

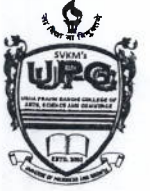


Shri Vile Parle Kelavani Mandal's
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE

(Affiliated to University of Mumbai)

Bhaktivedanta Swami Marg, Juhu Scheme, Vile Parle (West), Mumbai - 400 056.
Tel.: 42332041/42/43/44/45/46 • Website: www.upgcm.ac.in • Email: info@upgcm.ac.in

NAAC ACCREDITED "A" GRADE WITH CGPA 3.04



No.: UPGC/66A/2023.

31st January, 2023

To
Mr. Ramsha Tausalkar,
Freelance Journalist and
Video Editor.

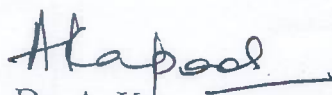
Dear Sir,

We thank you for accepting our invitation for conducting a One-day Workshop for FY BAMMC students on topic "Careers in digital- first journalism(Mobile Journalism)".

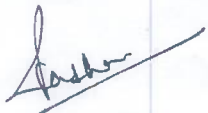
It was very informative and interesting. It was very well appreciated by our students. We appreciate your gesture and hope to receive the same response and support from you in future.

We thank you once again and look forward to our continued association.

Warm Regards,


Dr. A. Kapoor
Principal.





One-day Workshop on “Careers in digital- first journalism (Mobile Journalism)”

A one-day workshop for first year BAMMC students on topic “Careers in digital- first journalism (Mobile Journalism)” was conducted on 31st January 2023. It was conducted by Ms. Ramsha Tausalkar, Freelance Journalist and video editor. Approximately 80 students attended the workshop. Ms. Ramsha guided students on how photos, videos, audio and graphics can be created and edited on the phone and uploaded to newsroom servers, and to online and social platforms, direct from the device. Smartphones enable any journalist to build new skills quickly and affordably – from news photography to radio and podcasts, to social-first storytelling, to making TV news and documentaries. This can help break down silos between different newsroom teams. Mobile apps and equipment are cheaper than traditional broadcast journalism equipment and software. Smartphones are also lighter and smaller. This makes multimedia storytelling more accessible to reporters on a budget, and to women and people living with a physical disability.

Ms. Tausalkar explained what makes mobile journalism truly revolutionary from a storytelling perspective is that members of your audience increasingly have access to a mobile phone. This means you can include the voices of your community in your storytelling and make your journalism more inclusive.

She also guided students on using the equipment and shooting short videos, taking bites and uploading. The hands-on workshop including demonstration by the speaker.

