

CENTRAL UNIVERSITY OF ODISHA, KORAPUT

OFFICE OF THE PUBLIC RELATIONS

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Central University of Odisha celebrates National Press Day 2021

The Central University of Odisha, Koraput celebrated " the National Press Day" on 16 November 2021 at its campus to mark the occasion of the establishment of the Press Council of India. On this occasion the Dep't of Journalism & Mass Communication of the University organized a webinar in blended mode to mark the occasion. Shri K Satish Nambudiripad, Addl. Director General, Bureau of Outreach & Communication (BOC), Ministry of I&B, Govt. of India and Prof Akshay Rout, Ex-DG, DD News & Swachh Bharat Mission & presently Visiting Professor, Dept. of Journalism and Mass Communication spoke on this occasion as the Chief Speaker and Guest of Honour respectively. The webinar was inaugurated by Professor S K Palita, Vice Chancellor I/c, CUO. In his inaugural address, Prof Palita raised concerns over the functioning of the press and spoke about the history of the day, digitalization as it has happened, revolution of the press from the early days of freedom struggle and awakening of the masses.

Prof. Rout raised questions over the relevance of Press Council of India, self regulation and discussed the semantic connection about the word 'Press'. The way we adapt to the dynamism of print to audio-visual to social-digital and relating it with technology and the society.

Shri Nambudiripad, highlighted the significance of the theme of this day 2021, "Who's not afraid of media", its meanings and layered issues. He lamented that the historical sanctity attached to the media has actually done a lot of harm to it. In this context he came up with the concept of self scientification of the media. He described the changes that the communication firmament has undergone. He cited scholars like Marshall Macluhan and George Bernerd Shaw to explain the conflict between the role of journalists and the role of advertisers. He concluded on an optimistic note that for the students it's an exciting time to be in the media industry as it goes digital.

Dr Sourav Gupta, Assistant Professor, Dept. of J&MC Coordinated the webinar and delivered an introductory note. He briefly narrated the history of the National Press Day. Dr. P K Rath, Asst Professor & HoD I/c, DJMC, welcomed the guests and panelists and spoke about the significance of the day, challenges faced by Press Council of India after the emergence of new media and how media functioned during this pandemic.

The session was observed and beautifully summarized by Dr. Sony Parhi, Faculty of Dept. of J&MC. Ms. Talat Jahan Begum, Faculty, Dept. of J&MC extended the vote of thanks. Student, faculty members participated in the webinar at large.

Dr. Phagunath Bhoi, Public Relations Officer