

## Workshop - Weaponisation and Victimisation of Mass Media

Dr. Stefanie Pukallus | 16<sup>th</sup> February 2018 | DDU KAUSHAL Kendra

### About the Resource Person

---

Dr. Stefanie is a lecturer at the department and co-director of research at the Centre for Freedom of the Media (CFOM) at the University of Sheffield. She is course leader for MA Global Journalism. She also co-chairs the Faculty of Social Sciences Early Career Researcher Forum and is a senior fellow of the Higher Education Academy.



*Dr. Stefanie addressing the students on different challenges of a journalist*

She is part of the international team of historians writing the third volume of the official European Commission history entitled 'The European Commission, 1986-2000: History and Memories'. Her chapter focuses on the European Commission's public communication strategy and programmes, the monitoring and measuring of EU public opinion and the Spokesman's Service. She is also part of the Oral History Team at the European University Institute (EUI) in Florence.

## Introduction

---

The Departments of KAUSHAL Kendra and Visual Communication have jointly organized the workshop on 'Weaponisation and Victimisation of Mass Media'. We sincerely thank our College Secretary, Rev. Fr. Dr. S. Lazar for introducing Dr. Stefanie and guiding us in organizing the event successfully.

## Session Proceedings

---

Dr. Stefanie introduced herself briefly and explained the power and the impact of media on society. She emphasized the importance of the quality of the news and its authenticity rather than the circulation figure of the newspaper because this will impact the trustworthiness of the news media / newspaper.

Journalist are supposed to be 'of the fellow citizens' and 'not of the state' or 'not of the politicians' declared, Dr. Stefanie, when emphasizing the quality of a journalist. She explained the deplorable condition of the today's journalism as 'good business but bad journalism'. She also explained about the Attacks on Media Freedom, the Politics of Impunity and Roles & Responsibilities of a Journalist.

Talking about Media Victimisation, Dr. Stefanie said that Media is being victimised by political threats, emotional or physical harassment and economic pressure leading to shut down of the media houses.

Towards the end of session, she briefed about her discipline and the courses offered in the University of Sheffield.