

2013-14

KERALA PRESS ACADEMY

An Autonomous Institution under Government of Kerala

INSTITUTE OF COMMUNICATION

PROSPECTUS

- PG Diploma in Journalism & Communication
- PG Diploma in PR & Advertising
- PG Diploma in Television Journalism

Kerala Press Academy

The Kerala Press Academy was the only institution of its kind in India when it was established on March 19, 1979; an Autonomous Institution under Government of Kerala.

The aim of the Institution is to promote professionalism and excellence among journalists, which the academy has been doing successfully since its inception. Kerala Press Academy has been conducting Post Graduate Diploma programmes in Journalism and Public Relations for the last 27 years. Many of our successful students are working as key journalists as News Editors, Special Correspondents and News Presenters in India and abroad.

Institute of Communication

Institute of Communication was set up by Kerala Press Academy to handle its academic activities in its pursuit for excellence and impart professionalism. The Post Graduate Diploma course in Journalism and Communication was started in 1986 and Post Graduate Diploma course in Public Relations and Advertising in 1993. 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
- Certificate course in Video Editing

The unique features of the Institute and the courses offered are:

- Classes are handled by practicing professionals
- Course content and curricula are job oriented and industry focused.
- Emphasis is on practical training with a sound grounding in fundamental principles
- Celebrity lectures on key issues every month
- Workshops and seminars are organized often
- Good placement record
- Opportunities for personality development
- Recreational facilities like sports club, film club, literary forum are available

INFRASTRUCTURE

The institute is located in a salubrious green campus and has a well stocked library containing a large number of books and periodicals relating to media and a modern computer lab with full

time 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 get familiar with Cameras (both motion picture and still) carry out the editing in the edit suite of the academy and anchoring practice sessions.

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 70% 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. Academic council guides and monitors the conduct of the course.

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. Academic council guides and monitors the conduct of the course.

Post Graduate Diploma in Television Journalism

Considering the fast changes of media industry of the country, Kerala Press Academy is launching a new course keeping pace, with media industry requirement. A major programme introduced from this academic year is the Post Graduate Diploma Course in Television Journalism.

As there is a dearth of manpower in digital visual news production, this course is intended to fill this shortcoming.

The syllabus and curriculum of the course is closely following the international guidelines set up by UNESCO for Journalism education in democratic countries.

The Course is designed to give special focus on practical side of :

- ⇒ Visual story telling
- ⇒ News Presentation and Programme Anchoring
- ⇒ News Production
- ⇒ Writing for Television
- ⇒ Current Affairs Programme / Documentary making
- ⇒ Digital Camera operation
- ⇒ Non Linear Editing (Final cut PRO)

COURSE PARTICULARS

Duration of the courses

One year

Minimum qualification
for Journalism and Communication &
Public Relations and Advertising

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

Minimum qualification
For Television Journalism

Bachelor's degree in any discipline. Those
who have studied Journalism / Visual
Communication / Audio Video Production
as main subject or supplementary in
graduate level will get preference in
admission. Post Graduates also will get
weightage. Final year degree students
awaiting their results may also apply.

Maximum number of seats (**JC & PR**)

35 of which 4 seats are reserved for SC
candidates and 1 seat for ST candidates

Maximum number of seats (TV Journalism)	25 of which 2 seats are reserved for SC candidates and 1 seat for ST candidates
Admission	Students would be admitted on the basis of a written test followed by interview. Selection is based on rank obtained in the written test and interview
Age limit	Maximum age 27 as on May 1, 2013. However for SC/ST/OEC students the upper limit is 32.
Original certificates	Students must submit their original certificates relating to educational qualification and community at the time of interview.
Attendance	classes would be held 6 days a week. 80 percent attendance is obligatory. Those having attendance shortage owing to genuine reasons like illness can appear for the examination only on the director's discretion
Discontinuation of Studies	Those students who discontinue their studies would not be permitted to appear for the Final examination
Examination	Students would have to pass the written examination at the conclusion of the course in all subjects.
Minimum pass mark	40 percent in 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

Failed candidates can appear in the final examination in the succeeding year after paying the requisite examination fee.

On no account students would be permitted to appear for the examination after 3 years.

Evaluation of DTP

Evaluation would be on the basis of continuous internal assessment. There would be a minimum of 5 internal tests periodically on dates decided by the faculty. All candidates must appear for these tests without fail.

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

Successful candidates would undergo training in media institutions.

Viva Voce

Viva voce will carry 40 marks. At least 50 percent of the viva voce marks will be based on the dissertation and performance in internship.

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.

Code of Conduct

All students are bound by a code of conduct which the student has to comply.

This would be issued to every student at the time of admission.

COURSE FEE (JC & PR)

TOTAL Rs. 40,000/- Which should be paid in lumpsum at the time of admission.

COURSE FEE (TV journalism)

TOTAL Rs. 50000/- Which should be paid in lumpsum at the time of admission.

SCHEME OF THE COURSES

Journalism and Communication

	Marks	
Paper 1	General Reporting	100
Paper 2	Editing and Editorial practices	100
Paper 3	Writing for the media (English & Malayalam)	100
Paper 4	Specialized reporting	100
Paper 5	Mass communication and Media theories	100
Paper 6	Media laws and Ethics	100
Paper 7	Broadcast Journalism	100
Paper 8	Computer, Internet and New Media	100
Paper 9	Advertising and Public Relations	100
Paper 10	Computer applications	100
Paper 11	India, Kerala Post Independent Political history	100
Paper 12	Project Work and Viva voce	100
	Total Marks	1200

Public Relations

Paper 1	PR Today	100
Paper 2	Methods & Tools of Public Relations	100
Paper 3	PR in Business & Industry	100
Paper 4	PR in Government	100

Advertising

Paper 5	Advertising Perspectives	100
Paper 6	Role of Advertising in Marketing	100

Paper 7	Advertising Media	100
Paper 8	The Business of Advertising	100
Paper 9	DTP & Computer Graphics	100
Paper 10	Journalism, Effective Writing and Communicative English	100

Internal Assessments

Project Work	70
Viva Voce	30
PR Club	30
Lab assignments & projects	20
Term Examination	50
Total Marks	1200

Television Journalism

Marks

Paper 1	Basics of Communication, Media and Society	100
Paper 2	Structuring Television News narrative, Writing for TV	100
Paper 3	Television Reporting	100
Paper 4	Documentary making and Current Affairs Production	100
Paper 5	Presenting the News, piece to Camera and Anchoring	100
Paper 6	Digital Video Camera: Theory and Practical	100
Paper 7	Non Linear Editing : Theory and Practical (FCP)	100
Paper 8	Media Laws, Ethic and Responsible Journalism	100
Paper 9	News Bulletin Production & News Room Management	100
Paper 10	Final Student Production submission and Viva Voce	100
	Total Marks	1000

Important Notes:

1. For Journalism and Communication and Public Relations and Advertising, SC/ST/OEC candidates need pay the library deposit only. Since TV Journalism course has to be approved by the Government in order to get fee concession, the candidate should remit the fee in full. The amount will be reimbursed as and when the Government approve the course and the SC/ST Development department provides e-grant
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.
8. Boys can avail of contributory mess facility.

DATES TO REMEMBER (TENTATIVE)

Notification	29/05/14
Issue of Application	30/05/14
Last date for the receipt of filled in application	25/06/14
Date of Entrance examination	06/07/14
Publication of Results	11/07/14
Date of Interview	25/07/14
Commencement of Classes	11/08/14

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LOCATION (7km from the city and nearby Civil station)