



ASIAN COLLEGE OF JOURNALISM

## **BE A WORLD-CLASS JOURNALIST JOIN THE CLASS OF 2008 at the Asian College of Journalism**

The Asian College of Journalism (ACJ) invites applications for admission to its one-year Postgraduate Diploma programme in Journalism. A demand draft for Rs. 1,000/- in favour of 'Media Development Foundation', drawn on a bank in Chennai, must accompany your request. The last date for receiving completed applications is April 30, 2007.

The academic year begins on July 16, 2007. College graduates in any discipline and students awaiting their degree examination results are eligible to apply. Selection is based on an entrance examination conducted at various centres in India and abroad in late May 2007 and a personal interview at the College in Chennai in mid-June 2007.

**THE ASIAN COLLEGE OF JOURNALISM** is the premier institution of journalism education in South Asia offering an intensive and rounded course of study with specialisation in Print, Television, Radio or New Media. Candidates who successfully complete all requirements will receive a Postgraduate Diploma in Journalism. The ACJ follows the advanced teaching methods developed in the best journalism education programmes in the world. Adapting these methods to specifically Asian conditions, it combines a rigorous academic curriculum with intensive practical training. The one-year programme, spread over three trimesters, is designed to help students acquire the knowledge, skills and discernment necessary for ready employment in the profession. Members of the first six ACJ classes have proved to be in high demand in the media across the country.

Training in the **ACJ PRINT STREAM** takes students through lectures, classroom writing and outside reporting assignments during which they are taught to gather news and to report it in clear, accessible English. The curriculum includes instruction in writing leads and stories, editing copy, composing headlines, writing picture captions, cropping photographs, selecting typography and designing attractive page layouts.

In the **ACJ TELEVISION STREAM** students engage in the whole range of studio and field work for television news and news-related programming. They are trained in news preparation and presentation; anchoring; interviewing and reporting on camera; and researching and scripting documentaries. They gain practical experience in camera work in the digital format, linear and non-linear editing, video and audio mixing, and the creation of special effects and graphics. A unique offering in this stream is an intensive, hands-on course, lasting a trimester, in television journalism, conceived and run by BBC Worldwide and taught by an experienced BBC journalist.

The **ACJ RADIO STREAM**, will prepare the new generation radio professional who can handle digital production and the evolving forms of journalism in this medium. Students will develop an ear for sound and a subset of skills for perspective, layering and

mixing. Using mini disc field recorders and Adobe Audition editing software, they will produce air-ready features. They will learn to write for radio, to train their voices for the air, and to radiocast online.

The **ACJ NEW MEDIA STREAM** trains professionals for the fast-paced world of journalism on the Web, equipping them with the ability to use texts, graphics, audio and video as communication tools. Students acquire writing skills specifically attuned to the Web and learn to use major tools in Web publishing. In addition to the practical training, the New Media course includes modules on new media theory, cyber law, and communication in the digital era.

Through a series of guest lectures by distinguished scholars, students are introduced to a wide range of intellectual disciplines and taught specialised areas of reporting like legal, business, and sports writing. Understanding and covering deprivation is a distinctive part of the curriculum. The ACJ has professional links with reputed institutions in the United Kingdom and the United States. Classes at the College are handled by an accomplished and experienced core faculty and by a number of Indian and international visiting scholars.

The ACJ will try to help outstation students find suitable accommodation in Chennai

The ACJ is administered by the Media Development Foundation, a public not-for-profit Trust. The Trustees are Sashi Kumar, journalist, TV anchor and media entrepreneur (Chairman); N. Ram, Editor-in-Chief, The Hindu; N. Murali, Managing Director, The Hindu; Prof. C. P. Chandrasekhar, economist and media commentator; and Radhika Menon, Publisher, Tulika.

ASIAN COLLEGE OF JOURNALISM, Kasturi Centre, 124, Wallajah Road, Chennai 600 002, India.  
Telephone: 91-44-28418254/55, 28526227/49 Fax: 91-44-28418253  
Email: asian\_media@vsnl.com Website: www.asianmedia.org

**For The Hindu - Size: 16 cm x 23 cm**