



महर्षिदेवो मृतः।

रामभाऊ म्हाळगी प्रबोधिनी  
Rambhau Mhalgi Prabodhini



SMART

School of Media Activity,  
Research & Technology

# A Training Programme on Content Creation & Film Appreciation





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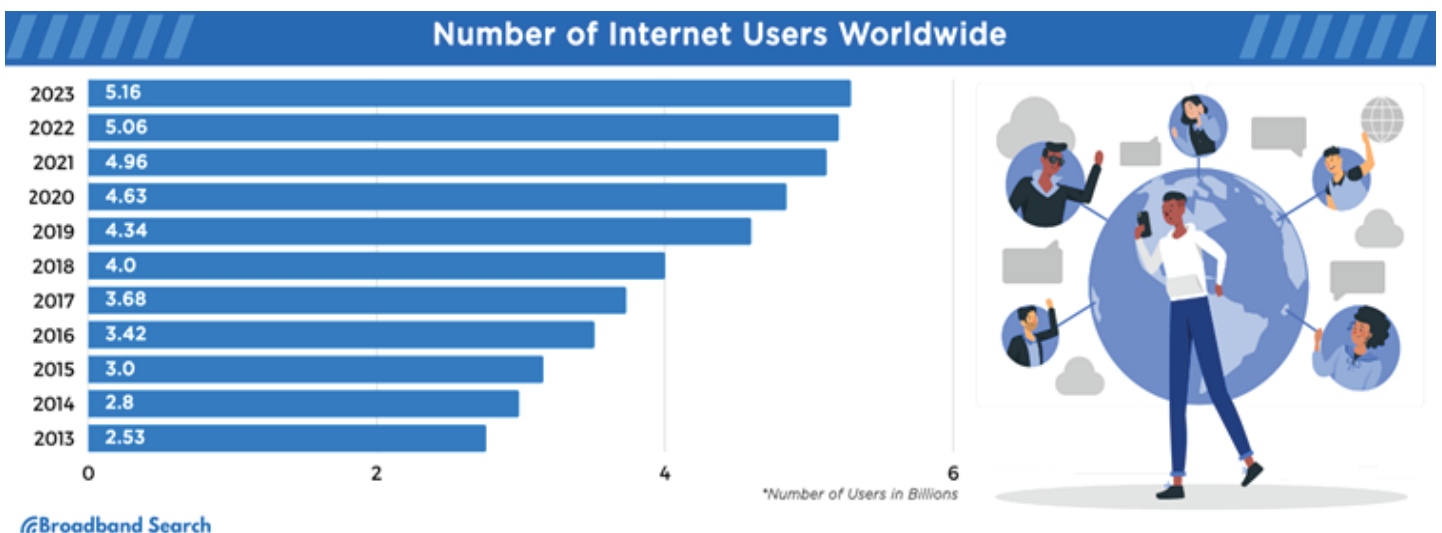
## About RMP

Rambhau Mhalgi Prabodhini (RMP) is a renowned institution in India dedicated to training and developing leadership skills among individuals interested in various fields, including journalism, social media management, content creation etc. Prabodhini has been instrumental in nurturing talent, promoting ethical standards, promoting innovation, and influencing policy in the media industry in India. Now, the days are of Digital landscape where every single piece of information is looked upon by numerous views and are open for feedback across the globe. Data is for the Humanity and prabodhini being a UNECOSOC acknowledged organisation ensures the integrity of the profession and commit to deliver with high efficiency.



Rising popularity and acceptance of stand-up comedy, talk shows, citizen journalism, promoting positive news content, mobile journalism, OTT platforms by people show the diversification that media industry is going through. It won't be surprising to see the days when every home has one star performing something good for all. Information and data is just a click away from us, so we must learn to effectively handle the sensitive data and utilise for the development of country. Sanctity of data is crucial in Indian Democracy.

Considering the significance of a Media in shaping young minds, delivering rare insights, bringing innovations to the finger tips, strengthening democracy by pushing right narratives etc. it becomes rather important and being responsible change maker, prabodhini took this initiative of strengthening Media industry, train volunteers on how to effectively use and utilise the power of data for good of the country.





# 1. Content Creation for Social Media

## Course Description:

In today's digital landscape, social media has become an indispensable tool for individuals and businesses alike to connect, engage, and influence audiences worldwide. This course is designed to equip participants with the essential skills and knowledge needed to create compelling content tailored specifically for various social media platforms.

Throughout the course, participants will delve into the principles of effective content creation, exploring topics such as storytelling, visual aesthetics, audience targeting, and platform-specific best practices. By understanding the unique characteristics of different social media platforms, participants will learn how to optimize their content to maximize engagement and reach.

## Key areas of focus include:

### 1. Understanding Social Media Platforms:

- Overview of popular social media platforms (e.g., Instagram, Facebook, Twitter, LinkedIn, TikTok)
- Platform demographics, trends, and user behaviours
- Differentiating factors and content formats for each platform

### 2. Content Strategy Development:

- Defining objectives and audience personas
- Crafting a cohesive content strategy aligned with business goals
- Utilizing analytics and insights to refine content strategies

### 3. Content Creation Techniques:

- Storytelling principles for social media
- Creating visually appealing content (images, videos, graphics)
- Incorporating user-generated content and interactive elements

### 4. Copywriting and Captions:

- Writing compelling copy for social media posts
- Optimizing captions for engagement and conversions
- Understanding tone, voice, and language nuances across platforms

### 5. Visual Design Fundamentals:

- Basics of graphic design and composition
- Tools and resources for creating eye-catching visuals
- Branding guidelines and consistency in visual content



## 6. Video Content Creation:

- Introduction to video production techniques
- Shooting and editing videos for social media
- Incorporating storytelling and emotion in video content

## 7. Community Engagement and Management:

- Building and nurturing online communities
- Responding to comments, messages, and feedback
- Handling crises and managing online reputation

## 8. Measurement and Optimization:

- Key performance indicators (KPIs) for social media content
- Tools for tracking and analysing content performance
- Iterative optimization based on data-driven insights

By the end of the course, participants will have developed the skills and confidence to conceptualize, create, and optimize engaging content tailored for diverse social media platforms. Whether you're a marketer, entrepreneur, influencer, or content creator, this course will empower you to thrive in the dynamic world of social media.

## 2. Film Appreciation: Exploring the Art of Cinema

### Course Description:

Film is not merely entertainment; it is a powerful medium of artistic expression that reflects, critiques, and shapes our understanding of the world. This course invites participants to delve into the rich tapestry of cinema, exploring its history, aesthetics, and cultural significance. Through a combination of screenings, discussions, readings, and hands-on activities, participants will develop a deeper appreciation for the art of filmmaking and gain insights into the diverse styles, genres, and themes that characterize cinema.

### Key areas of exploration include:

#### 1. Introduction to Film Analysis:

- Understanding the language of cinema: cinematography, editing, sound, and mise-en-scène
- Analyzing film form and narrative structure
- Introduction to key film theories and critical approaches

#### 2. Film History and Movements:

- Survey of major developments in the history of cinema, from silent films to contemporary digital productions
- Exploration of influential film movements and directors (e.g., French New Wave, German Expressionism, Italian Neorealism)
- Examining the cultural, social, and political contexts that shaped the evolution of cinema



### 3. Genre Studies:

- Exploration of popular film genres (e.g., comedy, drama, horror, science fiction)
- Analysis of genre conventions, tropes, and subversions
- Appreciation of the ways in which genres reflect and respond to societal norms and values

### 4. Auteur Theory and Directorial Vision:

- Understanding the concept of the film auteur
- Analysis of directorial styles, themes, and recurring motifs
- Examining the role of the director as a creative visionary and author of cinematic works

### 5. Representation and Diversity in Cinema:

- Exploration of diverse cinematic voices, perspectives, and identities
- Analysis of representation, stereotypes, and marginalized voices in film
- Discussion of the ethical and social responsibilities of filmmakers in portraying diversity and inclusivity on screen

### 6. Film and Society:

- Examining the relationship between cinema and culture
- Analysis of how films reflect and influence societal attitudes, values, and ideologies
- Exploration of controversial and taboo subjects in film and their impact on audiences

### 7. Global Cinema:

- Appreciation of cinema from around the world, including non-Western and independent film traditions
- Examination of cross-cultural influences, adaptations, and co-productions
- Understanding the role of film festivals, international markets, and globalization in shaping global cinema

### 8. Film Criticism and Interpretation:

- Introduction to principles of film criticism and interpretation
- Analysis of film reviews, essays, and scholarly writings
- Engaging in critical discussions and debates about the artistic merits and social significance of films

By the end of the course, participants will have developed a nuanced understanding of cinema as an art form, as well as the tools and vocabulary to analyze and appreciate films in greater depth. Whether you're a casual moviegoer, aspiring filmmaker, or seasoned cinephile, this course offers a journey of discovery and enlightenment through the captivating world of cinema.

#### Contact

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## Our available Publications

Title	Author(s)	Price in Rs.
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समीक्षा – संचित (निवडक इंग्रजी ग्रंथांच्या परीक्षणांचे संकलन )	लेखक : ज.द.जोगळेकर संपादन : रवींद्र साठे	300.00
आयसिसचा उद्रेक आणि त्याचे महाराष्ट्रावरील परिणाम	मधुबन पिंगळे	60.00
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## TRAINING INFRASTRUCTURE AT RMP

The Knowledge Excellence Centre (KEC), a sprawling 15-acre campus nestled amidst the hills and green swathes is a luxurious and versatile event venue that offers an unforgettable experience for all types of occasions, specifically suited for the Residential Trainings. Peaceful environment with dedicated Library provides necessary ambience for self-learning and inner engineering. It has



Rooms & Suits



Training Hall & Auditorium



Dining Hall



Yoga & Mediation facility



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