



**TECHNIA INSTITUTE OF ADVANCED STUDIES**

**BAAC ACCREDITED GRADE "A" INSTITUTE**

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Recognized Under Sec. 35 of UGC Act 1956

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## Department of Journalism & Mass Communication

**Report**  
**Value Added Course**  
**2018-2019**  
**Certificate Course in Web Journalism**

**ACTIVITY:** Value Added Course

**TITLE:** Certificate Course in Web Journalism

**VALUES:** Knowledge and Expertise, Accuracy and Objectivity, Effective Communication, Adaptability and Flexibility, Passion and Enthusiasm, Teamwork and Collaboration, Professionalism and Ethics, and Resilience and Adaptation to Feedback.

**LEARNING OUTCOMES:** Students will develop a comprehensive understanding of the ethical considerations unique to web journalism, including accuracy, transparency, attribution, and privacy concerns. Through practical exercises and assignments, students will gain proficiency in utilizing various multimedia tools and platforms to enhance their storytelling abilities. The course will also expose students to the latest trends, technologies, and innovations shaping the field of web journalism

**Organized by:** Department of Journalism & Mass Communication

Name of Resource persons	Batch
Ms. Avneet Kaur Bhatia	Batch 1
Mr. Abhik	Batch 2
Ms. Sonia Batra	Batch 3
Mr. Ajoy Banerjee	Batch 4

**Date** : 07/01/2019 - 27/04/2019

Time :

Batch	Time
Batch 1	Thursday & Saturday 01:30 pm-2:30 pm
Batch 2	Thursday & Saturday 01:30 pm-2:30 pm
Batch 3	Thursday & Saturday 01:30 pm-2:30 pm
Batch 4	Thursday & Saturday 01:30 pm-2:30 pm

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  
WOMEN ACCREDITED BY UGC, DELHI  
GATEWAY TO KNOWLEDGE

Department of Journalism  
& Mass Communication

Value Added Course  
Session 2018-19

**Certificate Course in Web Journalism**



**Preface:**

A web journalism course is designed to provide students with the knowledge and skills necessary to excel in the field of journalism in the digital age. The course focuses on the unique aspects and challenges of producing and disseminating news content on the web and other digital platforms. It aims to equip students with the skills needed to thrive in a rapidly evolving media landscape and produce high-quality news content for digital platforms.

**Duration: 30 Hours**

**Timings: 1:30pm- 2:30pm  
Thursday & Saturday (All Batches)**

**Resource Persons:**  
Ms. Avneet Kaur Bhatia  
Mr. Abhik  
Ms. Sonia Batra  
Mr. Ajoy Banerjee



**Registration Dates:**  
18.12.2018-to- 02.01.2019

**Learning Outcomes:**

- Understand the principles and how they apply to the digital media.
- Demonstrate proficiency in writing for the web and engaging content.
- Develop skills in multimedia storytelling, use of images, videos, and other multimedia elements.
- Use social media platforms effectively for reporting and news gathering.

**Note:**

- Interested students must fill in the registration form by January 02, 2019 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.

**Module:**

- Introduction to Web Journalism (4 hrs)
- Ethics, Values & Integrity in On-Line Journalism (3 hrs)
- Writing for the Web (2 hrs)
- Creating content for different devices (mobile, tablet, laptop) (2 hrs)
- Introduction to Multimedia Journalism (1 Day)
- Tools & Techniques for multimedia news (1 Day)
- Research and Fact-Checking (1 hr)
- News writing for print and digital (1 day) (1 hr)
- Social Media for Journalism (1 hr)
- Understanding the impact of social media on news dissemination and consumption (1 hr)

For any queries related for the VAC Certification course, Please Feel Free to Contact  
Dr. Shambhu Sharan Gupta (VAC Coordinator) 9821036740

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 maintained at department level as proof for any further requirement)

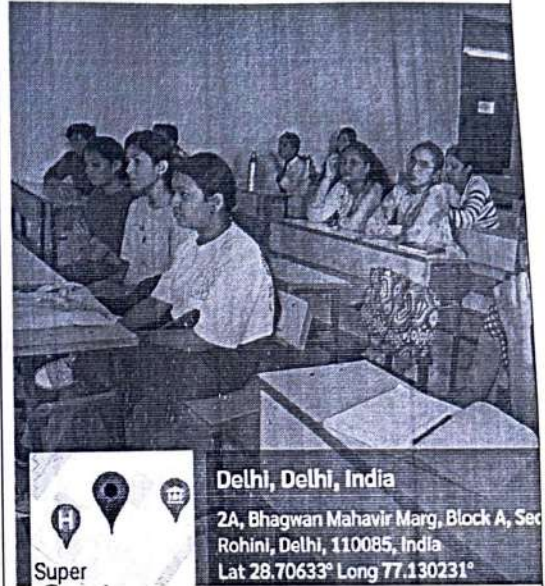
210

Batch	No. of Students
Batch 1	60
Batch 2	60
Batch 3	60
Batch 4	30

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

04

Photographs:



Students engaging in interactive session amongst themselves

**Report:**

The Certificate course in Web Journalism was conducted for all the TIAS students from 07 January 2019 to 27 April 2019. The course aimed to equip students with the necessary skills and knowledge required to become proficient in web journalism. It was a valuable addition to the BAJMC curriculum, providing students with the skills and knowledge required to excel in the field of web journalism. The course was highly interactive and hands-on, allowing students to apply what they learned in real-world scenarios. This value-added course was conducted to make students understand the concept of Web Journalism and its use in the field of media and reporting. Students participated in Value Added Course with great zeal. This further allowed students from different departments to actively accomplish their interest in the stream of media and journalism. The web journalism course equips participants with a diverse range of skills, knowledge, and competencies essential for success in the dynamic field of online journalism. This course prepare graduates for a wide range of career opportunities in digital media, enabling them to thrive in today's rapidly evolving media landscape.

**Resource Person Profile**

**Batch 1 Resource Person Profile**  
**Mr. Avneet Kaur Bhatia**, holds an experience in digital media and online journalism. Holding a Master's degree in Journalism and Mass Communication, she specializes in leveraging digital platforms for impactful storytelling. With her expertise in multimedia journalism and a keen understanding of emerging trends, Ms. Bhatia brings valuable insights to the

classroom, inspiring students to excel in the dynamic field of web journalism.

**Batch 2 Resource Person Profile**

**Mr. Abhik**, specializing in web journalism, he has led innovative projects leveraging multimedia storytelling and emerging technologies. With a passion for ethical reporting and a keen eye for digital trends, Abhik brings invaluable expertise to empower aspiring journalists in the dynamic realm of online storytelling.

**Batch 3 Resource Person Profile**

**Ms. Sonia Batra**, Assistant Professor, Pursuing Ph.D. in Journalism & Mass Communication from Amity University, Gurgaon. She did her Master's from Guru Jambheshwar University and graduation from IP University. With 6.5+ years of teaching experience in IP University her areas of interest include Event Management, Public relations and Print Journalism.

**Batch 4 Resource Person Profile**

**Mr. Ajoy Banerjee**, an accomplished digital journalist with over a decade of experience in the field. Holding a Master's degree in Journalism & Mass Communication, he specializes in web journalism and has worked with leading online media outlets. With expertise in multimedia storytelling, online ethics, and emerging technologies, Mr. Banerjee brings a wealth of practical knowledge to the classroom, inspiring students to excel in the dynamic realm of digital media.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Dr. Shambhu Sharan Gupt

  
Signature of VAC Coordinator

  
Dr. Sanjay Shrivastava HoD  
BALJMC-TIAS  
Name and Signature of Department Head