**St.Joseph’s College (Autonomous), Irinjalakuda**

**Journalism & Mass Communication Department**

**Certificate Course Syllabus 2018-2019**

**Media Basics**

**Course Outcome**: Basics of Contemporary Skills required being a Journalist

Time : 30 – 35 hrs approx.

Course Fee: Rs. 1000 per head

No.of seats : Max – 40 Students

Min- 10 Students

**Module – I**

Basics of Journalism, Reporting, Writing News & Articles, Online Journalism, News Reading & News Presentation.

**Module – II**

Photography

**Module – III**

Public Relations & PR Campaign, Behavior in the Media, Writing for Media, Cinema, Advertisement, Radio Jockey or Announcer.

**Module – IV**

Practicals.

\*The syllabus will be subjected to change according to the demand and relevance.