



Rajeev Saha <rajeevsaha@gmail.com>

Fwd: IGNOU MOOC Recordings assignment

alka rawat <alkarawat.delhi@gmail.com>
To: Rajeev Saha <rajeevsaha@gmail.com>

Tue, Mar 9, 2021 at 11:42 AM

Dear sir

Please find attached the mail i recived regarding MOOC lecture recording and the book, where my chapters are published.

----- Forwarded message -----

From: **Padmini Jain** <padminijain@ignou.ac.in>
Date: Tue, Feb 16, 2021 at 4:25 PM
Subject: IGNOU MOOC Recordings assignment
To: alka rawat <alkarawat.delhi@gmail.com>

Dear Alka Rawat ,

This is with reference to our discussions regarding your contribution to our MOOC on 'Advertising and Public Relations'

Thank you for consenting to be the expert for Videos Lectures of topics of your expertise.

You may please record the videos for the following Topics as consented.

Ethics in Public Relations

Relevance of Corporate Communication

We would need from you, the following per video:

1. A video lecture of about 30 minutes
2. A powerpoint presentation from which your lecture is derived/ supported
3. Ten Multiple Choice Questions about the topic/ content covered in the Lecture
4. Few (2 to 5) Links for OER Resources (text/ article/book/podcast/video etc) that support the content – for the learner as references to learn more about the topic being covered.

The payments for the same would be made as per the University norms once your content is found suitable and given an OK by the Reviewer.

You may either choose to come to our Studios to record your video or do it on your own if you have access to an HD quality camera/ studio.

If you record from your place, kindly ensure that the quality is HD and the shot is a closeup. Please also ensure that there are no moving objects in the background. It would be advisable if you shoot in a plain background so that any graphics can be superimposed later while editing.

We are looking forward to your contribution.

- Please ensure that the recordings are done within the month of February 2021 so that the content can be edited and uploaded in time
- Please understand that to be uploaded and paid for, the quality of the content and the video must be found suitable and approved by the Reviewer.
- Please send me a reply of 'Acceptance of the Assignment' and get in touch for the dates when you would want to record.
- Please find attached the IGNOU study material for this Course.

Regards

Padmini Jain

Coordinator MOOC 'Advertising and Public Relations'

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Regards
Alka Rawat
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