



# TIMES SCHOOL OF JOURNALISM

Post Graduate Diploma (Journalism) 2013-14

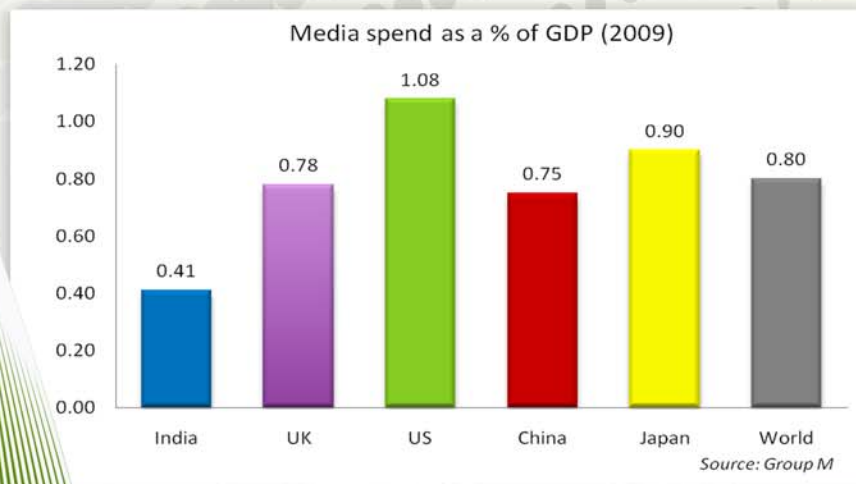
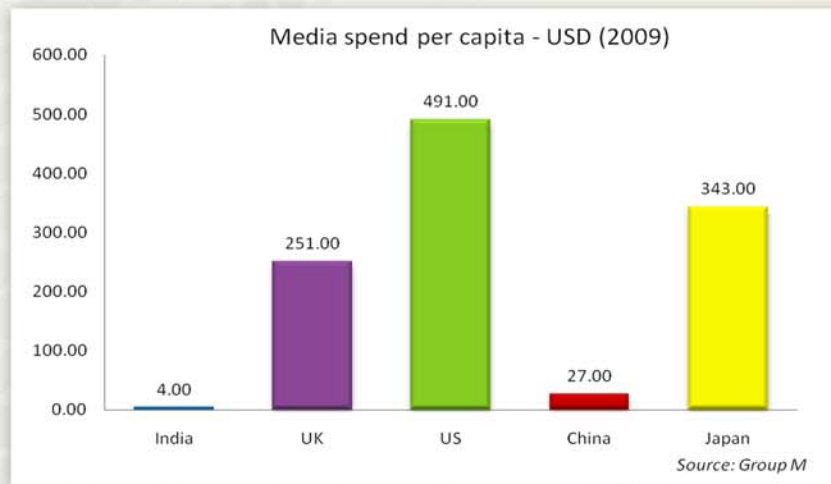


## Indian Economy : A growing middle-class and its educational aspirations

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. Powering the same is the Indian middle-class, which is nearly 30 per cent of India's population, and as per estimates, is among the fastest growing income segment amongst all other rapidly developing big economies.

"The Middle Class in India" – a report by Deutsche Bank released in 2010 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. The report goes on to state that as income increases, the amount of discretionary spending and variety of this discretionary spending increases. For corporations, the middle class in India thus presents significant business opportunities.

"The sales growth of consumer goods such as televisions and mobile phones to the middle class has already been established, but a new range of products such as financial services is increasingly being geared towards this group as well. In order to ensure that the growing middle class is absorbed into the economy and can contribute to growth, the right education is crucial. Currently, private education and tuition are seen as essential to gain the necessary skills to be competitive. The challenge is to increase the quality of public education (particularly universities) and foster more competition between private and public players" the report adds.



## Indian Media & Entertainment Industry: Potential for steady growth

The Indian Media and Entertainment industry, - which provides news, information and entertainment through newspapers, magazines, TV, cinema, Radio and Internet etc., is today a multi-crore rupee industry. And this does not take into account allied services like advertising, research agencies, marketing services, public relations, corporate communication and other specialised services which has also developed into a robust industry in a short span of time.

According to the FICCI-KPMG India Media & Entertainment Industry report 2013, the M&E industry registered a growth from INR 728 billion in 2011 to INR 820 billion in 2012, registering an overall growth of 12.6 per cent. Backed by positive industry sentiment and growing media consumption, the industry is estimated to achieve growth of 11.8 per cent in 2013 to touch INR 917 billion. As the industry braces for exciting times ahead, the sector is projected to grow at a CAGR of 15.2 per cent to reach INR 1,661 billion by 2017.

While TV and print are the largest sectors of the industry contributing to greater than 70 per cent of the revenues, (their dominance is expected to continue going forward), sectors like gaming and internet have shown the highest growth rates due to the small base effect and the trend is expected to continue. As media and entertainment products cater to a man's intellectual needs, the power and impact of the industry is several times more than the revenue it generates.

## FICCI-KPMG Indian Media and Entertainment Industry Report 2013

Media spend in India is 0.41% of GDP, which is almost half of the world average of 0.80% and is much lower compared to developed countries like US and Japan. This indicates the potential for growth in spends as the industry in India matures. As we move towards a more brand-conscious society, this is likely to get reflected in the future growth rates.

One of the positives for the industry is the low Indian literacy rate of just about 61% per conservative estimates, and an even lower proportion of those literates consuming media and entertainment products/services on a regular basis. Thus, as compared to developed markets like USA, UK, Japan, Germany etc where the scope of further growth is really not that bright, the whole of India still remains a vast market where media and entertainment products/services will continue to grow unbridled at least for the next decade-and-a-half.

As per the FICCI-KPMG report 2013, India's contribution to the world in terms of population, is second only to China at around 23%. However, China's media spend ratio at 0.75% is much in line with the world average, whereas India lags behind. This is largely due to some of the media platforms being in a relatively nascent stage. As penetration increases and more audiences come in the fold of M&E industry, it is expected to see higher growth going forward.

The current media spend per capita for India is very low at USD 4 compared to the other countries. Even though it is challenging to reach the levels of countries like US, Japan and UK, due to a very large population base and lower spending power per capita, there is scope to follow China and enhance this ratio. Estimates show the industry will have robust growth over next five years, the report adds.

Overall industry size (₹ bn) (For Calendar Years)	2007	2008	2009	2010	2011	2012	Growth in 2012 over 2011	2013P	2014P	2015P	2016P	2017P	CAGR (2012-2017)
TV	211.0	241.0	257.0	297.0	329.0	370.1	12.50%	419.9	501.4	607.4	725.0	847.6	18.00%
Print	160.0	172.0	175.2	192.9	208.8	224.1	7.30%	241.1	261.4	285.6	311.2	340.2	8.70%
Films	92.7	104.4	89.3	83.3	92.9	112.4	21.00%	122.4	138.3	153.6	171.7	193.3	11.50%
Radio	7.4	8.4	8.3	10.0	11.5	12.7	10.40%	14.0	15.4	18.7	22.7	27.4	16.60%
Music	7.4	7.4	7.8	8.6	9.0	10.6	18.10%	11.6	13.1	15.3	18.3	22.5	16.20%
Outdoor	14.0	16.1	13.7	16.5	17.8	18.2	2.40%	19.3	21.1	23.0	25.0	27.3	8.40%
Animation and VFX	14.0	17.5	20.1	23.6	31.0	35.3	13.90%	40.6	46.9	54.2	63.1	73.5	15.80%
Gaming	4.0	7.0	8.0	10.0	13.0	15.3	17.70%	20.1	23.8	30.9	36.2	42.1	22.40%
Digital Advertising	4.0	6.0	8.0	10.0	15.4	21.7	40.90%	28.3	37.1	48.9	65.1	87.2	32.10%
<b>Total</b>	<b>514.5</b>	<b>579.8</b>	<b>587.4</b>	<b>651.9</b>	<b>728.4</b>	<b>820.5</b>	<b>12.60%</b>	<b>917.4</b>	<b>1058.5</b>	<b>1237.5</b>	<b>1438.4</b>	<b>1661.1</b>	<b>15.20%</b>

Source: FICCI - KPMG Indian Media & Entertainment Industry 2013 Report and industry interviews  
\* Taken for calendar years Note: Numbers have been rounded to the nearest integer





## The potential for Media Practitioners in India and abroad

This 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.

By conservative market estimates, there are at least 10,000 journalists employed by 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 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 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 market-ing 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.





Apart from running Post-Graduate programmes in journalism and marketing from its premises at New Delhi, TCMS has also run specialized courses on Sales Management, Private Equity and of late a path-breaking programme in Business Journalism – which draws its strength from the dominance the Times Group has in Business News.

What makes these programmes different than those run by other media/non-media entities is the integration these programmes have with the core businesses of Times Group – which means that not only do our in-house experts teach their trade to students in class-rooms, but also do mentoring with individual guidance for each student when they go for their newsroom internship stint at various Times Group and other media entities across India. This internship exposure of working with some of world's largest brands and getting trained by the best in the business is not offered by any other media/non-media owned media/journalism school.

The course curriculum of each of the programmes not only have a unique blend of class-room teaching and hands-on training – but thanks to leveraging its leadership position in media, the Times Group is able to ensure that the best in-house and external faculty teach the students– which give it that edge which no other private or university-governed media/journalism school can strive to achieve. This makes the programmes far superior to run-of-the-mill programmes which have to opt for the standard curriculum format needed for getting government recognition. In short, rather than following the prescribed standard needed for government certification, Times Group has carved a niche for itself in designing a curriculum that is more tuned to the industry needs and market realities.





## PG (D) Journalism - English & Hindi

The year-long full-time PG Diploma programme in Journalism in English and Hindi streams 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.

The students are selected based on a 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.

The academic year spans 12 months with 8 months of classroom training and 4 months of hands-on training for English stream. For Hindi it is equally divided into academic and hands-on modules of 6 months each. Students have the choice to specialise in Business, 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.



## Hands-on news room training gives us the edge

The intensive hands-on training at various Times Group and other media entities across India gives students the exposure of working with some of world's largest brands and getting trained by the best in business - an opportunity not offered by any other media/non-media owned media/journalism school.

The alumni of TSJ - working in other leading media organisations, also come to teach their juniors on a regular basis. Apart from ex-perienced journalists, TSJ faculty also comprises of hand-picked members of the academia who are committed and are successful practitioners of their trade. Those who perform well during class-room training and later during internship, stand a chance to get directly absorbed in various Times Group brands across various locations in India.

*Note: The journalism programme is an autonomous course and not linked to any educational bodies overseen by the government agencies. This, however, is not an impediment as the Times Group – thanks to its leadership position in media, has the best in-house and external faculty – which give it that edge which no other private or university-governed media/journalism school can strive to achieve. The courses have been readily accepted by corporate world and the students passing from this hallowed institution are always sought after by other reputed media houses, non-media companies and even government bodies.*





## PG Diploma (Journalism) in English & Hindi: Programme Highlights

- Type: Full-time
- Duration: 12 months; separate classes for English and Hindi for individual attention
- Structure: English: 8 months classroom training with 4 months internship  
Hindi: 6 months classroom training with 6 months internship
- Specialisation: Any one out of the following three:
  - Business (including Applied Communications)
  - Sports
  - General (which includes Entertainment/Lifestyle and Metro/Political)
- Eligibility: Graduates in any stream with 45% aggregate. Those with less than 45% but having relevant experience 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, 2013)
- Age Limit: Ideally not exceeding 28 years. Age limit can be relaxed for those with relevant experience.
- Selection: Through all-India entrance examination, followed by personal interview.
- Class size: English: 30-35 students  
Hindi: 15-18 students





## PG Diploma (Journalism): 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.

- Placements: Those with good performance will be 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, 10, Daryaganj, New Delhi 110002, Telephone: +91 11 23273514, +91 11 39843369

Note: The journalism programme is an autonomous course and not linked to any education bodies overseen by government agencies.





## PG Diploma (Journalism): Course Outline

### PGD-Journalism (English)

- Module I - Media Basics (2 months)
- Module II - Working across Platforms and Advanced Media Studies (4 months - including 1 month winter training at various Times Group/other media news rooms)
- Module III - Projects and subject specialisation (3 months)
- Module IV - Paid Internship (3 months)

### PGD-Journalism (Hindi)

- Module I - Media Basics (2 months)
- Module II - Working across Platforms and Advanced Media Studies (2 months)
- Module III - Projects and subject specialisation (2 months)
- Module IV - Paid Internship (6 months)

In 4 modules, the one-year programme equips students for a flying start in journalism. The classroom training is devoted to understanding and working in various media platforms - doing reporting, editing and designing. This culminates with hands-on training by way of paid internship at various news rooms, thereby giving students a first-hand experience of the real world and a practical focus to their academic rigour.

Students who perform well are accepted as part of the team and pitch in like any other full-time regular journalist. The successful completion of internship paves way for award of the PG Diploma to students. **Those who excel at class-room training and internship are absorbed by the group.**



## PG Diploma (Journalism): Important Information

- Examination Fees: Rs 500 (non-refundable) to be paid by way of Demand Draft/Pay Order drawn on Times Centre for Media and Management Studies and payable at New Delhi
- Last date for receipt of filled-up application forms: April 30, 2013 (*check website for latest information*)
- Course Commences: End-July 2013
- Course Completion: End-July 2014
- Course Fees:
  - English: Rs 2,45,000
  - Hindi: Rs 2,00,000
- Caution Money: Rs 10,000 (Refundable)
- Service Tax: 12.36%
- Instalments: Rs 1,00,000 at the time of admission. Balance in 2 equal instalments within 30 days and 60 days of admission.
- Note: Fees will not be refunded after admission under any circumstances.





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