



Loyola College, Chennai
with the support of
**Tamil Nadu Skill
Development Corporation**
Offers

CERTIFICATE PROGRAM IN
**APPLIED
JOURNALISM**



**FREE
OF COST**

Do you want
to become an
**ACCLAIMED
JOURNALIST?**

Certificate Program in Applied Journalism (CAJ)

Tamil Nadu Skill Development Corporation, Government of Tamil Nadu, collaborates with Loyola College, Chennai to conduct this program for young media aspirants.

The six-month certificate program is taught free of cost to young aspirants who would love to create an impact on the world of ideas. The skills they acquire during this program will go a long way in shaping them as opinion leaders.

Objective

- To promote young Tamil journalists to create quality impact in Tamil media
- To equip young aspirants on the foundational skills and ethics of journalism
- To nurture in-depth research, writing and reporting skills on specialised areas to enable young aspirants to evolve as field-specific technical experts
- To empower young aspirants on technical and digital skills to keep up with the media trends.
- To provide exposure and hands-on training in media industry through field visits and internships to create versatile, convergent journalists.



Uniqueness

- Industry-oriented, skill-based curriculum and training
- Practical exposure to media industry and its practices
- Engagement of media industry experts in content creation, classroom teaching, mentoring and guidance
- Identifying and developing skills on specialised areas.

The Program:

Duration

This Certificate Program is for 6 months with regular classes from Monday to Friday which include guest lectures, workshops, practical activities, and field visits.

Fee

No fees. (The course expenses are covered by the Tamil Nadu Government). However, outstation candidates should bear the expenses of stay, food, and travel by themselves.

Eligibility: Any under graduate Degree.

Age: Between 20 – 25 years.

Advantages

- It is a vocational program aimed at getting young talents market-ready.
- A win-win combination of theory and practice in applied journalism.
- Journalism is learnt on the streets. With this in mind, the students have an opportunity for weekly field trips.
- Journalism is society's ability to have a conversation with itself. The master storytellers from the journalistic landscape of Tamil Nadu will conduct weekly workshops in their areas of expertise.
- Daily classes have a mix of theory and practice. Library visits are part of the routine.
- Each student will get a mentor from the media industry.



