

9. Draft Academic Syllabus & Schedule \*

Week - 1									
Journalism & Public Relations	6.30 to 7.30	8:00 to 9:00	9.30 to 11.20	11:20 to 11.40	11.40 to 1.30	13:30 to 14:30	14:30 to 16:00	16.00 to 16.15	16.15 onwards
Sunday (February, 25 <sup>th</sup> , 2024)	Yoga	Arrivals through the day Godavari Hostel	Breakfast	Arrivals through the day Godavari Hostel	Lunch	Registration (14:30 starts)		Tea Break	Arrivals through the day Godavari Hostel
Monday (February, 26 <sup>th</sup> , 2024)	Yoga	Breakfast	Inauguration	Tea Break	Ice-Breaking	Lunch	Latest Trends in Journalism and Public Relations – Case Study	Tea Break	Cultural Program from 6:00 PM to 8:00 PM, followed by Dinner Hosted by the Director General
Tuesday (February, 27 <sup>th</sup> , 2024)	Yoga	Breakfast	Latest Trends in Journalism and Public Relations- Case Studies Contd...	Tea Break	Different Forms of Journalism- Case Study (News Journalism, Feature Journalism, Data Journalism, Investigative Journalism, etc.)	Lunch	Different Forms of Journalism- Case Study (News Journalism, Feature Journalism, Data Journalism, Investigative Journalism, etc.) Contd..	Tea Break	Visit to Telangana State Secretariat & Boating in Hussain Sagar Lake
Wednesday (February, 28 <sup>th</sup> , 2024)	Yoga	Breakfast	Different Forms of Journalism- Case Study (News Journalism, Feature Journalism, Data Journalism, Investigative Journalism, etc.) – Presentation by Sub-groups Contd..	Tea Break	Coordination and Collaboration with Print Media Organizations	Lunch	Coordination and Collaboration with Print Media Organizations – Presentation by Sub-groups Contd...	Tea Break	Visit to T-Hub & Golkonda Fort (Sound & Light Show)
Thursday (February, 29 <sup>th</sup> , 2024)	Yoga	Breakfast	Crafting Effective Press Releases by Sub-Groups	Tea Break	Crafting Effective Press Releases by Sub-Groups Contd...	Lunch	Visit to the Office of Times of India (A Leading English Daily)	Visit to Telangana State Assembly & Birla Mandir	
Friday (March, 1 <sup>st</sup> , 2024)	Yoga	Breakfast	Misinformation and Data Verification-Case Study	Tea Break	Coordination and Collaboration with Electronic Media Organizations-Czse Study (Television, Radio, etc.)	Lunch	Visit to the Offices of Television and Radio		
Saturday (March, 2 <sup>nd</sup> , 2024)		Breakfast	Visit to Charminar, Chowmohalla Palace and Salarjung Museum (from 6.30am to 5.00pm)					Dinner	
Sunday	Holiday								

(March, 3<sup>rd</sup>, 2024)

Week - 2									
Journalism and Public Relations	6.30 to 7.30	8:00 to 9:00	9.30 to 11.20	11:20 to 11.40	11.40 to 1.30	13:30 to 14:30	14:30 to 16:00	16.00 to 16.15	16.15 onwards
Monday (March, 4 <sup>th</sup> , 2024)	Yoga	Breakfast	Use of Social Media in Different Wings of Government & Other Organizations-Case Study	Tea Break	Use of Social Media in Different Wings of Government & Other Organizations – Presentations by Sub-Group-Case Study Contd....	Lunch	<u>Visit to Media Plus</u> Writing for Social Media, Artificial Intelligence & Media, etc. (Lecture and Practicals)		
Tuesday (March, 5 <sup>th</sup> , 2024)	Yoga	Breakfast	Making Social Media Attractive to Different Stakeholders	Tea Break	Latest Trends in Modern Public Relations	Lunch	Skill Sets for Public Relations Professionals	Tea Break	Visit to Mee-seva and other IT Initiatives
Wednesday (March, 6 <sup>th</sup> , 2024) The Officers will proceed to New Delhi – the Air Tickets will be arranged by Dr. MCR HRD Institute)	Yoga	Breakfast	Crisis Communication and Public Relations	Tea Break	Crisis Communication and Public Relations (Presentations by Sub-Groups) Contd.....	Lunch	Valedictory Function	Tea Break	4.15pm to 8.00pm Visit to Shilparamam
Thursday (March, 7 <sup>th</sup> , 2024)		Breakfast	9.30am to 6.00pm Study Tour to Different Institutions in Delhi						
Friday (March, 8 <sup>th</sup> , 2024)		Breakfast	Visit to Taj Mahal & Other Heritage Sites in Agra						
Saturday (March, 9 <sup>th</sup> , 2024)		Breakfast	Visit to Heritage Sites in Delhi – Return Journey						
Sunday (March, 10 <sup>th</sup> , 2024)		Breakfast	<b>Return Journey - Concludes</b>						