

Media Should become the Messenger of Moral Values

- Dadi Prakashmani

All India conference on Value-Based Media

Rajyogini Dadi Prakashmani, Chief of Brahma Kumaris reminded journalists that they were not the mere communicators of news and views but also the messengers and reflectors of moral values and virtues which will transform the society and the world into a better place. She said this while inauguration a 4 day All India Conference for Small and Medium Newspapers, Magazines and Cable TV Operators on Value-Based Media organized by Prajapita Brahma Kumaris Ishwariy Vishwa Vidyalaya at its newly developed Shantivan Complex here at the foothill of Mount Abu on 25th Sept.1998.

She appealed to over 1,500 participating scribes and media persons to make a commitment towards promoting human and social values through their profession and also to inspire others through elevated public conduct. It is the responsibility of each media person to work for the eradication of negative and evil forces and for creation of a positive and value-based society, she stressed.

Dr.N.K.Trikha, President. National Union of Journalists India, speaking as Guest of Honor, stressed that journalism in theory and practice cannot be separated from values because the very aim of media is to promote awareness about human values and to motivate people to make positive changes. He said that public good and public welfare being the ultimate objective of media profession, journalists should follow certain code of conduct and should inculcate basic values like self control, truthfulness, reliability, responsibility, balancing, objectivity and positivity. He appealed to media persons not to have any grudge, personal bias and prejudices against anybody and to refrain from harming and defaming others. He also urged media persons to stop promoting those values which were foreign to our country and culture and appealed them to develop a desire for social services.

Mr.Sushil Jhalani, Secretary General, Indian Federation of Small and Medium Newspapers, New Delhi,

lamented that the value system in media is falling, market forces are controlling media and newspapers are sold like any other commodity. He also expressed concern over growing imperialism of big newspapers over small and medium newspapers. Recalling the role played by media during pre-independence era, he said journalists should take inspiration from that period and promote human and moral values through their profession.

Bro. Bandar Satyanarayana Murthy, Hon'ble Minister for Municipal Administration and Urban Development, Govt. of Andhra Pradesh, applauded the contribution made by media in the area of national development. He said that lack of values had led to the present social and national problems. He appealed to the press to adopt a value system for social development. If media takes up the task of promoting a value-based society, then there will be a golden dawn, he reiterated.

Prof. Kamal Dixit, HOD, Journalism, M.L.Chaturvedi University, Bhopal, expressed concern that consumerist culture was taking a heavy toll on Indian families. Hence, the media should try to re-establish social values and strengthen family bonds.

In his keynote address, B.K.Brijmohan, Editor, Purity Magazine, New Delhi, said that media, being the 4th pillar of the democracy, is all-powerful and hence it can bring back the value-based society in this country. To make media value based, the media persons themselves should first imbibe these values. He also warned that the western materialism is taking deep roots in the country and the original spiritual values are fast disappearing.

"Media can work like a captain of the ship of the society or nation thereby taking the people in the right direction and make everybody's life peaceful, happy and safe", said B.K.Nirwair, Secretary General of Brahma Kumaris Rajayoga Education & Research Foundation. He urged media persons to practice Rajyoga Meditation to acquire strong mental power.

B.K.Om Prakash, Chairperson, Media Wing of the Brahma Kumaris and the Zonal Director of Indore Zone of the Institution said the purpose of the conference was to deliberate and arrive at useful solutions for a value-based media and thereby create a value-based society through spiritual education.

Media should work for Promotion of core values

-G.D.Beliya, RNI

“With enormous power, tremendous growth and the wider reach of the Indian Media- both print and electronic it can certainly play the role of a guide to the society in promoting the cultural and spiritual values”, said Mr.G.D.Beliya, Registrar of Newspapers, Govt. of India, by giving the statistical data of the Indian Media. He was speaking at the Valedictory Session of the All India Conference on Value-Based Media.

Mr. Beliya further said that though no one can stop the flow of information, even if it is negative, but one can certainly avoid it. And with the help of spiritual knowledge and value-based education we can certainly control ourselves from the negativity and spiritual education will also help to improve the Human Development index (HDI)

While giving her blessings, Rajyogini DadiPrakashmani, the Chief of the Brahma Kumaris, urged the journalists to follow a 4-point programme such as changing the lifestyle based on the principle of Rajyoga Meditation and a lotus-like life of dutifulness and detachment; to have purity in their thought, words and deeds which will ultimately have impact on their writings; to spread and promote the message of spiritual values and education among public; and also to appeal the government to make the value education a must to build a better India. She also urged them to follow the slogan: to think, and do no evil, in addition to Gandhiji's slogan of hearing, seeing and speaking no evil.

“If the pre-independence Media helped the country to acquire Independence, the post-independence Media should help the country in rebuilding the society based on values’, said Mr.A.P.Biswaal, Sr.Vice President of the National Union of Journalists of India, Rourkela. “Journalists should have self-imposed code of conduct and self-introspection based on spiritual knowledge which will help the journalists to contribute to the society positively’, said Mr. Ramchandra Panigrahi, News Editor of All India Radio, New Delhi. By giving example he highlighted the danger of reporting with factual errors.

In his address B.K.Karuna. National Co-ordinator of the Media Wing of the Brahma Kumaris Rajyoga Education & Research Foundation sought the co-operation of the Media to promote the spiritual and value-based education as being imparted by the BKs. He informed that this education has been adopted by the Karnataka Government by recognising it as of national importance and the Gyaneswar Vidyapeeth of pune has decided to adopt the value-based education of Brahma Kumaris Institution.

The participating media persons were presented a paper containing 7-point conclusions arrived at during several seminars and plenary sessions of the conference.

One of the special attractions of this Media Conference was an exhibition on Value-based games which consisted of models and hand plays aimed at evoking eternal values among each one of the players. Also some interesting cultural programmes i.e. plays, songs, dances, dramas and video shows on spiritual themes were staged during the conference for the entertainment of the participants.

**Conclusions arrived at
All India Conference for
Small and Medium Newspapers, Magazines and
Cable TV Operators on**

Value-Based Media

After detailed deliberations in several Plenary Sessions and Seminars for 4 days, more than 1500 media persons connected to various Newspapers, Magazines, TV and Radio organizations from all over India and Nepal unanimously arrived at the following conclusions at Valedictory Session:

1. Considering the exponential growth in power of the Media to influence and shape the conduct of the society on the one hand, and manifest erosion in observance of eternal, social, moral and ethical values on the other, the media should reassess and refine its Role in the 21st Century.
2. Media persons should practice and promote moral and spiritual values in personal and professional life so as to lay new foundation for a just and fair society.
3. Media should work with determination to remove consumerism, communalism, conflicts, crime, social evils, violence, vulgarity and inaccurate projection of facts and uphold the dignity of women and refrain from exposing their image for commercial gains.
4. Media should formulate its own code of conduct and evolve effective internal mechanism for its proper implementation. Self restraint and self-regulation should be its aim.
5. Media should actively work for creation of a new social order in which socio-economic equality, justice and human dignity would be ensured for all.
6. Media persons would be advised to practice Rajyoga Meditation at least for a few minutes everyday to help themselves for experiencing deep peace and inner empowerment to overcome individual stress, depression and fear.
7. Media should educate the masses about the importance of divine virtues like peace, love, tolerance, co-operation, unity etc. required to build a better world.

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