

## **Post Graduate Diploma in Social Media and Web Journalism**

The phenomenal growth of the Internet and Information and Communication Technology (ICT) now exerts a strong influence on the Media Industry. In recent years, Social Media has also emerged as a powerful force that impacts the media in multiple ways. These major developments represent both, opportunities and challenges for the media and for media professionals.

The HJU Post-Graduate Diploma in Social Media and Web Journalism provides students with key competencies that are expected from all those who aspire to work for digital media platforms. Our curriculum provides students with wide-ranging knowledge and skills to leverage digital platforms to promote both, journalistic excellence and business goals.

Our teaching methodology encourages imbibing practical and theoretical skills required to design and deliver communication messages across diverse digital initiatives. We aim to nurture skilled professionals who are in demand globally in digital media agencies, media houses and web channels.

We shall strive to provide our students with a critical understanding of journalism, media laws and ethics. Students will learn to creatively prepare news copy for non-print media platforms, such as radio, television and the internet. Students will also learn in this course the impact of social media on mainstream journalism and on the working of digital platforms of print media, radio and television.