



Kristu Jayanti College to Kristu Jayanti University

In a landmark recognition of its unwavering pursuit of academic excellence and its enduring commitment to nation-building, Kristu Jayanti College (Autonomous), Bengaluru, has been officially conferred the status of "Kristu Jayanti Deemed to be University" by the Ministry of Education, Government of India, under Section 3 of the University Grants Commission (UGC) Act, 1956 (General Category) on July 8, 2025.

This historic achievement marks the culmination of 26 years of dedicated service to higher education by the institution, which was established and is managed by the Bodhi Niketan Trust of the Carmelites of Mary Immaculate (CMI). Over the years, Kristu Jayanti College has consistently set benchmarks in academic innovation, ho-



Fr. Dr. Augustine George announces the landmark achievement of University status on July 09, 2025

listic development, and social responsibility. "With this new status, Kristu Jayanti Deemed to be University is empowered to broaden its academic horizons, foster interdisciplinary, multidisciplinary and trans-disciplinary learning, and contribute to global knowledge creation with enhanced autonomy and accomplish the vision of NEP 2020," said Fr. Dr. Augustine George CMI, Vice Chancellor. The universi-

ty status position elevates the institution to further its mission of shaping future leaders and innovators, reinforcing its role as a beacon of excellence in the Indian higher education landscape. This historic declaration is built on a strong foundation of remarkable accomplishments. The university now looks forward to scaling new heights while staying true to its motto: "Light and Prosperity"

BRIEFS

Expert Talk: Mr. T.R. Sathish Kumar, Special Correspondent for Deccan Herald, stated that technology, audience behavior, and global socio-political changes are reshaping journalism during an expert lecture organised by the Department of Media Studies. Sharing insights from his experience, he highlighted issues created by misinformation, the dominance of digital platforms, and the need for ethical reporting. The session aimed to help students understand journalism as a dynamic field and prepare them to interact critically with current media trends and market demands.

-Vasundhara P, I BA MC



Expert Talk: As part of the Media Academia eXchange Talk Series, the Department of Media Studies hosted an expert lecture on "Campus to Credibility" with Ms. Manasi K.G. of Narrate India on July 16, 2025.

The event aimed to give prospective media professionals resources for a smooth transition from academia to the workplace. Ms. Manasi discussed preserving a professional identity, the power of ongoing narrative, and personal branding, urging students to actively create their career narratives and develop a growth mentality.

-Swathi T, III MA JMC

MAX Talk Series: A Veteran's Guide to Ethical Reporting

Jessica Symms, III BA Journalism and Mass Communication

The Department of Media Studies hosted a professional talk on political reporting as part of the 'Media Academia eXchange (MAX): Industry-Academic Connect Talk Series' on July 14, 2025. Mr. Bansy Kalappa, Political Editor of The New Indian Express, delivered a talk and shared insights from his extensive media career, which included work with News 9 TV Channel, The Times of India, and Asian Age newspapers.

Mr. Kalappa highlighted the duties and moral limits of

journalism by presenting students with real-world examples from crime and political reporting. "It is the truth that sets us free," he said, emphasizing the value of bravery, honesty, and truth in reporting. Career obstacles, media ethics, and journalist safety

were also covered in the interactive discussion. After the event, there was a Q&A session. Among the dignitaries in attendance were Prof. Abraham, faculty coordinator of the event and Mr. Aby Augustine, Head, Department of Media Studies.



Political Editor, Mr. Bansy Kalappa, highlights the responsibilities and ethical limits of journalism

Electoral Literacy Club Inauguration: Kristu Jayanti University inaugurated its Electoral Literacy Club, "Vote Smart," to encourage youth participation in democracy. Chief Guest Ms. Snehal R, IAS, emphasized that voting is the most powerful democratic tool, expressing concern over the low turnout among young voters in the 2024 Lok Sabha elections. She clarified doubts about election reliability and urged students to stay informed and exercise their right to vote. The club aims to instill democratic values and combat misinformation through activities like mock elections and debates.

-Anamika Kumari, III BA JPEng B

Focus 2025: Celebrating World Photography Day

Pavithra BS, III BA Journalism, Psychology, English Literature B

“Every frame has its own life,” remarked Rev. Fr. Joshy Mathew, Director of the School of Humanities and Social Sciences, while inaugurating Focus 2025, the fourth annual photography exhibition organised by the Department of Media Studies on World Photography Day.

This year’s exhibition unfolded across three creative segments. Photography Timeline Posters from MA students traced the evolution of photography. Photo Essays, crafted by BA students, spotlighted the power of visual storytelling. The Main Photo Exhibition, led by Visual Communication students, showcased a spectrum of artistry, including landscapes and portraits. The displays were unified



Focus 2025 featured 270 curated images from 300 submissions

under three thematic explorations: ‘Fragments of Sun: Capturing the Play of Light’, ‘Forgotten Things: Transforming the Mundane, and in their Element’, and ‘Portraying People Immersed in their Passions’. From nearly 300 entries, 270 images were carefully curated, reflecting technical mastery and thematic depth.

The event was steered by faculty coordinators Ms. Alan Maria Jose and Mr. Jo-

seph Alosiyus. Student coordinators Matam Vishreeta Mathew and Jomy managed design, logistics, and display, weaving together teamwork and creativity. Visitors appreciated the exhibition for its curated works that showcased a blend of creativity and collaboration. Focus 2025 celebrated photography while reaffirming Kristu Jayanti’s commitment to nurturing student expression.

EDITORIAL

Think Before You Share

In today’s journalism landscape, a major challenge is balancing the need for speed with the demand for accuracy. While informing the masses punctually is crucial, the rush to meet deadlines can compromise the fact-checking and scrutiny essential for credible reporting, especially on sensitive topics. This allows misinformation to spread like wildfire, a problem only exacerbated by social media.

So, what can we as students do?

We have to become responsible with the type of news we consume. We need to educate our peers and juniors on digital literacy. This means we must scrutinize the information we encounter with the right questions: Is this news accurate? Who is the source, and are they reliable? Who owns this media organization? Curiosity is our key, and healthy skepticism shapes our perception.

The next time an article starts with “a study shows...”, pause. Question whether the study even exists and, if so, whether it was interpreted correctly. Only then should you consider sharing it. In an age of information overload, our most important task is to be vigilant and stay truly informed.

KJU NCC Band Wins State-Level Parade KJU pays Tribute on Kargil Vijay Diwas

Ranjani Reddy, Melwin Raj, III BA Journalism, Psychology, English Literature B

Kristu Jayanti (Deemed to be University)’s NCC Band won first prize at the State-Level Independence Day Parade, held at the Field Marshal Manekshaw Parade Ground in Bengaluru.

Representing Group 7 under the 3 Karnataka Battalion, the 43-member contingent impressed dignitaries with their precision marching and immaculate presentation. Weeks of rigorous train-

ing culminated in a standout performance of “Sare Jahan Se Achha,” executed with flawless coordination.

The parade was attended by Sri. Siddaramaiah, Karnataka’s Chief Minister, and other senior officials. Amidst contingents from the Armed Forces and State Police, the Kristu Jayanti band’s display earned enthusiastic applause. The BBMP Commissioner presented the First Prize trophy, marking a proud and inspirational moment in the university’s NCC history.

Ranjani Reddy, Melwin Raj, III BA Journalism, Psychology, English Literature B

In a heartfelt tribute to the soldiers of the 1999 Kargil War, the National Cadet Corps (NCC) unit of Kristu Jayanti (Deemed to be University) organised a poignant Kargil Vijay Diwas commemoration. Held at the university quadrangle, the event drew enthusiastic participation from cadets, faculty, and students, marked by emotional performances and solemn remembrance.

A powerful theatrical performance titled “Operation Vijay: The Final Peak” captivated the audience, portraying the story of Captain Vikram Batra and other Kargil war heroes. The tribute continued with a patriotic dance radiating courage and honour, while cadet-led poster presentations added layers of meaning and emotion. A symbolic Amar

Jawan Jyoti, a memorial flame, was also lit in honour of the martyrs.

The event was graced by Fr. Dr. Lijo P Thomas, Pro Vice Chancellor, who commended the commitment of the cadets and faculty. He emphasized the enduring importance of honouring the nation’s heroes and urged students to uphold the values of courage and selfless service. The spirit of the day was reflected in a Hindi tribute that echoed through the quadrangle: “*Un veeron ke liye ek pushp ki arpan bhi kam padti hai, par yeh samarpan hai hamare dil se.*”

The tribute left the Jayantian community with a renewed sense of patriotism, reminding all that the sacrifices of India’s brave soldiers must never be forgotten. The event concluded with a minute’s silence in remembrance of the martyrs, followed by the National Anthem.



Kristu Jayanti (Deemed to be University) NCC Band Cadets won first prize in the State-Level Independence Day Parade

Poster Exhibition: When The Pen was a Freedom Fighter's Sword

Andre Gabriel Sanches, I BA Media and Communication

The Department of Media Studies and Journalism Club organised 'Wall of Freedom - Ink and Independence', a poster exhibition to honour freedom fighters who played the role of journalists in the freedom struggle, ensuring the voice of resistance reached every corner of the nation towards freedom.

The exhibition presented posters depicting freedom fighters who contributed to various periodicals and authored a number of articles criticising the British Government. One of the exhibition's highlights is commemorating the freedom fighters at the local and national levels who were linked to various vernacular newspapers and magazines. Rev. Fr. Joshy Mathew, Director of Humanities and Social Sciences, inaugurated the event with Dr. Gopakumar A.V., Dean, Faculty of Human-

ities and Social Sciences and Prof. Aby Augustine, Head, Department of Media Studies. "The Wall of Freedom, a memorable program, genuinely captures the efforts of freedom fighters contributed their articles as journalists. It shows their determination in encouraging the flame of resistance across the country to achieve the freedom from British Government. We remember and honor their contributions to achieving the dream of an independent India" said, Rev. Fr. Joshy Matthew addressing the gathering during the inaugural. There was a crossword puzzle installation with questions about the freedom movement, encouraging students to participate, boosting interactivity and building knowledge.

The "Wall of Freedom- Ink and Independence" stands as a tribute to the freedom fighters who shaped the freedom struggle through their mighty sword to achieve independence.



'Wall of Freedom' featured posters of more than 50 freedom fighter editors from all over the country

Alumni Talk Inspires Career Growth



Alumna Ms. S. Aaqifah Himli honored by Prof. Aby Augustine

The Department of Media Studies hosted an Alumni Talk with Ms. S. Aaqifah Hilmi (BA Visual Communication 2020-2023) on August 13, 2025. She currently works as a Digital Marketing Strategist at Sensio Enterprises, a health tech firm. Addressing the students of the Media Studies department, she shared her experience in leading compelling marketing campaigns and creating stories that resonated with a wide range of people.

During the interactive session, Ms. Aaqifah discussed fundamental behaviours that influenced her professional development, emphasising self-discipline, adaptability, and the value of lifelong learning. She encouraged students to develop their own frameworks for personal and professional success, stressing that learning happens at all stages of life. Students actively participated in the discussion, asking questions about career options, industry expectations, and upcoming

technology trends in media. A significant portion of the discussion centred on the influence of artificial intelligence in the media and marketing sectors. Addressing students' concerns, Ms. Aaqifah noted that AI can set standards that may not align with a brand's vision, but when used wisely under human guidance, it complements rather than replaces human effort. She also explained the importance of networking and making genuine relationships, not just for appearances, within the industry.

Ms. Aaqifah's insights emphasised the need for strategic thinking, creativity, and hands-on supervision in navigating evolving technologies within the industry.

By inviting successful alumni back to campus, the Department of Media Studies strengthens its network of graduates while offering current students practical knowledge, motivation, and guidance.

Hepsiba S, V BA Psychology and Journalism



Academic Fest, Celebrating Talent and Creating Shared Memories

Amit Jayahar B, V BA Journalism and Political Science

An academic fest is a vibrant, student-driven celebration that brings together a wide spectrum of events, including literary competitions, cultural performances, and creative showcases. These activities provide students with opportunities to put classroom learning into practice, channel their creativity, and strengthen their organisational skills.

During these intra and inter-college festivals, students compete in various contests, attend workshops and seminars, and engage in exhibitions, guest lectures, and artistic performances. By fostering teamwork, time management, and critical thinking, these activities extend learning beyond the classroom and play a vital role in shaping students' overall personalities.

Participating in diverse activities helps students enhance creativity, communication skills, and self-confidence. The support and presence of industry professionals, other institutions, and alumni add value to these festivals, which serve as platforms for building networks and meaningful connections.

Students who organise and execute events learn to overcome stage fright and nervousness, which improves their public speaking talents. At the same time, they develop discipline and responsibility by balancing academics with event management.

Most significantly, academic fests promote teamwork, relationship building, and campus solidarity. They foster a dynamic and cheerful environment, providing students with not just valuable skills but also lasting experiences.



Celebrating talent, culture, and creativity at Kalajyothi 2025



A classical dance performance featured in Kalajyothi fest 2025

Onam: A Celebration that Unites Families and Communities

Saara Khadeja, V BA Journalism and English Literature

Onam is not merely a festival for Malayalis; it is an emotion that defines their cultural identity. It is the grand celebration of Kerala, bringing together people from all communities and backgrounds in a spirit of unity. Observed in the month of Chingam (Aug-Sept), right after the rainy season, it marks the time when farmers joyfully harvest their crops.

Onam celebrations are not limited to one setting. A typical Malayali often takes part in three major celebrations: one at school or college, another with family at home, and a third at the workplace or local associations. This makes the festival a month-long affair filled with joy and togetherness.

The story of King Mahab-

ali, the great and just ruler of Kerala, lies at the heart of Onam. Loved deeply by his people for his fair and prosperous reign, Mahabali's popularity invoked jealousy among the gods. Lord Vishnu, in the form of Vamana, tested him and eventually sent him to the netherworld. However, as a boon, Mahabali was allowed to return once a year to visit his beloved subjects. Onam is celebrated to welcome the king and assure him that his land continues to thrive in happiness, prosperity, and unity.

Among the highlights of the festival is the grand vegetarian feast known as the Onam sadya, traditionally consisting of over twenty dishes served on a fresh banana leaf. While families once prepared these elaborate meals at home, today many prefer ordering

them so everyone can enjoy the day together without the burden of cooking. The pookalam, an intricate floral carpet made at the entrance of homes to welcome the king, remains another cherished tradition. Onakkodi, the custom of wearing new clothes, and Onappattukal, the soulful Onam songs, add to the festive charm. Community events like vadam vali (tug of war) and the famous vallamkali (snake boat race) embody the

collective joy of the season.

Though traditions have evolved with time, flowers now being bought instead of plucked, food ordered instead of cooked, and shopping done online, the essence of Onam remains unchanged. The medium may have shifted from radios to YouTube for playing Onam songs, but the festival's enduring spirit of unity and togetherness continues to bind Malayalis across the world.



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