



KERALA MEDIA ACADEMY
An autonomous institution under Government of Kerala

INSTITUTE OF COMMUNICATION

Kakkanad, Kochi 682030

**DIPLOMA IN
NEW MEDIA &
DIGITAL JOURNALISM**

***P
R
O
S
P
E
C
T
U
S***

DIPLOMA IN NEW MEDIA & DIGITAL JOURNALISM

Course Duration	:	6 Months
Minimum Qualification	:	Graduation In Any Subject
Selection Process	:	Students will be selected on the basis of Merit list based on minimum qualification and interview.
Age	:	No bar
Examination	:	Students have to appear for a written examination at the conclusion of the course.

A student is deemed to have passed the examination, if he/she gets a minimum of 40% in each part and secures an aggregate of 40% at the final exam.

- | | |
|---|--|
| : | <ol style="list-style-type: none">1. Classes would be held 5 days a week.2. TIME:6.00 PM -8.00P.M |
|---|--|

DIPLOMA IN NEW MEDIA & DIGITAL JOURNALISM

Course assessment:

Paper I. Basics of Journalism and Communication

(80 for written tests+20 for internal assessment) 100 Marks

Paper II. Basics of Digital Media Technology

(50 for written tests+50 for practical test) 100 Marks

Paper III. Digital Media Story Telling:

Theory and Practice (50 for written test+50 for practical test) 100 Marks

Paper IV. Mobile Journalism:

Theory and Practice (50 for written tests+50 for practical test) 100

Paper V. Media Laws and Ethics

Marks (80 for written tests + 20 for internal assessment) 100 Marks

Paper VI. Workshop Production and Dissertation 100 Marks

TOTAL MARKS 600

(Internal assessment will be based on the class attendance and involvement)

DIPLOMA IN NEW MEDIA & DIGITAL JOURNALISM

SYLLABUS

- 1) ***Journalism – Introduction/ News/ Different types of news/ News reporting/ Feature reporting/ Development journalism/ Theory***
- 2) ***Editing – Theory and rules of editing/ Copy editing/ Layout/ Design/ Theory/ practice***
- 3) ***Basic concepts of digital media – Theory/ Different forms of digital media/ applications***
- 4) ***Photojournalism – Fundamentals of Photography/ Photo-Editing/ News Photography/ Impact of photo-journalism/ Layout/ Theory/ Practice/***
- 5) ***Mobile Journalism (MOJO) - Mobile phone as a new technology.***
- 6) ***Understanding Mobile phone as a tool in journalistic practices. Story telling through mobile phones. What to shoot in a mobile phone and how to shoot for it? Editing a story through a mobile phone. Using various applications in a mobile phone. Digital video broadcasting. Live broadcasting for social media and streaming. What is citizen's journalism and ethical issues in citizen journalism?***
- 7) ***DIGITAL MARKETING : FACEBOOK ADS, GOOGLE ADS, E MAIL MARKETING, SOCIAL MEDIA MARKETING, content writing, Skills required to become a content writer, SEO and its importance, Introduction to Open AI***
- 8) ***Writing for the Digital Media-Online Publishing-Tools and Techniques; Online Content Development and Reporting for the web; Editing online report/content; Use of hypertext; Structure of a web report. BLOGGING***
- 9) ***Television journalism/ / TV production/ Radio/ Related Technologies other than Graphics/ Theory/ Practice/ Presentation/***
- 10) ***Digital Story telling Formats; Tools of multimedia journalists; Feature writing for online media; Placing Multimedia as News content, Use of images and Videos. Graphic Design – Fundamentals/ Significance of Graphics in Journalism and Communication/ Illustrations/ Animation/ Advertising***
- 11) ***DATA JOURNALISM : Introduction to Data Journalism, Data Mining, Skills required to become a Data Journalist, Data Visualisation***
- 12) ***STORY TELLING WITH THE HELP OF ARTIFICIAL INTELLIGENCE/ ChatGPT***
- 13) ***Video Practice – Fundamentals/ Video-editing***
- 14) ***Graphic Design – Fundamentals/ Significance of Graphics in Journalism and Communication/ Illustrations/ Animation/ Advertising***
- 15) ***Podcasting as a storytelling medium in journalism. Writing for***

podcasts - how to write for the ear, script writing techniques for audio journalism, how to craft different podcast narratives, story structure, Audio storytelling techniques – how to engage the audience using immersive storytelling techniques
Voice culture and narration techniques - developing vocal presence and clarity for narration, modulation, pacing, and emphasis in delivering stories, voice exercises and practical tips for effective narration
Recording and audio editing techniques using hands- on exercises on audio editing software
Audio interviewing techniques

- 16) **MULTIMEDIA JOURNALISM :imparting and developing cutting edge storytelling skills, with an integrated approach to content creation, editing and publishing on multiple platforms. The component also includes training in Virtual Reality (VR), Augmented Reality (AR) storytelling**
- 17) **Basics of print journalism. :Writing news stories, features and different types of articles for newspapers and magazines forms - INDESIGN ,PHOTOSHOP**
- 18) **Legal and Ethical Challenges in Online Journalism; Cyber Security Issues(Malware, Phishing, Identity Thefts etc.); Copyright Violations; Freedom of Expression vs. Privacy; Social Media Driven Controversies, hacking ethical and otherwise.**
- 19) **FAKE NEWS /FACT CHECK**
- 20) **PROJECTS: BLOG WITH PODCAST,VIDEOSTORY,MOJOSTORY,PHOTO BOOK ,NEWSPAPER**

