

ONE MONTH CERTIFICATE COURSE ITEC PROGRAMME IN DEVELOPMENT JOURNALISM

ABOUT IIMC

IIMC was inaugurated on August 17, 1965 by the then Minister for Information and Broadcasting, Mrs. Indira Gandhi. The Institute started with a small staff including two consultants from UNESCO. In the first few years the Institute organized training courses mainly for Central Information Service Officers and undertook research studies on a modest scale.

ABOUT ITEC PROGRAMME

In 1969, a major international training programme was started, i.e. the Post-graduate Diploma Course in Journalism for Developing Countries, for middle level working journalists from Afro-Asian countries.

PESPECTIVE & BACKGROUND

Based on experience in conducting the course over the years, the scope and contents of the course were re-structured in 1998, to meet the professional needs of the participants. The course News Agency Journalism was re-named Diploma Course in Development Journalism from July 1998. The duration of the course was reduced from six to four months (17 weeks) to make it more focused and compact. The certificate course on development journalism is an intense one month programme to impart strategic training to journalists.

OBJECTIVE OF THE COURSE

The development journalism programme is designed to upgrade the skills of journalists and to theoretically equip them in dealing with the challenges they face in communicating developmental and economic issues. The course is broadly designed to illuminate the linkages between development and communication. In doing so, issues such as economics, gender, health, environment, sustainable development, media metrics and others are touched upon.

An attempt is made to link theory to practice, throughout the course duration. The Institution has accordingly tried to provide significant inputs in development communication, international relations, globalization, trade, economy and social issues as gender, health, environment and others during one month period.

OUTPUT

Providing scholars an understanding of the developmental, social and cultural roles of media in society and economy, through theoretical courses and by incorporating these themes into production-oriented practical courses.

Developing in participants an aesthetic understanding of media production and technical proficiency in areas such as video and visual production, writing and digital media outputs.

The theory and practical classes, site visits, interactions with experts enable participants to become creative media makers and critical thinkers. Participants are encouraged to create media as self-expression to engage with the world around them, to foster inter-cultural and interdisciplinary dialogue; and to reflect on social issues.

The participants prepare a newsletter called Echo collectively as part of the curriculum. The newsletter is a practical teaching tool, a vehicle for learning feature writing, layout and design, reporting, editing, and photography.

Some of the participants, after completing the certificate course on development journalism, got highly placed or promoted at their workplace in their respective countries.

CONCLUSION

Overall, the DJ one month Certificate Course is a package where writing, multi-media, presentation and above all, theoretical and analytical skills are imparted within a fairly short time frame. We are constantly working to upgrade the course and incorporate inputs on current issues and problems.

PROFORMA FOR ITEC COURSES 2019

Name and Details of Courses proposed along with Duration and Dates

S.No	Name of the Course	Qualification Required	Period		Maximum number of seats	Minimum number of seats
01.	One month Certificate Course in Development Journalism for Non-aligned and other developing Countries	Graduate	02 Sep. 2019	30 Sep. 2019	25	10

How to apply:-

Online apply: - www.itecgoi.in

Last Date to Apply Online: **10th August 2019 till 06:00 PM**

INDIVIDUAL COURSE DETAILS

A. Name of the Institute	Indian Institute of Mass communication
B. Name / Title of the Course	One month Certificate Course in Development Journalism for Non- aligned and Other Developing Countries
C. Course Dates with Duration in Weeks (Note; dates may be fixed keeping in mind festivals, holidays, weather conditions, availability of accommodation, ect. No request for changes in dates, once approved/ circulated will be entertained)	From 02 nd September 2019 to 30 th September 2019
D. Eligibility Criteria for Participants 1. Educational Qualifications 2. Work Experience required , if any 3. Age Limit (note: ITEC norms is 25-45 years) Target Group (Level of participants and target ministries/ departments etc. may be indicated)	Graduation in any discipline with minimum five years experience in media. Ability to comprehend, converse and write in English language. Below 45 years on the date of application. Mid- career working journalist / Govt. employee and media academics.
E. Aims & Objectives of the Course	The course is designed to upgrade the skills of the working mid-career journalists and communication professionals, particularly in the area of development journalism.
Course Contents/ Syllabus (Please attach course details/ profile)	The development journalism one month certificate course is designed to upgrade the skills of journalist and communication professionals and to theoretically equip them to deal with the challenges they face in communicating about developmental and economic issues. The lectures will be on: (1) Communication and Development (2) Development Journalism (3) Media and Ethics (4) Economic Development and Globalization and (5) Discovering India and Writing & Production for Broadcast and New Media. .
Mode of Evaluation of performance of the participants	Internal Assignments; Practical Assessments.

Course Contents

Subject 1: Communication and Development:

This module focuses on Communication and Development. There is a growing realization that effective communication strategies form a cornerstone of any development model. This is especially true of developing countries which abound in diversities, be it ethnic, religious, social or economic.

To provide the scholars an opportunity for exchange of professional views and develop an international dimension to their professional outlook, Multi-Media presentations and an academic paper by scholars form an important segment of the practical work of the module.

The paper focuses on:

- (a) Introduction to Communication and Development – concepts, models and theories;
- (b) Communication and Development – historical background, the experience of developing nations, policies and critique;
- (c) Link between Telecommunications and Development, Right based approach to development, Participatory and Inclusive Development.
- (d) Idea of Human Development, Millennium Development Goals: Success and failures, Sustainable Development Goals: Opportunities and challenges.
- (e) International Communication and the Developing World

Subject 2 : Development Journalism:

Building on the theoretical inputs and grounding imparted, as part of the module on communication, the course moves on to improve capabilities and develop skills of analysis and reportage of the scholars in the field of Development Journalism. The module therefore strives to hone the journalistic and communication skills of the scholars and further enables them in extending their competencies and range of skills.

Development Journalism: Theories, skills and Practical Assignments

- (a) Development Journalism: Idea/Concept, tools and techniques, opportunities and challenges, experiences, best practices.
- (b) Journalistic skills and techniques – News Writing, Interviewing, Researching for news stories and Editing skills.
- (d) Feature Writing: Generating ideas, Types of Features, Writing process and styles.
- (e) Layout and Design – Latest advances.

Subject 3: Media and Ethics:

The issues of media freedom, ethics and regulation are a natural corollary of the active role envisaged for media in development by the tenets of Development Journalism. The module on Media Freedom, Laws & Ethics and Regulation covers issues of freedom, bias, censorship, regulation, ethics, media management structures and their impact among others.

The module draws heavily from the Indian experience. India is one of the few developing nations to have a well-established and free media, be it print, electronic or digital. The history and ongoing evolution of the Indian media is an excellent take off point in initiating a debate on these media related issues in terms of its content, ever evolving norms of ethics and regulations and changing management styles.

- (a) Freedom of Media – Concept, case studies (with a special focus on Indian experience), critique and challenges;
- (b) Media Laws – History, practice and salient features of important media laws.
- (c) Media Ethics – Concept and Principles, Dilemmas/Concerns, Impact and Critique;
- (d) New Media Issues: Dealing with Fake News to Online abuse and Trolls.

Subject 4: Economic Development and Globalization:

Issues related to National economic development and process of liberalization and globalization are examined. The various aspects of economic and business journalism are also studied to equip the scholars with skill of interpreting basic data and other economic indices.

- (a) National Economic development: Historical evaluation; National Policies; Neo-liberal polices; Process of Liberalization, Privatization, Globalization and its impact on National development;
- (b) International Financial and monetary institutions;
- (c) Bilateral, regional and multilateral trade agreements;
- (d) Infrastructure and Economic development: Issues, Opportunities and Challenges;
- (e) National Budget and Finance;

Subject 5: Discovering India and Writing & Production for Broadcast and New Media:

A. Discovering India:

Any first time visitor to India is overwhelmed by its ethnic, religious, linguistic, socio-cultural and economic diversities. The course therefore seeks to familiarize the scholars with India through a lecture series introducing scholars to Indian history, society, economy, culture, politics and governance, India's strengths, achievements and challenges. A compact module of around 15 lectures on India – its economy, history, polity, foreign policy, defense and strategic vision, initiatives in the social sector and advances in the basic infrastructure form part of the course. An exposure to Indian culture both through lectures and field visits is another note worthy feature of special lectures and interaction series.

B. Writing and Production for Broadcast and New Media:

This module will focus on hands on training in Broadcast and Digital Journalism skills.

Broadcast Journalism:

- (a) Fundamentals and key concepts of Broadcast Journalism;
- (b) News gathering techniques and interviewing skills;
- (c) Writing scripts for TV and Radio: Styles, Dos and Don'ts;
- (d) Production of news stories for TV and Radio.

New Media:

- (a) Introduction to New Media: Newsroom in Digital Age;
- (b) Content Management System (CMS)
- (c) Digital Tools for Journalism: Mapping in Journalism, digital Stories;
- (d) Data Journalism;
- (e) Mobile Journalism;
- (f) Social Media and Journalism;

Presentation Skill:

Effective presentation skills are important in modern day communication to equip the scholars with effective communication and presentation skill there will be special classes on improving their skill sets in the area of effective inter-personal and group communication skills as well as preparing them for better presentations skills.

Profiles /CVs of the faculty that teach the courses in each participating Institution:-	
<p>SUBJECT A: COMMUNICATION AND DEVELOPMENT ; DR. SUNETRA SEN NARAYAN, ASSOCIATE PROFESSOR, IIMC, NEW DELHI.</p> <p>SUBJECT B DEVELOPMENT JOURNALISM:- PROFESSOR MUKUL SHARMA, IIMC NEW DELHI</p> <p>SUBJECT C MEDIA AND ETHICS: DR. ANAND PRADHAN ASSOCIATE PROFESSOR , IIMC NEW DELHI</p> <p>SUBJECT D ECONOMIC DEVELOPMENT AND GLOBALIZATION: MR. K.A BADARINATH , EDITOR – POLICY, FINANCIAL CHRONICLE, NEW DELHI</p> <p>SUBJECT E DISCOVERING INDIA AND WRITING & PRODUCTION FOR BROADCAST AND NEW MEDIA DR. ANUBHUTI YADAV, ASSOCIATE PROFESSOR, IIMC</p>	
Mode of evaluation of performance of the ITEC participant:	Assignments and Assesments
What knowledge/skills the participants will acquire from each course:	
<p>The development journalism programme is designed to upgrade the skills of journalists and to theoretically equip them to deal with the challenges they face in communicating about development and economic issues. After attending the one month long intense certificate programme, the scholars learn analytical thinking and writing skills for different type of media. They learn presentation skills and produce new repots/features for TV /Radio and Digital platforms. They also learn more about economy and business. They are also introduced to the Indian history, culture, and society and politics/governance/foreign policy. The scholars will take out a news letter Echo in electronic and print forms.</p>	