

# The Times of India

## TIMES OF CHANGE

**I**n India, time has always been a kaleidoscope in which past, present and more than a hint of the future coexist in creative chaos. In the kaleidoscope of India's several and simultaneous times, the patterns endlessly change, age-old and contemporary as the flow of the Ganga.

In India, history is not a has-been. It lives in and around us. The Mughal era is evoked by the iconic Taj. Like the Mughals, the British created a legacy that lives; in the world's biggest — and loudest — democracy; in the national passion called cricket, and in an ongoing narrative called The Times of India, which now celebrates its 175th anniversary.

Like a mirror, The Times of India has reflected the many times of India. From the Quit India movement, to the trauma of Partition and the euphoria of Independence. From the Mahatma's martyrdom to Indira Gandhi's Emergency. From Nehruvian socialism to eco-

economic liberalisation when India emerged from behind its khadi curtain to take its place as the world's second fastest growing economy.

Changing times, as seen through the Times of change. The tempests of war and the calm of peace. Economic miracles and meltdowns. The transformation of Mother India into the Ms CEO of India Inc.

Changing times, the Times of change. They go together, like hands clapping in applause of the glorious contradiction, the ever-changing permanence named India.

As The Times of India has witnessed over 175 years, India's sprung countless surprises on itself and the world. How many more surprises will it spring in the next 175 years? Time will tell. The Times will tell.

Keep up with India's times. Keep up with The Times of India. — Jug Suraiya

Graphic Story by Neelabh

175  
YEARS  
1838-2013

TIMES SCHOOL OF JOURNALISM



Post Graduate Diploma  
-Journalism (English)

2017-18





## Media Jobs: High industry growth will ensure more jobs for trained professionals

A consistent aspiration for a healthy economic growth rate and an ever-increasing population, makes India one of the prime movers and consumers among global economies. "*The Middle Class in India*" - a report by Deutsche Bank in the beginning of this decade says that India's middle class consumption is roughly equivalent to Ireland's total private consumption and is forecast to triple as a share of India's total consumption over the next 15 years.

Powering the intellectual and entertainment needs of this growing middle class will be the Indian Media and Entertainment industry - which provides news, information and entertainment through Newspapers, Magazines, TV, Cinema, Radio, Internet, etc.

According to the FICCI-KPMG India Media & Entertainment Industry report 2016, the M&E industry will almost double in size in 5 years time. From a total earning of Rs. 652 billion in 2010, it grew by 12.15 per cent (compounded) to Rs. 1,157 billion in 2015. Backed by a positive industry sentiment and growing media consumption, the industry is estimated to achieve a compounded growth of 14.3 per cent in next 5 years to touch Rs. 2,260 billion by 2020.

**This consistent double-digit growth makes jobs in the media and entertainment industry a bright option for students having necessary training and skill-sets for working across platforms and in various disciplines - be it in the management, technical functions or as content professionals.**







## Content is King: Journalism to lead the growth for media industry

The rapid growth of Indian economy, a burgeoning middle-class and a lack of higher education opportunities, especially in media, communication and entertainment sector means there will always be a shortfall of educated and trained media practitioners in India - a reality which was foreseen by the Times Group as early as 1985 when it launched its first programme in media space - the Post-Graduate Diploma in Social Journalism.

Powering the growth of media industry will be content creators or Journalists. By conservative market estimates, there are at least 10,000 journalists employed by mainstream media organizations only in India. This does not take into account a large number who are free-lancing or writing their own blogs etc. Assuming a normal growth of 10 per cent on account of retirements or exits from the profession, there are at least 1,000 to 2,000 fresher-level positions that are created every year in this profession.

Unfortunately, the number of independent journalism schools in India does not even touch the three-figure mark - with those run by media companies being just a handful.

**With journalism courses run by universities having more of academic focus, hands-on training in the art of journalism and that too by experts from the field is an opportunity that is available only to the chosen few and this is where the journalism programmes run by the Times Group score over others hands-down.**







## Media and Management programmes run by the Times Group

With the objective of promoting excellence in the field of media, the Times Group set up the Times Centre for Media Studies in Delhi (now known as Times Centre for Media and Management Studies) in 1985 with a one-of-its-kind year-long programme in Social Journalism, which soon became the talk of the town as it was the first such offering by any media house in India. In the years to come the journalism courses were transcribed into a new unit called The Times School of Journalism (TSJ).

In 1990, TCMS added another school for marketing aspirants called Times School of Marketing (now known as the Times School of Marketing and Management). The vision for the school was to build young graduates tuned to the discipline of media-marketing as well as giving them a definitive insight into the workings of the Times Group. The annual programme was planned with the objective of giving an overview on all management functions with a deep insight into the discipline of marketing – with emphasis on media marketing and advertising.

Currently, the education business of Times Group is administered by 3 learning centres - TCMMS, TSM and TSJ - with the sole objective of grooming young minds and training them as successful media professionals - many of whom are leaders and experts in their chosen field.







## WHAT MAKES US BETTER THAN OTHERS

- 1 **RUN** by India's largest media house - The Times Group
- 2 **THE** journalism programme is an extension of the Times Group's commitment towards media; unlike other institutes which run them as part of their education business or universities which have an academic class-room approach to teaching journalism
- 3 **TRAINING** by in-house and other media professionals
- 4 **FOCUS** on hands-on training with field visits & study tours
- 5 **TWO** internships in a year-long course give students ample experience, confidence and job opportunities
- 6 **AMONG** the handful of institutes to offer Integrated Course - leading to mastery in Print, Broadcast and Digital media
- 7 **DYNAMIC** curriculum which factors in the rapidly changing media practices and technology
- 8 **SMALL** batch size of 30-35 students ensures high level of quality through individual attention unlike some others institutes where class size can go up to 200 students
- 9 **LOCATED** in the nation's capital, the hub of news and journalism, unlike some institutes which are located in small towns where getting professional faculty and on-field training opportunities are almost non-existent
- 10 **TRACK** record of full placement for all performers





## PG Diploma - Journalism (English)

The year-long full-time PG Diploma programme in Journalism in English stream operates with the sole objective of churning out fully-trained journalists and content professionals for leading media organisations - not just in India, but abroad. The programmes are designed to be one of its kind - with focus on "Integrated Journalism" which enables students to learn the art of reporting, writing, editing, designing, scripting, programming etc in various media platforms at our facilities - which include a fully-functional news room and a TV studio enabling students to get exposure on all aspects of print publishing, online content systems and TV journalism.

**Selection:** The students are selected based on an All-India written examination, which is followed by personal interview at Delhi and other metros. Students can download the form from the website and submit a non-refundable fee for appearing for the exams. They also need to submit copies of relevant certificates with the application form and also state as to why they are interested in doing the course.

**Academic Schedule:** The academic year spans 12 months with 8 months of class-room training and 4 months of hands-on training. Students have the choice to specialise in Business (including Applied Communication), Sports, General and Lifestyle/Entertainment journalism. Unlike other run-of-the mill journalism programmes, the integration of the course with Times Group brands ensure that not only do our in-house experts teach relevant topics in classrooms, but also mentor them individually.







## PG Diploma - Journalism (English): Programme Highlights

- > **Type:** Full-time (Classes Mon - Fri full day & Sat First-half)
- > **Duration:** 12 months
- > **Structure:** English: 8 months classroom training with 4 months internship
- > **Specialisation:** Any one out of the following four:
  - Business (including Applied Communications)
  - Sports
  - General (includes reporting on social issues, health, environment, education, civic issues, politics, etc.)
  - Entertainment/Lifestyle (which includes fashion, travel, food, art and culture, etc.)
- > **Eligibility:** Graduates in any stream with 45% aggregate. Those with less than 45% but having relevant experience in media may also be considered. Those in their Final Year of Graduation can also apply. **Final year marksheet/proof of graduation has to be submitted before December 31, 2017 (There are no exceptions to this rule)**
- > **Age Limit:** Ideally not exceeding 28 years. Age limit can be relaxed by 1-2 years for those with relevant experience in media industry.
- > **Selection:** Through all-India entrance examination, followed by personal interview.
- > **Class size:** Around 35





## Course Schedule



### Admission

Admission through All-india Written Exam, followed by Interview.  
Eligibility: Graduate with 45% marks & age less than 28 years. Those in Final Year can apply.

### Module I - Classroom Jul - Aug, 2017 (2 months)

Focus will be learning Media Basics - including Editing, Reporting, Media Laws, Ethics, Industry Structure, Design etc. Classroom training is supplemented with field visits and study tours.

### Module II - Classroom Sep - Nov, 2017 (3 months)

Emphasis is on advanced editing, reporting, design and working across various platforms - Print, Online and Broadcast. Students also start working on in-house journals, broadcast and online projects.

### Module II - Mid-term Internship December, 2017 (1 month)

Students work in Newsrooms of various media organisations for a full-month and get valuable exposure and hands-on training in journalism. Those who excel, get Pre-Placement Offers too.

### Module III - Classroom Jan - Mar, 2018 (3 months)

Applying Newsroom training to execute media projects, students learn any one of the four subjects - Business, Lifestyle, General or Sports. Students also work on their dissertation and submit it prior to their Final Exams in March.

### Module IV Final Internship / Placements Apr - Jun, 2018 (3 months)

After students appear for their Final Exams, they appear for the placement and internship exercise. Needless to say, those who have performed all through the year have multiple options to choose from.







## PG Diploma - Journalism (English): Programme Highlights

- > **Faculty:** Senior editors/reporters from Times Group and other media brands and academicians/industry professionals.
- > **Media Platforms:** All modes – Print, Broadcast and Online.
- > **Facilities:**
  - > Air-conditioned class rooms with over-head projectors, audio & video systems.
  - > Air-conditioned Broadcast Studio with state-of-the art Cameras, Controlled Lights, Audio and Vision Mixers and other hardware.
  - > Dedicated Library.
  - > Computer Lab with 1:1 ratio of students to computers.
  - > Access to 24X7 streaming news from news service feeds (COMYAN) at each classroom/lab with on-line streaming news and DTH connection – all of which are must for running any independent newspaper or TV news channel.
  - > Nearly 40 terminals of various newspaper and graphic designing and video-editing applications with CCI news management system - same as that used by TOI, ET and Mirror to publish their daily editions.
  - > In-house canteen serving breakfast, lunch, dinner and snacks.
  - > ATM inside premises.
- > **Placements:** Those with good performance are absorbed by Times Group. Students also get selected by other media companies.
- > **How to apply:** Application forms must be downloaded from our website and sent to us with requisite copies of certificates and exam fee (non-refundable). Applicants can choose their choice of location for test and interview and also have to attach a write-up on why they want to do this course.

- Website: [www.tcms.in](http://www.tcms.in) & [www.timesmediastudies.com](http://www.timesmediastudies.com)
- E-mail: [tsj@timesgroup.com](mailto:tsj@timesgroup.com)
- Address: Times School of Journalism  
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- Telephone: +91 11 23273514, +91 11 39843369





## PG Diploma - Journalism (English): Placements

The unique mix of class room and hands-on training is the biggest difference between TSJ - a journalism school run by a media group and those which are run by institutes and universities who do not have their own media brands.

Media and Communication brands where TSJ students have been placed/are working:

In-house brands:

**The Times of India**  
**Times NOW**  
**ZoOm**  
**Delhi Times**  
**timesofindia.com**

**The Economic Times**  
**ET NOW**  
**Navbharat Times**  
**Mirror**  
**economictimes.com**

Other mainstream media brands:

**Hindustan Times**  
**Reuters**  
**Asian Age**  
**CNN-IBN**  
**Mail Today**  
**Bloomberg TV**  
**Pioneer**  
**MINT**  
**Ogilvy**  
**Cogencis**

**Press Trust of India**  
**The Telegraph**  
**NDTV**  
**DNA**  
**Outlook**  
**ABP (Star) News**  
**CNBC TV-18**  
**News-X**  
**Weber Shandwick**  
**Genesis, etc.**







## PG Diploma - Journalism (English): Important Information

- Examination Fees: Rs. 750 (non-refundable) to be paid online or by way of Demand Draft/Pay Order drawn on "Times Centre for Media and Management Studies" - payable at New Delhi
- Last date for receipt of filled-up application forms: **(check website for latest information)**
- Course Commences: Mid-July 2017 (tentative)
- Course Completion: Mid-July 2018 (tentative)
- Course Fees: Rs. 2,70,000
- Caution Money: Rs. 15,000 (Refundable)
- Service Tax: 15% (plus applicable surcharges if any)
- Instalments: Rs. 1,00,000 at the time of admission. Balance in 2 equal instalments within 30 days and 60 days of admission.

### **IMPORTANT NOTE: (PLEASE READ BEFORE APPLYING)**

1) Fees once paid will not be refunded under any circumstances and no request for refund of full or partly-paid fees will be entertained.

2) The journalism programme is an autonomous course and not approved by UGC/AICTE, etc. This, however, is not an impediment as the Times Group - being India's largest media group, provides the best in-house and external faculty - which give TSJ the edge which few other media/journalism school can achieve. Since 1985, the course has been readily accepted by corporate world and the students passing out from TSJ are sought after by other reputed media and non-media companies and major foreign educational institutions.







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