

Media sector facing additional challenges to sustain

The Press Council Nepal (PCN), a statutory regulatory body, established for the promotion and protection of professional journalism, is marking its 56th anniversary. Nepali journalism has witnessed a series of changes in the area of its professional development to political regime of the nation. In the meantime, Nepali media is also bearing huge losses due to the political upheavals following the Gen-Z protest of September 8 and 9, 2025. The nation bore irreparable human losses and infrastructure damage. However, there are hopes for better future with the sacrifice of vibrant youth. The dreams of martyrs will be materialized soon.

The PCN expresses sorrow over huge human loss and wishes speedy recovery of the injured. It is also hopeful that damaged infrastructure will be reconstructed at the earliest possible and the nation will enjoy normal situation of peace and prosperity. The leadership of the new interim government has opportunities to run the state as per the demand and sacrifice of the youth.

The media sector is in need of revival after the damage and loss. Nepali media is facing additional challenges like rebuilding damaged infrastructure and reviving confidence among journalists with the assurance of their safety and security in the new political situation following the Gen-Z protest. Facing the added challenge of the advancement of information technology, PCN has been taking various steps for the greater good of the Nepali media. *Nepali Media: Issue of Ethics and Sustainability (PCN*

Journal, 2025) is the continuation of its previous publications, which covers articles of various dimensions of the Nepali media ranging from press freedom, media development to recent scenario of misinformation. This publication covers various dimensions of Nepali media and discusses prospects, problems and solutions towards making Nepali journalism more ethical, credible and accountable. This publication brings forth insights of experts in the field of media and communication.

Established with an aim of developing healthy journalism and making media and journalists accountable to the nation, society and citizens, this regulatory body today stands amidst challenges and opportunities. The media sector in Nepal faces the challenge of preserving and promoting the unprecedented development of journalism. On the other hand, there is a need to take effective steps to overcome the problems surfacing at an unprecedented degree such as distortions and anomalies. Equally important is to coordinate and collaborate with various agencies to restore journalism that has been weakened by the pandemic, disasters and protests. Newer platforms i.e. online media and YouTube channels have not paid enough attention to this aspect. The PCN will have to address these issues with priority.

The Press Council Act 1992 (2048 BS) has given maximum responsibility to the Council to take initiative to issue and implement the Code of Conduct for Journalists to develop healthy journalism and to make journalism a dignified, accountable and prestigious profession. By updating the code of conduct, it has been interacting with the concerned bodies, experts and legal practitioners to address the introduction of technology and new trends in journalism.

The PCN has been playing a constructive and coordinating role for the development of journalism. Journalists who have spent a long time in journalism are increasingly abandoning the field. Stakeholders should find ways to retain qualified, skilled and experienced journalists in this profession. In this regard, PCN is ready to coordinate unconditionally.

There are several issues regarding media monitoring, implementing the code of conduct, media sustainability, accountability, accuracy and credibility. Adequate research-based practices are the need of the hour to sustain media in the current challenging context. Promotion of research-based articles in diverse fields of media definitely helps generate awareness among the stakeholders and the people at large. As rights and duties go simultaneously, the issues relating to ethics go side by side with press freedom and freedom of expression. The area of media study is enlarged with the expansion of media market, particularly in the sphere of digital media. It has become a cross-cutting issue. This field invites responsible and accountable contributions from all stakeholders - producers, consumers and monitoring agencies. Democracy sustains and functions effectively where responsible media are in operation abiding by the code of conduct while exercising the norms and values of press freedom.

The PCN would like to express its gratitude to all the expert writers who have diligently written research-based articles. Constructive suggestions are welcome as there is always space for improvement in every creation.

This publication would not have been possible without the editorial support provided by Dr. Liladhar Upadhyay and Kamal Dev Bhattarai. Their hard work is commendable. The PCN also expresses thanks to Ramesh Lamsal for language editing of the publication. The Council is committed to make the media sector sustainable through effective programmes to maintain the dignity of Nepali journalism in the changed context where multiple challenges are seen on the surface. To this end, this publication will serve as an important medium. Let's hope the nation will enjoy normal situation of peace and stability in the days to come where the media sector will thrive abiding by ethics and following established standards.

Thank You!

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