

# News beyond brands

## SPJS STUDENTS

Kolkata, 11 December

"Before the reporter reaches the place of incident, the story is over. So, the five W's (who, where, what, which, when) and one H (how) has been already informed by the electronic media. Print journalists have to walk that extra mile and should concentrate on investigation and explanation," said Mr Raj Kamal Jha, Editor-in-Chief, Indian Express, on the concluding day of the Editors' Conclave held jointly by C R Irani Foundation and Konrad Adenauer Stiftung, near here.

Mr Jha also pointed out that sustainable eco-



(From left) Arvind Kurian Abreham, Kruthika N S, Arindrajit Basu (students of NUJS), Shameek Sen, moderator and Neelabh Raj, Trisha Bhattacharjee, Shraman Banerjee (SPJS students) take part in the panel discussion on the second day of the Editors' Conclave. On Friday. © SNS

nomics would always be in play but that should not hinder the story teller to convey the message to the reader in a compelling way.

Commenting on the

topic of the session, Mr Mukund Padmanabhan said, "People want news and not just follow any brands. The question should be if brands are going to die and not the

newspapers."

Mr Sam Rajappa was in total agreement that print media will survive unlike contrary to what is being foretold. He advised, "If we raise the

price of newspapers, at first, there will be decline in circulation but later it will pick up pace and grow."

The second session of the seminar had the students of the Statesman Print Journalism School (SPJS) and National University of Juridical Sciences (NUJS) participate in a panel discussion in which the law students felt that there is a need for a regulatory body, one that will not be monitored by the government. The students of journalism contradicted, saying that such a body would infringe on the freedom of press.

As the discussion progressed, moderator Mr

Shameek Sen, said that regulation does not necessarily mean restrictions, it can also be a liberalising tool. One of the NUJS students pointed out the need for a uniform code of ethics which would govern the media, which was agreed upon unanimously.

The conclave concluded with both sides agreeing that there was indeed some need for regulation provided it is constituted internally and stays unaffected by external factors.

WITH INPUTS FROM NEELABH RAJ, TRISHA BHATTACHARJEE, SHRAMAN BANERJEE, SABYASACHI SENGUPTA, SHREYOSI CHAKRABORTY, SOUNITA SARMA CHOUDHURY, SHIVAM CHOUDHURI, KRISHNASISH DAS GUPTA, BARNALI MITRA, SOMALI MUKHERJI

