



Name of the Program(s): - Graduate Diploma in Journalism Studies (GDJS)/Graduate Diploma in Journalism (GDJ), Post Graduate (PGD) Diploma in Journalism Studies (PGDJS).

Are you interested in earning your International Professional Diploma or Post Graduate/ Diploma in Journalism Studies? (GDJS/PGDJS)™ certification, but you're unsure how to start the process? While this is a great step for your individual career, it doesn't have to be a complex one really if you study from GEPEA. This is the ultimate guide on aforesaid certification and it can be your easy roadmap for navigating this process. You may explore some common questions you might have about Professional Diploma or International Professional Diploma in Journalism Studies certification, and learn what steps you need to take to become an international Journalist and Media Professional credential holder.

Distance Learning - Journalism Studies

Graduate or PG Diploma in

journalism

GEPEA - Adding value to the Global Professionals & Executives

PROFESSIONAL TRAININGS IN JS (JOURNALISM STUDIES)
MANAGEMENT, MEDIA RELATIONS MANAGEMENT

Training Hours: 40 OR 60 hours.

Program Duration: 2-3 months (Fast Track) for Graduate Diploma course and Post Graduate Diploma (Certifications) in 8 Months to 1 year in three semesters.

Admission Requirements: A diploma or an associate degree (or global equivalent), Secondary degree (high school diploma, associate degree, or the global equivalent).

Other Requirements: No special requirements or prerequisites are needed to take this course, but using Email, Internet, Computer Application, English for communications will help.

Training Delivery: The course duration will comprise 40 or 60 hours of self-study home based or lecture based delivery. The 40 or 60 hours will be delivered in 6 to 9 sessions online distance learning based on given course materials.

Why International Professional Journalism Studies or Journalism?

The International Professional Diploma or Post Graduate Diploma in JS (Journalism Studies) or Journalism Management offers a GEPEA prestigious Diploma in the field of Journalism, Public Relations, Media Relations management. This course is designed in overview of the Journalism Management, Public Relations Management practices for current and future potential situations. This course is uniquely designed for career oriented candidates through Distance Learning mode, international students may easily earn this credential via Homebased self-mode study procedures.



Syllabus Outline

Serial No.	Syllabus component	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	<p>6 Parts/Lessons will count 6 hours each (6 parts/Lessons x 6 hours = 36 hours total) + Project Exercises Minimum 4 hours = Grand Total 40 Hours only.</p> <p>OR <u>for the International Professional Diploma or Post Graduate Diploma</u></p> <p>9 Parts/Lessons will count 6 hours each (9 parts/Lessons x 6 hours = 54 hours Total) + Project Exercises Minimum 6 hours = Grand Total 60 Hours only.</p>	45	35	20
1	Graduate Diploma in Journalism Studies (GDJS)/Graduate Diploma in Journalism (GDJ), Post Graduate (PGD) Diploma in Journalism Studies (PGDJS).	<i>40 or 60 Credit Hours</i>		
	<p style="text-align: center;">SEMESTER-1:</p> <p><u>1. An Introduction to Journalism:</u></p> <p>Chapter 1 Background and issues 1 Chapter 2 History and development 17 Chapter 3 Researching and recording information 32 Chapter 4 Newspapers and magazines 45 Chapter 5 Print layout and production 78 Chapter 6 Online journalism 94 Chapter 7 Radio 108 Chapter 8 Television 140 Chapter 9 Freelance journalism 171 Chapter 10 Health and safety 192 Chapter 11 Central government 208 Chapter 12 Devolved and local government 250 Chapter 13 Journalism law 279 Chapter 14 Media regulatory bodies 317 Chapter 15 Careers and training 328</p> <p>Suggested Video Recordings Practices: Basic News Writing Intro to Journalism https://www.youtube.com/watch?v=jxVirFIVfFs History of Journalism & Mass Communication https://www.youtube.com/watch?v=Rlf-6P2er0c Television (chapter) Mass Media Studies https://www.youtube.com/watch?v=ZgzueceK4jc</p>	<p>45</p> <p><i>6 Credits Each Subject</i></p> <p><i>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</i></p>	35	20

2. Qualities and Duties of the Journalist:

Qualities Necessary for a Journalist

Duties of Journalists:

- (i) Responsibility towards the 'News Organisation'
- (ii) Responsibility towards 'Contacts' or 'Sources'
- (iii) Responsibility towards the readers and the society

Suggested Video Recordings Practices:

Qualities of reporter

<https://www.youtube.com/watch?v=r7utOqe8cKE>

Roles and qualities of reporter

<https://www.youtube.com/watch?v=55IAZk0IHd4>

Qualities of a Reporter

<https://www.youtube.com/watch?v=ZyEUt3yw8pc>

3. Job Description for a Journalist (For Example):

What does a journalist do?

The Journalism position typically involves:

reading press releases,
researching articles,
establishing and maintaining contacts,
interviewing sources,
writing, editing and submitting copy,
attending events,
proofreading,
verifying statements and facts,
staying up to date with privacy, contempt and defamation law,
liaising with editors, sub-editors, designers and photographers,
It is possible to transfer between television, radio, newspaper and publishing work.

News Reporting and Writing.

(The aforementioned jobs description is illustrated as for example, this may vary from office to office, time to time for a journalist position)

Suggested Video Recordings Practices:

What does a journalist do?

<https://www.youtube.com/watch?v=V15Qywj0-Rc>

Television News Reporter Job Description

<https://www.youtube.com/watch?v=A1faVqultbY>

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SEMESTER-2:

4. Journalism Studies:

6 Credits

	<p>I. Introducing Journalism Studies ii. News Production Iii. News Content Iv. Journalism and Society V. Journalism Studies in A Global Context (The above areas from I to V will be discussed in depth for better understanding about JS).</p> <p><u>5. Media Relations:</u></p> <p>Four Elements of Effective Media Relations:</p> <ul style="list-style-type: none"> o Planning o Media Tactics o Execution o Follow-Up <p>Maximizing Media Relations Through a Better Understanding of the Public Relations - Journalist Relationship</p> <p><u>6. Public Relations Management:</u></p> <p>Here we will discuss the following in depth:</p> <p>Part I The context of public relations Part II Strategic public relations Part III Stakeholder public relations Part IV Shaping the future</p> <p><u>The third semester is applicable only for Post Graduate Diploma or International Professional Diploma Students-</u></p> <p>SEMESTER-3:</p> <p><u>7. Introduction to Mass Communication (Part-1):</u></p> <p>Introduction to Mass Communication Models of Mass Communication Theories of Mass Communication Communication V/S Mass Communication</p> <p><u>Media Today (An Intro to Mass Communication) Part-2:</u></p> <p>Media Giants and Cross-Media Activities The Print Media The Electronic Media Advertising and Public Relations</p>	<p><i>Each Subject</i></p> <p><i>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</i></p> <p><i>6 Credits Each Subject</i></p> <p><i>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</i></p> <p><i>6 Credits Each Subject</i></p> <p><i>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</i></p> <p><i>6 Credits Each Subject</i></p> <p><i>(3 Credits Theoretical and 3 Credits Suggested Visual Video Practices)</i></p>		
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8. Journalism and Society/Media, Society and Culture:

1. Media, Society, Culture and You 1
2. Digital Culture and Social Media 13
3. Media Literacy and Media Studies Research 30
4. Film and Bricolage 42
5. Television through Time 50
6. Music Recording, "Sharing" and the Information Economy 57
7. Radio Broadcasting, Podcasting and "Superbug Media" 65
8. Digital Gaming 73
9. Newspapers and Digital News 78
10. Advertising, Public Relations and Propaganda 84

*6 Credits
Each
Subject*

9. Interpersonal Skills/Communication at Work:

- 1 The nature of interpersonal skills: a historical perspective 1
- 2 Developing interpersonal skills: a micro-skills approach 19
- 3 Awareness of self and others and the development of interpersonal competence 32
- 4 Listening 48
- 5 Listening to non-verbal messages 71
- 6 Questioning and the information-getting interview 98
- 7 Presenting information to others 130
- 8 Helping and facilitating 157
- 9 Asserting and influencing 200
- 10 Negotiating 224
- 11 Working with groups 259
- 12 Managing relationships more effectively 291

*6 Credits
Each
Subject*

*(3 Credits
Theoretical and
3 Credits
Suggested
Visual Video
Practices)*

Suggested Video practices:

- a) What are Interpersonal Skills? - Definition & Examples:
<https://study.com/academy/lesson/what-are-interpersonal-skills-definition-examples.html>
- b) Interpersonal Skills in the Workplace: Examples and Importance:
<https://study.com/academy/lesson/interpersonal-skills-in-the-workplace-examples-and-importance.html>
- c) Interpersonal Communication in The Workplace
<https://www.youtube.com/watch?v=Zv2ONw78Psw>
<https://www.youtube.com/watch?v=tG9YHeZT2A>
- d) Interpersonal Communication - Meaning, Skills, Elements, Importance, Types
<https://www.youtube.com/watch?v=vovPCdV2boI>

OPTIONAL SUBJECTS: (*Below the options to select any one subject or two subjects for Post Graduate/Professional Diploma Programs*)

1. Media Interviews
2. Advanced Data and Investigative Journalism
3. Advanced Audio-Visual Journalism
4. Advanced News Journalism
5. Investigative Reporting
6. Political Journalism
7. Editing for Journalism
8. Media Law and Ethics and Court Reporting

FOLLOWING ADDITIONAL TASKS SHOULD HAVE TO DONE BY PARTICIPANTS OR STUDENTS:

- a) Journalism Studies and Journalism Certification Test MCQ Questions answer practicing
- b) Journalism Studies and Journalism Certification Test Board Questions/TMA (Tutor Mark Assignment)
- c) Journalism Studies and Journalism Certification or Professional PG Certification Case Studies

Exercises and projects

Suggested Videos on Journalism Studies and Media Relations etc.:

Introduction to Journalism

<https://www.youtube.com/watch?v=GCC8mq6ADJc>

Journalism Classes for Young Journalists | The basics of Journalism

<https://www.youtube.com/watch?v=deip2YAygrM>

7 things I've learned about journalism in 7 years of being a journalist

<https://www.youtube.com/watch?v=Rr7povAlnwQ>

The Principles of Journalism

<https://www.youtube.com/watch?v=9JBgwCO1hCw>

<https://www.youtube.com/watch?v=Qv4uCYVwmJA>

BBC Journalism Trainee Scheme: Become a news journalist at the BBC

<https://www.youtube.com/watch?v=Dd7J6l4CBuc>

Journalistic Writing

<https://www.youtube.com/watch?v=R3nJtm5yQVQ>

What is Public Relations?

<https://www.youtube.com/watch?v=7ptiYPcleM8>

	<p>Working in Public Relations All About PR https://www.youtube.com/watch?v=Ys4vsMjD8s4</p> <p>Public Relations - PR as a Management Function https://www.youtube.com/watch?v=EDBTb8aZeMI</p> <p>Public Relations: Meaning, Objectives, Types and Functions of PR https://www.youtube.com/watch?v=7yq34Wb4fNs</p> <p>What is Public Relations? Part 1 https://www.youtube.com/watch?v=8uRh4XYa_M</p> <p>What is Public Relations? Part 2 https://www.youtube.com/watch?v=PrTta8pRIog</p> <p>The ultimate public relations course https://www.youtube.com/watch?v=iVa0DPEjblw</p> <p>PR Process https://www.youtube.com/watch?v=cubHBaRMWyg</p> <p>How to write a Public Relations plan? https://www.youtube.com/watch?v=SuYpBVD4YXE</p> <p>Media relations - Definition, Objectives, Benefits, Examples & Difference from Public Relations https://www.youtube.com/watch?v=eTm5UULNpt0</p> <p>How to improve your media relations? https://www.youtube.com/watch?v=nMPbjxwagT8</p>			
	Project/Thesis/Case Studies			
	<p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her Diploma Professional Diploma or Post Graduate Diploma.</p> <ul style="list-style-type: none"> In case Project/Thesis, respective students should submit 15 to 45 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/Thesis Topic or Title with consultation with respective student.</i> In Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i> 			
	<p>TOTAL HOURS REQUIRED TO BE COMPLETED FOR THE JOURNALISM STUDIES MANAGEMENT, JOURNALISM PROFESSIONAL CERTIFICATIONS = 6</p> <p>Parts/Lessons will count 6 hours each (6 parts/Lessons x 6 hours = 36 hours total) + Project Exercises Minimum 4 hours = Grand Total 40 Hours only.</p>			

	<p>OR <u>for the International Professional Diploma or Post Graduate Diploma</u></p> <p>9 Parts/Lessons will count 6 hours each (9 parts/Lessons x 6 hours = 54 hours Total) + Project Exercises Minimum 6 hours = Grand Total 60 Hours only.</p>			
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SCOPE OF JOURNALISM STUDIES MANAGEMENT AND MEDIA RELATIONS

CAREER SCOPE: The Professional Diploma of JOURNALISM STUDIES MANAGEMENT (JSM) OR MEDIA RELATIONS DIPLOMA holders may join in any titles such as Broadcast/TV journalist, Editorial assistant, Magazine features editor, Magazine journalist, Newspaper journalist/Editor, Desk Reporter, Chief Reporter, Political risk analyst, press sub-editor, Publishing copy-editor, proofreader and so on.

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FETURES:

- (i) **Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) **Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) **MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of African, Asian and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.

- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business topics.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

GEPEA (Global Educational & Professional Excellence Academy)

*In case any query, please feel free to contact us via E-Mail:
gepea.official@gmail.com , office@gepea.eu or visit Website: www.gepea.eu or
www.gepea.education*