



# **FACULTY DEVELOPMENT PROGRAM ON CINEMATIC COMMUNICATION**

**(14 JUNE 2021 TO 18 JUNE 2021)**

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF  
JOURNALISM AND COMMUNICATION, BHOPAL (M.P.)**

*In association with*



**AICTE TRAINING AND LEARNING (ATAL) ACADEMY  
ALL INDIA COUNCIL FOR TECHNICAL EDUCATION (AICTE)  
MINISTRY OF EDUCATION GOVERNMENT OF INDIA**

## ABOUT UNIVERSITY

Makhanlal Chaturvedi National University of Journalism and Communication Bhopal was established in 1990 by the Madhya Pradesh Government. Hon'ble Vice President of the India is the Visitor of university. The University is recognized under section 12 (B) of UGC. It is the first academic Centre of Excellence in the entire Asian sub-continent where professionals are developed in Communication, Media and IT discipline.

## ABOUT DEPARTMENT

Department of Advertising and Public Relations was established in the year 1992, when the university was in initial years of setting up various departments. It is one of the oldest department of Makhanlal Chaturvedi National University of Journalism and Communication Bhopal. The department works with an objective of providing insight into managing Advertising, films and Public Relations jobs with efficiency. The department plays a vital role in developing creative skills of students that come from diverse backgrounds, contribute to their successful careers. The students are placed in highly reputed media and entertainment agencies across the country and are pride of our university.

## PROGRAM OVERVIEW

Department of Advertising and Public Relations, MCU, Bhopal is organizing a 5 days Online Faculty Development Program (FDP) on "CINEMATIC COMMUNICATION" from 14 June to 18 June 2021 In Association with AICTE Training and Learning (ATAL) Academy. The aim of faculty development program on Film and Video Communication is to provide in-depth understanding of film production, the emerging trends and challenges in the global era. This program aims to give a deeper insight to latest technological advancements in the Film making and creative enhancements of visual design in the multimedia environment.

## PROGRAMME OBJECTIVES

- To understand the language and communication in relation to the dynamics of film.
- To get acquainted to Pre-Production, Production and Post-Production techniques through latest tools.
- To provide an active industry interface for gaining deep insight of the practice.
- To inculcate creative temperament and mindset for developing film.

## PROGRAMME OUTCOMES

- Good Understanding of Subjects including Communication, Film appreciation, Film's tools and technique, Relation between Film, Society & Culture
- Able to present film Ideas, Realization concepts and work in a clear and cohesive manner.
- Apply key skills to the Pre Production, Production and Post Production of an original Short film.

## TARGETED PARTICIPANTS

The participants will be Academicians, researchers and Professionals working in universities, colleges, institutes and industry related to Mass Communication, Journalism, Media Studies, Film Studies, Advertising and Public Relations, Electronic Media, Management and Communication or relevant disciplines.

## PROPOSED TOPICS AND SCHEDULE

Dates	09.30 – 11.30	11.30 – 12.00	12.00 – 02.00	02.00 – 03.00	03.00 – 5.00
14.06.2021	Session – 1 Inauguration	Tea Break	Session-2 New Genres of Visual Communication	Lunch	Session -3 Paradigm shift in Indian Cinema
15.06.2021	Session – 4 Contemporary Visual Art and Writing	Tea Break	Session -5 Art of Direction	Lunch	Session -6 Hands-on Story writing
16.06.2021	Session -7 Film Appreciation	Tea Break	Session -8 Film Discourse	Lunch	Session -9 Dynamic Visual Language
17.06.2021	Session -10 Evolving Trends in Editing	Tea Break	Session -11 Instructional / Educational Film	Lunch	Session -12 Multimedia Tools of Editing
18.06.2021	Session -13 Ethics and values : Social and Professional Life	Tea Break	Session -14 Exam and Feedback	Lunch	Session -15 Valedictory

## RESOURCE PERSON

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|----------------------------|---|
| 1. Prof. KG Suresh         | - Vice Chancellor, Makhnallal Chaturvedi National University of Journalism and Communication, Bhopal. |
| 2. Mr. Alok Chatterjee.    | - Director, MP School of Drama, Bhopal.   |
| 3. Mr Rajeev Gohil         | - Professor & Film Director, JLU, Bhopal.   |
| 4. Mr. Amitabh Shrivastava | - Manipal University, Jaipur.   |
| 5. Mr. Aditya Seth         | - Film Director.  |
| 6. Mr. Vimlesh Godeshwar   | - Script and Screen play Writer.  |
| 7. Mr. Utpal Datta         | - Film Criticism, and appreciation.   |
| 8. Mr. Manish Joshi        | - Production Director, SRFTI, Kolkata.  |
| 9. Mr. Suresh Dixit        | - Ex. Cinematographer, NITTTR, Bhopal.  |
| 10. Mr. P. K. Nigam        | - Senior Editor, NITTTR, Bhopal.  |
| 11. Dr. Chandan Gupta      | - Producer, EMRC, Indore.   |
| 12. Mr. Animesh Sahai      | - Promo Head, Zee Entertainment, Mumbai.  |
| 13. Mr. Rajeev Agarawal    | - Industrialist and Motivational Speaker.   |

## REGISTRATION AND CERTIFICATE

Registration and Certificate Candidates can apply online for this program through link provided at **[www.mcu.ac.in](http://www.mcu.ac.in)** and **<http://atalacademy.aicte-india.org/login>**

There is no registration fee for this FDP.

After completion of the FDP as per the procedure of Atal programs (Exam and Feedback) the candidates will get a certificate through their unique Atal login ID only.

## SELECTION CRITERIA

Selection will be done based on first-come-first-serve basis. The list of selected participants will be intimated through e-mail.

## COORDINATORS

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## CONTACT US

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