



TECNIA
INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE
DELHI INDIA

Department of Journalism & Mass Communication

Report
Value Added Course
2024-25

Certificate Course in AI in media production

ACTIVITY : Value Added Course

TITLE : Certificate Course in AI in media production

VALUES: Artificial Intelligence adds immense value to media production by enhancing creativity, efficiency, and personalization. It automates repetitive tasks like editing, transcription, and content tagging, saving time and resources. AI tools support content creation through scriptwriting, voiceovers, and even video generation. In post-production, AI improves quality with noise reduction, color correction, and smart editing. It also enables data-driven content personalization, helping media platforms better engage audiences. Moreover, AI aids in audience analytics, predicting trends and optimizing content strategies. By blending technology with creativity, AI empowers media professionals to produce high-quality content faster and more effectively than ever before.

LEARNING OUTCOMES: By the end of this module on AI in Media Production, students will be able to understand and evaluate the transformative role of Artificial Intelligence in modern media practices. They will gain knowledge of various AI tools used in content creation, video and audio editing, visual effects, and automated journalism. Students will develop the ability to analyze how AI enhances efficiency, creativity, and personalization in media workflows. They will explore real-world applications, such as recommendation systems and AI-generated visuals or scripts. The module will also help learners critically assess ethical concerns surrounding AI, including deep fakes, job displacement, and misinformation. Additionally, students will learn to identify emerging trends in AI-driven media and apply this understanding in practical scenarios. Overall, they will be equipped with both theoretical knowledge and practical insights, preparing them to adapt to the evolving landscape of media production where AI plays an increasingly central role.

Organized by : Department of Journalism & Mass Communication

Name of Resource person	Batch
Ms. Preeti Nagar	Batch 1
Dr. Gopal Thakur	Batch 2

Date : 17/01/2025-03/05/2025


Time :

Batch	Time
Batch 1	Thursday 11:30am – 12:30pm Friday 03:00pm-04:00 pm
Batch 2	Thursday 05:00pm-06:00 Friday 05:00pm-06:00pm

Venue :

Batch	Room No.
Batch 1	Room No.- 2303
Batch 2	Room No.- 2303

Poster/Flyer :




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Session : 2024-25



Preface

The integration of Artificial Intelligence (AI) in media production is transforming the landscape of content creation, storytelling, and audience engagement. From automated video editing and scriptwriting to personalized content recommendations and virtual anchors, AI is revolutionizing how media is produced, distributed, and consumed. This preface aims to introduce readers to the dynamic intersection of AI and media, where creativity meets technology to enhance efficiency, accuracy, and innovation.

As media platforms evolve rapidly in the digital era, the use of AI has become essential in managing vast volumes of data, streamlining production processes, and delivering tailored content experiences. This work explores the impact of AI tools in journalism, filmmaking, broadcasting, and digital content creation, highlighting both the opportunities and ethical considerations.

By understanding the role of AI in media production, we can better appreciate its potential to redefine the future of communication, storytelling, and entertainment in a technology-driven world.

**Certificate course in
AI in media production**

Duration: 30 Hours

RESOURCE PERSONS:
Ms. Preeti Nagari Dr. Goopal Thakur

Registration:
01/01/2025 - 15/01/2025

Days & Time

Morning	11:30am - 12:30pm
Evening	03:00pm - 04:00 pm
Thursday & Friday 08:00pm - 09:00	

Learning Outcomes:

- Learners will be able to identify and explain various AI technologies used in media production, including automated editing, content generation, voice synthesis, and data-driven storytelling.
- Students will develop practical skills in using AI-powered tools for video editing, script writing, image enhancement, and sound design to enhance productivity and creativity.
- Learners will understand how to integrate AI into traditional media workflows, improving efficiency while maintaining creative control and content quality.
- Students will be able to critically analyze the ethical implications, biases, and limitations of AI in media, including issues related to misinformation, deepfakes, and copyright.

Notes:

- Interested students must fill in the registration form by 15th January 2025, by 5:00 pm.
- 75 percentage attendance is mandatory to get the certificates.
- Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.

Module :

- Introduction to AI in Media
- AI in Content Creation
- AI in Post-Production and Editing
- AI in Audience Analysis and Personalization
- Ethical Considerations and Future Trends

*For any queries related for the VAC certificates courses, Please feel free to contact Mr. Ashish Kumar (VAC Coordinator) 7991153753 Email id: ashishkumarjohar@gmail.com

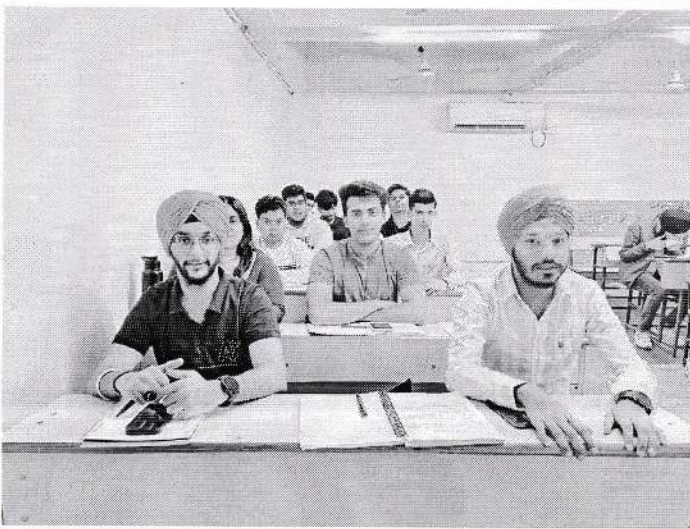
Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

<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)

88

Batch	No. of Students
Batch 1	59
Batch 2	29

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)	02
Photograph	
Report:	<p>The Department of Journalism and Mass Communication at TIAS College conducted a comprehensive study and discussion series on the topic "AI in Media Production" from 17th January to 3rd May 2025. The objective was to explore the growing role of Artificial Intelligence in transforming various aspects of media and content creation.</p> <p>The sessions covered key areas such as automated video editing, AI-assisted scriptwriting, deepfake technology, virtual news anchors, content personalization, and data-driven journalism. Students were introduced to practical tools powered by AI, including transcription services, image recognition, and recommendation engines. The program also highlighted ethical concerns like misinformation, content manipulation, and the importance of human oversight in AI applications.</p> <p>Through interactive workshops, presentations, and live demonstrations, students gained hands-on experience and a clearer understanding of how AI is reshaping the media landscape. This initiative not only enhanced technical knowledge but also encouraged critical thinking about the future of media ethics and creativity.</p> <p>The event concluded with positive feedback from students and faculty, marking a successful effort to prepare future media professionals for the evolving digital world driven by AI.</p>
Resource Person Profile	Batch 1 Resource Person Profile

MS. Preeti Nagar has more than 12 years of experience in media Industry and academics as an Assistant Professor in Journalism and Mass Communication. She is currently employed in Tecnia Institute of Advanced Studies, Rohini, which is affiliated with GGSIP University. She had also worked for other media organizations. CCS University, Meerut awarded her a Bachelor of Journalism and Mass Communication, and Makhan Lal Chaturvedi University, Bhopal awarded her a Masters in Mass Communication. She is now working on obtaining her PhD in Journalism and Mass Communication at Noida International University.

She has earned the Star Network's Excellence Award for her constant 5 years of service. She received the best writer Award at the National conference in 2022..

Batch 2 Resource Person Profile

Dr. Gopal Thakur is an academician, professional faculty and trainer holding experience of seventeen years. He has published more than 55 research papers in the National & International reputed Journal UGC, Scopus index and approved Journal.

Dr. Thakur has participated in & presented more than 100 research papers and articles in National and International Seminars/Conferences. An accomplished Cyber journalist, Specialist in New Communication Technology with extensive experience in the full life cycle of the Professional Faculty including requirements definition, Print Media, Design & Graphics, New Media, Electronic Media, Print and Publishing, Multimedia & Animation, Testing, R&D and Academic Specialist.

Dr. Thakur holds many degrees; a PG Diploma in professional fields, including digital media marketing certified by Google Inc. Presently, he is working as an Associate Professor and HOD with Tecnia Institute of Advanced Studies, affiliated to Guru Gobind Singh Indraprastha University, New Delhi.

Report Submitted by VAC Coordinator (write faculty coordinator name)

Mr. Ashish Kumar

Signature of VAC Coordinator

Name and Signature of Department Head

Dr. Shivachand K. Rai

HOD
BA(JMC)-TIAS