

SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES

PG Diploma in Journalism and Mass Communication

JMC01 - Introduction to Journalism and Mass Communication

- Discuss the elements, concepts and process of communication.
- Explain the theories and models of communication
- Analyse the effects of media on society
- Examine the characteristics of different media and their audiences.
- Explain the ownership patterns, organisational structures and management of mass media.

Assessment

Assignment and Term End Examinations

JMC02 - Mass Media and Society

- Describe the relation between mass media and society
- Explain development of communication and development support communication and its role in society
- Analyse contemporary social issues vis-à-vis mass media
- Describe media laws and analyse their application in various media contexts.
- Describe international communication with respect to information flow and imbalance.

Assessment

Assignment and Term End Examinations

JMC03 - Reporting, Writing and Editing

- Describe and access what is news, news values and sources of news
- Differentiate between different types of news reporting like objective, interpretative, investigative and crime
- Write and edit stories of different beats like court, legislature, science, development, etc.
- Write and edit feature, opinion, editorial and other soft forms of writing.
- Write in different formats for radio and television.

Assessment

Assignment and Term End Examinations

JMC04 - Public Relations

- Describe the nature and process of Public Relations.
- Appreciate the functions, roles and responsibilities of PR personnel.
- Plan, implement and evaluate PR campaigns.
- Appreciate the need of training and research in Public Relations.
- Describe Public Relations in government sector and industry.

Assessment

Assignment and Term End Examinations