

## MISLEADING ADVERTISING

Misleading advertising, an unlawful practice employed by advertisers, producers, dealers, or manufacturers, involves promoting goods or services through deceptive or misleading statements. It aims to persuade consumers into purchasing products based on false or misleading information.

Misleading advertising is considered illegal in various countries, including the United States, as it deprives consumers of their right to accurate information about the products they intend to purchase. Consumers have the fundamental right to be informed, leading to the concept of "truth in labeling," which ensures the transparent communication of essential product details to potential buyers.

Consumers are often misled into believing they are receiving a great deal, saving money, or purchasing a product that will meet specific expectations. Various deceptive advertising methods are employed by companies to entice consumers, including comparative advertising and environmental claims.

Comparative advertising involves comparing products or services to others on the market based on factors such as price, quality, or range. However, these comparisons can be misleading if inaccurate or not appropriately conducted, potentially leading to false perceptions among consumers.

Environmental claims, on the other hand, are statements made by businesses about the environmental sustainability, recycling, energy efficiency, or impact on animals and the natural environment of their products. These claims must be substantiated to ensure their accuracy and prevent misleading consumers.

Misleading advertising undermines consumer trust and violates their rights to accurate information. Businesses must adhere to regulations and standards to prevent deceptive practices and ensure transparency in their marketing efforts.

## May 3-Press Freedom Day

■ MAHADEEP SINGH JAMWAL

Since its declaration by the UN General Assembly in 1993, we celebrate May 3 as Press Freedom Day, an occasion to remind the Governments across the world to respect and uphold the right to freedom of opinion & expression, which is enshrined in Article 19 of the Universal Declaration of Human Rights, 1948. In order for a democracy to work, it needs to have four solid aspects - free and fair elections, protection of the people's human rights, the participation of citizens and the rule of law applied equally to everyone. I feel without the freedom of the press, all of this is moot. It has been said that the price of liberty is eternal vigilance. The institution that maintains that vigil is the press or the media. In other words, if the people are to be free, it is the job of the media to ensure that it keeps a watch on those in power in whose hands the freedom lies. In order to do so, press that is free of any outside influences or influencers is absolutely vital. Press becomes a powerful tool for the efficient functioning of a democratic government. Ruling parties in India have too much power, and they often misuse those powers to control the media houses. Without freedom of the press, no government can be considered 'of the people, by the people and for the people'. Freedom of the press in India is legally protected by the Amendment to the constitution of India. The press has a responsibility to act as check and balance for the administration and the government. It is the press that raises its voice against social ills, malpractices, corruption and oppression. It is also the press that gathers, verifies and distributes events, facts and information that allow the people of a country to make sound judgments. None of this is possible if the press is silenced or if its voice becomes the tool of those in power. More or less it is a fact that News media in India is owned by business families and individuals having political inclination or affiliation. For these reasons, obviously they manipulate content on their channel that suits the objectives of their mentors who wield power. The Indian press is deeply rooted in Indian history and had its beginnings under the aegis of the British Raj. During the Indian struggle for freedom, various acts were enacted by the British government to censor press coverage. With the advent of independence, Indian leaders laid out the Constitution of India which guaranteed certain rights to all its citizens as part of being a democracy. While there is no specific mention in the constitution regarding the freedom of the press, Article 19 (1) guarantees the right of freedom of speech and expression to all citizens and the freedom of the press is deemed to be part of this right. Ideally, this means that the communiqués and expressions in various media cannot be censored by the government. However, there are limitations to this freedom as listed in Article 19 (2) that apply to both private citizens and members of the press. When we talk of the current position of 'Freedom to Press', although India is considered the largest democracy in the world, the freedom of the press is declining in the country. The highest position the country achieved was in 2002 when it was ranked at 80. Since then there has been an alarming decline. Unfortunately, for the past few years have seen increasing curbs, direct or indirect, on the media. It has decreased 140th rank in 2014 to rank 161 of 180 countries in 2023. India's global index rank has declined for several reasons, and one of them is restrictions imposed on news media. This oppression of the press is an alarming trend as it does not allow for proper checks and balances on the government and its activities and thus citizen's right to know about transparent working of their elected representatives' stand is shackled. The media is kowtowing to the political Government. And media is badly employed to propagate to convince the citizenry that there is only one person and one political party who has come as an incarnation of God, a prophecy indicated in Holy book Gita "yada yada hi dharmasya glanir bhavati bhārata abhyutthanam adharmasya tadatmanam sṛjamy aham. Paritrānāy saadhunāam vīnāśāy cha dushkṛitāam Dharm sansthaapanaarthāy sambhavaami yuge yuge" meaning: Whenever Dharma starts fading into oblivion and Adharma increases, I manifest myself. I take birth in every age to protect the virtuous, to annihilate the evil-doers and to establish (and re-establish) Dharma. At present politically controlled media has spread an uncontrolled biased wave of imaginary pictures that has pushed the shoddy image behind the silky curtain.

Media in India is mostly self-regulated. The existing bodies for regulation of media such as the Press Council of India which is a statutory body and the News Broadcasting Standards Authority, a self-regulatory organization, issue standards which are more in the nature of guidelines for the purpose of preserving the freedom of the press and of maintaining and improving the standards of newspapers and news agencies in India. The PCI cannot penalize newspapers, news agencies, editors and journalists for violation of the guidelines. Likewise news channels are governed by mechanisms of self-regulation. One such mechanism has been created by the News Broadcasters Association that has devised a Code of Ethics to regulate television content.

The News Broadcasting Standards Authority (NBSA), of the NBA, is empowered to warn, admonish, censure, express disapproval and fine the broadcaster for violation of the Code. The ethical guidelines are badly missing for the press that needs to be architected in a way to avoid paid, influenced, fake, and politically motivated reporting. I still believe the influence of the media in changing the thought, and vision and, unbiased journalism is a more immediate short-term weapon. The media should realize that political governments reign for a certain period but the Press media governs forever and ever.

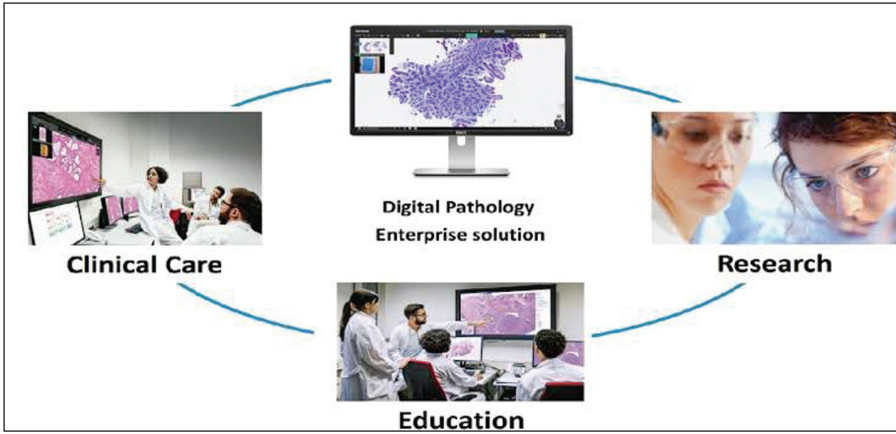
# AI REVOLUTIONIZES PATHOLOGY

■ DR MONA JAMWAL,  
■ DR POONAM SHARMA  
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John McCarthy introduced the term "Artificial intelligence" in 1956, while Arthur Samuel coined "machine learning" in 1959, defining it as the ability to learn autonomously. Artificial intelligence (AI) is increasingly becoming important in the field of medicine. The term AI refers to the intelligence presented by some non-human artificial entities, including computers and robots in pathology.

**Role of AI in Pathology:** AI and machine learning technologies are enhancing efficiency and accuracy in diagnosing diseases like cancer. Digital pathology, which uses advanced imaging and AI algorithms, is becoming more common, providing faster and more precise diagnoses. With AI's ability to analyze complex data effectively, it is helping improve precision medicine for cancer patients. Automated whole slide imaging scanners now produce high-quality images of tissue samples, which, combined with digital pathology tools, streamline the diagnostic process across different areas of Pathology. Notably, in 2018, the FDA sanctioned the first medical device utilizing AI for detecting diabetic retinopathy in adults. Subsequently, in 2021, the FDA authorized the first AI-based software, Paige Prostate, for detecting prostate cancer. Machine learning (ML) techniques, a subset of artificial intelligence (AI), are increasingly employed in pathology to automate image analysis tasks and boost diagnostic precision. These methods encompass a broad spectrum of functions, from basic object recognition to intricate pattern analysis for forecasting disease diagnosis, prognosis, and treatment outcomes. By extracting image patches and utilizing deep learning algorithms, AI enables in-depth spatial examination of histological features, resulting in quicker and more dependable diagnoses. Additionally, AI streamlines tasks, allowing pathologists to focus on complex cases and meet growing workload demands. It identifies regions of interest, prioritizes cases, and introduces novel staging paradigms, enhancing workflow efficiency. Deep learning, a cornerstone of AI and ML, employs neural networks to process data and make predictions, offering significant potential for advancing diagnostic capabilities in pathology.

**AI in pathology has dual applications:** clinically, it streamlines tasks like cell counting and cancer detection, enhancing accuracy and saving time for pathologists. Moreover, it acts as a quality control tool, boosting confidence in diagnostic reports.



Source: Linkdin Rajendra Singh Co-founder, Path presenter

In research, AI delves into complex medical data, uncovering novel disease patterns crucial for tailored treatments and prognoses. For instance, it accurately predicts renal cancer prognosis, surpassing traditional methods. AI also excels in forecasting therapy response in colorectal cancer patients and identifying biomarkers in digital slide images, heralding a pivotal role in pathology's evolution and therapeutic advancement.

**AI Applications in Diagnostics:** Recent advancements in AI have revolutionized cancer diagnosis and classification, particularly within pathology. Integrated into diagnostic workflows, AI tools tackle various tasks like object recognition and segmentation, aiding pathologists in discerning complex information. For instance, AI enhances sensitivity by efficiently detecting isolated tumor cells in lymph nodes suspected of metastasis. It also standardizes scoring criteria in tumors like prostate and breast cancers, where morphology indicates biological processes. Content-based image retrieval (CBIR) empowers pathologists to search vast databases for images resembling specific cases, crucial for diagnosing rare and complex conditions accurately and promptly. This technology highlights similarities in histopathological features, facilitating diagnoses in challenging cases beyond visual resemblance.

**Predictive and Prognostic Applications of AI:** AI shows promise in predicting prognosis and treatment responses based on histological features, offering vital insights efficiently. By correlating images with tumor characteristics, microenvironment, and genetic profiles, AI can provide concise forecasts for survival outcomes and therapy outcomes. While integrating diverse morphological

features into a unified prognostic index presents challenges for humans, AI-based image analysis offers a novel classification system. This system depicts clinical outcomes, recurrence likelihood, and therapeutic response by associating key histological features like tumor morphology and stromal architecture. Deep learning methods within computational pathology (CPATH) unearth distinctive biomarkers, such as tumor-infiltrating lymphocytes (TILs), whose spatial distributions hold diagnostic and prognostic value. TILs, crucial in anticancer immunity activation, could serve as reliable biomarkers if objectively quantified across the tumor microenvironment (TME).

**AI as a Predictor of Molecular and Genomic Profiles:** AI tools play a crucial role in extracting insights into tumor genetics and genomic profiles from morphology, aiding in understanding cancer biology. Molecular-based tests, like the mRNA-based oncotype test, offer prognostic information by combining various parameters. While linking morphological patterns to tumor genetics seems straightforward, integrating vast genomic data, such as next-generation sequencing (NGS), presents challenges. Although combining imaging and molecular features can provide a comprehensive view of tumors, developing, training, and validating models to handle such complex multidimensional data remain significant challenges.

**The Role of AI in Research, Training, and Education:** AI tools are invaluable resources for enhancing pathologists' training, offering interactive features and annotations to create dynamic learning environments. This integration enriches morphology knowledge with advanced technologies, enabling personalized and precision medicine practices. Already utilized in teaching settings like

conferences and virtual workshops, AI tools, alongside clinical and research registries and sophisticated laboratory information systems, provide comprehensive support in pathology practice. By integrating AI into daily workflows, trainees receive supplementary information for differential diagnoses and diagnostic skill refinement, enhancing resident training and collaboration between institutions for efficient consultations on challenging cases.

**Future Directions and Opportunities:** In recent years, the development of AI tools for cancer detection by various companies has surged, with the FDA's approval of the Philips whole-slide scanner in 2017 marking a significant milestone in clinical workflow digitization. The COVID-19 pandemic prompted some institutions to adopt digital workflows, despite the challenges involved. Despite obstacles, there's been a notable shift in digital pathology, with the introduction of open-top light sheet microscopy offering non-destructive, slide-less 3D tissue images, potentially enhancing AI applications with greater spatial and architectural information. While current AI can identify tumor scores and grades, future applications may likely remain focused on narrow AI tasks.

In the coming decade, AI tools are expected to become commonplace in pathology labs, with a high likelihood of being utilized for a wide range of tasks. These tasks include identifying micro metastases and lymph node metastases, quantifying various stains, counting mitoses and lymphocytes, and automating quality control processes for slides and images. Additionally, AI is anticipated to play a significant role in prioritizing cases, standardizing pathology reports, and assisting with laboratory workflow management. In recent years, novel AI approaches in pathology have shown significant potential to improve diagnostic workflows, reduce errors, and enhance prognostic predictions. However, challenges such as interpretability, validation, regulation, and cost have slowed their integration into clinical practice. To meet the growing demand for personalized cancer care, integrating AI with human pathologists and existing systems could be beneficial. A multimodal approach combining proteomics, genomics, and AI-based biomarker quantifications may be crucial for precise tumor therapy.

(The authors Dr. Mona Jamwal is Senior Resident, Dr. Poonam Sharma is Associate Professor and Dr. Reetika Menia is Assistant Professor, Department of Pathology, AIIMS Jammu).

# Vote Jihad new tool in the hands of opposition

■ OMKAR DATTATRAY

The opposition alliance bloc of INDIA including congress has stooped too low and has now found new weapon called vote Jihad to stop the Modi juggernaut from again occupying power at the centre the third time in succession. The opposition parties like congress ,SRPBSJDU and other constituents of the INDI alliance are making every efforts to obstruct the BJP to win the Lok Sabha elections of 2024 and now the congress and SP in particular are using new tool to defeat the BJP and this time they have gone to the extreme and are employing the new tool of vote jihad to counter the mighty BJP. The SP and congress are openly saying and inciting the Muslim voters to do vote Jihad so that the Sanghi government will not come again to power as they say that otherwise the minorities will not be safe in India and thus they tell the minority voters to revolt against the BJP through vote Jihad and according to the opposition bloc ,vote Jihad is the only tool to keep the BJP away from power. Thus the opposition parties are going to extreme and are advocating vote Jihad to frustrate and defeat the BJP. Maria Alam ,congress veteran Salman Khurshid's niece ,appealed for "vote jihad", terming it a necessity in the current political situation to counter the ruling BJP government which she calls the Sanghi government. Maria Alam ,urges vote jihad in elections .She has said ,vote jihad is necessary to counter BJP government.BJP condemns Maria's remarks and seeks action by the Election Commission .A case was lodged against Samajwadi Party leader Maria Alam after she appealed to the people to practice "vote jihad" in the Lok Sabha elections Addressing an election rally in Uttar Pradesh's Farrukhabad ,Alam said, "Together do vote jihad "with intelligence ,without being sentimental and with silence .As we can only do vote jihad to drive away this Sanghi government .It is time to join hands ,otherwise this Sanghi government will succeed in wiping our existence. "Maria was campaigning in support of INDIA bloc candidate Naval Kishore Shaky Kainganj. "People say that the constitution and democracy are under threat. But I say that insaniyat (humanity ) is under threat .Now there is an attack

on 'insaniyat' .If you want to save the country ,its beauty and ganga-jamnni -composite culture ,then vote very intelligently without getting influenced by anyone ".Alam is heard saying in a video from the event .An FIR was lodged against Maria Alam and Salman Khurshid by Farrukhabad police soon after the video went viral .Both leaders were charged under IPC SECTIONS 188,295 A ,and violating the Model Code of Conduct .Notably ,Salman Khurshid was present at the poll event as the chief guest .When asked about the remarks made by his niece ,Khurshid said he avoids using such words because their literal meaning is misinterpreted .Jihad means to fight against a situation .Her intention must have been to carry out vote jihad to protect the constitution,"news agency PTI quoted khurshid as saying .Meanwhile BJP took strong objection to Maria Alam's remarks .BJP IT cell chief Amit Malviya ,while sharing the video of the event on X ,said that "Muslims need to be saved from Muslim leaders if they have to progress. " "Shaming Muslims for supporting a non-Muslim is a recipe for building an Islamic Caliphate .And congress claims to be secular ,"Malviya tweeted .If an educated Salman Khurshid's extended family is so radicalized ,one can imagine the plight of ordinary Muslims .This is not to suggest that Salman Khurshid is any better ,but he does manage to hide his bigotry behind the glib talk, ' he said.BJP spokesman Shehazad Poonawalla also lashed out at the INDIA bloc over the Alam's remarks and sought action from the ECI."INDI Alliance says elections need vote -votebank Jihad .We consider elections to be a pious festival ,they take it as Jihad .We request Janta support ,they seek Jihad! support. First Jihad!s ke Saath SP Congress RJD ,etc ,now they do Jihad Ki Baat .From Muslim league manifesto to Muslim league mindset and manifestation. Should ECI not act on this?" Poonawalla tweeted. The vote Jihad controversy sparks fly in election campaigns. Maria Alam has sparked controversy at an election rally in Farrukhabad while campaigning for the Samajwadi party .She urged Muslims to vote strategically and quietly ,advocating for the removal of what she termed a Sanghi government .In her state-

ment ,Maria Alam emphasized the importance of Muslims voting smartly without emotional attachment ,aiming to overthrow the ruling government .Additionally ,she called for a social of Muslims supporting the BJP candidate ,Mukesh Rajput further escalating tensions .The presence of top leaders from both congress and Samajwadi party at the rally underscores the significance of Maria Alam's remarks .However her statements have drawn sharp criticism from the BJP ,which accuses the opposition INDIA Alliance of engaging in polarizing politics .Prime minister Narendra Modi has condemned the alleged Muslim appeasement by the congress ,accusing them of diverting quota meant for SC's ,ST's and OBC's to garner votes from Muslim community .In response ,leaders from the congress and India alliance have defended Mmaria Alam's statements ,asserting that seeking a change of government through democratic means is legitimate .They argue that the BJP's attempt to demonize the term "Vote Jihad" is unwarranted .As the election progresses into its remaining phases ,the term vote jihad has become another point of contention providing the BJP with ammunition to target opposition alliance. The INDIA Alliance is once again in backfoot after SP leader Maria Alam urged for "vote jihad" during her campaign in UP .She said that only vote jihad can drive away the Sanghi government .UP police filed an FRI after her speech went viral. A case has been filed against Senior congress leader Salman Khurshid and his niece Maria Alam ,a SP leader ,over an appeal she made at a public meeting on Monday for "vote jihad "in support of the INDIA bloc candidate from Farrukhabad Lok Sabha constituency. The meeting ,attended by Khurshid and his wife Louise Khurshid saw the controversial and extreme remarks by the SP leader Maria Alam which sparked the row and the political parties both of the NDA/BJP and the opposition bloc India should adhere to the model code of conduct and not indulge in extreme remarks like Vote Jihad which has been seen in UP and it should stop in the interest of transparent ,free and fair elections.

(The author is a columnist, social and KP activist).

# Press Freedom is essential for democracy

■ ER PRABHAT KISHORE

Each time a political party in power is unable to withstand public criticism; it considers tightening the screw on the media. The freedom of the press depends upon free functioning of government. So the government should try to keep the press free. Only a free press can serve the people best.

There is lot of controversy about freedom of Press. What would be the duty of the Press, if it finds that the administrative machinery of a particular government is sloth, or its economic policy is extremely sluggish and the government would not care to implement the promises made to the electorate? In such a case a responsible newspaper would surly criticize the inaction of that government? If the newspaper confines its journalistic activities only by publishing the official press-notes, then which agency would point out the lapses of the government? Highlighting lapses of the government is surely the duty of responsible journalists. The press has been given the responsibility of checking and balancing the administration and the government. Whenever there is a social evil lurking or corruption and oppression happens, the press is the first one to raise a voice.

In fact, a very senior and well known journalist wrote almost in identical forms a letter to Mrs Indira Gandhi during the emergency period in 1974. He drew her attention to the restriction imposed on newspapers. A conscientious journalist must weigh the viewpoints very carefully and draw his own conclusion independently. But, what Mrs Gandhi's Sachivalaya wrote in reply is also remarkable: "Because of the restrictions imposed on newspapers, situation in the entire



country has changed during the past days. Freedom of Press is only a part of the freedom of individuals and all over the world in times of emergency this freedom is curbed. Besides, the Press has used the freedom of press in an unwanted manner. Not only false and mischievous reports have found its way in the Press, but these have been innumerable instances of inadvertent and malicious writings in mass newspapers."

Now a journalist must carefully study both points of view and he should shape his own career as per the dictates of his own conscience. Mrs Gandhi's father, Mr-Jawahar Lal Nehru was of course extremely liberal. He once said, "I am against any sort of restrictions on Press, in spite of the fact that I know there is danger in such a policy." But if followed as advocated by Nehru, there may emerge a situation in the state which might be difficult to manage. Irresponsible men in the profession of 'Journalism' are those who may cause

national or international complications by scurrilous and irresponsible writings. Thus the question arises whether reasonable restrictions on press's freedom are desirable or a complete press freedom is desirable?

Do's & don'ts for a scribe

Libel, defamation, contempt and privilege motion-these four items are the danger points in a reporter's work. Every reporter must be cautious while writing the report about these four danger points. If per chance the reporter commits any mistake in his reports which may be libelous, defamatory or contempt of court or may invite a privilege motion in a legislature, it may endanger his paper, his editor, printer and the reporter himself.

A reporter must be cautious whether he has written anything about anyone which may be defamatory or which may be construed as contempt of court or which may invite a privilege motion in a legislature. He should always try to avoid these danger points while writing his report.

Freedom of press is essential for smooth functioning of democracy. Whenever an administration tried to shackle the Press, people's revolt took place. But the press too has huge responsibility on its shoulders. They must be neutral. On the name of right to free expressions, they can not misuse their power by publish anything, which is against the soul and sovereignty of the nation and its people. Article 19(1A) and 19(2) of the Indian constitution provides proper safeguard for freedom of speech & expression and reasonable restrictions on anti-national and anti-constitutional expressions.

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