

**K. J. SOMAIYA INSTITUTE OF JOURNALISM  
AND MASS COMMUNICATION**  
Vidyanagar, Vidyavihar (E), Mumbai – 400 077.

**The Institute:**

- Established in 1982, the institute was inaugurated by the then Minister for Information and Broadcasting, Government of India, Hon'ble Shri V. P. Sathe.
- The institute offers a one-year (part-time) Post Graduate Diploma course in Journalism and Mass Communication. The course while providing a comprehensive knowledge of both the print and electronic media, focuses on the print media.
- The medium of instruction is English.
- The course content envisages a sound theoretical knowledge and its practical application.
- Students will also be involved in the production of the institute's lab-journal MONTAGE.
- To enable students to understand contemporary events and developments, discussions and tests on major national and international issues will be conducted periodically.
- During the course of the year guest lectures on the niche areas of journalism and media communication will be arranged to help students to gain additional knowledge and insights into specific areas.
- While classroom lectures form a major part of the pedagogy, students will be evaluated on the basis of their performance in the semester examinations, class participation, assignments and projects.
- Our faculty comprises practicing journalists, media experts and experienced academics.

Many well-known journalists and media personalities have been associated with the institute. To mention a few – Shri M. V. Kamath, eminent journalist and former editor of The Illustrated Weekly of India; Shri Pritish Nandy, well-known media personality; Dr. Kumar Ketkar, editor of Loksatta; Dr. Arun Tikekar, former editor of Loksatta; Shri M. K. B. Nair, former deputy editor of The Economic Times and Shri Ayaz Memon, editor of Sunday Times of India.

## **Admission Procedure**

### **Eligibility & Registration:**

1. A Bachelor's Degree from a recognized University.
2. Those who have appeared for the final year exams and are awaiting their results can also apply.
3. Application form can be filled at : <http://simsr.somaiya.edu>

For further information contact: Prof. V. Rajaraman – 9892431488

Prof. Milind Gawai – 9892342634 or

Office – (91-22) 67283030

(91-22) 67283000

(91-22) 67283050

### **Admission Open**

**For Registration: Limited Seats. Apply Early.**

### **Classes Begin: Mid July 2010**

### **Selection Procedure:**

- Based on Personal Interviews
- **Dates of Interviews : Saturdays – April 10, 17 and 24. June 19 and 26 from 3.00 p.m. to 5.00 p.m.**

**Course Fee:**Rs. 24,000 (Rupees Twenty four Thousand Only) .

**Note:** Payment should be made by Demand Draft only, in favour of “**K.J Somaiya Institute of Management Studies & Research**” payable at Mumbai.

### **Documents for Admission:**

- SSC / HSC Certificate (for date of birth)
- Graduation Mark Certificate (Those awaiting results of TY exams should attach the second year mark certificate)

**(Note:** Copies of the above documents should be attached to the admission form and the originals must be produced at the time of admission for verification.)

### **Duration of the Course:**

One academic year: First Semester - July to October  
Second Semester - November to April

Timings: Week end Program Saturday & Sunday.

### **Rules and Regulations**

1. Students are required to be in possession of their identity cards when they are in the Institute / Campus.
2. Smoking on the Campus is prohibited.
3. Students are required to keep a minimum of 70% attendance in the classes.
4. It is obligatory on the part of the students to complete their assignments / projects as may be stipulated.

## **Evaluation Criteria:**

The diploma is awarded to those who secure a minimum of 40% in each paper in the examination. The divisions are as under:-

Pass Class	-	40% to 49%
Second Class-		50% to 59%
First Class	-	60% to 74%
Distinction	-	75% and above

**Convocation:** Diplomas will be awarded to the students at the convocation held annually.

## **Examination Scheme**

### **DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

#### **SEM – I**

Paper I (Sec-I)	Introduction to Journalism	50
II	Reporting – I	50
III	Editing – I	50
IV	Writing – I	50
V (Sec-I)	Public Relations	50
VI	TV, Radio & Film Journalism-I	50

#### **SEM – II**

Paper I (Sec-II)	History of Indian Journalism	50
I (Sec-III)	Press Laws	50
II	Reporting – II	50
III	Editing – II	50
IV	Writing – II	50
V (Sec-II)	Advertising	50
VI	TV, Radio & Film Journalism-II	50

**Assignments and projects will be evaluated for 50 marks.**

# **COURSE CONTENT**

## **Paper I (Sec – I ) : Introduction to Journalism**

Journalism – its scope and functions / Qualities and duties of a journalist / Dimensions of Journalism / Press – its rights and responsibilities / Press v/s the State – fundamental rights.

## **Paper I (Sec – II) : History of Indian Journalism**

Beginnings of the Press in India / The pre-mutiny and post-mutiny period / Freedom struggle and the Indian Press / Indian Press from 1900 – 1947 and after independence / Press Council and Press Commissions in India

## **Paper I (Sec – III) : Press Laws**

Press Laws and Acts / Press freedom – Rights and restrictions under the Indian Constitution / Defamation – Libel, Contempt of Court and Legislature / Copyright Laws / Official Secrets Act / Working Journalist Act / Censorship / Right to Information Act

## **Paper II (Sem I & Sem II): Reporting**

What is News? / Changing definitions of news / Qualities and responsibilities of a good reporter / Hurdles in reporting / How to spot news / Techniques of news reporting / Story forms – Inverted Pyramid – its advantages and criticism / Brightening up reports / Developing news sources and interviewing people / Special section reports – business, sports, youth, women, science, etc. / Reporting and the Law / What to avoid when covering courts, crime, legislature reporting, disasters, etc. / the importance of attribution or sourcing / Interpretative reporting / Development reporting / Investigative reporting / Special stories, scoops, diplomatic stories, etc. / Reporting and good writing / Winning reader confidence

## **Paper III (Sem I & Sem II) Editing**

Principles of Editing / The Editorial staff / Resident Editor, Editor, Assistant Editor / News Editor, Sub-editor – their duties and responsibilities / Tools of the sub-editor / Use of reference books and other sources of reference / Copy matter – different types of copy – source of copy – testing copy – intro writing – its approaches and types / Newspaper language – style book / Writing headlines and sub-headlines – role of

headlines / Layout of a newspaper – forms and designs – page making – balance of texts and pictures – advertisement display – dummy preparation.

#### **Paper IV (Sem I & II): Writing**

Principles of good writing – how to improve one’s writing skills – acquiring a style – reading and vocabulary – journalistic writing as distinct from creative writing / Choosing a topic / Planning the article / Reading appeal – articles and features / Different types of writing – profiles, interviews, reviews (books, films, theatre, TV shows, fashion, etc.) / Special columns and middles / The language of feature articles / Editorial writing – objectives and responsibility – rewriting variety / Specialized writing – science and technology, industry, women, children, sports, etc.

#### **Paper V: Public Relations (Sem – I) and Advertising (Sem – II)**

##### **Public Relations (Sec – I)**

What is public relations? / Aims and objectives / Modern trends in public relations / Standards in the West and development in India / Public relations in management / Publicity and public relations / Basic differences – importance of public relations in an organization / Developing public relations skills / Organising and handling a press conference / Press Releases / Media of Public Relations – house journals, newsletters, events and exhibitions, advertising campaigns, presentations, etc. / Formulating a PR campaign / Public Relations as a career.

##### **Advertising (Sec – II)**

Development – concepts of advertising / Types of advertising / Law and ethics in advertising / Advertising agency – functions / Problems of advertising agencies / Creativity in advertising / Components of an ideal advertisement / Media in advertising business / TV, Radio and other forms of media / Strategy in advertisement campaigns / Copywriting and case studies / Impact of advertising on society / Market research in advertising.

#### **Paper VI: TV, Radio and Film Journalism**

Mass Communication – Theories / Role of media in development / Brief history of TV in India / TV as a medium of information, entertainment and education / TV as a means of national awareness and development / Production of TV news – news bulletin – the nature of TV news as contrasted with the print media – news reading techniques / Script writing – selection of stories – selection of visuals – scripts for documentaries – style book for documentary production – story board writing practice / Basic components of TV interviews / Radio – beginnings and growth –

trends in broadcasting – writing for the radio – radio feature / Akashwani (AIR) and its services – countrywide network – radio as a political, social and educational medium – overseas broadcasts – FM and its impact / Radio news – commentaries – symposia and interviews – specific programmes for women, children, rural awareness, etc. / Training for the radio / Writing for the radio / Introduction to film and to the cinema – a brief history of the Indian cinema from silent movies to the present / Hollywood and the studio era – trends in modern cinema – documentary and fiction films / Film criticism and appreciation – writing reviews / Radio, TV and film will be studied with their applications in Journalism – writing, reviewing and criticism.

## **Faculty**

Faculty comprises well-known practicing journalists and experienced academics.