

## *Madhyama Bharathi: Empowerment Centre for Communication-Media Studies*

---

Madhyama Bharathi of Bharatiya Vidya Bhavan, Bangalore, is an integrated empowerment centre for media studies . It focuses on 'hands-on' Media education to the students, imparted by a faculty of experienced professionals.

### **Media Professional Programmes**

1. **Communication- News Media Professional Education Programme** : This is a profession -oriented Post Graduate Programme, imparting hands-on education in communication and media (Newspaper, Radio, TV, New Media -Internet & Blog , Event Management and Citizen Journalism are included);

*Duration:* Six months- from July to December, Monday to Saturday, from 8-30 a.m. to 11.30 a.m., plus six months guidance to work experience.

2. **Weekend programme in News media:** Exposure to hands-on education in communication and media (Newspaper, Radio, TV, New Media -Internet & Blog ,Event Management and Citizen Journalism are included).

*Duration:* Six months from 10 a.m. to 4 p.m, only on Weekends, plus six months guidance to work experience

### **Media Skills Programmes**

Madhyama Bharathi is also offering Fast Track practical courses in media skills. These include: Voice Culture and Anchoring (Kannada & English), Use of Computer for Graphic Design, Photo Journalism, Internet Journalism, Speaking Kannada With Proper Pronunciation, TV News & Programme Production etc.

1. **Voice Culture and Anchoring** (Kannada / English): Realising the voice & articulating, Voice Care, Breathing Exercises, Various exercises of tongue twisters, etc. Body language, Fitness, Makeup & Makeover included. *Duration:* Three weeks- 6 days a week from 8 a.m. to 1 p.m./ from 5 p.m. to 8 p.m.
2. **Computer for Graphic Design:** *Duration:* One month- 5 days a week from 9 a.m. to 11 a.m.

3. **TV News & Programme Production:** Direction, Scripting, Cinematography, Editing. *Duration:* One month- 5 days a week from 10 a.m. to 4 p.m.
4. **Photography- Photo Journalism:** Digital Camera- Parts & Functions, Photography, different types of Photos, and lighting. *Duration:* One month.
5. **Internet Journalism:** Internet, Search engine, Blog, Social Networking. *Duration:* 15 days.
6. **Speaking Kannada:** Proper Pronunciation Exercises, Recitation. *Duration:* One month- 5 days a week.
7. **English Usage:** Learn to use English confidently. *Duration:* One month- 5 days a week. Morning/ Evening

**Eligibility:** Though only graduates are eligible for Communication- News Media Education Programme, those who have written final semester examination of degree course can also apply. Minimum qualification for all other certificate courses is P.U.C.

**Weekend Students Sessions:** Face to face interaction with eminent Professionals- quiz time to media students of various colleges.

Every Saturday from 11 a.m. 1 p.m.

*Contact:*

Sri. Jayaram Adiga,  
Director, Madhyama Bharati Programme  
Bharatiya Vidya Bhavan  
Bangalore  
Mobile: 99865 06475  
E-mail- [mb.bhavan@gmail.com](mailto:mb.bhavan@gmail.com)