



**PRESIDENCY**  
UNIVERSITY

# PRESIDENCIAN



A Newsletter by the School of Media Studies,  
Presidency University, Bengaluru



# PROUD MOMENT FOR PSOMS!

Students from the Presidency School of Media Studies (PSOMS), Presidency University, Bengaluru secured Second Place at the Media Fest hosted by the School of Communication and Media Studies, St Joseph's University.

First-year BAJMC students Abhilash Jha and Yakriti Agarwal excelled in the "Real or AI" competition at the *Media Fluent fest*, showcasing strong critical thinking skills in identifying authentic and AI-generated media content.





# BEST MEDIA MASS COMMUNICATION INSTITUTE OF INDIA 2025!

The Presidency School of Media Studies (PSOMS), Presidency University, Bengaluru, has been honoured with the Academic Insights Education Excellence Award 2025, presented at the AIM Education Excellence Awards & Summit held on 10 January 2026 in Bengaluru.

# VIII CONVOCATION 2025 SCHOOL OF MEDIA STUDIES

The **graduating batch of 2025** from the Presidency School of Media Studies celebrates a proud milestone during the **VIII Convocation of Presidency University**, marking the beginning of their professional journey in the world of media and communication.



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# EDITORIAL

*Presidencian – Newsletter of the School of Media Studies (Second Issue)*

It gives us great pleasure to present the second issue of *Presidencian*, the newsletter of the School of Media Studies. Building on the enthusiasm and positive response received for our inaugural issue, this edition continues our effort to showcase the vibrant academic and creative journey of our students and faculty.

In today's fast-evolving media landscape, the role of responsible communication and informed storytelling has become more significant than ever. As a community of aspiring media professionals, we are constantly learning to observe, question, and engage with the world around us. *Presidencian* serves as a platform to capture these experiences, ideas, and achievements within our School of Media Studies.

This issue brings together highlights of recent activities, student projects, workshops, guest lectures, and accomplishments that reflect the dynamic environment of our department. It also celebrates the creativity, curiosity, and dedication of our students who continue to explore different dimensions of media and communication.

We extend our sincere appreciation to the editorial team, contributors, and faculty members whose efforts and collaboration made this issue possible. Their commitment ensures that *Presidencian* continues to grow as a space for expression, reflection, and documentation.

We hope this edition inspires our readers to stay curious, think critically, and contribute meaningfully to the world of media and storytelling.

Happy reading!

Editorial Team

School of Media Studies

# PSOMS STUDENTS WIN MULTIPLE AWARDS AT NATIONAL MEDIA FEST

Students from the Presidency School of Media Studies (PSOMS), Presidency University, Bengaluru, delivered an impressive performance at the OnRec Auteur National Media and Short Film Fest held on 23 and 24 February 2026, hosted by the Department of Media Studies at Kristu Jayanti University, bringing home several prizes across different competitions.

A 12-member student contingent from PSOMS participated in the national level fest and secured top positions in events including Media Quiz, Press Conference, Ad o Mania, Memory Game, and PR Crisis Management, demonstrating creativity, critical thinking, and teamwork.



Abhilash Jha and Yakriti Agarwal won the first prize in the Media Quiz. Mallika Mukta secured second prize in the Press Conference event. In Ad o Mania, the team of Rimjhim Singh, Palini G M, Mallika Mukta, Kriti Gurung, and Tanishqa Rebello bagged second prize for their innovative advertising strategy.

In the Memory Game, Mallika Mukta and Rimjhim Singh won second prize, while Palini G M and Tanishqa Rebello secured third prize. Tanishqa Rebello and Rimjhim Singh also won third prize in PR Crisis Management for their effective communication and crisis handling strategy.

Other members of the PSOMS contingent Shukhi, Nitin, Pranav S, and Sanskriti Singh also actively participated in various events and represented Presidency University with enthusiasm and dedication.

Faculty members of the School of Media Studies congratulated the students for their achievements, stating that their performance reflects the department's commitment to nurturing practical skills, creativity, and professional excellence in media education.



# AI WORKSHOP EQUIPS MEDIA STUDENTS WITH PRACTICAL DIGITAL SKILLS

The School of Media Studies at Presidency University organised a two-day workshop titled “AI Tools for Media and Communication” on February 5 and 6, 2026, at UB05, aimed at familiarising students with emerging Artificial Intelligence tools used in the media industry.

The workshop was conducted by Dr. Gaman P, Associate Professor (Selection Grade), School of Design, who introduced participants to the growing role of AI in journalism, content creation, and digital storytelling. The sessions focused on bridging traditional media practices with modern AI-driven workflows through a combination of conceptual understanding and hands-on activities.

Participants explored practical applications such as automated content generation, multimedia production, data-driven storytelling, and audience analytics. The workshop also addressed ethical concerns surrounding AI, including algorithmic bias, misinformation, and responsible use of technology, highlighting the importance of maintaining human oversight in media production.

A total of 14 students and one faculty member attended the offline programme. According to organisers, the initiative aimed to enhance students’ industry readiness by equipping them with practical AI skills relevant to contemporary media environments.

Participants appreciated the interactive and application-oriented approach of the sessions, noting that working directly with AI tools made learning more engaging and useful for future careers in media and communication.

The event was coordinated by Mr. Sherin P. Shaji, School of Media Studies, and forms part of the School’s efforts to integrate emerging technologies into media education



# CLIMATE JOURNALISM WORKSHOP HIGHLIGHTS

## ROLE OF MEDIA IN SUSTAINABILITY REPORTING

The School of Media Studies conducted an offline Workshop on Climate Journalism at Seminar Hall 1, F Block, aimed at strengthening students' understanding of sustainability-focused reporting and climate communication. The session, held from 1.30 pm to 4.00 pm on October 14, 2025, brought together students from the School of Media Studies as part of an initiative to promote responsible journalism and environmental awareness.

The workshop was led by Ms. Navya Singh, a Climate Action Journalist and Sustainability Strategist, known for her work with initiatives such as News with Navya and The Green Intent. Drawing from her professional experience across major media platforms, she guided students on how journalism can contribute to climate action through solution-driven storytelling and effective communication strategies.

During the session, Ms. Singh emphasised simplifying climate narratives for wider public understanding and integrating indigenous knowledge and community-led practices into media storytelling. Through examples from across India, she demonstrated how local traditions and innovative grassroots actions can be highlighted to encourage climate resilience and positive social impact.

The interactive workshop encouraged students to critically reflect on their role as future journalists in promoting environmental awareness. Discussions focused on ethical reporting, sustainability communication and the importance of highlighting constructive climate solutions rather than only crises.

Organised in collaboration with the School of Liberal Arts and Sciences, the workshop aimed to bridge classroom learning with real-world journalism practices, equipping students with green skills and a deeper understanding of media's role in social transformation. The event concluded with an engaging discussion session, with participants expressing strong interest in pursuing climate-oriented storytelling and sustainability journalism in future academic and professional work.





The School of Media Studies at Presidency University conducted a workshop titled “From Insight to Impact: Crafting Copy That Converts” on October 10, 2025 to strengthen students’ practical understanding of advertising copywriting and persuasive communication.

Held at UG06, the two-hour session was facilitated by Dr. Shabin Ahmed K.K., Assistant Professor at the School of Liberal Arts and Sciences, and attended by fifth-semester media students as part of their Advertising and Copywriting course. The workshop focused on translating creative ideas into effective advertising messages capable of engaging audiences and driving action.

Through interactive discussions and hands-on writing exercises, students explored key elements of copywriting, including headlines, taglines, body text and call-to-action statements. The session highlighted the importance of ideation, audience understanding, and the use of rhetorical devices such as metaphors and alliteration to improve recall and emotional appeal. Real-world advertising examples were used to demonstrate how persuasive copy functions across print, digital and social media platforms.

Participants were encouraged to experiment with emotional and rational appeals while developing their own advertising copy, helping them connect classroom theory with professional practice. Organisers noted that the workshop enhanced students’ skills in creative thinking, message framing and persuasive writing.

The event was convened and coordinated by Dr. Garima Ganghariya, with seven students participating. Feedback from attendees was highly positive, with students appreciating the practical orientation, clarity of instruction and opportunities for

active participation. Many expressed interest in similar skill-based sessions focusing on digital advertising and brand storytelling in the future.



# FILMMAKER STANLEY JOSEPH CONDUCTS MASTERCLASS ON TURNING EVERYDAY STORIES INTO CINEMA

The School of Media Studies, Presidency University, organised an online masterclass titled “Stories from the Streets: Turning Everyday Life into Cinema” on September 11, 2025, bringing together media and multimedia students from the School of Media Studies and School of Design to explore real-life storytelling in filmmaking.

The session was led by Mr. Stanley Joseph, filmmaker and founder of World Pictures Australia, who has over two decades of experience in the Australian and Indian film and television industries. Conducted from 9:00 AM to 4:30 PM, the masterclass focused on translating everyday human experiences into meaningful cinematic narratives.

During the session, the resource person shared insights from his filmmaking journey, including his work on crossover films between Australia and India and projects centred on socially relevant themes. Discussions emphasised how filmmakers can draw inspiration from ordinary lives, especially stories of underprivileged communities, to create impactful visual narratives.

Students were introduced to practical perspectives on short film development, storytelling approaches, and the creative process behind adapting real-world observations into cinema. The interactive nature of the event enabled active engagement, allowing participants to directly interact with the filmmaker and gain industry-oriented insights.

Feedback from participants described the masterclass as intellectually enriching and inspiring, highlighting the opportunity to learn from an internationally experienced director. Organisers noted that the event strengthened students’ understanding of socially conscious storytelling and encouraged them to observe everyday life as a source of creative inspiration.

The programme was coordinated by Ms. Padmavathi S, Assistant Professor, School of Media Studies, Presidency University, Bengaluru.



# GUEST LECTURE EXPLORES FUTURE OF BROADCASTING AND AI-DRIVEN MEDIA TOOLS

The School of Media Studies organised an online guest lecture titled “Broadcasting Beyond 2025: Trends and Tools” on November 19, 2025, offering students insights into emerging technologies reshaping the global broadcasting industry.

The 55-minute session, conducted virtually from UB05, was delivered by Mr. Ankit Vaishnav, Assistant Professor, Faculty of Journalism and Communication, Maharaja Sayajirao University of Baroda. The lecture focused on the rapid shift from traditional linear broadcasting to interactive, IP-driven and on-demand media ecosystems.

Mr. Vaishnav highlighted how artificial intelligence is transforming newsroom operations through automation, smart transcription, predictive audience analytics and digital archiving. He explained the growing relevance of digital archives in cultural preservation, content verification and creative reuse, while emphasising the increasing dominance of OTT platforms and personalised content delivery.

The session introduced students to emerging broadcast tools such as mobile journalism kits, AI-assisted editing systems, cloud-based production workflows and virtual studios. Industry case studies – including JioCinema’s IPL streaming model, BBC’s digital-first strategy and the use of augmented reality in sports broadcasting – helped contextualise technological changes within real-world media practices.

Students gained exposure to key future challenges such as deepfakes, algorithmic bias and data privacy, reinforcing the need for digital literacy and ethical awareness in broadcasting. Participants noted that the lecture improved their understanding of how advanced tools are reshaping storytelling, production and audience engagement.

Organised and coordinated by Dr. Garima Ganghariya, the session was attended by six students and one faculty member. Feedback indicated strong student interest in further exploring AI tools, digital archives and next-generation broadcasting practices, with many describing the lecture as highly relevant to industry trends and academic learning.

**AI Tools for Broadcasting**

Production	Post-Production	Distribution, Analytics & Content Management
<ul style="list-style-type: none"><li>• Runway</li><li>• Synthesia/HeyGen</li><li>• Dramatify (Pre, Management)</li><li>• ENCO SPECai (Ads)</li><li>• Radio.cloud</li><li>• NVIDIA Broadcast System</li><li>• Otter.ai (transcription)</li></ul>	<ul style="list-style-type: none"><li>• Adobe Ecosystem</li><li>• Wibbitz (Reels)</li><li>• Descript (edit)</li><li>• Da Vinci Resolve</li></ul>	<ul style="list-style-type: none"><li>• Veritone (data analysis, automation)</li><li>• Streamlabs</li><li>• Google Analytics</li><li>• Bandwatch (SMM)</li></ul>

The screenshot also shows a video call interface with three participants: Ankit Vaishnav, Abhilash, and a group of students.



## MEDIA STUDENTS EXPLORE DIGITAL STORYTELLING AT MUSEUM OF ART PHOTOGRAPHY

Students from the School of Media Studies, Presidency University, visited the Museum of Art & Photography (MAP) in Bengaluru on January 23, 2026, as part of an educational field trip aimed at enhancing practical understanding of visual storytelling and digital media.

The visit, led by Dr. Darshan B. M. and accompanied by faculty members Dr. Musheera Ashraf and Mr. Arun Choudhary, provided students with exposure to the intersection of traditional art and emerging technologies. Through interactive exhibits, holographic displays, 3D installations, and immersive 360-degree visual experiences, students observed how technology is transforming the way stories are created and presented to audiences.

Participants explored the museum's collection of paintings, photography, and archival displays while gaining insights into the evolution of visual communication. The trip also offered students an understanding of how museums integrate digital tools to create engaging, multi-dimensional narratives and improve audience interaction.

According to organisers, the educational visit helped students analyse how modern media technologies enhance storytelling, while also developing appreciation for art conservation and inclusive design in public cultural spaces. The experience aimed to bridge classroom learning with real-world media applications.

Students expressed positive feedback, noting that the immersive exhibits and photography archives provided new perspectives on visual communication and digital content creation. They also showed interest in similar experiential learning activities in the future.

A total of nine students and three faculty members participated in the offline educational visit organised by the School of Media Studies.

# MEDIA STUDENTS GAIN CULTURAL AND FIELD EXPOSURE AT BENGALURU HABBA



Students of the School of Media Studies, Presidency University, participated in an educational visit to Bengaluru Habba at Freedom Park on January 21, 2026, as part of an academic initiative aimed at providing experiential learning in media and cultural studies.

The visit, organised under the guidance of faculty members including Dr. Garima Ganghariya, Dr. Musheera Ashraf, Mr. Sherin P. Shaji, and Ms. Meera Ruxana, allowed students to observe one of Bengaluru's largest arts and culture festivals. The event featured live performances, art installations, exhibitions, workshops, and public interactions, offering students direct exposure to storytelling, event coverage, and content creation in real-time environments.

During the visit, students explored how cultural festivals are planned, managed, and represented in media. They observed audience engagement patterns, urban branding through cultural events, and methods of capturing photographs, videos, interviews, and reviews for media platforms. The programme also provided opportunities to interact with artists and organisers, helping students understand the role of arts in shaping city identity and public discourse.

The educational tour highlighted Freedom Park's transformation from a historic central jail to a public cultural space, while various art displays and installations introduced students to diverse artistic expressions and regional cultures across India. According to organisers, the activity aimed to enhance students' practical understanding of cultural journalism and media documentation.

Participants expressed satisfaction with the experience, noting that such field visits help bridge classroom learning with real-world media practices and provide broader exposure to arts and cultural storytelling.



## PODCAST PULSE WORKSHOP INTRODUCES STUDENTS TO PROFESSIONAL AUDIO STORYTELLING

The School of Media Studies at Presidency University, Bengaluru, conducted a full-day workshop titled “Podcast Pulse” at the Media Lab (LGL07) on February 20, 2026, offering students practical exposure to professional podcasting and audio storytelling. The workshop, held from 9:00 a.m. to 4:00 p.m., aimed to bridge classroom learning with real-world industry practice and prepare students for emerging careers in audio media.

The session was led by Mr. Jamshed Qamar Siddiqui, Assistant Editor at Aaj Tak Radio (India Today Group) and a recognised storyteller and podcast host. Addressing undergraduate media students, he explained the evolving nature of podcasts and highlighted how human-centred narratives and universal emotions form the core of successful audio storytelling. Through curated audio samples, live discussions, and interactive exercises, participants learned how voice, pacing, and narrative structure shape listener engagement.

Key topics included introduction to podcast platforms, storytelling and scripting for audio, narrative techniques, and career opportunities in podcasting. Students also participated in impromptu communication tasks designed to strengthen conversational and storytelling skills, reflecting real industry practices.

The workshop emphasised the growing importance of audio content in a digital environment dominated by short attention spans and visual media. Participants gained clarity on podcast formats, differences between interviews and podcasts, and the significance of quality content, humour, and authentic storytelling in sustaining audience interest.

A total of 13 students and several faculty members attended the workshop, which was organised under the convenorship of Dr. Ashish Sharma and coordinated by Dr. Garima Ganghariya. Feedback from participants described the session as highly engaging, practical, and motivational, with many noting that it provided valuable industry insights and enhanced their understanding of podcast production and storytelling.

# SCHOOL OF MEDIA STUDIES CONDUCTS ORGANIZATIONAL BEHAVIOR WORKSHOP

The School of Media Studies, Presidency University, organised an “Organizational Behavior Workshop” on November 4, 2025, aimed at strengthening students’ understanding of workplace communication and behavioural dynamics.

Held at UG-06, the one-hour session brought together fifth-semester media students for an interactive learning experience led by Dr. Nandini Sinha, Associate Professor and Program Chair – MBA (Banking & Finance), Presidency University. The workshop focused on how perception influences communication, decision-making, and interpersonal relationships in professional settings.

Through roleplays, practical exercises, and real-life case examples, participants explored perceptual errors such as stereotyping, halo effect, and selective perception. The session also addressed verbal and non-verbal communication, communication barriers, and the role of perception in teamwork and conflict resolution. Students actively engaged in perception tests and interpretation activities designed to demonstrate how cognitive biases impact workplace behaviour.



The workshop concluded with a question-and-answer segment where students discussed communication challenges and behavioural responses in organizational environments. Organisers noted that the activities helped students connect theoretical concepts of organizational behaviour with real-world situations.

Participants reported positive learning outcomes, highlighting improved awareness of communication barriers, better interpretation of behavioural cues, and enhanced interpersonal skills. Feedback described the session as highly engaging, practical, and informative.

The workshop was convened and coordinated by Dr. Prathibha Vinod, reinforcing the School of Media Studies’ emphasis on experiential and application-oriented learning.

# SOCIAL MEDIA AWARENESS WORKSHOP HELD FOR STUDENTS IN ATHIRAMPUZHA

The School of Media Studies, Presidency University, Bengaluru, conducted a Social Media Awareness Workshop at St Aloysius Higher Secondary School, Athirampuzha, Kerala, on January 30, 2026, aiming to promote digital literacy and responsible social media usage among school students.

The two-hour interactive session, led by Mr. Sherin P. Shaji, Assistant Professor, engaged around 60 higher secondary students and focused on helping young users understand the psychological impact of social media platforms. The workshop explored topics such as algorithm-driven engagement, digital addiction, and strategies for maintaining a healthy balance between online and offline life.

Designed as part of a larger outreach initiative, the session introduced students to concepts such as the "attention economy" and encouraged them to transition from passive consumers to active and responsible content creators. Practical methods like managing notifications and mindful digital usage were discussed to help students reduce excessive screen dependence.



The workshop also highlighted personal digital branding and the importance of building a professional online presence. Organisers noted that the programme contributed to community engagement while promoting awareness about ethical and informed social media use.

Feedback from participants was positive, with students recognising the increasing role of smartphones in shaping their decisions and viewpoints. Faculty members of the host institution appreciated the relevance of the session in addressing current academic and social challenges faced by students. Several participants expressed interest in digital media and content creation as future career paths.

The event was conducted offline and formed the second session in the ongoing Social Media Awareness Workshop series organised by the School of Media Studies.



Presidency School of Media Studies & Presidency School of Liberal Arts & Sciences  
Presidency University, Bengaluru

Organizes

# Presidency Media Lit Fest

## MEDIA LIT FEST 2025 CELEBRATES STUDENT CREATIVITY

10 NOV. 2025

The Presidency Schools of Media Studies and Liberal Arts and Sciences successfully organised “Media Lit Fest 2025,” on November 10, 2025 attracting more than a thousand students from schools, colleges and universities across Bengaluru and beyond. Participants represented institutions including Reva University, Alliance University, St. Joseph’s, Bengaluru City University, Nagarjuna College and several others.

The fest was inaugurated in the presence of senior university officials, including Dr. Thiruvangadem S. J., Vice Chancellor In-Charge, and Dr. Vidya Shankar Shetty, Pro Vice Chancellor, who highlighted the growing importance of media literacy and critical thinking in the digital age.

The event featured a series of competitions designed to promote creativity, analytical thinking and responsible media engagement. Key activities included Clash of Perspectives (debate), Unfiltered Voices (open mic), Verse and Voice (poetry slam), Meme Mania (meme-making), and Photo Story Hunt. Participants explored themes such as misinformation, ethical storytelling, visual communication and audience engagement, while faculty judges evaluated entries based on clarity, originality, relevance and time management.

The festival concluded with a valedictory ceremony recognising outstanding performances across categories. Organisers noted that the event provided an interactive platform for students to engage with contemporary media issues while showcasing talent and collaborative learning.

The fest was coordinated by Dr. Yashavantha T. S. and Dr. Darshan B. M., under the leadership of Dr. Pritha Sanyal, Head of Department, PSOLAS, and Dr. Ashish Sharma, Head of Department, PSOMS, who emphasised the importance of such initiatives in nurturing media-aware and socially responsible learners.

