



COURSE CODE **NAME OF THE COURSE**

CPCC16

JOURNALISM

OFFERED BY **ABOUT COLLEGE**

DEPARTMENT OF ENGLISH

Chirst College (Autonomous), Irinjalakuda established in the year 1956 by CMI fathers has always been a place where young generations are moulded towards a bright future. College has excellent infrastructure, with state of the art laboratories, seminar rooms and lecture halls. The campus is Wi-Fi enabled. Presently College is home for 4500+ students, 200 teaching staff and 45 supporting staff. The strength of the College lies in its hardworking and tech savvy teachers who are eager to involve in all matters of students. The lush green campus with gardens and open gym is moving towards the next phase on education both offline and online.

ELIGIBILITY

PLUS TWO IN ANY STREAM

COURSE COORDINATOR

**DR. K J VARGHEESE
DEPARTMENT OF ENGLISH**

COURSE DETAILS

This certificate course is for 40 hrs duration and run throughout the year until the completion of the desired hours. Classes are conducted during free hours or as per the availability of the tutor either in the morning or evening. The assessment is done through test papers and practical work at the field.

WHAT IS THE COURSE

Certificate programs often offer an alternative learning experience for people who want to master a skill or land a job that requires certification. This is a certificate that requires course work and testing to be completed on subjects relevant to journalism, writing and communications. Apart from teaching the theories of Reporting and Editing, our Print Journalism students produce Lab Journals that is newspaper making as practical work and learn cutting-edge technologies, presentation formats and professional skills. Students work in a newsroom environment with the pace, and pressure of real-world print journalists experience. They dig for stories and are rewarded for taking initiative, while introducing them to industry-standard software and hardware.

SCOPE OF THE COURSE

The course enables the student to compete successfully in the job market and to step directly into a career as a print journalist or a content writer/developer/editor. You can work for Magazines, Journals, Newspapers and Websites. As a content writer you can work for all type of companies for their business/product/services brochures, promotional write-ups, press releases, content coordination for media and content for web.

LEARNING OUTCOMES

- To create in the student an awareness of the basic theories and concepts related to communication and to give them basic training in writing for the newspaper.
- To introduce mass media and their characteristics to students.
- To familiarize them with the history and fundamentals of print media
- To familiarize them with the characteristics of print media content and be a stepping stone for the student to be a print media professional.

COURSE UNITS

Unit I: INTRODUCTION TO JOURNALISM

Unit II: MAKING OF A NEWSPAPER

Unit III: LATEST TRENDS IN NEWSMEDIA/ELECTRONIC MEDIA

SYLLABUS

UNIT-I INTRODUCTION TO JOURNALISM • Journalistic writing. • Sub editing, Caption writing, Headlines. • Print media Terminology, Proofreading, Freelance journalism • Media Laws in India- special mention OSA, RTI, PCI and Censorship act (case study).

UNIT-II MAKING OF A NEWSPAPER • Newspaper Design- Quark Xpress • Photo-editing, page designing, layout-artwork • Pagination

UNIT-III LATEST TRENDS IN NEWSMEDIA/ELECTRONIC MEDIA • Film appreciation and analysis • New media- Citizen journalism • Embedded journalism • Investigative journalism • Advertising and PR • Introduction to OTT platforms • Blogging/ Vlogging • Electronic media and technical broadcasting • Fake news