

SPECIALISED ONLINE ADD ON CERTIFICATE COURSES FOR MEDIA STUDENTS



PLATFORM:
GOOGLE MEET

Date:

13th July 2020 to 13th Aug 2020

Duration:

(Thrice a week, 2-Hours Session, 12 Sessions)

***refer to Course Outline & Course Schedule**

**Get qualified in a month with DGMC's add-on
online certificate courses**

About RSET

Rajasthani Sammelan Education Trust (RSET), a well-known 72-year-old Philanthropic Charitable Trust, is located at Malad (W), Mumbai. The trust has fourteen institutions with over 16000 students studying in various levels, ranging from KG to Post Graduate (PG) programs. The Trust has become a Prominent Educational Landmark in the city of Mumbai. The Trust is working towards providing the required skill sets to students so as to be worthy professionals in the industry, across the verticals of management with a global perspective. The Trust focuses on helping students gain 'hands on' experience in an industry simulated environment, so as to encourage them to innovate, nurture and invent products and services in the global markets. (Website: www.rajasthani.org.in)

About DGMC

DGMC is supported by its parent body Rajasthani Sammelan Education Trust.

Deviprasad Goenka Management College of Media Studies (DGMC) a premier media and communication institute with state of the art infrastructure, where students, researchers & media professionals, interact to facilitate the generation of value in the media spectrum. DGMC offers full-time UG and PG programs in Filmmaking and Media Studies affiliated to Mumbai University.

It also offers a two-year full-time program approved by All India Council for Technical Education (AICTE) with specialization in Media & Entertainment and Advertising & Communications. (<https://www.rset.edu.in/dgmc/>)

Course Objective

- Get first-hand career advice by those who have excelled in their field of journalism – be it print, broadcast, multimedia or photography.
- Learn everything from Mobile Journalism (MOJO) to how to be a good anchor on TV in Broadcast Journalism in a month. Intern with your mentors or branch out into the mainstream media industry on your own.

Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Successfully master the respective specialisations in journalism, including photography, video, editing (photos and videos), packaging, story generating, ideating, interviewing techniques, listening and research skills, information management, and refining material at both undergraduate and post-graduate levels.
2. To be competent and have the skills set to conceive of, investigate and produce an article of local or national relevance under an industry professional.
3. To have an added qualification at a University-affiliated college while simultaneously pursuing BMM or MA Communication and Journalism degree.
4. Produce an independent research project or a series of in-depth stories in different formats on diverse topics of interest that cater to the respective industry's demand.

The one-month course imparted by industry professionals entails a total of four working weeks. Each course will be held thrice a week in two-hours sessions. The courses have been divided in two phases, and the first phase will be operationalised from 13th July 2020 to 13th Aug 2020. The second phase will be announced in due course.

Learn from the experts.....



Subject: Health Journalism

Mentor: **Somita Pal, Health Reporter** in the Department of Corporate Communications at the Sir H N Reliance Foundation Hospital and Research Centre.

Brands Worked With: The Indian Express and Daily News Analysis (DNA), Covered the city's private and public hospitals. She has also worked for the website My Medical Mantra as a health correspondent

Qualification: BMM University of Mumbai

Course Outcome:

- The student will know the inner workings of the public and private health system in the country and will be able to generate story ideas to editors.
- S/he will be able to cultivate independent sources, refine interviewing and listening techniques and unearth stories from hospitals to the innovations in medicine by pharmaceutical companies.
- Students can find jobs at any major websites, newspapers or magazines.



Subject: Multimedia Course

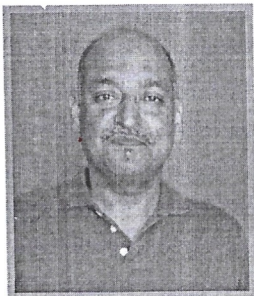
Mentor: **Divyakant Solanki, Photojournalist with the European Press photo Agency (EPA)**

Brands Worked With: Business Standard, The New York Times, The Guardian, The Washington Post, The Wall Street Journal, The National, The Seattle Times, The Telegraph, and many more.

Accolades: Won several International awards. His work graced as 'Photo of the Day' mostly in various international newspapers and websites

Course Outcome:

- Students will confidently use all the functions of a DSLR camera and a phone to produce photographs and videos, edit and put together attractive multimedia packages.
- Students can find jobs at websites, as well as websites of newspapers and magazines such as Scroll.in, The Wire, The Print, The Quint, IndiaSpend, India Today magazine, Outlook magazine, Caravan magazine, Forbes magazine, The Times of India, Business Today, Mumbai Mirror, Asian Age, Economic Times, Midday, Indian Express, etc.



Subject: Broadcast Journalism

Mentor: **Samarjit Bhandral, Broadcast Journalist**

Brands Worked With: CNBC Awaz, Star News, Zee News, TV Prime, BAG Films

Roles: Desk Head, Producer, Educator

Course Outcome:

- The student will be able to understand how broadcast newsrooms function and will have a grip on evolving international trends and will be able to join any TV channel.
- She/he will be able to produce stories with the power of visual thinking and broadcast writing skills and will be able to execute MOJO stories.
- Students will also learn to anchor, read news bulletins and work on mock debates.
- Students can find jobs at any major news network such as Times Now, Zee News, Republic, India Today TV, CNBC TV18, BBC English & Regional, Wion, NDTV, etc.



Subject:

MOJO Journalism/Digital Story telling

Mentor:

Shweta Bhandral, Broadcast Journalist

Freelance Journalist, Content creator, News Verification trainer
Storyteller, Educator and Founder, The Future Skills Company.,

Brands Worked With: CNBC TV18, Star News, Zee News

Qualification:

Executive MBA degree from ITM College, Mumbai, With HR and Marketing as my Mains. A Post- Graduate Diploma in Mass Communication from Xavier's Institute of communication. I hold a bachelor's degree in Political Science from Indraprastha College for women, Delhi University.

Course Outcome:

- Students will confidently use all the functions of a mobile phone to produce photographs and videos necessary to go with their packaged stories.
- As this is an additional skill in a writer, it is advantageous to the publication as it is economical and eliminates the publication's use of a photographer and videographer.
- Students can find jobs at websites, newspapers and magazines such as Scroll.in, The Wire, Quint, The Print, India Today, Outlook magazine, Caravan magazine, Forbes magazine, The Times of India, Mumbai Mirror, Indian Express, etc.



Subject:

Data Journalism

Mentor:

Priyanka Vora, Award Winning Multimedia Journalist based in New York

Qualification:

Master's Degree in Digital Journalism Innovation from New York University

Course Outcome:

- Students will be able to pitch, crunch numbers, spot trends in any journalism beat.
- Students who can deliver Data Journalism stories will be in demand at niche websites, both nationally in publications such as IndiaSpend, Scroll.in, Economic Times and The Wire, and internationally, for the Huffington Post, the Guardian, The Washington Post, etc.

ONLINE PHOTOS
journalism digital
MULTIMEDIA GRAPHICS
audio online photographs DIGITAL
graphics multimedia VIDEO
interactive video JOURNALISM AUDIO INFORMATION

Phase I - Course

Multimedia

Students who want to study photography will be familiarised with various forms of photography, editing (Photoshop) and story-making. The students will also learn how to conceive of photographs and videos, incorporate them into slideshows learn how to appropriately captions in the style of international news agencies, edit videos and photos with Photoshop on mobile phones and SLR cameras.

Day : Time

Saturday	: 8 am to 10 am
Sunday	: 8 am to 10 am
Monday	: 8 am to 10 am

Broadcast Journalism

Topics such as evolution of broadcast news in India, basics of broadcast in a newsroom, merging newsrooms in broadcast and digital spheres, current international trends, basics of reporting for broadcast, visual thinking, styles of reporting and storytelling in broadcast, broadcast writing, producing for broadcast, news bulletin versus news debate, and anchoring for broadcast news will be covered.

Day : Time

Monday	: 3 pm to 5 pm
Wednesday	: 3 pm to 5 pm
Friday	: 3 pm to 5 pm

MOJO Journalism/Digital Storytelling

This course is for writers who want to be equipped with all-round skills that all publications demand. Fundamentals of photography and video and editing, exploring all the features of a camera and phones for maximum output and how to conceive of stories will be taught in this class.

Day : Time

Tuesday	: 11 am to 1 pm
Thursday	: 11 am to 1 pm
Saturday	: 11 am to 1 pm

Health Journalism

Students will be initiated into the world of health journalism in India by an experienced health journalist. Considering the uncertain times we live it, it is essential for budding journalists to be familiar with the inner workings of the health system in India, in both urban and rural areas, and be familiar with the differences that these systems entail. How the public health system works, how the private health system works, impact of globalisation on the sphere of health, how to find a health story, what makes a good story, how to pitch stories to editors and the kind of spins required to package and present it are some of the facets that will be discussed in this class.

Day : Time

Tuesday	: 9 am to 11 am
Thursday	: 9 am to 11 am
Saturday	: 9 am to 11 am

Data Journalism

This course will enable students to get comfortable with numbers, to think about data stories, finding the data, using tools to convert the data, cleaning and analysing the data and finally, interviewing the data. This specialised new branch of journalism has helped shed light on important global and national issues and students will find themselves on par with others from universities of international repute.

Day : Time

Monday	: 5 pm to 7 pm
Tuesday	: 5 pm to 7 pm
Wednesday	: 5 pm to 7 pm

Takeaways:

Expert Guidance | Interaction / Q & A Session | Specialised Topics | Get Job Ready

Who Should Attend?

Students appeared for HSC, BMM, BMS, BA, B.Com, and other Graduates interested in making careers in Advertising, Film Making, Content Creation, Journalism and Digital Media.

Instructions to Participants:

Prior Registration is Compulsory | on payment of fees students will receive acknowledgement receipt- E-Link of the session will be shared one day prior of the session.

Course Fees: Rs. 3,000/- all inclusive (per subject) for RSET students

Rs. 4,000/- all inclusive (per subject) for Non RSET students

Instructions to Participants:

Prior Registration is Compulsory | Select course/s | on payment of fees per course students will receive acknowledgement receipt /s | E-Link of the session will be shared one day prior of the session.

Last date to apply: 10th July 2020





















Registration Link: <<https://www.rset.edu.in/dgmc/program-registration/>>

Detailed schedule will be shared with Registered Participants.


For course queries, if any, please write to: dilnaz.boga@dgmcmms.org.in







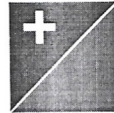

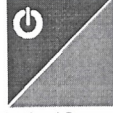

Institutions

 <p>Kudilal Govindram Seksaria <u>sarvodaya school</u> INSPIRE, INVENT, INITIATE</p>	 <p>Kudilal Govindram Seksaria <u>english school</u> INSPIRE, INVENT, INITIATE</p>	 <p>Ramniwas Bajaj <u>english high school</u> UNLEASH YOUR POTENTIAL</p>	 <p>Mainadevi Bajaj <u>international school</u> GIVING WINGS TO YOUR DREAMS</p>
 <p>Durgadevi Saraf <u>junior college</u> IN PURSUIT OF EXCELLENCE</p>	 <p>Ghanshyamdas Saraf <u>college of arts & commerce</u> EDUCATION EMPOWERS</p>	 <p>Kirandevis Saraf <u>institute of complete learning</u> WIDENING HORIZONS</p>	 <p>Durgadevi Saraf <u>institute of management studies</u> WE CREATE LEADERS</p>
 <p>Deviprasad Goenka <u>management college of media studies</u> INDIA'S PREMIER MEDIA SCHOOL</p>	 <p>Ladhidevi Ramdhar Maheshwari <u>night college of commerce</u> ENLIGHTENING FUTURE</p>	 <p>Ramdhar Maheshwari <u>career counseling centre</u> STEERING TO SUCCESS</p>	 <p>Kunjibihari S. Goyal <u>online academy</u> LEARNING BEYOND BOUNDARIES</p>
 <p>Draupadidevi Sanwormal <u>women's hostel</u> HEAVENLY DOMICILE</p>	 <p>Pravinchandra D. Shah <u>sports academy</u> FITNESS REGIME</p>	 <p>RS CA <u>study centre</u> INTELLECTION HUB</p>	 <p>Mainadevi Bajaj <u>international playschool</u> YOUNG EVOLVING MINDS</p>
 <p>Jankidevi Bilasrai Bubna <u>boys hostel</u> A WISE HIVE</p>	 <p>Rajasthani Sammelan <u>skill development centre</u> SCULPTING SKILLS</p>	 <p>Rajasthani Sammelan <u>teachers' training institute</u> BUILDING FOUNDATIONS</p>	 <p>Rajasthani Sammelan <u>finishing school</u> A NEW BEGINNING</p>

Endowment Funds & Research Chair

 <p>Remsons Group <u>management research centre</u> MANAGEMENT RESEARCH</p>	 <p>I R B <u>scholarship endowment fund</u> HONOURING EXCELLENCE</p>	 <p>B K T <u>endowment freeship fund</u> FOSTERING KNOWLEDGE</p>	 <p>Jankidevi Bilasrai Bubna <u>endowment freeship fund</u> EMBOLDENING STRENGTHS</p>
--	---	--	--

Facilities

 <p>Dharmal Bajaj <u>bhavan</u> COMMUNITY PARADISE</p>	 <p>Durgadevi Saraf <u>hall</u> TREASURING MEMORIES</p>	 <p>Trivenidevi Deora <u>chikitsa sahayata kosh</u> HELPING TO HEAL</p>	 <p>Ramnarayan Saraf <u>educational outlet</u> ONE STOP EDUCATOR</p>
 <p>Vijay Pal Singh <u>health centre</u> WEALTH OF WELLBEING</p>	 <p>Kirandevis Saraf <u>library and reading room</u> WORLD OF KNOWLEDGE</p>	 <p>Rajasthani Sammelan <u>I.T. hub</u> LINKING GLOBALLY</p>	 <p>Rajasthani Sammelan <u>food court</u> FOOD FOR THOUGHT</p>