



Robot Journalism

Certificate Course
by vPhrase Analytics Solutions &
Department of Media Studies,
Christ Nagar College, Trivandrum

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Any UG or PG student who has an interest in any of the fields of Journalism, Computer Science, Language Processing and Artificial Intelligence and is looking forward to upgrade themselves.

Register now

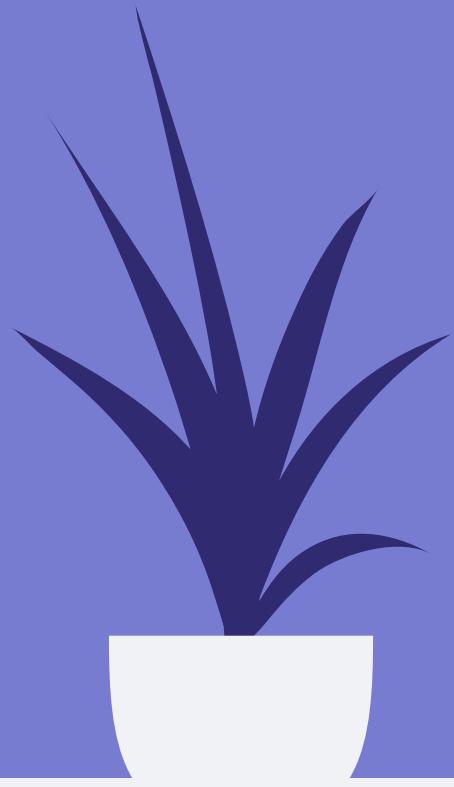


Who can join

UG/PG students from any stream

Course

Future-proof your career
with real-world skills



With Publishing and Media houses adopting AI for smart and speedy processes, media professionals need to upgrade their skill sets to actively contribute and stay relevant in their professional roles. The course is a judicious mix of theory (introduction of concepts) and practicals (hands-on training and assignments) on Phrazor, a self-service tool with Natural Language Generation capabilities.



This course aims at familiarising the learner with the workings of Robot Journalism and its benefits to businesses by breaking down the concepts and processes involved at a basic level.



Objective

Familiarize the aspects of Robot Journalism for media professionals

Why?

A skill that is on demand in business right now



News-writing robots are working alongside humans to improve output quantity and create smarter content in media companies. The implementation of Robot Journalism to create automated workflows and replace rule-based, repeatable, and time-consuming tasks requires the contribution of skilled humans.

Knowing how Robot Journalism works gives you a competitive advantage through skills aligned with business interests.



What will you learn?

Theoretical and practical knowledge



Gain insights into the need for AI in Mass Media and technological strides made in the field

Understand concepts of Automated Data Journalism and Content Automation using Phrazor

Build skills in making news article templates and product descriptions within Phrazor

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What will you learn?

Theoretical and practical knowledge



Develop skills in creating news articles for various use cases

Build structured, automated, independent process workflows in Phrazor

Understand SEO basics and Google tools to optimize content and evaluate performance



Phrazor, a self-service BI tool, writes AI-powered stories from data. It enables global enterprises to provide context and reasoning in their reporting by adding dynamic narratives to each report using Natural Language Generation (NLG) technology. Phrazor is now using this tried and tested approach to generate news articles from a pool of data.

Phrazor is proving to be a very handy tool for journalists and editors by freeing up their time for work a robot cannot do.



Phrazor

A self-service Business Intelligence tool

Curriculum

The course is structured in
five modules and an assignment





Book your slots today!

Course fee: Rs. 3000

Registration closes soon.

For more details and registration,
click the link below.

<http://bit.ly/joinRJcnctvm>

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