

SWL-20-5

SVKM'S USHA PRAVIN GANDHI COLLEGE OF
ARTS, SCIENCE AND COMMERCE



DEPARTMENT OF MASS MEDIA
IN ASSOCIATION WITH IQAC CELL



ORGANIZES A WEBINAR
ON

RESEARCH IN MULTIMEDIA CONTENT PRODUCTION.

SESSION BY RAHUL JOGLEKAR, MEDIA PROFESSIONAL, DIRECTOR,
MELANTRA ACADEMY, LONDON. EX BBC CORRESPONDENT.

DATE : 9 JULY 2020 • TIME : 1:30 TO 3 PM

PLATFORM : ZOOM

PARTICIPATION BY REGISTRATION ONLY

Webinar on the topic 'Research in Multimedia Content Production'

On 9/7/2020, a Webinar on the topic 'Research in Multimedia Content Production' was organized. 72 students of SYBAMMC & TYBMM students attended the same. The speaker was Mr. Rahul Joglekar, Media professional, Director, Melantra Academy, London, Ex- BBC Correspondent.

The workshop included the convergent media world. In terms of research, the communication professionals and practitioners can produce multimedia and interactive content through research.

The various aspects of Multimediality include innovative storytelling formats and how can multi, cross and trans-media storytelling content be implemented in an innovative manner by the media, how is usage behavior changing in the convergent media landscape, and how can the multimedia visualization of contents and data be implemented and which technical systems are required to this end. The workshop helped students come up with their own research project ideas for the Mass Media Research and Advertising & Marketing Research subjects.





Shri Vile Parle Kelavani Mandal's
USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE
(Affiliated to University of Mumbai)
Bhaktivedanta Swami Marg, Juhu Scheme, Vile Parle (West), Mumbai – 400 056.
Tel.: 42332041/42/43/44/45/46 • Website: www.upgcm.ac.in • Email: info@upgcm.ac.in
NAAC ACCREDITED "A" GRADE WITH CGPA 3.04



9th July 2020

To,
Rahul Joglekar,
Media professional,
Director, Melantra Academy, London,
Ex BBC Correspondent.

Dear Sir,

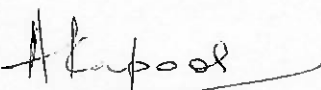
We would like to sincerely thank you for conducting a webinar on the topic:
"Research in Multimedia Content Production." for our students on 9th July 2020

The session was very informative and interesting. It was very well accepted
by students. I appreciate your gesture and hope to receive the same response
and support from you in future.

We thank you once again and look forward to our continued association.

Thank You.

Warm Regards,


Dr. A. Kapoor
Principal



