



**Report
Value Added Course
2022-2023
Certificate Course in Online Storytelling**

ACTIVITY: Value Added Course

TITLE: Certificate Course in Online Storytelling

VALUES: Online Storytelling; Digital Literacy; Time Management; Tools, Techniques, and Applications used in storytelling, Professional skills such as Social Media Savviness.

LEARNING OUTCOMES:

Students will learn about the key elements of a story, including plot, characters and setting.

Students will understand how these elements work together to create engaging narratives.

Students will explore the unique characteristics of the online medium and discover how to adapt traditional storytelling techniques to effectively engage online audiences.

Organized by : Department of Journalism & Mass Communication

Name Of Resource Person	Batch
Mr. Bal Krishna Mishra	Batch 1
Dr Vipul Pratap	Batch 2
Ms. Navya Singh	Batch 3
Dr Rajnesh Kumar Pandey	Batch 4


Date 27/02/2023 – 23/06/2023

Time:

Batch	Time
Batch 1 and 2	Friday- 11:30pm-12:30pm Saturday- 9.00am-10.00pm
Batch 3 and 4	Friday- 2.30-3.30pm Saturday- 4.00-5.00pm

Venue :

Batch	Room No.
Batch 1	Room no.- 2303
Batch 2	Room no.- 2403
Batch 3	Room no.- 2404
Batch 4	Room no.- 2407




TECNIA
INSTITUTE OF ADVANCED STUDIES
DELHI, INDIA

**Department of Journalism
& Mass Communication**

**Value Added Course
Session 2022-23**

Certificate Course in Online Story Telling



Preface:
The Online Storytelling course is designed to help individuals develop their storytelling skills and effectively engage with online audiences. Whether you're a content creator, marketer, educator, or simply interested in the art of storytelling, this course will provide you with valuable insights and practical techniques to craft compelling narratives in the digital realm.

Learning Outcomes:
Understanding the Elements of Storytelling
Adapting Stories for the Online Medium
Crafting Compelling Narratives
Utilizing Multimedia Tools
Engaging and Building an Online Audience
Ethical Considerations in Online Storytelling

Note:
Interested students must fill in the registration form by February 22, 2023, by 5:00 pm.
Registration forms can be collected from the Course Coordinator.
75% percentage attendance is mandatory to get the certificates.
There will be 4 batches of 60 students each.
Assessment will be held on the basis of viva voce and written/practical exam.
Successful learners after assessment will get certificate of the VAC.
For any queries related to the course, kindly coordinate with undersigned.

Duration: 30 Hours

Timing:
1st and 2nd Batch
Friday: 11:30am-12:30pm, Saturday: 9:00am-10:00pm
3rd and 4th Batch
Friday: 2:30pm-3:30pm, Saturday: 4:00pm-5:00pm

Resource Person:
Dr. Vipul Partap
Dr. Rajnesh Kumar Pandey
Mr. Bal Krishna Mishra
Ms. Navya Singh

Registration:
Date : 18th - 22nd February 2023

Module:

- Introduction to Online Storytelling (10hrs)
- Tools to Create a Story (5hrs)
- Creating and Delivering Compelling Stories (5hrs)
- Understanding and Engaging the Audience (5hrs)
- Audience Research Participatory Design (5hrs)

Use any queries related for the VAC Certification course, Please Feel Free to Contact
Member Guide, IAP Coordinator

Poster/Flyer :

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

<http://www.facebook.com/tecniaofficial>
<http://instagram.com/tecniaofficial>

No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

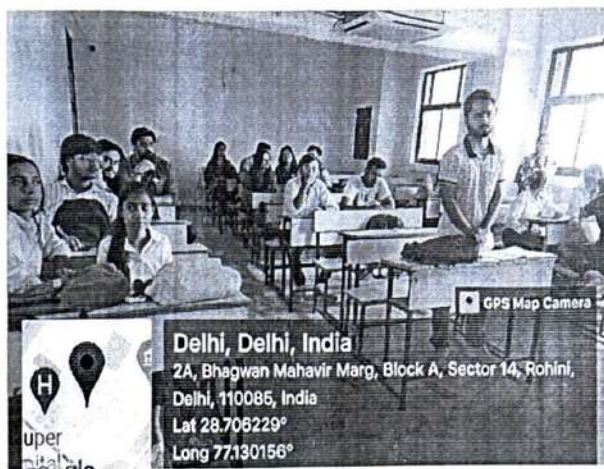
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Batch	No. of Students
Batch 1	60
Batch 2	60
Batch 3	60
Batch 4	34

No. of Resource Persons* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)

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Photograph



Report:

Department of Journalism and Mass Communication of Tecnia Institute of Advanced Studies organized Value Added Course – Certificate Course in Online Storytelling, from 27/02/2023 – 23/06/2023. The course aimed to provide participants with valuable skills and knowledge in the field of online storytelling. Course attracted a diverse group of participants, including students and professionals from various fields related to journalism and mass communication. The participants had a keen interest in expanding their skills in online storytelling and gaining a competitive edge in the digital media landscape. The course facilitated networking and collaboration among participants, creating a dynamic learning environment. The course yielded several notable outcomes, including Enhanced Storytelling Skills, Technical Competence, Audience Engagement, Ethical Awareness, Professional Growth. Throughout the course, participants provided valuable feedback and evaluations, which were instrumental in assessing the effectiveness of the program. The feedback indicated high levels of satisfaction with the course content, delivery, and facilitators. Participants expressed appreciation for the practicality and

relevance of the curriculum, as well as the opportunity to apply their learning in real-world scenarios.

Resource Person Profile

Batch 1 Resource Person Profile

Bal Krishna Mishra is pursuing Ph.D. in Journalism & Mass Communication from University of Rajasthan, Jaipur, UGC NET Qualified, Master of Journalism & Mass Communication, DDU Gorakhpur University. Completed Two Weeks Faculty Development Programme on "Managing Online Classes And Co-Creating Moocs:2.0" Teaching Learning Centre of Ramanujam College University of Delhi, Sponsored by MHRD, Pandit Madan Mohan Malviya National Mission on Teachers and Teaching. Published Research papers in Reputed Journals. 10+ years professional experience in the field of teaching and industry. Areas of interest include Mobile Journalism, Print Media and Development Communication.

Batch 2 Resource Person Profile

Dr. Vipul Pratap is an enthusiastic Media Educator, writer, and researcher. he is currently working as an Assistant Professor in Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University, Delhi. With over 20 years of experience, his expertise lies in media industry participation, research, and teaching. Dr Pratap completed his Ph.D. in Journalism and Mass Communication from CMJ University Nagaland in full-time regular mode.

Batch 3 Resource Person Profile

Ms. Navya Singh is a Research Associate at the Tecnia Institute of Advanced Studies (TIAS). She did her master's at Newcastle University, United Kingdom, majoring in Multimedia Journalism. She obtained vital experience working as a Production Assistant for the British Broadcasting Corporation (BBC).,She has also worked as RJ for a local radio station in the UK. With a keen interest in media research and artificial intelligence (AI), she focuses

her efforts on exploring the fascinating intersection of these fields. She is driven by the desire to understand how AI can revolutionize the media, industry and enhance the overall user experience. Ms Singh brings her expertise and enthusiasm to contribute to the institute's research endeavors.

Batch 4 Resource Person Profile

Dr. Rajnesh Kumar Pandey is an enthusiastic Media Educator, writer, and researcher. He is currently working as an Assistant Professor in Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University, Delhi. With over 8 years of experience, his expertise lies in media industry participation, research, and teaching. He completed his Ph.D. in Journalism and Mass Communication from central university of Assam in full time regular mode.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Ms. Jyoti Gupta


Signature of VAC Coordinator

Dr. Shivendu Kr. Rai 
Name and Signature of Department Head
HOD
BA(JMC)-TIAS