



Program Structure & Syllabus

Post Graduate Diploma in Television and Digital Journalism

Duration: 1 Year

Batch: 2025-2026

School Name
Times School of Media



Vision of the University:

To be a global leader in education, research, and innovation, empowering higher learning ecosystem

Mission of the University:

- Empower all the members of the Bennett ecosystem and provide thought leadership, focus on nation building and prepare our graduates to move with the Times.
- Cultivate international partnerships and collaborations with academic institutions, industry, and government organizations and provide a rigorous and innovative education that equips students with the knowledge, skills, and ethical values required to excel in their careers.
- Foster a culture of lifelong learning, adaptability, and critical thinking, ensuring graduates are prepared to tackle emerging challenges in all academic fields.
- Drive interdisciplinary research and innovation, pushing the boundaries of human knowledge, addressing pressing global issues and solving real world problems.
- Enhance a collaborative environment that encourages faculty and students to engage in research, innovation, and entrepreneurship, creating a lasting impact on society.
- Promote diversity, equity, and inclusion, ensuring that all individuals, regardless of background, feel welcomed, respected, and empowered.
- Prepare students to become global citizens, capable of addressing global challenges and contributing to the well-being of communities worldwide.
- Provide a globally connected career services networking with graduate employers and alumni.
- Foster a strong sense of ethical responsibility in our graduates, emphasizing the importance of ethical conduct, sustainability, and social impact in professional practice.
- Commit to ongoing assessment and improvement of our programs and invest in modern infrastructure and advanced technology to support teaching, research, and innovation adapting to the evolving needs of students, industries, and society.



Vision of the School:

To provide holistic media education that blends academic rigor with professional skills.

Mission of the School:

1. Collaborate with the industry to equip students with career ready skills.
2. Encourage sustainable practices and critical thinking to become effective communicators.
3. Promote diversity, equity and sensitize students towards humanitarian and socio-economic issues.
4. Support teaching & learning with the help of modern infrastructure and technology.
5. Committed to inter-disciplinary research, innovation, and ethical practices on issues that impact society

Program Educational Objectives (PEO):

The key learning outcomes of the one-year PGDT&DJ programme can be grouped under the following heads:

PEO1. Demonstrate the application of understanding of principles and practices in the field of communication.

PEO2. Demonstrate ethical, professional skills of storytelling and content creation within the boundaries of communication as laid down by media laws.

PEO3. Produce, analyze, synthesize information and multimedia content for Journalism and Communication

PEO4. Demonstrate working knowledge and application of relevant softwares used in the media industry.

PEO5. Demonstrate the ability to develop problem solving approach, work in a group, innovate and adapt to new technologies.

PEO to Mission Statement Mapping:

Mission Statements					
PEO Statements	M1 Collaborate with the industry to equip students with career ready skills.	M2 Encourage sustainable practices and critical thinking to become effective communicators.	M3 Promote diversity, equity and sensitize students towards humanitarian and socio-economic issues.	M4 Support teaching & learning with the help of modern infrastructure and technology.	M5 Committed to inter-disciplinary research, innovation, and ethical practices on issues that impact society

PEO1 Demonstrate the application of understanding of principles and practices in the field of communication.	2	2	3	3	3
PEO2 Demonstrate ethical, professional skills of storytelling and content creation within the boundaries of communication as laid down by media laws.	1	3	3	2	2
PEO3 Produce, analyze, synthesize information and multimedia content for Journalism and Communication	3	3	3	1	2
PEO4 Demonstrate working knowledge and application of relevant softwares used in the media industry.	2	3	3	3	3
PEO5 Demonstrate the ability to develop problem solving approach, work in a group, innovate and	2	2	3	2	2

adapt to new technologies.					
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1: Low

2: Medium

3: High

Program Outcomes (POs) and Program Specific Outcomes (PSOs):

PO1 Journalistic Skills: Understand and develop effective Communication and Journalistic skills across various media platforms

PO2 Critical Thinking: Learn critical thinking and apply ethical considerations in sustainable media practices

PO3 Digital expertise: Use relevant software and technology to access and manage information for broadcasting and diverse media environments.

PO4 Investigative abilities and Interdisciplinary approach: Independently collect and interpret data and information from a range of academic, official, and empirical sources.

PO5 Social and cultural sensitivity: Understand, comprehend, and respect the diverse social and cultural ethos of the country

PSO 1: Develop reporting and content creation skills for various media platforms

PSO 2: Demonstrate efficiency in managing media content across various digital and traditional platforms

PSO 3: Proficiently use digital tools for reporting and broadcasting

PSO 4: Develop investigative abilities and an initiative-driven mindset to conduct research, enquiry, and engage in entrepreneurial activities, contributing to the advancement of media knowledge and practices.

PSO5: Critically analyse media content from cultural, social, and political perspectives.broad

Mapping of POs/PSOs to PEOs:

PEO Statements	PEO1	PEO2	PEO3	PEO4	PEO5
Program Outcomes					
PO1	2	3	2	2	1
PO2	3	3	3	1	2
PO3	2	2	2	3	1
PO4	1	2	3	1	2
PO5	1	3	3	1	1

PSO1	3	3	3	3	3
PSO2	2	2	2	2	2
PSO3	3	1	3	3	2
PSO4	3	1	2	1	2
PSO5	3	3	3	2	2

1: Low

2: Medium

3: High

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List of Courses: Post Graduate Diploma in Television and Digital Journalism

Semester: I

S.No	Course Name	Course Code	Credit	L	T	P
1	Introduction to Broadcast Journalism	TPTD1001L	3	3	0	0
2	Writing for Broadcast Media	TPTD1003P	3	2	0	2
3	Broadcast Production	TPTD1005P	3	2	0	2
4	News Writing Techniques	TPTD1007L	4	2	1	2
5	Digital Ethics and Media Law	TPTD1009L	3	3	0	0
6	TV News Bulletin	TPTD1011P	4	2	1	2

Semester: II

S.No	Course Name	Course Code	Credit	L	T	P
1	Internship	TPTD6196J	20	0	0	40

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Semester I



Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD1001L	Introduction to Broadcast Journalism	L	T	P	C
Owning School/Department	Times School of Media	3	0	0	3
Pre-requisites/Exposure	Nil				

Course outcomes (COs)

On completion of this course, the students will be able to:

CO1: Understand the basic concepts of journalism as a profession and role of journalists in the society

CO2: Understand and differentiate between the different news concepts and beats

CO3: Implement and structure news reports alongwith the various news elements

CO4: Learn and devise strategies for multimedia news reporting and storytelling

CO-PO/PSO mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	2			2	2	2		3
CO2	3	2				2	3		2
CO3	3	2	2	2	2		3		
CO4	2	2	2	3			3	2	

1: Low

2: Medium

3: High

AI Tools:

- HubSpot AI (for content creation)
- Brand24 (for media monitoring)
- DALL-E-3 (for image creation)
- Jasper (for creative writing)

Course contents:

MODULE I: Understanding Journalism

15 lecture hours

Introduction to journalism as a profession, historical context and evolution of journalism, role of journalists in society, ethical considerations and responsibilities

MODULE II: Understanding News Concepts

10 lecture hours

News concepts, sources of news concepts, news reporting, interview techniques and sourcing, covering breaking news and feature stories

MODULE III: News writing and reporting **10 lecture hours)**

Structure and elements of news reports, writing techniques for effective news articles, basics of news writing, inverted pyramid, lead and structure, practical exercises in news writing, crafting compelling news narratives, fact checking and accuracy

MODULE IV: Digital journalism **10 lecture hours**

Online journalism: writing for the web, SEO, and social media, Multimedia storytelling: incorporating images, videos, and infographics, Introduction to broadcast media: TV and radio, Scriptwriting for news bulletins, Voice modulation and presentation skills, Field reporting and live reporting

Free Coursera courses:

- English for Journalism, University of Pennsylvania:
<https://www.coursera.org/learn/journalism>
- Making Sense of the News: News Literacy Lessons for Digital Citizens, University of Hong Kong: <https://www.coursera.org/learn/news-literacy>

Textbooks:

NIL

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

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Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD1003P	Writing for Broadcast Media	L	T	P	C
Owning School/Department	Times School of Media	2	0	2	3
Pre-requisites/Exposure	Nil				

Course outcomes (COs)

On completion of this course, the students will be able to:

CO1: Understand the basic concepts of writing for broadcast, current trends in digital journalism, and new storytelling formats

CO2: Apply the concepts to write news stories keeping in mind the current trends

CO3: Understanding and implementing basics of good and grammatically sound writing, producing reader centric, narrative and interactive content

CO4: Learn and devise strategies to cover different beats

CO-PO/PSO mapping

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1		2	3	2		2	
CO2		3	1		1	1		2
CO3	3	2		2	3		1	
CO4	1		2	1		3		3

1: Low

2: Medium

3: High

AI Tools:

- HubSpot AI (for content creation)
- Brand24 (for media monitoring)
- DALL-E-3 (for image creation)
- Jasper (for creative writing)

Course contents:

MODULE I: Introduction to Digital Media Writing

7.5 lecture hours

Digital vs traditional media, evolution and current trends of digital journalism, key elements of digital media writing

MODULE II: Storytelling formats

7.5 lecture hours

New storytelling formats for the new age audience, writing helpful content, art of writing viral stories, craft of writing 10 stories a day

MODULE III: Audience engagement**7.5 lecture hours**

Writing for visuals, basics of good and grammatically sound writing, understanding digital platforms, audience type, behaviour and engagement, producing reader-centric, narrative and interactive content

MODULE IV: Covering diverse topics**7.5 lecture hours**

Breaking news, live blogs, web stories, entertainment, local news report, sports, business, personal finance and stock markets, how to write for world news, tech, auto and lifestyle

CLASS PARTICIPATION PROJECTS

- Analyse and review different news writing styles
- Write 5-6 news stories a day
- Write stories on specific beats
- Quiz

Free Coursera courses:

- English for Journalism, University of Pennsylvania:
<https://www.coursera.org/learn/journalism>
- Making Sense of the News: News Literacy Lessons for Digital Citizens, University of Hong Kong: <https://www.coursera.org/learn/news-literacy>

Textbooks:

NIL

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

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Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD1005P	Broadcast Production	L	T	P	C
Owning School/Department	Times School of Media	2	0	2	3
Pre-requisites/Exposure	Nil				

COURSE OUTCOMES (COs) –

By the end of this program, students should have the following knowledge, skills and values:

CO 1 Understand the broadcast ecosystem and production workflows in TV channels and studios.

CO 2 Apply camera operation techniques, including framing, composition, and shot selection.

CO 3 Edit video footage using industry-standard software, applying trimming, transitions, and audio adjustments.

CO 4 Create and integrate TV graphics and animations, enhancing visual storytelling in broadcast.

CO5 Apply AI in video production

CO-PO/PSO Mapping

COs à POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO 2	PSO 3	PSO4	PSO5
CO1	2	2	1	1	2	3	2	3	1	1
CO2	2	2	1	2	1	3	2	3	1	1
CO3	3	3	2	3	1	3	3	3	1	1
CO4	3	1	2	1	1	3	3	3	1	1
CO5	3	3	1	3	1	3	2	2	1	1

1: Low

2: Medium

3: High

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Course Contents:

Module I: Introduction to the Broadcast Ecosystem **10 lecture hours**

Introductory lecture on understanding television operations; Overview of TV channels, studios, and production workflows; Roles and responsibilities of key players in the broadcast industry; Introduction to broadcast technology and commonly used industry terminology.

Module II: Camera Operation and Techniques **12 lecture hours**

Hands-on experience with different types of broadcast and DSLR cameras; Principles of framing, composition, and shot selection; Adjusting exposure, focus, and white balance; Capturing interviews, live events, and outdoor scenes; Practical exercises aimed at improving visual storytelling skills.

Module III: Video Editing Techniques **14 lecture hours**

Introduction to non-linear editing software such as Adobe Premiere Pro, DaVinci Resolve, and Final Cut Pro; Importing footage and organizing media assets; Use of basic editing tools including trimming, sequencing, transitions, and audio adjustments; Editing interviews, news packages, and short broadcast segments through practical assignments.

Module IV: Graphics and Motion Design for Broadcast **10 lecture hours**

Basics of television graphics including lower thirds, overlays, tickers, and title cards; Using graphic templates and designing custom broadcast graphics; Introduction to motion graphics and animation techniques; Producing VOGFX and graphics-based news stories suitable for television broadcast, using AI for Video Production

Module V: Advanced Production, PCR Operations and Team Projects **14 lecture hours**

Understanding multi-camera studio setups and live broadcast directing; Switching between camera feeds during live and recorded productions; Operating the Production Control Room (PCR) for studio shows; Team-based project involving the production of a complete news segment integrating camera work, editing, graphics, and live production skills.

AI Tools:

- Runway ML, Pictory AI
- HubSpot AI (for content creation)
- Brand24 (for media monitoring)
- DALL-E-3 (for image creation)
- Jasper (for creative writing)

TEXTBOOKS/LEARNING RESOURCES:

Elements of Journalism, Bill Kovach Tom Rosenstiel, Revised fourth edition, 2021.

1. Zettl, Herbert. *Television Production Handbook*, 2020
2. • Millerson, Gerald & Owens, Jim. *Television Production*, 2016

TEACHING-LEARNING STRATEGIES

Lectures will be based on current videos and power point slides.

Watching TV shows to understand the trends in broadcast journalism.

Students will work on camera/editing/PCR software to get hands on learning experiences

Class Projects and ASSIGNMENTS:

Assignment 1- Quiz: **10 Marks**

Assignment 2: Shoot using DSLR Camera and produce a news package **20 marks (Mid-Sem)**

Assignments 3: Edit and produce a News package; Produce a GFX template-based news story, Using AI production (15 x 2 = **30 marks**)

Assignment 4) – Use the PCR to record a Live news show **40 marks**

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

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Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD1007L	News Reporting Techniques	L	T	P	C
Owning School/Department	Times School of Media	2	1	2	4
Pre-requisites/Exposure	Nil				

COURSE SUMMARY

News Reporting aims to equip students with the essential skills and knowledge needed to excel in various aspects of journalism. Students will learn the art of writing news leads and structuring news reports; understand different interview techniques; learn the art of writing news features; and be introduced to different forms of reporting

COURSE OUTCOMES (COs)

By the end of this program, students should have the following knowledge, skills and values:

CO 1- Hands-on reporting skills.

CO2- Writing news report based on it: Putting the Inverted pyramid format into practice

CO 3- Explaining the underlying principles of facts and verification

CO4 - Difference between news and feature writing

CO5- Specialised reporting and its differing protocols- business, sports, science etc.

CO6: Conduct news interviews

CO – PO /PSO Mapping

COs POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO 2	PSO 3	PSO4	PSO 5	PSO6
CO1	3	2	2	2	2	3	3	2	2	2	
CO2	3	2		3	2	2	2			1	
CO3	3	3			1	3	2			1	
CO4	3	2			2	3		2		2	
CO5	3	3	2	2	2	2	2	1	2	1	
CO6	3	2	2	2	2	3	2	2	2	2	

1: Low

2: Medium

3: High

Course Contents:

Module I: Fundamentals of Reporting

8 Lecture Hours

What is News, Elements of news and news values, News Sources

The Beat System; advantages and disadvantages, Hard and Soft news: differing treatment

Module II: Writing the Report

10 Lecture Hours

5Ws and H, News Leads – Types of leads, Looking for the one fact that will ‘connect’ with readers, Inverted Pyramid Approach, Differences between writing news reports and news features, Use of Attribution

Module III: Reporting Techniques

10 Lecture Hours

Interviews: Tools and Techniques, Covering press conferences, Writing from press releases

Objective Reporting, Interpretative Reporting, Investigative Reporting

Module IV: Niche Journalism

5 Lecture Hours

What is Business Journalism: Reporting stock market and, beyond, Sports journalism and specialisation, Reporting science and technology, Product reviews, Is qualification necessary for niche journalists?

Module V: Principles and Practices in Journalism

8 Lecture Hours

Journalism ethics and the need for transparency, News with public interest perspective

Writing with clarity, Role and responsibilities of a reporter, Newsroom hierarchy

News agencies

TEXTBOOKS/LEARNING RESOURCES:

1. Elements of Journalism, Bill Kovach Tom Rosenstiel, Revised fourth edition, 2021.
2. Associated Press stylebook, 2020
3. Reuters stylebook, 2020
4. Melvin Menchor, Basic News Writing, Universal Books
5. Knight, M. Robert; The Craft of Clarity– A Journalistic Approach to Good Writing; Surjeet Publications
6. Harris, Jullian and others; The Complete Reporter; Macmillan Publishing Co

TEACHING-LEARNING STRATEGIES

Introductory lectures will be based on videos and power point slides. Also, there will be lectures on newspapers, debating headlines, why they differ from one newspaper to another and even news features.

Bulk of the work will be in the field where the student will be expected to write reports and features and conduct interviews for The Times of Bennett website.

EVALUATION POLICY

Continuous Evaluation

Reporting/write a feature story from field for ToB	50 Marks
Source a story from social media Write a story on any one of the following specialisations: stock market opening; interviewing a CEO; a sports story of choice; a news story on science.	25 Marks
Interview	25 Marks
Total	100 Marks

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

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Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD1009L	Digital Ethics and Media Law	L	T	P	C
Owning School/Department	Times School of Media	3	0	0	3
Pre-requisites/Exposure	NIL				

Course Outcomes (COs)

On completion of this course, the students will be able to:

CO1: Describe the best practices to follow on the Internet

CO2: Explain the key provisions of laws that govern online and offline journalistic work.

CO3: Demonstrate the application of constitutional provisions governing freedom of expression in real-world scenarios.

CO4: Analyze the ethical and legal issues surrounding telecom neutrality and data control.

CO5: Assess the ethical implications of AI applications in media and journalism.

CO-PO/PSO Mapping

	PO 1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3							2	
CO2		2	3			1				
CO3		2	2	3			3			2
CO4		3	2							
CO5		1	2		3			2		

1: Low

2: Medium

3: High

Course Contents:

Module I: Guidelines for Reproduction of Online Content

10 lecture hours

Definition and principles; Truth, Fairness & Objectivity, Press Council guidelines on coverage of women, juvenile issues, and riots, Use of images, Rehashing content in newspaper/ digital and implications.

Module II: Constitutional Framework

10 lecture hours

Constitutional provisions, Reasonable restrictions and landmark cases, Personal, official accounts, Friending, interacting with users, Analyse social media policy of different companies

Module III: IT Act and relevant Laws

12 lectures hours

Main provisions and Key amendments, Defamation laws, Contempt of court, Important cases, Forwarding of obscene/ defamatory content, Misuse of sedition law and IT act against journalists, Right to Privacy, data privacy framework, Provisions of Juvenile Justice Act, POSCO, POSH relevant to journalism

Module IV: AI and Ethics

10 lectures hours

Introduction to AI and its relevance in media, Ethical considerations in AI applications, Legal frameworks governing AI use in journalism, Case studies on AI in journalism: opportunities and challenges, Impact of AI on media ethics and law

CLASS PARTICIPATION PROJECTS

- Complete assigned readings – 12 papers and two books
- Analyse and review digital ethics and media law related stories
- Implement a 4-part digital stories on discussed topic with ethical and law dimensions
- Interview experts and others stakeholders related to the stories

Text Books:

For Ethics

Thakurta, Pranjoy Guha, *Media Ethics*, LexisNexis, 2018

Coeckelbergh, Mark, *AI Ethics*, MIT Press, 2020.

For Law

Goradia, Madhavi Facets of Media Law, Eastern Book Company, 1st Edition, 2010

Reference Books:

For Ethics

1. Menon, P.K., *Journalistic Ethics*, Pointer Publishers, 2008

For Law

1. Seervai, H.M., *Constitutional Law of India*, Universal Law Publication, Vol. 1, 4th Edition, 2013

2, Jain, M.P., *Indian Constitutional Laws*, Lexis Nexis, 6th Edition, 2012.

3. Shukla, V.N., *Constitution of India*, Eastern Book Company, 12th Edition, 2013

4. Mitchell, Melanie, *Artificial Intelligence: A Guide for Thinking Humans*, Penguin, 2019.

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD1011P	TV News Bulletin	L	T	P	C
Owning School/Department	Times School of Media	2	1	2	4
Pre-requisites/Exposure	Nil				

COURSE OUTCOMES (CO)

By the end of this program, students should have the following knowledge, skills and values:

CO 1- The newsroom operations.

CO2- Writing to pictures in television news.

CO3- How to write a news package and other formatted content.

CO 4- Importance of news production with special reference to importance of AI tools.

CO 5 – Putting together stories in a bulletin format.

CO – PO /PSO Mapping

COs à POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO 2	PSO 3	PSO4	PSO5
CO1	2	2	1	1	2	3	2	3	1	1
CO2	2	2	1	2	1	3	2	3	1	1
CO3	3	3	2	3	1	3	3	3	1	1
CO4	3	1	2	1	1	3	3	3	1	1
CO5	3	3	1	3	1	3	2	2	1	1

1: Low

2: Medium

3: High

Module 1: Preparing to Report (Assignment Desk)

Introductory lecture on what is news and television news and how it differs from print journalism, understanding the structure and functioning of the television newsroom, roles and workflow at the assignment desk, generating ideas and ideating for news and feature stories, preparing to report through background research, identifying and lining up sources, gathering information from the web, using AI tools to assist in deciding story angles, and understanding the importance of sound bites and visuals in television news reporting.

Module 2: In the Field – Shooting the Story (Assignment Desk)

Understanding beat journalism and its advantages and limitations, identifying strong visuals and effective sound bites while reporting from the field, using social media as a source of news and feature content, ensuring proper attribution in television reports including graphic representation, and learning the purpose, style, and execution of the piece to camera (PTC).

Module 3: Writing the News Package (Output Desk)

Previewing and logging visuals and sound bites, understanding the critical importance of writing to pictures using spoken language, structuring a news package around visuals and bites, learning alternative news formats such as ticker-tape (tic-tac), VOSOT, and anchor read, understanding the importance of the lead by identifying the single most compelling fact for viewers, and recognising the role and significance of the piece to camera (PTC) in news storytelling.

Module 4: Producing the Story (News Producer / Output Desk)

Techniques of voice-over writing and modulation, use of graphic elements and synchronising graphics with voice-over, editing television news stories including the use of AI-based editing tools, and applying special effects and packaging techniques to enhance the overall impact of the news story.

Module 5: Building the News Bulletin (Anchor / Output Desk)

Selecting the top story and arranging the order of news in a bulletin, writing anchor links that smoothly connect different stories, writing and producing developing and breaking news stories, and developing anchoring skills and on-camera presentation techniques.

Module 6: Journalisms Specialisations

Understanding business journalism with focus on stock market reporting and broader economic issues, sports journalism and the importance of specialisation in areas such as cricket, football, and tennis, reporting science and explaining complex subjects to general audiences, understanding journalism ethics and the need for transparency and accountability, and examining whether formal qualifications are necessary for niche and specialised journalism.

ASSIGNMENTS:

Assignment 1- Quiz: **10 Marks**

Assignments:2) Shoot/write and Produce at least two complete news package story that has an interview and a PTC - (15X2 =**30 Marks**)

Assignment 3: Record 3 types of PTCS and a Tic Tac –

20 marks (Mid-Sem)

Assignment 5) - Make a complete news bulletin including anchor and anchor read.

40 marks

Textbooks

- Zettl, Herbert, *Television Production Handbook*, Cengage Learning, 12th Edition, 2018.
- Millerson, Gerald & Owens, Jim, *Television Production*, Focal Press, 5th Edition, 2012.

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

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Semester II



Name of Program	Post Graduate Diploma in Television and Digital Journalism				
TPTD6196J	Internship	L	T	P	C
Owning School/Department	Times School of Media	0	0	40	20
Pre-requisites/Exposure	Nil				

Course outcomes (COs)

On completion of this course, the students will be able to:

CO1: Apply acquired knowledge in the real world

CO2: Develop professional relationships and teamwork

CO3: Demonstrate skill-based learning using latest technology and working in a 24x7 news setup

CO4: Adapt to industry best practices

CO-PO/PSO mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2		1	1	3	2	2		2	3
CO2	3	2		3	1	3	2	1		2
CO3	1	1	3		2		3	2	3	
CO4		3	2	2		1		3		1

1: Low

2: Medium

3: High

EVALUATION POLICY

Components of Course Evaluation	Percentage Distribution
Monthly Reports	15
Monthly Interviews	15
Internship File: <ul style="list-style-type: none"> • Organization & Clarity (5) • Quality of work done (10) • Industry Outcomes/ Learnings (15) 	30
Employer Feedback	20
Viva (Presentation is mandatory)	20
Total	100

Format of Submissions

1. Joining Report

To be mailed within the first week of joining, containing the following:

- Joining statement
- Work assigned
- Supervisor's name

2. Monthly Reports

To be mailed for every month of the internship at the end of each month. The reports must contain:

- Brief Information about the work and the areas the student is working upon
- Screenshots/Hyperlinks of the work done

3. Internship File

The report contains:

- Place of Internship/ Supervisor
- Industry Learnings/ Outcomes achieved
- Areas where you improved
- Areas where you need improvement
- Copies/Screenshots
- /Links/Editing Samples/Audio Files/Press Releases/Campaign Work/etc.
- Achievements/ Awards/Reward

Format

- Title page
- Acknowledgements
- Index
- Introduction (Place of Internship, Supervisor)
- **Section A** (Learnings)
 - Industry Learnings
 - Outcomes achieved
 - Areas where you improved
 - Areas where you need to improve
- **Section B** (Work done)

- **Section C** (Awards and Achievements)
- **Conclusion**

4. Client Feedback Form

Students are required to share the feedback form with their immediate supervisor and the Human Resources department at the initiation of the internship. It is incumbent upon them to provide a comprehensive briefing regarding the necessity to complete the form and return it upon the conclusion of the internship.

EVALUATION POLICY

Components of Course Evaluation	Percentage Distribution
Internship File	20
Case Study	40
VIVA	40
Total	100

Assessment Scheme:

Components	Internal Assessment	Mid Term Exam	End Exam	Total
Weightage (%)	40%	20%	40%	100%

Sut  