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Departmental newsletter for
August, September & October 2025

by Department of Journalism &
Mass Communication

Swami Vivekananda University was established in the year 2019 by Swami Vivekananda Group of Institutions (RERF) and over the last couple of years has grown in rapid strides to transform it into a reputed University.

Guest Lecture Session on “Media and Communication Research: Opportunities for Higher Studies and Industrial Research”



The Department organized an engaging Guest Lecture Session on “Media and Communication Research: Opportunities for Higher Studies and Industrial Research” on 5th August

2025. The session was conducted by Dr. Sayak Pal, Assistant Professor at St. Xavier’s University, Kolkata, who holds a PhD in Media and Communication from Symbiosis International,



Pune. A passionate research scholar, Dr. Pal has an impressive academic profile with publications in Scopus-indexed journals, Web of Science, and several other reputed platforms. In his address, Dr. Pal highlighted the evolving landscape of media research in India and abroad, emphasising how rapid technological advancements have opened multiple avenues for scholars and industry professionals alike. He explained key research domains such as digital media studies, audience analytics, political communication, media literacy, and emerging AI-driven communication

trends. Dr. Pal also discussed the importance of interdisciplinary approaches, noting how media research increasingly intersects with sociology, psychology, management, and data science.

Further, he guided students on pathways for higher studies, including selecting research topics, understanding publication ethics, and identifying reputed journals and conferences. He also elaborated on the growing need for industrial research, where media organisations rely on data-driven insights, consumer behaviour studies, and strategic communication analysis.

The session concluded with an interactive Q&A, where

students sought advice on building research skills and preparing for academic careers. Overall, the lecture served as an enriching experience, inspiring students to explore the diverse possibilities within media and communication research.

SWAMI VIVEKANANDA UNIVERSITY
05 AUGUST 2025
11:00 AM

GUEST LECTURE SESSION

GENERAL TOPIC:
“MEDIA AND COMMUNICATION RESEARCH: OPPORTUNITIES FOR HIGHER STUDIES AND INDUSTRIAL RESEARCH”

BIOGRAPHY:
Dr. Sayak Pal holds an Assistant Professor at the Department of Mass Communication, Faculty of Arts and Social Studies, St. Xavier’s University, Kolkata. He has a PhD in Media and Communication from Symbiosis International (Deemed University), Pune, a PGDM from the Institute of Engineering and Management (IEM), Kolkata, along with an M.A. in Mass Communication and Journalism. He has also qualified for UGC-NET in Journalism and Mass Communication. He has co-edited with the Advanced University in Kolkata, NESRI Knowledge Campus in Kolkata, Ramkrishna Mission in Hyderabad, Symbiosis School of Media & Communication in Bangalore, and Xavier University in Kolkata. He has had a brief industry stint spanning nearly five years in the research, marketing, and advertising space, where he has worked on various projects including social media strategy, content marketing, consumer psychology, and media economics.

VENUE:
SWAMI VIVEKANANDA UNIVERSITY
RAMKRISHNA MISSION, KOLKATA
WEST BENGAL - 700018

Sayak Pal (PhD)
Assistant Professor, Department of Mass Communication, Faculty of Arts and Social Studies, St. Xavier’s University, Kolkata.

Agomoni Lens Walk – 2025



The Department of Journalism and Mass Communication organised the Agomoni Lens Walk on 29th August 2025, celebrating the theme “Celebrating Arrival, Preserving Moments.” Students explored various heritage locations across Kolkata, capturing the city’s rich culture and the vibrant festive spirit that precedes Durga Puja. The walk provided budding media students



with an immersive learning experience, encouraging them to document stories through photography and visual narratives. By clicking photographs and observing the surroundings closely, students gained deeper insights into Kolkata’s traditions, rituals, and community life. The initiative successfully blended creativity, cultural appreciation, and hands-on journalistic learning.



Seminar organised by Dept. of JMC in Collaboration with Institution’s Innovation Council (IIC)

The Department of Journalism and Mass Communication, in collaboration with the Institution’s Innovation Council (IIC), organised a seminar on “Content as Currency: Building a Revenue-Generating Media Startup.”

The session that was held on 31st August, 2025 was led by Ms. Manjima Mukherjee, Director of Atlanta Creative Solutions, renowned for her extensive experience in creative entrepreneurship and digital media innovation. She shared insights on transforming content into monetisable assets, building sustainable media ventures,

and leveraging emerging digital platforms. Students gained valuable knowledge about business models, audience engagement strategies, and the evolving media ecosystem. The seminar encouraged young creators to think entrepreneurially and explore opportunities in the digital economy.

SWAMI VIVEKANANDA UNIVERSITY
INSTITUTION'S INNOVATION COUNCIL

SEMINAR
CONTENT AS CURRENCY
Building a Revenue-Generating Media Startup

In collaboration with
Department of Journalism & Mass Communication

Manjima Mukherjee
Director, Atlanta Creative Solutions Pvt. Ltd.

JULY 31 2025

BLOCK-WND ROOM NO. 309
2:30 PM (ONWARDS)

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Photography Exhibition 2025 on the occasion of World Photography Day



On the occasion of World Photography Day 2025, the Department of Journalism and Mass Communication, Swami Vivekananda University, organised a vibrant photography exhibition titled Frames de Canva. The



exhibition served as a creative platform for students to showcase their unique perspectives on life, culture and society through the lens. The event was graced by renowned commercial photographer Mr. Vivek Das, who has over 45 years of rich experience in the field of photography. In his inspiring address, Mr. Das shared valuable insights on composition, lighting and storytelling, encouraging students to observe the

world more sensitively and capture moments with purpose. He also interacted with the participants, appreciating their efforts and offering constructive feedback on their work. Frames de Canva not

only celebrated the art of photography but also motivated budding photo-enthusiasts to pursue their passion with dedication and professionalism, making World Photography Day truly memorable on campus.



Swami Vivekananda University recognised as Festival Knowledge partner

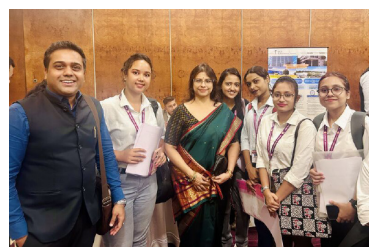


Swami Vivekananda University was proudly recognised as the Festival Knowledge Partner at the prestigious Fest 5 International Film Festival, marking a significant milestone in its academic and creative journey. This partnership highlighted the university's commitment to fostering media education, innovation and cinematic excellence. Students from the Department of Journalism and Mass Communication actively participated in the festival, gaining invaluable exposure to global filmmaking

practices. Their documentary films were screened at the event, showcasing their talent, storytelling skills and technical proficiency. The recognition not only celebrated their hard work but also strengthened the university's presence in the international film and media community.



The vibrant minds of the Dept. of JMC marked their presence at Saksham 2025



The students of the Department of Journalism and Mass Communication actively participated in Saksham 2025, a dynamic platform organised by CII and IWN. The event brought together HR professionals from reputed brands who interacted, counselled and guided the next generation of talent. Through meaningful discussions and personalised feedback, students gained valuable insights into industry

expectations, professional skills and emerging career opportunities. Saksham 2025 successfully bridged the gap between industry and academics by enabling direct engagement between learners and corporate representatives. The experience enriched the students' understanding of real-world practices and strengthened their readiness for future professional pathways.

