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Newswriters.in

Empowering Media Minds, Shaping the Future

Presents

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**Online Course on
Reporting, Storytelling &
Interview Techniques**

The Concept

At the heart of impactful journalism lies **powerful storytelling**. In an era shaped by data, digital media, and artificial intelligence, the ability to craft **authentic, engaging, and human-centered narratives** is more vital than ever.

This course focuses on **storytelling as a journalistic tool**—not just to inform, but to connect, persuade, and inspire. Participants will explore how to develop story ideas, structure narratives, and use interviews and field reporting to breathe life into their content.

Whether you're covering hard news, human interest features, or brand stories, this program equips you with the skills to tell them with **clarity, creativity, and credibility**.

You'll learn to:

- Identify and develop compelling story angles
- Combine facts and emotions into narrative-driven content
- Use interviews as storytelling foundations
- Adapt stories for multiple platforms—print, digital, video, and social media
- Embrace AI tools and data to enhance narrative depth

This isn't just about writing better—it's about **thinking like a storyteller** in a fast-changing media landscape

Who Should Attend?

- **Early to mid-career journalists and reporters**
- **Freelance writers, content creators, and bloggers**
- **Media & communication professionals**, including AD & PR practitioners
- **Corporate and marketing executives** working in communications and brand storytelling
- **Digital media professionals** in storytelling or content strategy
- **Students & educators** in journalism and mass communication
- **Writers** looking to adopt journalistic techniques in their narratives

Course Methodology

- **Live Online Interactive Sessions**
Real-time engagement with experts, including hands-on exercises and Q&A
- **Story-Centric Learning Modules**
Emphasis on narrative techniques for impactful storytelling in journalism, PR, and content creation
- **Practical Training in Interviewing Techniques**
From preparation to execution and framing of stories through interviews
- **Insights from Senior Journalists and Industry Leaders**
Learning drawn from real-world experiences and newsroom case studies
- **Tools, Techniques & Trends**
Integrating data, multimedia, and AI into modern journalistic storytelling

Language & Duration

- **Dates:** September 21–30, 2025
 - **Language:** Bilingual (English & Hindi)
 - **Timings:** 6:00 PM – 8:30 PM (IST)
 - **Daily Schedule:**
 - **Session 1:** 1 hour 30 minutes (Core Inputs)
 - **Session 2:** 1 hour (Additional Inputs)
-

Course Fee

- **Standard Fee:** ₹2200
 - **Concessional Fee:** ₹1600
(For past participants, students, research scholars, and BPL applicants)
 - **International Fee:** USD 50 *(for both categories)*
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Payment Details

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Course Faculty

Prof. Subhash Dhuliya

Founder–Director, Newswriters.in
Former VC, UOU; Professor, IIMC, IGNOU, CURAJ

Prof. Subhash Dhuliya is a senior media academician and former Vice Chancellor of Uttarakhand Open University, with over four decades of experience in journalism and communication education. He has held key positions at IIMC and IGNOU. He has trained officers from the Indian Information Service, IFS, IPS, armed forces, students of PG Diploma and MA courses, and journalists from several South Asian countries.

Before joining academics, he worked with the Times of India Group and Amrita Bazar Patrika Group in senior editorial roles, including Assistant Editor at Navbharat Times. He has also been Editor of research journals The Communicator and Sanchar Madhyam, and has produced programmes for Doordarshan.

Prof. Dhuliya is an alumnus of the International School of Journalism, Budapest, and has pursued advanced training at FTII, IIPA, Southern Illinois University, and Asia-Pacific Institute for Broadcasting Development (AIBD)

Anjan Chakraborty

Co-Founder & CEO, Estory Infocom
Senior Journalist, Digital Media Trainer & Entrepreneur

A seasoned professional with 20 years in journalism, having worked with ABP, Reuters, Hindustan Times, and The Statesman. He has transitioned into a Digital Newsroom Trainer, training over 100 journalists at Reuters in Bangalore and ABP in Kolkata on digital storytelling and multimedia content production.

Anjan is a startup consultant and entrepreneur. He advises emerging companies on branding and digital marketing strategies, leveraging his media expertise to help them navigate the digital marketplace. Anjan's entrepreneurial ventures reflect his commitment to innovation in the digital media space, making him an asset in journalism, digital media, and business consultancy.

Richa Pant

Creative Director, MASS Studios | Former Journalist, BBC World Service

Richa Pant is a Creative Director at MASS Studios, Ontario, and a former producer for The World Today and Newshour at BBC World Service, London. She held senior editorial positions at NDTV-Editor (Output), Correspondent and Anchor.

She has over 20 years of experience as a journalist, director, and producer, with credits across National Geographic, Discovery, and History Channel. Her work spans documentaries, factual entertainment, and award-winning programming, including the documentary Vande Bharat Flight IX1344, Hope to Survival, which won Best Documentary Gold at Reinvent 2021.

Richa holds a Master's in International Journalism from the University of Westminster and advanced training in documentary production and storytelling and Train the Trainers course offered by Deutsche Welle, Germany.

Prof. Sunil Saxena

Media Visionary | Journalist | Author | Educator

Prof Sunil Saxena is an award-winning media professional with over four decades of experience in Print Journalism, New Media, Social Media, Mobile Journalism, Media Education and Research. He has held leadership positions in news organisations and media institutes since 1991.

As a media educator, he has set up four media schools – Asian College of Journalism, the International Media Institute of India, the School of Communication of the G.D. Goenka University and the Times school of Media of Bennett University.

He has authored four media books, and has groomed an entire generation of media professionals, many of whom hold top positions in India and abroad.

Before getting into academics, he spent 27 years working as a journalist. Some of the organisations where he worked are The Times of India, India Today, The New Indian Express, The Pioneer, the Northern India Patirka, and the Business India Group. He incubated the award-winning Gaon Ki Awaaz, India's first voice-based news and information service for rural India that won two South Asian awards and Nasscom's National award for innovation. He writes a blog – www.easymedia.in -- to share his media knowledge. He also heads Easy Media Academy that has been set up to train media students and professionals in the use of AI.

Shweta Kothari

Journalist, Communicator & TEDx Speaker

Shweta Kothari is an accomplished journalist and media professional with over a decade of experience across leading national and international news platforms. Until recently, she served as the Managing Editor at The Logical Indian, where she led editorial strategy and newsroom operations. She began her international media career with the BBC in Scotland and went on to hold senior roles at prominent Indian news networks including NewsX, NDTV, CNBC-TV18, and Republic TV. As a reporter and prime-time anchor, Shweta covered a wide range of stories from politics and policy to social justice and citizen rights.

A TEDx speaker and passionate advocate for ethical journalism, Shweta combines strong editorial judgment with multimedia storytelling skills. She holds a Postgraduate Degree in

Multimedia Journalism from the University of Sussex, UK. Known for her clarity, credibility, and sharp on-air presence, she brings deep industry insight into news production, digital journalism, and newsroom leadership.

Alok Joshi

Veteran Journalist | Founding Member, Aajtak | Former Editor & Anchor at CNBC-Awaaz and Leading News Networks

A veteran journalist with a wide-ranging experience in print, television, web, and radio. Alok has worked with leading media organizations in India and the world, including the Times Group, Dainik Jagran, TV Today, BBC World Service, and CNBC-Awaaz. He was a founding team member of Aajtak, where he produced and anchored various programmes, showcasing his versatility and expertise in the field.

Alok also worked with the BBC World Service in London, where he played a key role in the launch of BBChindi.com. He joined the launch team of CNBC-Awaaz as executive editor in 2004. Worked on the launch of India's first Gujarati business channel CNBC BAJAR and went on to become Managing editor of CNBC Awaaz and CNBC BAJAR.

In recent years he has tried hands in digital media. Alok pioneered live debate format on digital platforms like YouTube and Facebook. He has trained the launch team of Bangladesh's first business channel Ekhon TV.

Alok Verma

Digital Media Leader | Founder, Newzstreet Media | Journalism Strategist | Educator

With over 40 years in Indian journalism, Alok has led innovation and public service in media. He founded Newzstreet Media Pvt. Ltd., India's first independent city-focused digital news network, NYOOOZ.com, recognized by the Google News Innovation Grant for its sustainable model.

Previously, he held senior editorial roles at major broadcasters: Founding Editor, Zee News, Executive Producer, Aaj Tak and Editor, Star Interactive. He played a key role in launching platforms like Headlines Today, Delhi Aaj Tak, and TEZ, shaping modern Indian television news.

Beyond newsrooms, Alok has advised UNICEF, Yahoo News, APTN, and government bodies on ethical, inclusive media strategies.

As an educator, he established India's first broadcaster-run media school, the TV Today Media Institute, and contributed to journalism curricula at Delhi University, IIMC, and IGNOU, where he served on the Board of Advisors for Digital Journalism.

Maha Siddiqui

Consulting Editor & Anchor – NDTV | MPPGA Scholar, University of British Columbia

Maha Siddiqui is a senior broadcast journalist with nearly 20 years of experience covering foreign affairs, geopolitics, and policy for India's top news networks, including NDTV, CNN-News18, and India Today.

At CNN-News18, she relaunched the flagship show World 360 in partnership with CNN International connecting audiences to cross-cultural perspectives from India and the US and bringing global perspectives to Indian audiences.

At NDTV, she created and anchors India Global, a signature program highlighting India's role in the world, and regularly hosts Left Right & Centre. Her reporting spans major international events such as G20 and BRICS summits, trade negotiations, and climate diplomacy.

She is currently pursuing a Master of Public Policy and Global Affairs at the University of British Columbia.

Rajesh Joshi

Founding Member, BBC Hindi Digital | Former Planning Editor, BBC Hindi Service

Rajesh Joshi is a seasoned journalist with extensive experience across print, broadcast, and digital media. As a founding member of the BBC Hindi digital team, he played a key role in shaping the BBC's online presence in South Asia. He was also part of the core team that spearheaded the digital transformation of the BBC's Sinhalese and Nepali services, helping bring high-quality journalism to new audiences through innovative formats and platforms.

Over the course of his career, Rajesh has reported major stories from across the world, including Brazil, West Africa, the UK, the US, Cuba, Pakistan, and Europe. In India, he has covered critical issues such as politics in Kashmir, the Maoist insurgency, and the Kargil war. He also served as the Planning Editor of the BBC Hindi Service in London, where he oversaw editorial strategy and content planning for a global audience.

Ranjeet Sengupta

Associate Editor, Down To Earth

Ranjeet Sengupta is an experienced data journalist and trainer with Down To Earth magazine, where he leads the Learning with Data Unit. He has conducted over 80 workshops for 600+ journalists across India and Africa, including India's only climate workshop for Hindi journalists.

A Columbia University-certified data journalist, he integrates tools like Python, Power BI, QGIS, and D3.js to make data storytelling accessible. His work ranges from analysing parliamentary data to managing India's Atlas on Disasters

Noopur Tiwari

Visual Communication Designer & Educator

Noopur Tiwari is a visual communication design educator and independent consultant with over 22 years in the creative and media industries. An alumna of NID and DePaul University, Chicago, she has held academic roles at Jagran Lakecity University and Karnavati University.

Her expertise spans design, visual storytelling, videography, documentary filmmaking, and transmedia narratives. Noopur combines hands-on industry experience with academic insight to mentor the next generation of media and design professionals.

Course Outline

Module 1: Generating Story Ideas and Mapping Sources

News Concepts and Values

Story Ideation Techniques

Mapping Story Idea and Evaluating Sources

Planning your story map

Module 2: Storytelling and Narrative Writing

The Art of Storytelling

Character and Voice in Journalism

Emotion and Perspective

Storytelling Across Formats

Module 3: Data Storytelling

Using Data to Tell Compelling Stories

Understanding what makes data newsworthy

Visualizing information clearly and accurately

Integrating data into narrative without losing human perspective

Module 4: Reporting

Field Reporting Techniques

Real-Time Verification

Sourcing and Verification

Basic Story Framework

Module 5: Effective art of Interviewing Skills

Preparing and Researching for Interviews

Conducting Interviews

Active listening techniques

Using Interview Material

Module 6: AI Tools and Techniques in Journalism

Artificial Intelligence: key concepts

How AI is transforming reporting, content creation, and distribution

Practical Applications of AI Tools

Ethical and Professional Considerations

About Newswriters.in

Newswriters.in is a professional and educational platform established by media academicians and industry experts to deliver training in niche and emerging areas of journalism, communication, advertising, public relations, and digital media.

The platform equips media professionals, students, and educators with essential skills to navigate the evolving media landscape. With most resource persons drawn directly from the news and media industry, participants benefit from practical knowledge and real-world perspectives.

Newswriters.in has successfully conducted courses on AI Tools for Media Professionals, Multimedia and Content Development, SEO and Brand Building, Data Storytelling and Visualization, Audio Storytelling and Podcasting, Financial Journalism, and Corporate Communication and Strategic Brand Management some of them in collaboration with the Central Universities and the Press Club of India.

Contact Information

Golf View Apartments, Saket, New Delhi – 110017

Email: newswriters.in@gmail.com

Website: <http://newswriters.in/>

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