

VALUE ADDED COURSES

SYLLABUS

MASS COMMUNICATION AND BROADCASTING

FULL MARKS: 50:3 credits

Unit –I (20marks)

Radio & TV Broadcasting

Theory *Mark: 10*

- a) Introduction to Mass Communication
- b) TV Broadcasting: *Introduction, Importance, Role, nature & essential elements*
- c) Radio broadcasting: *Introduction, Importance, Role, nature & essential elements*

Practical: *10 Marks*

- a) Visit to TV Studios and Radio stations to familiarise the students with the functioning of studios with special reference to the role of Programme Presenters and write Reports thereof.

Unit –II (10 marks)

News casting & Radio Programme Presentation

Theory: *10 Marks*

- a) News casting on TV: *Importance, role, requisite traits and qualities of a Newscaster*
- b) Radio programme Presentation-1 : *News Reading, Radio talk*

Unit –III (20 marks)

TV Programme Presentation

Theory: *10 Marks*

- a) TV Programme presentation: *Anchoring, Interviews & Interviewing, Talk Show – Role, importance, techniques, procedure & requisite traits, personality*

Practical: *10 Marks*

Practice Anchoring, Interviews & Interviewing, Talk Show for TV shows subsequently perform in real life situations

READING LIST:

1. Joshua Meyrowitz. *No Sense of Place-The Impact of Electronic Media on Social Behaviour.*
2. Wilpy, P & Conroy, A. *The Radio Handbook.*
3. S P Dhanavel. *English and Soft Skills.*

4. Fast Julius. *Body Language*.
5. Bleak M. *Journalistic Work and Television*.
6. Hagerman W L. *Broadcast Announcing*.
7. Hyde Stuart. *Television and Radio Announcing*.
8. Amal Datta. *Effects of Television and Viewers*.
9. Neeru Kapoor. *Television Advertising and Consumer Response*.
10. Sharda Kaushik. *Script to Screen: An Introduction to TV Journalism*
11. H.R Luthra. *Indian Broadcasting, New Delhi: Publications Division, 1986*.
12. Baruah, U.L. *This is All India Radio, Publications Division, New Delhi, 1983*.
13. Benson, W.A. *The Impact of Television*.
14. Halloran' J.D (Ed). *The Effects of Television*.
15. Masani, Mehra, *Broadcasting and People*
16. Ewbank Henry, Lawton Sherman P. *Broadcasting: Radio and Television*.

ADVERTISEMENT AND MEDIA

Full Marks:50: 3 credits

Advertisement and Media

Unit-I: 15 marks

Advertisement

1. Role of Advertisement and Media
2. Types of advertisements
3. Advertising ethics
4. How to create advertisements/storyboards

Topics for Student Presentations:

- a. Creating an advertisement/visualization
- b. Enacting an advertisement in a group
- c. Creating jingles and taglines

Unit-II: 15 marks

Media Writing

1. Scriptwriting for TV and Radio
2. Writing News Reports and Editorials
3. Editing for Print and Online Media

Topics for Student Presentations:

- a. Script writing for a TV news/panel discussion/radio programme/hosting radio

programmes on community radio

b. Writing news reports/book reviews/film reviews/TV program reviews/interviews

c. Editing articles

d. Writing an editorial on a topical subject

Unit-III: 20 marks

Introduction to Cyber Media and Social Media

1. Types of Social Media

2. The Impact of Social Media

3. Introduction to Cyber Media

4. **Media Ethics, Employment and Ways of Promoting Employability**

Cybercrimes, how to control cybercrimes

Reading List:

Brierly S. *The Advertising Handbook*. Routledge, 1995.

Sissors, Jack Zanville and Roger B Baron. *Advertising Media Planning*. Mc Graw Hill, 2002
