

OBJECTIVES: To enable the students to

- Gain better understanding of the communication process through the radio and television
- Acquire relevant knowledge about the growing field of electronic journalism
- Become proficient in the technical aspects as well as the creative skills of writing news report for radio and television

UNIT – I : Part A- Broadcast Journalism: Broadcasting through Media like Radio, Television: All India Radio Services, Broadcasters, News for Radio and TV, TV on the scene reporting, Writing script for TV news reporting, Tools of TV Journalism, Photo Journalism, The Photographer, Pictures for the paper, Photo Engraving.

Part B - Writing for the Electronic Media: Radio Formats and genres, News Writing for Radio, Television programme genres, Different types of bulletins, Hourly and special bulletins, Reporting for Radio.

UNIT – II : Evolution of Radio and TV - Origin of Radio, Development of Radio in India, Origin of TV, Development of TV in India, Growth of Programmes, Origin of Soap Operas in India, Origin of Films in India, Ages in Indian Cinema.

UNIT – III :Radio & Television- As a medium of Communication- Role of Radio and TV in forming public opinion, propaganda, persuasion, radio and TV's role in development, Audience Surveys.

UNIT – IV: Television News Reporting Skills - TV News Reporter, Role of the Reporter, Types of PTC, Role of the Cameraman, Role of Editing crew, Role of Script Writers, Writing of a Good News Script.

UNIT – V: Technicalities in TV Production- Shots used in TV, Camera, Pre-programme Production stages, Post- programme production stages

Indian Television Scene - Entry of Foreign Media, Media Explosion, Legal Aspects, Broadcasting Policy, Commercialization of TV Channels.

REFERENCES:

- N.C Pant & Jitender Kumar: Dimensions of Modern Journalism, Kanishka Publishers, Delhi
- Leonard Teel, Ron Taylor: Into the News Room, Prentice- Hall of India Pvt. Ltd, New Delhi
- Keval J Kumar: Mass Communication in India, Jaico Publishing House, Mumbai