



**C**alicut Press Club, the nerve centre of media activity in North Kerala, established The Institute of Communication and Journalism (ICJ) a decade before to train well-equipped journalists for modern ages.

The Institute conducts a govt. recognised one-year full-time Post Graduate Diploma course in Communication and Journalism. It aims to produce talented and professionally trained personnel who can straight away handle the challenging duties of modern media. The course content has been developed by incorporating the latest in world media and is tailor made to suit the Indian context. Emerging branches of media with immense growth potential, from web streaming to FM Radio, find particular focus in the curriculum.

ICJ follows advanced teaching methods developed in the best journalism education programme in the world. It adapts these methods specifically to Indian conditions and introduces certain innovations and combines a rigorous academic curriculum with intensive practical training. It endeavors to strike a balance between education, which is about knowledge and academic capabilities, and training which is about imparting professional skills. In other words, ICJ programme seeks to combine the 'how to' aspect of journalism with a critical and reflective 'why' perspective that enables the young journalists to meet the demands in a dynamic work environment and more importantly, in a changing society.

The Institute imparts the students theoretical knowledge and practical training. At the same time the institute is keen in developing healthy social perspective for the journalists of the upcoming generation. The well thought-out course content is brought alive in academic sessions by professionally qualified teachers and media experts from the industry. The one-year programme is designed to introduce talented students with a graduation and with no prior experience of journalism to the various branches of the media and to help them acquire the knowledge, skills and discernment necessary for ready employment in the profession.

Classes are handled by an excellent team of core and adjunct faculty. The students are trained on all day-to-day works of the print media. Apart from this, training is given in Photo Journalism, Internet, Web Journalism, Technical Writing, News base programmes in TV, Radio etc, DTP training as well as Online editing and Pagination are part of the curriculum. Considerable theoretical background on all relevant subjects are provided to the students. Emphasis is on practical and applied training. Besides, regular lectures, seminars and workshops will be conducted periodically. Outdoor assignments and study tours are part of the regular stream. Special crash programmes to upgrade language ability is also included in the curriculum.

For forward-looking and smart students, the hard work required by the programme brings lasting rewards, preparing them for a life time excellence in their chosen profession.



## MANAGEMENT

The management of the Institute is the responsibility of the Executive Committee of the Calicut Press Club, Kozhikode. The Executive Committee has constituted a Governing Committee to be in charge of the Institute.

The Institute is headed by the Director who is responsible for the general administration, training programmes, tuition schedule, examinations and all other activities of the institute. The manager of the Institute shall attend to the administrative and accounting matters.

## ADVISORY BOARD

The Institute has an Advisory Board consisting of eminent Media Persons to advise and guide its activities.

## ACADEMIC COUNCIL

There is an Academic Council having eminent media persons to assess the conduct and progress of the course periodically and suggest improvements.

## ACADEMIC YEAR

Duration of the course is one year. The last one month will be for internship in various media institutions. Academic year will be divided into 2 segments of 6 months each.

Classes will be held six days a week. The sessions will be between 9.30 AM to 5.30 PM.

There will be seminars, workshops and outdoor assignments.

## ADMISSION

Admission to the one year Diploma Course will be open to those who possess at least a bachelor degree in any discipline from a recognised University. Preference will be given to those having Post Graduation. The upper age limit is 27 years as on the date of application.

## HOW TO APPLY

The application form and prospectus can be had from the Director, Institute of Communication and Journalism, Calicut Press Club, Kozhikode-1, on payment of Rs 200/- in cash at the Press Club counter. Those who want them by post should send Rs 200/- by way of MO or Demand Draft drawn in favour of Institute of Communication & Journalism along with Rs 10/- stamped self addressed cover.

## ENTRANCE EXAMINATION

After screening, eligible candidates will be called for an Entrance Examination. The examination will be of maximum three hours so as to test the candidate's aptitude for media work, proficiency in Malayalam and English languages and general knowledge. Successful candidates will be shortlisted for an interview. After the interview selection for admission will be made.

The number of seats available is limited to 35.



## OTHER REQUIREMENTS

For the successful completion of the course, apart from the written examination and dissertation, there will be two compulsory assignments:

- 1) Preparation of a Video Documentary
- 1) Preparation of a Audio Documentary

## INTERNSHIP

Students have to undergo internship in a media organisation for one month which will be arranged by the institute. Production of internship certificate from the institution concerned is a must for eligibility for the Diploma.

## DIPLOMA CERTIFICATE

Diploma certificates will be issued to successful students at the convocation conducted at a convenient date. Provisional certificates and Mark lists will be issued to the successful students immediately after the results are published.

## DISCIPLINE

Scrupulous observance of the rules of the Institute is required from the students. No sort of indiscipline will be tolerated.

## ATTENDANCE

The classes will be between 9.30 AM to 1.00 PM and 2.00 PM to 5.30 PM. Attendance for each session will be recorded separately.

A minimum of 85% attendance is compulsory for eligibility to appear for the final examination.

## FEES

Fee for the course is Rs. 35,000/-. This can be paid in installments. Rs. 14,000 (Tuition fee Rs. 11,000/- + caution deposit 3000) to be paid at the time of admission. The balance Rs. 24,000/- shall be paid in 4 installments of Rs. 6,000/- each. Caution deposit will refund after completion of the course. Installments of fee shall be paid before 10th of every alternative month concerned. Fee once paid will not be refunded. Expenses of study tour should be met by the students.

## SCHOLARSHIP

Limited number of scholarship is available to the students on the basis of their performance in studies and economic backwardness. These scholarships are awarded towards the mid of the academic year. All students need to pay the initial instalments of fees, which will be refunded if necessary, after the selection for scholarship.

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