

# THE HINDU

Online edition of India's National Newspaper

Wednesday, Mar 09, 2011

## Media told to shun sensationalism

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VIJAYAWADA: Almost all the speakers at a seminar organised as part of the International Women's Day by Vasavya Mahila Mandali on Tuesday, condemned in strong terms the 'damaging role' of the media. They said television was a popular media with a wide reach. Since the visual mode of entertainment had penetrated into remotest of the villages, people at the helm of affairs in the entertainment industry must churn out healthy entertainment.

Assistant Commissioner of Police D.K. Mahesh recalled that he had dealt with at least eight cases of elopement almost immediately after the release of a particular Telugu film which eulogised the concept of falling in love, rebelling against parents and the subsequent elopement.

Referring to abuse against the fairer sex in the form of eve-teasing, trafficking, rape and dowry harassment, he said enforcement of laws was important.

Former headmistress of the ZillaParishad Girls High School, Patamata, VemuriSatyavathi, said girls of the present day attained early maturity of mind thanks to the bombardment of decadent stuff churned out by television channels. "Girls are most vulnerable, physically and emotionally, between 12 and 23 years," she pointed out and expressed serious concern over the growing communication gap between adolescent girls and their mothers. Stating that the impact of Western culture was resulting in total erosion of moral values in the Indian family system, she said media must stop its mad race for 'sensationalism' and instead play a constructive role in educating the masses on key issues.

Secretary of Andhra Pradesh State Women's Commission SaralaRajyalakshmi said besides sexual harassment, other forms of abuse were prevalent, especially at work places. She said employers must create favourable atmosphere for the fairer sex at work place. Nau of ArthikaSamatha Mandali said social maladies were increasing in tandem with the advancement in science and technology and called for a 'constructive' role of media.

Matta Jhansi of telecom department highlighted the need to set up women cells to address women-related issues.

Saraswathi from the social work department of AcharyaNagarjuna University mooted a separate helpline, exclusively for women and rescue homes to extend timely help to women in distress.

Municipal Commissioner G. Ravibabu, greeted women staff of the Corporation in his chamber on the occasion. He said women must stay united and solve their problems collectively.

He said they must feel free to bring to his notice administrative problems, if there were any.

<http://www.hindu.com/2011/03/09/stories/2011030961940300.htm>