

INDIAN INSTITUTE OF MASS COMMUNICATION DIPLOMA COURSE IN DEVELOPMENT JOURNALISM

Objectives:-

- (a) To familiarize the participants with the linkages between development, media and Communication;
- (b) To build on the current skills and extend the range of skills and competencies of the participants, to enable an exchange of professional views; to bring an international dimension to their outlook: to explore techniques and strategies enabling them to utilize new sources of newsgathering and distribution;
- (c) To initiate a dialogue and debate on issues concerning the developing world and delineate the role of media therein;
- (d) To provide an exposure to India – its achievements, strengths and challenges;
- (d) Foster the spirit of regional cooperation, international understanding and goodwill through exchange of knowledge and experience in the field of development communication.

Participants Profile:-

- (a) Mid-career journalists from news agencies, print and electronic media of various developing countries;
- (b) Information Service Officers manning the government media of various developing

Countries;

Venue of Training: Lecture Room at the Second Floor, Chanakya Block, IIMC. Venue for special lectures will be notified from time to time.

Course Outline:

The course strives to achieve its mandate of sensitizing the participants to the role media can play in the development of the nation and upgrading their skills through a proper blend of theory and practice. The major areas of reflection will be (a) Communication and Development, (b) Development Journalism, (c) Media and Ethics and (d) Economic Development and Globalization. -2- The broad format of exploring these areas will include lectures and course work, assignments, field visits, contribution to Echo and a country paper presentation. A brief outline of the course follows:

PAPER A: Communication and Development: (100 Marks)

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. There is today a paradigm shift towards community based development strategies, which make use of a participatory model of communication using local and innovative media in addition to the mass media. The module focuses on: (a) Introduction to Communication and Development – concepts, models and theories; (b) Communication and Development – history, paradigms, theories, concepts, the experience of developing nations, policies and critique; (c) Role of media in development – experience of developing countries; public service broadcasting, use of little and traditional media; (d) Link between Telecommunications and Development. (e) Human Development and Millennium Development Goals (f) International Communication and the Developing World (g) To provide the participants an opportunity for exchange of professional views and develop an international dimension to their professional outlook, Multi-Media presentations and an academic paper by participants form an important segment of the practical work of the module.

PAPER B: Development Journalism: (100 Marks)

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 participants in the field of Development Journalism. The module therefore strives to hone the current skills of the participants and further enables them in extending their competencies and range of skills. Thus, moving beyond the routine, the endeavour is to provide specialized inputs to the participants on a number of emerging areas of development journalism such as gender, environment reporting, health reporting and human rights reporting. -3- The participants are required to submit at least 8 reporting/editing/feature writing assignments out of which five best will form part of the final evaluation. The broad themes of the module go thus, Development Reporting – Print and Electronic Media (a) Journalistic skills and techniques – News Writing (b) Feature Writing (c) News Agency Journalism (d) Layout and Design – Latest advances. Practical Assignment: Preparation for D J journal “Echo” (Print Media) Practical Assignment: (Electronic Media) Reporting and Editing pertaining to Electronic Media will form part of a week long hands on Broadcast Journalism capsule.

PAPER C: Media and Ethics: (100 Marks)

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 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 or electronic. 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. Lectures,

discussions and debates in the class attempt to provide a forum to the participating countries to share experiences, exchange views and develop professional strategies to address these complex issues. The module deliberates on the following themes: (a) Freedom of Media – Concept, case studies (with a special focus on Indian experience), critique and challenges; (b) Media Laws – History, practice; (c) Media Ethics – Concept and Principles, Dilemmas/Concerns, Regulation, Impact and Critique; (d) Media Management: Ownership patterns, regulation. (e) Media Regulation: Concept, Issues and Challenges (f) New Media issues -4-

PAPER D: Economic Development and Globalization: (100 Marks)

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

- (a) Process of National Economic development and Globalization;
- (b) International Financial and monetary institutions;
- (c) Bilateral, regional and multilateral trade agreements
- (d) Infrastructure
- (e) Economic Indicators;
- (f) Investment Flows;
- (g) National Budget and Finance;
- (h) Stock and Commodity Markets;
- (i) Foreign Exchange Markets.

Discovering India: -

Any first time visitor to India is mystified by its socio-cultural and economic diversities. The course therefore seeks to familiarize the participants with India through a lecture series introducing participants to Indian 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 this series.

Computer Lab:-

Computerization is a rapidly growing discipline in the present day world. Its applicability has spread to every profession and field of activity and the world of media is no exception. In order to keep the participants abreast of modern developments in this field a short capsule on the subject is also included in the course. It aims at giving a general background about computers, information technology and software relevant for media professionals such as power point, photo shop, quark express/Adobe in design etc. The Institute has a state of the art computer lab with facilities for e-mail, Internet and computing. Participants are provided structured time for using it as part of the course. Participants are also encouraged to use the lab in their own time.

Practical work:-

As it emerges from the course outline, a note worthy feature of the course is the adoption of inter disciplinary approach. Thus it not only encompasses various disciplines in communication and development but also combines theoretical knowledge with practical experience and observation. This linkage between theory and practice is sought to be provided through applied work. This consists of (a) Country Presentations; (b) Assignments; (c) Echo journal and (d) study tour programme.

The details of these follow:-

1. Country Presentation: In the applied work on Country Presentation each participants (or group of participants from the same country) are required to make a presentation pertaining to various aspects of the development and media scenario in their country. They are encouraged to focus on a particular developmental issue, which is at the forefront of discourse in their country and delineate the role played by media in creating awareness and formulating strategies to resolve the same.

2. Assignments:-

Weekly assignments will be given by various faculties. 3. Echo Journal: This is an exercise in feature writing, photography and layout and design. 4. Study Tours/Field Visits: The participants are taken for study tours to observe and report on the working of Indian media in different settings and gain a first hand experience of innovative communication strategies being used at the grassroots. The study tours also enable the participants to observe the Indian developmental initiatives and successes as well as architectural & cultural riches of the host country. Special Lecture Series: The Institute also serves as a forum for exchange of views and opinions on recent developments in the media and various experts, Indian and international are invited from time to time for these sessions. Development Journalism participants are also invited to participate in these special lectures. –

Methodology:-

The overall approach of the course seeks to strike a balance between theory and practice. Classroom based lecture-discussions, debates, case studies simulation and practical exercises as well as group exercises form an integral part of the course methodology.

Course Evaluation:-

There will be regular evaluation of the course on the basis of weekly feedback. There will also be one final evaluation of the programme by the participants. Regular interactive sessions with the course director will also help in an ongoing assessment of the course.

Assessment:-

(a) An ongoing system of written assignments with regular submission of assignments throughout the course.

(b) Assessment based on individual presentations, group presentations and individual assignments.

(c) Final Examinations Final Examination comprises of four papers as under:

1. Communication and Development (60-Th.+40-P.=100 Marks)

2. Development Journalism (60-Th.+40-P.=100 Marks)

3. Media and Ethics (60-Th.+40-P.=100 Marks)

4. Economic Development & Globalization (80-Th.+20-P.=100 Marks)

5. *Discovering India and Writing & Production for Broadcast and New Media*(60-Th.+40-P.=100 Marks)

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

(Theory 40; and Assignments 60 marks)

A. Discovering India:

(Theory and Assignment 40 Marks)

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:

(Assignment 20 Marks)

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

Broadcast Journalism:

(Assignment 20 Marks)

- (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.
- (e) Community Radio: Role and importance, Ensuring Community participation, Managing the Station, Programme Strategy.

(d) There are a number of awards associated with this prestigious Diploma Programme. The endeavour of the Institute is to select awardees on the basis of number of criteria going beyond the academic performance of the participant. The ability of the participants to facilitate mutual interaction amongst such a diverse group, their conduct during their four months stay at the Institute, creativity, participation in the classroom activities and extra work in group projects are amongst the few criteria, which go into the selection of the awardees along with aggregate merit in assignments and examinations.

Professor. Mukul Sharma