

Senior Journalist C.T. Joshi's Book "For Whom, Our Media?" Explores The Hype & Sensationalism In Today's Indian Media



FOR WHOM, OUR MEDIA ?

COMPREHENSIVE OVERVIEW OF TODAY'S MEDIA IN INDIA

By C T JOSHI

Senior Journalist



A SPARK PUBLICATION

Bengaluru, Aug 11, 2020 (IssueWire.com) - At a time when media in India has been swamped more or less by hype and sensationalism, senior journalist C.T. Joshi's book *For Whom, Our Media?* comes as a wake-up call.

The book sincerely and passionately---and dispassionately-- attempts to examine recent trends and developments in the Indian media, both plus and minus. It is factual and accurate, supported with actual news items and other reports, thoroughly verified, along with deep insights.

Mr. Joshi regrets that no longer is the all-embracing phenomenon of media the noble mission it once was, particularly in its form before Independence. Keeping pace with the modern fast-paced life, it has now metamorphosed from a profession to an outright commercial venture.

News has become a commodity to sell. Hype and sensationalism have overtaken sobriety and restraint. The trivia has a premium.

However, he asserts, there are mediemen and media units with high ethical values and personal and professional integrity. Along with the Press Council of India, they have been striving to arrest the decline and bring back the glorious past.

But ruefully, negative aspects outnumber and overshadow positive ones. In these times, therefore, there is an imperative need for a code of conduct-- to be implemented by mediemen themselves by self-discipline and self-regulation.

"There is a silver lining to every cloud", they say. And amid all the despair in today's media, there is hope, Mr. Joshi adds.

Mr. Joshi deals extensively with the Freedom of Press in the book and says it is an article of faith unquestionably accepted by us, though our Constitution does not speak of it. But cautions that even when unrestrained, it should be practiced with restraint.

Speaking of the sweep of the media, Mr. Joshi recalls the popular saying that whatever is in the Mahabharata is also in the world. What is not in it is nowhere else in the world. Just as all-embracing as our great epic is our media, Mr. Joshi says.

"Media is a powerful institution, which should mould the masses rather than play on their sentiments," says Sahana Sundar, Publisher of the book, Spark Publications.

The book narrates a wide variety of events and anecdotes abounding in the profession. They are inspiring, interesting and informative. They are a mirror to man. They also provide relief to an essentially serious exercise.

For Whom, Our Media? is available on Amazon Kindle.

For media and interview inquiries:

Sahana Sundar

Sparking.biz@gmail.com

+91 80500 23212

To order a physical copy, please contact 8050023212

Media Contact

Spark

sparking.biz@gmail.com

8050023212

Source : Spark

[See on IssueWire](#)

