



**KRISTU JAYANTI**  
(DEEMED TO BE UNIVERSITY)  
Under Section 3 of UGC Act 1956  
A CMI INSTITUTION | BENGALURU | INDIA

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**EMT**  
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### **Kristu Jayanti University Hosts Conclave on Emerging Trends, Ethics & Careers in Media**



Kristu Jayanti University organised its first national media conclave, bringing together professionals from journalism, filmmaking, animation, public relations, and creative industries. The event explored emerging media trends, ethical responsibilities, and evolving career opportunities shaped by rapid technological change.

Filmmaker Natesh Hegde inaugurated the conclave, emphasizing observation, authenticity, and social awareness as essential to meaningful storytelling. He encouraged students to approach creative work with patience, honesty, and responsibility.

Vice-Chancellor Fr Dr Augustine George highlighted the need for communication grounded in truth, compassion, and accountability.

Investigative journalist Josy Joseph discussed current challenges in journalism and stressed on the importance of research-driven storytelling across documentaries, books, OTT platforms, and digital media.

Foo Infinity Pvt. Ltd's A. Bhavani Shankar Rao addressed the growing Animation, Visual Effects, Gaming, and Comics (AVGC) sector, urging students to understand complete production workflows rather than depending solely on software.

**A concluding panel discussed changing audience behaviour, ethical practices, and the continuing relevance of credibility, originality, and responsible communication in the media industry.**