

GLOBAL MEDIA JOURNAL – INDIAN EDITION

Sponsored by the University of Calcutta

SUMMER ISSUE/ JUNE 2011

Theme: *Media and Social Responsibility*

## **EDITORIAL**

Defining the concept - media and social responsibility the Hutchins Commission, stated in 1942 that a free and responsible press stood for truthful, comprehensive, and intelligent account of the day's events in a context that gives them meaning and creates a forum for exchanging comments as well as criticism. Later, Habermas defined the journalist as a communicator who is intrinsically linked to its audience. Hence the fundamental principle of the media's obligation to serve public interest lies in the social responsibility theory. After globalization, the world has witnessed a proliferation of mass media encompassing print, electronic and new media information society in true sense has become a reality. But at the same time it is also of great concern that media has inclined to commercialization and consumer culture leading to the concentration of media ownership. Though, we cannot deny that an integrated development should be rightly proportionate to the degree of dissemination of the required information at the right time and right place ensuring easy access. The present issue of GMJ will try to probe the role of mass media in discharging its social responsibility. The articles with multidisciplinary approach tried to examine the relations between the media and social responsibility.

We are thankful to Ms. Shikha Mukherjee, Former Political Editor, Times of India; Email: **smukerjee@yahoo.com**, Dr. P. K. Bandyopadhyay, Former Director General (News), All India Radio; Email: **bandyopk@yahoo.co.in**, Prof. Sinjini Banerjee, Department of English, University of Calcutta; Email: **sinjinib@yahoo.co.in**, Dr. Saswati Gangopadhyay, Head of the Department, Mass Communication, Burdwan University; Email: **saswati.gangopadhyay@gmail.com**.

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