

# JP 305 LEVEL IV : DIPLOMA IN JOURNALISM & MASS MEDIA (JOURNALISM)

Prerequisite : KCSE C- or its equivalent as outlined by KNQA : Or a Level III Certificate / Diploma  
Recommended Duration : 2 – 3 years

## Modules

### CLUSTER 1

JP LAN0601	English IV
JP LAN0602	Kiswahili IV
JP LAN0603	Basic French
JP CJM0601	Communication Skills II
JP CJM0602	Culture & Communication
JP CJM0603	Introduction to Mass communication

### CLUSTER 2

JP CJM0604	<b>Convergence Journalism</b>
JP CJM0605	Introduction to Media Management
JP CJM0606	Principles Radio & TV Broadcasting
JP CJM0607	Principles of Photojournalism
JP CJM0608	Feature Writing and Editing
JP CJM0609	Introduction to Communication Research

### CLUSTER 3

JP LAN0604	English III
JP LAN0605	Swahili III
JP CJM0610	Editing for Print, & Electronic Media
JP CJM0611	News Reporting and Writing
JP CJM0612	Broadcasting: Announcing Skills
JP CJM0613	Media Law, Ethics and Human Rights

### CLUSTER 4

JP CJM0614	History of the Media in E.A
JP CJM0615	Video production
JP CJM0616	Graphics Design and Desktop Publishing
JP CJM0617	Entrepreneurship & SME's Management
JP CJM0698	Research Project

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## Modules

### CLUSTER 1

JP LAN0601	English IV
JP LAN0602	Kiswahili IV
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JP CJM0601	Communication Skills II
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JP CJM0604	<b>Convergence Journalism</b>
JP CJM0605	Introduction to Media Management
JP CJM0606	Principles Radio & TV Broadcasting
JP CJM0607	Principles of Photojournalism
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JP CJM0609	Introduction to Communication Research

### CLUSTER 3

JP LAN0604	English III
JP LAN0605	Swahili III
JP CJM0612	Broadcasting: Announcing Skills
JP CJM0613	Ethics, Human Rights and Media Law,
JP CJM0618	Introduction to Public Relations
JP CJM0619	Public Relations Practice in E.A

### CLUSTER 4

JP CJM0615	<b>Video production</b>
JP CJM0616	Graphics Design and Desktop Publishing
JP CJM0617	Entrepreneurship & SME's Management
JP CJM0629	Principles of Advertising
JP CJM0698	Research Project