



# CONTENT



# THE HEART OF MEDIA

**Diploma in Content Development (Web, Print & Electronic)**

**Introduced by**

**MEDIA & COMMUNICATIONS INSTITUTE (MCI)**

**Promoted by THE OPINION EXPRESS GROUP**

**In collaboration with MCRF (India)**

**[www.opinionexpressgroup.com](http://www.opinionexpressgroup.com)**

# Content is King

In the rapidly-expanding world of Media, customers are demanding a variety of more and better content. The viewers, readers and listeners are today much more aware than what they were a decade ago.

The conventional means of presentation of content are no longer acceptable, nor desirable, for an audience that constantly keeps looking for better media products.

In such a scenario, only quality content can hold the audience's attention. This content has to be prepared and delivered by a team that is attuned to needs of today. A team that has people who are aware, alert and articulate.

Media & Communications Institute (MCI) is a venture PROMOTED by Opinion Express Group, engaged in multi dimensional Media & Entertainment activities Jointly with Media & Communication Research Foundation (MCRF), a group of professionals from the Media and Mass Communication industry with proven track record of consultancy and production in diverse media environment.

## Opinion Express Group

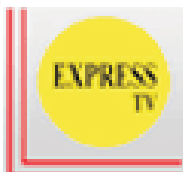
OEMCL/OECEL are decade old companies driven by innovative ideas through energetic, intelligent, highly motivated, dedicated professional, working hard 24x7, to reach reality with excellence. The group has a strong presence in India, Mauritius and Middle East countries. It caters to the needs of People Of Indian Origin and Non Resident Indians (PIOs and NRIs) worldwide.



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It has created unique brands for disseminating its ideas and thoughts. OPINION EXPRESS - a global news magazine is one of them. It is published from India and Mauritius simultaneously.

OECEL acts as a leading Content Provider of the country to supply exclusive content to the various news agencies, channels, magazines and Newspapers both in India and abroad. It is an Independent Media Production House and aims at



meeting the India specific content requirement of Mauritius Broadcasting Corporation, Malaysia Broadcasting Corporation, South African Broadcasting Company, Sri Lanka Broadcasting Co. in the near future.



## About MCRF

Media & Communication Research Foundation (MCRF) is an organization of professionals from media and allied fields that aims to provide new vistas to professional excellence in the form of service, consultancy and production devoted to media and communication research and training, and undertake projects so required in areas where media has an important role to play. MCRF accomplishments so far include:

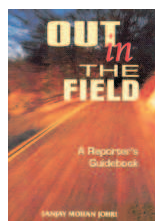
### Multi-media production

Animated short -film, *The Earth Has Disappeared* based on a French book *La Terre a Disparu* by Amarnath Hosany, a Mauritius based writer (May 2005) Documentary on the art and cultural heritage conservation work being carried out by the Indian National Trust for Art and Cultural Heritage (INTACH) and the Indian Conservation Institute (May 2006).



**Special surveys:** On telecom penetration in areas around Lucknow (February 2006), and on passenger satisfaction rating on Lucknow's city bus service (April 2006)

**Book publishing:** A path-breaking book on Reporting *Out in the Field* by Sanjay M. Johri, a senior journalist (April 2006), second book *Nepal: Ascent to Anarchy* written by Bipin Chand Agarwal and edited by Ratan Mani Lal (December 2006.)



**Designing:** Quest, a research journal on homoeopathy; Product packaging, website, promotional films) for Jaiviki, an organization engaged in production of organic and Neem-based pesticides and fertilizers.

# The Diploma Programme

The Specialised Diploma in Content Development aims at training students in learning to create content for different media platforms such as newspapers, magazines, websites, books, research papers and entertainment products. This would be delivered by an eminent faculty that will focus on:

Improving of language skills \* Writing and re-writing skills \* Using supporting material (e.g. visuals etc.) for value enhancement of content \* Conducting research in field and reference material for creating content

**Duration:** Six months (26 weeks or 180 days), with a minimum teaching and training of 122 days.

## Eligibility

At least 10+2 or Graduates with a flair for creativity, presentation and language



## Methodology

The objectives will be met by a combination of lectures, exercises, field work, quizzes, tests and examination. Practical work to include: Computer use, audio-visual equipment handling, Net using and webpage making, DTP for lay-out & design.

## Study material

Relevant study material will be given for theoretical segments, followed by manuals for using equipment, working on Net. In addition, books, journals and other resources shall be made available for all students.

## Project

All students will be required to complete projects in areas such as producing reports, articles, features for print, current affairs and shows for TV, entertainment and current affairs

## Linkages

MCI has arranged for further value-addition in its programme with strategic tie-ups with an internationally accredited Computer Consultancy Company for imparting basic computer skills to its students.



In addition, a tie-up is also in place for key exposure to the electronic media working in industry environment. These tie-ups give a unique and extremely useful advantage to the students in learning beyond the class room.

for radio and TV, pages and additions for Web, manuscript editing, field surveys and report writing for marketing & development sector

## Audio-visual production set-up

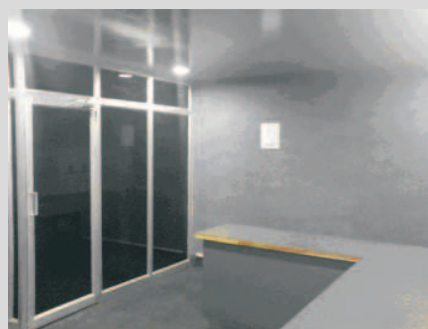
Opinion Express Group has set up state-of-the-art Production & Recording Studios in New Delhi, Mumbai and Lucknow. With intent to generate and produce high quality television content, EX-press Studios promise to deliver high standard,

and exclusive content to all our media partners and preferred clients.

## Prime location

The MCI is situated in prime location of Lucknow, less than one kilometer from the city center of Hazratganj. The institute premises is spread over 5000 sq. ft with spacious class rooms, lobby, well-laid out garden and ample parking space.

EX-press Studio is an installation where television and video production will take place, either for live television, for recording live on tape, or for the acquisition of raw footage for postproduction. A facility designed for the production of television programs, which may be broadcast live concurrently with the production or recorded for later broadcast. As an audio/video recording studio specialized in the post-production stage for video recordings, and to produce a finished version ready for broadcast, replication and digital distribution.



# The Opportunities



Exciting opportunities await students after successful completion of the Diploma Programme. They can start working in areas such as copy writers, script writers and content developers. The unique training at MCI will prepare them to work in media as diverse as print, broadcast and web, and in sectors such as editorial, advertising and public relations.

Advertising agencies, PR agencies, Web development organizations, publishing houses, studios and editorial departments are looking for creative content people. The MCI programme equips you with the necessary skills to mark your presence.



## Admission procedure

Graduates or those who have passed 10+2 and have a creative bent of mind, can obtain the brochure and application form after paying Rs 100/= in cash at the MCI.

The form can be submitted with a processing fee of Rs 500/= at the MCI and each applicant shall be given a ticket number for appearing at the admission interview. (The admission interview is not a knowledge test.)

It is an interaction between the applicant and the experts to assess the creative bent of mind of the applicant. The interaction will help both the student and the expert to know which media and sector are most suitable for the student.

Those found suitable for admission shall be intimated the same day and they will be required to deposit the first installment of fee by a given date.

## Fee structure and schedule

Fee for the complete course : Rs 50,000/= only.

A refundable deposit of : Rs 2000/= is extra.

## Payment options:

1. One Time full payment of Rs.52,000/= (with 5% discount on the fee amount only) will be offered to the applicant at the time of fee deposit/registration.

OR

2. Two Installments of Rs 25,000/= each payable every 3 months. No Discounts offered.

3. All Cheques/DD(Demand Drafts) to be drawn in favour of M/s Opinion Express Communications & Entertainment Pvt. Ltd. payable at Lucknow only.

## Contact address:

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## MCI STRENGTHS



[www.oeglobalnews.com](http://www.oeglobalnews.com)

**A unique portal with news,  
features, articles & Live Radio**



**Opinion Express**

**A Global Magazine Where  
Opinions Matter**



**MCRF**

**A Group Comprising Media &  
Communication Professionals  
Engaged in Consultancy &  
Research**

