



23rd - 24th JAN 2026

ASSOCIATION FESTS AND INTERNATIONAL CONFERENCE 2026

Inauguration: **DIBAKAR BANERJEE**
(Noted Film Director and screen writer)

Rev. Dr Melwyn Pinto SJ
Dean - SCMS

Rev. Dr Victor Lobo SJ
Vice Chancellor

Dr Maruthu Pandiyan
HOD - SCMS





Rushes National Film Festival (RNFF) is a student-driven cinematic initiative rooted in the belief that cinema thrives on curiosity, collaboration, and courage. RNFF was founded as a platform to amplify fresh voices, bold ideas, and experimental narratives within the independent film ecosystem.

RNFF functions as a creative meeting ground—bringing together students, emerging artists, and industry professionals to engage with cinema beyond the screen. Through thoughtfully curated screenings, competitions, and interactive experiences.

Looking forward to seeing your creative stories being visualised through film!

Artistica

The Association of Art and Animation brings to you Artistica 2026!
Our annual event, part of the School of Communication and Media Studies
at St Joseph's University, Bengaluru.

A fantasy based reality where gaming meets art. A platform that brings
together a community of artists to the real world.

An opportunity for them to stand out.

Join us in our first ever collaborative event.
This time bigger and better!





Allura is an Annual Media fest organised by
The IMAGES Association of St Joseph's University, Bengaluru.
The fest caters primarily to students learning visual communication and
content creation for various types of media such as podcasts, social media,
television, and film.

A platform for artists to showcase their talents and give them exposure.
Mark your calendars and join us!





Media Fluent is a student-led advertising and public relations festival hosted by the MA Advertising and Public Relations department at St Joseph's University. It serves as a platform for discussion and debate on contemporary issues in advertising and PR. The 2026 edition focuses on the theme of creating, communicating, and co-existing with AI in today's media landscape.

The fest will feature panel discussions, competitive events, AI-themed activities, and a marketing masterclass.

brandstorm.

MEDIACON

The Josephite Media Forum (JMF), representing the School of Communication and Media Studies at St Joseph's University, Bengaluru, proudly presents MediaCon 2026.

This International Hybrid Conference explores the critical theme, "Populism and Media: Power, Platforms, and Voices in a Polarised World". MediaCon seeks to facilitate responsible exchange and critical analysis.

We invite scholars, industry professionals, and students to join this interdisciplinary forum and examine the complex intersections of populism and contemporary media.

SCMS CONFERENCE AND FEST SCHEDULE

23/01/2026 : FRIDAY

Event	Venue	Time
Joint Inauguration of 5 associations	Main Auditorium	9:00 am to 11:00 am
JMF Panel Discussion	Main Auditorium	11:15 am to 12:30 pm
Paper presentation - MediaCon	AV Room - PG Block/De-Nobili Hall/Loyola Hall/Faber Hall	1:00 pm to 4:00 pm
Film Screening and discussion with Dibakar Banerjee	Xavier Hall	1:00 pm to 4:00 pm
Mediafluent - Workshop	BVC Theatre	1:00 pm to 3:00 pm

24/01/2026 : SATURDAY

Event	Venue	Time
Mediafluent Panel Discussion	Main Auditorium	9:00 am to 11:00 am
Rushes Scene Recreation	Xavier Hall	9:00 am to 11:30 am
Art Competition	Faber Hall	9:00 am to 12:00 pm
LSD Film discussion (Rushes)	Main Auditorium	11:15 am to 12:00 pm
IMAGES EVENT	Main Auditorium	12:00 pm to 1:00 pm
Cosplay	Main Auditorium	1:00 pm to 3:00 pm
RNFF	Xavier Hall	12:30 pm to 3:00 pm
Crisis Simulation (Mediafluent)	AV Room - PG Block	11:00 am to 1:00 pm
Real or AI (Mediafluent)	AV Room - PG Block	1:30 pm to 3:00 pm
Mad Ads (Mediafluent)	Loyola	11:00 am to 1:30 pm
Best Manager (Mediafluent)	De Nobili	11:00 am to 1:30 pm
Paper presentation - MediaCon	PG 301, PG 302	11:00 am to 1:30 pm
Valedictory Ceremony	Main Auditorium	3:15 pm to 4:00 pm