

MEDIA REALITY INFLUENCES & RESPONSIBILITY

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What Influences Today's Business Reporting

THE INFLUENCES

What influences a person?









Journalistic Independence vs Commercial Success

- ▶ Editorial decision-making should be free of commercial obligations.
- ► Differentiation between Advertorial & Editorial.





Race Against Time

- ▶Competition among News networks
- ▶Be first with the news
- ▶News Analysis vs News Reporting





Going Against Norms

- ▶If Goldman Sachs says something, it should be correct.
- ► Analysts predict the future



900,000

In 1980, McKinsey & Co predicted total demand for Cell Phone in the year 2000 would not exceed this number.





Push & Pull

- ► Easy to air your opinion
- ▶ No more limited to "Letters to Editor"
- ► Every news/story is now open to criticism from virtually anyone on Social Media.





Some More Influences

Legal constraints

Regulatory codes

Market forces

Cultural bias

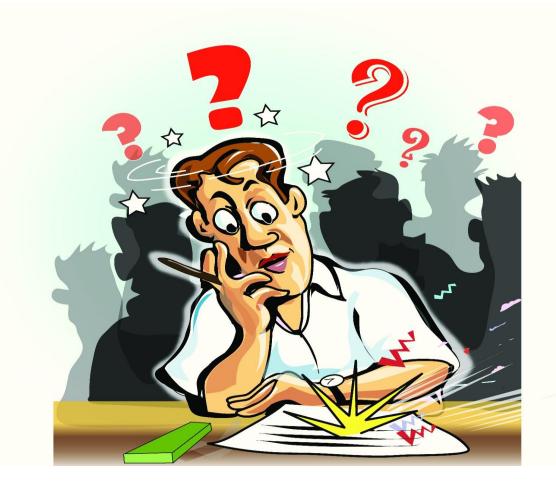
Patriotism

Professional

Time

Sources









ECONOMICCrisis of 2009







What is **Expected**

- ▶The same that is expected of every other Journalist
- ► To report the facts, provide analysis and more importantly carry news according to merit





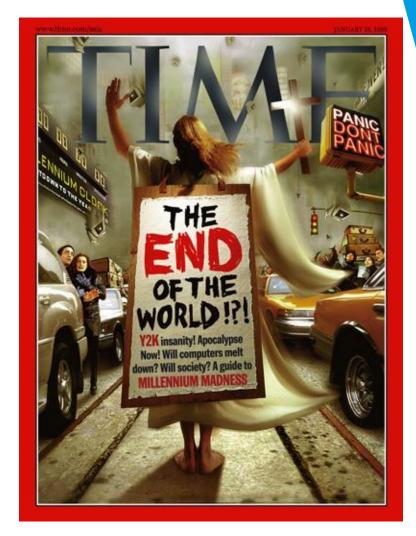
The Power To Move Markets

- News has to ensure facts are not distorted and markets are not manipulated.
- ▶ Not be a cheerleader and distort a momentum.
- ► At the same time do not spread gloom



Y2K

The Crisis That Never Happened







THANKS!



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