

THE TAMILNADU Dr.M.G.R. MEDICAL UNIVERSITY

69, Anna Salai, Guindy, Chennai – 600 032. Tamilnadu

WEBSITE: www.tnmgrmu.ac.in



POST GRADUATE DIPLOMA IN PUBLIC HEALTH JOURNALISM (PGDPHJ)

PROSPECTUS 2018-2019

FOR FURTHER CORRESPONDENCE:

**DEPARTMENT OF EPIDEMIOLOGY,
THE TAMILNADU DR.M.G.R. MEDICAL UNIVERSITY
69, ANNA SALAI, GUINDY,
CHENNAI – 600032**

PHONE: 044 – 22200713 EMAIL: epid@tnmgrmu.ac.in

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P.G. DIPLOMA IN PUBLIC HEALTH JOURNALISM (PGDPHJ)

NOTE:

Completed application form should be addressed to:

**THE HEAD OF THE DEPARTMENT,
DEPARTMENT OF EPIDEMIOLOGY,
THE TAMILNADU DR.M.G.R. MEDICAL UNIVERSITY
No.69, ANNA SALAI, GUINDY, CHENNAI - 600 032.**

Please mention '**APPLICATION FOR ADMISSION INTO PG DIPLOMA IN PUBLIC HEALTH JOURNALISM – 2018-19**' on the envelope.

The Application form can be downloaded from the university website(www.tnmgrmu.ac.in). The filled in application form along with Application Fee of Rs. 750/- in the form of DD/Challan(in favor of **The Registrar, The Tamilnadu Dr.MGR Medical University, Chennai**) and other enclosures as mentioned should reach the university on or before 26.11.2018, 5.45 PM.

Department of Epidemiology
THE TAMILNADU DR.M.G.R. MEDICAL UNIVERSITY

P.G.DIPLOMA IN PUBLIC HEALTH JOURNALISM (PGDPHJ)
(Affiliated with the Tamil Nadu Dr.M.G.R. Medical University, Chennai)

The Importance of Journalism to Public Health

Journalists and writers have played a significant role in public health throughout many decades. Journalists are the storytellers that the public listen to and are charged with looking at a problem from many perspectives to develop that coherent narrative that speaks to their audience. These are qualities that many scientists and public health professionals don't bring to their jobs, nor are they always expected to or even should. As such, journalists play an important role for this very reason, thus journalism has the potentials to be important pillar of medicine and public health.

The up-to-date data regarding the burden and importance of an emerging or re-emerging epidemic or a non-communicable disease like cancer are always available with the physicians or public health professionals. But what about the gap between those professionals and the public? How the message would reach those public in need? To make the community to take appropriate action in preventing that disease or make them at least aware of it, we need to make them pay attention, which is extremely tough in today's scenario of information overload and ultra-fast life style.

To make it happen to enlighten that common man so that s/he gets actively involved in the process of global health goal or Sustainable Development Goals whatever we call it, the health profession needs the hands and brain of a talented journalist. Because without the involvement of the community, achieving the Universal Health Goals will be nothing but impossible. The journalist with public health acumen can play the role of a bridge here –between the health professional and the common man.

To say it simply, “Better Journalism is key to better Public Health”.

The digital world is bringing dramatic changes to the news media. Internet sources of news coverage are expanding. This provides the potential to dramatically increase public access to information—for example, by the creation of online newspaper archives. The digital revolution in media has also given rise to a cadre of science-oriented blogs like Retraction Watch, Science-Based Medicine, and Bad Science. They publish more frequently than traditional beat reporters, correcting the record, illuminating health research, and holding opinion leaders or decision makers to account. In addition to speaking directly to their sizable audiences, their work is picked up by mainstream media or they are called upon as sources, elevating the discourse about science along the way. Many of these bloggers came from academia and now they reduce the gap between research and journalism. This new direction includes reporting on and using "big data" for journalism. Every day, the amount of data we produce grows, and journalists have more at their disposal to learn about themselves and the world. More information may mean more *bad* information. Big data cannot replace old-fashioned journalistic inquiry. Thus in this time of media transition, health journalists need to keep their eyes on the possibilities. The stories are often used as medicine by readers,, and changes in the ways in which the public receives and reacts to news. Hence a need to publish with the care and deliberateness of a doctor writing a prescription, and use journalism to protect and improve public health.

A number of journalism colleges provide coursework on health reporting incorporate more health information to their curriculum. Further, they have other training opportunities in health, including conferences, workshops, and other resources for Journalists. However, health care journalists engaging in a formal course offered by a Medical University may widen the access to continuing, reliable, updated health information and facilitate in producing high quality health content in the news, and also serve as guardians against low quality content making into press.

Health care journalist if systematically trained in public health, can have a greater positive impact in healthy community than ever before. They know the impact of what they write in health to whom they write, how people react, etc. The learnings in public health journalism may bring increased access to stories of local, national, and international importance and in-depth dialogues with public officials, advocacy groups, and other stakeholders, as well as to the general public and develop quality stories of health and of the environment.

The Department of Epidemiology of (DoE) The Tamil Nadu Dr. MGR Medical University was established in 1997. The Department's mission is 'to apply the science of epidemiology for Better Health Care' and contribute to improvement of 'Public's Health', individuals as well as populations. The Department has been offering Master of Science (MSc) in Epidemiology since 2002 and MSc in Public Health since 2017. Every year the department is also training about 1750 Medical & Dental postgraduates in Health Research in order to improve the quality of Research in Health Sciences.

In this context, DoE proposes to start this program of Post-Graduate Diploma in Public Health Journalism promoting inter-disciplinary science in terms of the contents, quality, target audience and specialty. This novel programme is expected to widen the scope of the programmes & target audience and strengthen Public – Media - Academia-health system relationship to improve the reach and quality of public health in the country.

Course Objectives &Duration

This **PG Diploma in Public Health Journalism (PHDPHJ)** would be a one year programme started from the academic year 2018-19 with overall objective to enable the communicators as well as journalists with the training and knowledge necessary to cover public health and medical issues for online, print, broadcast and other media platforms.

Thus, the course aims to professionalise journalist for a career in public health journalism. It provides them an opportunity to expand their knowledge of important

topics relevant to conducting studies in health sciences and other related fields, and the analysis of health-related data.

Partnership

The PGDPHJ programme conducted by TNMGRMU would collaborate with reputed institutions in the field of Journalism and Public Health to improve the objective of the course.

Format of the Course

1. Classes

The candidates during the course will attend contact classes scheduled every fortnightly / month which would be covering at least a total duration of 80 hours at The Tamil Nadu Dr. M.G.R. Medical University, Chennai/ collaborating institutes undergoing training in core syllabus.

2. Besides they would develop project on 'How to do NEWS report?' in the following domains

- Diseases of public health importance (Infectious diseases/ NCD)
- Public health emergencies
- National Health Programmes
- Environmental health
- Health Behaviour
- Data Journalism

Course Contents

Module 1: Principles and practice of journalism and science communication and reporting

- Introductory to health journalism
- Review Basics of Journalism, Science communication & its challenges
- Social & Behavior Change Communication (SBCC)
- Reading Medical literature/ Research in internet
- Critical Appraisal
- Feature Reporting / news paper articles & dissemination

- Reporting on medical studies
- Technical breakthrough
- New media
- Data journalism
- Communications regarding disease control

Module 2: Essentials of public health and epidemiology relevant to journalism

- Introduction to public health/epidemiology
- Health care system (Private sector & Public health system)
- Health Policy & Health program
- Health care organisations - National/International
- Universal Health Care
- Epidemiology & Terminologies

Module 3: Public health problems/issues of national and international importance

- Infectious diseases and non-communicable diseases (NCD) & Injury
- Management/control/ elimination & eradication strategies
- Gender and health
- Health budget
- Patents/Law/IHR
- Surveillance
- Health emergency
- AYUSH

Module 4 - Practicals

Case studies

Outbreak

Controversies

- ❖ News reports
- ❖ Group work & Presentations on 'How to do NEWS report?' in the following domains
 - Diseases of public health importance (Infectious diseases/ NCD)
 - Public health emergency
 - Environmental health
 - Health Behaviour
 - Data Journalism
 - National health programmes
- Site visits (Public health institutes/health departments/health service organizations of national and international importance)

Assessment

- **Internal Assessment: Class test**
- **Theory Papers / Practicals - 2 papers**

Paper 1: Essentials of public health and epidemiology relevant to journalism

Paper 2: Public health problems/issues of national and international importance

- **Project (internal evaluation):**The candidate should choose their In-Field project/research programmes upon discussion & written approval by their supervisors on the topics listed above and start their project development by 3rd month of their course such that conduct & complete it before 10th month. During 11th month, project report is to be submitted by the candidate at DoE and Report shall be evaluated internally. Publication of the project report in a journal (news magazine or science journal) on a public health topic is an expected deliverable prior to appearing in the theory examination.

Eligibility & Admission requirements

The following represent the standard minimum undergraduate degree requirements for admission to **PHDPHJ**:

- Bachelor degree in any Arts or Science stream from a recognised University acquired as a full-time student (10+2+3 pattern)
- Minimum 6 months work experience in a Journalism related field
- Age below 35 years is desirable
- Tamil journalists are encouraged to apply

Method of selection:

Through Interview & Entrance Examination depending upon the applications received.

Number of seats – 8 seats per year

Scheme of Examination

At the end of the Academic Year, the candidates would need to appear for theory examinations (Two papers), One practical Examination and Viva-voce for One Elective project.

FIRST YEAR EXAMINATION

First year	Theory paper	IA		Theory		Practical		Viva	
		Max	Min	Max	Min	Max	Min	Max	Min
Paper I	Essentials of public health and epidemiology relevant to journalism	50	25	100	50	100	50	50	25
Paper II	Public health problems/issues of national and international importance	50	25	100	50				
Paper III	Project (Application of public health journalism)					Project Evaluation		Presentation / Viva	
						100	50	50	25

Fees:

Course fee Rs. 31250/- (Thirty one thousand two hundred and fifty only)

Note: The course fee remitted to the university will not be refunded.

Other instructions:

- Attendance to contact classes is mandatory.
- Candidates will need to bring/submit all the original certificates to the university during Interview / Admission
- The rules and regulations of the university for other courses will be applicable except for the ones mentioned in the prospectus