

গণমাধ্যমের বাণিজ্যিক স্বার্থ বনাম সামাজিক দায়বদ্ধতা

AcYv tNvl

bvixi msMöG l Zvi mdj Zvi Kwmbx Avgv`i t`tki MYgva`g,tjv cãZwbqZB Ztj ai`tQ| bvixi cãZ `elg` l minsmZv`ixKi`iYl Zv`i fmgKv tRv`itjv| MYgva`tgi G mvgwRK `vqex`Zv cãqB Pvcv cto hvq Zv`i emYwR`K `t`P Avovtj | Zv bv ntj Pig eY`ev`x, bvixi Rb` AmbwbRbK tdqvi A`vÜ jvfjxi weÁvcb tKv`bv cwl Kv ev ulwf P`v`btj cPwi Z n`Zv bv| G t`q`i`i AZ`s-mvnmx l cãksmbxq D`t`vM MõY K`i`tQ `wbK RbKÉ| eûRwZK tKv`úvbi tgvUv A`t`i weÁvcb nvi`t`bvi fq Zv`i mvgwRK `vqex`Zv t`tK wcvQtq ivL`tZ cvti wb| Gi cõY wgt`tQ MZ 28 t`tK 31 gvP` Duj w`Z cY`wI l ci avivemK AbmUvbx cãZ`e`b cKv`tki ga` w`tq| GtZ cY`wI q`wZKi w`K m`ú`K` t`ki cL`vZ PgfivM w`tkl A, dvgnm` I mgyRKg` i AvfGZ cKvk tct`tQ|

RbKÉ cwl Kvg cãZ`e`bu cKv`tki ci mgyRKg`, bvix msMvb, bvix misew`K tK`? MYgva`tg bvixi t`wZevPK Dc`vctbi w`i`x` tmv`Pvi msMvb tRÜvi Bb wgvWqv tdivg, bvixM`S` cãZ`bvi gtZv cãZ`õvb,tjv cY`wI w`i`x` cãZ`ev`gt`i ntq DVtj l Avgv`i MYgva`g,tjv AvõhRbKf`vte bxi e`_v`tK| GgbwK Übvixi `w`K tms`h`me bq, ZvKv l Zvi t`fZiKvi kv` I tms`th`p` w`tK` Avte`b wbtq euj cPwi Z th evsjv cwl KwU GmW` » bvi`K mgy`R cãZ`õZ Ki`Z µ`tmW Pwjtq hv`Q, emYwR`K `t`P`tmU`t`Kl bxi e`ivL`! mW`B MYgva`g,tjvi tKvUv gL` Avi tKvUv g`Lvk cWk l `kR w`t`mte Zv Avev`iv Avgv`i t`f`te t`L`tZ nte| RbKt`Éi c`kvcwK cY`wI w`i`x` w`f`bgZ Ztj atj mvgwRK `vqex`Zvi cw`Pq w`t`tQ Av`iv`yU cwl Kv`— Avgv`i mgq l evsj`k AeRvi fvi |

BDnbj fvi Zv`i tdqvi A`vÜ jvfjx cY`wI m`e` tµZv w`t`mte tetQ wbt`tQ w`k`kvi x l Zi`Yx` i | Gi me,tjv weÁvctbi w`elq` GKB ai`tbi— tKv`bv bvixi Mv`tqi iO Kv`tjv ntj Zv`tK w`Nti `vKte nZkv, w`eLYzv Ges e`w`MZ (w`tq, AvcbRb`i fvtjvevmv, Av`v AR`B) w`Ksev tckvMZ mvdj` tKv`bv w`KQB Zvi Rv`te bv| cY`wI e`envi Zv`tK dm`P istqi Aw`Kvix Kti Zj`te, tm ntq DV`te AvZ`w`ekjmx l cõYe`s` Zvi e`w`MZ ev tckvMZ Rxe`b mvdj`i tRvqvi etq hv`te| G ai`tbi weÁvcb cPv`i eûRwZK cãZ`õvbu l MYgva`g,tjv jvf`evb n`Q| w`K`S` Gi mvgwRK q`wZi cw`gY KZ fqven n`Z cvti Zv wbtq Aek`B Zv`i fvetZ nte| c`h`µ`tg GLv`b w`KQy mvgwRK q`wZi K_v D`tj l`Kiv n`Q—

- Avgv`i t`tk tqtq w`ki Rb`t`qvi Kvi`y GL`bv ch`S`-A`t`bK bvi`K msmv`i w`bh`ZZ, e`w`AZ GgbwK Zvj w`K`õB n`Z nq| w`Ksev GKwU tQ`tj w`ki i A`t`c`q`wq eQ`i i ci eQ`i bvi`K B`Qvq-Awb`Qvq Mf`õvi Y Ki`Z nq, hv bvixi c`R`bb `v` l RbmsL`v ew`x i w`K t`tK úgwK`t`e| g`y`tgq th K`tqKwU cw`evi tqtq w`ki i Rb`K`M`Z Rv`vq, weÁvctbi c`f`v`te Zv`ivl `elg` `Zwi Kite Kv`tjv l dm`P tqtq w`ki i g`t`| nqZ m`S`w`wI (tqtq) Mv`tqi istqi Kvi`y g`t`K Av`iv`te w`bh`Zb mn` Ki`Z nte|
- dm`P`ntj B mvdj` Av`mte Ggb `c`et`w`L`tq Avgv`i Mv`tqi iO c`j`tU t`qvi th D`t`vM, Zv`tK mvs`w`ZK l ivR`w`ZK AvM`mb etj AvL`v t`qv hvq| tKbbv kv`vi vB Avgv`i `t`kv eQ`i kvmb K`i`wQj, Av`Rv cw`_ex R`to Zv`i Aw`acZ`| bvi`K D`t`k` Kti `Zwi weÁvcb,tjvi gva`tg eûRwZK tKv`úvbu thb ej`tZ P`vq Mv`tqi iO kv`v bq etj B ev`w`g

ev Kvtjv gvbl tk`wi`*, Awk`lv, teKvi Zmn nvrvtiv mgm`vq RR`Z ntZ nt`Q| Zviv Pvcv w`tZ Pvcv Zvt`i (kv`vt`i) AZxZ I eZ`v`bi tkvly I `elg`cY`c`t`c`_tj`vtK| Mvtqi istqi K_v etj bvxix gtbvej I AvZ`veklm tft0 w`tq GLB Abb`z t`k`_tj`vi bvxix A`%`mZK AM`hvtK`_wgtq t`qvi c`P`ov Pvj`vtbv nt`Q| fvel`tZ cj`l`i`i Rb` GKB aitbi cY` I we`Avcb`Zwi`i gva`tg GKwJ t`tki c`fiv Rb`Mv`otK gtbvej nxb Kti tZvjv nte| dtj gvbl`_tjv nmi`tq tdj`te Zvt`i c`Zev` , `iKlvKw ev mRbkxj Df``M Mh`iYi thvM`Zv|

- dm`P`ntj B bvxix c`vq AvcbRb`i`i fvtj`vevmv, Av`v, Pvkwi`vZv c`Z`ovb`_tj`vI Zvt`i j`td`tbq| w`KŠ`ev`eZv tZv Zv`_f`Kvi Kti bv| eU Kvtjv tqtq m`L`_v`uZ`R`ieb hvcb KitiQ, AvcbRb`i`i fvtj`vevmv cvt`Q| bvlwg K`v`u`tej, n`ij` tewi ev Avgv`i`i cvtki t`tk`KivRtj`i g`Zv A`tbK Kvtjv tqtqB tmiv g`Wj ev Awf`tb`ixi`_f`KwZ cvt`Q| Avi tckvMZ Rietbi Ab` t`q`l`_tj`vtZl bvxix mvd`tj` Mvtqi i0 evav ntq`_wovq`wb| cY`wJi we`Avcb G mvdj` I my`i m`u`K`f`K tft0 w`tZ Pvcv|
- we`Avcb`th`f`ite Pvkwi`vZv c`Z`ovb`_tj`vi bvxix Avb, thvM`ZvtK ev` w`tq Mvtqi istqi c`Z` GKtPvLv gtbv`f`ive c`Pvi Kiv nt`Q Zv Zvt`i Rb` AcgvbRbK| w`KŠ`tK ej`tZ cvti G aitbi we`Avcb`ti dtj fvel`tZ Zviv `elg`cY`AvPiY Kiteb bv! cY`wJi w`KQy we`Avcb`cj`l`i`i g`tb GK tgvnbxq, Ace`my`ix`K c`vivi eimbv Rwm`tq w`tZ Pvcv| dtj`_v`uZ`R`ietb AkwŠ`-Zwi` ntZ cvti, eU bvxixZ Avmiv` Rb`f`tZ cvti, hvi cwi`YvZ GBPAvBvrf/GBWm chŠ`-Mv`tZ cvti| GtZ eURwZK tKv`u`w`wJ`_f`v`K w`tq j`v`f`evb nte|`_g`ev t`c`g`KwJ Zvi m`x`K`a`ti ivLvi Rb` dm`P`nevi eimbvq cY`wJi e`envi ewotq t`te, cwi`YvZtZ Pgf`i`vMmn we`f`b`et`iv`M Av`v`Š`-nte| Ab`w`tK GB eURwZK tKv`u`w`b ev Zvi mggbvix nqZ evRvti Qv`te Pgf`i`vMmn we`f`b`et`iv`M w`Ksev GBPAvBvrf/GBWtmi Kó j`v`NeKvix tKv`tbv I l`j`|

eURwZK tKv`u`w`b`_tj`vi c`Z`wJ c`t`q`c` KZUv`_f`_f`isik`-Zvi GKwJ D`vniY Avgv`i`i cvtki t`k`_t`tk` Uvb`tZ Pvb| 1994 t`tk` 2000 chŠ`-7 eQti tgvU 6 Rb` fviZix bvxix we`ZwKŠ` wek`ny`ix c`Z`thvMZv wgm` I qvi`_ev` wgm` BDv`b`f`v`m`f`LZve wRtZ`wb`tq`Q| ejv evUj` , Gme c`Z`thvMZvi t`c`Q`tb we`f`b`e`eURwZK tKv`u`w`b` we`tkl` Kti Kmtg`w`JKm tKv`u`w`b`_tj`v weivU A`t`i`i UvKv we`b`t`q`vM Kti`_vtK| tLZve tRZvi ci weRq`vix c`Z`t`KB Rvotq`c`to`Qb g`Ww`j` I Awf`btq| 1990 mvtj` fvi`tZ` Kmtg`w`JKm tKv`u`w`b`i we`l`i`i cwi`gvY`wJ 2,311 tKwJ i`w`c` Avi 2000 mvtj` Zv`_k`_Y` teto`_wovq` 18,950 tKwJ i`w`c`tZ` (*tM`ve`j`v`B`f`R`kb` : Gb` GvU`K` Ab` BvU`Qv`m` m`f`f`i` BvU`l`*)| 2001 mvtj` tKej`tdqvi A`vU` j`v`f`j`x evRvi RvZKvix c`Z`ovb` w`_j`v`b` wj` fvti`i` we`l`i`i` kZKiv 20 fivM teto` tM`tQ, hvi`dtj` Zviv`_we` KitiQ Oq` tKwJ fviZix`wb`q`g`Z` cY`wJ e`envi KitiQ (*t`m`j`Š` we`DvU` K`B`b`m` A`vU`tdqvi`t`b`m` w`l`g`m` : w`c`h`v`j`v`j`*)| fvi`tZ`i` wek`ny`ix`i` tLZve tRZv` Avi Kmtg`w`JKm tKv`u`w`b`i evRvi`c`h`v`i`i` tP`ov` G`_t`q`i` m`u`K`f`R` cvl`qv`wb`o`q`B` K`w`b`bq`|

MZ KtqK eQti fvi`tZ`tdqvi A`vU` j`v`f`j`xi` we`i`t`x` c`e`j` RbgZ`_Zwi` ntq`Q| dtj` tKv`u`w`wJ Zvt`i` A`tbK we`Avcb` c`Pvi` e`f`U` eva`_ntq`Q| w`K`tm` mg`t`q`B` Zviv`b`Z`b` ew`Y`w`R`K` tKŠ`k`j` w`nt`m`te` Mh`Y` Kti`tQ` t`g`t`q`i` Rb` ew`E` I` Kwi`Mwi` w`k`v`i`v`i` e`e`v`| Gi` gva`tg` Zviv`Rb`M`t`Yi` g`ta` cY`wJi`_q`w`Z`Kvi`K` w`K`m`u`t`K`q`h` m`t`P`Z`b`Zv` m`j`o` ntq`Q, Zv` Ab`w`tK` mwi`tq`wb`tZ` Pvt`Q|

Avkvi K_v`th` Avgv`i`i` t`tkl` cY`wJi` we`i`t`x` RbgZ`M`to` DVt`Q| evsj`vt`tk`c`f`Y`i` gv`wb`q`Š`Y`Kvix`c`Z`ovb` we`Gm`l`J`Av`b`t`K` GKwJ`msm`x`q` Kvg`wJ`cY`wJi`_f`v`-M`Z`_q`w`Zi` w`KwJ`cix`q`v` Kti`t`L`tZ`wb`t`R`w`tq`Q| tfv`v`v` Avw`Kvi` AvBb` cvtmi` we`l`q`wJ` Avtj`w`PZ` ntq`Q` G`m`f`v`q` mi`Kv`i`i` G`Zrci`Zv`

cKsmbrq| Avkv Kwi Lv`" fFRij wqšYmn Ab`vb` wltq miKvi thgb ewj ô c`fjc wbt`Q, G e`vcvti I Zvi e`wZµg nte bv| Gi cvkvcwk miKvi tK weÁvcb,tjvi mvgwRK ¶wzi K_v wPŠv-Kti Zv eÜ Kievi Df`"M wbtZ nte| tKvfbv cÖZövb hvfZ G ai tbi weÁvcb `Zwi I cPvi bv-Ki tZ cvti GRb` `i Kvi weÁvcb bmxZgvj vl |

cY`wi wei`tx RbmtPZbZv Avtiv evovfZ cÖZev`gLi mSMVb,tjv tµZvt`i m½ wefbcvte Avtj vPbv Ki tZ cvti | GgbwK cY`wi ¶wzKi w`K m`útkBDwuj fvi wekL`vZ tKvfbv cÖZövb t`tK cgyY t`Lvfbvi AvM chŠ-hvfZ weÁvcb I weµ eÜ ivL tZ eva` nq, GRb` Zviv PvBtj AvBtbi AvkqI wbtZ cvti b| Avkv Kwi G e`vcvti evsj vt`tk webvgtj` bvi xt`i AvBib mnvqZv`vbKvix cÖZövb ev tfv`v AwaKvi wbtq KvR Ki tQ Ggb cÖZövb,tjv Zvt`i cvtk `wvte |

BDwuj fvi I wfbgZ cPvti bxie _vKv MYgra`g,tjvtK miebtq ej tZ PvB, mvavi Y RbMYtK Aí mg tqi Rb` tavkv t`qv m`e ntj I MYtivi tK KLtbv tVwKtq ivLv hvq bv| wgt` cPvi ev bxie _vKtj GKw` tK thgb Ktcfi tUi mpvg bó nte, Ab`w` tK tµZviv cY` eRö Ki te ev AvBib mnvqZvi Avkq tbtē| RbMtyi ¶wz Kti bv Ggb cY` `Zwi I weÁvcb, wfbgZ cPvi emYwR`K j vt`fi cwi gyv eÜ_Y emotq w` tZ cvti | GKB m½ Zvt`i mvgwRK `vqexZvtK ZLb RbMY Av`v I k`vi tPvtL t`Lte| Avi mswkē-cÖZövb,tjv G e`vcvti h_vh_ c`fjc bv-wbtj tdqvi AvÜ jvfj xi mg`-`-`MZ I mvgwRK ¶wz ti vta Avgvt`i mevBtK Avtiv mµµq I tmv`Pvi ntq DVtZ nte|

AcPv tNvl : DbqbkGr¶ tRÜvi Bb wgvWqv tdvi vtgi m`m` |