'Media has Empowered People, Revolutionised Communication'

COIMBATORE: Technology empowers people and brings changes frequently and there is huge acceleration in receiving information and knowledge due to technology, M D Nalapat, Editorial Director, The Sunday Guardian, said here on Friday.

While addressing students at the 10th anniversary media convention ‘Media Musings’, organised by the Amrita School of Communication (ASCOM), he said, “This country cannot become a true democracy until civil society becomes the main power for decision making. New technology and digitalisation of media has empowered people and equalised society and opportunity.” Nalapat said, mobile phone and television had enabled people’s participation in media. “Even an illiterate takes part in debates in TV and through mobile phone during elections, which is a major opportunity for common people.” he added.

Speaking at the round table meet on ‘Decibels or debate,’ Sunil Tandon, Director General of the Indian Institute of Mass Communication said,”TV shows are like gladiator arenas with the audience is yelling for blood and entertainment. As the decibel rise, so do the television rating points.”

Uma Vangal, LV Prasad Film & TV Academy, Chennai, said, “Today TV has become a diversionary tactic to keep people occupied. We are being cheated, and we are letting it happen.” Amit Baruah, resident editor, The Hindu, New Delhi, said,“ It is your personality that shows through on television and social media.”

Sasangan Ramanathan, Dean, Amrita Vishwa Vidyapeetham and Sudha Venkataswamy, vice chairperson of ASCOM were also present on the occasion.