

# 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



# Responsibility



# ECONOMIC Crisis 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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