

# **NRAI School of Mass Communication**

## **Diploma in Mass Communication & Journalism (11 Months)**

### **1. News Anchoring & Presentation Skills**

- 1 Voice modulation, diction, camera confidence
- 2 Teleprompter handling, bulletin presentation
- 3 Live anchoring, interviews, studio coordination
- 4 Mock studio practice and recorded bulletins

### **2. Journalism & Reporting**

- 1 News writing, reporting techniques, interviews
- 2 Field reporting, press conferences, MoJo
- 3 Feature writing and investigative basics

### **3. Audio-Visual Production**

- 1 Camera, lighting, sound techniques
- 2 Script writing, storyboarding, direction
- 3 Video editing and short film production

### **4. Content Writing & Digital Publishing**

- 1 SEO writing, blogs, social media content
- 2 Website content and WordPress basics
- 3 Content strategy and monetization

### **5. Electronic & Digital Media**

- 1 TV journalism and newsroom workflow
- 2 YouTube, OTT, live streaming
- 3 Digital media strategy and analytics

### **6. Radio Jockeying & Podcasting**

- 1 RJ skills, voice training, show planning
- 2 Podcast creation and editing
- 3 Publishing and promotion

Outcome: Industry-ready skills in anchoring, reporting, production, digital media and podcasting.