

REGISTRATION FORM

ANU - UGC

Sponsored Two days

**National Work Shop on Advertising and
News Paper Production**

24th and 25th March , 2017

Name & Address.....

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e mail

Accompanied by

Participation



Accommodation Required: Yes/No

Registration fee details

D.D.No & Date

Drawn On

Amount Rs.

Date

Signature

ORGANIZING COMMITTEE

Chief patron

Prof.A.Rajendra Prasad

Vice-Chancellor

Patron

Prof.K.R.S.Sambasiva Rao, Rector

Prof.Noor Basha Abdul, Principal,

College of Arts, Commerce & Law

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Director of the Work shop

Dr.G.Anita

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Members

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Mr.B.Kamal Sucharan

ANU – UGC Sponsored

National Work shop

On

Advertising and News Paper

Production

24th and 25th March, 2017

CIRCULAR



Organized by

Department of Journalism

and Mass Communication

Acharya Nagarjuna University

Nagarjunanagar – 522 510 Guntur,

A.P.

Scope and objectives of the Work Shop

The focal theme of this UGC sponsored National workshop **Advertising and News Paper Production** would highlight the different strides made in creation of newspaper and advertising. In recent times mass media production have evolved on the base of technological advances and a host of creative practices. This technological revolutions have been forcing the professionals of mass media to upgrade and equip with latest and state of the art techniques to meet the challenges of the contemporary production. In this context this workshop would provide strive to learn the techniques under the guidance of reputed professionals of national repute.

The objectives of this workshop are to help the students in acquiring skills in

- ❖ Copy writing in advertising
- ❖ Copy designing,
- ❖ Usage of illustrations and graphics in production of Advertisements for Radio, TV and new media
- ❖ Pagnation and layout designing for daily news papers
- ❖ Photoshop and adobe applications

The lecture – demonstration followed by interactions of various sessions will help the participants in gaining the technical skills.

ABOUT JOURNALISM AND MASS COMMUNICATION DEPARTMENT

The department of Journalism and Mass communication, Acharya Nagarjuna University, Guntur was established in 2003 on the basis of a self finance model. The department has been striving to equip the students with the skills in the fields of Journalism and Mass communication. In the contemporary society of globalisation mass communication has become a vital tool for development. It guides the societies in harnessing the various sources that are available and putting them to effective use. The department is offering a two year Post Graduate course and also has Ph.D programme. The alumni are placed in esteemed positions in various fields of journalism and Mass communication that are in private as well as public and NGO sectors. The department is well equipped with state of the art devises that support the students in getting on hands training and all the four faculty members have rich experience in the mass media as well as in academics which ahs been helping the students a great deal. The Department currently has four faculty members and has an intake of a minimum of 30 students. Apart from academics and professional aspects the faculty is also involved in research in diverse aspects of Journalism and Mass communication. Many scholars have won national level fellowships and have been pursuing research. In this process the department has been conducting workshops, conferences and organising lectures to facilitate sharing and acquiring regular updates taking place in the field. The department has been supporting the university in maintaining the Community Radio Service, ANURADIO 91.2 which is first of its kind in the history of universities in the state.

The Venue

Seminar Hall at Deichman Auditorium in Acharya Nagarjuna University campus.

Dept of Journalism and Mass Communication,
University college of Arts, Commerce & Law
Acharya Nagarjuna University, Guntur,
A.P., India, 522510

Registration Fee

Participants - Rs.1000/-
(DD should be drawn from any Nationalized bank in favor of Director, NWANP, Ac no. 150811100001556 payable at Andhra Bank, ANU campus, Nagarjuna Nagar, Guntur)

For further details contact

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