

EVENT FORMAT

1. Event Banner - (h*w): 300*350 (Pixels)



2. Event Title: Industry Training Session by Shri Jaideep Karnik, Editor & Content Head, AmarUjala.com

+ Event Types- Industry Training Session

3. Event Date and year (Ex-1st Jan 2023): 10/02/2026

4. Event brief description – 200 words

The session focused on understanding the contemporary landscape of digital journalism and media industry practices through the expert insights of Shri Jaideep Karnik, Editor and Content Head of AmarUjala.com. The program emphasized the importance of journalistic accountability, ethical reporting, content strategy, audience engagement, newsroom management, and time-sensitive reporting in the digital age. Students were introduced to the functioning of digital news platforms, content creation processes, audience behavior analysis, and the role of technology in modern journalism. The session aimed to bridge the gap between academic learning and industry expectations by providing practical exposure to real-world media operations and career opportunities in digital journalism.

5.Event Detailed Description- Max 500 words

Date: 10/02/2026

AI Building, SMCS, Galgotias University

The School of Media and Communication Studies (SMCS), Galgotias University, organized an Industry Training Session on 10th February 2026 to provide students with valuable exposure to the realities and demands of the contemporary media industry. The session was graced by Shri Jaideep Karnik, Editor and Content Head of AmarUjala.com, as the distinguished Chief Guest and resource person. His extensive experience in digital journalism and media management offered students a unique opportunity to understand the practical aspects of journalism beyond classroom learning.

During the session, Shri Karnik discussed the rapid transformation of journalism in the digital era and highlighted the changing patterns of news consumption among audiences. He explained how technological advancements and digital platforms have revolutionized the media ecosystem, requiring journalists to adapt continuously to emerging trends and audience preferences. He emphasized the importance of accountability in journalism, stating that credibility, accuracy, and responsibility toward the public remain the foundation of quality journalism despite technological changes.

A major focus of the session was the significance of time management in the media industry. Shri Karnik explained how journalists work under strict deadlines and how timely reporting often determines the impact and relevance of a news story. He further elaborated on the functioning of digital newsrooms and content management systems, providing students with practical insights into content creation, editing, publishing, and audience engagement processes.

The speaker also discussed the realities of digital writing platforms and content strategies used by leading media organizations. He highlighted the role of data analytics, audience behavior, and search optimization in shaping contemporary news content. Students gained a deeper understanding of how digital media organizations curate and distribute information in real time while maintaining journalistic ethics and professional standards.

The interactive session encouraged students to actively participate through questions and discussions related to newsroom operations, journalism ethics, content creation, and career opportunities in digital media. Shri Karnik's practical examples and industry-oriented insights helped students connect theoretical concepts with real-world media practices, enhancing their critical thinking and professional awareness. The event concluded with a Vote of Thanks delivered by the faculty coordinator, expressing sincere gratitude to Shri Jaideep Karnik for sharing his valuable knowledge and professional experiences. Appreciation was also extended to the organizing team, faculty members, and students whose active participation contributed to the success of the program.

Overall, the Industry Training Session proved to be a highly informative and enriching learning experience. It successfully bridged the gap between academic education and industry expectations, inspiring students to develop professional competencies and prepare themselves for successful careers in journalism and digital media.

6.Pictures /Photos/Image

Format – JPEG

Photo Size-(h*w): 300*350 (Pixels)

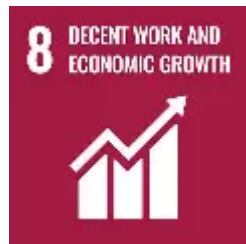
+ Add name of the pic also (Max 100 words)

7. Mentor Name – Dr. Tasha Singh Parihar

8. Department Name –School of Media and Communications

9. SDGs Linked with images-

+ Add the SDG logo also (MANDATORY)



10. No of Registrations (Numerical data): 50

11. No. of Attendees (Numerical data)

Internal – 50

External – NA

12. Event Outcome

1. Engagement:

Students actively participated in interactive discussions and the Q&A session, engaging with industry perspectives on digital journalism, newsroom operations, and career opportunities in the evolving media landscape.

2. Educational Impact:

The session enhanced students' understanding of contemporary journalism by integrating theoretical knowledge with real-world newsroom practices, strengthening their skills in digital content creation, ethical reporting, and professional media management.

13. Social media Poster - (h*w): 400*1900 Pixels –Not Available



