

Journalism Generic Elective

Paper Code	HJOGE4022T
Paper Title	Television and Radio
Theory/composite	Composite (6 credits)
Number of Periods Assigned	Th-4 Pr-2
Course Objective	<ul style="list-style-type: none"> • Introduction to the principles and practices in Television • Introduction to the principles and practices in Radio • Hands on experience of handling the two media
Syllabus	<p style="text-align: center;"><u>TELEVISION AND RADIO</u></p> <p>Module I: Television (Approx 25 classes) Characteristics and features of television as a mass medium Public Service Broadcasting Narrowcasting and community TV TV's influence on the evolution and change of the Indian media market Digitization and Convergence Studying the management and functioning of TV news channels Scripting and Designing content for TV news and current affairs</p> <p>Module II: Radio (Approx 25 classes) Characteristics of Radio as a Mass Medium in India Evolution of All India Radio and Public Service Broadcasting Narrowcasting and Community Radio FM Broadcast Prasar Bharati Corporation Nature and Types of Radio Programmes: News and Current Affairs</p> <p>Practical (Approx 28 classes) Scripting and Reporting for TV Writing for Radio</p>
Reading/Reference List	<ul style="list-style-type: none"> • Kaushik, S. (2014). Script to Screen: An Introduction to TV Journalism. New Delhi: Macmillan. • Lewis, B. (1966). The Technique of Television Announcing. Hastings House. • Edwards, B.(2004). Edward R. Murrow and the Birth of Broadcast Journalism (Turning Points in History), John Wiley & Sons • Belavadi, V.(2013). Video Production. Oxford University Press. India • Kaminsky, S M., and Walker, M.(1988). Writing for Television. Dell Pub.

	<ul style="list-style-type: none"> • Tyrrell, R.(1981). The Work of the Television Journalist. Focal Press. • McLeish, R.(1988). The Technique of Radio Production: A Manual for Broadcasters. Focal Press. • Siegel, E H.(1992). Creative Radio Production, Focal Press • Keith, M.(1990). Radio Production, Art and Science. Focal Press • Shrivastava, K. M. (1989). Radio and TV Journalism. Sterling Publishers.
Evaluation	Theory – 60 Practical - 40