

About Kerala Press Academy

Kerala Press Academy, the only institution of its kind in India was established on March 19th 1979. It is a joint venture of the Government of Kerala, Kerala Union of Working Journalists and Indian Newspaper Society.

The aim is to promote professionalism and excellence amongst pressmen, which the academy has been doing successfully for the last 25 years.

The Academy has set up a full-fledged institute, published books and monographs, organized seminars/workshops and instituted endowments and awards for promoting excellence.

Objectives

The constitution of the academy clearly specifies its area of functioning: -

- To promote and co-ordinate study and research in the field of journalism
- To organize or help to organize training courses, workshops, seminars, exhibitions and consultancy services in association with working journalists, newspaper management and universities.
- To publish books, periodicals, monographs and research papers.
- To co-operate with academic institutions and organizations in the formulation of syllabus for teaching journalism
- To institute awards to honour individuals, institutions and organizations in recognition of meritorious services rendered and to grant fellowships for conducting advanced study and research in journalism.

Milestones

- **1979:** June - First General Council meeting
- **1980:** 8th June - Foundation stone laid for the Academy by Shri E.K.Nayanar, Hon. Chief Minister of Kerala on
- **1985:** 24th May - Inauguration of Press Academy building by Shri. K.Karunakaran, Hon. Chief Minister of Kerala
- **1986:** Journalism course started by Institute of Communication
- **1993:** Public Relations and Advertising course started by Institute of Communication.

Administration

The academy is administered by a [General Council](#) and an [Executive Council](#) comprising of working journalists, media owners, and Government representatives constituted by the Government of Kerala.

COURSES OFFERED

The Academy offers two Post Graduate job-oriented courses of one-year duration, including internship for journalism students and project work for Public Relations and Advertising students

1. [Post Graduate Diploma in Journalism](#) (1 year)

Mass communication plays a significant role in making people aware of what is happening in society, and profession of Journalism offers the best chance for an aspiring journalist to contribute his commitment and social responsibility to the society.

In order to achieve this goal every media person has to go through theoretical and practical training in Journalism. The Post Graduate Diploma Course in Journalism and Communication offered by the Kerala Press Academy is a fine launching pad for all aspiring Journalists.

The best available faculty in the state handles all the topics of Journalism and Communication, right from the basics to the specializations. The Institute of Communication holds an excellent back record of having more than 70% of its alumini working as professional Journalists and media persons in India and abroad.

The curriculum is aimed to provide maximum professional experience to the students. It also exposes them to the contemporary media world in order to familiarize them with the latest trends and state – of – the – art technology.

2. [Post Graduate Diploma in Public Relations & Advertising](#) (1 year)

In this era of globalisation and liberalization when a quantum jump is taking place in economic and developmental activities. Public Relations has a significant role, both national and international. Decision-makers are depending more and more on PR professionals for precise assessments of fast moving developments. This has resulted in increasing worldwide demand for PR experts. India too is in need of trained PR personnel for its expanding activities in the corporate and service sectors as well as government and non-government organizations.

An allied area is advertising. It also throws up immense opportunities with different brands competing to influence the consumer. Advertising has become a potent force. Both Public Relations and Advertising are careers, which are professionally challenging and intellectually stimulating for those who aspire for an interesting career. Attractive offers are awaiting efficient and trained professionals

ELIGIBILITY

Must be a graduate of recognized university

Must be below the age of 27

How to Apply

- On notification of new admissions (usually in July), application forms are available at the Press Academy office on all working days.
- Application fee : Rs. 200/- (Rs. 100/- for SC/ST students)
- Filled in application forms should be forwarded to the Secretary, Kerala Press Academy, Kakkanad, Kochi-30
- SC/ST candidates need pay only library deposit fee.

PLEASE ENSURE THAT COPIES (ATTESTED BY A GAZETTED OFFICER) OF MARK LISTS OF ALL PARTS OF THE DEGREE EXAMINATION, DEGREE CERTIFICATES AND RELEVANT PAGES OF SSLC BOOK SHOWING DATE OF BIRTH ARE ATTACHED TO THE APPLICATION FORM

All correspondence should be address to:

THE SECRETARY
KERALA PRESS ACADEMY
KAKKANAD
KOCHI –682 030

KERALA, INDIA.
PHONE: 91 484 – 242 2275

E-mail: mail@pressacademy.org

Frequently Asked Questions

When does the course commence?

In the month of August.

When would application form be issued?

Usually around May/June, announcement of its issue would be made in all newspapers.

What would be the nature of the entrance test?

The entrance test is intended to test your aptitude for the course of study. You should have good writing skills and general awareness of current affairs. So if you read newspapers regularly and can write clearly without grammatical errors you have a good chance of getting through.

Is the screening process confined only to the entrance test?

No. It would be followed by an interview and a group discussion

What would be medium of study?

For Journalism and mass communication --- both Malayalam and English

For PR and Advertising --- English

Is there any internship?

Journalism students would have to undergo one-month internship in a media organization. PR and Advertising students have to do field work, paper presentation and mini projects as part of their study.

Is there any placement facility?

We have no formal placement cell. Organizations however do approach us for getting details of successful candidates

Course Fee

Application Form	Rs. 300/-
Tuition Fee	Rs. 21, 050/-
Visual Media Training	Rs. 5000/-
Admission Fee	Rs. 1000/-
Library Fee	Rs. 1000/-
Library Deposit	Rs. 1000/- (Refundable at the end of the course)
Examination Fee	Rs. 1000/-
Total	Rs. 30, 000/-

- Course fee in full has to be paid at the time of admission.
- Expenses relating to stationary, Photostat, tapes, teaching aids, traveling, boarding and lodging incurred in practical work, study tour expenses have to be borne by the students.
- Failed candidates have to pay examination fees prescribed by the institute for writing examinations a second time.

Post Graduate Diploma Course In Journalism & Communication

Course Details

Duration	Eleven months
Qualification	Bachelors Degree in any discipline
Selection Process	On the basis of aptitude test followed by interview
Number of seats	35 of which 4 seats are reserved for SC students and 1 seat for ST

Examination	<p>Students would have to appear for a written examination at the conclusion of the course in all subjects other than DTP.</p> <ol style="list-style-type: none"> 1. A student is deemed to have passed the examination, if he/she gets a minimum of 40% in each part, and secure an aggregate of 40% at the final exam. 2. Successful candidates in the examination will be classified as follows. <ul style="list-style-type: none"> I-Class: Those who obtain 60% or above of the aggregate marks. II-Class: Those who obtain 50% and above but less than 50% III-Class: Those who obtain 40% and above but less than 50% 3. As there will be no supplementary examination all failed candidates or those desiring improvement can appear for the exam only in the succeeding year after paying the requisite exam fee or within 3 years of the completion of the course. On no account students can appear after 3 year
Evaluation of DTP	<p>Evaluation would be on the basis of continuous internal assessment. There would be a minimum of 5 internal tests held periodically on dates as decided by the faculty. All candidates must appear for these tests without fail. The total marks for DTP is 100</p>
Attendance	<ol style="list-style-type: none"> 1. Classes would be held 5 days a week. 2. 70% attendance is obligatory. Candidates who fail to appear for examination for shortage of attendance due to illness or other reasons will be considered for continuance of study in the next year by the Director on his discretion. They would however have to pay the course fee in full or in part as suggested by the Director.

Papers		Marks
Module 1		
Paper 1	Effective writing (English, Malayalam & Translation)	150
Paper 2	Journalism (Reporting)	100
Paper 3	Journalism (Editing)	100

Module 2		
Paper 4	Business Journalism & Introduction to Information Technology	100
Paper 5	Sports Journalism & Current Affairs	100
Module 3		
Paper 6	Broadcast Journalism & Media Management	100
Paper 7	Desktop/Web publishing and production techniques	100
Module 4		
Paper 8	History of Journalism & Media Laws	100
Paper 9	Communication & Mass media	100
Paper 10	Public Relations & Advertising	100
Module 5		
Internal assessments	Project works and field assignment	200
	Term examination	100
	Viva Voce	30
	Class assignment, Lab Journal & performance in communication club	120
Total Marks		1500

Post Graduate Diploma Course in Public Relations & Advertising

Course Details

Duration	Eleven months
Qualification	Bachelors Degree in any discipline
Selection Process	On the basis of aptitude test followed by interview
Number of seats	35 of which 4seats are reserved for SC students and 1 seat for ST

Examination	<p>Students would have to appear for a written examination at the conclusion of the course in all subjects other than DTP.</p> <ol style="list-style-type: none"> 1. A student is deemed to have passed the examination, if he/she gets a minimum of 40% in each part, and secure an aggregate of 40% at the final exam. 2. Successful candidates in the examination will be classified as follows. I-Class: Those who obtain 60% or above of the aggregate marks. II-Class: Those who obtain 50% and above but less than 50% III-Class: Those who obtain 40% and above but less than 50% 3. As there will be no supplementary examination all failed candidates or those desiring improvement can appear for the exam only in the succeeding year after paying the requisite exam fee or within 3 years of the completion of the course. On no account students can appear after 3 year
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Project Report	<p>All students must submit a project report related to Public Relations & Advertising. The student has the choice to select a topic which must be in an area of actual practice in either of the two disciplines. The project report will be prepared under the guidance of a faculty member.</p>

Papers

Public Relations		Marks
Paper 1	PR Today	100
Paper 2	Methods & Tools of Public Relations	100
Paper 3	PR in Business & Industry	100
Paper 4	PR in Government	100
Advertising		
Paper 5	Advertising Perspectives	100
Paper 6	Role of Advertising in Marketing	100
Paper 7	Advertising Media	100
Paper 8	The Business of Advertising	100
Paper 9	DTP & Computer Graphics	100
Paper 10	Journalism & Effective Writing	100
Internal Assesments		
	Project Work	70
	Viva Voce	30
	PR Club	30
	Lab assignments & projects	20
	Term Examination	50
Total Marks		1200

Endowments & Awards

Awards

1. **V.Karunakaran Nambiar Award**
(Established in 1984) Rs.2500 to be given on Feb 12
2. **Dr. Mookanur Narayanan Award**
(Established in 1992) Rs.1001 to be given on Sep 16
3. **Chowara Parameswaran Award**
(Established in 1992) Rs. 2001 to be given on June 1
4. **Moffusil Reporter's Award**
(Established on 1996) Rs.5000 given annually

Memorial Speeches

1. **Mathai Manjooran Memorial Speech**
– held on January 15 every year
2. **Kurur Neelakantan Nambudiripad Memorial Speech**
– held on August 31 every year
3. **M.N. Sivaraman Nair Memorial Speech**
– held on December 20 held every year

Contact

Address For Communication:

The Secretary

Kerala Press Academy
Kakkanad, Cochin - 682030, India
Tel: 91-484-2422275
Tele fax: 91-484-2422068
Email: mail@pressacademy.org

LIBRARY

The Academy has a well-stocked library of nearly 8000 books pertaining to the field of mass communication, and all leading newspapers and periodicals.

The library has recently acquired 196 new books, some of which are the following: -

JOURNALISM& MASS COMMUNICATION

1. Breaking the big story—great moments in Indian journalism; edited by B.G.Vergheese
2. A Companion to Media Studies; edited by Anghanad N.Valdivia
3. Writing for Television ---Gerald Kelsey
4. Communication & Mass Communication --- J.V. Vilanilam
5. Print & Electronic media – implication for the future --- Jitendra Kumar Sharma
6. Encyclopedia of New Media – edited by Steve Jones
7. Ethics of journalism in transition --- Jitendra Kumar Sharma
8. Press & Political socialization --- Madhusmita Mishra
9. New Media & Politics --- Edited by Barrie Axfora & Richard Higgins
10. Mass media & Political perceptions.--- Narendran Nigam
11. Digital Broadcasting Journalism – Jitendra Kumar Sharma
12. The Art & Science of Cinema --- Anwar Huda
13. The Indian Media Business --- Vanita Kohli
14. The Information Society – an Introduction ---Armand Mattelard
15. Media Organization & Production --- Edited by Simon Cottle
16. The Media & Globalization ---Teehi Rantanen
17. Encyclopedic dictionary of Journalism & Mass Communication --- R.K.Ravindran
18. Broadcast Journalism --- Jan R. Hakemulder, Fay AC, DE Jong, P.P.Singh
19. Assessing the state of Web journalism --- Shyam Nath.
20. Training for Journalism---R. Khemchand

PUBLIC RELATIONS & ADVERTISING

1. News, Public Relations and Power; edited by Simon Cottle
2. Marketing Communications – An Integrated Approach, 4th Edition ---P.R.Smith &Jonathan Taylor
3. Corporate Governance --- P.P.Arya, B.B. Tandon and A.K. Vashil
4. The Public Relations Handbook --- Alison T
5. Effective Advertising --- Gerard J.Tellis
6. Advertising Basics ---J.V.Vilanilam & A.K.Varghese
7. Corporate Communication; A 21st Century Primer---Joseph Fernandez
8. Business Communication---Amrik Singh Sudan and N.Kumar
9. The (Un)Common sense of Advertising; Getting the basics right---Sanjay Tiwari
10. The craft of copywriting ---June A Valladares.

COMPUTER LAB

The Academy has ten networked computers with broadband Internet facility and various application software relevant to journalism and advertising.

KERALA PRESS ACADEMY

Sponsored by the Government of Kerala

Online application

**INSTITUTE OF COMMUNICATION
KAKKANAD, COCHIN-682 030**

**APPLICATION FOR ADMISSION TO THE
POST GRADUATE COURSE IN
JOURNALISM AND COMMUNICATION**

Affix

Passport

Size

Photograph

(Fill in all particulars below in legible letters, Defective applications will be rejected)

1. Name in Full
(Capital Letters) -----
2. Full Home Address-----
3. Date of Birth
Figures/words-----
4. Religion-----
5. Candidates belonging
To scheduled caste/
Scheduled tribe may
Specify the Community-----
6. Educational qualifications
With details of the qualifying
Examinations-----
7. Marks obtained in Degree Exam:

Part I ENGLISH	PART II 2 nd LANGUAGE	PART III OPTIONALS	PERCENTAGE AGGREGATE

8. Name of School and Colleges
Attended-----
8. Have you done any additional
Course (If yes, then specify) -----
9. Have you done any DTP
Or Computer course-----
10. What are your areas of
Special interest. -----
11. Accomplishments if any
In the field of Literature
Film, Public Relations,
Advertising -----
12. Previous experience, if any
In the Field of Journalism,
Communication, PR and
Advertising -----
13. State whether the candidate
Has been sponsored by
Any agency or attending
The course in his individual
Capacity. -----
14. Whether employed
If employed furnish
Details -----
15. Marital status
Male or Female -----
16. Phone no. if any with STD -----

DECLARATION

I declare that the particulars given above are correct and that I shall abide by the rules of the Institute. I undertake to pay the fees and other dues as and when required

PLACE

DATE

Signature of the Applicant

KERALA PRESS ACADEMY

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Online application

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12. Previous experience, if any
In the Field of Journalism,
Communication, PR and
Advertising -----
13. State whether the candidate
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Any agency or attending
The course in his individual
Capacity. -----
14. Whether employed
If employed furnish
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DATE

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