



# KJU MIRROR

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KRISTU JAYANTI (DEEMED TO BE UNIVERSITY) | DEPARTMENT OF MEDIA STUDIES | STUDENTS' PUBLICATION

## Department of Media Studies hosts National Media Conclave

Daniel Joseph

The Department of Media Studies, School of Humanities and Social Sciences, Kristu Jayanti University, on 21 January 2026, in collaboration with The Times of India, organised the National Media Conclave, focusing on Emerging Trends and Challenges in the Indian Media and Entertainment Industry. The conclave was inaugurated with a presidential address by Fr Dr Augustine George, Vice Chancellor of Kristu Jayanti University, who emphasised the role of academic institutions in preparing students for a rapidly evolving media landscape. This was followed by the inaugural address by award-winning filmmaker Mr Natesh Hegde, who spoke about contemporary storytelling

and urged the students to take inspiration from their own lives and surroundings. There were three invited talks by prominent figures from the media industry; Mr A Bhavani Shankar Rao, Head of Production at Foo Infinity Pvt Ltd, who highlighted changing production models, digital-first content strategies and a breakdown of animation production, Mr Josy Joseph, Journalist and Author, Founder of The Confluence Media, addressed the audience on investigative journalism, media ethics and the challenges of truth-telling in the digital era. Another keynote address by Mr Sujith John, Deputy Resident Editor, The Times of India, Bengaluru, focused on newsroom transformations

and the convergence of print and digital journalism. The event also featured a panel discussion moderated by Dr Gopakumar AV, Dean, School of Humanities and Social Sciences. Panelists Ms Nithya Mandyam, Shri MB Jayaram, Ms Geetha

Shankar, Mr Niranjana Kaggere and Ms Parvathy Rajmohan deliberated on media credibility, innovation and ethical challenges. The conclave provided students with valuable industry exposure and critical insights into India's media.



Fr Dr Augustine George welcomes Mr Natesh Hegde with a sapling

## 'Swachh Bengaluru, Swasth Bengaluru' Drive and Swadeshi Sankalp Run 2026

G Gowri Parvathy

The University organised the Swachh Bengaluru Swasth Bengaluru 12 January 2026, in the memory of the 164<sup>th</sup> birth Anniversary of Swami Vivekananda. It began with a large scale Land Cleanliness Drive followed by Swadeshi Sankalp run 2026. Nearly 1,200 volunteers came forward for this initiative who were from various JES constituent units, including NSS students and NCC cadets. The initiative was inaugurated by Dr Surdha Swapan Das, First Joint Commissioner, BBMP, KR Puram Zone, who emphasised that cleanliness is a way of life and urged students to act as lifelong ambassadors of a clean and healthy environment. Speaking on

the occasion, Fr Dr Lijo P Thomas, Pro Vice Chancellor of Kristu Jayanti University, highlighted the institution's commitment to the Swachh Bengaluru mission and lauded the enthusiastic participation of the youth.

As a continuation of the youth-centric initiative, the Swadeshi Sankalp Run 2026 was organised by the centre of Physical Education and Fitness in collaboration with JES to commemorate National Youth Day which was a five kilometre mini-marathon. The event was formally inaugurated by Fr Dr Augustine George, Vice Chancellor of Kristu Jayanti University, who underscored the importance



Officials address students during the Swachh Bengaluru Swasth Bengaluru Drive and Sankalp Run

of regular physical activity, and community service. Adequate safety measures, including hydration points, medical support, and smooth coordination, ensured the successful conduct of the programme. The initiative

concluded with a valedictory address by Mr. A Nagraja, Deputy Commissioner of Police, City Armed Reserve North, who encouraged youth to uphold values of fitness, discipline, and service in nation-building.

## Movie Review

**Dhurandhar: Shadows, Secrets, and Statecraft**

Shreya Kumari



Aditya Dhar's "Dhurandhar" arrives as an ambitious expansion of Hindi cinema's spy universe, combining political history with large-scale spectacle. The film follows Hamza (Ranveer Singh), an undercover intelligence operative whose mission unfolds across morally fraught spaces of surveillance, loyalty, and state power. By situating fiction within recognisable geopolitical contexts, the narrative invites viewers to reflect on how cinema reimagines national memory. Ranveer Singh adopts a restrained, inward-looking performance that privileges psychological tension over overt heroism. The ensemble cast strengthens the film's thematic weight, particularly Akshaye Khanna, whose performance became a focal point of post-release discussion. His character's ideological ambiguity and controlled presence sparked widespread audience theories, positioning him less as a traditional antagonist and more as a symbolic figure of institutional authority.

This lack of narrative closure encourages interpretation rather than certainty. Despite its uneven pacing, "Dhurandhar" remains a significant cultural text. It reflects Bollywood's evolving engagement with nationalism, security and power, demonstrating how popular cinema negotiates ideology through genre.

# Blood Donation Camp Marks a Day of Service

Kathleen Francis

Blood donation camp was held on 14 January 2026 under the initiative of Jayantian Extension Services. The programme was organised in association with major healthcare institutions including Indian Red Cross Society, Baptist Hospital, NIMHANS, Jayadeva Hospital, St Marthas Hospital and St Johns Hospital. The camp commenced at 9:15 am and concluded at 4:30 pm and

conducted across three venues on campus.

Approximately 150 individuals donated blood during the campaign. Medical professionals from St Johns Hospital supervised the blood collection process ensuring that all safety protocols were strictly followed. The primary objective of the camp was to collect blood from all blood groups to support emergency

medical needs and assist hospitals during critical situations. The event was coordinated by the Jayantian Extension Cell with collaborative support from Youth Red Cross, NSS NCC, CSA, and the Committee for Community Education.

Dr. Sreedhara P D Associate Director of Jayantian Extension Services played a key role in guiding the organisation of the programme.

Volunteers were actively involved in registration donor guidance post donation care and refreshment distribution. Refreshments were provided to all donors in appreciation of their contribution.

The camp highlighted the spirit of service and community engagement fostered through collective student and institutional effort.



The mobile blood bank on campus enabled safe blood collection during the Jayantian camp



Volunteers and students gather inside the auditorium as teams manage registrations and post-donation care

## Whispers of Time: A Critical Study of Wong Kar-Wai's Visual

Sneha Sunil



Student presents "Whispers of Time" analysing Wong Kar-Wai's visual style and cinematic themes

Department of Media Studies hosted Techne, a student led presentation series, on 9 January 2026, featuring "Whispers of Time: Wong Kar-Wai's Visual Poetry." The session was facilitated by Sneha B. S., a VI Semester BA Visual Communication student from the Media Studies Department. It critically examined the filmography of Wong Kar-Wai, highlighting his distinctive visual style and contribution to auteur cinema. The discussion focused on his spontaneous

scripting, nonlinear narratives, and guerrilla style production, which highlighted recurring themes of alienation, loneliness, and longing, and how emotional states are mirrored through everyday moments.

His use of step printing, saturated colors, and expressive mise-en-scène was also explored. Dr. Aby Augustine, Head, Department of Media Studies, presented a certificate of acknowledgement to the presenter.

## Influencer Culture: Power, Persuasion and Price of Digital Trust

Daniel Joseph

Influencer culture has quietly reshaped how we see the world, what we buy, and even who we trust. Once, celebrities on screens felt distant. Today, influencers live in our phones, speaking our language, sharing daily routines, and turning personal moments into public content. This closeness is their biggest strength, but also their biggest concern. Many influencers build genuine communities and use their platforms to spread awareness, creativity and confidence. Small businesses grow through influencer marketing, and social issues gain attention faster than before. For young people especially, influencers feel relatable and real, unlike traditional advertisements. However, the culture also raises serious questions. Carefully edited lives often hide stress, failure, and privilege. Constant exposure to "perfect" bodies, lifestyles, and success stories can create pressure and unrealistic

Credits - Freepik



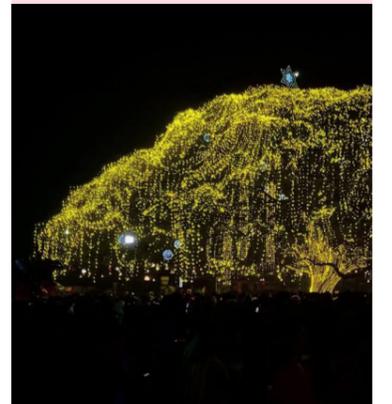
Influencer showcasing products

expectations. Paid promotions are sometimes disguised as honest opinions, blurring the line between advice and advertising. When influence is driven mainly by likes and money, responsibility often takes a back seat. Influencer culture is not entirely good or bad. It reflects the society that created it. What matters now is awareness. Audiences must learn to question what they consume, and influencers must recognise the impact of their words and images. Influence is power, and power demands accountability.

## Travelogue

### Under the Golden Canopy of Fort Kochi

Karthika Saiphy



A golden glow, and celebrations that carry us into the New Year

Fort Kochi witnessed a serene yet vibrant festive atmosphere this season as the iconic rain tree at Veli Ground once again became the focal point of Christmas and New Year celebrations. Nearly 200 years old and standing approximately 80 feet tall, the historic tree often referred to as Asia's largest natural Christmas tree was illuminated with thousands of warm yellow lights, creating a calm, golden glow against the evening sky. As Christmas approached and the year drew to a close, Veli Ground emerged as the emotional centre of the town's festivities. Residents and visitors alike gathered beneath the illuminated branches, with families spending time together and tourists pausing to admire the spectacle.

Unlike temporary artificial installations, the naturally adorned rain tree highlighted Fort Kochi's deep connection to heritage and nature, serving as a symbol of continuity and community spirit. The celebrations reached their peak on New Year's Eve, when large crowds assembled at the ground shortly before midnight. As the clock struck twelve, a giant Santa Claus effigy was ceremonially burned, continuing a long-standing local tradition that signifies the end of the old year and the welcoming of a new one.

The brief blaze lit up the night sky, drawing cheers from the crowd and moments of quiet reflection. With the glow of golden lights overhead and embers fading into the night, Fort Kochi once again marked the transition of time in a distinctive manner honouring both endings and new beginnings through tradition and togetherness.