

**DIPLOMA PROGRAM
IN **JOURNALISM****

Program Code:
2275929

Course Duration:
1 Year

Course Fees:
Rs. 25,000/- & \$450
For Indian and International Candidates



PARUL UNIVERSITY

Parul University is an intellectual and a creative quest for all its stakeholders viz. Indian and International Students, Parents, Alumni, Faculties, Industry & Academic partners as well as society at large. We believe in proliferating our efforts towards quality education and environment. Every year we advance our targets to make headway to our scholarly endeavors.

Our University brings to everyone the best of all worlds. Be it its ethics, global exposure, contemporary educational practices, innovation and growth, PU outshines in all of these. We aim to make successful academic pursuits through entrepreneurship, research, modernization and partnerships with educationally inclined organizations, thus enhancing our position as the finest education destination.

We have been pioneers in accepting various interdisciplinary programs and have included them to our ideal and promising higher education curriculum. Starting with this decade it's our collective effort to empower more youth towards the pursuit to continuously learn, enhance skills, generate better employment opportunities and become competent entrepreneurs. For this very purpose, we are initiating a plurality of short term courses.

CENTRE FOR CONTINUING EDUCATION & ONLINE LEARNING

In this present day world, each year creates a generation gap which leads to change in the demand of job skills by the employers. Parul University has embarked on filling this gap by enlightening students and working professionals with the most updated skill based education and to transform them into adept industry professionals and talented entrepreneurs.

Parul University is introducing multiple programs under Centre for Continuing Education & Online Learning which are developed as per industry requirements and in compliance with the changing market needs.

DUAL DEGREE PROGRAM - LETS YOU EARN TWO CREDENTIALS IN DISTINCT DOMAINS

With the ever increasing knowledge and skills in today's competitive world, Parul University's Dual Degree opportunities allow you to pursue two degrees at the same time. Pursuing dual degrees will provide you with the most competitive advantage, and will give you diverse knowledge in multiple fields and disciplines. Undergraduate and Postgraduate students can undergo two degree programs in distinct fields. All programs offered by Parul University under Dual Degree are designed in line with NEP 2020 and guidelines suggested by University Grants Commission (UGC).

Surprising Benefits of Graduating with a Dual Degree

- Enhancing Employability and Entrepreneurship Skills
- Increase in Knowledge Base
- Diverse Career Options
- Enhancement of Multi-disciplinary Talent
- Saving of Time and Money

PREAMBLE

Journalism, both as a field of study and a profession, encompasses the gathering, processing, and dissemination of news and information to the public. It plays a crucial role in democratic societies, serving as a watchdog for government actions, a platform for public debate, and a source of information for citizens. Journalism is a broad domain within mass media, with professionals working across various outlets such as newspapers, magazines, radio, television, and digital platforms. This course equips students with skills in writing and editing for print, television, and web, conducting interviews, and layout designing, preparing them for diverse careers including reporting, anchoring, audio and video editing, broadcasting, and web and digital media. The field of journalism covers a wide range of topics including writing and editing for newspapers and magazines, advertising, branding, broadcast news, social media, photojournalism, publication design, public relations. In India, journalism offers vast and expanding opportunities, particularly with the rise of digital media which has opened avenues in online news portals, blogging, content writing, and social media. Traditional print and broadcast media also continue to provide roles in reporting, editing, and production. Internationally, journalism presents promising prospects with high demand for skilled professionals in global news agencies, international magazines, and digital platforms. Specialized areas such as investigative journalism, environmental journalism, developmental journalism, and conflict reporting offer unique opportunities. In international journalism, the ability to understand and adapt to different cultural contexts is an asset.

Program Name: Diploma Program in Journalism

Program Type: Diploma

Program Duration: 1 year

For Whom: individuals with 10+2 education or relevant education.

Program Fees: The program fee is Rs. 25,000/- for Indian Candidates and \$450 for International Candidates.

PROGRAM HIGHLIGHTS

- Appaising the various functions and nuances of the media profession in the field of journalism.
- Project Work based on News writing and Reporting.
- Knowledge of the DSLR camera.
- Able to Use all kinds of audio and video editing Software.

CAREER OPPORTUNITIES

A candidate by undergoing this program shall have the following career opportunities: On successful completion of the course the candidates can either get employed or become a self-employed Entrepreneur in the following fields:

01. Journalist - Reporter
02. Audio & Video Editor
03. Photographer

04. Content Writer
05. Social media manager
06. Public Relations Officer

07. Copy Editor

PROGRAM OBJECTIVES AND OUTCOMES

| Program Objectives | Program Outcomes |
|---|--|
| Recall key concepts of Print media, including its historical significance, evolutions, and impact on society. | State the need for fundamental functions of print media to repeat the importance of media in a democratic society. |
| Explain the process of News writing, Headline, Lead, the body of news story to identify the news values and newsworthiness. | Recognize various practical stages involved in News preparations for the final copy. |
| Apply new technologies and innovative methods into News patterns. | Execute the skills in news writing, layout designing, and photography to prepare news for Print media, Broadcast, and Digital platforms. |
| Analyze the facts in News, Editorials, Columns, Feature articles, and Reviews for various media platforms. | Differentiate the News story writings, Editorials, columnist opinions, and Reviewer points. |
| Evaluate news articles in depth in terms of language, fact-checking, accuracy, and credibility of news reports. | Appraise impacts of news on society, politics, entertainment, education, and information. |
| Create an engaging news story with a fresh and innovative approach captivates a mass audience. | Build a portfolio to showcase skills and abilities as a journalist. |

COURSE CURRICULUM:

| Semester – I | | | | | |
|--------------|-------------------------------|---------------------------------------|--------------------|--------------|-----------------|
| Sr. No. | Subject Name | Teaching Scheme (Contact hrs/week) | | | Credit Assigned |
| | | Theory | Practical/Tutorial | Total | |
| 1 | History of Print Media | 4 | 0 | 4 | 4 |
| 2 | Writing and Editing for Media | 2 | 2 | 5 | 4 |
| 3 | Media Ethics and Laws | 4 | 0 | 4 | 4 |
| 4 | Professional Photography | 2 | 4 | 6 | 4 |
| 5 | Audio and Video Editing | 2 | 4 | 6 | 4 |
| | | | | TOTAL | 20 |

| Semester – II | | | | | |
|---------------|------------------------------|---------------------------------------|--------------------|--------------|-----------------|
| Sr. No. | Subject Name | Teaching Scheme (Contact hrs/week) | | | Credit Assigned |
| | | Theory | Practical/Tutorial | Total | |
| 1 | Basics of Public Relations | 4 | 0 | 4 | 4 |
| 2 | Fundamentals of Advertising | 4 | 0 | 4 | 4 |
| 3 | Development for Journalism | 4 | 0 | 4 | 4 |
| 4 | Social Media Use and Effects | 3 | 2 | 5 | 4 |
| 5 | Project | 0 | 8 | 8 | 4 |
| | | | | TOTAL | 20 |