



# DIPLOMA IN MASS MEDIA AND JOURNALISM (IN ENGLISH)



**DURATION:** ONE YEAR PART TIME (2 SEMESTERS)

**ELIGIBILITY:** Graduate from any recognized University

**ADMISSION PROCEDURE:** WRITTEN TEST FOLLOWED BY AN INTERVIEW

## OBJECTIVE:

With an awareness that there is an acute demand for trained professionals in writing not only in journalism but also in the corporate sector the course also aims to make the student

- To think critically, creatively and independently
- To develop a toolbox to create a steady pipeline of ideas to write/communicate
- To learn methods to ensure accuracy, fairness, clarity, style and correctness
- To apply basic numerical and statistical concepts and methods appropriate for the communications professions
- To understand the concept of "framing" issues to create powerful messages/stories
- To learn various storytelling techniques
- To understand how to divide a story into pictures and use infographic to create impact

**JOB OPPORTUNITIES:** Students can join as Editor, Newscaster, Program Director, Public Relations Specialist, Creative writer in

- Newspapers and magazines, Publication Houses
- Research Centres
- Newsletter writers for Corporates, NGOs
- Content Developer
- Communications Writer in Corporate Communications departments
- Industry Specific Journals

## COURSE CONTENTS:

### SEMESTER 1

- History of Journalism and background
- Principles of Journalism
- Improving Writing Skills
- Editing
- Reporting and Current affairs
- Mass communication
- Writing Well

### SEMESTER 2

- Writing Well in Practice
- Public Relations
- Reporting and Current Affairs
- Improving Writing Skills
- Numerics
- Editing
- Current Affairs
- Dissertation

Certificate Course in Developing Writing Skills Conducted on Every Sunday for 1 Year