



**INSTITUTE OF MASS COMMUNICATION FILM AND TELEVISION STUDIES**

**AFFILIATED TO**

**UNIVERSITY OF KALYANI**

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**INFORMATION SHEET**

### **Certificate in Media Research and Applications:**

**Listed below are some of the major highlights of the course**

<b>Course Level</b>	<b>Diploma</b>
<b>Duration</b>	<b>12 Months (800 Marks)</b>
<b>Examination Type</b>	<b>After the Course</b>
<b>Eligibility</b>	<b>10+2 from any Recognized Board, Open School, or any Equivalent study (Study Continuity not required)</b>
<b>Age Limit</b>	<b>None</b>
<b>Intake Capacity</b>	<b>15 Students per Session</b>
<b>Medium of Instruction</b>	<b>English &amp; Bengali</b>
<b>Attendance</b>	<b>No Regular Attendance needed</b>
<b>Course Fees</b>	<b>Rs. 2200/- per Month</b>

# **COMPREHENSIVE SYLLABUS FOR DIPLOMA IN MEDIA APPLICATIONS**

**100 Marks**

## **PAPER 1**

### **Introduction to Journalism**

- a) Introduction to Journalism and History of Journalism
- b) News: Basics & Concepts Understanding, News Rooms Types & Techniques of Reporting, Specialized Beat Reporting, writing for Print Media, Editing for Print Media Introduction to Desktop Publishing
- c) Journalism Concept of Gandhi, Ram Mohan Roy, Rabindranath Tagore, Bal Gangadhar Tilak

## **PAPER 2**

**100 Marks**

### **Basics of writing and Editing**

Proof Reading and Use of Symbols in editing

## **PAPER 3**

**100 Marks**

### **Communication Management**

- a) Brand Communication & Positioning
- b) Event Management
- c) Media Branding
- d) Marketing & Management
- e) Mediapreneurship
- f) Event Planning & Execution

## **PAPER 4**

**100 Marks**

### **THEORY**

50 Marks

- a) Report Writing
- b) Editing Report
- c) Making a dummy page of newspaper

### **PRACTICAL**

50 Marks

Page Making Software Learning Quark Xpress/In Design

## **PAPER 5**

### **Introduction to Mass Communication**

**100 Marks**

a) Basic Theories and Models in Mass Communication

Prominent early approaches including Magic Bullet Theory, Two steps & Multi Step Theory and Opinion leaders, Selective Exposure, Selective Perception & Selective Retention, Cognitive dissonance, Need Gratification Theory, Play Theory, Spiral of silence, Chomsky's Propaganda theory, b) Marxist view of mass media

c) Four theories of the Press

Normative Theories

d) New World Information and Communication Order.

## **PAPER 6**

**100 Marks**

### **Public Relations & Advertisement**

a) Basic Models (Symmetrical, Asymmetrical & Mixed)

b) Designing a PR campaign, SWOT Analysis, Press Release, Case Studies in Crisis Communication

c) PRSA & PRSI

d) Advertising Models (AIDA, ACCA), Maslow's Hierarchy, Choice of Medium

## **PAPER 7**

**100 Marks**

### **Media Laws & Ethics, New Media and Cyber Laws, Digital Media Communication**

Important Laws concerning Media and Digital Media including Press Commissions and Press Council

### **Radio & Television**

a) Radio Pre- Production Radio Production, Radio Post- Production

b) Introduction to TV News Broadcasting TV News Production TV News: Post Production Techniques, TV News Script Writing, Micro phone

## **PAPER 8**

**100 Marks**

### **THEORY**

50 Marks

### **Photography & Video Editing**

Introduction to Photo Journalism, Lighting, Colour & Visual Composition Photoshop

### **PRACTICAL**

50 Marks

Video Making Advt. (25 – 35 Sec.), Photoshop, P2C

## **Diploma in Media Applications-Why?**

A Career in Media Application is a highly lucrative option for candidates as it offers career progression options. Here some of the factors that make the diploma in Media Applications course an excellent career options for the candidates employed in the present jobs as the certificate is issued by the University of Kalyani:

- **Improved Employment Opportunities:** The Diploma in Media Application Course allows the candidates to work in the Media and Entertainment Industry. According to recent report by the Newspapers the Media and Entertainment Industry is expected to generate over 2.7 Lakhs jobs in the coming 3 years, thus creating new employment opportunities for the Diploma in Media Application candidates (Tejaswi, 2020) . Also there is a rapid growth in the Digital Media Sector that offers huge employment opportunities to the Diploma holders. The digital media sector in India is expected to grow by 20% in 2021 and reach a value of INR 18,938 Crore by 2021. Also insiders from the Media and Entertainment Industry claim that the demand for skilled personnel has been increasing over the last 3-4 years.
- However; there has been a mismatch in the demand and supply (Tejaswi, 2020). This is the only industry during the pandemic where retrenchment in employee rate is not adopted by the industry to save their capital instead they hire more personnel to gather news stories.
- Therefore proving the job security in the industry.
- **Chance to work in a rapidly growing Industry:** The IBEF website reports that the Indian Media and Entertainment Industry is expected to grow by 13.5% between 2014-2024 and would be worth USD 43.93 billion by 2024. This massive growth will trigger employment opportunities and career progression opportunities for the Diploma in Media Application students. Also the increased Foreign Direct Investment in the information and broadcasting sector has opened the opportunities of employment in the journalism and mass media sectors in India. This is the only industry to generate more revenue during the pandemic era.
- **Good Compensation:** Candidates after the completion of the course gets absorbed in various profiles that includes New Reporter, Writer, Associate Editor, Proof reader, Critics, Photojournalist, live coverage and so on.
- **Up skills:** The course aims at creating a concrete foundation of good communication and creative skills in students that help them to find jobs in the field creating contents in entertainment sector.

**The Diploma in Media Application syllabus is created in such a way that it allows the candidates to improve their interpersonal skills,**

creative thinking, which can help them during interview sessions. The course includes tools of communication from Google for Education (*Free*) as required.

## Google for Education



### **COURSE FEE FOR MEDIA APPLICATION**

Per session Rs. 26,400/- (Rs. Twenty Six Thousand Four Hundred only)

Admission fee	Rs. 7,555/-
Session fee	Rs. 5,500/-*
Development fee	Rs. 3,500/-*
Course fee (2months) (2200X2=4400)	Rs. 4,400/-
Library fee	Rs. 1500/-*
<b>**University Registration fee</b>	Rs. 2,640/-*
<b>**University Affiliation fee</b>	Rs. 2,000/-*
<b>Total</b>	Rs. 27,095/-

\*Note- To be paid as and when required.

**The total course fees for one year  
2200X10=22000 + 27095=49,095/-**