

## PROMOTING SPIRITUALITY FOR PEACE & DEVELOPMENT

### ROLE OF MEDIA.

By: Krishna Chander Mouli.

It is the media alone that could usher in a revolution in the value and spirituality based media practices in the coming days. The vernacular media and the regional media would play a stronger and healthier role in this revolution. Yet the role of electronic media also cannot be ignored as it has a large reach, the instant audio effect and a lasting visual impact to communicate with masses effectively registering a deep impact over its target listeners and viewers. This was the consensus arrived at the three-day National Media Conference concluded on September 14, 2009 at Abu Road in Rajasthan sponsored by the Brahmakumaris Ishwariya Vishwavidyalaya. Over 1500 media professionals, media academics, publishers, owners, cable operators and persons associated with media related activities participated in this conference. The theme of the conference was *promoting spirituality for peace and development – role of media*.

Almost every media issue in all its angles was intensely debated in the conference and it was unanimously agreed that without peace there cannot be development and both these are not achieved sans spiritualism in the pursuit of media as a profession. But how to inter-weave spiritualism into the media practices still remained a dilemma. However after a marathon debate on this issue by senior practising print journalists, electronic and cyber journalists, the Managers, the Owners, the Publishers, the cable operators, eminent academicians teaching media courses and the office bearers of the Brahmakumaris Media Wing it was resolved that there can be many ways of introducing spiritualism into media practices but a humble and impacting beginning could be made by organizing get togethers in small groups of media people at the 7000 and odd B.K. centres in the country and share with them the resolutions adopted by the participating delegates in the Media Conference and seeking both their opinion as well as ways and means to put those resolutions into practice. This is not going to involve any financial burden on the Brahmakumaris excepting perhaps a cup of tea or coffee to be served to the invitee media people at that centre.

Another unique way of giving a practical shape to the resolutions could be instituting an annual award (cash or memento for whom there will be no dearth of sponsorers too) in the memory of Dadi Prakashmani to be given away to a person, group or institution, media unit which takes the theme of *promoting spirituality for peace and development* to its heart and puts into real practice rather than just vocal support. Networking of value and spiritualism based media activities with Brahmakumaris Media Wing at Abu headquarters, the Society of Media Initiative for Values and the Global Forum for Public Relations and (GFPR) strengthening and empowering them in this area of activity was another landmark suggestion that was debated upon. The *golden triangle of ethics, professionalism and spirituality* the GFPR's slogan also came in handy to deliberate on these lines.

In its rap up it was resolved that practising spiritualism for stability,peace and development by the Media should be closely monitored by the veteran participants themselves so that it can be reviewed in the coming media conferences held by the Brahmakumaris at Abu Road.The conference ended with an interrogative remark and a reference to veteran development columnist P.Sainath that if a prestigious national daily like The Hindu could afford to devote large chunk of space to Sainath for rural and development journalism as a trend setter amidst current stiff competition for grabbing as much advertisement revenue as possible, why other newspapers and media cannot emulate this worthy example ?

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