



Report
Value Added Course
2024-25
Certificate Course in Podcasting

ACTIVITY : Value Added Course

TITLE : Certificate Course in Podcasting

VALUES: Podcasting has emerged as a powerful medium for communication, education, and entertainment in the digital era. Its accessibility allows individuals to consume content on-the-go, making it a convenient platform for learning and engagement. Podcasts cater to diverse interests, offering topics ranging from science and technology to storytelling, health, and self-development, enabling listeners to deepen their knowledge and broaden their perspectives. For creators, podcasting provides a unique opportunity to build a personal connection with their audience through authentic and conversational content. It fosters community building, as listeners often feel a sense of belonging to the niche topics they follow. Podcasting also benefits businesses and brands, serving as a cost-effective marketing tool to share insights, promote products, or establish thought leadership. With its ability to reach global audiences and adapt to evolving consumer preferences, podcasting is a valuable medium for communication and storytelling in the modern age.

LEARNING OUTCOMES: Podcasting equips individuals with essential skills and knowledge in content creation, communication, and digital media production. Learners develop the ability to conceptualize engaging podcast themes and formats tailored to specific audiences. They gain proficiency in scripting, storytelling, and voice modulation to deliver compelling audio content. Technical skills are honed through hands-on experience with audio recording, editing, and mastering software, ensuring high-quality production. Participants also learn to integrate background music, sound effects, and interviews seamlessly to enhance listener engagement. Understanding audience analysis and marketing strategies helps learners effectively promote their podcasts on various platforms, building a loyal listener base. Additionally, they gain insights into monetization techniques, such as sponsorships and collaborations, to sustain their projects. Podcasting fosters creativity, critical thinking, and adaptability, preparing individuals to thrive in the dynamic media landscape while effectively conveying ideas and narratives through the powerful medium of audio.

Organized by : Department of Journalism & Mass Communication

Name of Resource person	Batch
Mr.Ashish Kumar	Batch 1
Mr.Amit Sharma	Batch 2

Date : 27/08/2024-06/12/2024

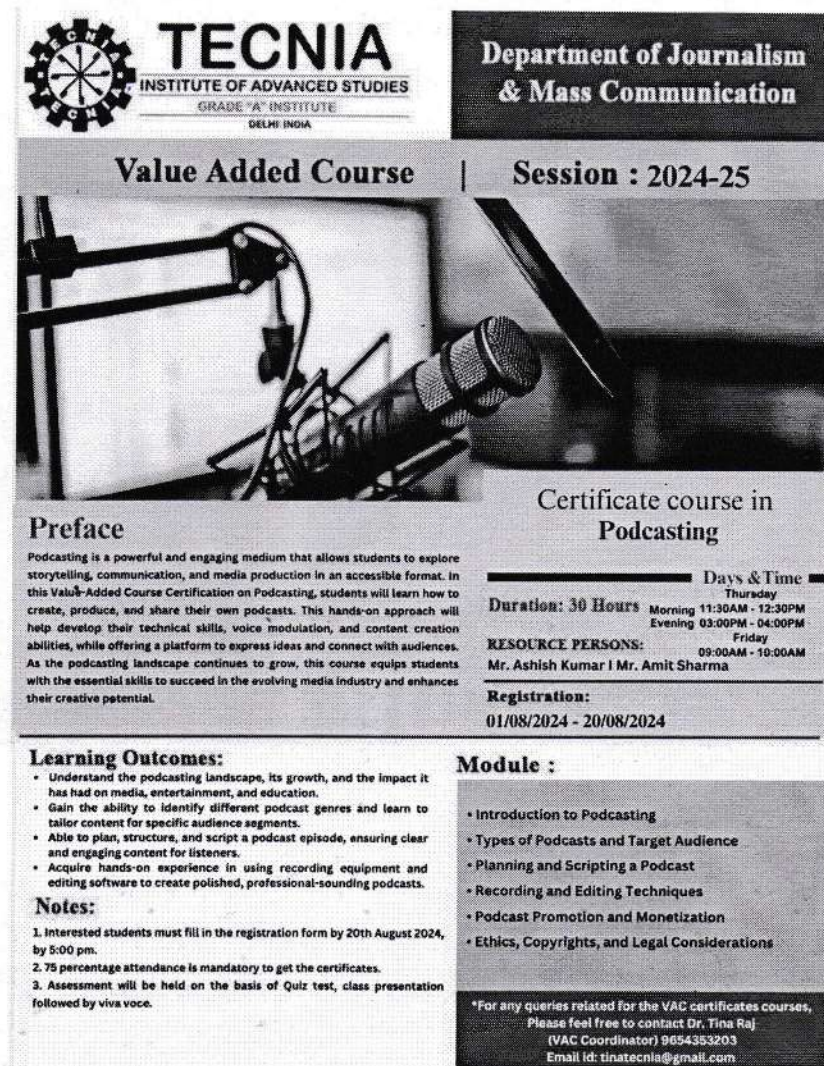
Time :

Batch	Time
Batch 1	Thursday 12.30pm – 1:30pm Friday 09:00am-10:00 am
Batch 2	Thursday 03:00pm-04:00 pm Friday 03:00pm-04:00 pm

Venue :

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

Poster/Flyer :



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

Department of Journalism
& Mass Communication

Value Added Course | Session : 2024-25

Certificate course in Podcasting

Preface
Podcasting is a powerful and engaging medium that allows students to explore storytelling, communication, and media production in an accessible format. In this Value-Added Course Certification on Podcasting, students will learn how to create, produce, and share their own podcasts. This hands-on approach will help develop their technical skills, voice modulation, and content creation abilities, while offering a platform to express ideas and connect with audiences. As the podcasting landscape continues to grow, this course equips students with the essential skills to succeed in the evolving media industry and enhances their creative potential.

Duration: 30 Hours
Days & Time
Thursday
Morning 11:30AM - 12:30PM
Evening 03:00PM - 04:00PM
Friday
09:00AM - 10:00AM

RESOURCE PERSONS:
Mr. Ashish Kumar | Mr. Amit Sharma

Registration:
01/08/2024 - 20/08/2024

Learning Outcomes:

- Understand the podcasting landscape, its growth, and the impact it has had on media, entertainment, and education.
- Gain the ability to identify different podcast genres and learn to tailor content for specific audience segments.
- Able to plan, structure, and script a podcast episode, ensuring clear and engaging content for listeners.
- Acquire hands-on experience in using recording equipment and editing software to create polished, professional-sounding podcasts.


Notes:



1. Interested students must fill in the registration form by 20th August 2024, by 5:00 pm.
2. 75 percentage attendance is mandatory to get the certificates.
3. Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.

Module :

- Introduction to Podcasting
- Types of Podcasts and Target Audience
- Planning and Scripting a Podcast
- Recording and Editing Techniques
- Podcast Promotion and Monetization
- Ethics, Copyrights, and Legal Considerations

*For any queries related for the VAC certificates courses, Please feel free to contact Dr. Tina Raj (VAC Coordinator) 9654353203 Email id: tinatecnia@gmail.com

<p>Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)</p>	<p>http://www.facebook.com/tecniaofficial http://instagram.com/tecniaofficial</p>						
<p>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)</p>	<table border="1"> <thead> <tr> <th>Batch</th> <th>No. of Students</th> </tr> </thead> <tbody> <tr> <td>Batch 1</td> <td>66</td> </tr> <tr> <td>Batch2</td> <td>22</td> </tr> </tbody> </table>	Batch	No. of Students	Batch 1	66	Batch2	22
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<p>Photograph</p>							
<p>Report:</p>	<p>The Department of Journalism and Mass Communication at Tecnia Institute of Advanced Studies organized a value-added course on Podcasting for its Mass Communication students. The course aimed to equip participants with essential skills to excel in this emerging medium of storytelling and communication. The sessions covered key aspects such as podcast scripting, audio editing, voice modulation, and distribution on popular platforms. Industry experts shared insights on leveraging podcasts for personal branding, news dissemination, and entertainment. Practical workshops allowed students to create and publish their own podcasts, fostering creativity and technical proficiency. The course received an overwhelming response, with students actively participating and showcasing their projects during the concluding session. This initiative aligns with Tecnia's commitment to nurturing industry-ready professionals by integrating innovative and practical learning methodologies.</p> <p>The event concluded with positive feedback, highlighting the relevance of podcasting in modern media and its potential to enhance career prospects. To cater this need, Department of Journalism and Mass Communication, Tecnia Institute of Advanced Studies (TIAS) has</p>						

	<p>introduced a Value-Added Course for TIAS Students in Certificate Course in Podcasting from 27/08/2024-06/12/2024 to make students understand the Life Skills & Personality Development. Students participated in Value Added Course with great zeal.</p>
<p>Resource Person Profile</p>	<p>Batch 1 Resource Person Profile</p> <p>Mr.Ashish Kumar is Assistant Professor in the Tecnia Institute of Advanced Studies, Rohini, New Delhi. He has experience more than 4 years. His area of expertise in Electronic Media, Film Making, Television Production, etc.</p> <p>Batch 2 Resource Person Profile</p> <p>Mr.Amit Sharma is Assistant Professor in the Tecnia Institute of Advanced Studies, Rohini, New Delhi. He has experience more than 6 years. His area of expertise in Electronic Media, Film Making, Television Production, etc.</p>
<p>Report Submitted by VAC Coordinator (write faculty coordinator name)</p>	<p>Dr. Tina Raj</p>
<p>Signature of VAC Coordinator</p> 	<p>Name and Signature of Department Head</p>  <p>Dr. Shiverdi Kr. Rai Head of Department B.J.M.C.</p>