



AMITY  
UNIVERSITY

Amity Academic Staff College

In Association with

Amity School of Communication

Organises

*Faculty Development Programme*

on

# UPSKILLING INDUSTRY SKILLS FOR MEDIA EDUCATORS 5.0

## Hybrid Mode

Venue: Screening Room, 3rd Floor, J1 Block  
AUUP, Sec- 125, Noida

**08 to 12<sup>th</sup> May 2023**

### Programme Chairperson

**Prof. (Dr.) Balvinder Shukla**

Vice Chancellor

Amity University, Uttar Pradesh

### Joint Programme Directors

**Dr. Jolly Jose**

Asst. Director Research, ASCO

**Dr. Rakesh Prakash**

Associate Professor, ASCO

URL: <https://www.amity.edu/asco/>

Registration Link:

<https://amity.edu/nsppg/FDP-UMEI2023>

### Contact:-

**Dr. Ujval Chandra Das**

Assistant Professor, ASCO

Ph: 7906407917

**Dr. Poonam Gaur**

Assistant Professor, ASCO

Ph: 9891166052

**REGISTER  
NOW!**



## AMITY UNIVERSITY

Amity is leading education group of India with more than 1.5 lac students studying in its 250 plus programs at its 11 overseas campuses, with 4500 faculty and scientists. The university is one of India's leading research and innovation driven private universities and has been ranked amongst the top 3% Universities globally.

## AMITY SCHOOL OF COMMUNICATION (ASCO), NOIDA

Amity School of Communication (ASCO), Noida, is a premier Media Studies institute in India. Nurturing over 1300+ students enrolled in a plethora of industry specific courses,



ASCO is the largest media school in the country providing holistic development to the budding media professionals. Established in 1999, ASCO is reputed for its excellent academics and industry engagements. The institute is equipped with state-of-the-art infrastructure and is led by a team of highly qualified, dynamic faculty and staff.

## FACULTY DEVELOPMENT PROGRAM 2023

The paradigm shifts in the industrial revolution with the integration of human hands and minds in the mechanical structure and accelerated business with the fusion of ideas and refinement of market boundaries calls for media educators to prepare young minds for the latest trends and practises. Knowledge enhancement has been made possible by the tireless engagement and commitment of the faculty to enrich the knowledge culture of the country and the work of academicians and educationalists. Conversely, curriculum practises in social science need to bridge wide gaps in the knowledge realm of media and communication. The changing trends, needs, and technological innovations are to be further explored, learned, and utilised by the academicians to enhance the learning culture. The Five-day FDP focuses on widening the industry-based knowledge and skills of the participants, especially in line with the industry practises of news media, which are mostly interactive today. To acquire hands-on experience in using new digital tools for the production of media content and the content management are the further specific focus of the FDP conducted in Hybrid Mode. The fast changes in the media industry calls for the need to up skill the academicians to learn in par with the reconstructing media approaches and Communication: The new Scenario will therefore provide the much needed perspective during this hybrid, Five-day Faculty Development Program being organized by ASCO, Noida from the 10 – 14th April 2023.

## OBJECTIVES

- To understand the new focuses in News media Practices.
- To sketch interactive news practices with necessary knowledge and skills to prepare the young generation for industry 5.0.
- To equip the participants with the knowledge regarding digital disruption in digital platforms
- To upskill the media educators with the latest trends and practices of news media content generation and management
- To enhance inter-institutional net work for future collaboration

## IMPORTANT DATES

FDP Dates: 10– 14th April 2023

Payment and Registration form submission Deadline: 8th April 2023

Registration Procedure: First come first served basis- Online

## ELIGIBILITY

- Faculty Members, PhD Scholars of social science, Media and Management and other Professionals are eligible to attend.
- Limited entry up-to 50 (including internal faculty) members will be permissible.
- The participants will be given a certificate on successful completion of the program.
- Certificates: Participants will get participation certificate

## REGISTRATION FEE

Academicians/ Other Professionals- Rs **2500.00**

Research Scholars- Rs **2000.00**



## GUIDELINES FOR FDP

- Early registration is mandatory.
- Minimum 80% Attendance
- Securing a minimum of 60% marks in the FDP assessment
- The assessment link shall be provided over the chat box on a daily basis.
- Participants are required to fill the feedback form, link of which shall be shared via email after completion of the FDP
- Online participants are requested to join using same user ID for all the sessions, so that organizers can keep a track of the participants' attendance as well.
- All online participants are advised to login through laptop or PC.
- Link to the FDP online platform shall remain the same throughout all the sessions.
- Participants may write their Questions in the 'Q&A' segment of Zoom platform or Chat as desired by the presenter.
- Participants need to submit a project at the end of the programme based on the topics covered during FDP.
- A printed certificate for those participate physically and E certificate shall be provided to Online participants after successful completion of the FDP
- Accommodations will not be provided for the outstation participants. On special request paid accommodation may be provided with additional charge in the campus
- For Offline line participants Lab facility will be provided for the lab based sessions.
- Mobile phone -Android/Suitable device for video recording and editing



Topics	Resource Persons
Changes and New Practices in Journalism	Mr. Rajesh Mahapatra, Editor, Press Trust of India (PTI), Business Journalist, Political Analyst, Public Policy Expert & Newsroom Reader
Interactive News Media	Mr. Pradeep Surin, Senior Business Development Manager - UC Mobile, Senior Journalist & Ex-Head, Strategic Alliances, Koo India, Editor- Zee News Digital
Understanding AI & CHAT GPT	Ms. Devika Chhibber Mehta, Senior Manager /Deputy Editor & Researcher, Vishvas News, Noida
Artificial Intelligence and Media Practices	Dr. Azhar Machwe Enterprise Architect for Artificial Intelligence -BT group Bristol
News in Digital Age: Theoretical Understanding	Prof. K.S Arul Selvan, Director, School of Journalism and New Media Studies, IGNOU, New Delhi
Content Generation for Mojo & 15 second Journalism( Practical)	Mr. Sunil Goswami, Editor Digital Videos & Bharat Bhushan (ABP Network)
Journalism and Grounded Theory	Dr. Krishna Sankar Kusuma, Associate Professor, AJK Mass Communication Research Centre, Jamia Millia Islamia, New Delhi
Application of Fact-Checking Tools (Practical)	Mr. Syed Nazaqat, Head- Data Leads, Delhi
Data-driven Journalism	Dr. Jolly Jose, Assistant Director (Research), Trainer, New Media, ASCO
Data Processing and Presentation- Telegrams (Practical)	Dr. Rubaid Ashfaq, Associate Professor, ASCO
Data Journalism-Storytelling Techniques and Practices (Practical)	Ms. Shweta Kothari, Journalist and Senior Editor, TV9 Group
Newsrap Software -Newsroom Practices (Practical)	Dr. Rakesh Prakash, Associate Professor, ASCO, Faculty- TV Production & Newsrap Software Trainer
Audio Storytelling: Podcast Production and Content Management (Practical)	Ms. Shikha Shukla, Trainer & Practitioner, Podcasting (Amity Radio Noida)

## RESOURCE PERSONS



**Mr. Siddharth Varadarajan**  
Founder Editor at The Wire  
Former Editor, The Hindu



**Prof. Subhash Dhuliya**  
Adjunct Faculty, HNB Garhwal University  
Former Vice Chancellor,  
Uttarakhand Open University  
Professor at IIMC, IGNOU & CURAJ



**Prof. K.S Arul Selvan**  
Director, School of Journalism &  
New Media Studies  
IGNOU, New Delhi



**Mr. Syed Nazaqat**  
Head Data Leads, Delhi



**Mr. Rajesh Mahapatra**  
Editor, Press Trust of India (PTI)  
Business Journalist, Political Analyst  
Public Policy Expert & Newsroom Reader



**Dr. Jolly Jose**  
Assistant Director (Research)  
Trainer, New Media, ASCO



**Dr. Azhar Machwe**  
Enterprise Architect for Artificial  
Intelligence -BT group Bristol



**Mr. Pradeep Surin**  
Senior Business Development Manager-  
UC Mobile Senior Journalist &  
Ex-Head, Strategic Alliances Koo  
India, Editor- Zee News Digital



**Dr. Krishna Sankar Kusuma**  
Associate Professor,  
AJK Mass Communication  
Research Centre,  
Jamia Millia Islamia, New Delhi

## RESOURCE PERSONS



**Mr. Sunil Goswami**  
Editor Digital Videos &  
Bharat Bhushan  
(ABP Network)



**Ms. Shweta Kothari**  
Journalist & Senior Editor  
TV9 Group



**Dr. Rakesh Prakash**  
Associate Professor, ASCO



**Ms. Anoushka Dalmia**  
Trainer, Data Leads



**Ms. Shikha Shukla**  
Trainer & Practitioner  
Podcasting, Radio Amity



**Ms. Devika Chhibber Mehta**  
Deputy Editor, Vishvas News



**Dr. Rubaid Ashfaq**  
Associate Professor, ASCO

## COORDINATION COMMITTEE



**Dr. Sagina Hooda**  
Deputy Registrar  
AASC



**Dr. Priya Sachdeva**  
Associate Professor  
ASCO



**Dr. Ujjval Chandra Das**  
Assistant Professor  
ASCO



**Dr. Poonam Gaur**  
Assistant Professor, ASCO  
E Mail:- [pgaur1@amity.edu](mailto:pgaur1@amity.edu)



**Dr. Ashima Singh**  
Assistant Professor  
ASCO



**Ms. Neha Bhusan**  
Assistant Professor  
ASCO

## PROGRAMME CHAIRPERSON



**Prof. (Dr.) Balvinder Shukla**  
Vice Chancellor  
Amity University Uttar Pradesh

## PROGRAMME ADVISORS



**Prof. (Dr.) M. Sajnani**  
Mentor, ASCO & ASFD



**Prof (Col) R.K.Dargan**  
Professor & Advisor, ASCO

## IMPORTANT DATES

**08- 12th May 2023**

Payment and Registration form Submission Deadline: **5th May 2023**

Registration Procedure: First come first served basis- Online

**Registration Link: <https://amity.edu/nspg/FDP-UMEI2023>**