



SA.16/14/

14 February 2018

PRESS RELEASE

Journalism is literature in a hurry Sri A. Suryaprakash, Chairman, Prasar Bharati

Sahitya Akademi organized a daylong **symposium on Media and Literature** at Rabindra Bhavan Lawns on February 14, 2018. In the inaugural session, Dr K. Sreenivasarao, Secretary spoke about the reciprocative role of media and literature in each other's growth, commonalities, differences and the areas of concern in the ever increasing bonding between these two areas of knowledge. Sri A. Suryaprakash, Chairman, Prasar Bharati, inaugurated the symposium and talked about the deep relationship between journalism and literature and commented that journalism is literature in a hurry. In his Presidential address, Dr Madhav Kaushik, Vice President, Sahitya Akademi, stated that journalism and literature were considered as twin brothers in the past but with the passage of time both have been separated and are the waiters wilting on the calls of market forces.

The first session of the symposium was chaired by Dr. Sachchidanand Joshi and the speakers were Sri Sudhish Pachauri, Sri Rahul Dev, Sri Rajeev Ranjan Nag, Sri Pratap Somvanshi, Sri K. Shrinivas and Sri R.V. Rama Rao. Sri Sudhir Pachauri began his speech by questioning whether media is a stage and literature a thing placed on it. Sri Rahul Dev, in his speech, said that literature will always be present but asked "What will happen to the language?" Sri Rajeev Ranjan Nag said that the role of media in society is to communicate between the people and the various institutions of the society. Sri K. Shrinivas, in his speech, observed that marketing people and editors are switching roles, and that both are performing each other's duties today. Sri R.V. Rama Rao rues that the problem with daily newspapers, especially Telegu newspapers, is that they have elbowed out literature and themselves have become more like departmental stores. The second session of the program was chaired by Sri Rahul Srivastava, and the speakers were Sri Nidheesh Tyagi, Sri Mukesh Bhardwaj, Smt. Shashi Prabha and Sri Amarnath Amar. In his speech, Sri Mukesh Bhardwaj commented that while media and literature have an unbreakable bond, they are not married. Sri Nidheesh Tyagi, said that Media helps humans retain their humanity, protect it and helps in their growth and development. Smt. Shashi Prabha in her speech commented that while the literature aspect of media is important, attention must also be paid to the language aspect of media. Sri Amarnath Amar echoed this sentiment by saying that if we want to keep literature alive then we must also keep grammar alive. Sri Rahul Srivastav concluded the session by saying that we are all chroniclers of contemporary history. In the third session chaired by Dr Baldeo Bhai Sharma, five noted scholars, Sri Balendu Sharma Dadhich, Sri Dev Prakash, Sri Ravindra Tripathi, Sri Shahid Latif, and Sri Anant Vijay, presented their papers. Sri Balendu Sharma Dadhich said that new media is definitely affecting the literature in a positive as well as negative manner. Sri Dev Prakash said that it is a matter of concern that what all is being printed, can it actually be called literature. Sri Ravindra Tripathi tried to differentiate between media and literature by saying literature has a permanent impression on mind but media gives only a temporary memory. Shahid Latif said that media and literature cannot be mixed as they are parallel to each other. Anant Vijay said that the presence of a litterateur in news room may give culture to news. He also said that the new generation should not be blamed for corrupt language. Dr Baldeo Bhai Sharma concluded the session by saying that it is the duty of media to keep alive the conscious of human emotion and literature to give it culture.


(K. Sreenivasarao)