

# Kerala Media Academy

(Formerly Known as Kerala Press Academy)

## Prospectus for PG Diploma Courses 2021-22

Kerala Media Academy (formerly KPA) was the only institution of its kind in India when it was established on March 19, 1979; as an autonomous institution under Government of Kerala. The aim of the Institution is to promote excellence among media professionals which the academy has been doing successfully since its inception. Kerala Media Academy has been conducting Post Graduate Diploma courses in Journalism, Television Media, Advertising and Public Relations for the last three decades. Academy also offers a Diploma Course in Photojournalism and Certificate Courses in Video Editing and New Media. Many of our successful students are working as news reporters, news editors, special correspondents, TV news anchors, public relations professionals, advertising personalities in prominent media institutions in India and abroad.

### Institute of Communication

Institute of Communication was set up by Kerala Media Academy to handle its academic activities in its pursuit for excellence and imparting professionalism. Presently the Institute offers the following courses:

**Post Graduate Diploma in Journalism and Communication**  
**Post Graduate Diploma in Public Relations and Advertising**  
**Post Graduate Diploma in TV Journalism**  
**Diploma in Photojournalism**  
**Certificate Course in Video Editing**  
**Certificate Course in New Media and Digital Journalism**

### Unique features of the courses offered

Various courses offered by Kerala Media Academy are handled by practicing professionals and eminent academicians. Course content and curricula are job oriented and industry focused. Emphasis is on practical training with a sound grounding in fundamental principles. Lectures and practical sessions by professional experts on key media related issues would be conducted every month. Workshops and seminars are organized often. The media professionals produced by the Institute commands good placement record. KMA also offers abundant opportunities for the personality development each and every student.

### Infrastructure

The institute is located in a salubrious green campus and has a well stocked library containing a large collection of books and periodicals relating to media and a modern computer lab having internet access. Audio visual study aids enlivens the learning process and students are encouraged to make full use of it. Periodic screening of films and documentaries are done and students have the facility to produce short films in the campus. Students have the opportunity to use cameras (both motion picture and still), carry out editing in the edit suite of the Academy and practice TV anchoring and ad-film production.

## **PG DIPLOMA COURSES OFFERED:**

### **Post Graduate Diploma in Journalism and Communication**

Journalism is a challenging profession which demands skill and commitment. This one year Post Graduate Diploma course equips the aspiring candidate by providing a firm grounding on the fundamental principles of journalism and allied areas. The students are expected to gain mastery in language and knowledge of socio-political and cultural issues and understand the need to conform to journalistic ethics. Special emphasis is placed on visual media taking into consideration its growing popularity and importance. Opportunities are also provided to hone the student's personality and boost their confidence. The Institute of Communication holds an excellent record of having more than 80% of its alumni working as Journalists in India and abroad. All topics in Journalism and communication are handled by the best available faculty who are also usually practicing journalists.

### **Post Graduate Diploma in Television Journalism**

*Post Graduate Diploma in Television Journalism* is structured to develop television media professionals. The students will get foundational knowledge in television news reporting, news bulletin production, newsroom management, digital visual editing and practical training in electronic news gathering camera, run down management and multi-camera shoot. The curriculum of the course insists on a *Learning by Doing* process and the participants of the course will get real hands-on training in Television storytelling including making documentaries and current affairs programmes.

### **Post Graduate Diploma in Public Relations and Advertising**

In this globalized world when a quantum jump is taking place in business and developmental activities, public relations and advertising throw up immense opportunities. Both careers are professionally challenging and intellectually stimulating offering very attractive salaries for the right candidate with matching skills. This course is intended to impart the necessary skills for becoming a successful professional. All classes are handled by the best available faculty who are also usually practitioners in the field. In the new age of digital media, more emphasis is given on digital marketing and social media image building.

### **Course Particulars**

**Duration of the PG Diploma courses:** One year

#### **Minimum qualification for PG Diploma courses of Journalism and Communication / Public Relations and Advertising/ Television Journalism:**

Bachelor's Degree in any discipline. Final year degree students awaiting their results may also apply.

**Maximum number of seats for all PG Diploma course:** 40 of which 4 seats are reserved for SC candidates and 1 seat for ST candidates

## Admission

Students would be admitted on the basis of an online examination followed by an interview. Selection is based on ranks obtained in the online test and interview.

**Age limit:** Maximum age limit is 35 as on May 31, 2021. However SC/ST/OEC students will get 2 years relaxation.

**Original certificates:** Students must submit their original certificates relating to educational qualification and community at the time of interview.

**Attendance:** Classes would be held 5 days a week. 80 percent attendance is obligatory.

**Examination:** Those students should clear the final examinations successfully for all the courses to get the PG Diploma. Students would have to pass the written examination at the conclusion of the course in all subjects.

**Minimum pass mark:** 40 percent marks for each paper.

*First Class:* Those who obtain 60 percent or above in aggregate marks

*Second Class:* Those who obtain 50 percent or above in aggregate marks but less than 60 percent

*Third Class:* Those who obtain 40 percent or above in aggregate marks but less than 50 percent.

**Dissertation:** All students must submit a dissertation on a topic related to media or allied fields. The student may select a topic which if approved by the guide must be submitted before the commencement of examination. For TV Journalism students, it should be a visual documentary.

**Internship:** Candidates would undergo media training in any print/broadcasting/online/PR institutions to fulfill their course.

**VIV VOCE Examination:** Viva voce will carry 40 marks. At least 50 percent of the viva voce marks will be based on dissertation

**Revaluation:** There will be no provision for revaluation. Any grievances relating to results must be brought before the notice of authorities within SEVEN days from the date of publication of the results.

*Failed candidates can appear for examination after paying the requisite fees. On no account students would be permitted to appear for the examination after 3 years.*

## Course Fee

**JOURNALISM AND COMMUNICATION :** Total Rs. 45000/- The fees should be paid lump sum at the time of admission. Examination fees should be paid separately before the examination commences.

**PUBLIC RELATIONS AND ADVERTISING:** Total Rs. 45000/- The fees should be paid lump sum at the time of admission. Examination fees should be paid separately before the examination commences.

**TELEVISION JOURNALISM:** Total Rs. 55000/- should be paid lump sum at the time of admission. Examination fees should be paid separately before the examination commences.

### **POINTS TO BE NOTED**

1. SC/ST/OEC students of Journalism and Communication, Public Relations and Advertising and Television Journalism have to pay the library deposit only.
2. Caution deposit would be refunded at the conclusion of the course.
3. Fees once paid would not be refunded. However if a student discontinues the course within 30 working days from the date of joining but without attending any class, they may seek refund by giving a written request to that effect. Rs. 5000/- would be deducted from the total fee.
4. Expenses relating to stationery, tapes, teaching aids, travelling, lodging and boarding, incurred during practical work, study tours etc., have to be borne by the students.
5. Students must pay Rs. 1500 towards final examination fee at the end of the course.
6. Failed candidates may appear for the examination after paying relevant fees.
7. Limited hostel facilities for girl students would be available. Those who seek admission in the hostel should submit their application in the prescribed form at the time of admission to THE SECRETARY, KERALA MEDIA ACADEMY, KAKKANAD, KOCHI-682 030  
TEL: 0484-2100700, 2422275.

**Website:** [www.keralamediaacademy.org](http://www.keralamediaacademy.org)

**E-Mail:** [keralamediaacademy.gov@gmail.com](mailto:keralamediaacademy.gov@gmail.com)

**LOCATION:** (12km from the city. 400m away from Civil Station, Kakkanad)

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