



RV Educational institutions

RV Institute of Technology and Management ®
Bangalore – 560076

Department of Information Science Engineering

Event Name	Workshop on “From Idea to Impact: The Content Creation Process”
Date	24 th JUNE 2024
Venue	6 th Floor Seminar Hall, RVITM

Session 1:

Time: 11:00 am - 1:00 pm

Commenced with: Invocation song and introductory speech of the delighted resource person, Dr. Bhargavi Hemmige, Professor and Head of Department of Journalism and Mass Communication, Jain

University.

Topics Covered:

1. Basics of media and communication.
2. Various communication methods and processes.
3. Case studies highlighting effective strategies and history about printing.
4. Identification and analysis of fake news.
5. Incorporating factual data and statistics.
6. Q&A session addressing student queries.

Appreciation: Token of appreciation presented to Dr. Bhargavi Hemmige by Dr. Latha C A, Head of

Department of ISE.

Lunch Break: 1:00 pm - 2:00 pm

Session 2:

Time: 2:15 pm - 4:30 pm

Opened with: Introductory speech of the resource person Mr. B Pradeep Nair, News Editor at The

Hindu.

Focused Areas:

1. Initiation of journal writing.
2. Essentials of good writing (clarity and brevity).

3. Structured approach and guidelines for writing.
4. Elements of newspaper and journal editing.
5. Practical exercises for writing skill development.
6. Interactive Q&A session with students.

Acknowledgment: Vote of thanks delivered by Lahari, Head of Content Team, 6th Semester, Department of ECE.

Appreciation: Token of appreciation presented to Mr. B Pradeep Nair by the Head of the Department.

Conclusion: The workshop concluded with a group photo session, marking the successful completion

of the "Chaaya" 1st workshop focused on the content creation process.





Coordinators Signature

HOD's Signature

