

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046

DIPLOMA IN JOURNALISM

(For the candidates admitted from the academic year 2020-2021 onwards)

Diploma in Journalism is a Six-month course aimed at providing basic and comprehensive knowledge of Journalism, both at theoretical as well as practical level to the students. Journalism is founded on principles of truth, editorial independence, and unbiased disclosure of relevant information. The growing reach of media and technology has also brought with it an increase in the purview of Radio, Television, Mobile, Social Media and Internet. The focus of the course is to nurture socially responsible media professionals supported with latest inputs from industry and well-trained faculties.

Programme Objectives

1. Equip students with the knowledge and essential skills required for working in various media organizations.
2. Instill knowledge and fundamentals of communication in the students and hone their written and spoken communication skills required for various media platforms.
3. Encourage critical thinking, research aptitude, ethics and social responsibility in students related to media industry.

Programme Outcomes

1. Students will acquire a functional knowledge of the underlying principles and recent emerging trends of the media industry.
2. Students will develop communication skills; appreciate creativity, critical thinking, and analytical approach.
3. Create and design strategies for high-quality media content for print, TV, radio, films and various digital platforms like social media, mobile etc.

Eligibility for Admission

Candidates for admission to the Diploma course shall be required to have passed the Higher Secondary examinations (Academic or Vocational) conducted by the Government of Tamilnadu or any other examination accepted as equivalent thereto by the syndicate.

Duration of the course

The course shall extend over a period of six months comprising of one semester.

Medium of instruction and examinations

The medium of instruction and examinations shall be in English.

Scheme of Examination

S.No	Title of The Paper	Instruction Hours / Week	Exam Duration	Total Marks	Credits
Theory 1	Media and Communication	3	3 Hours	100	3
Theory 2	Writing for MEDIA	3	3 Hours	100	3
Theory 3	Development Communication	3	3 Hours	100	3
Project	Content Writing	3	Viva	100	3
Max marks				400	12

Examinations

- A candidate will be permitted to appear for the University Examination for any year if he / she secures minimum 75% of attendance in the number of instructional days.
- Examination shall be conducted at the end of each semester.

Distribution of Marks –Semester Exam				
Total Marks	External		Internal (Max Marks)	overall Passing minimum (Internal + External)
	Maximum	Passing Minimum for external alone		
100 (Theory)	75	30	25	40
100 (Project)	60	-	40	40

*External 60 marks break up – 25 marks by external examiner, 25 marks by internal examiner, 10 marks for report by internal examiner

Maximum 100 Marks			
Section A	Answer all the questions (10 questions of one-word answer Q.Nos.1 to 10)	10X1=10	10 questions
Section B	Answer EIGHT questions out of 10 questions of Short Answer type)	8X5=40	8 questions
Section C	FIVE questions out of 7 question of Practice based Essay type	5X10=50	5 questions

Passing Minimum

- a) A candidate shall be declared to have passed in a paper if he or she obtains not less than 40% of marks in that paper.
- b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain not less than the minimum marks required for passing the paper.

Classification of Successful Candidates

- a) Successful candidates passing the examinations by securing not less than 60% of total marks in all subjects shall be declared to have passed in First class.
- b) Successful candidates passing the examinations by securing not less than 50% of total marks in all subjects shall be declared to have passed in second class.
- c) All other successful candidates shall be declared to have passed the examinations in Third class.

Theory I - MEDIA AND COMMUNICATION

Course Objective: Create an understanding about the process and kinds of mass communication

Learning Outcomes: Gain understanding about the kinds of mass communication through theory and practical exposure

UNIT – I

Journalism - News - Information – Advertisement - Publicity – Feedback

UNIT – II

Origin and Evolution of Media - Elements & Values of News. Local, National and Global network of News

UNIT – III - Contemporary / Technology driven Media- - online publications, social media, blogs, streaming video, and podcasts.

UNIT - IV

Theories: Agenda Setting, Diffusion of Innovation, Knowledge Gap Hypothesis, Information - Society, Content Analysis, Basics of Research.

UNIT - V

Visit to Press Club, Public Meetings, Photo Exhibitions, Seminars/Conferences, House-hold/ Industrial events.

Books Recommended:

1. IGNOU “Introduction to Journalism and Mass Communication”, New Delhi, 2016.
2. Keval J. Kumar, Mass Communication in India, Jaico Publications, 2010.

Theory II -WRITING FOR MEDIA

Course Objective: Make them aware of the nuances of reading/writing for print, and processes in visual communication

Learning Outcomes: Get equipped with writing/reading/film making skills

UNIT I

Writing for Print & Electronic Media: Straight & Soft News. Interviews – Data & Info graphics

UNIT II

Editorials – Syndicated News – In-house Publications - Handling Fake News - Citizen Journalism

UNIT III

Visual Communication – Role of Images, Video, Illustrations and Animation - Basics of Visual news making - Design & Layout

UNIT IV

Genres in Film making – Documentaries – Short Films and Narratives

UNIT V

Visit to Media Houses – Print/TV/Radio and Screening Halls, Participation in Film Festivals, Documentary Shows

Books Recommended:

1. Rodrigues, The Indian News Media, Sage, 2016.
2. Singhal, Arvind, “India’s Communication Revolution – From Bullock Carts to Cyber marts”, 2013.
3. Saxena, Media in the Trumpworld, Kanishka Publishers, 2018.
4. Garcio, Mario R, “Contemporary Newspaper Design – A Structural Approach”, Prentice Hall, 1987.

Theory III - DEVELOPMENT COMMUNICATION

Course Objective: Make the learners know how to use communication to facilitate social development

Learning Outcomes: Learn the tools to engage self/people in social development

UNIT I – Journalism in Science, Environment, Sustainability

UNIT II - Journalism in Health, Sports, Tourism

UNIT III - Journalism in Corporate Relations, Voluntarism, Crowd sourcing

UNIT IV - Journalism in Green washing, Ethical coverage and Legal issues

UNIT V- Field visit to Organic and Natural Farms, Eco Tourism, Sustainable tourism fields, Field visit/Meetings with Non-Governmental Offices (NGO), Analyzing Activism campaigns – Toxic tours.

Books Recommended:

1. Hermann, E.S. & Chomsky, N., “Manufacturing Consent: The Political Economy of Mass Media”, London, Vintage, 1988.
2. Melkote, Srinivas., “Communication for Development in the Third World: Theory & Practice, 2009.
3. Khandekar, Vanitha Kohli., “The Indian Media Business”, Sage, New Delhi, 2013.
4. Cutlip., Effective PR, Prentice-Hall, New Jersey, 1982.

Project 1 - CONTENT WRITING

Each student shall submit a report of the media-related project undertaken on the topic of his choice duly discussed and consulted with the department faculty. The student will also appear for the viva-voce. The Project Report and the Viva-Voce will be of 100 marks each.

What is content writing? Who can write? Forms of content writing – Web, Technical, Creative, Research, Scientific, Copywriting, Travel, Medical, etc.

Before You Write - Planning your writing, Guidelines to write, reading for writing, Referencing and Plagiarism

Write Right - Writing effectively, Reader centric/client centric writing, Grammar for writers

After You Write (Content editing) - Rewriting, Editing, Proofreading, Visuals

Writing practice - Original writing, SEO writing

Books Recommended:

1. “Freelance Writing for the ‘Newbie’ Writer” by Sreelatha Menon
2. “Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content” by Ann Handley
3. “Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound” by Felder