

Campus Beats

Friday September 16, 2011

Amrita School of Communication



"There should be one day when there is no violence: no one is injured and no one is harmed. It is Amma's wish that at least this dream is realized"

Covering Conflict: The Right to Information and the Need for Resolution

Deepthi Ramadas Vallathole

The Amrita School of Communication (ASCOM) is hosting a one day seminar conflict reporting and peace journalism.

Four eminent personalities from the field, N.Sathiyamoorthy, P.K.H.Tharakan, Lt Gen (Retd.) K Nagaraj and Iftikhar Gilani will present their opinions on various topics. They will try and project to

the students the professional angle to covering conflicts and the methods to overcome the stress and disturbances involved in the same. It aims at bringing out the subtle and overt issues relating to conflict reporting, interactions between media, government, army and the intelligence, and the importance of peace journalism.

The war in Afghanistan, the Sri

Lankan civil war or the internal conflicts in India, all point that several Asian countries face bitter conflicts. All of these conflicts lead to two major results- loss of innocent lives and disorder in daily life activities. The continuance and increase in conflicts in these areas imply that they are separated from the rest of the world in themselves. Thus, the media has a vital role in informing the 'outside' world about the disturbances in these areas, and helping in bringing back peace to its citizens.

Peace journalism, a new concept that emerged in the 70's, was put forward by a school of thinkers headed by Johan Galtung, who believed that a better coverage of conflicts could help in faster resolution and bringing back normalcy. Against the normal practice of covering the death

tolls and attempts by the parties involved at resolution, these media practitioners believed in going beyond the journalistic value of objectivity, and report on the background and cause of the conflict.

While N.Sathiyamoorthy will talk about the Sri Lankan Conflict, and the difficulties faced by the media in covering the war, Iftikhar Gilani will mention the importance of peace journalism, taking the Kashmir Conflict as an example. P.K.H.Tharakan and K.Nagaraj will address the gathering about the intelligence and media interactions and managing media Amritians, and students and staff of Journalism and Communication colleges from Chennai, Bangalore, Coimbatore, Salem and Madurai will attend the seminar and take part in the panel discussions.



PROGRAMME SCHEDULE

Registration : 8.30 AM

Inauguration: 9 -9.30 AM

SESSION I : 9.30 -11 AM

Tea Break: 11 - 11.30 AM

SESSION II: 11.30 - 1 PM

Lunch: 1 - 2 PM

SESSION III: 2 - 3.30 PM

Tea Break: 3.30 - 3.45 PM

SESSION IV: 3.45-5.15PM

Closing: 5.15-5.30 PM

Layout and Design
Anushree Madhavan

Prof. Jayaram: Veteran reporter and beloved professor

He started work for the seminar 6 months ago

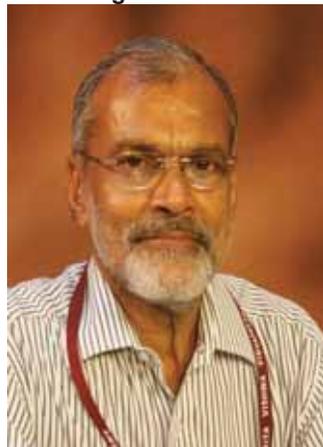
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It was a usual day in Sri Lanka for Jayaram as he got a call to rush to a riot site in Colombo. But everything changed in a split second when they got wedged between the militants and military force on the way. The moment when he and his friend was trapped in the cross fire would be the most memorable moment during his stint as a reporter in Sri Lanka.

P.Jayaram, now Professor of print journalism at AMRITA, has carved a niche for himself in as a diplomatic correspondent as well as a veteran in covering conflicts. He is a journalist who has worked in almost all posts a journalist can. He has been a sub-editor, reporter, foreign correspondent and so on in 40 years of his professional life.

During the 15 years that he has spent in Sri Lanka, for Press Trust of India, his accounts of the ethnic conflict gave the world insights into the turbulent periods of Sri Lankan history. Returning home, he was part of the Prime Minister's press entourage to many countries around the world, while serving as PTI's correspondent in New Delhi. His last assignment before joining AMRITA was as the India correspondent of the Singapore-based Straits Times.

With his exposure and contacts, Prof. Jayaram is the man behind the one-day seminar on conflict reporting and peace journalism. He explains that this is a concept which would interest the audience. "Conflict is a nature of man about which we read daily. Thus, it would interest everyone as a whole," said Jayaram.



According to him, this seminar is a boon for the students. "This is a part of their training, and will help them in covering real time seminars in future". Each journalist will have to report conflict in some or the other way and this colloquium will help them in doing so in a professional way, he said. He also added that this will help the students and professionals to be trained in discharging their professional duties. He signs off with a note that report on a conflict can be most satisfactory for us as it teaches us how to be balanced and view both sides of a coin.

Know More about AMRITA

* State-of-the-art multi-camera production studio with Sony High End Digital Cameras, Audio & Vision Mixing, Graphics & Sound Editing software

* High speed computer lab is fully enabled for Web Design, Animation and Video Editing.

* Swimming pool which is of Olympic standards with 50mx25m in size and a Toddlers pool. It has the state of art machinery that can purify 2.4 million liters of water within six hours.

* 3 effluent treatment plants to recycle waste water. This system prevents environmental pollution and helps in organic farming and is very effective in water conservation.

* The three gymnasiums inside the campus equipped with up ride bicycle, motorized treadmill, elliptical cross trainer, 6 in 1 multi-gym, 12 in multi-gym and 8 station multi-gym.

* A digital library named Vidya which has a multimedia-rich 1.5 Tera Byte of information including audio and text, video lectures, journals, news shows and documentaries from around the world.

Compiled by Spandana Kadiyala and Jayanthi Pawar