



PRESIDENCIAN

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

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School of Media Studies at a Glance

Academic Year 2025-26





Caricature Workshop, August 2025

The primary objective of the workshop was to familiarise students with caricature techniques and encourage them to apply these skills in visual storytelling. Specifically, it sought to train students in observation and imaginative exaggeration, develop their ability to communicate through humour and visuals, and nurture creative approaches to design and expression.

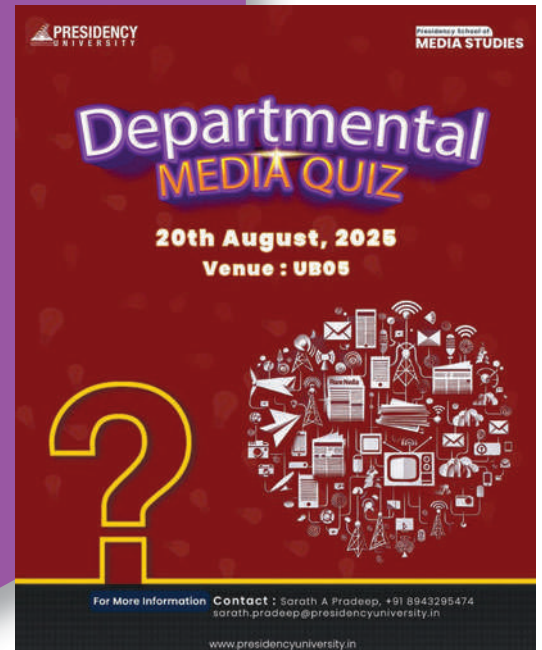


Overall, the workshop not only enhanced artistic skills but also inspired students to see caricature as an effective tool for both communication and creativity.



Media Quiz, August 2025

Designed to test both theoretical understanding and practical skills, the quiz covered areas such as broadcasting, production techniques, equipment handling, and emerging advancements. It encourages competitive learning and fosters teamwork while bridging the gap between academic concepts and real-world broadcasting practices, making the learning experience more engaging and application-orientated. It encourages competitive learning and fosters teamwork while bridging the gap between academic concepts and real-world broadcasting practices, making the learning experience more engaging and application-orientated.



'12th fail' movie screening, August 2025

As the opening activity of the 'Film Club,' the movie 12th Fail was screened to inspire and uphold the spirit of campus life, emphasizing grit, perseverance, and resilience. Aligned with Sustainable Development Goal 4 (SDG 4), the film underscores the significance of education and its transformative impact on individuals and communities. It also highlights the need for equitable and inclusive education systems that ensure lifelong learning opportunities for all.





Visit to Press Club of Bengaluru, August 2025

The School of Media Studies (SOMS) at Presidency University organized an educational trip for its students to the Press Club of Bengaluru. The Press Club of Bengaluru was founded four decades ago by a group of visionary journalists and was conceived as a hub for media professionals to connect, collaborate, and contribute to society. The club has evolved into a prominent platform where ideas and voices converge. Over the years, it has been instrumental in hosting many press conferences, cultural events, and discussions and evolved as a part of Karnataka's cultural and media landscape.

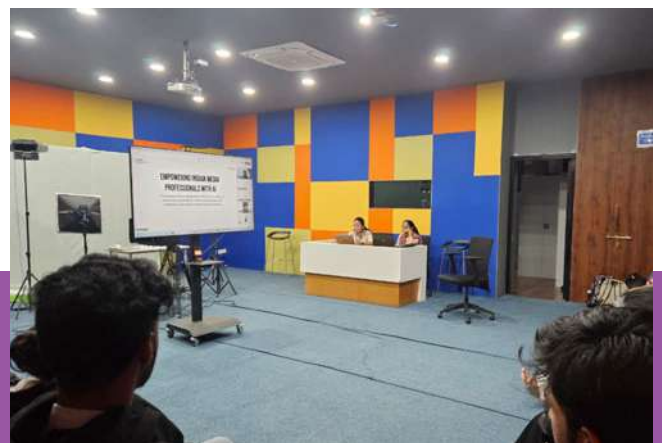




Workshop on AI-ADIRA, August 2025

The School of Media Studies (SOMS) at Presidency University organized the ADIRA Workshop on “Creating an AI-Ready Workforce in India” on August 18, 2025, at the Media Lab (LG07). The session was conducted in an online, hands-on mode and witnessed the enthusiastic participation of all three batches of students from SOMS.

The workshop aimed to familiarize students with the growing importance of Artificial Intelligence (AI) in academics and professional life. Through interactive demonstrations and practical training, students were introduced to the potential of AI tools in enhancing learning, research, and creative projects. The resource persons emphasized how AI can be effectively integrated to improve productivity, critical thinking, and innovation, while also preparing students for the future job market.







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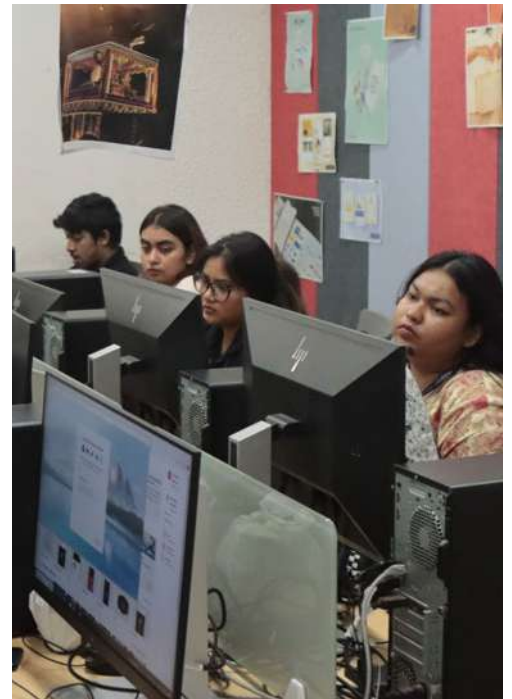






Workshop on Pagination and Graphic Designing, September 2025

The School of Media Studies, Presidency University, Bengaluru, organized a Two-Day Hands-On Workshop on Pagination and Graphic Designing on 15th and 16th September 2025 at the Computer Lab, School of Design. The sessions were led by Mr. Sunij S. Nair, Vice Chairperson and Assistant Professor, Amrita Vishwa Vidyapeetham, Mysuru Campus, who shared his expertise in digital design and multimedia. The workshop introduced students to the fundamentals of pagination and graphic designing with practical training in Adobe InDesign, Photoshop, and Illustrator. Participants gained skills in layout creation, typography, and image management, enabling them to design newspapers, magazines, and newsletters with professional publishing standards.





Power of Public Relations in the Digital World, September 2025

The session was led by Rana Jyot, a seasoned Public Relations and Communications leader with over a decade of diverse experience across corporate communications, brand building, media relations, and editorial strategy. Currently serving as North America PR Lead & Special Projects Editor at Tredence Inc., she drives high-impact communication initiatives and thought leadership campaigns for global markets. She helped students to learn about the Power and Importance of Public Relations in present era.





From Insight to Impact: Crafting Copy That Converts, October 2025

Copywriting is the driving force of effective advertising - it transforms ideas into messages that attract attention, communicate value, and inspire action. To help students experience this process firsthand, a writing workshop titled "From Insight to Impact: Crafting Copy That Converts" was organised on October 30, 2025, by the School of Media Studies. The session was facilitated by Dr. Shabin Ahmed K.K., Assistant Professor at the School of Liberal Arts and Sciences (SOLAS), and conducted exclusively for fifth-semester students of the School of Media Studies (SOMS). It aligned closely with their course Advertising and Copywriting. The workshop aimed to provide a hands-on understanding of writing for various advertising formats while strengthening students' conceptual thinking and message articulation.







Climate Action Journalist & Sustainability Strategist, October 2025

The Workshop on Climate Journalism, organized by the Presidency School of Media Studies in association with the Presidency School of Liberal Arts and Sciences, was an engaging and educational session led by Ms. Navya Singh, Climate Action Journalist and Founder of News With Navya and The Green Intent. The workshop focused on enhancing students' understanding of how journalism can promote sustainability and social change. Ms. Singh shared practical insights on simplifying climate communication, integrating indigenous knowledge, and promoting sustainable practices through storytelling. Through examples from across India, she illustrated how cultural traditions, local wisdom, and community-led actions contribute to climate resilience.





Media Lit Fest, November 2025

The event is remembered as one of the important events of School of Media Studies. It drew more than a thousand students from schools, colleges and universities, including Reva University, Alliance University, St. Joseph's, Bengaluru City University, Nagarjuna College and other institutions.

The event featured a range of engaging competitions, including Clash of Perspectives (debate), Unfiltered Voices (open mic), Verse and Voice (poetry slam), Meme Mania (meme-making), and Photo Story Hunt. Participants explored contemporary media issues such as misinformation, ethical storytelling, visual communication, and audience engagement. Faculty judges assessed entries based on clarity, originality, relevance, and time management.





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Organizational Behavior Workshop, November 2025

The workshop focused on explaining how perception shapes communication, decision-making, and interpersonal relationships in professional settings. Dr. Nandini Sinha engaged students with real-life examples, perceptual error demonstrations, interactive activities, and role play scenarios. Students actively participated in perception tests and interpretation exercises that helped them understand how cognitive filters and biases affect workplace communication. The session concluded with a Q&A discussion, during which students clarified doubts on communication barriers, misinterpretation, and behavioral responses.





Workshop on Ad Filmmaking, November 2025

The Presidency School of Media Studies successfully conducted a three-day ad filmmaking workshop from 12th to 14th November 2025 at the Seminar Hall. The sessions were facilitated by Mr. Anirudh Baboo, Head – Films Division, One Advertising & Communication Services Ltd. The workshop offered students extensive exposure to the fundamentals of advertising films, including ideation, scripting, storyboarding, camera techniques, production planning, and post-production essentials. Students also had hands-on engagement through interactive demonstrations and discussions on industry practices, visual storytelling, and branding through video.

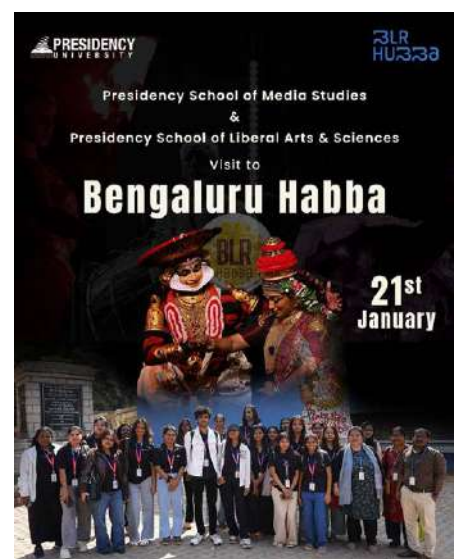






Educational Visit to Bengaluru Habba, January 2026

The BLR Habba is Bengaluru's premier arts and culture festival, a vibrant 10-day celebration of the city's diverse spirit through dance, music, theatre, art, food, poetry, workshops, and genre-defying performances. The visit allowed the students to get familiarized with the historical importance of the Freedom Park and how it has transformed to a people's stage from the Central Jail

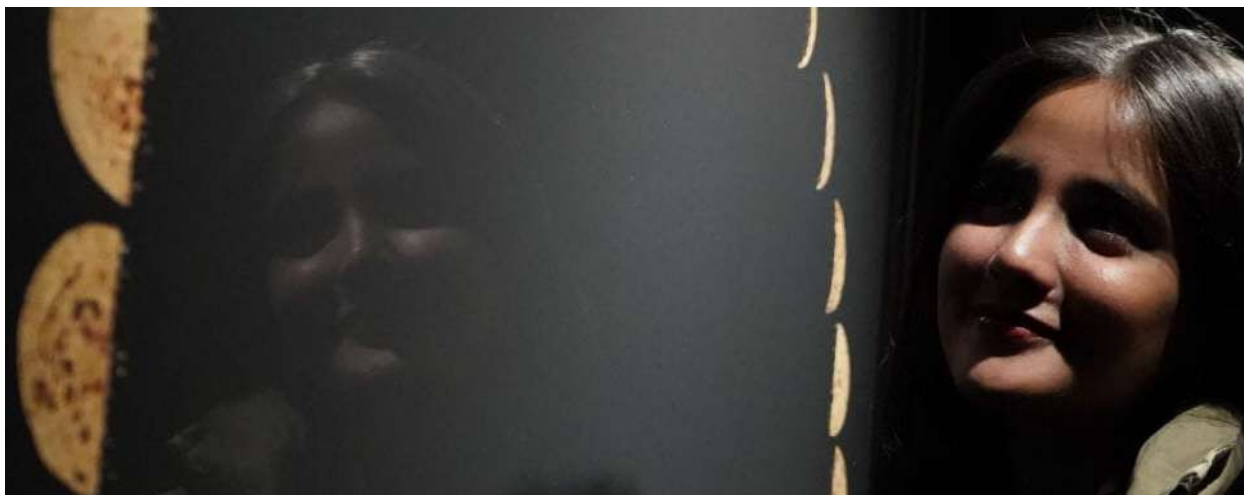
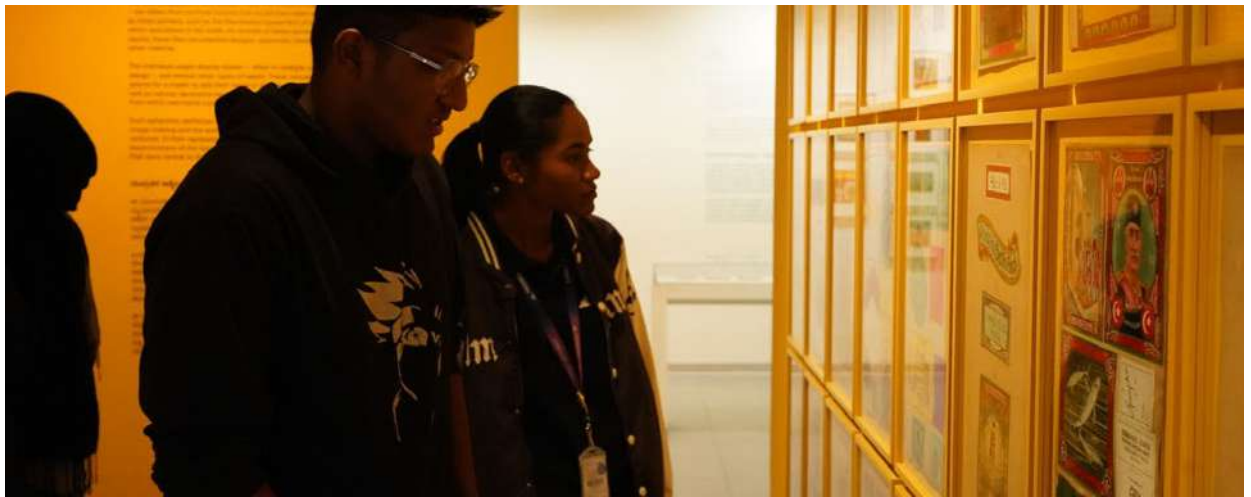




Visit to the Museum of Art & Photography, January 2026

The Museum of Art & Photography (MAP) is a pioneering institution in Bengaluru that bridges the gap between classical heritage and futuristic visual storytelling. While housing a vast collection of paintings, photographs, and textiles dating back to the 10th century, MAP pushes the boundaries of the viewer's experience through cutting-edge technology. The museum features immersive 3D art, interactive holograms, and 360-degree art installations, transforming passive viewing into a dynamic engagement.







Workshop on Social Media Awareness, January 2026

The School of Media Studies at Presidency University, Bangalore, organized a series of interactive Social Media Awareness sessions for Higher Secondary students in Central Kerala. On January 30, 2026, a primary session was conducted at St Aloysius Higher Secondary School, Athirampuzha, Kerala. Led by Mr. Sherin P. Shaji, Assistant Professor, the program was designed to address the "Digital Peak" faced by school students. The session, titled "Social Media Awareness: Digital Detox & Personal Growth," moved beyond traditional lectures to offer a "systems-level" understanding of social media.





Two-Day Workshop on AI Tools for Media and Communication, February 2026

The Presidency School of Media Studies (PSOMS) organised a comprehensive two-day (5,6 February 2026) workshop titled "AI Tools for Media and Communication," led by Dr Gaman P, Associate Professor (Selection Grade), School of Design, Presidency University, Bangalore. This intensive program was designed to bridge the gap between traditional media practices and the rapidly evolving landscape of the Generative AI. Recognizing the transformative impact of Artificial Intelligence on journalism and storytelling, the workshop provided a balanced blend of theoretical frameworks and hands-on technical training.





Podcast Pulse, February 2026

The Podcast Pulse workshop with the facilitator, Mr. Jamshed Qamar Siddiqui, Assistant Editor at Aaj Tak Radio was organised by the School of Media Studies for the undergraduate students of School of Media Studies. The workshop aimed at introducing the students to professional audio storytelling, connect theory with industry practice, build basic podcasting skills, and prepare them for media projects and careers.





Masterclass – From Sting Operations to Data Leaks: The Changing Face of Investigations in India, March 2026

Presidency School of Media Studies (PSOMS) organized a masterclass on “From Sting Operations to Data Leaks: The Changing Face of Investigations in India” on 6 March 2026, featuring renowned journalist and lawyer Poonam Agarwal, with around 70 students from the School of Media Studies and the School of Law participating in the session. The masterclass focused on investigative journalism, highlighting its ethical responsibilities, legal boundaries, and inherent risks, while emphasizing the role of journalism in ensuring accountability and strengthening democratic processes.



Collage with podcast photos









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