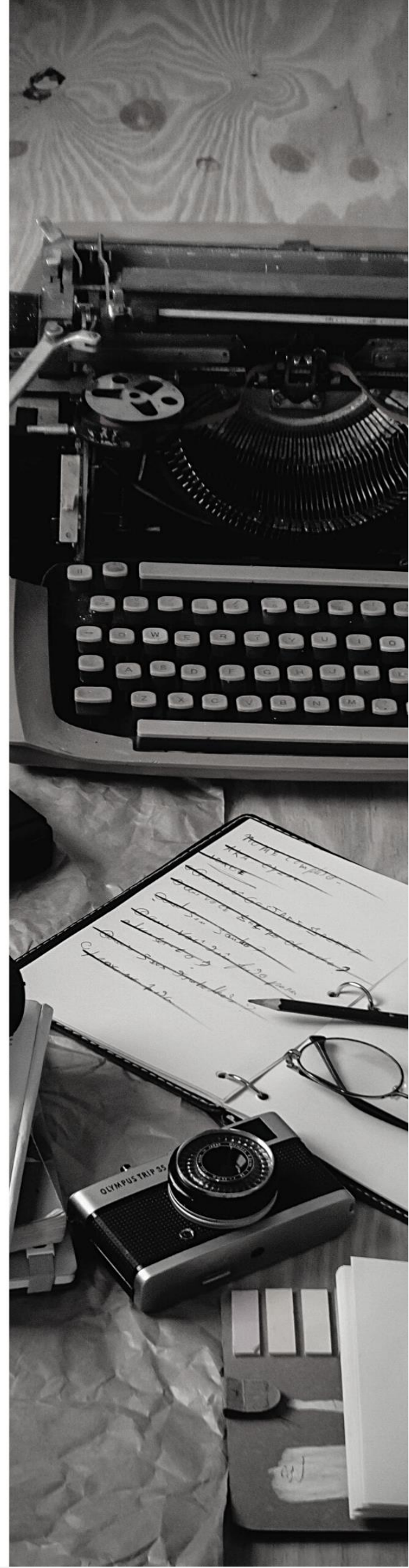


CERTIFICATE IN JOURNALISM & MASS COMMUNICATION



Table of Contents

About Glister Eduversity	03
Course Overview.....	04
Course Objective.....	05
Details of Program...	06
Content of Syllabus.....	07
Reference Books.....	08



About Glister Eduversity

Today is the era of working parents and due to workload, they do not get enough time to support their children's education. Therefore, they are heavily blamed by all, in the current dialogue and debate about improving the education system, the disadvantages of improper parenting is known to all.

It is time to start parenting in the education system. With the Glister Eduversity, We present you the solution to all such problems switching towards telephonic parenting, proper guidance and development graph.

This is the first Indian institution to provide education care with parenting. Glister Education offers telephonic parenting with a right strategic plan for the student, online test series, seminar, scholarship programs, in really attractive packages.

We also guide their appointments as well as their strategies. So, let's don't wait, and achieve nothing less than success with Glister Eduversity Parenting cum Education Care.



CEO/Director: Amit Pandey

Mission

The mission of Glister Eduversity is to educate the citizens and citizen-leaders for our society.

We do this through our commitment to the transformative power of a liberal arts and sciences education.

Beginning in the classroom with exposure to new ideas, new ways of understanding and new ways of knowing, students embark on a journey of intellectual transformation.

Through a diverse living environment, where students live with people who are studying different topics, who come from different walks of life and have evolving identities, intellectual transformation is deepened and conditions for social transformation are created.

From this we hope that students will begin to fashion their lives by gaining a sense of what they want to do with their gifts and talents, assessing their values and interests, and learning how they can best serve the world.

Vision

Glister Eduversity will set the standard for residential liberal arts and sciences education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Glister Eduversity students to experience an unparalleled educational journey that is intellectually, socially, and personally transformative.

Welcome to the Glister Eduversity, Varanasi. For more than three years, Glister Eduversity has served as our nation's flagship comprehensive institution of higher education.

Our primary goal is to become one of the most prominent and excellent educational institutes in the world. We are fortunate to have a talented, highly committed teaching and support staff here to ensure the learning environment of our students is the best it can be. Our faculties are renowned scholars and accomplished practitioners who are actively engaged in the academic excellence and innovative research ideas of the modern world. Our students are innovators, engineers, managers, great scientists, entrepreneurs, and aspiring leaders - from every age group and are located at every corner of the country. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

Overview

Media and Journalism act as the fourth pillar of Democracy!! If covering stories, investigation, reporting and mass media interests you, then you can surely look forward to build career in this field. Glistar Eduversity Certificate Course in Journalism and Mass Communication is focused on To develop knowledge, skills and competence that prepares students for future careers in mass media or advanced study.

Students will able to write for different media platforms, including news stories, press releases, and advertising copy, following accepted journalistic standards. Students will be able to conceptualize, design, and produce projects for media platform To develop critical thinking, effective oral and written communication skills and the ability to deliver professionalism, An improved sense of self-confidence and self-efficiency and an awareness of their responsibilities as professionals in their field .

Students who have cleared the course are qualified to start their career in the streams of Communication, Social Media, Radio and TV industries. They can become Content Writers, Social Media Executives, Translator, NGO Worker and other such.

Salient Features



The students are introduced to the different dimensions of media field ranging from Writing, radio and television, public relations and advertising.



Candidates are skilled in each aspect of communication and are provided with an Intrinsic view of the subject in detail by applying different mediums of study tools...



This program can be pursued by students after the completion of their 12th grade. This Proves to be beneficial for candidates who wish to establish their career in the field of Media and take up future studies specializing in various niches of the field.



After the completion of the course, they can go on to become content creators, journalists, Public relations personnel and News readers at eminent publications and channels..



Course Objective

The 6 Months Journalism and Mass Communication course is for the Learners who want to be a Journalist and Media Person, with the aim to learn, develop and practice required by the market. In this course, the emphasis is put on the learner to acquire the ability to perform as a confident and competent Journalist or Media Person.

The objectives of this course are to:

1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies.
2. To develop the learner into competent and efficient Media & Entertainment Industry- ready Professionals.
3. To empower learners by communication, professional and life skills.
4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.
5. To imbibe the culture of research, innovation, entrepreneurship and incubation.
6. To inculcate professional ethics, values of Indian and global culture.
7. To prepare socially responsible media academicians, researchers, professionals with Global vision.

Learning Outcome:

1. Shall acquire fundamental knowledge of Mass communication & Journalism and related study area.
2. Shall acquire the knowledge related to media and its impact.
3. Shall be competent enough to undertake professional job as per demands and requirements of M & E Industry.
4. Shall empower themselves by communication, professional and life skills.
5. Shall be able to enhance the ability of leadership.
6. Shall become socially responsible citizen with global vision
7. Shall be equipped with ICTs competencies including digital literacy.
8. Shall become ethically committed media professionals and entrepreneurs adhering to the human values, the Indian culture and the Global culture.
9. Shall have an understanding of acquiring knowledge throughout life.
10. Shall acquire the primary research skills, understand the importance of innovation, entrepreneurship and incubation abilities.



Details of Programme: Certificate in Journalism & Mass Communication

1. Title of the Course

The Course shall be called as "Certificate Course in Journalism & Mass Communication", a Regular course of 6 months (240 hrs.) duration.

2. Duration of the Course

This is a regular course of 240 hrs. Extended over a period of 6 months duration.

3. What You Will Get:

You Will Get a Mark sheet and a Certificate That Will be Universally Acceptable.

4. Aims and Objectives of the Course

To develop knowledge, skills and competence that prepares students for future careers in mass media or advanced study. After successfully completing the course candidates are able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience.

5. SCOPE:

News Reporter, Media Research, Screen Writer, Proof Reader, Content Developer , Media Planner, Creative Director, Radio Jockey , Video Jockey, Editor , Sub-Editor

6. Syllabus

The syllabus is design to fulfill aforesaid objectives containing theory subjects as well as practical in Journalism and Mass Communication.

Introduction to Journalism and Mass Communication	Theory : 70 Marks, Practical/Assignment : 30 Marks
Reporting Techniques	Theory : 70 Marks, Practical/Assignment : 30 Marks
Broadcast and Online Journalism	Theory : 70 Marks, Practical/Assignment : 30 Marks
Introduction to Integrated Marketing Communications	Theory : 70 Marks, Practical/Assignment : 30 Marks
Reporting and Editing For Print Media	Theory : 70 Marks, Practical/Assignment : 30 Marks
Indian Constitution, Media Laws, Ethics	Theory : 70 Marks, Practical/Assignment : 30 Marks

7. Eligibility Conditions

A candidate who has passed at least 12th examination from a recognized Board or its equivalent shall be eligible to take admission to the course.

8. Course Fee: INR 15,000+GST/-

Content of Syllabus :

Unit 1:- Introduction to Journalism & Mass Communication

Communication, Concept & Process, Models of Communication, Theories of Mass Communication, Communication Research, History of journalism & Mass Communication, Language Journalism in India, Print Media in India, Evolution of Radio & Television, Emergence of Digital Media, Ownership patterns of Media, Feature and News Agencies, Government Media Organization, Education Media, Indian Film Industry, Name and role of different media organization, like – PCI, ABC, RNI, INS, Press council.

Unit 2:- Reporting Techniques

News Definitions, Concepts and Principles, News Sources, Types of News Reporting, Interviews: Tools and Techniques, Data Journalism, Political, Crime, sports, Legal, Civic, Reporting and Reporting Social Issues, Health & Education, Lifestyles, fashions and Films .

Unit 3:- Broadcast and Online Journalism

Radio, Television, Online Journalism, Writing and gathering Content For Radio, Television and Online media.

Unit 4:- Introduction to Integrated Marketing Communications

Advertising, Event Management, Marketing Communication Mix, Public Relations and Corporate Communications.

Unit 5:- Reporting and Editing For Print Media

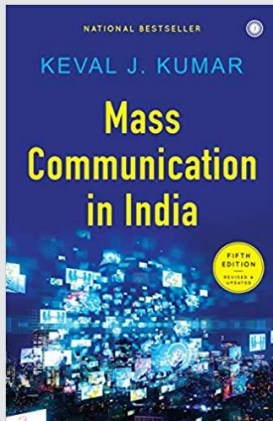
Basics of Writing, Writing effectively, Writing for print Media, Feature Writing, opinion writing, Editorial writing, Writing for Magazines, Headline and lead writing, principles of editing, photo journalism, page layout, principles of page design, typography and image, info graphics .

Unit 6:- Indian Constitution, Media laws and Ethics.

Freedom of Press and Censorship, Media ethics, Media Laws, Intellectual Property Rights, Copyright law, Cyber law, RTI

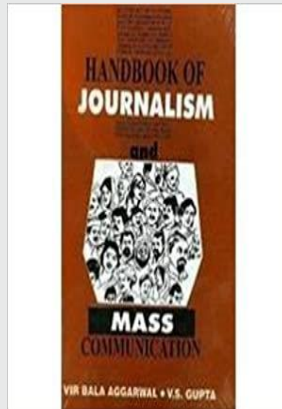


Books For Reference



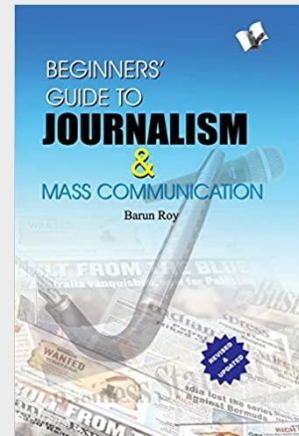
Mass Communication in india

Keval J. Kumar



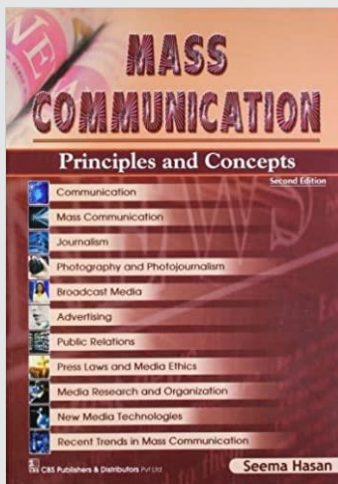
Handbook of journalism

Vir bala aggrawal

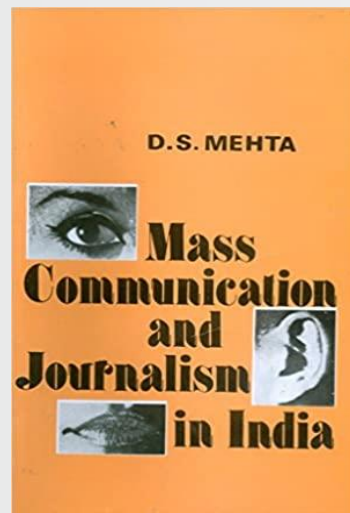


Beggins Guide to Journalism & Mass Comm.

Barun Roy



Mass Communication
Hasan s



Mass Communication & Journalism In India
D.S Mehta