

The University of Burdwan



Syllabus for 3- Year Degree & 4- Year Honours

in

Mass Communication & Journalism (MCJN)

Under Curriculum and Credit Framework for UG Programmes

(CCFUP) as per NEP, 2020

w.e.f. 2023-24

Semester wise and Course wise Distribution of Credit & Marks under CCFUP as per NEP, 2020

Semester	Course Type	Course Code	Name of the Course	Credit	Lect.	Tuto.	Pract./Viva	Full Marks	Distribution of Marks		
									Theory	Pract./Viva - Voce	Internal Assessment
I	Major/DS Course (Core)	MCJN 1011	Introduction to Media Studies	4	3	1	0	75	60	0	15
	Minor Course	MCJN 1021	Introduction to Media Studies	4	3	1	0	75	60	0	15
	Multi/Interdisciplinary Course	MCJN 1031	Media Management	3	2	1	0	50	40	0	10
	Ability Enhancement Course (AEC): MIL: L1-1 1041	Arabic/ Bengali/ Hindi/ Sanskrit/ Santali/ Urdu OR Equivalent Course from SWAYAM or any other UGC recognized platform.	2	2	0	0	50	40	0	10
	Skill Enhancement Course (SEC)	MCJN 1051	Print Production	3	2	1	0	50	40	0	10
	Common Value Added (CVA) Course	CVA 1061	Environmental Science/ Education	4	4	0	1	100	60	20	20
	Total			20				400			
II	Major/DS Course (Core)	MCJN 2011	History of Indian Media	4	3	1	0	75	60	0	15
	Minor Course	MCJN 2021	History of Indian Media	4	3	1	0	75	60	0	15
	Multi/Interdisciplinary Course	MCJN 2031	Media Reporting	3	2	1	0	50	40	0	10
	Ability Enhancement Course (AEC): L2-1	ENGL 2041		2	2	0	0	50	40	0	10
	Skill Enhancement Course (SEC)	MCJN 2051	Radio Production	3	0	0	3	50	0	40	10
	Common Value Added (CVA) Course	CVA 2061	Understanding India/ Digital & Technological Solutions/ Health & Wellness, Yoga Education, sports & Fitness	4	3	1/0	0/1	100	80/60	0/20	20
	Total			20				400			

Details of Syllabus
Semester - I
Major Course (Core)
Introduction to Media Studies (MCJN1011)
Full Marks 75 (Theory 60; Internal assessment 15)
Credits 4 [L 3; T 1; P 0] ; Lecture Hours: 60

Course Objectives:

- To explain the basic concept of communication
- To discuss different theories and models of communication in different approaches
- To explain the significance of mass communication
- To analyze how the media shapes the distribution of power and knowledge in the society in recent time.

Unit	Topic	Details
1	Communication LH: 15	Definition; Characteristics; Elements; Process; Types – Intra-personal, Interpersonal, Group, Public, Mass; Forms – Verbal, Non-verbal, Formal, Informal; and Barriers of Communication; The 7C's of Communication
2	Communication Theories LH: 20	Hypodermic or Bullet Theory; Individual Difference Theory; Cognitive Dissonance Theory; Personal Influence Theory; Sociological Theories of Mass Communication – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory; Normative Theories – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Participant Media Theory.
3	Communication Models LH: 10	Aristotle's Model of Communication, Lasswell's Model, Shannon and Weavers' Model, Nwecomb's Model, Schramm's Model, Gerbner's Model, Westley and MacLean's Model, David Berlo's Model, Frank Dance Model.
4	Mass Communication LH: 10	Definition; Characteristics; Functions; Forms of Mass Communication – Traditional Media, Print Media; Broadcasting Media – Audio and Audio-visual media.
5	Recent Developments LH: 5	Emergence of New Media, Recent trends, Impact on society.

Course Outcomes:

- This course provides an elaborate description of the basic models and theories of Mass Communication.

References:

1. McQuail Denis. *Mass Communication Theory*. Sage Publications. 2005
2. Trenholm Sarah, Arthur Jensen. *Interpersonal Communication*. Oxford University Press. 2011
3. Williams Kevin. *Understanding Media Theory*. Arnold Publication. 2003

4. Andal N. *Communication Theory and Models*. Himalay Publishing House. 2004
5. Everett. R M. *A History of Communication Study*. Free Press. 1997
6. Kumar K. J. *Mass Communication in India*. Jaico Publishing house. 1994
7. Dominick J. R. *The Dynamics of Mass Communication*. Mcgraw Hill. 1999
8. Aggarwal VirBala, V. S. Gupta. *Handbook of Journalism and Mass Communication*. Concept Publications. 2001
9. Vivian J. *The Media of Mass Communication*. Allyn and Bacon. 1991

Minor Course

Introduction to Media Studies (MCJN1021)

Full Marks 75 (Theory 60; Internal assessment 15)

Credits 4 [L 3 ; T 1; P 0] ; Lecture Hours: 60

Course Objectives:

- To explain the basic concept of communication
- To discuss different theories and models of communication in different approaches
- To explain the significance of mass communication
- To analyze how the media shapes the distribution of power and knowledge in the society in recent time.

Unit	Topic	Details
1	Communication LH: 15	Definition; Characteristics; Elements; Process; Types – Intra-personal, Interpersonal, Group, Public, Mass; Forms – Verbal, Non-verbal, Formal, Informal; and Barriers of Communication; The 7C's of Communication
2	Communication Theories LH: 20	Hypodermic or Bullet Theory; Individual Difference Theory; Cognitive Dissonance Theory; Personal Influence Theory; Sociological Theories of Mass Communication – The Cultivation Theory, Social Learning Theory, Agenda Setting Theory, Play Theory, Uses and Gratification Theory, Dependency Theory; Normative Theories – Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, Democratic Participant Media Theory.
3	Communication Models LH: 10	Aristotle's Model of Communication, Lasswell's Model, Shannon and Weavers' Model, Nwecomb's Model, Schramm's Model, Gerbner's Model, Westley and MacLean's Model, David Berlo's Model, Frank Dance Model.
4	Mass Communication LH: 10	Definition; Characteristics; Functions; Forms of Mass Communication – Traditional Media, Print Media; Broadcasting Media – Audio and Audio-visual media.
5	Recent Developments LH: 5	Emergence of New Media, Recent trends, Impact on society.

Course Outcomes:

- This course provides an elaborate description of the basic models and theories of Mass Communication.

References:

10. Mc Quail Denis. *Mass Communication Theory*. Sage Publications. 2005
11. Trenholm Sarah, Arthur Jensen. *Interpersonal Communication*. Oxford University Press. 2011
12. Fiske John. *Introduction to Communication Studies*. Routledge Publications. 1982
13. Williams Kevin. *Understanding Media Theory*. Arnold Publication. 2003
14. Andal N. *Communication Theory and Models*. Himalay Publishing House. 2004
15. Everett. R M.A *History of Communication Study*. Free Press. 1997
16. Kumar K. J. *Mass Communication in India*. Jaico Publishing house. 1994
17. Dominick J. R. *The Dynamics of Mass Communication*. Mcgraw Hill. 1999
18. Aggarwal VirBala, V. S. Gupta. *Handbook of Journalism and Mass Communication*. Concept Publications. 2001
19. Vivian J. *The Media of Mass Communication*. Allyn and Bacon. 1991

Multi / Interdisciplinary Course (MDC)

Course Name: Media management (MCJN1031)

Full Marks 50 (Theory 40; Internal Assessment 10)

Credit 3 [L 2 ;T 1; P 0] ; Lecture Hours: 45

Course Objectives

Media management course, which is a branch of business management, provides a curriculum of various aspects on dealing with business strategies, digital business, media market and research analytics. The course focuses on the knowledge and skills of media management-related subjects for successfully shaping its student's future career. This course program will help the students to develop an understanding and experience on the production, marketing, finance, and operations in the field of media management.

UnitI: Media Management overview: Concept of media industries; Marketing Communication- Strategies and structure; Concept of market - Global media industries; Rethinking media management and industries after COVID
LH: 10

UnitII: Media ownership pattern and related managerial policies- Major patterns of ownership with special reference to India- Chain ownership, Cross Media , Vertical integration, Media Conglomerate ; Concentration of Media ownership – status of Editor and owner.
LH: 10

Unit III : Social Media Management- Social Media Management Chain; Economical issues of Social media in media market; ;in Companies; Economics of New Media- Content, Production & Consumption New Marketing Communication in social media business; Social networks as marketing tools for media companies
LH: 15

Unit IV : Mass , media and market, Active audience theory; Scope of audience analysis- Quantitative Techniques Survey; TRP Calculation, BARC Method, ABC; TRP Vs Market and Media Vs Market – Debate
LH: 10

Course outcome

After completion of a degree in Journalism & Mass communication with media management one can get job offers from media companies and organizations. With media management, one can carry out many works and job roles such as digital marketer, project manager, media planner, market analyst in the fields of media .Students pursuing this course studies concepts and processes of management, information technology, managerial

economics, consumer behaviour, marketing management, strategies, and much more to gain understanding and expertise in the field.

Reference :

1. Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Handbook of Media Management and Economics, L. Erlbaum Associates, 2006
2. Athique ,A. and Parthasarathi, V.,The Indian Media Economy . Vol I & II, OUP, 2018.
3. Koheli, V., & Khandekar,. Indian Media Business (4th ed.) 2017
4. RamanujMajumdar, Product Management in India , Prentice – Hall of India Private Limited 2nd Edition, New Delhi, 2007
5. Rajesh Das &Dr. P. K Bandyopadhyay Edited : Mass Media & Society in Post Globalization Period: Issues & Approaches’, Published by: Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013
6. Mathur, B.S., Principles of Management, National Publishing House, 1998
7. The Power of A Billion : Realizing the Indian dream, FICCI-KPMG : Indian Media and Entertainment, Industry Report 2013 7. Vanita Kohli- Khandekar, The Indian Media Business (I, II, III, &IVth ed), Sage Publication, 2013
8. Report on The Indian Entertainment and Media Industry, by FICCI, KPMG, PWC 2010 to 2020 .

SEC: Print Production (MCJN1051)

Full Marks 50 [Theory 40; Internal Assessment 10]

Credits 3 [L 2 ; T 1; P 0]

Lecture Hours: 45

Course Objectives:

- To demonstrate the intellectual abilities to analyze the print media through group and discussion work.
- To competently identify, analyze and replicate the linguistic features of an article and critically evaluate current print media practices.
- To display with confidence the basic skills to write and subedit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles.
- To demonstrate specialized knowledge of recent trends and understand the editorial processes involved in producing print media.

Unit	Topic	Details
1	Covering News and Reporting LH:10	News - Definition; Elements; Types – Hard News and Soft News; News Source; Reporters – Functions and Qualities; Covering of Beats - Crime, Courts, City Reporting, Local Reporting, Health, Education, Sports; Structure of News Story–Inverted Pyramid style.

2	Specialized Reporting LH:10	Investigative and Interpretative Reporting; Feature - definition, types, importance; Editorial - Importance, Choice of Subject, Presentation; Interview - Types, Planning, Preparation & Conducting interview; Opinion Pieces, Op. Ed page.
3	Editing LH:10	Principles of editing; Headlines - Importance, Functions of Headlines, Types of Headline; Typography and Style; Language; Style Sheet; Importance of Pictures, Selection Criteria of News Pictures; Principles of Layout and Design; Role of Sub-Editor and Copy-Editor, News Editor and Editor, Chief of Bureau, Correspondents – District, Foreign.
4	Newsroom LH: 5	Newsroom, Organizational setup of a newspaper - Editorial department, Advertising Department, Circulation Department.
5	Recent Trends LH:10	Trends in Sectional News; Week-end pullouts; Supplements, Backgrounders; Columns and Columnists; Factors affecting news treatment; Paid news; Agenda setting; Pressures in the newsroom; Trial by media; Gatekeepers; Objectivity and politics of news Neutrality and bias in news.

Course Outcomes:

This course provides the contents regarding reporting and editing style for print media

References:

1. Chaturvedi S.N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications. 2007
2. Itule Bruce, Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication. 1999
3. Hodgson F.W. *Modern newspaper practice: A primer on the press*. Focal Press. 1996
4. Fedler Fred, John R. Bender. *Reporting for the Media*. Oxford University Press. 2012
5. Keeble Richard. *The Newspaper's Handbook*. Routledge Publication. 2006
6. Dougall Mac, Curtis Daniel. *Principles of Editorial Writing*. W. C. Brown Co. Publishers. 1973
7. McQuail Denis. *Mass Communication Theory*. Sage Publications. 2005
8. Brooks Brian S, James L. Pinson. *The Art of Editing*. Allyn and Bacon Publication. 2015
9. Shrivastava K. M. *News Reporting and Editing*. Sterling Publishers, New Delhi. 1987
10. Kamath M.V. *Professional Journalism*. Vikas Publications. 2009

Details of Syllabus

Semester - II

Major (Core)

History of Media , (MCJN2011)

Full Marks – 75 (Theory -60; Internal assessment 15)

Credit 4 (L 3; T 1; P 0)

Lecture Hours: 60

Course Objectives:

- Unit – 1 : To make a clear picture of early days of Indian press before Independence
- Unit – 2 : To discuss about the role of different contemporary press in Indian National Movement
- Unit – 3: To understand different aspects of major controversial issues regarding publications
- Unit – 4 : To discuss about the press freedom and their improvements
- Unit – 5 : To clarify the evolution of mass media in post-independence era

Course Contents:

Unit	Topic	Details
1	Early days of the Indian Press LH:20	Emergence of vernacular newspaper in Indian New awakening - James Augustus Hicky and the significance of Bengal Gazette; James Silk Buckingham and Calcutta Journal, Baptist missionaries - Serampore Mission Press , William Carey; Rammohun Roy; Journalistic activities by Derozians , Young Bengal Movement in Bengal Renaissance; Harish Chandra Mukhopadhyay and Hindu Patriot, Brahmabandhab Upadhyay – Editor of Sandhya; Gandhiji as a mass communicator, as an editor and Gandhi as a journalist.
2	Indian National Movement and the Contemporary Press LH:10	Major Journals and Newspapers of Pre-independence era – Bengal Gazette – its writing style; Samachar Darpan; Sambad Kaumudi –Parthenon;Yugantar and Krishnadas Pal; The Amrita Bazar Patrika
3	Major Debates LH:15	Vernacular Press Act –Indian Telegraph Act; Press & Registration Book Act ; Gagging Act – an argument for violating the constitutional right to petition; Adoption of New Editorial Policy, Corporatization of Newspaper Houses, Social, Political and Economic Issues and role of the Indian Press; News agencies - API, UPI, PTI, UNI and its importance.
4	Indian Press in Post-Colonial Era LH:15	Recent development in Indian Press – Newspaper, Radio and TV Broadcasting ;Press in emergency period – an argumentative approach between the Government censorship and freedom of press; Globalization of Indian Media – difference between the approaches of pre-globalization and post-globalization period.

References:

- Natarajan J. (1995). *History of Indian Journalism*. Creative Media Partners, LLC. 2021
- Raghavan G. N. S. *The press in India, a new history*. Gyan Publishing House. 1994
- Chowdhry Angad, Matti Pohjonen, Meenu Gaur, Somnath Batabyal. *Indian Mass Media and the Politics of Change*. Taylor & Francis. 2011
- Dayan Daniel, Elihu Katz. *Media Events: The Live Broadcasting of History*. Harvard University Press. 1992
- Rajagopal Arvind. *The Indian Public Sphere: Readings in Media History*. OUP India. 2009
- Sethi Devika. *War over Words: Censorship in India, 1930-1960*. Cambridge University Press. 2019
- Mitra Mohit. *History of Journalism*. National Book Agency Private Ltd. 1955
- Rau M. Chalpathi. *Journalism and Politics*. Vikas. 1984
- Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Oxford. 2003
- Mehta, D.S. *Mass Communication and Journalism in India*. Allied Publishers Private Ltd. 1996

Course Outcomes:

- This course will provide the growth of press in India in Pre-independence and Post-independence era along with the period of freedom movement.
- This course will present a crystal clear idea about the developmental staircase of Indian media scenario.
- This course will help to understand the further progress of Indian press by considering the previous issues, approaches and arguments.

Minor : History of Media (MCJN2021)

Full Marks – 75 (Theory -60; Internal assessment 15)

Credit 4 (L 3; T 1; P 0)

Lecture Hours: 60

Course Objectives:

- Unit – 1 : To make a clear picture of early days of Indian press before Independence
- Unit – 2 : To discuss about the role of different contemporary press in Indian National Movement
- Unit – 3: To understand different aspects of major controversial issues regarding publications
- Unit – 4 : To discuss about the press freedom and their improvements
- Unit – 5 : To clarify the evolution of mass media in post-independence era

Course Contents:

Unit	Topic	Details
1	Early days of the Indian Press LH:20	Emergence of vernacular newspaper in Indian New awakening - James Augustus Hicky and the significance of Bengal Gazette; James Silk Buckingham and Calcutta Journal, Baptist missionaries - Serampore Mission Press , William Carey; Rammohun Roy; Journalistic activities by Derozians , Young Bengal Movement in

		Bengal Renaissance; Harish Chandra Mukhopadhyay and Hindu Patriot, Brahmabandhab Upadhyay – Editor of Sandhya; Gandhiji as a mass communicator, as an editor and Gandhi as a journalist.
2	Indian National Movement and the Contemporary Press LH:10	Major Journals and Newspapers of Pre-independence era – Bengal Gazette – its writing style; Samachar Darpan; Sambad Kaumudi – Parthenon; Yugantar and Krishnadas Pal; The Amrita Bazar Patrika
3	Major Debates LH:15	Vernacular Press Act – Indian Telegraph Act; Press & Registration Book Act ; Gagging Act – an argument for violating the constitutional right to petition; Adoption of New Editorial Policy, Corporatization of Newspaper Houses, Social, Political and Economic Issues and role of the Indian Press; News agencies - API, UPI, PTI, UNI and its importance.
4	Indian Press in Post-Colonial Era LH:15	Recent development in Indian Press – Newspaper, Radio and TV Broadcasting ; Press in emergency period – an argumentative approach between the Government censorship and freedom of press; Globalization of Indian Media – difference between the approaches of pre-globalization and post-globalization period.

References:

- Natarajan J. (1995). *History of Indian Journalism*. Creative Media Partners, LLC. 2021
- Raghavan G. N. S. *The press in India, a new history*. Gyan Publishing House. 1994
- Chowdhry Angad, Matti Pohjonen, Meenu Gaur, Somnath Batabyal. *Indian Mass Media and the Politics of Change*. Taylor & Francis. 2011
- Dayan Daniel, Elihu Katz. *Media Events: The Live Broadcasting of History*. Harvard University Press. 1992
- Rajagopal Arvind. *The Indian Public Sphere: Readings in Media History*. OUP India. 2009
- Sethi Devika. *War over Words: Censorship in India, 1930-1960*. Cambridge University Press. 2019
- Mitra Mohit. *History of Journalism*. National Book Agency Private Ltd. 1955
- Rau M. Chalpathi. *Journalism and Politics*. Vikas. 1984
- Jeffrey, Robin. *India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press*. Oxford. 2003
- Mehta, D.S. *Mass Communication and Journalism in India*. Allied Publishers Private Ltd. 1996

Course Outcomes:

- This course will provide the growth of press in India in Pre-independence and Post-independence era along with the period of freedom movement.
- This course will present a crystal clear idea about the developmental staircase of Indian media scenario.
- This course will help to understand the further progress of Indian press by considering the previous issues, approaches and arguments.

Multi Disciplinary Course, MDC
Course Name: Media Reporting (MCJN2031)
Full Marks 50 (theory 40 ; Internal assessment 10)
Credit 3 (L 2; T 1; P 0) Lecture Hours: 45

Course Objectives:

- Unit – 1: To understand the basic concepts of media reporting.
- Unit – 2: To discuss in details about different aspects of print media reporting.
- Unit – 3: To make a clear idea regarding the structure and presentation style of reporting for audio media, i.e. radio.
- Unit – 4: To discuss about structure and style of presentation for audio-visual reporting, i.e. television.
- Unit – 5: To understand the recent development in reporting style.

Course Contents:

Unit	Topic	Details
1	News Reporting LH: 8	Definition; Types – Hard news and Soft news; Beat reporting – Crime, Court, Health, Education, Sports, Entertainment; Correspondents; News agency reporting; News source; News elements – 5W’s and 1H; Reporter – duties and responsibilities; Types of reporting – investigative, interpretative, Conducting interview.
2	Reporting for Print Media LH:7	Inverted Pyramid Style; Lead – types, importance; Headline – types, importance; Columns and Columnists; Feature – types, importance; Editorial - importance, choice of subject,presentation; Importance of picture for print reporting; Organizational setup of newspaper house.
3	Reporting for Audio Media – Radio LH:8	Radio news bulletin – types, style and presentation; Radio presenter – qualities and duties; Radio newsroom – structure and functions; Radio programmes – radio talk, radio feature, radio drama, radio interview, radio documentary; Jingle; Radio magazine; Live broadcasting.
4	Reporting for Audio-visual Media – Television LH: 15	Television news bulletin – basic elements, style and presentation; Television news anchor – qualities and duties; Camera usage in news – basic camera shots, camera angles, camera movements, visual grammar and perspective, focusing; Television newsroom - structure and functions; Electronic News Gathering (ENG), Electronic Field Production (EFP); OB Van, Live telecasting; Television programmes – news, interview, discussion, chat shows. AVO, VO, Bytes, PTC.
5	Recent Trends in News Reporting LH:7	Trends in sectional news; Weekend pull outs; Technological determinism; Computer Mediated Communication (CMC); Networked journalism; Alternative journalism; Digital archives; Web 2.0; Storytelling structure of recent reporting technique; Ethical perspective of digitalized reporting.

References:

- Baskette K. Floyd, Jack Z. Sissors, Brain S. Brooks. *The Art of Editing*. Pearson publication, Ed. 6. 1996
- Chaturvedi S. N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publication. 2007
- Itule Bruce, Douglas Anderson. *News Writing and Reporting for Today's Media*. McGraw Hill Publication. 2006
- Shrivastava K. M. *Radio and TV Journalism*. Sterling Publihers Pvt. Ltd, New Delhi, 1989
- Stuart W. Hyde. *Television and Radio Announcing*. Krishna Publishers, New Delhi, 2017
- Mitchell Stephen, Holt. *Broadcast News, Radio Journalism and An Introduction to Television*. Rinehart and Winston Publication, 1980
- Kung, L., Picard, R. and Towse R. *The internet and mass media*. 1st ed. London: Sage. 2008
- Lister M. Dovey, J., Giddings, S., Grant, I., & Kieran, K. *New media -A critical introduction*. Routledge. 2009
- Fenton,N. *New media, Old news: Journalism and democracy in the digital age*. London, Sage. 2010
- Nayar P. *An introduction to new media and cyber cultures*. Wiley Blackwell, UK. 2010

Course Outcomes:

- This course will help the students to understand the basic areas of media reporting.
- This course will present the structural values of different types of media reporting.
- This course will make a clear picture of the presentation style of different media reporting.
- This course will help the students to understand the recent developments and the new trends of different reporting segments.

Skill Enhancement Course (SEC)**Radio Production (MCJN2051)****Name of Paper: Radio Production****Full Marks 50 (Practical 40; Internal assessment 10)****Credit 3 [L 0 T 0 P 3]****Prac. Class Hours: 45 Hrs.****Course Objective:**

This paper is a blend of traditional radio production and the latest podcasting techniques to equip the students with the technical, creative and communication skills of audio production. It introduces the fundamentals of audio media production that would give the students practical experience. The students will learn the operation of selected radio production -equipment and how to make creative and aesthetic decisions regarding programming.

Unit 1: Knowing the audio Medium - Basics of Characteristics, strengths & limits of audio; The physics of sound; Podcasting and internet radio, HAM Radio , satellite radio; Knowing the Studio - Studio layout, recording equipment, microphones, mixers and transmitters. Personnel in the production process – Role and Responsibilities
10 Hrs.

Unit 2 : Scripting for audio - Introduction to various radio formats - news and entertainment. Public service

advertisements, jingles, radio magazine, interview, talk show, vox-pop, discussion, feature, radio play, and documentary. Elements of a radio news story: Newsgathering, writing, elements of a radio news bulletin.

15 Hrs.

Unit 3 : Radio Jockey (RJ) - Voice modulation, presentation skills, vocal dynamics and live comparing. Podcasting styles; Production Process - Recording /production techniques. Editing principles. Creating sound effects

20 Hrs.

Reference:

1. Alexander, R. & Stewart, P. (2016). Broadcast journalism: techniques of radio and television. Focal Press.
2. Shrivastava, K.M., Radio and TV Journalism, Sterling Publishers Pvt. Ltd., New Delhi
3. Masani, Mehra :Broadcasting and People - National Book Trust, NewDelhi,1997
4. Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987
5. Radio & TV Journalism: Srivastava, K.M. Neurath P. "Radio Farm Forumasa Tool of Change in Indian Villages," Economic Development of Cultural Change, vol 10, No. 3
6. Das,Biswajit,"MediatingModernity:ColonialDiscourseandRadioBroadcastinginIndia," CommunicationProcessesVol1:MediaandMediation,B.Bel,B.Das,J.Brower,Vibhodh Parthasarathi,G.Poitevin(Ed.)(Sage2005)
7. Fleming, C. (2009) The radio handbook. Routledge.
8. Pavarala, V. & Malik, K. K. (2007). Other voices: the struggles for community radio in India. Sage.
9. Siegel, E.H. (1992). Creative radio production. Focal Press.

Course outcomes:

The course will provide the basic knowledge of radio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. Students will work on specific projects designed to help the art of audio recording, editing, mixing, and aural storytelling techniques. Again they will get ideas of use of sound effects, music, narration, and dialog in a radio script. Finally the course curriculum will build on the learner's knowledge of radio production and broadcasting, to enable the students to greatly improve on their existing skills and prepare them fully to work in a professional broadcast environment with an emphasis on production, research, reporting and presentation.