's films are known for their sensitive portrayal of women. The ethical challenges faced by the women characters of Adoor's films and the strategies they employ are examined in this paper with a view to link the relationship between gender, equity and ethics in Adoor's films.

**Central Board of Film Certification: A Review**

**Rajesh**

Assistant Professor  
Dept. of Visual Communication  
SRM University  
Kattangulathur  
Chennai

**Abstract**

While the relevance of film censorship is rarely questioned, the relevance of the approaches and practices in film censorship in India attract criticisms on a regular basis. This paper seeks to construct a critical chronological review of the Central Board of Film Certification in India while underscoring the relevance of film censorship.

**Ethical Violations in Print Media Advertisements**

**Maa. Thamizhparithi**

Assistant Professor, Department of Journalism and Mass Communication, Periyar University, Salem-636011, Tamil Nadu

**D. Nithyanandan**

Assistant Professor, Department of Psychology, Periyar University, Salem-636011, Tamil Nadu

**M. Kala**

Ph.D Research Scholar, Department of English, University of Madras, Chennai-600005

**Abstract**

The Print Media Advertisements often violates the ethical codes and norms. Exclusively enacted Drug and Magic Remedies Act controls the advertisement of drugs in certain cases, to prohibit the advertisement for certain purposes of remedies alleged to possess magic qualities and to provide for matters connected therewith. This act prohibited misleading advertisements related to drugs and treatments. This act prohibits advertisement of certain drugs for treatment of certain diseases and disorders or the maintenance or improvements of the capacity of human beings for sexual pleasure; or the correction of menstrual disorder in women; or the diagnosis, cure, mitigation, treatment or prevention of any disease, disorder or condition specified in the Schedule J or any other disease, disorder or condition (by whatsoever name called) which may be specified in the rules made under this Act.

This paper explicitly discusses the violation of the principles of Drug and Magic Remedies Act and exploring the characteristics of advertisements related to HIV/ AIDS and Sexuality in print media.

Session 5A

2.00 pm – 3.00 pm

Caste, Religion and Other Markers of Conflicts of Interests in Journalism

**Portrayal of Muslims in Dinamani and *The Hindu***

**M.P.Ameerul Hasan**

Research Scholar (PhD)

Dept. of Journalism and Mass Communication

Periyar University

Salem

**Abstract**

The constitution of India is committed to ensure equality among its citizens. Muslims constitute the second largest religious group in India. The 2001 census detailed India's muslim population at over 138 million. Majority of newspapers and television networks in India are owned by non-muslims. There exists a scale of imbalance in the media and negative words always are used to describe the Muslims. The objective of the paper is to examine the portrayal of muslims in the coverage accorded by *Dinamani* and *The Hindu*.

**Journalists' vs PR Practitioners in *Indian PR Blog***

**K.Rajesh Kumar**

Research Scholar (MPhil)

Dept. of Journalism and Communication

University of Madras

Chennai

**Abstract**

For many years, media relations have been a breeding ground for many ethical issues, faced by the PR practitioners and the journalists. To discuss and find solutions for the ethical problems faced by the PR practitioners and the journalists, blogs serve as good platform. *Indian PR blog* is one such blog. It is the leading public relations site in India and ranks among the top 25 PR blogs in the world. This paper examines the discussions of ethical problems in this blog by PR practitioners and journalists.

## **The Under Representation of Dalits in Journalism**

**J.Balasubramaniam**

Assistant Professor  
Dept. of Journalism and Science Communication  
Madurai Kamaraj University  
Madurai

### **Abstract**

This paper explores the idea of dalits inclusion in the media industry. It examines the under representation of dalits in Indian media in the context of contemporary examples. The need for promoting the inclusion of dalits to promote healthy policies and practices of affirmative action in Indian media remains the central argument of this paper.

Session 5B

What Ails Indian Media: Political Ownership or Corporate Ownership?

2.00 pm – 3.00 pm

**Media Ethics and Recent Trends in Electronic Media**

**Shashi Bhushan Singh**

School of Literature

Mahatma Gandhi International Hindi University

Wardha

Maharashtra

**Abstract**

In this era of liberalisation, the role of media has been witnessing a dimensional change. In particular, the role of electronic media is bordering on indifference and irresponsibility. This paper examines why our electronic media can not deal with news like the Marathi newspaper *Samrat* and why it is not possible for them to go beyond when Salman's dog and Katrina's bitch are getting married or not.

**24/7 Kannada News Channels: Linkages between Ownership and Content**

**B.Sunil**

Assistant Professor

Symbiosis Institute of Media and Communication

Symbiosis International University

Bangalore

**Abstract**

The news and current affairs programmes on various channels in Karnataka have become an echo chamber for the politicians who own them. Television news channels are used to settle personnel sores outside the assembly. One of the strongest reasons for politicians owning the channels is the belief that television news channels strongly influence voters behaviour. This paper examines the linkages between ownership and content in Kannada News Channels.

**What Ails Television Journalism?**

**M.S.Sapna**

Assistant Professor Dept.of Mass Communication and Journalism  
University of Mysore  
Mysore

**Abstract**

A thriving civil society has always been dependent on free, strong and critical media. They enable us to know, to imagine and to organize to make the world a better place. The roles of civil society in relation to media and particularly public service media need to be more robust if this public service vision is to be realized. The paper deals with the effects of the corporatisation of the Indian media.

*National Conference on Ethical Issues and Indian Media on November 26, 27 2010*



**Dept. of Journalism and Mass Communication**

**Periyar University**

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**and**

**ACT-TNP**

**The Association of Communication Teachers of**

**Tamil Nadu and Puducherry**



**ACTTNP**  
The Association of Communication Teachers of Tamil Nadu and Puducherry

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