NewsWriters.in

Empowering Media Minds, Shaping the Future

Presents

AI-Powered Content & Communication: Smart Prompting for Media & Corporate Professionals

Five-Day Online Workshop

THE CONCEPT

AI tools such as **ChatGPT, Claude, Gemini, and Copilot** have become integral to professional workflows. Yet most users rely on basic, generic prompts—resulting in predictable and average outputs. The core reality is clear: 80–90% of AI output quality depends on the prompt, not the tool.

This intensive workshop focuses on practical, real-world prompt strategies that enable professionals to work smarter, faster, and more creatively in an AI-powered environment. Through live demonstrations, guided practice, and hands-on exercises, participants will learn to **use AI for deeper research, sharper writing, compelling storytelling,** efficient planning, and faster decision-making.

This workshop is not about learning more AI tools—it is about learning to think and communicate with AI strategically and intelligently. Prompt Craft is rapidly becoming the skill that distinguishes average users from top performers.

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Stop settling for average AI results. Start prompting like the top 1%. Master strategies that turn hours of work into minutes of brilliance.

PARTCIPANT TAKEAWAYS

- Understand how AI tools work and communicate effectively with them
- Craft clear, structured prompts for reliable, high-quality results
- Edit, rewrite, summarize, and simplify content using AI
- Generate creative ideas, headlines, and content variations
- Build a personalized prompt library for professional use
- Identify and correct AI errors and hallucinations
- Use AI responsibly with focus on ethics, privacy, and accuracy
- Create time-saving workflows to boost productivity

WHO SHOULD ATTEND

• **Media & Content Professionals** — journalists, editors, writers, copyeditors, producers, social media managers, podcasters, and scriptwriters

• **Corporate & Business Professionals** — marketing, branding, strategy, HR, L&D, PR & communications, consulting, customer experience, and operations teams

• **Educators, Researchers and Students** — faculty, trainers, academic writers, research scholars, and students using AI for learning and productivity

• **Entrepreneurs & Startups** — founders, product teams, and innovators looking to scale content, communication, and decision-making workflows

• **Government & Development Sector Professionals** — communication officers, report writers, proposal teams, and development communicators

• **Anyone who wants sharper thinking, faster writing, better ideas, and massive time savings using AI tools**

WORKSHOP OUTLINE

- Understanding how AI language models work & how they interpret prompts
- Core principles of effective prompting — clarity, structure, tone & constraints
- Professional prompt frameworks (ROLE–TASK–CONTEXT, CUE model, STYLE & GOAL prompts, Master Prompt, Markdown prompting)
- Writing, editing & content creation using AI (articles, reports, emails, scripts, social media posts)
- Transforming raw material (notes, transcripts, bullet points, interviews, data) into polished output
- Research, fact-checking & analytical prompting for reliable information
- Creative prompting for idea generation, story angles, headlines, campaigns & storytelling
- Prompting for Data Interpretation & Decision Support
- Workflow optimisation with multi-step prompt chains & iterative refinement
- Troubleshooting when AI gets it wrong (hallucination handling & corrective prompting)
- Working efficiently across tools — **ChatGPT, Gemini, Claude & Copilot:** strengths, differences & best-use cases
- Building reusable prompt libraries & personalised prompt toolkits for everyday tasks
- Safe, ethical & responsible use of AI — bias, reliability, confidentiality & professional integrity

FACULTY
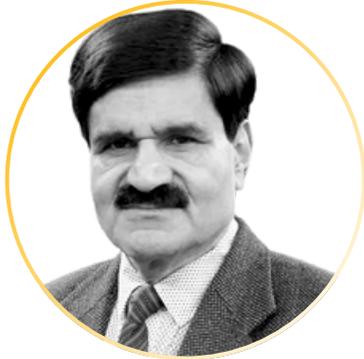
Prof. Subhash Dhuliya
Course Director | Founder, Newswriters.in | Former VC, UOU; Professor, IIMC, IGNOU, CURAJ

Prof. Subhash Dhuliya is a senior media academician and former Vice Chancellor of Uttarakhand Open University with over four decades of experience in journalism, communication, and media education. He has been professor at IIMC, IGNOU, and CURAJ, and has trained officers from IIS, IFS, IPS and journalists across South Asia.

Before joining academics, he worked with The Times of India Group and Amrita Bazar Patrika in senior editorial roles, including Assistant Editor at Navbharat Times, and later served as Editor of research journals The Communicator and Sanchar Madhyam. An alumnus of the International School of Journalism, Budapest, he has also received advanced training at FTII, IIPA, Southern Illinois University, and AIBD.

Dr. Loveleen Gaur
AI Scholar | Ex-Director, Symbiosis Artificial Intelligence Institute

Dr. Loveleen Gaur is a globally recognised expert in Generative and Ethical AI with more than 15 years of academic and research leadership. Ranked among the Elsevier–Stanford World's Top 2% Scientists (2024–2025), she has contributed internationally to responsible and explainable AI in business, healthcare, and public policy. A former Director of the Symbiosis Artificial Intelligence Institute, she led interdisciplinary AI programmes and global research collaborations.

She is Editor-in-Chief of a Scopus-indexed journal and has authored more than 130 publications and multiple books with Springer, Elsevier, and Wiley. She also advises institutions on AI governance and sustainability and is a frequent speaker at IEEE and international forums.

Prof. Sunil Saxena
Media Visionary, Author & Founder of Four Premier Media Schools | Incubator of Gaon Ki Awaaz

Prof. Sunil Saxena is an award-winning media innovator with over four decades of experience in print, digital, and mobile journalism, and has led media organisations and academic institutions since 1991. He founded four major media schools, including the Asian College of Journalism and the Times School of Media, and has mentored generations of media professionals now working in leadership roles across India and abroad.

An author of four media books, he previously worked for 27 years as a journalist with leading organisations such as The Times of India, India Today, The Pioneer, and Business India. He also incubated Gaon Ki Awaaz, India's first voice-based rural news service, which won multiple national and South Asian awards, and currently leads Easy Media Academy to train professionals in AI-driven journalism.

Shweta Kothari
Journalist, Communicator & TEDx Speaker

Shweta Kothari is an accomplished journalist and media professional with over a decade of experience across global and national news platforms. She most recently served as Managing Editor at The Logical Indian, leading editorial strategy and digital newsroom operations.

Shweta began her international career with the BBC in Scotland and has worked in senior roles at NDTV, CNBC-TV18, NewsX, and Republic TV, covering politics, governance, and social justice. A TEDx speaker and advocate for ethical journalism, she holds a postgraduate degree in Multimedia Journalism from the University of Sussex, UK, and brings deep expertise in newsroom leadership and multimedia storytelling.

Alok Verma
Founder, Newzstreet Media & NYOOOZ.com | Former Editor, Zee News, Aaj Tak, Star Interactive

Alok Verma is a veteran journalist with over 40 years of experience in Indian media, known for pioneering digital-first approaches and public-interest journalism. He founded Newzstreet Media and launched NYOOOZ.com—India's first city-based digital news network recognized by Google News Innovation Grant.

He previously held leadership roles such as Founding Editor of Zee News and Executive Producer at Aaj Tak, shaping major platforms including Headlines Today, Delhi Aaj Tak, and TEZ. Alok has advised international organisations such as UNICEF, Yahoo News, and APTN, and played a key role in media education through initiatives such as the TV Today Media Institute and advisory contributions to IIMC, IGNOU, and Delhi University.

LANGUAGE & DURATION

Live online sessions
- **Dates:** February 14–18, 2026
- **Language:** Bilingual (English & Hindi)
- **Timings:** 7:00 PM – 9:00 PM (IST)

COURSE FEE

- **Standard Fee:** ₹2,400/-
- **Concessional Fee:** ₹1,800/- (For past participants, students, research scholars & BPL applicants)
- **International Fee:** USD 80

PAYMENT DETAILS

HDFC Bank
- **Account No.:** 50200061117703
- **IFSC Code:** HDFC0000043
- **Branch:** Saket, New Delhi – 110017
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ABOUT NEWSWRITERS.IN

Newswriters.in is a professional learning and training platform led by media academicians and industry experts, dedicated to strengthening skills in journalism, communication, advertising, public relations, and digital media. Focused on bridging the gap between academic learning and real newsroom practice, it offers hands-on, industry-oriented workshops and certificate courses that build practical competencies and future-ready media skills.

The platform has conducted specialized programmes on Storytelling & Narrative Writing, AI Tools for Media, Data Storytelling, Multimedia Content Production, SEO, Brand Building, Podcasting, Financial Journalism, and Corporate Communication—often in collaboration with leading universities, media institutions, and the Press Club of India.

Founded by Prof. Subhash Dhuliya, former Vice-Chancellor of UOU and professor at IGNOU, IIMC, and CURAJ. He has served in editorial roles with The Times Group and Amrit Bazar Patrika Group, and as Editor of Communicator and Sanchar Madhyam, the research journals of IIMC. Newswriters.in benefits from his extensive academic and newsroom experience.

Committed to empowering professionals, faculty and students for the evolving media landscape, Newswriters.in blends academic insight with real-world expertise.

CONTACT

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