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*The Creative Chronicle*, official quarterly newsletter of the Department of Media, Communication & Fine Arts at Manipal University Jaipur, led by Dr. Avneesh Kumar and his dedicated editorial team, continues to showcase the vibrant life of the department through student achievements, faculty research, and creative initiatives.

The fourth quarter of the year has been filled with energy and achievement at the department. This edition of *The Creative Chronicle* brings you highlights from the past few months including exclusive guest lectures notable student and faculty achievements, and a learning journey to Udaipur.

We also cover a range of departmental activities, from field visits to student-led events, all reflecting our commitment to learning beyond the classroom.

As always, *The Creative Chronicle* is more than a newsletter, it's a window into the vibrant life of our department. We hope you enjoy reading it as much as we enjoyed putting it together.

# Celebrating Growth and Excellence



## MEET THE EDITORIAL BOARD

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Designed By  
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It is our pleasure to present this issue of the newsletter of the Department of Media, Communication & Fine Arts, School of Arts, Manipal University Jaipur. This newsletter is more than just a compilation of updates. It is a collective record of the energy, ideas, and aspirations that the department continues to nurture. It documents the activities and achievements of our students, while also providing glimpses of the department's steady academic growth.

Journalism and mass communication as a field demands not only technical expertise but also critical inquiry, social awareness and an ethical sense of responsibility. Keeping this in mind, the newsletter aims to highlight the initiatives of our students who constantly push themselves to question, to innovate and to engage meaningfully with both classroom learning and the world outside it.

Editorial Board  
Department of Media, Communication & Fine Arts, Manipal University Jaipur

# History, Heritage, and Hands-on Learning: An Academic Journey to Udaipur

Shreya Arora

The Department of Journalism and Mass Communication organized an academic trip to Udaipur from 3rd October to 6th October 2025 for the 5th semester students, under the guidance of the class coordinator Dr. Ram Pratap Singh. The trip aimed to provide students with experiential learning by exposing them to historical, cultural, and heritage narratives, which are essential for journalism and media studies.

The trip was accompanied by esteemed faculty members including HoD Dr. Sushil Kumar Rai, Director Dr. Fakira Mohan Nahak, and Dr. Vaishali Kapoor, whose presence ensured academic guidance and smooth coordination throughout the journey.

During the visit, students explored prominent heritage sites such as the City Palace, a symbol of Udaipur's royal legacy and architectural brilliance. The visit to the Maharana Pratap Museum helped students

understand leadership, valor, and resistance, offering valuable context for heritage and cultural reporting. Students also visited the Nathdwara Temple, which provided an opportunity to observe religious tourism, faith-based narratives, and their influence on society and media.

To ensure a holistic experience, the faculty organized a DJ evening at the stay location on the second day, promoting student engagement, bonding, and mental well-being. Such activities helped maintain enthusiasm and strengthened rapport between students and faculty.

Overall, the academic trip successfully blended learning, cultural exposure, and recreation, enriching students' perspectives and reinforcing the importance of experiential learning in journalism education.



# Spreading Media Awareness Among Young Minds

Shreya Arora

The Department of Media, Communication and Fine Arts, School of Arts, Manipal University Jaipur, organized a Media Awareness Campaign (मीडिया जागरूकता अभियान) as part of its outreach initiative on 6th October 2025 at Mahatma Gandhi Government School, Dahmi. The campaign aimed to promote media literacy and responsible media consumption among school students in an increasingly digital world.

The initiative focused on critical issues such as fake news, misinformation, and the ethical use of social media. Media students from the department conducted interactive sessions, introducing school students to the basics of media and helping them understand how information is created, shared, and interpreted. Through simple examples and discussions, students were encouraged to think critically before believing or forwarding information.

The event was inaugurated by the



Principal of the host school, who appreciated the efforts of the university in spreading awareness at the grassroots level. Faculty coordinators Dr. Manish Sachan and Dr. Rahul Babu Kodali guided the sessions and engaged students in meaningful discussions on identifying misinformation and using social media responsibly.

An interactive question-and-answer session allowed students to clarify doubts and share their perspectives. Students who actively participated were appreciated with small gifts, boosting enthusiasm and involvement. The campaign primarily benefited the students of Mahatma Gandhi Government School by equipping them with essential skills to navigate media responsibly.

Aligned with Sustainable Development Goal 4 (Quality Education), the Media Awareness Campaign successfully reflected the department's commitment to community engagement and experiential learning beyond the classroom.



# Exploring the Future of Media: FDP on Media and Emerging Technologies

Garima Sablani

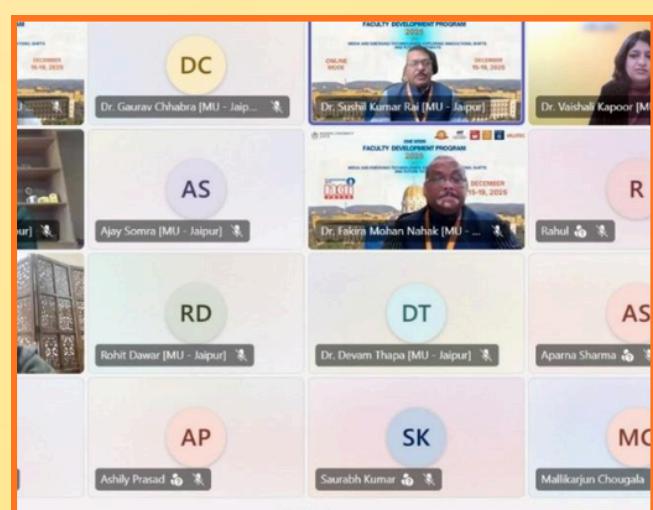
The Department of Media, Communication and Fine Arts, School of Arts, Faculty of Management, Commerce and Arts, Manipal University Jaipur, successfully organized a One-Week National Faculty Development Programme (FDP) titled “Media and Emerging Technologies: Exploring Innovations, Shifts and Future Pathways” from December 15 to 19, 2025, in online mode. The programme was conducted in collaboration with the Newspaper Association of India, IQAC, MUFTEC, IIC, and E-Cell, MUJ.

The FDP aimed to equip educators, researchers, and media professionals with a deeper understanding of the rapidly evolving media landscape shaped by artificial intelligence and emerging digital technologies. The inaugural session featured Dr. Biswajit Das, Professor and Founding Director, Centre for Culture, Media & Governance, Jamia Millia Islamia, who delivered an insightful keynote on digital transformation, data ethics, and the changing role of journalism.

Over five days, expert sessions covered diverse themes such as AI-driven newsrooms, data-driven broadcasting, digital storytelling, cybersecurity,

deepfakes, AI-assisted animation, photography, radio automation, and podcasting. Eminent speakers from leading media organizations and academic institutions, including NDTV, TV Today Group, BBC World Service, and Radio Namkeen, shared industry-oriented perspectives and practical insights.

The FDP witnessed enthusiastic participation from faculty members, research scholars, and media professionals across the country, fostering meaningful academic exchange and skill enhancement. The programme successfully strengthened pedagogical approaches and encouraged ethical and responsible engagement with emerging media technologies.



# Gender, Honour, and Media: A Critical Talk

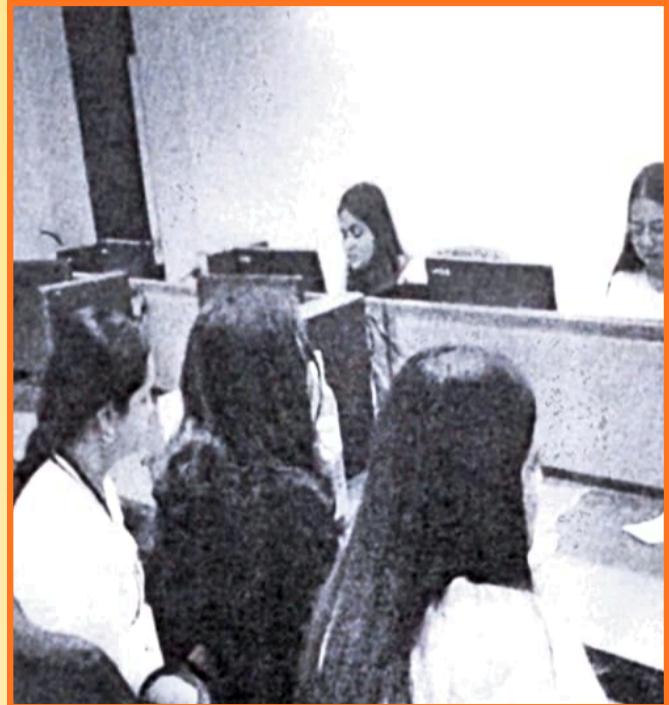
Garima Sablani

The Department of Media, Communication and Fine Arts organized a guest lecture on 17 November 2025 for the students of M.A. Journalism and Mass Communication (Semester I) as part of the course JMC6106 – Social Structure and Current Affairs. The session, titled “Gender and the Question of Honour,” was designed to deepen students’ understanding of how gendered notions of honour operate within everyday social life and influence power relations in society.

The lecture examined the ways in which gender roles are produced and sustained through social institutions such as family, caste, class, and the state. Emphasis was placed on how these structures shape everyday interactions and normalize unequal expectations, particularly for women. Students were encouraged to critically engage with these frameworks and reflect on the possibilities of challenging rigid gender boundaries in personal and professional spaces.

An important segment of the discussion focused on the role of media in constructing narratives around gender and honour. The session highlighted how media representations can both reinforce harmful stereotypes and act as a tool for resistance by questioning dominant social norms and promoting gender equity.

The session was led by Dr. Namrata Daniels, a prominent women’s



rights activist, TED speaker, and academic with extensive experience in gender advocacy. Drawing from her research background at Jawaharlal Nehru University, New Delhi, and her work with communities, she offered students a nuanced perspective that bridged theory, lived realities, and media discourse.

By connecting theoretical insights with real-world examples, the session not only enriched classroom learning but also inspired students to question societal norms and envision more equitable social practices.

# Reporting with Responsibility: Senior Journalist Shares Field Experiences

Shreya Arora



The Department of Media, Communication and Fine Arts, School of Arts, Faculty of Management, Commerce and Arts, organized a guest lecture for MA (Journalism and Mass Communication) first-semester students on 7 October 2025 as part of the course Reporting and Editing. The session was conducted by Mr. Sachin Kumar Tripathi, Senior Correspondent at Amar Ujala, Lucknow.

The lecture aimed to bridge the gap between academic learning and industry practice by providing students with firsthand exposure to

professional reporting.

Mr. Tripathi shared valuable insights into ethical and responsible reporting, with special emphasis on the health and education beats, drawing from his extensive experience of over 15 years in journalism.

During the interactive session, Mr. Tripathi discussed real-world challenges faced by journalists, the importance of accuracy and ethics in reporting, and the evolving role of media in society. He also highlighted his fellowship work on Tuberculosis (2022) and Cancer reporting (2024) under the Reach Foundation, emphasizing how journalism can contribute meaningfully to public awareness and social change.

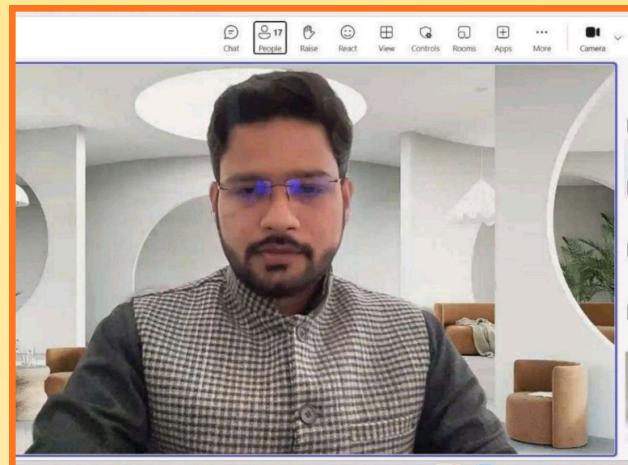
The event proved beneficial for the students, enhancing their understanding of practical reporting techniques and inspiring them to pursue responsible journalism as future media professionals.

# Mastering Crisis Management: Industry Insights for Digital Journalism

Shreya Arora

The Department of Media, Communication and Fine Arts, School of Arts, Faculty of Management, Commerce, and Arts at Manipal University Jaipur organized an engaging industry expert lecture on Digital Journalism and Crisis Management for students of JMC6104 – Introduction to New Media on Wednesday, 5 November 2025. The session featured Mr. Ujjwal Kumar Rai, Chief Sub-Editor at Bharat Express News Network, as the key resource person.

The lecture aimed to equip students with practical knowledge on managing crises, maintaining credibility, and ethically navigating content dissemination. Mr. Rai highlighted strategies for prevention, rapid response, stakeholder communication, and reputation restoration, emphasizing the importance of data-driven decision-making in digital media.



Students actively participated in an interactive Q&A session, exploring real-life scenarios and industry practices. The discussion provided a valuable opportunity to connect classroom learning with professional insights, allowing students to understand the dynamics of crisis management in real-world digital newsrooms.

The session began with welcoming remarks by Dr. Sumit Kumar Pandey and concluded with a vote of thanks by Dr. Ajay Somra, appreciating Mr. Rai's guidance and willingness to share his experience.

# Art, Activism, and the Power of Cinema: Anubhav Sinha at MUJ

Nalin Sharma

The Department of Media, Communication & Fine Arts, in collaboration with LITMUS, the literary Club of Manipal University Jaipur, successfully organized a Guest Speaker Session on Theatre, Story Writing, and Direction, titled The Anubhav Sinha Talk Show. The event featured the renowned filmmaker Mr. Anubhav Sinha, celebrated for his impactful and socially conscious films such as Article 15, Thappad, and Mulk. The session aimed to inspire students by exploring the dynamic relationship between art, society, and storytelling, while offering meaningful insights into filmmaking, creative expression, and social responsibility through cinema.

The event commenced with the screening of the movie, 'Thappad', setting the context for the discussion and allowing participants to engage deeply with cinematic narratives before the interaction. Following the screening of his movie, Mr. Sinha participated in an engaging and thought-provoking conversation that highlighted his journey as a filmmaker, his creative process, and his approach to direction and storytelling. The interview was conducted by Anshumaan Singh, General Secretary of LITMUS, and Nalin

Sharma, Creative Director of LITMUS, who guided the discussion with insightful questions that resonated strongly with the audience. The talk concluded with an interactive Q&A session, where students enthusiastically engaged with the filmmaker, discussing topics such as creative inspiration, storytelling techniques, and the intersection of art and activism. The session proved to be both enlightening and motivating, leaving students with valuable takeaways on using creative platforms responsibly. Overall, The Anubhav Sinha Talk Show was a memorable and enriching experience that reinforced the department's commitment to fostering meaningful dialogue and creative excellence.



# The Art and Practice of Live Radio: An Expert Talk by Arun Kumar Pandey

Nalin Sharma



The Department of Media, Communication and Fine Arts, School of Arts, Faculty of Management, Commerce and Arts at Manipal University Jaipur organized an insightful industry expert lecture on Wednesday, 4th November 2025. The online session, titled “The Practical Aspects of Live Radio Program,” was conducted via MS Teams and featured Mr. Arun Kumar Pandey, Senior Announcer at All India Radio (Varanasi), as the distinguished resource person. The lecture was organized for students of JMC2101 – Radio Programme Production with the objective of bridging the gap between theoretical understanding and real-world broadcasting practices.

The session commenced at 2:00 PM with a formal welcome address by Dr. Sumit Kumar Pandey, who introduced the guest speaker and highlighted the significance of the topic for students aspiring to build careers in radio and audio media.

A major focus of the lecture was on scriptwriting and voice modulation. Mr. Pandey demonstrated how variations in tone, pitch, pace, and clarity can significantly influence the effectiveness of a radio program. He described radio as a “blind medium,” where vivid imagery must be created through words alone, making language proficiency and pronunciation crucial skills. Additionally, he touched upon the technical evolution of radio, explaining the shift from analog to digital technologies and the role of modern software in editing and sound design.

The session also explored the evolving role of radio in the digital era, with discussions on podcasts, social media integration, and multi-platform content creation. The lecture concluded with an interactive Q&A session, where students actively sought guidance on career opportunities at All India Radio, audition procedures, and techniques for voice improvement. Dr. Sumit Kumar Pandey concluded the event with a vote of thanks, expressing appreciation to Mr. Arun Kumar Pandey for his valuable insights and to the university administration for supporting industry-oriented learning initiatives.

# From Concept to Console: Understanding the Art and Craft of Radio Production

Nalin Sharma



The Department of Media, Communication and Fine Arts organized an insightful guest lecture for the students of JMC2101 – Radio Programme Production on 7th November 2025. Titled “Radio Production: From Ideation to Final Creation,” the session was designed to provide students with a comprehensive understanding of the creative and technical processes involved in producing professional radio content. The lecture aimed to strengthen students' practical knowledge while reinforcing the relevance of radio as a dynamic and evolving medium.

The session commenced at 11:30 AM with a warm welcome address by the Head of the Department, Prof. (Dr.) Sushil Kumar Rai, who emphasized the importance of industry exposure in media education. He highlighted how interactions with experienced professionals help students bridge the gap between classroom learning and real-world media practices.

In his engaging lecture, Mr. Fazal offered a detailed walkthrough of the radio production process, explaining each stage from ideation and research to scripting, recording, post-production, and final presentation. He also reflected on the impact of digital transformation on radio broadcasting, noting how new technologies have expanded the reach and formats of audio content. Drawing from his extensive professional journey, he shared real-life examples and experiences that gave students valuable insights into editorial decision-making.

The lecture concluded with an interactive question-and-answer session, during which students actively engaged with the speaker, seeking clarity on practical aspects of radio programme creation and career pathways in broadcast media. The session ended with a vote of thanks proposed by the faculty coordinator, Dr. Sumit Kumar Pandey. Overall, the lecture proved to be an informative and motivating experience, deepening students' understanding of radio production as both an art and a profession.



# Digital Media as the New Alternative: Insights from Industry Practice

Nalin Sharma



The Department of Media, Communication and Fine Arts organized a guest lecture on “Digital Media as Alternative Media” on 13 November 2025. The lecture was conducted for MA(J&MC) first and third semester students as part of their course Fundamental of Communication and Media. The session aimed to provide students with a deeper understanding of on-ground reporting while familiarizing them with the practical realities and evolving nature of a journalist’s work in the digital age.

The guest speaker for the session was Mr. Kshitij, a working journalist currently associated with Lifestyle Asia, where he serves as Deputy Editor. With prior experience at reputed media organizations such as The Indian Express, Mr. Kshitij brought valuable industry perspectives to the classroom. He has extensively covered the entertainment and film beats and shared several engaging anecdotes from his professional journey, including his

experiences of interviewing prominent Hollywood and Bollywood celebrities.

Mr. Kshitij elaborated on how digital media has emerged as a powerful alternative to traditional media platforms. He discussed the growing influence of web magazines, online news portals, and social media in shaping public opinion and expanding the reach of journalism. Emphasizing the immediacy and accessibility of digital platforms, he explained how journalists today must adapt to faster news cycles, multimedia storytelling, and audience-driven content consumption.

Mr. Kshitij also highlighted the importance of on-ground reporting, credibility, and ethical journalism, even in a digitally driven environment. He encouraged students to remain updated with the latest developments in technology, tools, and media trends, stressing that adaptability is a key skill for aspiring journalists. His insights into newsroom functioning, content planning, and editorial responsibilities helped students gain a realistic understanding of professional media practices.

Students actively raised queries related to digital journalism, career opportunities. Mr. Kshitij patiently addressed their questions. Overall, the lecture proved to be informative and inspiring, reinforcing the department’s commitment to integrating academic learning with industry-oriented exposure.

# STUDENT ACHIEVEMENTS

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Anarghya Singh, a third-year JMC student, served as the Writer and Director of the nationally acclaimed stage production **लिंग**, which achieved remarkable success at IIT Kanpur and BITS Pilani. Competing against teams from colleges across the country, Anarghya and her team qualified through the preliminary rounds and advanced to the finals at IIT Kanpur, where the play secured an impressive 3rd position in October. The production was widely appreciated for its powerful narrative, sensitive direction, and compelling performances, making a strong impact on the national stage.

The success continued at BITS Pilani, where the fest opened on a high note with **लिंग** clinching the 1st position in November. This victory held special significance for the team, marking the culmination of months of rigorous rehearsals, unwavering dedication, and a shared passion to bring their story to life. The win stood as a testament to their perseverance and artistic commitment.

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Yashika Jangid, a third-year student of Journalism and Mass Communication, served as the Assistant Director of the award-winning street play **Gumraah**, written by her peers and performed at prestigious platforms including IIT Kanpur and BITS Pilani.

**Gumraah** stood out as a powerful display of resilience and artistic commitment. Despite encountering several challenges during the preliminary rounds, the team's unwavering determination and collective spirit propelled them to the finals, where they emerged victorious, securing the First Position at IIT Kanpur. Their journey exemplifies grit, collaboration, and creative excellence.

Sustaining this remarkable winning streak, the street play **Gumraah**, under Yashika's adept assistance in direction, once again clinched the First Position at BITS Pilani. The team succeeded in taking their story directly to the people with striking impact and authenticity, leaving an indelible impression and reaffirming the department's legacy of excellence in performance and storytelling.

