

AI IN MEDIA FOR JOURNALIST & COMMUNICATION PROFESSIONALS

SYLLABUS



Supported By



Program Title: AI in Media & Communication (*For Journalist and Communication Professionals*)

Program Overview

The evolution of Artificial Intelligence (AI) is redefining the landscape of media and mass communication by transforming how news is gathered, processed, curated, and distributed. With an increasing need to produce high-quality content faster, more accurately, and in multiple formats, media professionals must now blend traditional journalistic expertise with cutting-edge digital tools.

This comprehensive 30-session program is designed to prepare media professionals, journalism students, broadcasters, communication professionals and content creators to integrate AI into their workflows to improve efficiency, engagement, and accuracy in storytelling.

Delivered through hands-on labs, real-world case studies, and interactive projects, this program aligns with current media practices including automated content creation, AI-powered news anchoring, sentiment analysis, and multilingual content generation.

Learners will also explore how AI impacts ethics, legal frameworks, and audience engagement strategies. Participants will have the opportunity to apply AI skills in a production-like environment, culminating in a real-world Capstone project.

Program Objectives

1. Understand the fundamentals of AI and its specific applications in journalism, broadcasting, PR, and content creation.
2. Equipped to use generative AI tools for reporting, editing, research, PR communication, and data analysis.
3. Hands on with practical skills in AI tools for content automation, image processing, transcription, and audience analysis.
4. Apply AI ethically in journalism and public communication as well as have a deep understanding of the legal, and societal implications of AI in mass communication.
5. Detect misinformation and AI-generated content.

6. Build AI-assisted workflows for modern newsrooms & communication teams.
7. Hands-on capabilities using real use cases like AI anchors, sentiment analysis, and social media monitoring.
8. To empower students to independently conceptualize, design, and deliver an AI-powered media project.

Delivery Pedagogy

- Concept Delivery: Instructor-led sessions with multimedia presentations.
- Demonstration: Tool walkthroughs and live AI tool demos.
- Hands-On Labs: Practical exercises on real-world use cases using tools like GPT, Synthesia, Whisper, Canva AI, Power BI etc.
- Industry Interaction: Guest lectures from AI media practitioners
- Live Projects with Media partner
- Project-Based Learning: Capstone project aligned with real-time newsroom or production scenarios.

For whom

It is designed as an Upskilling Program. Ideally focused to

- a. Beginner journalists
- b. Working reporters/editors and other media professionals;
- c. PR and corporate communication professionals
- d. Journalism & media students, Students of mass communication;
- e. Broadcasters;
- f. Content creators

Course Anatomy

- A. 46-Sessions Program**
- B. Each session of 2-3 hours**
- C. Total – 100 Hrs**
- D. PLUS 20 Hrs Capstone Project**
- E. Certification : Universal Ai University**

CURRICULUM SYNOPSIS

The 100 hours curriculum consists of 9 modules with 27 sub modules and one capstone project to fulfill the objective of the course. These modules are clubbed under three Sections. There are assignments after each sections

		Theory (hrs)	Lab/ /WS (hrs)	Total (hrs)	Self (hrs)
SEC A : INTRODUCTION TO AI & TOOLS IN MEDIA, NEWS GATHERING, PR, CONTENT CREATION					
MODULE 1 : FOUNDATIONS OF AI & MEDIA				15	
	Module 1A : Introduction to Artificial Intelligence for Media	5	5	10	2
	Module 1B : Generative AI Basics	2	3	5	2
MODULE 2 : AI for Newsroom Workflows and Content Creation				16	
	Module 2A : AI-assisted Reporting	2	1	3	2
	Module 2B : Writing and Editing with AI	5	4	9	4
	Module 2C : AI for Fact Checking	2	2	4	0
MODULE 3 : AI for PR & Communication				10	
	Module 3A : AI for Public Relations	1	1	2	2
	Module 3B - AI for Social Media Strategy I	2	2	4	0
	Module 3C - Audience Insights & Media Monitoring	1	3	4	4
SEC B : AI IN NEWS & MEDIA PRODUCTION, Broadcast, Data Story Telling					
MODULE 4: AI for Visually enriched Multimedia Journalism				20	
	Module 4A : AI for Visual Content	2	3	5	8
	Module 4B : AI for Video Production	4	6	10	4
	Module 4C : AI for Audio & Podcasts	2	3	5	4
MODULE 5: Data Journalism and Visualization Using AI				9	
	Module 5A : Introduction to Data Journalism	1	1	2	0
	Module 5B : AI for Data Analysis	1	2	3	2
	Module 5C : Data Visualization	2	2	4	4
MODULE 6: AI in Newsroom Automation & Management				15	

Module 6A : AI in Newsroom, Journalism Automation & Management	1	2	3	2
Module 6B : AI for news Anchors and in live reporting	3	6	9	2
Module 6C : Multilingual AI Journalism	1	2	3	0

SEC C : AI IN MEDIA STRATEGY, IMPLEMENTATION AND PROSPECT

MODULE 7: Managing Misinformation & Ethics in AI				4	
Deepfakes & Synthetic Media	1	1	2		
AI Ethics in Journalism	1	0	1	0	
Legal & Policy Issues	1	0	1	0	

MODULE 8: AI In Strategy for Media Organizations, PR & Branding				6	
PR and Branding with AI	1	1	2	2	
Crisis Communication Using AI	1	1	2	0	
Understanding the AI Media Ecosystem	1	1	2	0	

MODULE 9 : FUTURE, CAREERS & INDUSTRY TRENDS				5	
Future of Media Jobs, Career Paths in AI and Media	1	1	2	0	
Business of AI Journalism	1	0	1	0	
Pitching AI-Based Media Projects	1	1	2	2	

Total Hours	46	54	100	42	
--------------------	-----------	-----------	------------	-----------	--

MODULE 10 —CAPSTONE PROJECT				20	
------------------------------------	--	--	--	-----------	--

SECTION A ASSIGNMENT

Coverage	Module M1, M2, M3. MCQ based evaluation. Total marks 50
----------	---

SECTION B ASSIGNMENT

Coverage	Module M4, M5, M6. MCQ based evaluation. Total marks 50
----------	---

SECTION C ASSIGNMENT

Coverage	Module M7, M8, M9. MCQ based evaluation. Total marks 50
----------	---

Internal Final Assessment	SEC A, B & C : 150 marks Capstone Project : 50 marks Total marks : 200
---------------------------	---

COURSE STRUCTURE

SEC A : INTRODUCTION TO AI & TOOLS IN MEDIA, NEWS GATHERING, PR, CONTENT CREATION

MODULE 1: FOUNDATIONS OF AI & MEDIA (2 sub modules | 7 sessions | 15 hours)

Module 1A : Introduction to Artificial Intelligence for Media

Lesson 1A1 - AI in Media – Landscape and Opportunities

Objective: Understand the evolution and applications of AI in the media industry.

Topics:

- Role of AI in journalism and broadcasting
- AI vs Human Intelligence in content creation
- Applications of AI in newsrooms and OTT
- Media transformation through AI tools

Lab : Tool demonstration using Synthesia and Lumen5 for AI-generated content"

Lesson 1A2 - Evolution of AI, Introduction to ML, NLP, Gen AIs

Objective: Learn the foundational principles of AI/ML relevant to media workflows

Topics:

- Evolution of Introduction to Machine Learning
 - Basics of Natural Language Processing
 - Evolution of Generative AI
- Demo** - Pre-trained AI models for media content"

Lesson 1A3 - Exploring AI tools used in media

Objective: Basic understanding of some AI Tools relevant to media& News workflows

Topics:

- Understand and Explore Gen AI Tools
 - ChatGPT, Claude
 - Gemini, Perplexity
- Demo** - Hands On Exercise

Lesson 1A4 - How AI is transforming journalism & PR

Objective: Exploring through workshop AI transformation of Media & PR

Topics:

- Computer Vision applications in media
 - Case Studies
- Workshop** - Assignment "Write a short article using AI assistance and document workflow"

Module 1B : Generative AI Basics

Lesson 1B1 - How LLM works

Objective: Thorough understanding of LLM as part of NLP.

Topics:

- What is LLM
 - Prompt Engineering basics
- Pedagogy** - using demo prompts

Lesson 1B2 - Writing prompts for journalism & PR

Objective: Thorough understanding of prompt engineering.

Topics:

- Exposure to various prompts in some select AI tools
- Assignment** - Generate news summaries/ Rewrite press releases/ Headline optimization using GPT-based tools

MODULE 2 : AI for Newsroom Workflows and Content Creation (3 Sub Modules | 8 Sessions | 16 hours)

Module 2A : AI-assisted Reporting

Lesson 2A1 - AI in reporting, research and Interview preparation

Objective: Understand how AI can facilitate research for news reporting and interview preparation..

Topics:

- AI in reporting workflows
 - Research using AI
 - Interview preparation using AI
- Workshop on** : Interview question generation, Background brief generation

Module 2B : Writing and Editing with AI

Lesson 2B1 - AI in content production

Objective: Exposure to some AI tools on how AI can smoothen content generation, editing & summarisation.

Topics:

- Curate stories using Feedly with AI content filters
- Related demo for these

Lesson 2B2 - Editing & summarization tools

Objective: Exposure to some AI tools on how AI can smoothen content generation, editing & summarisation.

Topics:

- Rewrite news stories, improve readability, Create different formats (news brief, op-ed)
- Related demo for these

Lesson 2B3 - Tone & style adaptation

Objective: Exposure to some AI tools on how AI can smoothen content generation, editing & summarisation.

Topics:

- How the content tone and style can be enhanced
- Related demo for these

Lesson 2B4 - Image-to-Text Conversion for Newsroom Use

Objective: To make newsroom professionals conversant with using image to text conversion tools.

Topics:

- OCR for image-based text extraction
- Image captioning using CV
- News summarization from photos
- Visual metadata interpretation

Workshop - Upload and summarize images using an AI-based caption generator

Lesson 2B5 - AI for Transcription and Translation

Objective: Using AI for transcription and translation work in newsroom.

Topics:

- Speech-to-text conversion
- Neural machine translation
- Multilingual content production
- Subtitling and dubbing tools

Workshop - Transcribe and translate a Bengali news interview using Whisper AI"

Module 2C : AI for Fact Checking

Lesson 2C1 - Verification in the AI era and NLP-based fake news detection

Objective: Aware of source for verification and fake detection.

Topics:

- Source verification and Data cross checking
- NLP-based fake news detection

Lesson 2C2 - Fact checking and Detecting AI hallucinations

Objective: Appreciate fact checking while using AI

Topics:

- Truthful text classifiers
- Source validation models
- Automated claim checking
- Detecting AI hallucinations

LAB : Use an AI fact-checking tool to verify a viral news story"

MODULE 3 : AI for PR & Communication (3 Sub Modules | 5 Sessions | 10 hours)

Module 3A : AI for Public Relations

Lesson 3A1 - AI for Public Relations

Objective: Manage campaigns and brand image with AI intelligence

Topics:

- AI in corporate communications
- Writing press releases

Workshop : Campaign messaging

Module 3B - AI for Social Media Strategy

Lesson 3B1 - Social media analytics

Objective: Maximising social media opportunities using AI

Topics:

- AI-based trend analysis
- Hashtag intelligence
- Influencer discovery
- Real-time news triggers from social platforms

Lab: Use Hootsuite or Brand24 to track media trends and reactions"

Lesson 3B2 - Social media campaign planning and Content Discovery and Curation

Objective: Maximising social media opportunities using AI

Topics:

- Content clustering using NLP
- Content dashboards for journalists
- Web scraping for trending content

Lab: Curate stories using Feedly with AI content filters

Module 3C - Audience Insights & Media Monitoring

Lesson 3C1 - AI-driven media monitoring, Sentiment analysis for public opinion & Sentiment polarity detection

Objective: AI powered sentiment analysis, polarity detection for better media management

Topics:

- Sentiment polarity detection
- Emotion mapping with NLP
- Real-time audience feedback
- AI-powered opinion dashboards

Lab: Run sentiment analysis on Twitter data for a breaking story

Lesson 3C2 - Crisis communication simulations

Objective: Understanding how crisis can be well managed using AI

Topics:

- Case Study
- Workshop covering entire module

SECTION A ASSIGNMENT

Coverage	Module M1, M2, M3. MCQ based evaluation. Total marks 50
----------	---

SEC B : AI IN NEWS & MEDIA PRODUCTION, Broadcast, Data Story Telling

MODULE 4: AI for Visually enriched Multimedia Journalism (15 hours)

Module 4A : AI for Visual Content

Lesson 4A1 - AI in Visual Storytelling

Objective: Automate visual narrative creation using AI tools.

Topics:

- Visual storyboarding with AI
- AI-driven infographics and thumbnails
- Generative art for media
- Explainer visuals using AI

LAB : Create a visual news story using Canva AI or Midjourney

Lesson 4A2 - AI in image generation

Objective: Automate image creation using AI tools.

Topics:

- AI-generated images
- Image generation tools
- Ethical use of AI images

Workshop mode

Module 4B : AI for Video Production

Lesson 4B1 - AI video tools & Video Editing with AI

Objective: Automate video creation using AI tools.

Topics:

- Scene detection and cutting
- Auto-captioning and subtitle sync
- Adobe Sensei in editing
- Descript and timeline editing automation

LAB : Edit an interview using Descript's AI capabilities

Lesson 4B2 - Voice Cloning and AI Voiceovers

Objective: Automate voice overs using AI tools.

Topics:

- Text-to-speech (TTS) platforms
- Neural voice cloning
- Language voice switching
- Multi-speaker generation

LAB : Clone and apply voice to a news script using ElevenLabs

Lesson 4B3 - Automated video generation, Creating explainers

Objective: Video finishing using AI tools.

Topics:

- Workshop : Automated video generation, Creating explainers

Module 4C : AI for Audio & Podcasts

Lesson 4C1 - Podcast scripting & Podcasting with AI Tools

Objective: Use AI to produce, edit, and distribute podcast episodes.

Topics:

- AI-assisted script writing
- Audio enhancement with AI
- Voice transformation for storytelling
- Podcast performance analytics
- **LAB** : Edit an interview using Descript's AI capabilities

Lesson 4C1 - Voice synthesis

Objective: Voice synthesis using AI.

Topics:

- Demonstration and workshops

Lesson 4C1 - AI narration with workshop

Objective: Narrations using AI

Topics:

- Demonstration and workshops

Lab: Create and publish a podcast episode using TTS and AI editing tools

MODULE 5: Data Journalism and Visualization Using AI (3 sub modules | 4 sessions | 9 hours)

Module 5A : Introduction to Data Journalism

Lesson 5A1 - Data Storytelling

Objective: Understand data structure and extract stories

Topics:

- Data storytelling Principles
- Data sourcing & Data cleaning

Lesson 5A2 - Data Analysis using AI

Objective: Analytic tools for Data Analytics

Topics:

- AI-assisted data analysis
- Spreadsheet AI tools
- Story discovery from datasets
- Workshop mode

Module 5B : Data Visualization

Lesson 5B1 - AI visualization tools

Objective: Presenting data analytic reports in visual form

Topics:

- Visualisation principles
- Visualization with Tableau/Power BI

Lesson 5B2 - Building visual stories - Workshop

Objective: Presenting data analytic reports in visual form

Topics:

- Map-based storytelling
- Narrative data dashboards
- Workshop mode

MODULE 6: AI in Newsroom Automation & Management (3 sub modules | 5 sessions | 15 hours)

Module 6A : AI in Newsroom, Journalism Automation & Management

Lesson 6A1 - AI workflow automation, Building newsroom AI workflows

Objective: How to build newsroom AI workflows

Topics:

- Data-to-text generations
- Automating live event coverage
- Story summarization tools
- Real-time news feeds with AI

Workshop : Analyze and critique biased AI-generated headlines

Module 6B : AI for news Anchors and in live reporting

Lesson 6B1 - Virtual News Anchors and Synthetic Media

Objective: How to create virtual news anchor

Topics:

- AI-generated avatars for news delivery
- Lip-syncing and voice matching
- Tools like Synthesia and Rephrase.ai
- Personalization of news anchors

Workshop : Create an AI news anchor presenting 60 seconds of news

Lab: Use of the tools

Lesson 6B2 - Live Reporting with AI

Objective: Enabling live reporting by newsmen using AI

Topics:

- Auto-captioning for live broadcast
- Real-time overlays and graphics
- Mobile journalism with AI
- AI-assisted teleprompters

Lab: Simulate live reporting using AI-generated captions

Module 6C : Multilingual AI Journalism

Lesson 6C1 - Multilingual AI Journalism

Objective: Produce multi-language media content using AI.

Topics:

- Neural translation models

- Subtitling across languages
 - Voice-over in multiple dialects
 - Speech-to-speech translation
- Lab:** Translate a news segment into 3 languages using AI tools

SECTION B ASSIGNMENT

Coverage	Module M4, M5, M6. MCQ based evaluation. Total marks 50
----------	---

SEC C : AI IN MEDIA STRATEGY, IMPLEMENTATION AND PROSPECT

MODULE 7: Managing Misinformation & Ethics in AI (3 sessions | 4 hours)

Lesson 7A1 - Deepfakes & Synthetic Media

Objective: Appreciate risk of deep fakes

Topics:

- Deepfake technologies & Synthetic content
 - Detection tools
- Case studies** - Analyze and critique biased AI-generated headlines

Lesson 7A2 - AI Ethics in Journalism

Objective: Appreciate risk of deep fakes

Topics:

- AI ethics frameworks
- Bias in AI Algorithm & detection
- Ethical guidelines for newsrooms

Lesson 7A3 - Legal & Policy Issues

Objective: Awareness of legal issues

Topics:

- Intellectual property, content rights, Copyright & AI
- AI policies
- Media regulation and responsible AI use

MODULE 8: AI In Strategy for Media Organizations, PR & Branding (3 sessions | 6 hours)

Lesson 8A1 - PR and Branding with AI

Objective: Manage campaigns and brand image with AI intelligence

Topics:

- Sentiment monitoring for brand stories
- Campaign design and targeting
- AI copywriting for media relations
- Personalized outreach and press kits
- **LAB** : Build a brand awareness campaign using Canva AI

Lesson 8A2 - Crisis Communication Using AI

Objective: Design AI-assisted systems for emergency communications

Topics:

- Predictive alerts
- Real-time media updates
- Misinformation flagging
- Public sentiment tracking

LAB : Create a crisis communication protocol using AI bots

Lesson 8A3 - Understanding the AI Media Ecosystem

Objective: Map AI usage by leading media organizations

Topics:

- AI stacks used by BBC, ANI, Reuters
- Role of AI product managers
- Partnerships and platforms
- AI integration strategies

Case Study: Analyze BBC's newsroom AI adoption and build a sample map

MODULE 9 : FUTURE, CAREERS & INDUSTRY TRENDS (2 sessions | 5 hours)

Lesson 9A1 - Future of Media Jobs, Career Paths in AI and Media

Objective: Explore emerging job roles and career transitions

Topics:

- Emerging AI roles, Skills roadmap
- Personal AI toolkit building
- Prompt Engineering for media, AI Content Curation roles
- AI Product Management in media houses
- Freelancing in synthetic media

Lab: Create a personalized CV and digital portfolio for an AI media job

Lesson 9A2 - Business of AI Journalism

Objective: Analyze ROI and cost models in AI-led newsrooms

Topics:

- Budgeting for AI operations
- Staffing implications and job shift
- Monetization opportunities
- **Lab:** Draft a cost-benefit matrix for automating a media production line

Lesson 9A3 - Pitching AI-Based Media Projects

Objective: Develop and present impactful AI media concepts

Topics:

- Ideation and storyboarding
- Script development using AI
- Media proposal documentation
- Audience targeting strategy

Lab: Pitch and present a 3-minute AI-generated media concept"

SECTION C and INTERNAL FINAL ASSIGNMENT

Sec C : Covering Module M7, M8, M9. MCQ based evaluation. Total marks 50

Internal Final Assessment -

1. Total marks 150 Covering SEC A, SEC B, SEC C topics
2. Capstone Project : 50 marks
3. Total marks for evaluation : 200 marks

MODULE 10 : CAPSTONE PROJECT (20 hours)

1. M10A - Capstone Planning and Execution

Objective: Finalize and initiate an end-to-end AI-driven media project.

Process:

- Project scoping and objectives
- Timeline and deliverables
- Resource planning
- Risk identification and mitigation

Lab: Submit Capstone charter and begin execution

Illustrative Topics (to be enhanced further by related trainers):

1. AI-assisted investigative story
2. AI-powered PR campaign
3. AI multimedia news package
4. Data journalism story
5. AI-powered multilingual news show
6. Automated content curation platform
7. Virtual AI anchor-led bulletin
8. Podcast with AI voiceover and transcription
9. Real-time sentiment tracker for social media

2. M10B - Capstone Review and Presentation

Objective: Showcase and reflect on real-world project application.

Process :

- Final project presentation
- Peer and instructor feedback
- Lessons learned
- Future scope and scaling opportunities

Lab: Present live demo of project, receive feedback and evaluation

Deliverables:

- Working demo or prototype
- Project report (process + learnings)
- 10-minute presentation and Q&A

3. M10C - Capstone Project evaluation

<u>Activity</u>	<u>Hours</u>
Project presentation	3
Peer review	2
Instructor feedback	1

Assessment Evaluation

Component	Weight
SEC A, B, C Assignments	50%
Tool-based exercises	10%
Capstone project	40%

Tools to cover

A	Writing & Research	ChatGPT
		Claude
		Gemini
		Perplexity
B	Visual Media	Midjourney
		DALL·E
		Canva AI
C	Video & Audio	Runway
		Descript
		ElevenLabs
D	Data Journalism	Google Sheets AI tools
		Flourish
		Datawrapper
E	Verification	Deepfake detection tools
		Reverse image search tools

Industry Participation Expected

AI in Newsrooms – Senior editor

AI for PR campaigns – Corporate communication leader

AI Ethics – Media law expert

AI Journalism Case Studies – Investigative journalist