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DJMC IUST Marks Press Freedom Week with Street Theatre

Awantipora, May 6, 2026: The Department of Journalism and Mass Communication (DJMC), Islamic University of Science and Technology (IUST), marked World Press Freedom Week by organising a street theatre performance on campus.

Through engaging storytelling, the performance highlighted the growing challenges of misinformation, sensationalism, and the rapid spread of unverified content on digital platforms. Titled “News or Noise?”, the play was performed by media students of IUST and directed by Dr. Haifaa Mohammad, Assistant Professor, DJMC.

Dr. Rabia Noor, Head, DJMC, said the initiative aimed to raise awareness about the distinction between professional journalism and sensational content. She emphasised that credible news is grounded in verification, ethics, and facts, urging audiences to critically assess information consumed on digital media.

The performance drew an engaged audience including university officers, Deans, Heads, faculty members, scholars, and students, who appreciated the thought-provoking presentation. Dean, School of Humanities and Social Sciences, Dr. Afroz Bisati, highlighted the relevance of street theatre as an effective medium to reach young audiences and create lasting impact. Dean Outreach, Dr. Ruheela Hassan, underscored the importance of professional training in media, while Dean of Students, Dr. Monisa Qadiri, called for addressing misconceptions surrounding journalism and steering narratives towards positive change.

Controller of Examination, Prof. Rumaan Bashir said such events are especially important in today’s social media landscape to help people distinguish between news and noise. Prof. Mahmood Ahmad Khan, Head, Department of Education, said the street theatre is a part of experiential learning under National Education Policy, 2020, and a great learning experience for the students. Finance Officer, Samer Wazir, said, at a time when misinformation spreads rapidly, such creative efforts help audiences understand the value of credible news and encourage more responsible media consumption.

Speaking on the occasion, Shabir Ahmad Bhat, Senior Multimedia Journalist, working with Sheharbeen programme of Radio Kashmir Srinagar, said people nowadays choose noise over news, which the street play highlighted accurately. “This street play is a timely and impactful initiative that shall help address the growing misconceptions surrounding journalism,” he said.

The play was staged twice during the day and concluded with the felicitation of the student performers and the director.

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