

AMRITA VISHWA VIDYAPEETHAM

DEPARTMENT OF MASS COMMUNICATION



POST GRADUATE DIPLOMA IN JOURNALISM (PGDJ)

CURRICULUM AND SYLLABUS 2021 ADMISSIONS

**AMRITA VISHWA VIDYAPEETHAM
ETTIMADAI, COIMBATORE**

Programme Educational Objectives (PEOs)

The students graduating from the PGDJ program will be able to:

PEO1 [Critical and integrative Thinking] - Develop a critical and epistemological thinking in national and international politics, economy, ethics, culture, religion, and social institutions.

PEO2 [Effective verbal and non-verbal communication] - Clearly and coherently use spoken and written words and visuals for narrative, descriptive and analytical methods in informational, persuasive and creative purposes.

PEO3 [Societal and Environmental Awareness] - Understand the responsibility as a journalist and media student to improve the environment in which they operate and to engage in strategies and practices that promote sustainability.

PEO4 [Ethical Reasoning] - Understand and apply ethical communication, principles and practices in academic, journalistic, personal, vocational and civic situations.

PEO5 [Leadership] – Be an entrepreneur and serve media industry interests as a means toward the greater goal of serving the public, and to also directly promote media literacy and apply social interactions in socio-political economy, cultural, and developmental diaspora from the grassroots level to the new media to embrace difference.

Programme Specific Outcomes (PSOs)

The students of the Communication program will be able to:

PSO1: Create a strong research-oriented theoretical foundation in consonance with recent advances in the discipline of Mass Communication.

PSO 2: Take a creative, empirical, ethical, and sustainable approach to the program that combines conceptual and theoretical media repertoires, including print, broadcast, IMC, and multimedia.

PSO 3: Provide an opportunity to extend the knowledge base to the world of practice with a view to promoting a healthy interface between academia and society.

POST GRADUATION DIPLOMA IN JOURNALISM

CURRICULUM

SEMESTER I

S. No.	Course Code	Structural Framework	Course Title	L-T-P	Credits
1.	21CMJ501	Core Module	Critical Approach to Communication Theories	2 0 2	4
2.	21CMJ502	Core Module	Media Laws and Ethics: Issues and Debates	2 0 2	4
3.	21CMJ503	Core Module	Applied Media Research (to include research project and Review 1-guide allocated)	3 0 2	4
4.	21CMJ504	Core Module	Contemporary Issues	1 0 0	1
5.	21CMJ505	Core Module	Environment and Social Issues: Global Media Perspectives	3 0 0	3
6.	21CMJ581	Core Module	Quantitative Data Analysis for Social Science Research	0 1 2	2
7.	21CMJ582	Core Module	Qualitative Data Analysis for Social Science Research	0 1 2	2
8.	21CMJ583		*Seminar	0 1 2	2
9.	21CUL501		Cultural Education	2 0 0	P/F
Total					22

SEMESTER II

***THREE MANDATORY SPECIALIZATION courses from ANY ONE Bundle (1A to 1D) and ONE ELECTIVE course from any of the other Bundles in the semester**

S. No	Course Code	Structural Framework	Course Title	L T P	Credits
1.	21CMJ511	ElectiveBroad cast Bundle 1A:	1.Technological Approaches to Television Journalism	1 1 4	4
2.	21CMJ512		2.Basic Photography and Videography	1 1 4	4
3.	21CMJ513		3. Film Studies: Theory and Analysis	1 1 4	4
4.	21CMJ514	ElectiveIMC Bundle 1B:	1. Integrated Marketing Communications	1 1 4	4
5.	21CMJ515		2. Digital Marketing Communication Basics	1 1 4	4
6.	21CMJ516		3. Branding Media and Entertainment	1 1 4	4
7.	21CMJ517	ElectivePrint Bundle 1C:	1.Reporting, for Print Media	0 1 6	4
8.	21CMJ518		2. Editing for Print Media I	0 1 6	4
9.	21CMJ519		3.Fake News and Disinformation- Issues and Challenges	0 1 6	4
10.	21CMJ520	ElectiveNew Media and Design Bundle 1D:	1.Techniques of Graphic Communication and Visual Design	1 1 4	4
11.	21CMJ521		2. Social Media Metrics and Evaluation	1 1 4	4
12.	21CMJ522		3.Social Media Optimization for Brands	1 1 4	4
Total = 16 credits for Mandatory Specialization (4 x 3 = 12) and Elective (4 x 1=4)					16
	21CMJ590		Research Project Review 2	0 0 2	1
13.	21CMJ584		*Seminar	0 1 2	2
14.	21AVP501		Amrita Value Programme	1 0 0	1
Total					20

***Seminars-** Introduction of the Seminar Component (2 credits), Students individually present a seminar on a current topic for 10 minutes followed by a review. The idea is to improve students' Time Management, Planning and Prioritization - Attitude, Verbal and Nonverbal Skills - Communication Skills - Etiquette and Interview Skills. Students are to connect with an NGO, Corporate, Media organization and the like for quality ideas for presentation. This would also help build student portfolio and networking