

Certificate in Journalism & Media Communication (CJMC)

PROGRAMME STRUCTURE

Total Credits: 20

Course Name	Credits
Basics of Journalistic Writing	3
Media and Contemporary Issues	3
Print Media and Television Journalism	3
Online Journalism	3
Project	8

SYLLABUS

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 & Opinion Articles Different?
5. Headlines And Leads
6. Forms Of News Writing: The Print & The Web
7. Gathering, Developing, & Disseminating News
8. Structure Of News Features
9. News Feature Writing for Varied Audiences & Platforms
10. The Art of Interviewing in Journalism
11. Text Editing for News: The Print & The Web
12. Opinion Articles: Basics

MEDIA AND CONTEMPORARY ISSUES

1. Introduction to Contemporary Issues in India & the World
2. Perspectives on Gender & 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

PRINT MEDIA AND TELEVISION JOURNALISM

1. Concepts and Definition of News
2. Reporting Principles of Techniques
3. The Structure and Evolution of Print Media
4. Writing For Print Media: News & Non-News Forms
5. News Editing
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

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 Web Multimedia Content
6. Online Tools for Digital Storytelling & Data Visualization
7. Using social media For Journalism
8. Search Engine Optimization
9. The Future of Online Journalism

PROJECT

Students are required to submit a Project as per the prescribed guidelines. Each student must complete and submit a Project demonstrating the application of theoretical knowledge to practical scenarios.