

**National Media Conference 2009**  
**on**  
**Promoting Spirituality for Peace and Development**  
**- Role of Media -**  
**11<sup>th</sup> to 15<sup>th</sup> September 2009**

**Report of Dialogue -3 held at Seminar Hall II on 13<sup>th</sup> September 2009 of Shantivan**

Topic of the dialogue: “Positive and Pro active media for better society”

The chairperson of the session was Dr Surya Shripada, Computer Scientist, USA. The speakers of the session were

Mr K Srinivasan, *CEO, Prime Point, Chennai*

Sis Nitima Sood, *web content writer, Delhi*

Dr Nidhi Sexena, *Asst. Professor, Management(Law), T Mahaveer University, Moradabad*

Co-ordinator- BK Girish, *Bangalore*

Mr K Srinivasan, during his speech stressed on the speed of reporting an event. He even demonstrated it by having his team report on the session as it was in progress by flashing the news along with the photos in his company blog.

Sis Nitima Sood stressed on the need for spirituality among the media persons. Without values in media, it is not possible to give quality news to the readers, she said.

Dr Nidhi Sexena expressed the concern over the degeneration of the quality of information in websites. The children are exposed to all sorts of obscenity and other negative information when they go into a website. She told there should be a monitoring mechanism through which people placing such material could be held accountable for spreading bad messages.

Dr Surya Shripada in his address explained various types of different print, electronic and web media available to the users. He said that in the present context, any citizen can potentially become a journalist by posting his/her opinion in blogs and make their opinion or news reach the entire world. He also explained the role played by IT in media in terms of providing education and empowerment to the people. He suggested that the IT be used for each others upliftment, enable everyone to lead a life of peace and happiness for the overall benefit of the society.