



IIMC Dhenkanal organises national seminar on regional language journalism

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Report by Odisha Diary bureau, Dhenkanal: Indian Institute of mass communication (IIMC), Dhenkanal had organised a seminar on regional language journalism problem and prospects in association with Odisha State Open University (OSOU) on Thursday.

Elaborating on the business prospectives of regional media Editor of prominent Odia daily 'Sambad' Soumya Ranjan Pattanik said, India is a place of diverse languages and I feel there is a need for a link language in our country. now the world has changed. there is a craze for selfies. people have smartphones in their pockets , not long ago photo was printed on paper, kodak was d first company to print photos. But Now nobody hears of kodak paper anymore. there will be a day when cars will run on auto mode. No cars will result to no need of iron industries. Our economy will suffer. He further said, Newspaper is facing a market crisis like no other. India has a larger population of illiterates and thus reading ability is confined to few.

while Group Editor of Hindi daily 'Deshbandhu' Rajeev Ranjan Shrivastava addressed the importance of technological up gradation in the industry. He started off by speaking about the increase in the number of students pursuing the journalism course when compared to the last decade. With time, advancements have surely come in every field- from announcements to pronounce a news to smartphones showing everything in the world. Twitter has also become an important part of the advancement now as views are now portrayed to the entire world in just 144 words. Reiterating the importance of Internet and technological advancement throughout his speech, another strong point which he addressed was the importance of Regional newspapers in today's society. On the day when the entire state of Odisha was celebrating Oriya Journalism day, he also gave the example of Chattisgarh where newspapers in 5-6 different dialects are published. The future of Regional newspapers is huge as only 15% of the entire Indian population subscribe to the English newspapers. Even embassies have started subscribing to the regional newspapers in order to attain information regarding local areas. Getting back to the point of technological advancements, he started speaking about the coming up of E-Papers as an alternative to the printed ones. With news applications like Daily Hunt and Google newsfeed on the rise, there comes a big challenge for the print editions. With the advent of 4G internet, things would be even easier as people would then view stuff simply on their cell phones rather than watching it on the television. The reach that a mobile has in the contemporary world is much larger when compared to any other form of media. A big impact of the coming up of the new media is that it has brought into the fold of journalism people who had the capability but not the means to become journalists. However he ended his speech on the note that though E-papers pose a threat to the printed editions, it would act as a complimentary part of it rather than disposing it off.

while Prof. B. Balaswamy of Osmania university, Hyderabad focussed on the Conflict of Issues; Local Vrs. National and the former associate editor of Bangla daily 'Jugantar' Shri Debabrata Mukhopadhyay deliberated on Political and extra constitutional Pressure. in the beginning prof and head of IIMC, dr Mrinal Chateerjee welcomed all the guset. opening note was given by shri Subir Gosh, visiting faculty of IIMC and Jyoti Prakash Mohapatra of OSOU ended the seminar with his vote of thanks . in this occasion Jitendra Pati of IIMC and Jyoti Prakash Mohapatra of OSOU presented their paper on women in politics and women in journalism. Note worthy thing is 4 August is also celebrated as Odia Journalism day.

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