

Theory:

The course will contain the following broad themes:

- Introduction to Sustainable Development Goals
- Role of Media in creating an awareness towards Sustainable Development Goals
- Audio-visual communication strategy for SDGs
- Environmental and Social Reform through Communication
- Case Study analysis on the impact of SDGs communication
- Methodology of conducting qualitative survey

Practical:

As a class project, the participants will work on the following:

- Creating a framework for panel discussions on the SDGs
- Orientation and practice for multi-camera newsroom productions
- Developing concepts for audio-visual communication

Study Tour:

As part of the study tour, the journalists will participate in a workshop on qualitative research conducted by professional research guides. The location of the workshop and study tour will be around the university town of Visva-Bharati, Shantiniketan. The qualitative research workshop would be conducted to assess the awareness of a variety of sustainability issues, including education, water conservation, and organic farming, among others. This qualitative survey will incorporate field visits, and the experiences may be discussed in the multi-camera productions later as the course ending PROJECT.

PROJECT:

The participants will develop and execute a group-wise (group of 04 journalists) multi-camera production project (panel discussion) on different Sustainable Development Goals (group-wise) using SRFTI's News Studio.