

Press Club of India



newswriters 

CERTIFICATE COURSE IN MULTIMEDIA AND CONTENT DEVELOPMENT

ABOUT THE COURSE

In recent years, technological revolution has drastically transformed the field of journalism and content development. Updated knowledge of the industry and getting ready with the new skills is the core objective of this course.

Multimedia skills are required to deliver content through different platforms which include a combination of text, audio, video, animation, and graphics. In a nutshell, content development and packaging it to meet the demands of various delivery platforms holds the future for media professionals who will not be just journalists, but multi skilled to take up jobs in different related sectors.

To be kept abreast with the fast-changing technology, traditional journalism education needs a change. The proposed course is aimed at filling these gaps, and imparting training in niche and emerging areas.

OBJECTIVES

The objective of the course is to keep working professionals, faculty and students well-informed with the latest transformation that is taking place in the wake of digital revolution, specifically with the advent of artificial intelligence and algorithms, which are changing job profiles in every sphere of life and work and demand new set of skills.

THE COURSE IS RELEVANT FOR

Working professionals of various sectors of news and media industry Faculty members to keep themselves updated with the latest industry information.

Students pursuing programs in different streams of journalism and mass communication.

LANGUAGE & DURATION

- ❖ Bilingual (English and Hindi)
- ❖ From 11th to 18th September 2023
- ❖ Interactions to be conducted in online mode the evening hours from 6.30 to 8.30 pm.
- ❖ Two sessions everyday of one-hour duration

COURSE OUTLINE

- ❖ Contemporary Media Landscape
- ❖ The Core Concepts of Writing for Media
- ❖ Formats of Digital Media Writings
- ❖ Multimedia Journalism: Use of Video, Audio and Text
- ❖ Digital Newsroom and Flow of a News Story
- ❖ Interactive Content - Types, tools and process
- ❖ Tools Used for Measuring Performance
- ❖ Social Media and Content Writing
- ❖ Data Journalism - Visualization Tools and Innovations in content
- ❖ Storytelling
- ❖ Audio Production and Podcast
- ❖ Video Production
- ❖ Data Storytelling and Visualization
- ❖ Production of Multimedia Packages
- ❖ Fact-Checking
- ❖ Impact of Artificial Intelligence and Algorithms



CORE TEAM



Subhash Dhuliya
Founder-Director
Newswriters.in

Prof. Dhuliya is Founder-Director of Newswriters.in. He is former Vice-Chancellor of Uttarakhand Open University. He has been Director and Professor of School of Journalism and New Media Studies at (IGNOU), Professor and Course Director at Indian Institute of Mass Communication (IIMC) and Professor of Culture and Medi Studies at the Central University of Rajasthan. Prof. Dhuliya has also been the

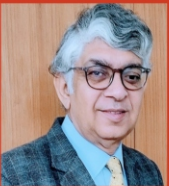
Editor of the Communicator and Sanchar Madhyam-quarterly research journals in English and Hindi respectively of the Indian Institute of Mass Communication. Before entering into media academics, he worked at the Times of India Group and the Amrita Bazar Group of Newspapers in senior editorial positions for thirteen years. He has over four decades of experience as an academician and as a practicing journalist.



Umakant Lakhera
President
Press Club of India

Mr. Umakant Lakhera is an accomplished Independent Journalist and columnist, currently serving as the President of the Press Club of India. With a distinguished career spanning over 35 years in journalism, he held the position of Chief of National News bureau at Hindustan (HT Media). Umakant boasts profound experience in Parliamentary reporting, spanning nearly three decades. His coverage extended to

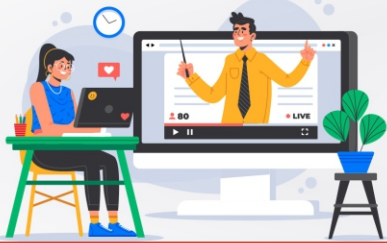
crucial domains including PMO, Defense, and Security matters. Notably, he provided comprehensive reporting on the Kargil war during the intense conflict with Pakistan in 1999. His unwavering commitment to journalism took him to significant defense and strategic locations across India. He also participated in various official media delegations accompanying the President, Prime Minister, and Defense Minister of India to nations like Germany, Russia, Tajikistan, Japan, Thailand, and Sri Lanka.



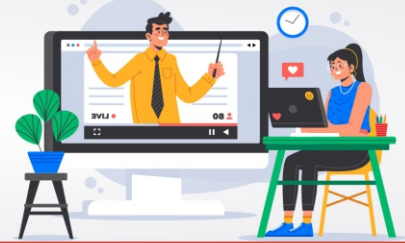
Vinay Kumar
General Secretary
Press Club of India

Mr. Vinay Kumar is an independent journalist and broadcaster. In a career, spanning over more than three decades, he worked with the Press Trust of India news agency, The Hindu newspaper and UNI. He has covered both the Lok Sabha and the Rajya Sabha for a number of years while working at The Hindu. He covered ministries like Home Affairs, Civil Aviation and Defence. He is a widely travelled journalist, having

accompanied the President, Vice President and the Prime Minister on their trips abroad. He has written on a variety of subjects, including internal security, external, strategic affairs and politics. He has covered both the Lok Sabha and the Rajya Sabha for a number of years while working at The Hindu. He covered ministries like Home Affairs, Civil Aviation and Defence. He is a widely travelled journalist, having accompanied the President, Vice President and the Prime Minister on their trips abroad.



THE FACULTY



**Anjan
Chakraborty**

Mr. Chakraborty is Co- Founder and CEO of Estory Infocom. He has worked at ABP Digital, Online Producer, Reuters.com, The Statesman and The Hindustan Times. His core areas of expertise include Online Journalism, Data Journalism, Content Strategy, Content Innovation, SEO, Social Media, Web Design and Web Project Management & Quality Analyst.



**Prof. Ujjwal
Chowdhury**

Prof. Ujjwal Chowdhury Is Strategic Adviser and Professor with Daffodil International university of Dhaka, Brand Consultant with Kolkata bases Adamas University and Secretary General of Global Media Education Council. He has been the Pro Vice Chancellor of Adamas University and had been the Dean of Symbiosis and Amity Universities.



Sanjay Kumar

A new media content strategist having over 27 years of experience in handling news in print and online media. At present, Vice President and Managing Editor of Geospatial World. He has worked with all the major online

media organizations including, the Times Group, NDTV, the Hindustan Times, the India Today Group, and Microsoft and Editor-in-Chief at a UK-based international finance publication.

Shweta Kothari



Ms. Shweta is a Journalist, Communicator and TEDx speaker. Currently, she is Senior Editor at TV9. She has been Producer and Managing Editor at Logical Indian. Handled news operations, leads content production, devises an editorial strategy and manages work flow.

Shweta has worked at BBC Scotland. She has also worked as a senior journalist, reporter and prime time anchor at NewsX, NDTV, CNBC-TV18 and Republic TV. She holds a Post-Graduate Degree in Multimedia Journalism from University of Sussex, UK.

Vivek Pandey



Mr. Pandey is Chief Manager, Government Relations at BCCL. He has worked as Senior Content Operations Specialist for Big Data & AI at UC Browser (Alibaba) and has held senior editorial positions at ABP, HT Media, Jagran, and Amar Ujala. Mr. Pandey has also worked at ZEE5 as Sr. Editor. He has expertise in AI & Big Data content systems with creative projects.



Rajesh Joshi

Mr. Joshi has worked in print, broadcast, and digital media. A founding member of BBC Hindi digital team, he has been part of the core team that led the digital transformation of the Sinhalese and Nepali services of the BBC. Besides covering big stories from different parts of the world — from Brazil to West Africa, the UK, the US, Cuba, Pakistan, and Europe. He was also Planning Editor of BBC Hindi Service in London.



Sana Sameer Kanwar

Dr. Sana is currently working as Vice President with Magnon Sancus, an Omnicom agency working for top fortune brands in the world, worked as an integrated media expert and assistant General Manager with Hindustan Times, Senior producer with Big FM and Radio Mantra . Award Winner E4M Content 40 Under 40: 2022, Grand Jury– New York festivals . She has also been a jury with various digital marketing, OTT streaming and influencer marketing awards organized by Impact and exchange4media. Brand and Content Solutions professional with over 16 years of experience in creative solutions and integrated media solutions.



Surya Singh

Surya Singh is currently working as Manager, Communication and Brand Lead-Pan India, French Chamber of Commerce. She has worked as reporter and anchor at India Today and Aajtak. After her journalism stint, she

took a deeper dive into Corporate Communication, PR and Digital Media & Content Strategy as Manager of Corporate Communication. Surya has done a course in Digital Marketing Analytics Programme from Seattle, Digital Marketing Specialization from University of Illinois at Urbana, Champaign, Search Engine Optimization (SEO) from University of California and Content strategy from Northwestern University. Surya also holds a Master's degree in Journalism and Business Administration from Narsee Monjee Institute of Management Studies, Mumbai.



Rashi Bisaria

Ms. Rashi Bisaria is a Senior Editor (Consultant), Business Today Digital (India Today Group). Currently she is heading the videos section at India Today Group Digital. She has worked at news channels like Headlines Today, NDTV, News X and news agency Asian News International, in various editorial capacities. She has 18 years of experience in the media and communications industry.



Jaydeep Dasgupta

Mr. Dasgupta is associated with Google News Initiative, India Training Network and BBC Young Reporter India Program as a Fact Check Trainer. The trainings are designed to support quality journalism and to curb the spread the and fake news in India. Associated with a digital first initiative NewsSense www.newssense.in focused on Solutions Journalism and FactCheck as its Editor, he has worked at Brainware University, Zee News and Zee Business.



Richa Pant

Ms. Richa is a Creative Director at MASS Studios based in Oakville, Ontario. Previously, Richa was a Producer for The World Today and Newshour at BBC World Service in London, and also held senior editorial positions at NDTV. She has expertise in the craft of television news and radio, and innovative techniques of storytelling. Conceptualized films in the factual and entertainment space for broadcasters, including National Geographic, History Channel and Discovery. Created reality shows, corporate films and TV commercials. She has won multiple national and international awards. Richa holds Master's Degree in International Journalism from the University of Westminster, London.



Bakul Srimany

Dr. Bakul Srimany has worked in many national and international media houses and has been engaged in the media industry for a decade. She holds PhD in digital media and science communication. Her research interests include digital media communication, science communication, web journalism, multimedia content development and design, Film and Documentary Production. She has a longstanding track record of working as an editor for many well-known web portals and e-magazines. She has worked as a media educator at a range of Indian and international institutions.



Noopur Tiwari

Ms. Noopur Tiwari is a storyteller and communication designer by qualification, with an expertise in TV production, nonfiction, experimental films, Noopur is a multifaceted

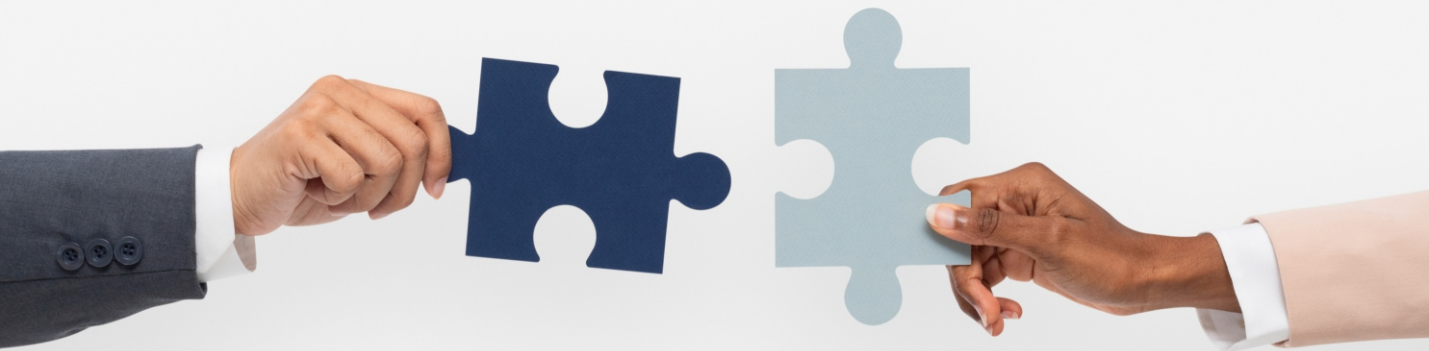
designer and design educator who has worked with niche television channels like National Geographic Channel and also produced various Health, Lifestyle shows as a part of the Features team at CNN IBN. She is a graduate from the National Institute of Design and has over 18 years of work experience. After upgrading her skill set at Chicago, she moved to her hometown Bhopal and got associated as a Guest Faculty and Jury member at the National Institute Of Fashion Technology Bhopal. She worked full time as an Associate Professor with Jagran Lakecity University and headed the Jagran School of Visual Arts and Design.

Sonal Purohit



Dr. Sonal Purohit is currently a post-doctoral fellow at the Centre for Learning & Innovative Pedagogy at MICA. Dr. Sonal attended the full-time residential faculty development program at IIM, Ahmedabad. She has served as a faculty for over 12 years in several prestigious institutions. She served as advisor to one of the student teams at EMPI Business school received the Google Top Marketers Award for Google's online marketing challenge. Her research interests include technology adoption, artificial intelligence, consumer behavior, and services marketing. She has done Generative AI for business leaders, Artificial Intelligence and Business Strategy and Introduction to prompt engineering for generative AI from LinkedIn Learning.





COORDINATORS



**Lopamudra
Bhattacharee**

Dr. Lopamudra holds Ph.D. degree in Mass Communication and Journalism from Assam University. She has worked as Assistant Teacher at Don Bosco International School, Silchar.



Aishwarya Singh

Ms. Aishwarya is a passionate writer and an Editor at heart. She has a B.A. triple majors degree in Politics, Economics and Journalism with a minor in English Literature from Mount Carmel College, Bangalore. She later specialised in Journalism from Langara College in Vancouver Canada.



Vaishnavi Mishra

Ms. Vaishnavi is Journalism Faculty with Amity University and Upgrad's Online Teaching Platform of mentoring and shaping the careers of numerous aspiring journalists. A part-time Anchor at Doordarshan.



Saket Bhardwaj

Dr. Saket Bhardwaj is Assistant Professor at HNB Central University of Garhwal. He has worked in the Telegraph and was also Assistant Professor at the Central University of Rajasthan. Holds Ph.D. degree in journalism and mass communication.



Indrani Adhikari

Ms. Indrani has done Master's degree in Sociology from Delhi School of Economics, University of Delhi. Alumna of Lady Shri Ram College.



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