



*Public Relations and Media Centre*

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*Sept. 24, 2025*

***IUST Hosts program on Nonviolent Communication in Media***

*Awantipora, Sep 24:* The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), on Wednesday hosted an interaction-cum-workshop with Munazah Shah, Senior News Anchor, News18 Network, under its Industry Connect initiative.

Addressing students, Shah, an author and nonviolent communication (NVC) facilitator, spoke on the Role of Nonviolent Communication in Broadcast Media. She emphasized that “violence goes beyond the physical, it begins with our thoughts, shows in words, and reflects in actions,” urging students to integrate empathy and compassion into their reporting.

Welcoming the guest, Dr. Rabia Noor, Head DJMC, noted that NVC is central to responsible journalism as it fosters empathy, understanding, and constructive dialogue. The interactive session combined real-world insights with engaging activities, offering students a deeper understanding of broadcast media practices.

The program concluded with a Q&A where students discussed challenges of applying NVC in fast-paced live news environments. Dr. Sayar Ahmad Mir, Assistant Professor, proposed the vote of thanks.

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