

Course Concept

This course helps to enhance Media skills professionally. Media is a vast field and in new media this course provide vast in scope to fulfill industry requirements. Students will learn professional etiquettes, so that they will best industry opportunities. Course also enriched with theory & practical approach.

Letter of Motivation

Understand the concept of new media, including blogging, websites, the internet, social media, and more. This course also helps you learn media writing scripts for new audiences. Additionally, it develops your skills in video editing and enhances your ability to think creatively. Through practical assignments, the course enables you to execute your creative ideas professionally and improves your professional communication skills.

Target Audience/ Eligibility - 10+2 onwards (any Stream)

COURSE STURCTURE

<u>Journalism & Mass Communication</u>					
3 months Certification Course (JMC)					
Duration: 192 hrs.					
SUBJECT CODE	SUBJECT	HOURS PER WEEK			TOTAL
			FINAL EXAMS	VIVA	
JMC 101	New Media - Mediums	2	50	20	70
JMC 102	Communication & Soft skills	2	50	20	70
JMC 103	Writing for Media	2	50	20	70
JMC 104	Video Editing	2	50	20	70
JMC 105	Idea for Content development	2	50	20	70
JMC 106	Newsletter/PVC/Ad	2	50	20	70

TIMETABLE

Thrice a week (Tuesday and Thursday online and Saturday is offline) 10:00 AM to 1:30 PM

SYLLABUS

LESSION PLAN - 3 MONTHS CERTIFICATION COURSE			
SESSION	TOPIC	MODE	TYPE
1	Foundation of course, Introduction of Media, Meaning & Concepts	Online	Theory
2	Newsletter preparation	Offline	Practical
3	Define Communication & its types	Online	Theory
4	Practice on Communication skills	Offline	Practical
5	Writing skills for various Media like print, electronic, social platforms	Online	Theory
6	Practice on writing skills and techniques on latest news and information	Offline	Practical
7	What is Big Idea, Problem Solving	Online	Theory
8	Brain storming session with various ideas for newsletter, ads or social media	Offline	Practical
9	Principles & Significance, Impact of media in journalism & mass communication	Online	Theory
10	Newsletter preparation Digital/Print	Offline	Practical
11	Communication skills, public speaking, Creative Writing	Online	Theory
12	Practice on communication skills - Extempore	Offline	Practical
13	AP Style, Different story forms for magazines, Blogs & Newspaper	Online	Theory
14	Writing articles for newsletter, blogs or ads	Offline	Practical
15	Theme origination, Creative brief	Online	Theory
16	Video Editing theory and Practical session	Offline	Theory & Practical
17	Social media Platforms- blogs, websites, online portal	Online	Theory
18	Newsletter preparation Digital/Print	Offline	Practical
19	Interview Skills, Gestures & Expressions.	Online	Theory
20	Communication & Writing practice for project work	Offline	Practical
21	History & Ethics in journalism & Social media participation	Online	Theory
22	Script writing for various mediums, like magazine, Blogs, online portal, websites.	Offline	Practical
23	USP, Establishing brand & Case studies	Online	Theory
24	Video editing tools & practice for final project	Offline	Theory & Practical

LESSON PLAN

LESSION PLAN - 3 MONTHS CERTIFICATION COURSE		
SESSION	TOPIC	TYPE
1	Foundation of course, Introduction of Media, Meaning & Concepts	Theory
2	Newsletter preparation	Practical
3	Define Communication & its types	Theory
4	Practice on Communication skills	Practical
5	Writing skills for various Media like print, electronic, social platforms	Theory
6	Practice on writing skills and techniques on latest news and information	Practical
7	What is Big Idea, Problem Solving	Theory
8	Brain storming session with various ideas for newsletter, ads or social media	Practical
9	Principles & Significance, Impact of media in journalism & mass communication	Theory
10	Newsletter preparation Digital/Print	Practical
11	Communication skills, public speaking, Creative Writing	Theory
12	Practice on communication skills - Extempore	Practical
13	AP Style, Different story forms for magazines, Blogs & Newspaper	Theory
14	Writing articles for newsletter, blogs or ads	Practical
15	Theme origination, Creative brief	Theory
16	Video Editing theory and Practical session	Theory & Practical
17	Social media Platforms- blogs, websites, online portal	Theory
18	Newsletter preparation Digital/Print	Practical
19	Interview Skills, Gestures & Expressions.	Theory
20	Communication & Writing practice for project work	Practical
21	History & Ethics in journalism & Social media participation	Theory
22	Script writing for various mediums, like magazine, Blogs, online portal, websites.	Practical
23	USP, Establishing brand & Case studies	Theory
24	Video editing tools & practice for final project	Theory & Practical

Duration - 3 months certification course

Lecture –3 per week (3:30 Hours)

Assessment Pattern – Online MCQ exams & Project based assessment.

Attendance - Students must have minimum 70% attendance in both online /offline classes.

Mode of Delivery - Hybrid

Result assessment Pattern - Viva + MCQ's = 70 marks

Fee - Rs. 5000/ per applicant.

Marketing promotion - First 100 Registration and interview-based selection procedure.