গণমাধ্যমের বাণিজ্যিক স্বার্থ বনাম সামাজিক দায়বদ্ধতা

AcYv †Nvl

bvixi msMvg I Zvi mdjZvi Kwnbx Avgv‡`i †`‡ki MYgva¨g¸‡jv cwZwbqZB Z‡j ai‡Q| bvixi cwZ ˆelg¨ I mwnsmZv `ixKi‡YI Zv‡`i fwgKv †Rvi‡jv| MYgva¨‡gi G mvgwRK `vqe×Zv cvqB Pvcv c‡o hvq Zv‡`i ewYwR¨K ¯v‡_i Avov‡j| Zv bv n‡j Pig eYev`x, bvixi Rb¨ Amb¥bRbK †dqvi A¨vÛ jvfjxi weÁvcb †Kv‡bv cwÎKv ev wUwf P¨v‡b‡j cPwiZ n‡Zv bv| G †¶‡Î AZ¨š mvnmx I cksmbxq D‡`¨vM MnY K‡i‡Q ^`wbK RbKÉ| eûRwZK †Kv¤úwbi †gvUv A‡¼i weÁvcb nvi‡bvi fq Zv‡`i mvgwRK `vqe×Zv †_‡K wcwQ‡q ivL‡Z cv‡i wb| Gi cgvY wg‡j‡Q MZ 28 †_‡K 31 gvP DwjwLZ cY¨wUi Ici avivewnK AbmÜvbx cwZ‡e`b cKv‡ki ga¨ w`‡q| G‡Z cY¨wUi ¶wZKi w`K m¤ú‡K †`‡ki cL¨vZ Pg‡ivM we‡klÁ, dvgwm÷ I mgvRKgx‡`i AwfgZ cKvk †c‡q‡Q|

RbKÉ cwÎKvq cwZ‡e`bwU cKv‡ki ci mgvRKgx, bvix msMVb, bvix mvsew`K †K›`, MYgva¨‡g bvixi †bwZevPK Dc¯vc‡bi wei‡× †mv"Pvi msMVb †RÛvi Bb wgwWqv †dvivg, bvixMš ceZbvi g‡Zv cwZôvb¸‡jv cY¨wUi wei"‡× cwZev`gLi n‡q DV‡j I Avgv‡`i MYgva¨g¸‡jv AvðhRbKfv‡e bxie _v‡K| GgbwK ûbvixi ^`wnK †mŠ›`h me bq, ZvKvI Zvi †fZiKvi kw³ I †mŠ›`‡hi w`‡KÛ Av‡e`b wb‡q eûj cPwiZ †h evsjv cwÎKwU GwmW`» bvix‡K mgv‡R cwZwôZ Ki‡Z µ‡mW Pwj‡q hv‡"Q, ewYwR¨K ¯v_ †mwU‡KI bxie ivLj! mwZ¨B MYgva¨g¸‡jvi †KvbUv gL Avi †KvbUv g‡Lvk cvVK I `kK wn‡m‡e Zv Avev‡iv Avgv‡`i †f‡e †`L‡Z n‡e| RbK‡Éi cvkvcwk cY¨wUi wei‡× wfbgZ Z‡j a‡i mvgwRK `vqe×Zvi cwiPq w`‡q‡Q Av‡iv `wU cwÎKv— Avgv‡`i mgq I evsjv‡`k AeRvifvi|

BDwbwjfvi Zv‡`i †dqvi A¨vÛ jvfjx cY¨wUi m¤ve¨ †µZv wn‡m‡e †e‡Q wb‡q‡Q wK‡kvix I Zi"Yx‡`i| Gi me¸‡jv weÁvc‡bi welqe¯ GKB ai‡bi— †Kv‡bv bvixi Mv‡qi i0 Kv‡jv n‡j Zv‡K wN‡i _vK‡e nZvkv, welYZv Ges e¨w³MZ (we‡q, AvcbRb‡`i fv‡jvevmv, Av¯v ARb) wKsev †ckvMZ mvdj¨ †Kv‡bv wKQB Zvi RU‡e bv| cY¨wUi e¨envi Zv‡K dmv is‡qi AwaKvix K‡i Zj‡e, †m n‡q DV‡e AvZ¥ekvmx I cvYeš| Zvi e¨w³MZ ev †ckvMZ Rxe‡b mvd‡j¨i †Rvqvi e‡q hv‡e| G ai‡bi weÁvcb cPv‡i eûRwZK cwZôvbwU I MYgva¨g¸‡jv jvfevb n‡"Q| wKš Gi mvgwRK ¶wZi cwigvY KZ fqven n‡Z cv‡i Zv wb‡q Aek¨B Zv‡`i fve‡Z n‡e| cm½µ‡g GLv‡b wKQ mvgwRK ¶wZi K_v D‡jL Kiv n‡"Q—

- Avgv‡`i †`‡k †g‡q wkï Rb¨ †`qvi Kvi‡Y GL‡bv chš A‡bK bvix‡K msmv‡i wbhwZZ, ewÂZ GgbwK Zvjv‡Kcvß n‡Z nq| wKsev GKwU †Q‡j wkïi A‡c¶vq eQ‡ii ci eQi bvix‡K B"Qvq-Awb"Qvq MfaviY Ki‡Z nq, hv bvixi cRbb ¯v¯¨ I RbmsL¨v ew×i w`K †_‡K ûgwK¯ic| gwó‡gq †h K‡qKwU cwievi †g‡q wkïi Rb¥‡K ¯vMZ Rvbvq, weÁvc‡bi cfv‡e Zvivl ˆelg¨ ^Zwi Ki‡e Kv‡jv I dmv †g‡q wkïi g‡a¨| nqZ mšvbwUi (†g‡q) Mv‡qi is‡qi Kvi‡Y gv‡K Av‡iv †ewk wbhvZb mn¨ Ki‡Z n‡e|
- dmv n‡jB mvdj¨ Avm‡e Ggb ¯c †`wL‡q Avgv‡`i Mv‡qi i0 cvj‡U †`qvi †h D‡`¨vM, Zv‡K mvs¯wZK I ivR‰bwZK AvMvmb e‡j AvL¨v †`qv hvq| †Kbbv kv`viv‡B Avgv‡`i `‡kv eQi kvmb K‡iwQj, Av‡Rv cw_ex R‡o Zv‡`i AwacZ¨| bvix‡K D‡Ïk¨ K‡i ^Zwi weÁvcb¸‡jvi gva¨g eûRwZK †Kv¤úwbwU †hb ej‡Z Pvq Mv‡qi i0 kv`v bq e‡jB ev`wg

ev Kv‡jv gvbl‡K `wi`¨, Awk¶v, †eKviZmn nvRv‡iv mgm¨vq RRwiZ n‡Z n‡"Q| Zviv Pvcv w`‡Z Pvq Zv‡`i (kv`v‡`i) AZxZ I eZgv‡bi †kvlY I ˆelg¨cY c`‡¶c¸‡jv‡K| Mv‡qi is‡qi K_v e‡j bvixi g‡bvej I AvZ¥ekvm †f‡O w`‡q GLb AbbZ †`k¸‡jvi bvixi A_‰bwZK AMhvÎv‡K _wg‡q †`qvi c‡Póv Pvjv‡bv n‡"Q| fwel¨‡Z ci"l‡`i Rb¨ GKB ai‡bi cY¨ I weÁvcb ˆZwii gva¨‡g GKwU †`‡ki c‡iv Rb‡MvôxK g‡bvejnxb K‡i †Zvjv n‡e| d‡j gvbl¸‡jv nwi‡q †dj‡e Zv‡`i cwZev`, `iKlvKwl ev mRbkxj D‡`¨vM Mn‡Yi †hvM¨Zv|

- dmv n‡jB bvix cvq AvcbRb‡`i fv‡jvevmv, Av¯v, PvKwi`vZv cwZôvb¸‡jvI Zv‡`i j‡d †bq| wKš ev¯eZv †Zv Zv ¯xKvi K‡i bv| eû Kv‡jv †g‡q mLx `v¤úZ¨Rxeb hvcb Ki‡Q, AvcbRb‡`i fv‡jvevmv cv‡"Q| bvlwg K¨v¤ú‡ej, n¨vj †ewi ev Avgv‡`i cv‡ki †`‡k KvR‡ji g‡Zv A‡bK Kv‡jv †g‡qB †miv g‡Wj ev Awf‡bÎxi ¯xKwZ cv‡"Q| Avi †ckvMZ Rxe‡bi Ab¨ †¶Î¸‡jv‡Zl bvixi mvd‡j¨ Mv‡qi iO evav n‡q `vovq wb| cY¨wUi weÁvcb G mvdj¨ I m›`i m¤úK‡K †f‡O w`‡Z Pvq|

- weÁvc‡b †hfv‡e PvKwi`vZv cwZôvb¸‡jvi bvixi Ávb, †hvM¨Zv‡K ev` w`‡q Mv‡qi is‡qi cwZ GK‡PvLv g‡bvfve cPvi Kiv n‡"Q Zv Zv‡`i Rb¨ AcgvbRbK| wKš †K ej‡Z cv‡i G ai‡bi weÁvc‡bi d‡j fwel¨‡Z Zviv ˆelg¨cY AvPiY Ki‡eb bv! cY¨wUi wKQ weÁvcb ci"l‡`i g‡b GK †gvnbxq, Ace m›`ix‡K cvevi evmbv RwM‡q w`‡Z Pvq| d‡j `v¤úZ¨Rxe‡b Akwš ˆZwi n‡Z cv‡i, eû bvix‡Z Avmw³ Rb¥‡Z cv‡i, hvi cwiYwZ GBPAvBwf/GBWm chš Mov‡Z cv‡i| G‡Z eûRwZK †Kv¤úwbwU `Ûw`K w`‡q jvfevb n‡e| ¯x ev †cwgKwU Zvi m½x‡K a‡i ivLvi Rb¨ dmv nevi evmbvq cY¨wUi e¨envi ewo‡q †`‡e, cwiYwZ‡Z Pg‡ivMmn wewfb †iv‡M Avµvš n‡e| Ab¨w`‡K GB eûRwZK †Kv¤úwb ev Zvi mggbviv nqZ evRv‡i Qvo‡e Pg‡ivMmn wewfb †ivM wKsev GBPAvBwf/GBW‡mi Kó jvNeKvix †Kv‡bv lla|

eûRwZK †Kv¤úwb¸‡jvi cwZwU c`‡¶c KZUv ¯v_mswkó Zvi GKwU D`vniY Avgv‡`i cv‡ki †`k †_‡K Uvb‡Z PvB| 1994 †_‡K 2000 chš 7 eQ‡i †gvU 6 Rb fviZxq bvix wewZwKZ wekm›`ix cwZ‡hvMZv wgm lqvì ev wgm BDwbfvm †LZve wR‡Z wb‡q‡Q| ejv evûj¨, Gme cwZ‡hvMZvi †cQ‡b wewfb eûRwZK †Kv¤úwb we‡kl K‡i Km‡gwUKm †Kv¤úwb¸‡jv weivU A‡¼i UvKv wewb‡qvM K‡i _v‡K| †LZve †RZvi ci weRqxiv c‡Z¨‡KB Rwo‡q c‡o‡Qb g‡Wjs I Awfb‡q| 1990 mv‡j fvi‡Z Km‡gwUKm †Kv¤úwbi wewµi cwigvY wQj 2,311 †KwU i"wc Avi 2000 mv‡j Zv `k¸Y †e‡o `vovq 18,950 †KwU i"wc‡Z (*†Mvevjv‡B‡Rkb : Gb GUvK Ab BwÛqvÔm m‡f‡iBwbU*)| 2001 mv‡j †Kej †dqvi A¨vÛ jvfjx evRviRvZKvix cwZôvb wn›`¯vb wjfv‡ii wewµ kZKiv 20 fvM †e‡o †M‡Q, hvi d‡j Zviv `we Ki‡Q Qq †KwU fviZxq wbqwgZ cY¨wU e¨envi Ki‡Q (*†mwjs weDwU KBbm A¨vÛ †dqvi‡bm wµgm : wcqv jvj*)| fvi‡Zi wekm›`ix‡`i †LZve †RZv Avi Km‡gwUKm †Kv¤úwbi evRvi cmv‡ii †Póv G `‡qi m¤úK L‡R cvlqv wbðqB KwVb bq|

MZ K‡qK eQ‡i fvi‡Z †dqvi A¨vÛ jvfjxi wei"‡× cej RbgZ ˆZwi n‡q‡Q| d‡j †Kv¤úwbwU Zv‡`i A‡bK weÁvcb cPvi e‡Ü eva¨ n‡q‡Q| wVK †m mg‡qB Zviv bZb ewYwR¨K †KŠkj wn‡m‡e MnY K‡i‡Q †g‡q‡`i Rb¨ ewË I KwiMwi wk¶vi e¨e¯v| Gi gva¨‡g Zviv RbM‡Yi g‡a¨ cY¨wUi ¶wZKviK w`K m¤ú‡K †h m‡PZbZv mó n‡q‡Q, Zv Ab¨w`‡K mwi‡q wb‡Z Pv‡"Q|

Avkvi K_v †h Avgv‡`i †`‡kI cY¨wUi wei"‡× RbgZ M‡o DV‡Q| evsjv‡`‡k c‡Y¨i gvbwbqšYKvix cwZôvb weGmwUAvB‡K GKwU msm`xq KwgwU cY¨wUi ¯v¯¨MZ ¶wZi w`KwU cix¶v K‡i †`L‡Z wb‡`k w`‡q‡Q| †fv³v AwaKvi AvBb cv‡mi welqwUl Av‡jvPZ n‡q‡Q G mfvq| miKv‡ii G ZrciZv

cksmbxq| Avkv Kwi Lv‡`¨ †fRvj wbqšYmn Ab¨vb¨ we‡q miKvi †hgb ewjô c`‡¶c wb‡"Q, G e¨vcv‡i I Zvi e¨wZµg n‡e bv| Gi cvkvcwk miKvi‡K weÁvcb¸‡jvi mvgwRK ¶wZi K_v wPšv K‡i Zv eÜ Kievi D‡`¨vM wb‡Z n‡e| †Kv‡bv cwZôvb hv‡Z G ai‡bi weÁvcb ^Zwi I cPvi bv-Ki‡Z cv‡i GRb¨ `iKvi weÁvcb bxwZgvjv I|

cY¨wUi wei"‡× Rbm‡PZbZv Av‡iv evov‡Z cwZev`gLi msMVb¸‡jv †µZv‡`i m‡½ wewfbfv‡e Av‡jvPbv Ki‡Z cv‡i| GgbwK cY¨wUi ¶wZKi w`K m¤ú‡K BDwbwjfvi wekL¨vZ †Kv‡bv cwZôvb †_‡K cgvY †`Lv‡bvi AvM chš hv‡Z weÁvcb I wewµ eÜ ivL‡Z eva¨ nq, GRb¨ Zviv PvB‡j AvB‡bi Avkq I wb‡Z cv‡ib| Avkv Kwi G e¨vcv‡i evsjv‡`‡k webvg‡j¨ bvix‡`i AvBwb mnvqZv`vbKvix cwZôvb ev †fv³v AwaKvi wb‡q KvR Ki‡Q Ggb cwZôvb¸‡jv Zv‡`i cv‡k `vov‡e|

BDwbwjfvi I wfbgZ cPv‡i bxie _vKv MYgva¨g¸‡jv‡K mweb‡q ej‡Z PvB, mvaviY RbMY‡K Aí mg‡qi Rb¨ †avKv †`qv m¤e n‡j I MY‡ivl‡K KL‡bv †VwK‡q ivLv hvq bv| wg‡_¨ cPvi ev bxie _vK‡j GKw`‡K †hgb K‡cv‡i‡Ui mbvg bó n‡e, Ab¨w`‡K †µZviv cY¨ eRb Ki‡e ev AvBwb mnvqZvi Avkq †b‡e| RbM‡Yi ¶wZ K‡i bv Ggb cY¨ ^Zwi I weÁvcb, wfbgZ cPvi ewYwR¨K jv‡fi cwigvY eû¸Y ewo‡q w`‡Z cv‡i| GKB m‡½ Zv‡`i mvgwRK `vqe×Zv‡K ZLb RbMY Av¯v I k×vi †Pv‡L †`L‡e| Avi mswkó cwZôvb¸‡jv G e¨vcv‡i h_vh_ c`‡¶c bv-wb‡j †dqvi A¨vÛ jvfjxi mg¯ ¯v¯¨MZ I mvgwRK ¶wZ †iv‡a Avgv‡`i mevB‡K Av‡iv mwµq I †mv"Pvi n‡q DV‡Z n‡e|

AcYv †NvI : DbqbKgx I †RÛvi Bb wgwWqv †dvivt‡gi m`m¨|