

Department of Media Studies

Event: Guest Lecture on Business Journalism

Date: 20.01.20 and 22.01.20

Venue: 2JPE classroom, Block 2

Faculty Coordinator: Dr Rajesh A

Mr. Raghu Badrinath, a business journalist conducted a 3 hours lecture, and introduced the 2JPE students to the world of business journalism. Gauging our mediocre understanding of the subject, Mr. Raghu began with briefing us about business. To put into simple terms, business journalism is all about managing money. With his interesting explanation, Mr. Raghu explained how a great monsoon season directly affects the stock market value of the leading tractor making company.

Business journalism at its heart is about interpreting the data. Companies hide data, and business journalists bring out the truth. Business journalism is the growth and development of the economy, and not just a balance sheet. The 3 “I” that are the pioneers in technology are India, Israel and Ireland. As the lecture progressed larger loopholes emerged, where the proposed economy of 5 trillion dollars would need a 9% growth rate, and the current rate is just 4.5%. This lecture also brought to light the 40,000 crore loans that went bad, i.e; never retrieved. Mr Raghu also taught about the two most important notions to measure a country's growth, them being the treatment of the economically weaker sector, and the below poverty line individuals. To put our country in a humbling perspective, we are a 2.2 trillion American dollar economy, whereas the United States of America is a 16 trillion American dollar company. As working professionals, the journalists need to ask the company heads how they plan on investing their money, which helps one understand how Flipkart rose to 21 billion evaluation, and Café Coffee Day reached 1 billion evaluation in the same time frame of 10 years.

Careful observation of a company's investments can help understand and predict a company's growth or fall. For example, the company Mr. Raghu works with, The Business Times, predicted Kingfisher's downfall accurately. After the sessions, the students got a bird's eye view about business journalism.

