

*Certificate Course (2 Credits)*

## ***MEDIA BASICS: Innovation in Communication***

**Duration:** 30 hours (10 days)

**Dates of Sessions**

February 24<sup>th</sup> 2015 – February 28<sup>th</sup> 2015

March 2<sup>nd</sup> 2015 – March 4<sup>th</sup> 2015

March 9<sup>th</sup> 2015 – March 10<sup>th</sup> 2015

**Timings:**

3:00 pm – 6:00 pm (Mon – Fri), 11:00 am – 2:00 pm (Sat)

### **Objectives**

- *Focus on different aspects of Media (Electronic Media, Print Media)*
- *Creating awareness about communication*
- *Improvising communication and presentation skills*

### **Areas to be covered through talks and presentations by eminent speakers**

- *Language of Cinema and TV*
- *Creative Commentary*
- *SD to HD*
- *Sports Broadcasting*
- *Cricket Production*
- *Documentary Production*
- *Understanding TRP*
- *Video Editing*

### **Speakers:**



**Mike Pandey**

(Eminent Wildlife film maker & Green Oscar winner for three times)



**L.V. Krishnan**

(CEO TAM Media Research)



**Ashok Raina**

(Senior Editor at DD)



**Shankar Mohan**

(Former Director of Film Festival of India)



*Course Director: Brij Bakshi, Visiting Professor, Cluster Innovation Centre*

*Additional Senior Faculty: Gouran Dhawan Lal*

Registration Details: **Last Date of Registration- February 15, 2015** at [shobhacibtech2@gmail.com](mailto:shobhacibtech2@gmail.com)

*Limited Seats Available. Those who have already done the course are not entitled for it.*