

POST GRADUATE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION (PGDJMC)

PROGRAMME CURRICULUM

Semester I

1. Introduction to Journalism and Mass Communication

1. Media Theories
2. Sociological Concepts in Mass Communication
3. Media Representations and Stereotypes
4. Media and Gender
5. Media and Socialization
6. Media and Culture Studies – An Introduction
7. Media and Culture Studies – Key Theories and Theorists
8. Media and Popular Culture
9. Public Sphere and the Political Economy of the Media
10. Theories of New Media

2. Basics of Journalistic Writing

1. Journalistic writing: An overview
2. Key news elements
3. Reporting beats
4. Forms of journalistic writing: how are news, features and opinion articles different?
5. Headlines and leads
6. Forms of news writing: the print and the web
7. Gathering, developing, and disseminating news
8. Structure of news features
9. News feature writing for varied audiences and platforms
10. The art of interviewing in journalism
11. Text editing for news: the print and the web
12. Opinion articles: basics

3. Media and Contemporary Issues

1. Introduction to Contemporary Issues in India and the World
2. Perspectives on Gender and LGBTQ and Media
3. Perspectives on Human Rights and Media
4. Disability and Media
5. Caste Issues and Media
6. Perspectives on Displacement and Media
7. Children Issues and Media
8. Perspectives on Climate Change and Media
9. Perspectives on Public Health and Media
10. Sustainable Development Goals and Media

4. Development Communication

1. Understanding Development
2. Media and Development Communication
3. Various Forms of Media and Development
4. Development Journalism
5. Communication for Social Change and Development
6. Communication for Rural Development
7. Role of Communication and Contemporary Social Issues
8. Role of communication in activism and Social Movements
9. Role of Governmental Media Agencies for development in India
10. Development Communication: Case Studies

5. Integrated Marketing and Corporate Communication

1. Introduction to Corporate Communication
2. Corporate Identity, Image and Reputation
3. Corporate Sustainability and CSR
4. Organizational Internal Communication
5. Introduction to Integrated Marketing Communication
6. Communication Strategy for IMC
7. Marketing Communication

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PROGRAMME CURRICULUM

Semester 2

1. Print Media and Television Journalism

1. Understanding News: Concepts and relevance
2. Introduction to reporting
3. The structure and evolution of print media
4. Writing for print media: news and non-news forms
5. Editing for print media
6. The evolution of the broadcast medium
7. Reporting for television
8. Writing for television
9. Presentation techniques for television
10. Print and television journalism in the new age

2. Online Journalism

1. Introduction to online journalism
2. The trajectory from print to social media
3. Writing for the web
4. Mobile Journalism: checklist and benefits
5. Information dissemination for the web: multimedia content
6. Online tools for digital storytelling and data visualization
7. Using social media for journalism
8. Search Engine Optimization
9. The future of online journalism

3. Media Laws And Ethics

1. The complex inter-relationship between laws and ethics
2. Indian Print Media Laws
3. Laws governing Cinema in India
4. Indian Broadcasting Laws
5. Overview of internet regulations in India
6. Legal and ethical issues concerning advertising
7. Defamation laws and contempt of court
8. The right to privacy and working journalist
9. The ethics of digital journalism
10. Intellectual Property Rights (IPR)

4. Business of Media

1. Introduction to Media Economics, Practices and Structure
2. Overview of different media industries and practices
3. Overview of Print Media Business
4. Overview of Broadcast Television
5. Understanding film business
6. Overview of Radio business
7. Business of online media
8. Economics of Advertising
9. Overview of Indian Media Business
10. Introduction to Media Planning and Buying