

Newswriters .in

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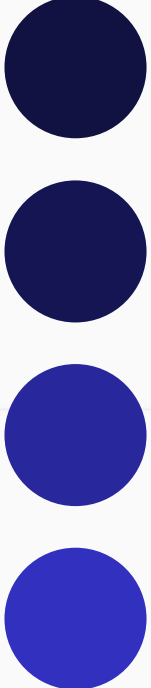
Cyber  ault

present

Certificate Course in

Artificial Intelligence [AI] Tools for Media
Professionals

About the Course



The course focuses on empowering media professionals with AI tools and techniques to revolutionize journalistic practices. From streamlining workflows and enhancing creativity to improving audience engagement, the program prepares participants to leverage AI responsibly and effectively. Participants will gain insights into the evolving landscape of journalism, enhanced by ethical AI adoption and its applications in research, content creation, storytelling, and audience interaction.

The course is tailored for:

Journalists

- Simplify data analysis
- Improve reporting
- Optimize newsroom efficiency

Media Professionals

- Enhance content strategies
- Audience targeting using AI

Content Creators

- Leverage AI for visual storytelling
- Innovative media production

Public Relations Experts

- Craft impactful campaigns by understanding AI-powered media tools

Students and educators in media and journalism fields

Objectives



Understand AI's impact on journalism and media workflows



Develop skills to utilize AI tools for research, content generation, and storytelling



Enhance audience engagement through AI-driven strategies



Explore emerging trends like personalized news feeds, generative AI in media production, and real-time translation



Recognize ethical challenges such as bias and misinformation and learn responsible AI practices



Gain hands-on experience with practical AI tools tailored to journalistic needs

Course Outline

Introduction to AI in Journalism

- AI's growing influence in journalism and media
- Objectives: Enhancing efficiency, creativity, and engagement
- Icebreaker Activity: Discuss challenges in current workflows

AI in Media Workflows

- Overview of AI applications in media
- Case studies: Research, editing, analytics, and distribution
- Ethical Considerations: Bias, misinformation, and deepfake challenges

AI for Research and Fact-Checking

- ChatGPT: Craft interview questions and summarize reports.
- Google Fact Check Explorer: Validate sources.
- Datawrapper: Create data visualizations

AI Tools for Content Creation

- Demonstrations:
- Canva AI: Design social media graphics
- Pictory.ai: Transform articles into videos
- Synthesia: AI-generated breaking news videos
- Wordtune and Otter.ai: Content editing and transcription tools

Enhancing Audience Engagement

- Tools Overview:
- Hootsuite: Social media scheduling and analytics
- Parse.ly: Tailoring articles for audience preferences
- Headline Studio: Optimize headlines with AI

AI in Storytelling and Future Trends

- Personalized news feeds driven by AI
- Innovations in video and audio production with generative AI
- Real-time language translation for global storytelling

THE FACULTY

DEEPAK RAVIKUMAR

Head of Training, Cybervault

With 18 years of expertise in Engineering, Deepak Ravikumar is a seasoned professional with a strong foundation in Computer Science, Teaching, and Manufacturing. He has served as Project Head in Product Development at Cognizant, as a Professor and Head of Industry-Institute Interaction at KIT Engineering College, and as Training & Development Manager at Roots Industries. A technology enthusiast, he has trained hundreds of educators, professionals, and students in Artificial Intelligence, Large Language Models, and Data Science.

Expertise: Generative AI, Large Language Models (LLMs), algorithms, and data science.

Specialization: Conducting hands-on training sessions for professionals, emphasizing the practical application of AI in journalism and media.

Certifications: Microsoft Certified Educator and Expert

About Cybervault: Cybervault is a SaaS-based product organization specializing in cybersecurity solutions. With products like Smart Claims, SBS360 (a SaaS ERP solution), and SFM Facility Management, Cybervault has diversified into various verticals. As Head of Training and Director (Learning - India), Deepak Ravikumar plays a pivotal role in driving training initiatives and product adoption.

THIYAGARAJAN PALANISAMY

Head of Training, Learnlike

Thiyagarajan Palanisamy brings 18 years of extensive experience in the Semiconductor Industry, with in-depth expertise in leveraging AI for media workflows. Previously, he served as Plant Manager at Micron (Intel), Singapore. He is a recognized trainer for professionals and students in technology, with a strong focus on Artificial Intelligence and Data Analysis.

Expertise: Prompt engineering, data analysis, and AI tools for content creation and audience engagement.

Specialization: Mentoring professionals to optimize productivity and creativity using advanced AI solutions.

Certifications: Microsoft Certified Educator and Expert

About Learnlike: Learnlike is an EdTech organization dedicated to transforming education through innovative products and services. Its flagship offerings, Learnlike's Tamizh and Learnlike Skillz, play a vital role in enhancing modern educational practices. As Head of Training and Director (Learning - India), Thiyagarajan Palanisamy is instrumental in developing AI-driven educational initiatives.

Language, Duration & Fee

Dates: 7th to 9th February 2025

Language: English

Duration: Six hours

Fee: Rs. 1600

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About Us

Cybervault Innovations & Technologies

Cybervault Innovations & Technologies is a Singapore-based company specializes in providing cloud-based solutions to our enterprise customers and training in artificial intelligence and cyber security. It has its own in-house ERP solutions for construction companies. Smart Building Suite (SBS 360) - project management ERP and Smart Facility Management (SFM) are the core ERP products. The key customers include DJB (Singapore), Propell Integrated Pvt Ltd, MKV Engineering and Trading Services Pte Ltd, HEC Electrical & Construction. It has our own in-house Cybersecurity experts and Consultants to execute the professional services and training programmes. It has collaboration with various organizations in India, Singapore, Germany and USA. It has introduced Saner. Now an Advanced Vulnerability Management Solution that provides Continuous, Automated, Vulnerability & Remediation solutions to prevent cyberattacks and achieve continuous security risk and compliance posture.

Training programmes in Cybersecurity & AI: The company has cutting-edge training programmes in the areas of Cybersecurity and Artificial Intelligence (AI) are industry leading and most sought after by regional customers, institutions and professionals alike.

Awards & Recognitions:

Winner of Singapore's 100 Fast Top Moving Companies Award for 2022
<https://www.cybervaultit.com/sme100-awards-2022>

In September 2023, was awarded the Best Professional in the ICT Sector award.

<https://www.cybervaultit.com/highflyers-50-global-icon-award-1>

Winner of IAF's Most Promising Company Award for 2024


<https://www.cybervaultit.com/indian-achievers-award-2023>

The Newswriters.in

The Newswriters.in is a platform founded by media academicians and journalists to offer online courses in niche and emerging areas within journalism, communication, public relations, advertising, and digital media. The platform is designed to provide specialized training, with most resource persons drawn from the news and media industry. Its goal is to create connections between media academics and industry professionals.

To date, The Newswriters has conducted several courses and interactions in collaboration with various universities and the Press Club of India. The platform boasts an extensive network within the news and media industry and journalism schools across numerous universities and institutions. Eminent media professionals and academicians are associated with it.

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