



Preparing for great careers  
in journalism



**INDIAN INSTITUTE OF  
JOURNALISM & NEW MEDIA**

# Dean's Message



“The Institute’s mission is to educate students in a broad range of skills and concepts involving the gathering, editing and presentation of information, and prepare them for a career in journalism.”

Since 2000, IJNM has made steady progress in offering an excellent journalism curriculum suited to the practice of the profession. With experienced faculty from India and abroad, media lab and state-of-the-art TV and radio studios, students get the best there is to prepare for a good start in their new career. As an independent institution not affiliated with or run by any one newspaper or media organization, we are able to maintain wider association within the industry.

If you have come to IJNM to discover yourself and to learn about others, and to tell through your work what you have learned, there is no better journalism school in India than this institution.

What are we trying to teach you at IJNM?

First, the obvious. The craft of journalism: how to cover a story, be a good reporter, do the research properly, and write well. I hope you will examine some of the crucial questions of our time affecting our community, India and the world. You must also learn to appreciate the full breadth of individual freedom and expression, of equality, and human justice.

Learn to differentiate between just and unjust laws,

between the use of power for good as opposed to evil and oppression, between transparent expressions of truth versus pronouncements for propaganda, between social justice and injustice, and between good and evil. I hope you will develop the critical faculties for making those clear distinctions, from a moral base devoid of ignorance.

Indian journalism is a vibrant profession, constantly striving to find its rightful place within a democracy in transition. The media is drawn in different directions between its role to inform the people, and its attempt to increase advertising revenues, readership and viewers at any cost. With increased concern on the part of citizens, we can hope that our media will challenge vigorously and constructively the wisdom and practices of our politicians and bureaucrats.

In conclusion, what are the vital characteristics needed of a great journalist? Needless to say, you must learn the skills to be a good reporter and writer. You must dig into the story, find the truth, and present your material eloquently and interestingly to the reader/viewer/listener. In doing all these, understand the issues that really matter to the people, and cover them well. Finally, you must not just be a journalist but something more than that — a professional journalist with personal integrity.

IJNM is the first and the only college today that offers a convergent programme to train all its students in every media – print, broadcast and online, while specializing in the chosen stream. We strive to offer the best curriculum, and train you for a successful career in journalism. Judging from our past graduates, the media profession has already come to recognize the quality of our programs and the students. I hope you will commit yourself to excelling in this exciting career.

Thank you.

Kanchan Kaur, Dean

# About IJNM

January 2001 marked the opening of the Indian Institute of Journalism & New Media (IJNM) in Bangalore, India.

The main motivating factor behind the creation of IJNM is the overwhelming need to improve the quality of journalism and elevate the stature of the profession in India.

## Mission

The Institute's mission is to educate students in a broad range of skills and concepts involving the gathering, editing and presentation of information, and prepare them for a career in journalism.

While there is a strong emphasis on the "craft" of journalism, the curriculum is designed to help students draw on and supplement their basic education so they are better equipped to handle intelligently the fundamental issues of the day. Students are exposed to

the principles and ethics intrinsic to the profession to enable them to hone their journalistic skills. They are given practical training by covering events in the city, research on the Internet, working in our state-of-the-art media lab and studios, and frequently publishing and broadcasting the news. The hope is that IJNM journalists will not only be competent practitioners by today's standards, but also that they will help raise those standards.



# Who is teaching me?

Full-time and visiting faculty are from leading national news organizations and academic institutions, as well as from abroad.

Kanchan Kaur, Dean, was a print-medium journalist for 20 years at the Deccan Herald and Gulf News, and had taught media studies at several colleges. She is assisted by a team of competent and experience

faculty – both full and part-time – who have worked in the media. Further, IJNM invites a steady stream of prominent journalists and business and community leaders as guest lecturers.

Students are exposed to a range of ideas and experiences by individuals who have had extensive practical experience in their respective professions.



IJNM's faculty, both permanent and visiting, is made up of experienced Indian and International journalists who have spent decades in the industry. At IJNM you learn journalism from journalists, not textbooks.



# What can I study?

IJNM offers the following programme:

- Postgraduate Diploma Programme for students with a Bachelor's degree.

The programme is offered in three streams: Print, Broadcast and Multimedia Journalism. These courses are spread over two semesters: July-December and January-May.

The changing media industry expects all journalists to be proficient with the skills involved in all mediums of news production. IJNM's Convergent Programme incorporates the skills required to work in multiple mediums while, at the same time offering specializations in three streams—print, broadcast and multimedia.

## Streams

Students are asked to pick one of the following three streams:

**1) Print Journalism:** Students who select Print Journalism as their stream will, in the first semester, learn to work on both the reporting and production of various forms of Print Media. In the second semester they can choose to specialize in either Newspapers or Magazines.

**a) Newspapers:** This stream prepares students to step into the nation's newsrooms. They will learn reporting, editing, page design and newsroom management. Teaching methods include class and guest lectures, case studies, seminars, assignments and workshops.

**b) Magazine:** Magazine journalism students prepare themselves through course work involving writing, editing and production. They use the latest technology to create graphics, choose typefaces and designs, and prepare layouts to produce impressive magazines.

**2) Broadcast Journalism:** Students who select Broadcast Journalism as their stream learn to work on both the reporting and production of various forms of broadcast media. In the second semester they can choose to specialize in either TV News or Documentaries.

**a) TV News:** Television curriculum requires acquiring skills in reporting, writing, and production for TV broadcast. Television workshops train students for

the real world of broadcast journalism, offering best practices in the industry. Students learn to shoot and edit videos, and to produce hard news and feature stories.

**b) Documentary:** Documentary students work on long form programmes. They learn the process of making documentaries, from the first stage of coming up with an idea to the final edit.

**3) Multimedia/online Journalism:** This stream teaches how to deliver news in any and all media—the skills needed to be a converged journalist. Students learn solid reporting and writing for online, airwaves, magazines, cell phones, PDAs and electronic paper. Convergent journalism is all about what makes a news story effective today and how to recognize the best medium for a particular story. That medium may be the web, broadcast, radio, newspaper or magazine—or, more likely, all of the above combined.

## Core courses

All students, regardless of stream, must complete the following mandatory courses.

**Reporting and Writing (by stream):** The course has three principal components: Beat reporting, deadline writing, and seminars. Each student is assigned a Bangalore city neighborhood as a beat and spends at least two days a week in that neighborhood. Students learn to cover crime and courts, government and

politics, social issues, health care, education and other areas. Reporting and Writing classes are divided by stream with students learning reporting and writing techniques and formats specific to the stream they have chosen, be it Print, Broadcast or Multimedia.

**Tools of Journalism (by stream):** This course consists of two components: training in the use of equipment such as cameras and recorders, and in software applications for editing and productions. Tools of Journalism classes are divided by stream with students trained in using equipment and software specific to the stream.

**Critical Thinking in Journalism:** A journalist does not work independent of the society. While s/he reports on it, s/he is also a part of it. An ability to comprehend, analyze and evaluate unfamiliar material quickly, and think critically is as much a core journalism competency as the ability to identify the news and report on it.

This core course required for all students explains the political, economic and societal contexts in which journalists operate and provides an understanding of democratic functions.

**Convergence Across Media:** In today's world, a

reporter could be asked to shoot and edit videos (traditionally a part of the broadcast medium), write a text-based article (for print or online) and bring these seemingly diverse aspects together online. This core course ensures that students learn to tell stories in multiple mediums through a single platform, never mind the stream they are specializing in.

**Ethical and Legal Issues in Journalism:** This required course for all students explores the social role of journalism and the journalist from legal, ethical and economic perspectives. It examines the current and historic conflicts between journalists, government and the legal establishment. Issues such as libel, privacy, prior restraint against publishing the news, censorship, protection of sources, the right to gather news and national security are explored.

**English:** This course trains students in using English language correctly and effectively to communicate their stories to their audience.

**Current Affairs:** The course teaches students to analyze the news, not as consumers, but critically as producers, publishers and trainees in the field. Students learn to examine and dissect news across different mediums.



# Areas of Specialization

Each student must pick one of the following four areas of specialization, which they will study for the entire year at IJNM.

## **Business and Financial Reporting**

This course covers business and financial reporting and presentation. The course stresses reporting and writing techniques on business news, and how to interpret and present business and economic events. Among the topics covered are corporate financial news, takeovers and mergers, corporate governance and shareholder rights, international trade and economic developments, and financial markets.

## **Development Journalism**

This course covers key developmental issues, policies and programs, and their impact on economic conditions. Students are required to examine one or

more recent developmental projects and use them as case studies for critically reporting and writing on their impact.

## **International News Coverage**

This course deals with the techniques and difficulties of covering international news. It teaches students to gain report international viewpoints, and balance with presentations by the national government. The instructors and guest speakers discuss issues of censorship, coverage of defense matters, and the impact of modern communication on international reporting.

## **Political Reporting**

This course provides an in-depth analysis of the national and local political landscape. Topics include party politics, campaigns and elections, political



propaganda, lobbying and special interests, fake news, and other areas. Students learn to identify the substance of issues that currently dominate the national and local news agenda, and acquaint them with the skills necessary to report and write on those issues.

## Electives List

Magazine Writing

Television News Features

Covering Science and Technology

Digital Photo Journalism

Covering Health and Environmental Issues

Investigative Reporting

Opinion and Editorial Writing

Covering the Arts and Cultural Events

Sports Reporting

Covering Social and Religious Issues

Rural Reporting

Podcasting: Telling audio stories

Writing for the Wires

Social Media Communication

Data Journalism



IJNM's academic programmes are unique to the Indian education landscape. They were put together in collaboration with Columbia School of Journalism, New York and are a perfect blend of practical work and theoretical knowledge.

# Capstone Project

All students are required to submit a capstone project at the end of the year. The project is a piece of long-form journalism that may be executed in Television, Print, or Multimedia. The project, which runs through the year, must be based on issues faced by people living in rural Karnataka. Students get the opportunity to visit rural parts of the state for their research and reporting.



# Production

Students at IJNM spend two days in each week producing news in the streams they specialize in. The print students bring out a newspaper (The Observer), and a magazine, The Beat. The multimedia students update their news website, The Softcopy regularly. The broadcast students produce a TV news bulletin, Bangalore's Citycast. These productions teach students to work in a real world news gathering and production environment and help them build a portfolio of real news stories.



# Student Life

IJNM is situated on 5 acres of beautifully kept grounds surrounded by rolling hills. The 30,000-sq.-ft. facility features large classrooms, auditoriums, a sophisticated media lab, library, and conference rooms. Each student is assigned a private study area with a personal computer (recent model with large memory and storage space) connected to a network running powerful servers, e-mail, and high-speed 24 hour access to the Internet.

IJNM infrastructure and resources are state-of-the-art to offer an excellent academic program.





## Housing & Meals

The IJNM program requires intense study for one year, and all students are advised to stay in the dormitory next to the campus, unless an exemption is granted. Separate dormitories for male and female students and adjoining dining hall close to the college make living and study convenient and safe. The cafeteria adjacent to the dormitory offers regular meals — breakfast, snacks, lunch and dinner.



# Applying to IJNM

## Admission procedure consists of:

1. Completion and submission of application form
2. Aptitude test and personal interview
3. Notification and acceptance of admission

## Completion and submission of application form:

Completed application form must reach IJNM by the date mentioned on the website. Late applicants may submit completed form and supporting documents after this date, which may be considered for admission if vacancies are still available. Note: We encourage submitting applications early submission

of application to assure quick completion of the admission process to the limited number of seats. Those awaiting college examination results may be given conditional admission. For further details on the admission process and fees, visit [www.ijnm.org](http://www.ijnm.org)

## Written test and personal interview:

Applicants who are notified must take the aptitude test at any of the centres (visit our website for a list of cities) around the country. Aptitude test will be followed by a personal interview on the same day at the centre.



# Careers

Our alumni are doing exceedingly well in their chosen streams of media at many organisations around the country. Walk into any mainstream publication or TV channel, and you will find IJNM alumni.

The Institute maintains close contacts and professional relationships with a number of news organisations, television channels, radio stations, academic institutions and corporations. Many of our full-time and part-time faculty members and guest lecturers who are professionals at senior positions in various institutions guide our graduates. We organize recruitment sessions on campus for companies at the end of the academic year.

Most students receive multiple offers from media organisations. Companies that come to recruit include CNN IBN, CNBC Awaaz, CNBC TV18, Newswire 18, NewsX, Times Now, BIG FM, Deccan Chronicle, Times of India, Indian Express, Reuters, CMPt, IDG, Press Association, Sakaal Publications, Infomedia, DNA, Bangalore Mirror, News9 and several online services and consulting firms.

Within a span of nearly 20 years since commencement, our Institute and its program have gained considerable recognition by many leading media organisations in India and abroad, with practically 100% job placement each year.

## Accomplishments of our graduates

Two of our past students have been selected for internships in the United States — one by The New York Times and the other by the Scripps Howard in Washington.

Thomson Foundation selected Deepika Bhardwaj, alumna of IJNM, for the “Future Media Leaders Program” at Cardiff, Wales, UK, awarding a large scholarship. Mr. Tim Rogers, Director, Training and Development, said, “I have no doubt that you are a most worthy beneficiary of one of our five scholarships, and I am sure you will make a great contribution.”

Tsewang Rigzin, IJNM Alumna from Ladakh, was awarded the 15th National Media Fellowship for the year 2009-2010 by the National Foundation for India.

Supriya Khandekar was presented the Young Development Journalist of the Year award at the Developing Asia Journalism Awards (DAJA) organized by the Asian Development Bank Institute (ADBI) in 2009.

Sandeep Pai, IJNM alumna has won the very prestigious Ramnath Goenka award for excellence in journalism in the investigative journalism category.



# Testimonials

I have found IJNM graduates to be the most daring, the most experimental and the most comfortable with tools like RTI.

**Aditya Sinha,**  
**Former Editor-in-Chief, DNA**



*IJNM Alumna, Mamita Seeling, CNN, Hong Kong*

All of them are excellent bunch of students, excellent grooming, great team spirit. Everybody is very matured at this level of their career-learning.

**Nabanita Guha, Former**  
**Sr. Manager- HR, NewsX**

IJNM has one of the largest journalism based alumni networks in India. Students from the institute can be found in every newsroom and media house across the country.

After working in broadcast media for more than three years, I have realised that it's not a cakewalk, actually far from it, and IJNM totally prepares you for it.

At IJNM, the professors who have all been on field and have ample experience help you understand where and what went wrong.

I was placed through campus recruitment and I still can't thank IJNM enough for what the teachers taught me. It was a great, memorable and truly valuable year of my life.

**Swati Varma, Producer, NDTV**

In conversations with fellow journalists, we often discuss the wide gap between education and professional life in India. What is taught in most other institutions is far from what is to be done at the office desk.

For me, that gap was filled at IJNM. My greatest learning at IJNM was that "journalism is not a job; it's a way of life." There are challenges and tough times every day. But the way of life that IJNM inculcated in me always helps me sail through.

**Itika Sharma, Principal**  
**Correspondent, Business Standard**

After graduating from IJNM, in 2009 with broadcast media as my major, I entered the radio industry and then shifted to print media. The best part about IJNM is that it teaches you to cut across media.

During my year at the institute, I saw a lot of hard work, a lot of anxiety as deadlines approached, the excited buzz of a newsroom and the triumph of pulling off a daily bulletin. Things went wrong, but we were trained to learn and move forward.

**Dilraz Kunnummal, Reporter,**  
**Daily Tribune, Bahrain**



*IJNM Alumna, Pavitra Parekh, Anchor, CNBC TV18*





**Admin. Off.: Indian Institute of Journalism & New Media (IIJNM)**

No. 502, 5th 'C' Main, 5th Cross, 2nd Block, HRBR Layout, Kalyana Nagar, Bangalore –560 043

Mobile: 91-7829240368 / 91-97422 95805; Telephone: 91-80-2545 2564 / 2545 2565;

e-mail to: [admin@ijnm.org](mailto:admin@ijnm.org); website: [www.ijnm.org](http://www.ijnm.org)