

KLE SOCIETY'S LAW COLLEGE, BENGALURU
NATIONAL CONFERENCE ON 'MEDIA – HOPES AND DESPAIRS'
28th & 29th October 2017

K.L.E. Society, Belgaum

The desire for common good and urge to create empowered people to be social engineers of a better tomorrow was the ideology that led to the founding of K.L.E. Society in the year 1916. Today the K.L.E. Society is acknowledged as a phenomenon that has defined the meaning of quality education in India and abroad. The Society has to its credit 252 institutions which offer world-class education through 16,000 faculty members to 1,25,000 students. These institutions range from kindergarten to post-doctoral level in the fields of Medicine and Healthcare Delivery, Pharmacy and Nursing, Law, IT, Engineering, Agriculture among others. The Society has come a long way and become a key player whose commendable contribution to healthcare and education has gained global recognition. Behind the Society's endeavors, there is vision, leadership and dedication of the Hon'ble Chairman Dr. Prabhakar Kore, supported by dedicated members of Board of Management.

K.L.E Society's Law College, Bengaluru

The K.L.E. Society's Law College at Bengaluru is established under the umbrella of Karnataka Lingayat Education Society in 1975 to cater to the needs of young students desirous of pursuing legal education. The College is conceived as a nursery and training ground for those seeking entry to the legal profession. The K.L.E. Society's Law College offers three Year LL.B,

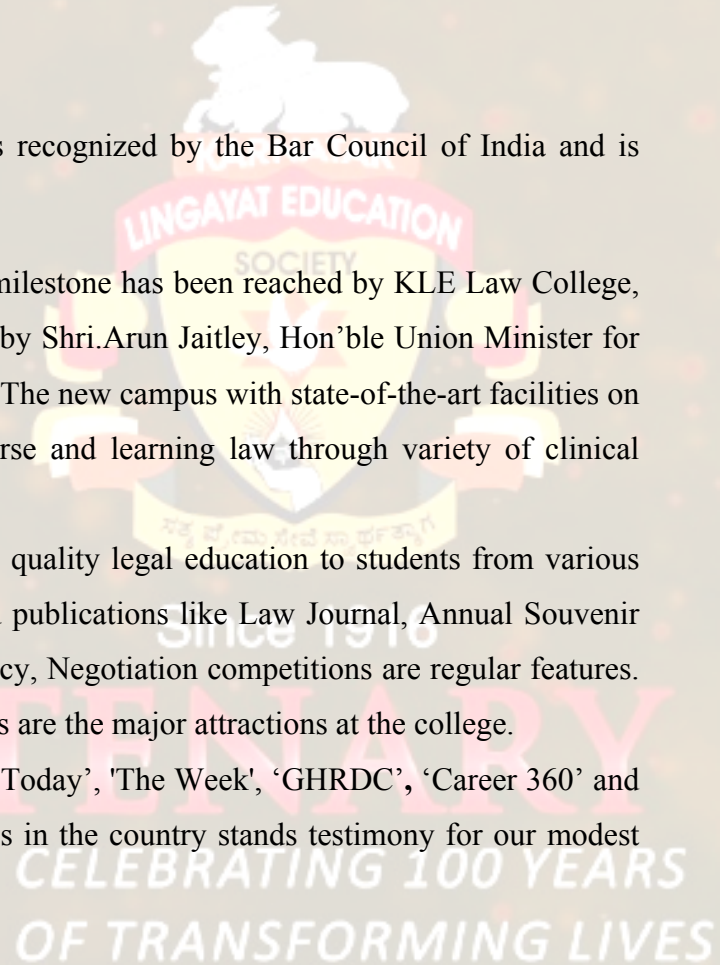
*CELEBRATING 100 YEARS
OF TRANSFORMING LIVES*

B.A.LL.B, B.B.A. LL.B, B.Com. LL.B and LL.M Courses. The college is recognized by the Bar Council of India and is affiliated to the Karnataka State Law University, Hubballi.

At the threshold of “Centenary celebrations of K.L.E. Society” yet another milestone has been reached by KLE Law College, Bengaluru. On 23rd July, 2016 the new campus of college was inaugurated by Shri.Arun Jaitley, Hon’ble Union Minister for Finance & Corporate Affairs, Govt. of India amidst galaxy of policy makers. The new campus with state-of-the-art facilities on a sprawling campus creates a perfect ambiance for the intellectual discourse and learning law through variety of clinical methods.

The college has been one of the premier law institutions in India imparting quality legal education to students from various parts of the country and abroad. The college has committed to research and publications like Law Journal, Annual Souvenir ‘Chiguru’. The activities like Moot Court, Client Consultation, Trial Advocacy, Negotiation competitions are regular features. Continued achievements of students at national and international competitions are the major attractions at the college.

Continuous awards and recognitions by the leading media houses like ‘India Today’, 'The Week', ‘GHRDC’, ‘Career 360’ and recognition by the Bar Council of India as one of the top five Law Colleges in the country stands testimony for our modest progress in the direction of imparting quality legal education.



Concept Note

Media is the collective communication of outlets or tools that are used to store and deliver information or data. It is either associated with communication media or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (radio and television) and publishing.

In the popular sense, Media denotes 'Press' in print and electronic form. It has been a powerful tool in the hands of people from the feudal age to these modern times. It has played a vital role in transforming the feudal society that was full of turbulence, turmoil, revolutions, intellectual ferment, and so on into more rational states.

Technology has completely changed the way people receive information. There are, now, a variety of means of Media compared to the conventional Media. Media's command, power and influence over the citizens has surpassed the other three organs of the State. The citizens and the media invoke public indignation through campaigns and incite the state into speedy action. It has assumed to be a watch-dog of Democracy and the citizens derive their majority opinion from the media. It is undoubted that no other estate wields the kind of power and influence on public opinion as the media does.

The role of media is analyzed as building connection between politics, culture and economic life and the society; promoting the role of modern technology as a way to come across cultural, gender, and other national barriers; to establishing a fair and equal system of knowledge; facilitating any published information to be read and consulted by anyone; overcoming the gap between developed and developing countries by giving both a chance to learn from each other; addressing the issue of unbalanced relations between countries; etc.

Hailed as the Fourth Organ of the State, the Media stretches over various legal arenas including, but not limited, to corporate, finance, intellectual property, publicity and privacy. Mahatma Gandhi once said that the object of media is to understand the popular feeling and give expression to it; to arouse among the people certain desirable sentiments and fearlessness to expose popular defects of the society. Seamlessly, it is observed that today the media initiates the formation of opinions among the

masses. The media has a greater responsibility to fight back ideas and in aiding the people to assert their rights by creating awareness and actively participating in nation building.

Media has its psychology, too. It focuses on the interaction of human behavior with media technology. It is not restricted to mass media or media content; it includes all forms of mediated communication and media technology-related behaviors, such as the use, design, impact and sharing behaviors. It uses various methods of critical analysis and investigation to develop a working model of a user's perception on media experience. These methods are used for society as a whole and on an individual basis.

Arguably, now, the Media has seen a major transformation from being mission driven to a full-fledged commerce-driven industry. The competition among the various media houses has created obsession for breaking stories. This has resulted in investigative journalism, sting operations and media trials in the pending cases with least responsibility. The sting operations like Tehelka (2001), Duryodhana (2005) and Jessica Lal murder case vehemently captured the rot in political life. The media trials drums up support in favour of or against an accused, chat shows are held while a case is *sub-judice*, inviting opinions not just from members of the public but from legal experts, sometimes appearing in the case and even retired judges. The victim's family and accused person's family is extensively interviewed on television. Public opinion is drummed up in one or the other's favour and creating an atmosphere where it becomes difficult for a judge to act independently, shorn of public sentiments. The news anchors become oppressively judgmental and shrill, rebuking those who do not share the populist viewpoint. Judges are susceptible to media opinion and the fate of cases has been seen to oscillate owing to public opprobrium. It makes the viewer instantly judgmental and often leads him to form easy and distorted conclusions.

Media as an industry-in-itself is outwardly growing into new media business, where a lot of money and time is spent on producing shows of entertainment, reality shows, celebrity weddings, glamorizing the programmes that fetch more TRP. For instance, as observed by media again, it was a tragedy where 512 accredited journalists were covering the Lakme India Fashion week and there were only six journalists to cover the suicides in Vidharbha. Such incidents have been massively

criticized and have created a doubt in the minds of the people - Is there a total disconnect between Indian media and mass realities i.e., real conditions of the public at large?

Also the total coverage of real issues like poverty, unemployment, policy implementation, social evils constitutes a mere five-ten percent and the bulk of it goes to films, reality entertainment shows, fashion parades, breaking news etc., based on TRPs. This raises doubt as to the true object and role of media in today's world of fancy and commercialized information.

In recent days, the practice of paying for editorial content has cast a cloud on the Indian media. The news space is sold to the big economic power-houses without distinguishing promotional materials from advertisement that misleads and misinforms the public. Initially the importance of the news was the basis in allotting a space but now the space is provided on the basis of the economic affordability of the one who wants the news to be published. Especially the speculation of election results has frightening effects for the democratic process.

Further, the recent trend is that the journalists have turned into celebrities; they make news, influence public opinion and decide who will get seen or heard. The political class is conscious of this and spares no efforts in counting the media to mould public opinion in its favour. The coverage packages, customizing fake news for the clients, 2009 Maharashtra elections, the Niira Radia tapes are instances that have seriously put the media's credibility and public's trust at stake. It is a dangerous trend that the political parties can mould or manipulate public opinion by their easy access and command over the media. That is detrimental to the notion of free speech.

Considering the diverse means of the media industry, the recent trends and the threats posed, the regulation of the vibrant media has become a larger challenge and its adverse effect on social life and private lives, too, needs to be taken stock of in order to arrest the media's sinister effects. Hence, this Conference; it desires to focus on the following:

Sub-Themes

1. Media as voice of the people in governance.
2. Media as cultural ambassadors within and without.
3. Media as eye-spies on social crimes
4. Media as agents of business & commerce.
5. Media as moral agent in private life of people.



Since 1916

**KLE
CENTENARY**

*CELEBRATING 100 YEARS
OF TRANSFORMING LIVES*