

Speech of Mr. Md. Sabur Khan, President, DCCI in a workshop on **"How to Create Media that Entertains and Inspires"** as a Discussant. **Date: January 24, 2013, Time: 10:00 a.m. Venue: DCCI Auditorium (5th floor).**

BISMILLAHIR RAHMANIR RAHIM,

Hon'ble Minister, Mr. Hasanul Huq Inu, MP, Ministry of information, Government of Bangladesh and Chief Guest of today's program;

H. E. Heather Cruden, High Commissioner of Canada;

Mr. K M Khaled, President, CanCham Bangladesh

Mr. Masud Rahman, Chief Adviser, CanCham

Mr. Mark Shekter and Ms. Nancy Trites Botkin, presenter of today's workshop

Distinguished Guests,

Assalamualaikum and a very good morning

On behalf of Dhaka Chamber of Commerce & Industry (DCCI) and on my own behalf, I would like to thank Canada Bangladesh Chamber of Commerce and Industry (CanCham) for inviting me in this important workshop on **"How to Create Media that Entertains and Inspires"** jointly organized by High Commission of Canada in Bangladesh and Canada Bangladesh Chamber of Commerce and Industry (CanCham). I consider it to be a great honour for me to be present here on this workshop to speak few words.

Distinguished Gatherings,

Canadian philosopher and communications theorist, Marshall McLuhan used the term "media" as its modern application relating to communication channels. **The media is an important vehicle through which information can be obtained and exchanged. Indeed nowadays public knowledge about education, politics, human, trade and business, foreign events, including war and international crises, relies heavily on mass media. The media is also a powerful tool in influencing public opinion and raising awareness about an issue.** With such power, however, comes also the responsibility to provide accurate information to the public on a given issue and at the same time to ensure the protection of individual sources from any harm as a result of information disclosure. The media often creates or reinforces stereotypical and negative images about people. In the context of human trafficking, moreover, when journalists wish to tell a story and put a face to a victim, they run the danger – albeit often inadvertently – of victimizing them further.

Ladies and Gentlemen,

Media content is generated through process in which a variety of factors play a role. From the practical considerations of getting to difficult to reach sources and returning stories to editors on time, to pressures of writing stories that conform to editorial guidelines and professional norms and values. **How do all these factors impact on decisions made by journalists about the discovery, selection, and reporting of stories, particularly in the context of human trafficking? What challenges do journalists face when interviewing victims, writing and illustrating the topic?**

In the field of human trafficking, sensationalism, stereotypes and assumptions on the profile of victims and circumstances of their exploitation unfortunately often prevail over in-depth investigative journalism. **Journalists and editors often cannot tell the difference between illegal migration, prostitution and trafficking in women and are often not too concerned about accurate definitions. The linkages between issues such as globalization, migration policies, marginalization, discrimination as well as economic inequality and exploitation are rarely explored.**

Distinguished Participants,

We should promote the media as a useful vehicle to spread awareness and understanding of facts while at the same time advocating for a socially responsible journalism. The media is critical in shaping public opinion and generating deeper insight into relevant issues. **Responsible journalism provides accurate information on a given issue to the public and ensures the protection of individuals from harm as a result of information disclosure. Journalists should be educated as comprehensively as possible about the nature and complexity of any issue before setting off to investigate and report on a story with a simplistic angle.** There are many facets to this crime – both causes and effects - which need to be understood and reflected in media coverage.

Partnership with journalists with a view to improving their knowledge and understanding of the issue is therefore key issue. Regular contact with the media contributes to improving media coverage of human trafficking.

There are a lot of evidences when media has done so many good jobs that without it our very existence would have been difficult. The media in the advanced society should perform a noble mission of enlightening people. We are all part of a global community and hence, we have a responsibility to each other. **This is our responsibility to shape the media as such it is being used for both entertainment and inspiration for the well being of the society.**

Distinguished Guests,

In business standpoint, strong, free and independent media is vital to the development of a better and conducive business environment. **Business people always want that information regarding trade, economy and business. This information should be highlighted in the media so that stakeholders can be more benefited. In the age of digital democracy media has begun to play a key role in how companies shape their corporate social responsibility (CSR) policies.** All forms of media can play appropriate role for the economic development of a nation.

Ladies and Gentlemen,

I believe that today's workshop will be very helpful for all of us in creation of our perception on how we can make contribution in build up media which can entertain and inspire concurrently for the well cause of the society and nation. Today, two internationally renowned media strategists, Mr. Mark Shekter, Emmys award winner and Ms. Nancy Trites Botkin, Media Consultant will make presentation on the topic. They conduct professional seminars around the world in screenwriting, production, and creative thinking. Their highly professional piece of work has created high impact for world-wide audience in TV, Film and online media, while forwarding a positive social message. I wish you all will enjoy the workshop and it will be a grand success.

I will not prolong my speech further.

Once again, Thank you all.

Md. Sabur Khan
President, DCCI
January 24, 2013