



December 3, 2025

DJMC IUST Holds Workshop on Podcasting

Awantipora, Dec 3: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), under its Industry Connect Initiative organised a workshop titled “PodCraft: Workshop on Podcasting Practices” with RJ Umar Nisar, podcaster and founder of Mashq Talks.

The programme, attended by students of Journalism and Mass Communication, aimed to introduce them to real-world podcasting and provide practical knowledge beyond classroom learning. During the workshop, RJ Umar familiarised the participants with the core elements of podcast production, including ideation, scriptwriting, audio aesthetics, branding, and publishing strategies. Emphasising the value of authenticity, he stated that podcast is radio in a different medium. “Podcasting is all about crafting a story that resonates and stays with the listener,” he added.

Dr. Rabia Noor, Head, DJMC, highlighted the growing relevance of podcasting in the contemporary media landscape and recalled how RJ Umar began his radio journey from the Pesh Kadam studio at IUST. The session featured interactive discussions followed by a question-answer segment, where participants raised issues commonly faced by emerging podcasters—from sustaining audience engagement to navigating digital platforms in a competitive ecosystem. The event concluded with a formal vote of thanks by Dr. Haifaa Mohammad, Assistant Professor, DJMC.

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