

JULY TO SEPTEMBER
2026



AMITY
UNIVERSITY
PATNA

The Newsroom



AMITY SCHOOL
of COMMUNICATION



Table of Contents

July to September



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Key Sections to Explore

- Mission & Vision
- About the Department
- Events
- Industrial Visits
- Achievements & Awards
- Research Achievements
- Practical Learning
- ASCO Gallery



Mission & Vision

July to September

VISION:

To be a leading institution setting global standards in media education, research, training & extension, shaping skilled leaders who contribute to human development and knowledge driven informed society.



MISSION:

To create visionary professionals in a dynamic, multidisciplinary learning environment which nurtures creativity, innovation, critical enquiry through experiential learning, collaborative and transformational approach.

Our aim is to foster academic excellence by integrating modern technology, industry-academia connect, and research-oriented outcomes aligned with universal values, integrity and commitment towards nation building.



About the Department

Amity School of Communication, a flagship institution under the Amity Universe, offers professionally structured undergraduate programmes in communication and media studies. The institute is committed to fostering academic excellence through a contemporary, technology-driven learning ecosystem, seamlessly integrated with the rich ethos of Indian culture, values, and traditions.

The School is equipped with a fully functional, state-of-the-art studio and advanced infrastructure, enabling experiential learning and industry-oriented training. Guided by the visionary philosophy of its Hon'ble Founder President, Dr. Ashok K. Chauhan, the institution strives to cultivate a new generation of media professionals. It adopts a holistic pedagogical approach that blends global educational practices with indigenous wisdom, thereby preparing students to effectively address the dynamic challenges of the modern communication landscape.



Events

AmiClix 2026

World Photography Day

Theme: Life Legacy of Bapu

19th August 2026

Amity School of Communication, Amity University Patna celebrated World Photography Day 2026 with a special Photography Competition and Exhibition - AmiClix 2026 on the theme "Life Legacy of Bapu." The event was organised at Bapu Tower, Patna, where students captured the life, legacy, architecture, and surroundings of the iconic site through their creative lens.



The event was graced by Shri Kedar Prasad Gupta, Hon'ble Minister, Department of Tourism, Government of Bihar, whose presence added great significance to the occasion. The Minister appreciated the creative efforts of the students and highlighted the importance of photography and digital storytelling in promoting Bihar's rich heritage, culture, and tourism potential at the national and international level.

Mr. Vinay Kumar, Director, Bapu Tower and Mr. Prashant Ravi, Expert Photographer were also part of this event, which provided students with an opportunity to showcase their creativity, visual storytelling skills, and understanding of Mahatma Gandhi's legacy. The photographs captured by the students reflected diverse perspectives on Bapu's life, values, legacy, and connection with Bihar. Faculty members and dignitaries also encouraged the students and appreciated their efforts.



July to September

Events

Eye Check-Up Camp

An initiative of AmiCare ClubB

24th & 25th August 2026

Amity School of Communication, Amity University Patna, in collaboration with the Centre for Sight, organized an Eye Check-Up Camp under the AmiCare Club Initiative on 24th & 25th August 2026 in Block-A. The initiative was aimed at promoting awareness about eye health, encouraging regular vision screening, and emphasizing the importance of timely eye care among the Amity community.

The camp received an overwhelming response from the university community, with 700+ students, faculty members, and staff of Amity University Patna actively participating in the initiative. Participants underwent eye screening and received professional consultation and guidance from the visiting eye-care professionals. The camp also provided an opportunity for participants to understand the importance of regular eye check-ups and preventive measures for maintaining healthy vision.



During the camp, participants underwent eye screening and vision-related assessments and received appropriate guidance based on their individual requirements. The eye-care professionals also interacted with participants and provided useful information regarding preventive eye care, the importance of regular check-ups, identification of common vision-related concerns, and the need for timely consultation in case of any symptoms or abnormalities. The initiative helped participants become more conscious of their visual health and encouraged them to adopt responsible eye-care practices.

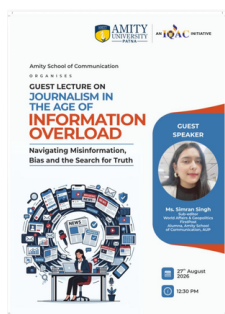


Events

Guest Lecture on Journalism in the Age of Information Overload: Navigating Misinformation, Bias and the Search for Truth **27th August 2026**

Amity School of Communication, Amity University Patna, organized a Guest Lecture on “Journalism in the Age of Information Overload: Navigating Misinformation, Bias and the Search for Truth” on 27th August 2026. The session aimed to enhance students’ understanding of the changing journalism landscape and the challenges emerging from the rapid flow of information across traditional and digital media platforms.

The lecture was delivered by Ms. Simran Singh, Sub-editor, World Affairs & Geopolitics, Firstpost and alumna, Amity School of Communication, AUP. The session provided students with valuable insights into contemporary journalism practices and the challenges posed by information overload, misinformation, media bias, and the rapid dissemination of news through digital platforms.



The lecture highlighted the importance of critical thinking, fact-checking, source verification, and responsible consumption of information. Students gained an understanding of how misinformation can influence public opinion and why journalists need to maintain accuracy, objectivity, credibility, and ethical standards while gathering and presenting news.

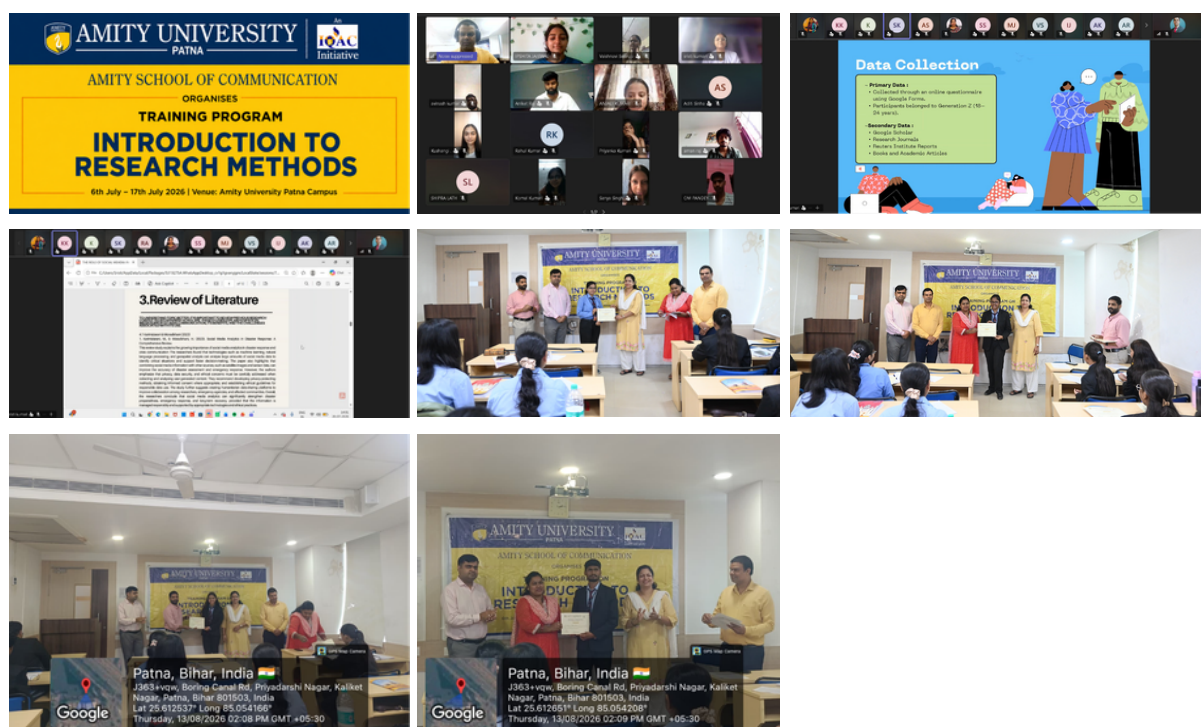


Events

Training Program On Introduction to Research Methods 6th July 2026 – 17th July 2026

Amity School of Communication, Amity University Patna, organised a Training Program on “Introduction to Research Methods” from 6th July to 17th July 2026 for the students of B.A. (J&MC) Batch 2025-2028 at the Amity University Patna Campus. The programme was aimed at providing participants with a foundational understanding of research concepts, methodologies and processes, while developing their ability to approach academic and professional research in a systematic and structured manner.

The training provided participants with insights into key aspects of research, including identification of research problems, formulation of research objectives and questions, literature review, research design, sampling, data collection and basic data analysis. The programme also helped participants understand the importance of selecting appropriate research methods and following ethical and systematic practices while conducting research.



Events

Training Programme On CREATIVE DESIGN, CONTENT CREATION & VIDEO EDITING USING ADOBE SUITE An IQAC Initiative 22nd June 2026 – 3rd July 2026

Amity School of Communication, Amity University Patna, organised a Training Program on “Creative Design, Content Creation & Video Editing Using Adobe Suite” from 22 June to 3 July 2026 at the Amity University Patna Campus for the students of B.A. (J&MC) Batch: 2025-2028. The programme was aimed at enhancing the creative and technical competencies of participants by providing them with practical exposure to professional tools and workflows used in the media, communication and digital-content industries. The training provided participants with an opportunity to strengthen their understanding of creative design, visual communication, content development and video production through structured learning and hands-on activities.



The programme resulted in significant learning outcomes, particularly in the areas of graphic design, image editing, creative content development and video editing. Participants gained practical familiarity with Adobe-based tools and learned how to conceptualise, design and edit engaging visual and multimedia content. The hands-on nature of the programme enabled participants to apply design principles and editing techniques while working on creative assignments. They also developed an understanding of professional content-production workflows and the importance of visual aesthetics, composition, storytelling and effective communication in creating content for digital, social-media and other communication platforms.

Events

14th September 2026

The second day of the Orientation Programme 2026 at the Amity School of Communication (ASCO), Amity University Patna, was organised on 14 September 2026 to familiarise newly joined students with the academic framework, institutional practices, student support systems, and opportunities available at the University. The programme commenced with an address by Prof. (Dr.) Sweta Priya, Head of Institution, who introduced the students to the vision and mission of the institution and subsequently facilitated their introduction to the faculty members and faculty mentor system. The Day 2 was graced by the blessings and esteemed presence of the Hon'ble Vice Chancellor Sir, whose guidance and encouragement added significance to the programme.

The sessions covered key aspects of academic planning, student support, AMIZONE, examination and promotion criteria, student welfare, discipline, the mentor-mentee system, NEP and non-teaching credit courses. Students were also briefed on teaching-learning strategies, PSDA activities, attendance policies, anti-ragging measures, departmental clubs, scholarship continuation, internship, placements, IPR, startups and responsible use of social media platforms.



July to September

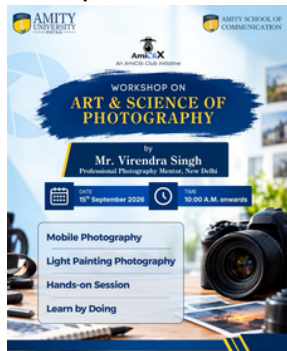
Events

Workshop on Art & Science of Photography

An initiative of the AmiClix Club

15th September 2026

Amity School of Communication, Amity University Patna, organised a Workshop on the “Art & Science of Photography” on 15 September 2026 as an initiative of the AmiClix Club. The workshop was organised with the objective of providing students with practical exposure to the fundamentals, techniques, and creative dimensions of photography. Mr. Virendra Singh, Professional Photography Mentor, New Delhi, served as the guest resource person and shared his extensive knowledge and practical experience with the participants. His interactive approach helped students gain a deeper understanding of photography as both a technical discipline and a creative form of visual expression.

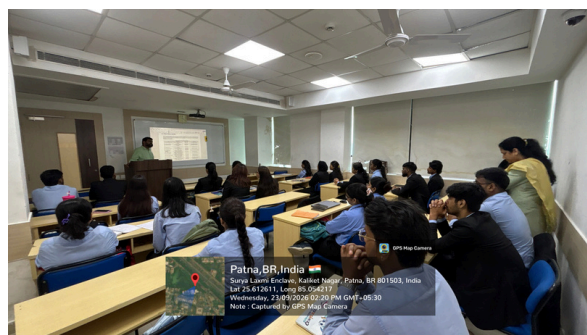


Events

Anti-Ragging Awareness and Sensitization Programme 23th September 2026

Amity School of Communication, Amity University Patna organised an Anti-Ragging Awareness and Sensitization Programme for the senior batches to reinforce the institution's commitment towards maintaining a safe, respectful, and inclusive academic environment. The programme sensitized students about the adverse physical, psychological, social, and academic consequences of ragging and highlighted the University's zero-tolerance policy towards any form of ragging.

Students were briefed about the applicable anti-ragging rules, students' responsibilities, preventive measures, and the appropriate channels for reporting any incident or concern. The session also emphasised the importance of mutual respect, responsible senior-junior interaction, discipline, empathy, and maintaining healthy peer relationships. The programme successfully enhanced awareness among senior students and encouraged them to act as responsible members of the Amity community by promoting a positive and supportive campus culture.



Industrial Visits

Students of Amity School of Communication (ASCO), Amity University Patna got a valuable opportunity to attend a special talk show organized by Aaj Tak, one of India's leading Hindi broadcast news channels, as live audience members. The programme was organized at the Taj Hotel, Patna, providing students with an enriching opportunity to experience a professional media event in person.

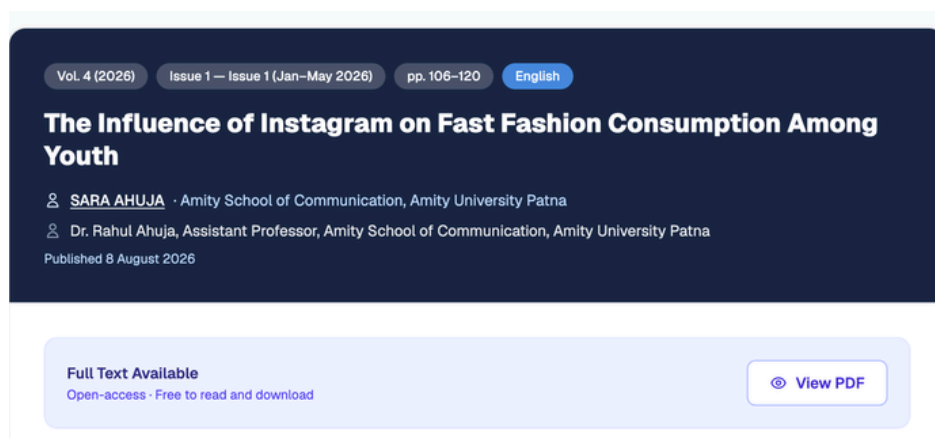
The students witnessed the proceedings of the special talk show and observed the dynamics of a television news programme featuring prominent political personalities and popular news anchors. The event provided them with an opportunity to understand how political discussions and current affairs programmes are conducted in a professional broadcast environment.



Achievements & Awards

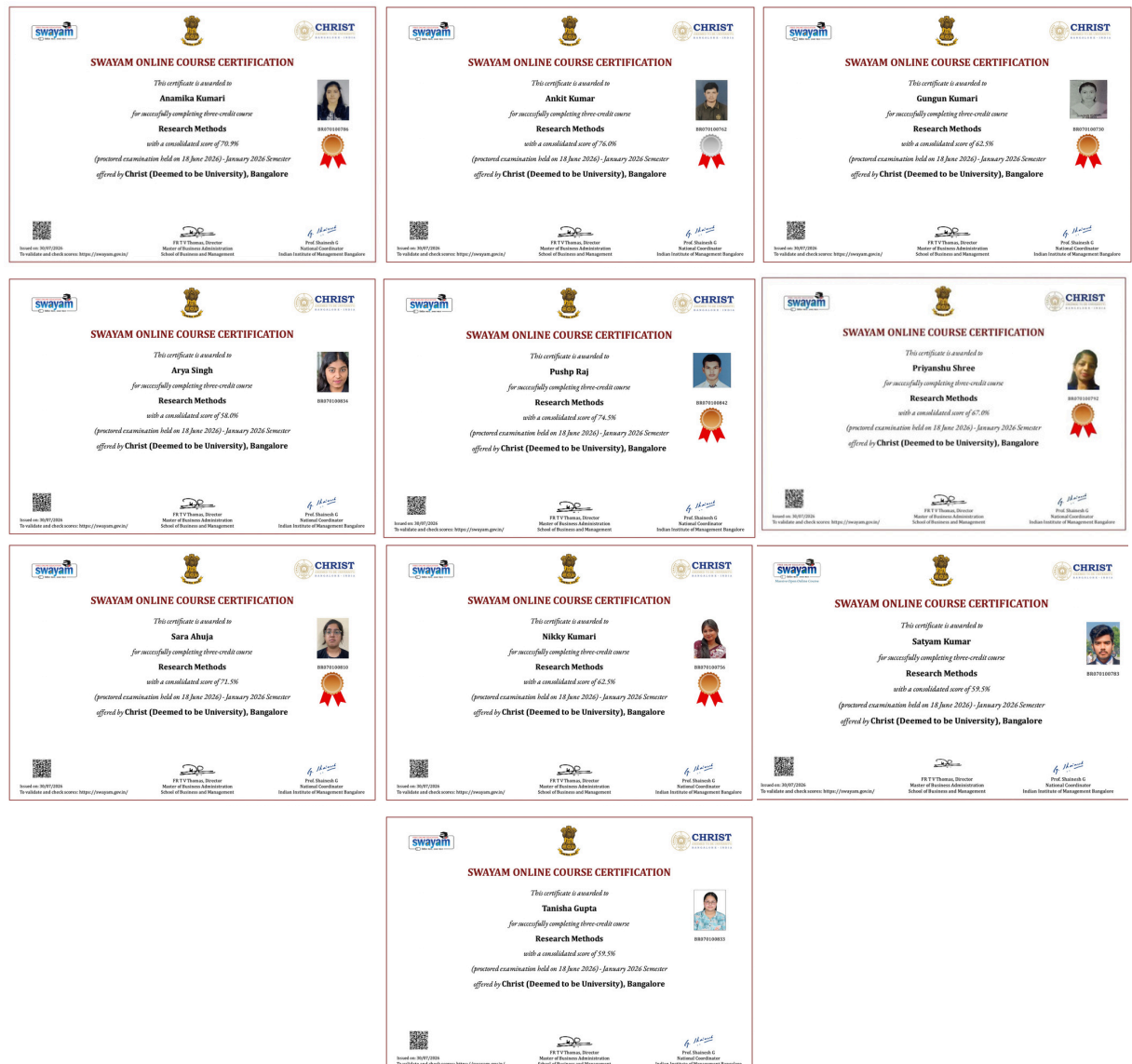
- **Students' Achievement & Awards (ASCO 2025-26):**

Sara Ahuja, student of the Amity School of Communication, Amity University Patna, has achieved academic distinction by publishing a research paper titled "The Influence of Instagram on Fast Fashion Consumption Among Youth" in Media Scholar – Journal of Media Studies and Humanities, Vol. 4, Issue 1 (2026), pp. 106–120. The research examines the role of Instagram, visual content, influencer marketing, and algorithmic content curation in shaping fast-fashion consumption and purchasing decisions among young adults.



Achievements

Students of 5th Semester successfully completed the SWAYAM MOOC course on “Research Methods” during the January 2026 semester, proctored examination held in June 2026. The course provided students with a comprehensive understanding of the fundamentals of research, including research design, data collection, sampling techniques, data analysis, and academic writing. Completion of the course enhanced their research aptitude and equipped them with essential skills for undertaking systematic and scholarly research.



Research Achievements

Mr. Badshah Alam, Assistant Professor, successfully published two research papers in the Journal of Psychosexual Health, a Scopus-indexed Q3 journal, on August 31, 2026.

The research publications are:

1. Climate Change as a Determinant of Mental and Physical Health: A Review
2. Environmental Pollution Exposure and Its Impact on Mental and Reproductive Health: A Review

☐  Open Access | Review article | First published Aug 31, 2026

[Climate Change as a Determinant of Mental and Physical Health: A Review](#)

Abhinav Sahay , Upanshu Mishra ,
Arundhati Sharma , Badshah Alam ,
Rashmi Shekhar , Arvind Kumar Mishra 

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Journal of Psychosexual Health

[Preview Abstract](#) ▾

☐  Open Access | Review article | First published Aug 31, 2026

[Environmental Pollution Exposure and Its Impact on Mental and Reproductive Health: A Review](#)

Abhinav Sahay , Arundhati Sharma ,
Upanshu Mishra , Badshah Alam ,
Rashmi Shekhar , Umesh Kumar 

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Journal of Psychosexual Health

[Preview Abstract](#) ▾

Both research papers examine the significant relationship between environmental factors and human health, with particular emphasis on mental, physical, and reproductive health. The publications contribute to the existing body of academic research by reviewing the emerging health implications associated with climate change and environmental pollution.

Practical Learning

Amity School of Communication continued to strengthen its focus on experiential and practice-oriented learning. A series of hands-on training sessions were conducted in the institute's fully equipped studio, enabling students to gain real-time exposure to camera handling, anchoring, news production, and audio-visual content creation.

Students actively participated in field assignments, reporting exercises, and content development projects, which helped bridge the gap between theoretical knowledge and industry practices. Workshops and simulation-based activities were also organized to enhance skills in scriptwriting, editing, and digital media production.

In addition, industry-oriented exercises such as mock news bulletins, live reporting drills, and group production tasks were undertaken to foster teamwork, creativity, and professional competence. These initiatives have significantly contributed to improving students' practical understanding, confidence, and readiness for the media industry.



July to September

