

Broadcast & Media Communications Course Details

Department: Public Relations, Sales and Marketing

Presented by Magna Skills Development Institute

[Registration Link](#)

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Course Summary

The Broadcast & Media Communications course offered by Magna Skills is designed to provide students with a comprehensive understanding of the dynamic world of broadcasting and media. In this course, students will explore the various facets of media communication, including radio, television, digital media, and emerging technologies.

Through a combination of theoretical knowledge and practical skills, students will develop the expertise needed to excel in the field of media communication.

Course Objectives

Upon completion of the Broadcast & Media Communications course, students will be able to:

1. Understand the history, evolution, and impact of broadcasting and media communication.
2. Develop effective communication skills for broadcasting, including writing, presentation, and on-air presence.
3. Gain hands-on experience in operating media equipment, including cameras, microphones, and broadcasting software.
4. Analyze the ethical and legal considerations in media communication, including copyright and privacy issues.
5. Produce professional-quality media content, such as radio shows, television programs, and online videos.
6. Evaluate and adapt to emerging trends and technologies in the ever-evolving media landscape.
7. Collaborate with a team and manage projects in a media production environment.
8. Explore career opportunities in broadcasting and media communication and develop a career plan.

Course Outline

Module 1: Introduction to Media Communication

- History and evolution of broadcasting and media
- Role and impact of media in society
- Media literacy and critical thinking

Module 2: Communication Skills for Media

- Effective writing for media
- Public speaking and on-air presentation
- Interviewing and reporting techniques
- Voice modulation and diction

Module 3: Media Equipment and Technology

- Operation of cameras, microphones, and other media equipment
- Video and audio editing software
- Studio and field production techniques

Module 4: Ethical and Legal Considerations

- Copyright, fair use, and intellectual property
- Privacy, defamation, and libel issues
- Media regulations and standards

Module 5: Media Content Production

- Radio production and scripting
- Television program development and production
- Online content creation and distribution

Module 6: Emerging Trends in Media Communication

- Social media and digital platforms
- Podcasting and streaming services
- Virtual reality and augmented reality in media

Module 7: Team Collaboration and Project Management

- Team dynamics and roles in media production
- Project planning and execution
- Effective communication in a media production team

Module 8: Career Exploration and Development

- Job opportunities in broadcasting and media
- Resume and portfolio development
- Networking and career advancement strategies



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Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.