



**Institute of
Media
Studies**

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IMS holds orientation programme for freshers

TECHNOLOGY HANDICAPS STUDENTS' THINKING: EXPERTS

Bhubaneswar: Technology and internet including latest digital gadgets have handicapped the thought process of students. In our society today, while technology is slowly taking a steady control over individual lives, the reading habit is fast vanishing into thin air. Reading habit amongst the youngsters and students has seen a decline, expressed speakers here on Monday.

Expressing concern at a seminar on 'Opportunities and Challenges in Professional Education' organised by Institute of Media Studies (IMS), a premier media academic organization, on the occasion of orientation Programme for Freshers, Senior Journalist Ashok Panda said the professionals give the best deliverables. For which, there is a growing demand for professional training and courses in the market. Beyond the media panic around the lack of Indian universities in the top global brackets, an honest and realistic introspection is required of what the constraints are, and in what direction reforms ought to be mobilized, he added.

Speaking on the occasion, Head (CSR) of Tata Steel-Odisha Ambika Prasad Nanda stressed to promote students' reading habit. Apart from class room learning, teachers and parents should guide the students to read more books and rise to the occasion. Sometimes, the patriarchal social system creates discrimination in education among the boys and girls, he said.

Chief Editor of Naxtra News Sisir Bhatta Mishra said opportunities for students of Journalism and Mass Communication have been multi-folded over the recent years. With advent of new technology and stiff competition in the industry, several new directions on media sector have been opened up and challenges too. Students of the department should reorient themselves and equipped with the knowledge and skills to make employability, he suggested.

Among others, Company Secretary Gopinath Nayak and Director of IMS Prof Upendra Padhi also spoke. Heads of the departments presented details about the course of studies during the programme.

Director