



AMITY
INSTITUTE OF TRAINING & DEVELOPMENT

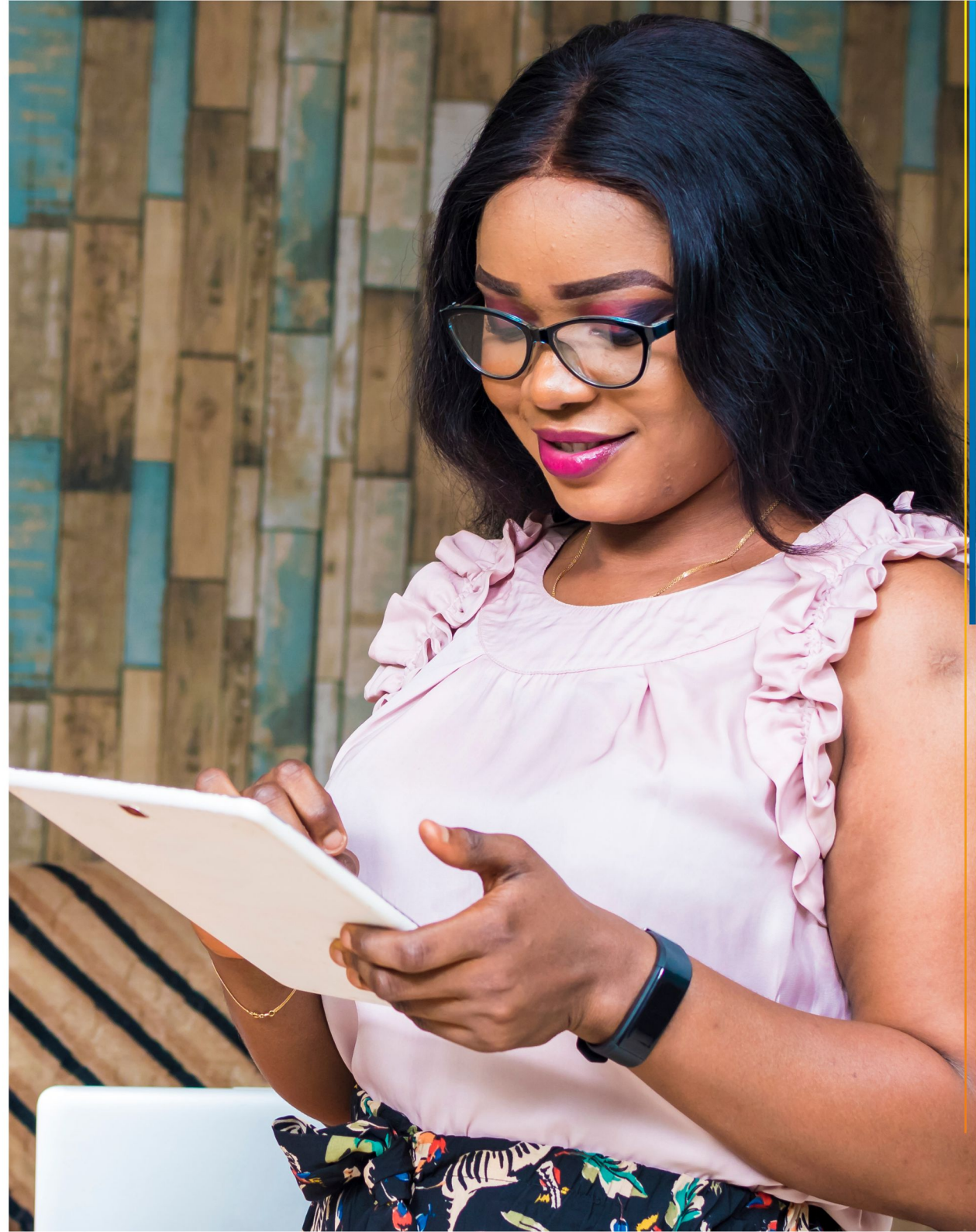
Training Program for Members of
Government of Guyana Official Media

**MEDIA AFFAIRS: COMMUNICATION
AND ENGAGEMENT**

OVERVIEW

"In today's world media plays an important role in creating and shaping public opinion. It acts as a watch dog to protect public interest. Media affairs involve establishing positive communication channels by media professionals to effectively communicate with the public. What does it take to be an effective speaker and how do you engage your audience on different media platforms? How can one use different techniques of online multimedia tools to create a digital narrative? How do you face the camera in an interview and tell a compelling story?"

The training program on "Media Affairs: Communication and Engagement" will cover international best practices of journalism and how to engage with Government officials and public in a professional and successful manner. The program is designed to equip the participants with the skills and confidence to deal with challenging situations. It will prepare the participants for public appearances by enhancing their communication and presentation skills in an ever changing and dynamic digital era.





KEY BENEFITS & LEARNING OUTCOMES

- Empower your team to improve reach, impressions and engagement.
- Learn the tenets of a feature story, opinion piece and blog: what to include, what not to include.
- Develop the art of effective eloquence and enhance confidence for public speaking.
- Understand critical aspects of communicating during challenging situations.
- Learn the techniques of storytelling.
- Practice verbal and non-verbal communication skills for media interviews and discussions.
- Develop the best and most appropriate practices on digital platforms for Public Relations.
- Acquire the skills of Social Media Profiling on platforms like Facebook, Instagram, LinkedIn and Twitter.
- Enable the team to categorize and identify the importance and implementation of the social media handles for various social media networking websites.
- Understand, create and maintain the pillars of Digital Trust and Reputation in a dynamic environment.
- Develop an ability to understand the potential of multimedia content.
- Recognise and combat misinformation and disinformation with the increase in fake news.
- Create a self-introductory digital narrative.

COURSE MODULES

MODULE 1

IMPORTANCE OF MEDIA TRAINING

- Ice Breaking
- Role of media in a democracy.

MODULE 2

MEDIA LIAISONING & STRATEGY

- Effective Stakeholder Communication
- Relevance of press releases, press notes & press conferences
- Art of Social media profiling
- Influencer connections
- Social and Digital Inclusion

MODULE 3

AUDIENCE ENGAGEMENT

- Art of storytelling
- Art of effective eloquence
- Speech Writing

MODULE 4

PRESENTATION SKILLS

- Creating effective PPTs
- Verbal and non-verbal communication skills
- Preparing for media interviews & media conversations - role plays
- Panel discussions

MODULE 5

REPUTATION ENGAGEMENT

- Art of strategic communication
- Crisis management & Communication
- Fake news: Debunking misinformation and disinformation

Module 1 will start with an ice breaking session which will be activity oriented followed by an understanding of the importance of media training and will cover the role of media in a democracy.

Module 2 will cover how you can effectively strategise and communicate. Participants will learn the relevance of press releases, press notes and press conferences. You will also learn how to effectively connect with users and the use of AI for online press conferences & events. This module will also cover functional aspects of social media and influencer connections in which the participants will learn the need of backlinks and the art of Social Media Profiling on different networking sites and how to create narratives on social media. The participants will have individual practice-based exercise of creating a self-introductory digital narrative and will receive feedback.

Module 3 will take participants into action where they learn Story telling Techniques, the nuances of addressing different types of public, the tricks of leaving an impression and will cover different ways of engaging with the audience. Participants will also learn some tips on speech writing, public speaking and facing the camera with confidence.

Module 4 will enable practice-based exercises where participants will learn how to use effective tools to create and present professional power point presentations in groups, understand the importance of body language and delivery and how to make them interesting and engaging. Participants will also get feedback for scope of improvement. Participants will also get an opportunity to do role plays for media interviews and will learn how to face the camera with confidence. You will also develop the art of effective eloquence and listening skills through panel discussions.

Module 5 will provide an opportunity to the participants to understand the power of strategic communication where you will work on a few case studies to understand critical aspects of communicating during crisis. You will also learn how to build and develop digital trust and reputation. Participants will learn how to find and fight fake news and understand how to debunk misinformation and disinformation.

COURSE STRUCTURE AND FORMAT

The course “Media Affairs: Communication and Engagement” is of 5 days duration which will involve a blend of lectures, role plays, group exercises and case study discussions. On an average the course offers 3 hours of online interaction per day with Amity faculty and 2-3 hours of self-study every day. The self-study material will be made available to participant online.



ELIGIBILITY CONDITIONS

- This course is open to media officials from the Government of Guyana who are approved by Ministry of External Affairs, Government of India.
- Participants should be able to understand and communicate in English language in order to complete the course work.

CERTIFICATION

After successful completion of the course, participants will be awarded Certificate of Completion by Amity University.

TECHNICAL REQUIREMENT AT PARTICIPANT END

Desktop/Laptop/Mobile Phone connected to internet

ON-LINE PLATFORM

Zoom

CONTACT DETAILS

Programme Director:

Dr Pallavi Majumdar

Email: pmajumdar@amity.edu

Phone: +91-9810847016

Programme Coordinator:

Capt. Divya Sharma

Email:dsharma3@amity.edu

Phone: +91-9818181284

Amity School of Communication

Amity University Campus, Sector-125

Noida (UP) – 201303, India

Landline:+91-120-4392307

Website:<https://www.amity.edu/asco/home>