

पत्रकारिता एवं जनसंचार विभाग
Department of Journalism and Mass Communication
छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर
(पूर्ववर्ती कानपुर विश्वविद्यालय, कानपुर)
Chhatrapati Shahu Ji Maharaj University, Kanpur
(Uttar Pradesh State University (Formerly Kanpur University, Kanpur))

दिनांक-05 / 05 / 2021

सेवा में,

माननीय कुलपति महोदय
छत्रपति शाहू जी महाराज विश्वविद्यालय,
कानपुर।

महोदय,

सादर अवगत कराना है कि पत्रकारिता एवं जनसंचार विभाग वैल्यू एडेड कोर्स की श्रृंखला में एक 6 दिवसीय (30 घंटे) का कार्यक्रम आयोजित करने जा रहा है। जिसका विवरण निम्नवत हैं।

डिजिटल कन्टेंट मैनेजमेंट

अतः आपसे विनम्रता के साथ अनुरोध है कि उक्त कार्यक्रम को आयोजित करने की अनुमति देना चाहें।

सादर।

डॉ जितेन्द्र डबराल

विभागाध्यक्ष
पत्रकारिता एवं जनसंचार विभाग
छत्रपति शाहू जी महाराज विश्वविद्यालय,
कानपुर

ONE WEEK VALUE-ADDED COURSE

10 May- 15th May 2021

HEAD OF DEPARTMENT
DR.YOGENDRA PANDEY

COURSE CONVENOR
SAGAR KANOJIA



Prof. VINAY KUMAR PATHAK
Hon'ble VICE CHANCELLOR
CSJMU, KANPUR

On behalf of the Department of Journalism and Mass Communication, I express profound gratitude to our honorable **Vice-Chancellor Professor Vinay Kumar Pathak**, for supporting our One Week Value Added Course on Digital Content Management. Sir, your constant support motivated us to commence this course effortlessly and made it possible to be a huge success.

I consider it as more and new things to be showered at our sides.

Thank You.

Detailed course break Day wise

DAY:1

10 May 2021

SESSION: 1

11:30am - 01:30pm

THE inaugural and Introduction session for one week value added course on DSLR Photography started from 11:00 am and ended at 1:30 pm .

Topic: Introduction to DCMS.

SESSION: 2

02:30pm - 05:00pm

Topic: Creating a WordPress Site (Installing WordPress) Installing WordPress with a Web Host's "1-Click Install", Manually Installing WordPress, Logging Into the WordPress Admin & General Site Settings , Logging Into the WordPress Admin General WordPress Settings, Editing Your Profile Setting Your Profile Picture (Gravatar).

DAY:2

11 May 2021

SESSION:1

11:00am - 01:30pm

Writing Posts & Formatting Text, Posts versus Pages, Creating a New Blog Post Using the Visual Editor, Pasting Without Formatting & Clearing Formatting, Formatting Headings, Formatting Bulleted & Numbered Lists , Formatting Quotes, Publishing a Post, Deleting a Post, Restoring a Post from the Trash or Deleting it Permanently)

SESSION: 2

02:30pm - 05:00pm

Topic : Publishing a Post (Making it Live), Status, Visibility, Publish Date & Time , Adding the Read More Tag Changing the Text in the More Tag, Linking to Another Website, Opening a Link in a New Tab, Linking to a Page Within Your Site, Editing & Removing Links, Adding an Image to a Post or Page Editing Images Manually Resizing, Cropping, & Rotating) Media Settings (Customizing the Size of Thumbnail, Medium, & Large) Adding a Featured Image Uploading Images & Files Directly Into the Media Library Editing & Deleting images in the Media library Deleting Unused Images (Cleaning Out the Media Library)

DAY:3

12 MAY 2021

SESSION: 1

11:00am - 01:30pm

Topic: Adding an Image Gallery Editing an Existing Image Gallery Adding Video Embedding YouTube Videos Uploading a Video File, Categories & Tags Explained, Creating & Editing Categories, Changing the "Uncategorized" Default Category Name, Setting the Default Category, Creating & Editing Tags, Changing Categories/Tags for Multiple Posts, Reading Settings

SESSION: 2

02:30pm - 05:00pm

Topic: Editing & Adding Widgets, Making Pages, Pages versus Posts, Creating a New Page, Publishing a Page (Making it Live Deleting a Page Changing the Page Order, About Menus & Locations Adding & Removing Links in Menus Creating Submenus Opening Menu links in New Tab Installing Themes What Are WordPress Themes? Where Do Get WordPress Themes? Installing & Activating a Theme Manually Uploading & Activating a Theme Deleting a Theme Customizing Theme Appearance Customizing Appearance Customizing the Site Identity (Logo, Title, & Tagline) Adding a Site Icon (Favicon) Customizing the Header Customizing Colors

DAY:4

13 MAY 2021

SESSION: 1

11:00am - 01:30pm

Topic: Changing the Template Layout for a Page/Post Changing a Template Layout WordPress Plugins: About, Installing, & Updating About WordPress Plugins Installing a WordPress Plugin Updating Plugins WordPress Plugins You May Want to Install Recommended WordPress Plugins (SEO Search Engine Optimization) Creating SEO-Friendly Permalinks (URLs) for the Site Customizing the URL of an Individual Page/Post Setting Titles & Meta Descriptions with an SEO Plugin

SESSION: 2

02:30pm - 05:00pm

Topic: Customizing WordPress , Page Builders: Customizable Page Layouts , Theme Builders: Control the Website's Look, Child Themes, Custom Post Types , Advanced Custom Fields

DAY: 5

14 MAY 2021

SESSION: 1

11:00am - 01:30pm

Topic: : Basics of Content writing , Principles and processes of content writing , Tools of the trade (06 lectures) A. Social Media 1. Understanding the basics of social media

SESSION: 2

02:30pm - 05:00pm

Topic: Understanding social media content writing 3. Understanding PR B. Plagiarism laws in Content Writing , What is plagiarism, rules on plagiarism , How to write plagiarism-free copies , The Concept of Content Writing and its relevance 2 Role and Functions of Content Writers , Print and Web Content Writing , Scope and Types of Content Writing

DAY: 6

15 MAY 2022

SESSION: 1

11:00am - 01:30pm

Topic: Types of Content writing The process of Content Writing - getting the brief, deating, researching, structuring, formatting, Editing and Proof-Reading-following company style sheet, grammar, copy flow, restructuring, market research , Writing Styles - Non-fiction (Essays, Reports), Advertising Newspapers, Writing blogs, case studies, white papers ,Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters - focus on language, jargon, writing style, target audience, formal and informal language.

SESSION: 2

02:30pm - 05:00pm

Topic: Visual Content , Infographics- Importance and relevance , Images, Screenshots , Videos Memes, GIFs, videos , Product Demonstrations B. Interactive Content , Quizzes , Polls , Interactive white papers

List of Participant

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DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR
(FORMERLY KANPUR UNIVERSITY)

CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

SNEHA YADAV (M.PHRAM) has successfully
completed a Course on “**Digital Content Managment**”
from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 14



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR
(FORMERLY KANPUR UNIVERSITY)

CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

KRISHAN DEV (M.PHRAM) has successfully
completed a Course on “**Digital Content Managment**”
from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 15



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR
(FORMERLY KANPUR UNIVERSITY)

CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Mr. Sandeep Pandey(Content Manager Daily News Portal) was
Resource Person of six day Course on “**Digital Content Managment**”
from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 03



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CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Ms. Anuradha Srivastava (SMM Daylogic) was

Resource Person of six day Course on **“Digital Content Managment”**

from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 02



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CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Mr. Deepak Singh (Digital Marketing Expert)was

Resource Person of six day Course on “**Digital Content Managment**”

from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 01



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CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

Abdul Qaudir (B.PHRAM) has successfully
completed a Course on “**Digital Content Managment**”
from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 11



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR
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CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

ISHA BHARGAV (MAJMC) has successfully
completed a Course on **“Digital Content Managment”**
from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 12



DEPARTMENT OF JOURNALISM & MASS COMMUNICATION
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR
(FORMERLY KANPUR UNIVERSITY)

CERTIFICATE OF PARTICIPATION

THIS IS TO CERTIFY THAT

RITI GUPTA (MAJMC) has successfully
completed a Course on **“Digital Content Managment”**
from May 10th To May 15th ,2021

Director

Course Co-ordinator

CertificateNo.DJMC-DCM 13