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JAMMU  
WEDNESDAY  
OCTOBER 16, 2024

# Symposium on 'Media and Dogri Literature' held at JU

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**JAMMU:** Department of Journalism and Media Studies, University of Jammu in collaboration with Sahitya Akademi, New Delhi on Tuesday organized a one-day symposium on "Media and Dogri Literature" at University campus. Renowned writer and former journalist, O.P. Sharma was the Chief Guest, whereas eminent Dogri writer, Vijay Verma was the keynote speaker. Addressing the gathering, O.P. Sharma praised the organizers for their initiative in promoting Dogri literature through the lens of media.

"This symposium is a vital step towards recognizing the rich heritage of Dogri literature and its relevance in today's media landscape," he said and added that the Department of Journalism and Media Studies, University of Jammu is taking many endeavours to preserve and promote Dogri language by organizing such events. He also congratulated Sahitya Akademi, New Delhi for continuously supporting such endeavours. Speaking on the occasion,

keynote speaker Vijay Verma said that the combination of journalism and literature is a meaningful effort. "The combination of Journalism and literature is a meaningful endeavour. Literature is a medium through which the dreams of humanity are expressed," Vijay Verma said and added that writers draw inspiration from society to create literature, which, in turn, influences society, while the media helps propagate literature. He said, "All Literature is media, but all media is not literature." Stating that the media has a profound impact on the society, Padma Shri Mohan Singh Salathia, Convener, Dogri Advisory Board, Sahitya Akademi, said that media has the potential to influence public thinking and behavior. "The power of the media and its impact on society is profound. Media can be used to disseminate information and make people aware, but it can also be misused to spread misinformation and mislead the public," said Mohan Singh Salathia, adding that development of the media has brought many changes in the society.

In her address, Prof Garima Gupta, Head of the Department of Journalism and Media Studies said that it is the vision of the Vice Chancellor, Prof Umesh Rai that the University of Jammu should take the lead in promoting and propagating the rich culture and language along with literature of Jammu region. "Inspired by this, the Department of Journalism and Media Studies took this direly needed step to address the dynamics of media and Dogri Literature, and their impact on each other, in particular context of Jammu region," Prof Garima said and added that the main aim of this symposium was to promote and encourage Journalism, language and literature in Dogri. The symposium featured a series of discussions and presentations from noted speakers, including Jagmohan Sharma, Jatinder Singh, Priyam Katoch and Rajeshwar Singh Raju focusing on topics such as the role of journalism in promoting regional literature, the relationship between Dogri Literature and Media, and the impact of Dogri Literature on the media and public perception.