

DEPARTMENT OF ELECTRONIC MEDIA

The Department offers a full time Masters Course that caters to the growing need of well-trained professionals for the dynamic world of Electronic Media. The primary focus of the department is to equip students with conceptual understanding and practical skills that are integral to the processes of news gathering, production and effective presentation for radio and TV channels.

Spread over four semesters, the Masters Programme is designed for aspirants who wish to make a career in television and radio journalism. While the course aims at training young professionals in the basics of journalism, it also focuses on recent trends and developments in the Electronic Media industry for all-round growth of students. Besides theoretical/conceptual knowledge of journalism, the course will make students proficient in reporting, scripting, anchoring and production for Radio and TV channels through intensive practical exercises. Students will learn to create news stories, features and documentaries through a creative and comprehensive curriculum. The department has access to advanced technology video cameras, audio equipments and video editing software for hands-on training to students.

Besides its learned Faculty, the Department will regularly invite leading editors and reporters of premier channels of the Media Industry to interact with students who can learn a lot from the experiences of senior journalists. In a nutshell, the Department will strive to fine tune the skills of its students through a creative synthesis of textual and practical learning.

As the Department of Electronic Media plans to make its programme practical-oriented and promote strong industry linkages, students will be groomed to become skillful media practitioners. After successful completion of the Masters Programme in the department, students can build careers in TV and Radio journalism and become sought-after professionals in the vibrant Electronic Media Industry.

The basic Objectives of the course are :

1. To equip students with the understanding and skills essential for excellence in Electronic Media.
2. To train students in the art and craft of Radio and TV Journalism.
3. To educate students about ethical practices in journalism and reporting.
4. To acquaint students with the best traditions and practices of Electronic Media.
5. To enhance the writing and visualization skills of students.
6. To familiarize students with the latest trends in the broadcast industry.
7. To provide hands-on training in audio-visual production techniques.
8. To expose students to new techniques of reporting/editing/production in Electronic Media.
9. To define opportunities for journalists in an era of new and emerging technologies.
10. To sensitize students to the challenges and responsibilities of Media Professionals.