

Certificate Course/ Program(s) Title	Tuition Fee (Rs.)
Mass Communication & Digital Media Productions	Rs. 45,000/-

Training Partner: R.K. Academy of Art & Design (RKAAD)

Certificate by: The University of Delhi (DU) shall award 'Certificate of Completion' jointly signed by the official representative of the COL-DU and the training partner, i.e., RKAAD

Course objectives:

The Certificate Course in **Mass Communication & Digital Media Productions** is offered by the Delhi University in association with the RKAAD. Within the Mass Communication and Digital Media Productions course program, students are expected to acquire skills in Radio & TV journalism, audio and video production, editing, script writing, and graphics. Almost all of the classes are hands-on. The syllabus of this mass communication certificate course also cover industry-oriented skills for becoming a Digital Media Production executives that are also required in private ad agencies, public and private organizations, television, video, and feature film production companies, etc. Students will also be required to make their projects related online content and digital media.

Course Contents / Topics of Discussion:

- fundamentals of Journalism & Mass Communication
- writing scripts for audio/ radio
- voice modulation, tips to improve your Public Speaking Skills and engage with your audience
- tips for becoming an effective commentator, do's and don'ts
- art of storytelling, radio Jockeying & becoming a better Presenter
- News & News Writing, News Gathering
- News Presentation
- TV Journalism
- Video Editing Basics
- Scriptwriting for Films & TV
- Basic photography
- Cybermedia & News
- Blogging & Fundamentals of Digital Media Marketing
- Digital content creation/ productions using various applications

Eligibility:

10+2 pass candidates (from any stream or subjects) can apply to join this mass communication course in DU. Candidates appearing or appeared in qualifying exams (i.e.10+2) may also apply. Students pursuing degree or diploma courses from any colleges or universities or institutes may apply. Applicants may also be subject to screening.

Class Mode: The classes shall be offered both through offline and online modes.

Course Duration: An overall of 90 hours with a mix of tutorials, practical, performances, assignments, etc usually covered within 10 months (or lesser duration/ short term course varying on the number of classes conducted per week).

For any more information, please contact at 011-27181469 or +91-9312237583 (Call/ SMS/ WhatsApp). Alternatively, interested may also email at infocoldu@gmail.com, info@rkfma.com for any queries.

Important:

- the syllabus mentioned above is subject to change/update/modify without any prior notice keeping in view the latest trends.
- classes schedules shall be prepared after completion of the admission process.

Work Opportunities: Students successfully completing the training programs shall be kept informed on the work opportunities, internships, jobs, auditions, etc.