

Certificate Course in Media Studies and Journalism

Offered by Centre for Innovative Skill-Based Courses
Open Learning Development Centre, University of Delhi

Duration

6 Months

Mode

Offline (On-Campus Training)

Structure

Theory + Practical + Project Work + Internship + Educational Visit

COURSE OBJECTIVES

- To provide foundational knowledge of Media Studies and Journalism.
 - To develop communication and writing skills for various media platforms.
 - To introduce learners to print, digital, and social media practices.
 - To build practical skills in newsletter production, script writing, video editing, Radio Jockeying, Anchoring and TV journalism.
 - To understand ethics, history, and impact of media in society.
 - To provide real-time industry exposure through structured internship training.
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PROGRAMME STRUCTURE

1. Six Months On-Campus Training

All enrolled students will undergo **6 months intensive offline training at the campus**, which will include:

- Classroom lectures (Theory Sessions)
 - Practical workshops and hands-on training
 - Newsletter and media content production
 - Video editing and digital media lab sessions
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- Public speaking, anchoring and presentation exercises
 - **Radio jockeying studio practice sessions**
 - **TV journalism reporting and anchoring practice**
 - Project development under faculty supervision
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2. Mandatory Internship (30 Days)

All students must complete a **30 Days Mandatory Internship** with:

COL Radio, University of Delhi or

Any other recognized Media Institution / News Portal / Production House / Digital Media Platform

Internship Requirements

- Active participation in assigned media-related tasks
 - Submission of Internship Report
 - Submission of Work Portfolio
 - Internship Completion Certificate (Mandatory for Final Certification)
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3. Educational / Industrial Visit

During the course, students will also be taken for **Educational / Industrial Visits** to major public broadcasting organization's in order to provide exposure to real media environments.

Students will visit:

Various Govt. and Private Media Institution / News Portal / Production House / Digital Media Platform

Objectives of the Visit

- To understand the **structure and functioning of broadcast media organizations**
 - To observe **radio and television production workflows**
 - To learn about **news production, recording, editing and broadcasting processes**
 - To interact with **media professionals and technical staff**
 - To observe **studios, control rooms, and production units.**
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DETAILED SYLLABUS

Module 1: Introduction to Media Studies and Communication

- Introduction to Media: Meaning, Nature & Scope
- Fundamentals of Communication: Definition, Process & Types
- Principles, Significance & Impact of Media in Society
- History and Ethics in Journalism
- Role of Social Media Participation

Practical

- Communication Skill Practice Sessions
 - Extempore & Public Speaking Exercises
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Module 2: Media Writing and Reporting Techniques

- Writing for Print, Electronic and Digital Media
- AP Style and Different Story Forms (News, Features, Blogs, Magazines)
- Creative Writing and Theme Origination
- Script Writing for Magazines, Blogs, Websites & Online Portals
- Big Idea Concept & Problem-Solving in Media

Practical

- Writing Articles for Newsletters, Blogs & Advertisements
 - Brainstorming Sessions for Media Content
 - Communication & Writing Practice for Project Work
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Module 3: Media Production and Digital Platforms

- Newsletter Preparation (Print & Digital)
- Social Media Platforms: Blogs, Websites, Online Portals
- Introduction to Video Editing (Theory & Practice)
- Video Editing Tools for Media Projects
- Basics of Branding, USP & Media Case Studies

Practical

- Digital & Print Newsletter Production
 - Video Editing Practice Sessions
 - Media Content Creation for Social Platforms
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Module 4: Radio Jockeying and Audio Journalism

- Introduction to Radio Broadcasting
- Role and Responsibilities of a Radio Jockey (RJ)
- Voice Modulation, Diction and Presentation Skills
- Radio Script Writing and Show Planning
- Interview Techniques and Listener Engagement

Practical

- RJ Practice Sessions in Studio
- Recording and Editing Audio Content
- Live Anchoring Simulation
- Podcast and Radio Programme Production

Module 5: TV Journalism and News Production

- Introduction to Television Journalism
- News Gathering and Field Reporting Techniques
- TV Script Writing and Bulletin Preparation
- News Anchoring Skills and Camera Presentation
- Basics of Video Journalism and Visual Storytelling

Practical

- News Reporting Exercises
- Camera Facing Practice Sessions
- News Bulletin Presentation
- Field Reporting Simulation

Module 6: Digital Journalism and Online Media

- Introduction to Digital Journalism
- Online News Writing and Editing
- Social Media Journalism and Audience Engagement
- Mobile Journalism (MoJo) Basics
- Fact Checking and Media Ethics in Digital Space

Practical

- Creating Digital News Stories
- Social Media News Posting Exercises
- Mobile Video Reporting
- Digital Content Publishing Practice

Module 7: Final Media Project

- Development of a complete media project
- Project may include:

Newsletter Production

Radio Programme

Video Documentary

Digital Media Campaign

News Feature Story

Practical

- Project Development under Faculty Supervision
- Final Presentation and Viva

ASSESSMENT PATTERN

- Continuous Practical Evaluation
- Newsletter / Content Writing Assignments
- Video Editing Project
- Radio / TV Presentation Practice
- Final Project Submission C Presentation
- Internship Report C Performance Evaluation

LEARNING OUTCOMES

After successful completion of the course (including internship), learners will be able to:

- Understand media theories and communication models.
- Write and edit content for print, digital and broadcast media.
- Create digital newsletters, podcasts and basic video productions.
- Perform **radio jockeying and news anchoring confidently.**
- Apply ethical standards in journalism practices.
- Gain practical exposure through internship in professional media environments.
- Develop and present a complete media-based project.