

DETAILED SYLLABUS

| S/No | Subjects |
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| 1. | Understanding the Media – Its evolution into a powerful tool for advocacy and visibility; its needs and limitations; case studies to exhibit and examine media interactions; understanding the basics of different forms mass media as outreach tools. |
| 2. | Planning and training: prepare, respond and recover in the face of disasters. |
| 3. | Preparing for media presentation: media presentations to communicate arguments, ideas. |
| 4. | Art of press conference: category and types of conference and strategies for handling the conferences./ Role of regional Channels for image building of security forces. |
| 5. | Art of facing the Camera: Body language and preparedness for facing the camera, dos and don'ts for press briefings. |
| 6. | Tackling leading questions from media, Collaborating with media; skills, strengths, stories |
| 7. | Social Media; handling facebook, twitter, blogs, digital connect and websites. |
| 8. | How to prepare press notes; Presentation Skills; Understanding TRP (Television Rating Points); Research & understanding- Audience, Readers and Listeners. Part-I How to prepare press notes. Part-II Presentation skills Cable Act and broadcasting |