



**Learn Journalism
from the Best in Media**

POSTGRADUATE DIPLOMA IN
JOURNALISM

**PRINT, BROADCAST, NEW MEDIA
AND PHOTOJOURNALISM**
July 2014 to April 2015

- Well-defined course curriculum designed by industry experts
- Located in Bandra West, Mumbai with state-of-the-art facilities
- One-month internship with major newspapers, magazines and television channels

Course Director

Carol Andrade, Editor, *Afternoon Despatch & Courier*



ST PAULS INSTITUTE
OF COMMUNICATION EDUCATION

THE COURSE

Two years old and already, the Post-Graduate Diploma in Journalism offered by St Pauls Institute of Communication Education (SPICE) is making waves for its refreshingly new approach.

How did we do this? By anchoring the course in simplicity and practicality, and allowing industry stalwarts to decide the curriculum, based on what they would like to see in their new hires.

The results: the class of 2012-13 has entered the workforce, all in the print media, and this year's students are gearing up for internships and making the transition to the 'shop floor' in the second half of 2014.

At SPICE, we decided early on that, while a journalistic world view was desirable, it was professional knowledge steeped in the DIY of journalism and married to the crucial role played by modern communications technology that was more important.

The basics remain. So students first learn to observe, research, recognise news, place it in context — and write, write, write.

All students begin with a common programme that leads to specialisation in four disciplines as detailed below.

The rest, we believe, will follow.

THE FOUR PILLARS OF SPICE

Print Journalism

St Paul's literally steeps its students in the process of journalism from the start. A month of basic skill-set acquisition kicks off the year. Students learn to analyse, deconstruct and read-to-recognise the papers from first page to last. They're trained to observe similarities and differences in choice and treatment of news, discuss content, layout and degree of interactivity through digital tools, and, in a parallel exercise, improve their language skills.

This is the background for the rest of the course which applies principles and practices of modern journalism to the process of reporting, feature writing, news photography, interviewing and understanding the role of advertising and marketing. Industry input in the form of guest and faculty lectures is continuous and skills are further honed through class work, workshops, seminars, fieldwork and interactions with key institutions in local self-governance.

Additionally, students bring out a monthly newsletter in conjunction with a leading NGO, handling realtime issues pertaining to local politics and government. This is invaluable in preparing them for internships at the end of the year.

Online Journalism

The profession as we knew it has been irrevocably changed by the digital media. At St Paul's, the aim is to help students understand the impact this has on the process of news gathering and dissemination, making it a greater force than ever.

The specialisation includes familiarity with concepts of working in the online space; cell phone journalism; the need to apply digital tools, altered mindsets and methods, using social media as a means to reach larger numbers of readers; and writing for news websites.

Part of the curriculum also envisions joining with print and broadcast to create the convergent journalist who is comfortable in any medium and fits into the convergent newsroom.

Broadcast Journalism

The Broadcast Journalism specialisation has much to recommend it. Students will come to it fresh from an understanding of journalism in a milieu that is now used to the phenomenon of the 24/7 news channel and the choices that varied content offers.

St Paul's will prepare students to face the rigours of a television newsroom as they learn broadcast writing, rundowns/newscasts, reporting, anchoring and TV production. Practical training and a hands-on approach will ensure that they leave the worst of their fears behind them as they venture out, ready to face cameras in a demanding and exciting profession that is thoroughly reflective of the times.

Photojournalism

Photojournalism is the ability to tell news stories through photographs. Sometimes this can be a complex (and dangerous) pursuit in the name of providing both truth and knowledge to the public. Historically, photojournalism has resided somewhere between reportage, the delivery of information, and individual interpretation. At SPICE, we train students to, first, think like journalists and then to translate that thought into storytelling news images.

Designed by working professionals, this course comprehensively understands the practices of Photojournalism and the technical skills required for making news images. Students will be trained to work in the field, shooting hard news as well as photo features and documentaries. A simulated newsroom and the common student newspaper provide the required outlets for a proper display of their skills.

THE FACULTY

**Carol Andrade**

Journalist, Editor, media educator
(Principles and practices of journalism)

**Bachi Karkaria**

Columnist, author and media trainer
(City Reporting)

**Shashi Baliga**

Independent journalist; former Editor,
Filmfare and Editor, Sunday Features,
Hindustan Times
(Features and creative writing)

**Sachin Kalbag**

Executive Editor, *Mid-Day*,
(Online and New Media)

**Amy Fernandes**

Group Editor (Women, Luxury, Travel)
Zee Media Corp, former Editor, *Femina*
(Magazine journalism)

**Rajeev Masand**

Entertainment Editor, CNN IBN
(Film journalism)

**Deepak Sahijwala**

Business Editor,
The Afternoon Despatch & Courier
(Business journalism)

**Robin Shukla**

News Editor,
The Afternoon Despatch & Courier
(Editing)

**Yogesh Sadhwani**

Senior Asst Editor (investigative journalism),
Mumbai Mirror
(Investigative journalism)

**Swati Deshpande**

Law Editor, *The Times of India*
(Law and media)

**Hussain Zaidi**

Crime reporter, novelist
(Crime reporting)

**Sherwin Crasto**

News photographer, co-founder Solaris Images,
was formerly with Reuters and DNA
(News and creative photography)

**Shailesh Andrade**

Award-winning Photojournalist
(Photojournalism)

**Mahrukh Inayet**

Award-winning journalist, Editor-at-Large, *Headlines Today*,
Course director, Studio Talk, former Sr Editor, Times Now
(Television journalism)

**Vikram Sawant**

Director, Studio Talk; former Print and television journalist
(Television journalism)

**Dilip D'Souza**

Award-winning independent journalist, activist, author
(Activism journalism)

**Antoine Lewis**

Food & Wine Writer
(Food writing)

**Rajan Ranshoor**

Art Director, *The Afternoon Despatch & Courier*
(Production and design)

**Joe Eruppakkatt**

General Editor, St Pauls/BYB Mumbai
(Ethics in journalism)

**Dr Avinash De Sousa**

Psychiatrist, psychotherapist
(Media and Mental Health)

**Rajesh Tahil**

CEO, Hill Road Media
(Media management)

**Luke Mendes**

Writer-Director at Ekuldom Productions and former writer,
Executive Producer and Assistant Director at UTV
(Script writing)

**Elvis Dias**

Managing Director, AMO Communications
(Advertising and creative thinking)

**Pavan R. Chawla**

Award-winning Communication and Content professional
(Public Relations)

**Smita Deshmukh**

Executive Director, Next Level Communications
(Public Relations)

**Dr. Sadhana Nayak**

Voice coach and Broadcast Trainer
(Voice and accent Training)

**Ruby Almeida**

UK-based Broadcast Trainer and Producer
(TV presentation and Production)

“SPICE prepares students for the real world of the media with hands-on training by journalists with decades of newsroom experience. When they graduate, these students are ready to plunge into the job with no need for acclimatisation to the rough and tumble of the profession.”

— **Bachi Karkaria** (Columnist, author and media trainer)

Eligibility

Graduates in any discipline and students awaiting their degree examination results are eligible to apply for admission.



Apply online: www.stpaulsice.com

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