

**SHOOLINI
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**Online International Conference Media and Law:
The Quest for Equilibrium**



**Shoolini University of Biotechnology and
Management Sciences**

Report on Online International Conference Media and Law: The Quest for Equilibrium

International Conference on Media Law aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Media Law. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered, and solutions adopted in the fields of Media Law. Never before has mass communication been so pervasive in our everyday life. Thanks to social media, anyone with internet access can take on the role of a publisher, potentially spreading their message to an audience of millions with just the click of a mouse. That enormous potential comes at a high cost: today it is easier than ever to spread lies about people and destroy their reputation in just a few minutes. For this reason, it is vital not only for journalists but also for the general public to have a basic knowledge of media law and ethics, in order to act responsibly and ethically when disseminating content to a mass audience. The conference endeavors to bring light on numerous issues which go unadhered and foster a culture of healthy debate and discussion on the pertinent issues w.r.t. media.

Objectives

- The International Conference endeavors to discern the legislative and institutional framework which guarantees freedom of expression, enhance the quality of journalism and establish pluralistic means of media reporting internationally. The specific objectives of the project are:
- Harmonizing laws, regulations and practice with standards of the media
- Strengthening the independency and efficiency of the bodies responsible for the regulation of digital broadcasting and enabling public broadcasting services to better perform their role.

- Development of a professional approach, responsibility and respect of ethical principles by the press.
- Answer mutual problems and challenges that countries all over the world are facing.
- Discussion on the possible infringement of intellectual property rights and their relative global regulations.
- Debate on Media Ethics and the distant reality.
- Discussion on media biases.
- Discussion on the obligations of the academicians, lawyers and journalist on the issue of media bias.
- Development of a professional approach, responsibility and respect of ethical principles by the press.
- Enable exchange of experiences, cooperation and networking in areas such as thematic trainings for journalists, self-regulation and legal framework in the area of broadcasting, media transparency and ownership of the media.

There were four technical sessions and 53 delegations participated from different universities and colleges all over the country. Various legal luminaires across the country participated and delivered expert talks. This initiative of law school was an excellent step towards providing collaborative knowledge on Media and laws.
