

# INDIAN FEDERATION OF WORKING JOURNALISTS

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## Fake and Un-substantial News making Mockery of Journalism

Com. Rajive Ranjan Nag, president of the IFWJ unit in Delhi, addressed a seminar on “Emerging Media Trends” at Amritsar’s Khalsa College department of mass communication last week. He was president of the Press Association of India, body of special correspondents, accredited to the P.I.B., and was a member for six years of the Press Council of India. Com. Nag is leading a 25 member delegation of Delhi journalists to the IFWJ National Council Session, opening at Kanyakumari on 26-28 October 2018, to be presided over by K Vikram Rao

AMRITSAR: The fake and unsubstantial news trend is making mockery of the noble profession of Journalism and it is high time to make efforts to stem the tide to save the credibility of the fourth pillar of democracy; the media. This was stated by veteran Journalist and President of Delhi Unit of IFWJ Rajiv Ranjan Nag during his key note at a seminar on "Emerging trends in media", organized by the department of Journalism and Mass Communication, Khalsa College, here today.

Nag said we are living in an information age and media is in quandary as there is much information which need processing before it is served to the public as news. He the new trends and possibilities that are emerging in this sector owing to the evolving technology and industry growth are in abundance.

"The new digital technologies, shifting cultural behaviors and the rising commercialism are posing challenges to industry’s business models, making the media sector hard to adjust to the ongoing deviations", said he adding that there is fifth pillar of the democracy and that is the public and if adequate steps were not taken this last pillar will get disenchanted with the media which will not be healthy for the democratic country like India.

He spoke in length about the pulls and pressures, partisan reporting, business interests of the media houses and new trends of the ‘breaking news race and fake news’ which are emerging as threats to the media’s independent entity. Earlier DS Rataul, Deputy Director PR, KCGC introduced the key note speaker as a veteran journalist with over three decades in the profession and said that with the increasing number of content players bringing in innovating offerings, the media and communication industry continues to evolve and there are several emerging trends becoming apparent and taking hold of the sector.

Principal Dr. Mehal Singh appreciated the efforts of the department for organizing the seminar and highlighted the importance of such programs in grooming the overall personality of students. He highlighted the critical role of media today in every walk of life and the dire need of understanding the emerging trends in media to develop an integrative approach which considers the different forms of media communication in their relevance for articulating present cultures and societies. The faculty members of the department Aman Jyoti Kaur, Illahi Bedi, Gurpreet Singh, Harmandeep kaur, Varinder Singh, Jaspreet Kaur and students took part in the post address discussions.