

# **M.A.(BROADCAST JOURNALISM)**

**Syllabus - 2025**



**Makhanlal Chaturvedi National University of Journalism and  
Communication, Bhopal, Madhya Pradesh, India**

## **Master of Arts (BROADCAST JOURNALISM)**

**Course Duration: 2 Years (4 Semesters)**

**Number of Seats: 30**

### **Course Features**

The course has been designed with a vision of providing adequate academic knowledge to the students on various subjects detailed in the syllabus with sufficient practical assignments and hands on training to enable them to prepare and present the scripts with suitable audio/video material as per requirements. The students will be given proper exposure in the functioning of electronic media and state of the art technology i.e. satellite communication, digital transmission, application of computers in electronic media, latest gadgets and equipment's. Besides efforts will be made to apprise the students with the latest developments in the national and international media observed specially in the field of global journalism, recent trends and thinking. The course will envisage a series of lectures/discourses by media experts to update the student's awareness and understanding of political, economic and cultural trends in the society.

### **Eligibility for Admission**

Candidates applying for admission to the M.A.(Broadcast Journalism) must have bachelor degree in any discipline. Admission shall be granted through entrance test, interview.

### **Programme Objectives**

1. Train the students to meet the requirements of the electronic media industry.
2. To develop skills in students with special focus to Radio and Television programme productions.
3. Educate the students in the areas of Electronic Media research & news reporting.
4. To introduce students about the media impact on society and culture & ethical and legal aspects of media profession.
5. To enhance the knowledge of the students in new broadcast technologies.
6. To develop hands on experience and understanding of the current content related changes in Electronic media production and consumption.
7. Identify Electronic media terms and concepts.
8. Overview of development of Electronic media industry and technologies.
9. To understand management, structure and decision-making processes in Electronic media outlets.
10. Identify government policies in electronic media industry.

## Programme Outcomes

1. Understand the nature and basic concepts of communication, journalism, advertising, corporate communication, electronic media, new media and communication research.
2. Analyze the contemporary media scenario in association with socio political environment in India and its relationship with other nations.
3. Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, editing and designing journal.
4. Understand the applications of communication theories, research in the fields of advertising, corporate communication, electronic media, print and new media.
5. The student should be able to use the skills in the creative industry - be it television channels, information technology, media houses.
6. The students should be able to produce independently content for electronic media.
7. The students should be able to simplify technical content in simple language and multimedia as part of technical communication.
8. The students should be well-equipped to be media teachers and researchers.
9. The students should be equipped with lots of soft skills required of many of the managerial and high-profile jobs.
10. The students can plan, develop and implement communication for development projects at local, regional and global levels.

TABLE - PO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
PO1	3	-	2	-	-	1	-	-	-	2	-	-	-	-	2
PO2	3	-	-	3	-	-	2	-	-	3	-	-	-	-	-
PO3	3	-	-	3	-	-	-	3	-	-	-	2	-	-	2
PO4	3	-	-	-	-	2	-	-	-	2	-	-	-	-	3
PO5	3	-	1	-	-	2	-	-	2	-	-	2	-	-	1
PO6	3	1	-	-	2	-	-	-	2	-	2	-	-	2	-
PO7	3	-	1	-	-	3	-	-	2	-	3	-	-	-	3
PO8	3	1	-	-	2	-	3	-	-	-	3	-	3	-	-
PO9	3	-	-	3	-	-	-	3	-	3	-	2	-	1	-
PO10	3	-	2	-	-	-	3	1	2	-	-	-	-	-	2

### **3 - Strong, 2- Moderate, 1- Weak**

#### **Attributes (POs) are -**

1. Disciplinary Knowledge
2. Communication Skills
3. Critical Thinking
4. Problem Solving
5. Analytical Reasoning
6. Research-Related Skills
7. Cooperation/Team Work
8. Scientific Reasoning
9. Reflective Thinking
10. Information/Digital Literacy
11. Self-Directed Learning
12. Multicultural Competence
13. Moral and Ethical Awareness/Reasoning
14. Leadership Readiness/Qualities
15. Lifelong Learning

#### **Teaching Strategy**

1. The class room lectures will be interactive supported demonstrations conducted with adequate teaching aids i.e. Overhead projector, slide projector, black board, flipchart, video-demo etc.
2. Suitable assignments will be given from time to time and emphasis will be given on hands-on-experience.
3. Practical exercises will be conducted in the available studios to familiarize the students with the studio machines and equipment's.
4. Field visits will be organized to provide firsthand knowledge of the profile of the area in order to facilitate them to develop creative insight and programme sense.
5. Students will be provided with adequate opportunities to participate in group discussions, syndicates, seminars and informal meetings with experts.
6. Students shall be encouraged to demonstrate the skills acquired.

## **Evaluation of Student Performance**

Evaluation of a student consists of internal assessment and semester end examination. Internal assessment must be a continuous process. For a semester the marks of internal assessment must be communicated to the examination section on three occasions, every second month, if we assume the semester of six months. If the duration changes, the periodicity may change accordingly. Internal assessment may be based on a number of parameters including.

- a) Attendance.
- b) Conduct of the student during the period.
- c) His/her alertness and participation in class-room.
- d) His/her performance in seminars, symposia, syndicate work organized during the period.
- e) Any other assignment-field or other works given during the Period.

Technical assignment can mean work assigned in syndicate in symposium, seminar, library research or fieldwork. Such assignments both for the purpose of learning and evaluation. In an educational theory evaluation is divided into two parts - formative evaluation and summative evaluation. Internal assessment is a form of formative evaluation where the process of learning is being continuously evaluated. Semester end evaluation is summative.

**The examination will be conducted as per the following pattern.**

- 1) Writing works in the examination hall.
- 2) Testing of practical skills in the Laboratory.
- 3) Testing of combination of practical and theoretical skills through field assignment.
- 4) Testing of practical skills through a field assignment.
- 5) The long theoretical write-up whether called dissertation or by any other name.

## **Evaluation**

1. A candidate should score minimum 40% marks individually and separately in all the papers of end of semester practical and projects so as to clear the examination of the semester. The candidate will be declared as pass in project if he scores minimum 50% marks.

2. In addition to the individual score the candidate shall have to secure at least 45% aggregate marks in each semester so as to pass the semester.

3. Internal Assessment: Continuous evaluation of the students in the classroom shall be done in the semester itself. A candidate should score minimum 50% marks in Internal Assessment for passing. He/She fails if the score is less than 50%. A candidate who fails in Internal Assessment shall repeat the semester as a regular student. He/She shall not be allowed to keep term and shall be denied the entry into next semester. The average ratio between summative and formative evaluation will be half-half. This can be modified according to the needs of a particular module.

## **Division**

The division shall be awarded after a candidate clears the last examination. The award of the division shall be based on the integrated performance of all the semesters. On the basis of aggregate of the total marks obtained in all semesters the division will be awarded as under;

1. A candidate obtaining 60 % marks and above shall be awarded First Division.
2. A candidate obtaining 45% marks and above but less than 60% marks shall be awarded second division.
3. University will not award any division until the last semester exam is cleared.

## **Merit List**

The University on the basis of the integrated performance of all the semesters shall declare the merit list. The merit list shall be declared only after the result of examination of the last semester. The merit list shall include only those first ten candidates who have secured at least First Division after clearing all the semester examinations in first and single attempt only.

# MASTER of ARTS in BROADCAST JOURNALISM

## (DISTRIBUTION of MARKS /VALUATION UNDER CBCS)

SEMESTER	Course Code	Course Name	ValuationMarks			
			THEORY EXAM	PRACTICAL EXAM	INTERNAL EXAM	TOTAL Marks
First	CCC-01	Introduction to Broadcast Journalism	50	30	20	100
	CCC-02	Communication: Theory & Practice	50	30	20	100
	CCC-03	Writing & Media Language for Broadcast Media	50	30	20	100
	CCE-01	Application of Computers in Broadcast Media	50	30	20	100
	OR					
	CCE-02	Communication for Sustainable Development	50	30	20	100
	OE-01	Camera Techniques & Visual Journalism	25	15	10	50
Second	CCC-04	Radio Scripting & Podcasting	50	30	20	100
	CCC-05	Reporting for Broadcast Journalism	50	30	20	100
	CCC-06	Video Editing & Graphics	50	30	20	100
	CCE-03	Management & Entrepreneurship for Broadcast Media	50	30	20	100
	OR					
	CCE-04	Documentary Film Production	50	30	20	100
	OE-02	Marginalized Communities & Media Inclusivity	25	15	10	50
Third	CCC-07	Research for Broadcast Media	50	30	20	100
	CCC-08	Data Journalism	50	30	20	100
	CCC-09	Media Law & Ethics	50	30	20	100
	CCE-05	Media Literacy, Verification&Analytics	50	30	20	100
	OR					
	CCE-06	Advertising & Public Relations for Broadcast Media	50	30	20	100
	OE-03	AI & Broadcast Media	25	15	10	50
Fourth	CCC-10	Anchoring for Broadcast Media	50	30	20	100
	CCC-11	Production Portfolio	00	80	20	100
	CCC-12	Industry Internship	00	80	20	100
	CCE-07	Broadcast Technology	50	30	20	100
	OR					
	CCE-08	Audience Analysis & Media Consumption	50	30	20	100
	OE-04	Professional Skills	25	15	10	50
		Total Marks				1800

# Department of Electronic Media

## MakhanlalChaturvedi National University of Journalism and Communication, Bhopal

### Master of Arts (BROADCAST JOURNALISM)

Syllabus - 2025

SEM	Course Code	Course Name	Credits	Page No.
First	CCC-01	Introduction to Broadcast Journalism	6	10
	CCC-02	Communication: Theory & Practice	6	13
	CCC-03	Writing & Media Language for Broadcast Media	6	16
	CCE-01 OR CCE-02	Application of Computers in Broadcast Media OR Communication for Sustainable Development	6	19 22
	OE-01	Camera Techniques & Visual Journalism	3	25
Second	CCC-04	Radio Scripting & Podcasting	6	29
	CCC-05	Reporting for Broadcast Journalism	6	32
	CCC-06	Video Editing & Graphics	6	35
	CCE-03 OR CCE-04	Management & Entrepreneurship for Broadcast Media OR Documentary Film Production	6	38 41
	OE-02	Marginalized Communities & Media Inclusivity	3	43
Third	CCC-07	Research for Broadcast Media	6	46
	CCC-08	Data Journalism	6	48
	CCC-09	Media Law & Ethics	6	50
	CCE-05 OR CCE-06	Media Literacy, Verification & Analytics OR Advertising & Public Relations for Broadcast Media	6	53 56
	OE-03	AI & Broadcast Media	3	59
Fourth	CCC-10	Anchoring for Broadcast Media	6	63
	CCC-11	Production Portfolio	6	65
	CCC-12	Industry Internship	6	67
	CCE-07 OR CCE-08	Broadcast Technology OR Audience Analysis & Media Consumption	6	71 74
	OE-04	Professional Skills	3	78
Total Credits			108	



# Semester-1

<b>Semester-1</b>	<b>Introduction to Broadcast Journalism</b>		
CCC - 01	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To trace the historical development of broadcast journalism in India.
2. To examine the evolution of radio and television as major broadcast platforms.
3. To introduce students to the various platforms and formats used in contemporary broadcast journalism.
4. To analyze the structure and functioning of newsrooms in broadcast media.
5. To develop a foundational understanding of journalistic ethics, professional standards and the challenges in producing credible and engaging broadcast content in India.

### Learning Outcomes

1. Students will be able to recall and explain the historical development of broadcast journalism in India.
2. Students will analyze the evolution of radio and television as journalistic mediums.
3. Students will identify and classify various broadcast platforms and content formats.
4. Students will understand the organizational structure of a newsroom and apply this knowledge to map out the workflow of news production and broadcasting.
5. Students will critically evaluate ethical challenges in broadcast journalism and propose responsible practices for maintaining credibility and public trust in media.

<b>Unit-1</b>	<b>Historical Overview of Broadcast Journalism in India</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Role of broadcasting during pre- and post-Independence India	1	1	0
1.2	All India Radio, Doordarshan and Prasar Bharati	1	0	1
1.3	Impact of Emergency (1975–77) on Broadcast Journalism	1	0	1
1.4	Milestones in Indian Broadcast Journalism	1	0	1
1.5	Impact of state control and liberalization on the Broadcast landscape	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit-2</b>	<b>Evolution of Broadcast Journalism in India</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Transition from Radio, Television to Digital	1	0	1
2.2	Private news channels (Post-1990s Liberalization)	0	1	1
2.3	Emergence of 24x7 News cycle	0	1	1
2.4	Breaking News Culture	0	0	1
2.5	Influence of Globalization and Technological advancements	0	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit-3</b>	<b>Platforms of Broadcast Journalism</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Traditional Platforms: Radio and Television	2	0	0
3.2	Satellite Television and News channels	1	0	1
3.3	Community Radio and Regional Broadcasting	1	0	1
3.4	Convergence with Digital platforms Broadcasting	0	1	2
3.5	Digital Integration in Modern Journalism	1	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit-4</b>	<b>Formats in Broadcast Journalism</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	News Bulletins, Live Reporting	1	1	0
4.2	Anchor-led News Programs, Debates, Special Bulletins	0	0	2
4.3	Features, Interviews, Documentaries	0	0	2
4.4	Talk Shows, Panel Discussions, News Magazines	1	0	1
4.5	Breaking News, Infotainment	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit- 5</b>	<b>Regulation and Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Media Laws and Regulatory Bodies (NBDA, TRAI, BCCC)	1	1	0
5.2	Commissions and Committees in Broadcast Journalism in India	1	0	1
5.3	Broadcasting Codes, Guidelines and Ethical Issues in Broadcast Journalism in India	1	1	1
5.4	Censorship and Content Regulation	1	0	1
5.5	Social Responsibility and Accountability	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

### **Practical/Projects/Assignments**

- Students will create a timeline to trace the history and key milestones of broadcast journalism in India.
- Students will write a comparative report analyzing the differences between radio and television journalism formats.
- Through a newsroom simulation, students will take on various roles to produce a mock news bulletin.
- Students will research and present on emerging digital platforms like YouTube and OTT news channels.
- Students will analyze a real-life ethical issue in Indian broadcast journalism and suggest responsible media practices.

## **Suggested Readings**

- Broadcast Journalism: Basic Principles by S. C. Bhatt.
- Mass Communication in India by Keval J. Kumar.
- Television Journalism by Ivor Yorke.
- Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd, Peter Stewart and Ray Alexander.
- Writing News for Broadcast by Edward Bliss Jr. & James Hoyt.

## **E-Resources**

- <https://egyankosh.ac.in/bitstream/123456789/59576/1/BLOCK1.pdf>
- [https://api.pageplace.de/preview/DT0400.9780429667343\\_A35487397/preview-9780429667343\\_A35487397.pdf](https://api.pageplace.de/preview/DT0400.9780429667343_A35487397/preview-9780429667343_A35487397.pdf)
- <https://www.thkjaincollege.ac.in/onlineStudy/journalism/4th%20Sem-CC8-204-TV-JOURNALISM-backup.pdf>
- <https://www.egyankosh.ac.in/bitstream/123456789/100778/1/Block-2.pdf>
- [https://www.academia.edu/30369709/BROADCAST\\_JOURNALISM\\_EDT](https://www.academia.edu/30369709/BROADCAST_JOURNALISM_EDT)

<b>Semester-1</b>	<b>Communication: Theory &amp; Practice</b>		
CCC - 02	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To help students develop skill in communication.
2. To provide students with knowledge of rich and diverse field of communication.
3. To make students able to recognize the great contribution of communicators & scholars.
4. To provide students with knowledge of Indian and western perspective.
5. To make students able to recognize communication situations.

### Learning Outcomes

1. Students will be able to explain birth and growth of communication.
2. Students will get thorough understanding or contribution of communicators & scholars.
3. Students will be able to understand Indian and western perspective.
4. Student will be able to understand objectives of communication.
5. Student will be able to understand characteristics of communication.

<b>UNIT-1</b>	<b>Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Foundation, Concept & Scope of Communication, Functions of Communication, Elements: Source, Message, Channel, Receiver, Environment, Context	2	1	0
1.2	Process of Communication, Barriers to Communication & Overcoming Barriers, Socialisation and Communication, Human Need of Communication, Communication & Society	2	1	0
1.3	Types of Communication: Intrapersonal Communication, Interpersonal Communication, Group Communication, Mass Communication	2	1	0
1.4	Verbal Communication: Language And Meaning, The Power of Words, Semantic and Syntactic Rules, Improving Verbal Communication Functions of Verbal Communication	2	1	0
1.5	Nonverbal Communication: Types of Nonverbal Communication (Kinesics, Haptics, Proxemics, Chronemics, Vocalics, Artifacts, Environment), Improving Non-Verbal Communication, Functions of Nonverbal Communication	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>UNIT-2</b>	<b>Communication Skills</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	7 C's of Communication, Communication skills: listening, speaking, Writing, Reading and Empathizing	2	0	1
2.2	Characteristics of Effective Feedback, Essentials of Feedback and its Types	2	0	1
2.3	Listening: The Importance of Listening, Stages of Listening (Hearing, Attending, Understanding, Remembering, Responding), Barriers to Effective Listening, Types of Listening, Developing Active Listening Skills	2	0	1
2.4	Public Speaking: Audience Analysis, Topic Selection and Research, Organizing and Developing Speeches, Supporting Materials, Delivery Skills (Verbal and Nonverbal)	2	0	1
2.5	Mediums of communication: Print, Radio, Telegraph, Telephone, Television, Internet, Social Media	2	0	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>UNIT 3</b>	<b>Communication &amp; Indian Knowledge System</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	“Sahridya and Sadharanikaran” from The Bharatmuni's Natyashastra	2	1	0
3.2	“Aa No Bhadra Krato Yantu Vishwato” from The Rigveda	2	1	0
3.3	"Vasudhaiva Kutumbakam" from The Maha Upanishad	2	1	0
3.4	Mass Communicators: Devrishi Narad, Swami Vivekanand	2	1	0
3.5	Mass Communicators: Mahatma Gandhi, Pt. Makhanlal Chaturvedi	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>UNIT 4</b>	<b>Models of Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Aristotles Model, Berlo's SMCR Model, Harold D Lasswells Model	2	1	0
4.2	Leagens Model, Shannon and Weavers Mathematical Model Westley and Macleans Conceptual Model	2	1	0
4.3	Osgood & Schramm's Circular Model, Newcombs ABX Model, Maccombs and Shaw Agenda Setting Model	2	1	0
4.4	Dances Helical Model, Gerbner's General Model, Rogers and Kinacid Convergence Model, Maletzkes Model	2	1	0
4.5	Joseph Luft and Harry Inghams Johari Window Model, Mcquails Display/Attention Model, Comstocks Psychological Model of Television Effects	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

UNIT 5	Theories of Communication	L	T	P
5.1	Normative Theories: Authoritarian Theory, Libertarian Theory, Social Responsibility Theory	2	1	0
5.2	Normative Theories: Communist Media Theory, Development Communication Theory, Democratic Participant Media Theory	2	1	0
5.3	Sociological Theories: Dependency Theory, Agenda Setting Theory, Uses and Gratification Theory	2	1	0
5.4	Personal Influence Theory: Two Step Flow, Multi Step Flow Psychological Theories: Selective Exposure, Selective Perception, Selective Retention	2	1	0
5.5	Piaget's Theory of Developmental Learning, Everett M Rogers Diffusion of Innovation Theory, Marshall McLuhan's Approach: Medium is The Message	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

### Practical/Projects/Assignments

- Prepare an Assignment on need and importance of models and theories.
- Write an essay on contribution and relevance of any one communication scholar.
- Prepare chart/poster on timeline of origin and growth of communication.
- Prepare an Assignment on information and communication technology and mass communication in India.

### Suggestive Readings

- Mass Communication in India, Fifth Edition by Keval J. Kumar.
- The Dynamics of Mass Communication 1994 (McGraw-Hill Series in Communication) Joseph R. Dominick.
- Handbook of Communication: Models, Perspectives, Strategies by Narula, Uma, 2006: Atlantic Publishers & Distributors, New Delhi.
- Mass Communication Theories Explaining Origins, Processes and Effects by Melvin L. DeFleur, Margaret H. DeFleur.
- Understanding Media: The Extensions of Man by Marshall McLuhan.

### E-Resources

- [https://www.researchgate.net/publication/317577888\\_Theory\\_and\\_Practice\\_of\\_Communication\\_-\\_Bharata\\_Muni](https://www.researchgate.net/publication/317577888_Theory_and_Practice_of_Communication_-_Bharata_Muni)
- [https://www.researchgate.net/publication/382848751\\_Principles\\_and\\_Theories\\_of\\_Communication](https://www.researchgate.net/publication/382848751_Principles_and_Theories_of_Communication)

<b>Semester-1</b>	<b>Writing &amp; Media Language for Broadcast Media</b>		
CCC – 03	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

- To understand the basic principles of script writing.
- To develop an understanding on the script writing for radio.
- To develop an understanding on the writing for television.
- To develop an understanding on the script writing for web.
- To understand the nuances for professional script writing.

### Learning Outcomes

- Students would get to basics of script writing.
- Students would learn how to write script for the Radio and how they would be able to make a career in this field.
- Knowing script writing for the Television would better prepare them for career as a Script writer.
- Web Journalism is a lucrative field and changes in this field very fast so understand of writing and changes happening in this area would place them well ahead.
- Understanding the nuances of professional script writing would provide them job avenues in Film and TV industry.

<b>Unit-1</b>	<b>Writing for Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Writing as Communication	2	1	1
1.2	Narrative Writing, Nonfiction Story, Descriptive and Explanatory Writing	2	0	1
1.3	Principles of Good Writing	2	1	1
1.4	Characteristics of media writings. Drafting and revising	2	1	1
1.5	Engaging the Masses and Audience	2	0	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit-2</b>	<b>Effective Writing</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Human Interest and Writing	1	1	2
2.2	Techniques of Translation	1	1	2
2.3	Principles and Methods: Paragraphs, Narration, Description, Sentences	1	1	1
2.4	Verbs, Adjectives, Sequences of Tenses, Punctuation Marks	1	1	1
2.5	Idioms and Phrases	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				



<b>Unit -3</b>	<b>Writing for Radio</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Characteristics of Radio: Information, Education and Entertainment	1	1	2
3.2	Time and Deadline Factor: News Headlines and Highlights	1	1	2
3.3	News Features: Talk shows, Interviews	1	1	1
3.4	Language and Style: New wave FM Radio, Radio Jockeying, Target Audience, Content Variety and Style	1	1	1
3.5	Technological Factors in Writing for Radio	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit-4</b>	<b>Writing for Television</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Characteristics of Television: Audio and Visual Elements	1	1	2
4.2	Writing Television news: Time Factor	1	0	2
4.3	General and Special Audience Programmes	1	0	2
4.4	Language and Style of Presentation – Video Jockeying – Entertainment Programmes	1	1	1
4.5	Informational and Educational Programmes and other Programmes	2	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

<b>Unit-5</b>	<b>Writing for Digital Media/ Podcast Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Internet, Nature and Characteristics, Users Profile	1	1	1
5.2	Newspapers online, Hypertext, Textual and Visual limitations	2	1	2
5.3	Language and Style, Multimedia Support	2	1	2
5.4	Contents online: Informational, Educational and Entertainment	2	1	0
5.5	Plagiarism, Authenticity and Piracy Issues – Regulations	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

### **Practical/Projects/Assignments**

- Prepare one script on 5 minutes Radio programme.
- Prepare one script on 5 minutes TV programme.
- Prepare chart/poster on story boarding for television or radio script.
- Prepare a brief report on famous TV Script Writers of India and their Writing Style.
- Any other assignment given by the concerned faculty.

## Suggested Readings

- Singh, Dr. Deenakar. (2010). आधुनिक मीडिया लेखन. New Delhi: Mohit Publications.
- Gour, Sanjay. (2006). इलेक्ट्रॉनिक मीडिया. Jaipur: Book Enclave.
- Arora, Dr. Harish. (2009). इलेक्ट्रॉनिक मीडिया लेखन. New Delhi: KK Publications.
- David, J. (2007). Radio Broadcasting Journalism in India. New Delhi: Cyber Tech Publications.
- Gandhi, Prakash, Ved. (2009). Handbook of Television and Radio Broadcast. New Delhi: Kanishka Publishers, Distributors.
- Singh, Dr. Ajay Kumar. (2012). मीडिया की बदलती भाषा. Allahabad: Lokbharti Prakashan.
- Bhanavat, Sanjeev. (2005). इलेक्ट्रॉनिक मीडिया. Jaipur: Jansanchar Kendra, Rajasthan University.
- Vikram, S. and Suman Hansraj. (2010). वेब पत्रकारिता. New Delhi: Shri Natraj Prakashan.
- Singh, Dr. Devrat. (2014). Television Production. Bhopal: MCNUJC.
- Singh, Dr. A.K. (2009). रेडियो जर्नलिज्म, परिचय एवं प्रस्तुति. New Delhi: University Publication.
- Pande, Navodita. (2012). TV Journalism an Introduction to Practices. New Delhi: APH Publishing Cooperation.
- Wajahat, Asgar. (2011). पटकथा लेखन. New Delhi: Rajkamal Prakashan.
- Joshi, Manohar Shyam. (2006). कथात्मक लेखन, पटकथा लेखन. New Delhi: Rajkamal Prakashan.

## E-Resource

- [https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40\\_Chapter\\_27.xhtml](https://www.oreilly.com/library/view/broadcast-journalism-5th/9780240515717/40_Chapter_27.xhtml)
- <https://radio.co/radio-university/writing-radio-scripts>
- <https://www.wikihow.com/Write-a-Screenplay>
- <https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/>
- <https://m.wikihow.com/Write-Movie-Scripts>

<b>Semester-1</b>	<b>Application of Computers in Broadcast Media</b>		
CCE – 01	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

- To understand the fundamentals of computers, operating systems and office automation tools.
- To develop skills in word processing, spreadsheets and presentation design for media applications.
- To explore internet technologies, cloud platforms and digital security in broadcasting.
- To apply digital graphics, audio and video editing tools for content creation.
- To integrate multimedia tools effectively in broadcast media production and communication.

### Learning Outcomes

- To understand the fundamentals of computers, operating systems and office automation tools.
- To develop skills in word processing, spreadsheets and presentation design for media applications.
- To explore internet technologies, cloud platforms and digital security in broadcasting.
- To apply digital graphics, audio and video editing tools for content creation.
- To integrate multimedia tools effectively in broadcast media production and communication.

<b>UNIT1</b>	<b>Computer Fundamentals</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Definition, Generations and Components of Computer	1	1	1
1.2	Input/Output Devices, Memory and Storage, Peripherals	1	1	1
1.3	Operating Systems: Concepts and Functions	1	1	1
1.4	Windows, Linux and Open-Source OS	1	1	1
1.5	User Interface & Utilities: File Explorer, C. Panel, Settings	1	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT 2</b>	<b>Office Automation: MS Word</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Introduction to Word Processing	1	1	2
2.2	Office Suites: MS Office, LibreOffice, Google Docs	1	1	2
2.3	Formatting Text, Styles and Templates	1	1	2
2.4	Editing Tools, Reviewing & Collaboration (Track Changes, Comments)	1	1	2
2.5	Advanced Tools: Mail Merge, Citations, Tables, References	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT 3</b>	<b>Office Automation – Spreadsheets &amp; Presentations</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Spreadsheet Basics: MS Excel, Google Sheets	1	1	2
3.2	Functions, Charts, Graphs & Data Visualization	1	1	2
3.3	PowerPoint & Google Slides Interface, Tools & Menus	1	1	2
3.4	Designing Effective Presentations (Text, Media, Layouts)	1	1	2
3.5	Transitions, Animations and Presentation Delivery	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT 4</b>	<b>Introduction to Internet</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Internet Basics: History, Services (Email, Video Conferencing, Cloud)	1	1	0
4.2	Internet Protocols (HTTP, HTTPS, FTP, TCP/IP, WWW)	1	0	0
4.3	Websites, Portals, Search Engines, Online News & Media	1	0	0
4.4	Cloud Platforms: Google Drive, OneDrive, Dropbox	1	1	2
4.5	Cybersecurity: Passwords, Privacy, Phishing, Safe Browsing	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT 5</b>	<b>Digital Media Tools</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Basics of Digital Graphics and Design Principles	2	1	1
5.2	Introduction to Graphic Editing: Canva, Photopea (Open Source)	1	0	1
5.3	Introduction to Audio Editing: Audacity (Open-source)	1	0	1
5.4	Introduction to Video Editing: OpenShot, Shotcut (Free Software)	1	0	1
5.5	Multimedia Integration	1	0	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Word Processing – Prepare a formatted news report (headings, tables, images) using MS Word/Google Docs.
- Spreadsheets – Create a chart in MS Excel/Google Sheets showing TV or social media audience data.
- Presentation – Design a 5-slide presentation on "Role of Computers in Media" using PowerPoint/Google Slides.
- Internet Tools – Compare two online news portals (layout, design, interactivity) and write a short note.
- Digital Media Tools – Design a poster/thumbnaill for a news program using Canva or Photopea.

### **Suggested Readings**

- Fundamentals of Computers – V. Rajaraman
- Microsoft Office 365: in Practice – Randy Nordell
- Digital Media Tools – Nigel Chapman & Jenny Chapman
- कम्प्यूटर का परिचय – रामेश्वर प्रसाद
- डिजिटल मीडिया और कम्प्यूटर अनुप्रयोग – डॉ. अरुण शर्मा

### **E-Resource**

- <https://researchcage.com/2024/02/20/20-applications-of-computer-in-mass-media/>
- <https://www.appventurez.com/blog/how-digital-technology-is-revamping-broadcast-media>
- <https://cpijournalism.org/computers-broadcast-journalism/>
- [https://e-sarthi.lpcps.org.in/uploads/Notes/11/53/337/Unit%20II/ICT\\_in\\_Journalism.pdf](https://e-sarthi.lpcps.org.in/uploads/Notes/11/53/337/Unit%20II/ICT_in_Journalism.pdf)

<b>Semester-1</b>	<b>Communication for Sustainable Development</b>		
CCE - 02	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

- To help students develop insight in sustainable development.
- To provide students with knowledge of rich and diverse development of broadcast media.
- To make students able to recognize the great contribution of media, agencies and institutions.
- To provide students with knowledge of issues of development.
- To make students able to recognize critical areas of development.

### Learning Outcomes

- Students will be able to explain birth and growth of issues of development.
- They will get thorough understanding or contribution of media, agencies and institutions.
- Students will be able to understand key development issues.
- Student will be able to understand objectives of development communication.
- Student will be able to understand characteristics of development media.

<b>UNIT1</b>	<b>Development &amp; Sustainable Development</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Development and its Evolution, Industrial revolution and development of capitalism	2	1	0
1.2	Development and underdevelopment, Developed, developing and Underdeveloped Societies	2	1	0
1.3	Development and neo-liberal Globalization and Sustainable Development	2	1	0
1.4	Global Development Models: Modernization Theory, Dependency Theory, World System Theory	2	1	0
1.5	Indian Models of Development: Gandhian Model, Nehru Mahalanobis Model, LPG Model	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT 2</b>	<b>Sustainable Development Goals</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Poverty, Zero Hunger, Good Health & Well Being	2	1	0
2.2	Quality Education, Gender Equality, Clean Water and Sanitation	2	1	0
2.3	Affordable & Clean Energy, Decent Work and Economic Growth, Industry Innovation & Infrastructure	2	1	0
2.4	Reduced Inequalities, Sustainable Cities & Communities, Responsible Consumption & Production, Climate Action	2	1	0

2.5	Life Below Water, Life on Land, Peace Justice and Strong Institutions, Partnerships for The Goals	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

UNIT 3	Development Communication Perspective	L	T	P
3.1	Communication goals for development, communication policy on development	2	1	0
3.2	New information and communication technology and development	2	1	0
3.3	Development Communication Perspective of public sector broadcasters: Doordarshan&Akashwani	2	1	0
3.4	Development communication Perspective:Community Radio, Community TV, Private TV Channels &Radio	2	1	0
3.5	Development Support Communication	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

UNIT 4	Community Participatory Development	L	T	P
4.1	Participatory Development: Concept and Meaning,Principles and Approaches	2	1	0
4.2	Qualitative and quantitative Indicators of Participation	2	1	0
4.3	Participatory development: Its types, steps,tools and techniques	2	1	0
4.4	Promoting ParticipatoryDevelopment, Obstacles to Peoples participation	2	1	0
4.5	Stages of a community project: Research, Design, Implementation, Monitoring, Evaluationand Advocacy	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

UNIT 5	Development Stakeholders	L	T	P
5.1	Global Agencies and Development	2	1	0
5.2	Government of India Campaigns / schemes and Development	2	1	0
5.3	NITI Aayog: Transforming India's Development Agenda	2	1	0
5.4	Non - governmental organisationsand Development	2	1	0
5.5	Satellite Instructional Television Experiment (SITE), Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP)	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

## **Practical/Projects/Assignments**

- Prepare an Assignment on NITI Aayog and its activities.
- Visit any media house and prepare a report.
- Write an essay on contribution and relevance of any one Govt. of India Campaigns.
- Prepare chart/poster on timeline of origin and growth New Information and Communication Technology and Development.
- Prepare an Assignment on NGO's and development in India.

## **Suggestive Readings**

- The Handbook of Development Communication and Social Change  
Editor(s):Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon.
- Development Communication theory and practice,umanarula,haranand publications.
- Communication for Development by Srinivas Raj Melkote,SAGEPublication2015.
- Applied Development Communication by B.P. Maheshchandra Guru, Dominant Publishers and Distributors (P) Ltd.
- Media and Development,MartinScott,Bloomsbury Publishing.

## **E-Resource**

- [https://unctad.org/system/files/official-document/gdsmdp20152ray\\_en.pdf](https://unctad.org/system/files/official-document/gdsmdp20152ray_en.pdf)
- [https://www.niti.gov.in/sites/default/files/2023-06/NITI\\_policy-paper\\_BMID\\_2023-May.pdf](https://www.niti.gov.in/sites/default/files/2023-06/NITI_policy-paper_BMID_2023-May.pdf)



<b>Semester-1</b>	<b>Camera Techniques &amp; Visual Communication</b>		
OE- 01	Theory	Practical	Internal
Credit –3	25	15	10

### Course Objectives

1. Develop a strong conceptual understanding of how visuals communicate meaning and influence audiences across different media platforms.
2. Introduce the technical foundations of camera operations, including exposure settings, focus control and lens usage.
3. Enhance creative skills in visual composition, framing, camera movements and lighting techniques for effective storytelling.
4. Train students in practical applications of camera work for television, documentary, digital journalism and live news environments.
5. Promote ethical and aesthetic awareness in visual representation and prepare students for real-world challenges in visual media production.

### Learning Objectives

1. Understand the principles of visual communication and visual literacy.
2. Analyse how visuals shape narratives and influence audiences.
3. Operate professional cameras and associated equipment.
4. Apply framing, composition, lighting and movement techniques effectively.
5. Produce visual content that demonstrates both creative and technical excellence.

<b>UNIT- 1</b>	<b>Fundamentals of Visual Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Basics of visual perception and psychology	2	1	0
1.2	Elements and principles of visual design (Line, Shape, Color, Texture, Space, Balance, Contrast)	1	1	1
1.3	Semiotics and symbolism in visuals	1	1	0
1.4	Storytelling through images	1	1	2
1.5	Role of visual communication in media and journalism	2	2	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT -2</b>	<b>Introduction to Camera Technology</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Parts and functions of a professional video camera	2	1	0
2.2	Types of cameras; DSLR, mirrorless, ENG, studio cameras	2	1	0
2.3	Lenses; Types and uses (Prime, Zoom, Wide-Angle, Telephoto)	2	1	1
2.4	Understanding exposure: ISO, Aperture, Shutter Speed	1	1	2
2.5	White balance, focus and color temperature	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 3</b>	<b>Camera Techniques and Composition</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Framing and Composition	1	1	2
3.2	Rule of thirds, leading lines and depth of field	1	1	2
3.3	Camera angles and movements (Pan, Tilt, Tracking, Zoom), Tripod	1	1	2
3.4	Continuity and Axis Rules (180-Degree Rule)	1	1	2
3.5	Different Shots	1	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 4</b>	<b>Lighting for Visual Storytelling</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Basics of lighting (hard vs. soft light)	1	1	1
4.2	Different light Set-ups	1	1	2
4.3	Natural lighting vs. artificial lighting	1	1	1
4.4	Using reflectors and diffusers	1	1	1
4.5	Lighting techniques and equipment, Lighting for interviews, outdoor shoots and green screens	0	1	3
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 5</b>	<b>Advance Camera Technique</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	360° and VR Camera Techniques, Remote Camera Operation	1	1	1
5.2	Multi-Camera Setup, Gimbal and Stabilization Technology	1	1	2
5.3	Drone Camera, Mobile Camera, Slow Motion & High Frame Rate Shooting	1	1	1
5.4	Camera work for live news coverage	1	1	1
5.5	Ethical considerations in visual representation	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Analyse a news photograph and explain its narrative techniques.
- Create a video demonstrating manual control of exposure settings.
- Shoot a one-minute sequence applying at least five different shot types and movements.
- Set up a three-point lighting scenario and record an interview.
- Create a 2-minute TV news story using professional or mobile cameras, focusing on visual storytelling.

### **Suggestive Readings**

- Visual Communication: Images with Messages – Paul Martin Lester.
- Grammar of the Shot – Roy Thompson and Christopher Bowen.
- Cinematography: Theory and Practice – Blain Brown.

- The Visual Story: Creating the Visual Structure of Film, TV and Digital Media – Bruce Block.
- News Videography – Kenneth Kobre.
- Television Production, Gillard Millersion, Focal Press.
- Video Production, VasukiVelavadi, Oxford Publication.

#### **E-Resource**

- <https://dde.pondiuni.edu.in/files/StudyMaterials/UG/BA-Journalism&MassCommunication/1year/BAJM1914BasicsofPhotographyandVisualCommunication.pdf>
- [https://www.researchgate.net/publication/365963863\\_A\\_STUDY\\_ON\\_THE\\_USAGE\\_OF\\_CAMERA\\_TECHNIQUES\\_FOR\\_COMMUNICATION\\_IN\\_CINEMA\\_WITH\\_SPECIAL\\_REFERENCE\\_TO\\_MRINAL\\_SEN'S\\_BHUVAN\\_SHOME](https://www.researchgate.net/publication/365963863_A_STUDY_ON_THE_USAGE_OF_CAMERA_TECHNIQUES_FOR_COMMUNICATION_IN_CINEMA_WITH_SPECIAL_REFERENCE_TO_MRINAL_SEN'S_BHUVAN_SHOME)
- <https://boords.com/blog/16-types-of-camera-shots-and-angles-with-gifs>
- <https://www.whistlingwoods.net/types-of-camera-shots-angles-and-techniques/>

# Semester-2

<b>Semester-2</b>	<b>Radio Scripting &amp; Podcasting</b>		
CCC - 04	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To introduce students to the fundamental principles of radio production and podcasting.
2. To develop skills in writing and scripting for radio and podcast formats.
3. To teach students the art of audio storytelling and effective voice modulation.
4. To provide students with the technical knowledge of sound design and production techniques.
5. To equip students with the skills required to conduct professional interviews and manage live broadcast production.

### Learning Outcomes

1. Students will be able to understand the fundamental principles of radio and podcasting.
2. Students will demonstrate the ability to write and script effective news stories and content for radio and podcasts.
3. Students will develop the skills to craft compelling audio narratives.
4. Students will acquire technical expertise in sound design and production techniques.
5. Students will gain practical experience in conducting interviews and managing live broadcast production.

<b>Unit-1</b>	<b>Radio Scripting &amp; Podcasting</b>	<b>T</b>	<b>P</b>	<b>I</b>
1.1	Evolution of Radio and Podcasts in the Digital Age	1	1	0
1.2	Radio and Podcast Formats&Key Differences	1	0	1
1.3	Types of Radio Programs (News, Talk Shows, Music etc.)	1	0	1
1.4	Role of a Radio Producer and Podcast Host	1	0	1
1.5	Modern Radio and Podcasting, Its Technology	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit- 2</b>	<b>Production Techniques for Radio &amp; Podcasting</b>	<b>T</b>	<b>P</b>	<b>I</b>
2.1	Principles of News Writing for Audio Medium	1	0	1
2.2	Structuring News Stories for Radio and Podcasts	0	1	1
2.3	Writing Clear, Concise and Engaging Scripts	0	1	1
2.4	Adapting News Stories for Live Broadcast vs. Recorded Podcasts	0	0	1
2.5	Ethical Considerations in Scriptwriting and News Presentation	0	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit- 3</b>	<b>Audio Storytelling &amp; Voice Modulation</b>	<b>T</b>	<b>P</b>	<b>I</b>
3.1	Importance of Audio Storytelling in Radio and Podcasts	2	0	0
3.2	Techniques for Crafting Compelling Audio Narratives	1	0	1
3.3	Voice Modulation: Enhancing Emotion and Impact	1	0	1
3.4	Using Sound Effects and Music to Strengthen Storytelling	0	1	2
3.5	Developing a Unique Voice for Radio and Podcast Presenters	1	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit 4</b>	<b>Sound Design &amp; Production Techniques</b>	<b>T</b>	<b>P</b>	<b>I</b>
4.1	Fundamentals of Sound Design for Radio and Podcasts	1	1	0
4.2	Recording, Editing and Mixing Audio for Broadcast	0	0	2
4.3	The Role of Silence, Ambience and Sound Effects	0	0	2
4.4	Tools and Software for Audio Editing and Production	1	0	1
4.5	Creating Professional Audio Quality for Podcasts and Radio Broadcasts	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit 5</b>	<b>Community Radio</b>	<b>T</b>	<b>P</b>	<b>I</b>
5.1	Techniques for Conducting Engaging Interviews on Air	1	1	0
5.2	Preparing for Live Broadcasts: Planning and Script Rehearsals	1	0	1
5.3	Handling Unexpected Situations During Live Shows	1	1	1
5.4	Ethics in Interviewing and Live Broadcasting, Latest Trends in Digital Media	1	0	1
5.5	Managing Live Broadcast Teams: Coordinating with Technical Crew	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Students will write a 2–3-minute news script for radio or a podcast, focusing on clarity, conciseness and engaging storytelling.
- Students will create a 5-minute audio story, using voice modulation, sound effects and music to enhance the narrative.
- Students will record and edit a short audio clip, experimenting with sound effects and editing tools to create a polished piece suitable for broadcast.
- Students will conduct a mock interview (audio-only), focusing on preparation, questioning techniques and editing the final podcast for clarity and flow.
- Students will simulate a live radio broadcast, planning, scripting and coordinating with a production team to deliver a seamless live show.

### **Suggested Readings**

- Radio Production: A Manual for Broadcasters by Robert McLeish.
- Podcasting for Dummies by Tee Morris & Chuck Tomasi.
- Handbook of Radio, TV and Broadcast Journalism by R.K. Ravindran.
- Radio Journalism by Guy Starkey & Andrew Crisell.

- The Radio Station by Keith Michael C.
- The Radio Station: Broadcast, Satellite and Internet by Michael C Keith.
- Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema by David Sonnenschein.

#### **E-Resources**

- <https://egyankosh.ac.in/bitstream/123456789/41851/1/Unit-6.pdf>
- <https://ayomenulisfisp.wordpress.com/wp-content/uploads/2014/08/radio-program-production.pdf>
- [https://www.researchgate.net/publication/305728362\\_How\\_podcasting\\_is\\_changing\\_the\\_audio\\_storytelling\\_genre](https://www.researchgate.net/publication/305728362_How_podcasting_is_changing_the_audio_storytelling_genre)
- [https://www.researchgate.net/publication/342800494\\_Podcasting](https://www.researchgate.net/publication/342800494_Podcasting)
- <https://radioworkshop.org/wp-content/uploads/2023/08/Introduction-to-podcasting-updated.pdf>

<b>Semester-2</b>	<b>Reporting for Broadcast Journalism</b>		
CCC - 05	Theory	Practical	Internal
Credit - 6	50	30	20

## Course Objectives

1. Develop core field reporting skills for broadcast media.
2. Train students to report across specialized beats with accuracy and ethical awareness.
3. Enable handling of challenges in real-time and crisis reporting situations.
4. Equip students to use emerging digital platforms and formats for broadcast reporting.
5. Foster skills in source development, verification and audience-centric reporting.

## Learning Outcomes

1. Produce accurate and credible news reports from the field for broadcast platforms.
2. Demonstrate proficiency in reporting across various beats including crime, politics, health and specialized areas.
3. Navigate ethical and practical challenges of field reporting effectively.
4. Utilize mobile and digital tools for real-time news reporting and audience engagement.
5. Maintain professional objectivity and verify information before broadcast.

<b>Unit-1</b>	<b>Principles of Broadcast Reporting</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Introduction to Reporting: Role and Scope	2	1	0
1.2	Types of Broadcast Reports: Field Reports, Live Reports, PTCs	2	1	0
1.3	Source Development and Interview Techniques	2	1	0
1.4	Field Observations and Accuracy in Real-Time Reporting	2	1	0
1.5	Duties and Responsibilities of a Reporter	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit- 2</b>	<b>Reporting Key Beats (Crime, Politics, Health, Economy, Legal)</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Crime Beat: Police, FIRs, Spot Reporting, Ethics	2	0	1
2.2	Political Reporting: Rallies, Elections, Campaign Tracking	2	0	1
2.3	Health Reporting: Epidemics, Hospitals, Govt. Campaigns	2	0	1
2.4	Economy Reporting: Budget Ground Reports, Market Voices	2	1	0
2.5	Legal Affairs: Court Reporting, PILs, Legal Controversies	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				



<b>Unit-3</b>	<b>Specialized Beats (Science-Tech, Defence, Sports, Governance, Environment)</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Science & Technology Reporting: Labs, Innovations, Impact	2	1	0
3.2	Defence Reporting: Military Operations, Border Reports, War Zone Reporting	2	1	0
3.3	Sports Reporting: Matches, Ground Reactions, Player Interviews	2	0	1
3.4	Governance Reporting: Schemes, Bureaucracy, Policy on Ground	2	1	0
3.5	Environment Reporting: Climate Disasters, Forest Fires, Field Dataetc	2	0	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit- 4</b>	<b>Challenges and Ethics in Field Reporting</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Conflict and Riot Reporting: Safety and Neutrality	2	1	0
4.2	Reporting Under Time Pressure: Accuracy vs Speed	2	1	0
4.3	Physical Risk Management During Field Practical/Projects/Assignments:	2	0	1
4.4	Navigating Access and Source Limitations in Restricted Environments	2	1	0
4.5	Maintaining Objectivity in Field Reporting	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-5</b>	<b>Reporting for Television, Radio, Digital and New Formats</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Reporting for Television: Visual Storytelling, PTCs, Packages	2	0	1
5.2	Reporting for Radio: Voice, Ambience, Audio Packaging	2	0	1
5.3	Digital Reporting: Formats, Tools and Field Practices	2	1	0
5.4	Interactive and Social Media Reporting: Engagement and Verification	2	1	0
5.5	Ethical Challenges in Emerging Digital Broadcast Formats	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- File a crime, health or political ground report (video/audio with script).
- Prepare a 90-second mobile report (MoJo) on any live/local event.
- Breakdown of a real TV report: scripting + PTC + structure analysis.
- Conduct and record a field interview with a newsworthy person.
- Compare field-based reports of two national channels on the same issue.

## **Suggested Readings**

- Online Newsgathering: Research and Reporting for Journalism by Stephen Quinn; Stephen Lambie.
- Watchdog Journalism: The Art of Investigative Reporting by Stephen J. Berry.
- Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer; James R. Schaffer; Brian A. Rosenthal.
- Investigative Journalism: Proven Strategies for Reporting the Story by William C. Gaines.
- Broadcast News Writing, Reporting and Producing by Frank Barnas; Ted White.

## **E-Resources**

- <https://www.globalmediajournal.com/open-access/broadcast-journalism-the-evolution-of-news-delivery.pdf>
- [https://www.thenewsmanual.net/Manuals%20Volume%202/volume2\\_48.htm](https://www.thenewsmanual.net/Manuals%20Volume%202/volume2_48.htm)

<b>Semester-2</b>	<b>Video Editing &amp; Graphics</b>		
CCC-06	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

1. Learn and demonstrate competency all aspects of Video Editing and Graphics.
2. To acquire a basic working understanding of video editing software, equipments and setup.
3. To be able to understand Editing and graphics aesthetics and process.
4. To be able to interpret video footage for selective editing (storytelling).
5. To be able to demonstrate proficiency of the skills basic to video editing & motion graphics, including transition, effects and mixing.

### Learning Outcomes

1. Demonstrate competency in the core skills of video editing and graphic design.
2. Familiarize with Video Editing & Graphics hardware and software's applications.
3. Having a working knowledge of NLE video editing and motion graphic process.
4. Demonstrates competency in technical aspects of video editing and graphics.
5. Produce, create and apply proper video transition & effects and publish a completed project.

<b>Unit-1</b>	<b>Introduction to Video Editing &amp; Graphic Design</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Concept, Importance & Definition: Video Editing & Graphic Design	2	1	0
1.2	Evolution of Video Editing & Graphics	2	0	0
1.3	Video Editing Principles	2	0	0
1.4	Types of Video content & Graphics	2	0	1
1.5	Introduction to Video editing and Graphics designing software's	2	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-2</b>	<b>Tools &amp; Technology</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Integration of Editing & Graphics	1	1	2
2.2	Frame Rate & Resolution	1	0	2
2.3	Aspect Ratios	1	1	2
2.4	Video & Image File formats	1	0	1
2.5	Show Reel or Broadcast Portfolio	0	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Video Editing Techniques</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Video Editing Software- Project Setting, Preferences &Interface	1	0	2
3.2	Importing, organizing and managing media files	1	1	2
3.3	Transition (Cut, Fade, Wipes, Dissolve), L-cut, J-cut, Jump cut, Match cut	1	0	3
3.4	Superimposition & Compositing	0	1	2
3.5	Working with audio: voice-over, sound effects and background music	1	0	3
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit -4</b>	<b>Graphic Design Techniques</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Graphic Designing Software- Project Setting, Preferences &Interface	1	0	2
4.2	Basics of raster graphics and image editing, Creating thumbnails, posters and title cards	2	1	2
4.3	Manipulation & Drawing Tools	2	0	3
4.4	Transformation & Retouching	1	0	2
4.5	Layer styles, filters, Text & exporting	1	0	3
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-5</b>	<b>Advance Editing &amp; Motion Graphics</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Titling and Graphics, Audio Mixing and Balancing	1	1	3
5.2	Colour Correction &Colour grading	1	0	3
5.3	Special Effects SFX & VFX	0	0	2
5.4	Masking and Blending Modes, Integrating Simple Motion Graphics and Lower Thirds	0	1	3
5.5	Online Video Editing & Graphics software's	2	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Learning Video Editing and Graphic Design Software.
- Video Editing and motion graphic exercises.
- Basic editing & graphical technique and setup.
- Make 3 effective video productions using editing and graphical techniques.

## **Suggested Readings**

- Handbook of Television Production: Herbert Zettl. 7th ed. Wadsworth.
- The History of Graphic Design. Vol. 2. 1960-Today. Jenus Muller.
- Graphic Design: The New Basics: Ellen Lupton. 2nd Edition.
- The Technique of Television Production: Gerald Millerson, 12th ed. Focal Press, London, 1990.
- Television Production: Alan Wurtze. 2nd Edition. Mcgraw Hill Book company New York.
- Video Production: Vasuki Belavadi. 2nd Edition, Oxford University Press.

## **E-Resource**

- <https://helpx.adobe.com/premiere-pro/view-all-tutorials.html>: Video Tutorials by Adobe
- <https://tv-handbook.com/Television%20Production%20Handbook%202006.pdf>: Television Production Handbook 101 (2nd ed.) by Roger Inman Greg Smith
- [www.mediacollege.com](http://www.mediacollege.com) :educational website containing tutorials, reference and other resource material in all areas of electronic media by Dave, Richard and Andy

<b>Semester-2</b>	<b>Management &amp; Entrepreneurship for Broadcast Media</b>		
CCE- 03	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

1. To understand management principles in the context of broadcast media.
2. To learn the basics of entrepreneurship and startup management.
3. To develop skills for managing media organizations and startups.
4. To explore opportunities and challenges in the broadcast media industry.
5. To promote critical thinking on innovation and growth in media business.

### Learning Outcomes

1. Be able to apply fundamental management principles to media organizations.
2. Have a strong understanding of different management theories and their relevance in the media context.
3. Be familiar with organizational structures, culture and workflow practices in broadcast media.
4. Understand the entrepreneurial ecosystem and how to establish a successful media startup.
5. Develop practical skills for business planning, funding and scaling a media venture.

<b>Unit-1</b>	<b>Basics of Management in Media Context</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Definition, Nature and Scope of Management – Relevance in broadcast and digital media	2	2	0
1.2	Functions of Management – Planning, Organizing, Staffing, Directing and Controlling	4	3	1
1.3	Levels of Management – Top, middle and lower levels in news channels and production studios	2	2	0
1.4	Managerial Roles and Skills – Technical, human and conceptual skills in a media setup	3	2	1
1.5	Importance of Management in Broadcast Media – Operational efficiency and audience targeting	2	2	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-2</b>	<b>Management Theories &amp; Applications in Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Classical Management Theories – Scientific Management (Taylor), Administrative Theory (Fayol)	4	4	0
2.2	Modern Approaches – Systems Approach, Contingency Theory and Management by Objectives (MBO)	3	2	1
2.3	Behavioral School of Management – Human Relations Approach (Mayo, Maslow, Herzberg)	4	3	1

2.4	Decision-Making in Management – Types, models and decision-making in editorial boards	3	2	1
2.5	Relevance of Management Theories to Media Operations – Real-life media case applications and studies	2	2	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Organizational Structure &amp; Practices in Media Houses</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Types of Organizational Structures – Functional, Divisional, Matrix and Flat in media companies	3	3	0
3.2	Organizational Culture in Newsrooms – Formal and informal structures	2	1	1
3.3	Delegation and Authority – Chain of command and editorial autonomy	3	2	1
3.4	Coordination and Supervision in Media Workflows – Teamwork in live broadcasting and post-production	2	2	0
3.5	Change Management in Media – Coping with technological change, digital disruption and convergence	2	2	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit -4</b>	<b>Fundamentals of Entrepreneurship in Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to Entrepreneurship – Characteristics, process and importance in modern media	3	3	0
4.2	Entrepreneurial Ecosystem in India – Government support, media-specific policies and funding	2	2	0
4.3	Mediapreneurship – Emerging trends: YouTubers, Podcasters, OTT creators, Digital Journalists	3	2	1
4.4	Innovation and Idea Generation – Tools for identifying gaps and content creation opportunities	2	1	1
4.5	Legal & Ethical Framework – Licensing, IPR, regulatory compliance in starting media ventures	2	2	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-5</b>	<b>Business Setup &amp; Startup Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Developing a Business Plan – Executive summary, market analysis, operations and financials	3	2	1
5.2	Funding Options for Media Startups – Angel investors, venture capital, crowdfunding, MIB grants	2	1	1
5.3	Brand Building and Promotion – Creating media brand identity and marketing through social media	3	2	1
5.4	Digital Tools for Startup Operations – Content management, analytics, monetization platforms	3	2	1

5.5	Sustaining and Scaling a Media Business – Risk management, innovation and audience engagement	3	2	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Create a detailed business plan for a media startup (e.g., podcast, YouTube channel, or OTT platform), including content strategy, funding model and legal considerations.
- Roleplay a newsroom scenario, assigning students managerial roles to simulate decision-making, coordination and crisis management during a live broadcast.
- Analyze the organizational structure and workflow of an existing media house and present findings through a short report and class presentation.

### **Suggested Readings**

- Media Management: A Casebook Approach by Sylvia M. Chan-Olmsted.
- Essentials of Management by Harold Koontz and Heinz Weihrich.
- Entrepreneurship by Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd.
- The Business of Media: Corporate Media and the Public Interest by David Croteau and William Hoynes.
- Broadcast Management: Radio, Television and Cable by Peter K. Pringle and Michael F. Starr.
- Government of India Startup Guidelines (available online at [startupindia.gov.in](http://startupindia.gov.in)).

### **E-Resource**

- <https://www.scribd.com/document/834427974/MEDIA-MANAGEMENT-AND-ENTREPRENEURSHIP>
- [https://www.researchgate.net/publication/393189329\\_Broadcast\\_Media\\_for\\_Entrepreneurial\\_Growth\\_and\\_Business\\_Success](https://www.researchgate.net/publication/393189329_Broadcast_Media_for_Entrepreneurial_Growth_and_Business_Success)



<b>Semester-2</b>	<b>Documentary Film Production</b>		
CCE - 04	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To introduce the fundamentals and history of documentary film.
2. To develop skills in research, scripting and ethical storytelling.
3. To train students in production techniques specific to documentary.
4. To provide hands-on experience in shooting and editing real-life stories.
5. To enable creation of short documentary projects with social relevance.

### Learning Outcomes

1. Understand the forms, formats and evolution of documentary filmmaking.
2. Conduct research and develop compelling documentary concepts.
3. Create and pitch documentary scripts with structured narratives.
4. Produce and edit documentary content with ethical and aesthetic sensibility.
5. Present and critique student-made short documentaries.

<b>Unit-1</b>	<b>Documentary Format</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Definition, history and evolution of documentary	1	0	0
1.2	Types of documentaries; Expository, Observational, Participatory etc	1	1	0
1.3	Key elements: Reality, Narration and Voice	1	0	1
1.4	Comparison between fiction and non-fiction formats	1	0	1
1.5	Analysis of landmark documentaries	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-2</b>	<b>Research &amp; Conceptualization</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Subject selection and story development	1	0	1
2.2	Primary and secondary research methods	1	0	1
2.3	Ethical and legal considerations in documentary	1	0	1
2.4	Writing a treatment and pitch document	0	1	1
2.5	Preparing a storyboard and production plan	0	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Production Techniques</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Shooting techniques: Interviews, B-Roll, Vérité	0	2	0
3.2	Recording natural sound and Voice-Overs	0	2	0
3.3	Lighting and camera for realism	1	1	0
3.4	Crew roles and fieldwork discipline	1	1	0

3.5	Log sheets, shot lists and timecode management	0	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

Unit-4	Editing and Post-Production	L	T	P
4.1	Documentary editing styles and structures	1	0	1
4.2	Using narration, music and archival footage	1	1	0
4.3	Editing tools and basic software training	0	2	0
4.4	Legal aspects of music and footage rights	1	0	1
4.5	Exporting for various formats: web, screening	0	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

Unit-5	Evaluation & Final Project	L	T	P
5.1	Peer critique and constructive feedback	0	1	1
5.2	Screening and evaluation of student documentaries	0	2	1
5.3	Portfolio development and documentation	0	1	1
5.4	Reflective writing on documentary process	1	0	1
5.5	Future trends in non-fiction storytelling	1	0	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### Practical/Projects/Assignments

- Develop a treatment and pitch for a short documentary.
- Research and script a 5-minute documentary.
- Shoot and edit a documentary segment using real-life interviews.
- Create a portfolio including log sheets, research notes and storyboard.
- Present a final documentary project for public screening and feedback.

### Suggested Readings

- Introduction to Documentary – Bill Nichols.
- Directing the Documentary – Michael Rabiger.
- Documentary Storytelling – Sheila Curran Bernard.
- Crafting Truth: Documentary Form and Meaning – Louise Spence & Vinicius Navarro.

### E-Resources

- POV Documentary Toolkit – [www.pbs.org/pov](http://www.pbs.org/pov)
- Documentary Campus – [www.documentary-campus.com](http://www.documentary-campus.com)
- Open Documentary Lab – MIT – [opendoclab.mit.edu](http://opendoclab.mit.edu)
- DocuWiki – [docuwiki.net](http://docuwiki.net) (for reference and case studies)

<b>Semester-2</b>	<b>Marginalized Communities &amp; Media Inclusivity</b>		
OE - 02	Theory	Practical	Internal
Credit - 3	25	15	10

### Course Objectives

1. To introduce students to the concept of marginalization and its various dimensions.
2. To explore the representation of marginalized communities in mainstream and alternative media.
3. To develop an understanding of media's role in reinforcing or challenging stereotypes and biases.
4. To critically analyse media content through the lens of inclusivity and social justice.
5. To empower students to create and advocate for inclusive media practices.

### Learning Outcomes

1. Students will understand the socio-political and cultural dimensions of marginalization.
2. They will gain knowledge of how different marginalized groups are portrayed in media.
3. Students will develop the ability to critically assess inclusivity in media narratives.
4. They will be equipped to identify and challenge media biases and stereotypes.
5. Students will be able to produce content and strategies that promote media inclusivity.

<b>UNIT- 1</b>	<b>Marginalization</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Concepts and Categories	2	1	0
1.2	Historical and Social Contexts of Exclusion	2	1	0
1.3	Identity, Power and Representation	2	1	0
1.4	The Role of Media in Shaping Social Narratives	2	1	1
1.5	Inclusion vs. Tokenism in Media	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 2</b>	<b>Representation of Marginalized Communities in Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Portrayal of Cast, Class & Gender	3	1	0
2.2	Media Narratives on Persons with Disabilities (PwDs)	2	1	1
2.3	LGBTQIA+ Representation in Media	1	1	1
2.4	Framing of Migrant Workers and Refugees in Media	1	1	1
2.5	Particularly Vulnerable Tribal Groups (PVTGs)	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT-3</b>	<b>Alternative &amp; Community Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Alternative Media	2	1	0

3.2	Community Radio and Indigenous Storytelling	2	1	1
3.3	Grass root Communication and Participatory Platforms	2	1	1
3.4	Role of NGOs and Civil Society in Media Creation	2	1	1
3.5	Case Studies of Inclusive Media Projects	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 4</b>	<b>Media Moral &amp; Ethics for Inclusive Practices</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Media Ethics; Fairness, Accuracy and Diversity	2	1	1
4.2	Biases and Stereotypes in Reporting	2	1	1
4.3	Ethical Storytelling and Representation	2	1	0
4.4	Regulatory Frameworks and Media Guidelines	2	1	0
4.5	Inclusive Language and Imagery in Media	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT-5</b>	<b>Towards an Inclusive Media Future</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Media Literacy and Empowerment of Marginalized Voices	2	1	1
5.2	Digital Divide and Access to Information	2	1	1
5.3	Representation in Media Institutions and Decision-Making	2	1	0
5.4	Media Advocacy and Policy, SDG	2	1	1
5.5	Campaigns and Activism for Inclusive Media	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### Practical/Projects/Assignments

- Conduct a content analysis on the representation of any marginalized community in a TV show, news channel or web series.
- Create a short digital story highlighting an underrepresented voice from your community.
- Group presentation on successful community media models in India or abroad.
- Write a report on bias in news reporting of a recent national issue.
- Design a media policy framework for inclusivity in a hypothetical media house.

### Suggested Readings

- Caste Matters by Suraj Yengde.
- The Marginal Nation by Ashis Nandy.
- Seeing Like a Feminist by Nivedita Menon.
- Media and Marginality: A Case for Inclusive Journalism by Preethinagaraj.

### E-Resources

- <https://www.cogitatiopress.com/socialinclusion/article/view/6623>
- [https://www.researchgate.net/publication/387467277\\_Designing\\_Inclusive\\_Digital\\_Platforms\\_for\\_Marginalized\\_Communities\\_A\\_Design\\_Science\\_Research\\_Approach](https://www.researchgate.net/publication/387467277_Designing_Inclusive_Digital_Platforms_for_Marginalized_Communities_A_Design_Science_Research_Approach)

# Semester-3

<b>Semester-3</b>	<b>Research for Broadcast Media</b>		
CCC – 07	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

- To understand the nature and importance of research in the broadcast media industry.
- To familiarize students with research tools, methods and data sources relevant to television and radio.
- To enable students to design and execute basic audience, content and impact research.
- To develop skills in pre-broadcast research, including surveys, interviews and focus groups.
- To instill awareness of ethical and legal aspects in broadcast media research.

### Learning Outcomes

- Students will be able to plan and conduct research relevant to broadcast formats.
- They will learn to use both qualitative and quantitative tools.
- They will interpret audience feedback and program impact.
- They will evaluate content effectiveness and message delivery.
- They will apply research findings to inform production decisions.

<b>UNIT- 1</b>	<b>Broadcast Media Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Introduction to research in broadcast media	1	1	0
1.2	Research in Radio and TV production	1	0	1
1.3	Basic and Fundamental and Applied Research	1	1	0
1.4	Identifying research problems, Variables and objectives	1	0	1
1.5	Ethical considerations in broadcast research	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 2</b>	<b>Audience Research Techniques and Tools</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Audience research methods: surveys and Interviews, Focus group	1	0	1
2.2	Designing questionnaires and feedback tools	0	1	1
2.3	Sampling techniques for TV/Radio audiences	1	0	1
2.4	Observation and media ethnography	1	1	0
2.5	Tools for Data collection	0	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT-3</b>	<b>Content Analysis &amp; Message Evaluation</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Content analysis in broadcast media	2	0	0

3.2	Coding and categorizing broadcast content	1	0	1
3.3	Measuring viewer perception and recall	1	0	1
3.4	Comparative analysis of News/reporting formats	0	1	2
3.5	Using research to refine content strategy	1	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 4</b>	<b>Pre-Broadcast Testing &amp; Impact Assessment</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Pre-broadcast research techniques Feedforward	1	1	0
4.2	Pilot testing and feedback incorporation	0	0	2
4.3	Evaluating program reach and engagement	0	0	2
4.4	Case studies: TRP and digital analytics	1	0	1
4.5	Report writing and communicating findings	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT-5</b>	<b>Specialized Research Applications in Broadcasting</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Election & issue-based program research	1	1	0
5.2	Open-access data and government sources	1	0	1
5.3	Investigative broadcast research techniques	1	1	1
5.4	Misinformation & Disinformation detection and verification	1	0	1
5.5	Role of research in policy and advocacy media	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### Practical/Projects/Assignments

- Conduct a small-scale audience survey for a TV/radio program.
- Code a 15-minute news bulletin using content analysis techniques.
- Design a research proposal for a broadcast campaign.
- Prepare a report on TRP or digital performance of a broadcast series.
- Analyze how research shaped a successful public service broadcast.

### Suggested Readings

- Media Research Methods: Understanding Metric and Narrative Approaches – Arthur Asa Berger.
- Broadcast Audience Research – Graham Mytton.
- Doing Your Research Project – Judith Bell.
- PrasarBharti Guidelines and TRP Reports (in Hindi & English).
- SoochnaKaAdhikaraaurPatrakarita – Harish Khare (Hindi).

### E-Resources

- <https://www.sciencedirect.com/science/article/abs/pii/S0191491X05800744>
- [https://www.researchgate.net/publication/384025481\\_A\\_Study\\_on\\_the\\_Application\\_of\\_New\\_Media\\_in\\_Broadcast\\_Newscasting\\_and\\_Writing\\_under\\_the\\_Perspective\\_of\\_Media\\_Integration](https://www.researchgate.net/publication/384025481_A_Study_on_the_Application_of_New_Media_in_Broadcast_Newscasting_and_Writing_under_the_Perspective_of_Media_Integration)

<b>Semester-3</b>	<b>Data Journalism</b>		
CCC - 08	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To understand the role and significance of data in contemporary journalism.
2. To acquire skills in data collection, cleaning and analysis pertinent to journalistic endeavors.
3. To develop proficiency in data visualization tools and techniques for storytelling.
4. To learn methods for integrating data into investigative reporting.
5. To comprehend ethical considerations in the use of data for journalistic purposes.

### Learning Outcomes

1. Identify and source relevant datasets for journalistic projects.
2. Clean and analyze data to uncover newsworthy insights.
3. Create effective visualizations to support journalistic narratives.
4. Integrate data analysis into investigative reporting.
5. Apply ethical standards in the handling and presentation of data

<b>Unit- 1</b>	<b>Data Journalism</b>	<b>T</b>	<b>P</b>	<b>I</b>
1.1	Identify and source relevant datasets for journalistic projects	1	1	0
1.2	Clean and analyze data to uncover newsworthy insights	1	0	1
1.3	Create effective visualizations to support journalistic narratives	1	0	1
1.4	Integrate data analysis into investigative reporting	1	0	1
1.5	Apply ethical standards in the handling and presentation of data	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit- 2</b>	<b>Data Collection and Cleaning</b>	<b>T</b>	<b>P</b>	<b>I</b>
2.1	Identifying credible data sources	1	0	1
2.2	Web scraping basics and extracting public datasets	0	1	1
2.3	Data cleaning techniques: removing duplicates, handling missing values	0	1	1
2.4	Organizing data for analysis: formatting and labeling	0	0	1
2.5	Data Cleaning Tools	0	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Data Analysis for Journalism</b>	<b>T</b>	<b>P</b>	<b>I</b>
3.1	Introduction to basic statistics for journalists	2	0	0
3.2	Finding patterns, trends and correlations in datasets	1	0	1
3.3	Analyzing datasets for economic, health and political reporting	1	0	1
3.4	Data Analysis Tools	0	1	2



3.5	Storytelling with numbers: how to interpret and explain findings	1	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

Unit-4	Data Visualization & Storytelling	T	P	I
4.1	Principles of clear and ethical data visualization	1	1	0
4.2	Designing charts, graphs, maps and infographics	0	0	2
4.3	Data Visualization Tools	0	0	2
4.4	Integrating data visualizations into journalistic reports	1	0	1
4.5	Evaluating the effectiveness and accuracy of data visuals	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

Unit-5	Advanced Applications in Data Journalism	T	P	I
5.1	Investigative journalism using large datasets	1	1	0
5.2	Election data reporting: exit polls, pre-poll surveys and analysis	1	0	1
5.3	Covering environment, health and economy through data	1	1	1
5.4	Fact-checking with data: detecting misinformation	1	0	1
5.5	Open data initiatives, RTI and data transparency	1	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### Practical/Projects/Assignments

- Find and clean a raw dataset and create a basic news story around it.
- Develop a simple data visualization (chart/graph) using online tools Analyze an election dataset and prepare a short report on key trends.
- Fact-check a trending news item using available public data sources.
- Create a mini data-driven story combining text, visuals and analytics.

### Suggested Readings

- The Data Journalism Handbook (2nd Edition).  
Editors: Jonathan Gray, LilianaBounegru, Lucy Chambers.
- Precision Journalism: A Reporter's Introduction to Social Science MethodsAuthor:  
Philip Meyer.
- Data Visualisation: A Handbook for Data Driven Design, Author: Andy Kirk.

### E-Resources

- Data Journalism Handbook (Online Version)
- Google Dataset Search — (Finding credible datasets)
- Datawrapper Academy — (Free tutorials for visualization)
- Flourish Studio — (Tool for storytelling with data)

<b>Semester-3</b>	<b>Media Laws &amp; Ethics</b>		
CCC - 09	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To provide students with a comprehensive understanding of media laws in India.
2. To familiarize students with constitutional provisions and the Bharatiya Nyaya Sanhita, 2023, relevant to media.
3. To develop knowledge of regulatory frameworks governing print, broadcast and digital media.
4. To cultivate ethical awareness in media practices and decision-making.
5. To encourage critical analysis of contemporary challenges in media law and ethics in a global context.

### Learning Outcomes

1. To students will be able to explain the legal and ethical foundations of media practice in India.
2. To students will be able to interpret constitutional provisions and BNS 2023 sections related to freedom of expression, defamation, obscenity and hate speech.
3. To students will be able to apply knowledge of regulatory frameworks to print, broadcast and digital media operations.
4. To students will be able to demonstrate ethical judgment in reporting, content creation and media management.
5. To students will be able to critically evaluate contemporary legal and ethical challenges in Indian and global media contexts.

<b>Unit-1</b>	<b>Media Laws and Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Concept, nature and scope of media laws	2	1	0
1.2	Historical evolution of press and media regulations in India	2	1	0
1.3	Freedom of speech and expression under Article 19(1)(a)	2	1	0
1.4	Reasonable restrictions under Article 19(2)	2	1	0
1.5	Ethical theories and principles in media practice	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments etc.				

<b>Unit-2</b>	<b>Constitutional &amp; Legal Framework</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Fundamental Rights and Duties related to media	2	1	0
2.2	Directive Principles of State Policy and media responsibility	2	1	0
2.3	Press Council of India: structure, powers and functions	2	1	0
2.4	Right to Information Act (RTI) and its relevance to media	2	1	0
2.5	Bharatiya Nyaya Sanhita, 2023 – key provisions relevant to media (defamation, obscenity, sedition, hate speech etc)	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments etc.

Unit-3	Media Regulation & Industry Practices	L	T	P
3.1	Laws relating to print media: Registration of Books Act, Press and Registration of Periodicals Act.	2	1	0
3.2	Broadcast media regulation: Prasar Bharati Act, Cable Television Networks Regulation Act.	2	1	0
3.3	Cinematography Act and Central Board of Film Certification	2	1	0
3.4	IT Act, 2000 and amendments	2	1	0
3.5	Digital Media Regulation	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments etc.

Unit- 4	Ethical Issues in Media Practice	L	T	P
4.1	Accuracy, fairness and objectivity in reporting	2	1	0
4.2	Issues of privacy, consent and surveillance	2	1	0
4.3	Stereotyping, gender sensitivity and social responsibility	2	1	0
4.4	Paid news, fake news and misinformation.	2	1	0
4.5	Ethical codes: Press Council norms, NBA and NBDA guidelines	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments etc.

Unit- 5	Contemporary Challenges & Global Perspectives	L	T	P
5.1	Social media, influencers and ethical challenges	2	1	0
5.2	Media trials and impact on justice delivery	2	1	0
5.3	Intellectual property rights, plagiarism and copyright in media	2	1	0
5.4	Comparative study: Media laws in USA, UK and India	2	1	0
5.5	Future of media ethics in the digital era	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments etc.

### Practical/Projects/Assignments

- Prepare an Assignment on regulation of media.
- Visit media house and prepare a report on codes and guidelines of the organization.
- Write an essay on contribution and relevance of any one Broadcast Media house in contributing towards laws and ethics.
- Prepare an Assignment on press freedom in India.

### **Suggestive Readings**

- Ethics in Journalism by RF Smith
- Journalism Ethics and Regulation by Chris Frost
- Media Laws and Ethics by Deepanshu Chauhan, Lieutenant Mukesh Kumar Chourase, Guru Shishya Publication
- Media Vidhi, Nishant Singh
- Media Laws & Ethics, M. Neelamalar
- Media Shodh, Prof Manoj Dayal
- Press Law, D D Basu, Prentice Hall Publication

### **E-Resources**

- <https://www.jetir.org/papers/JETIR2305B75.pdf>
- [https://hi.prsindia.org/files/bills\\_acts/bills\\_parliament/2023/Hindi\\_Bill\\_Text-Bharatiya\\_Nyaya\\_Sanhita\\_2023.pdf](https://hi.prsindia.org/files/bills_acts/bills_parliament/2023/Hindi_Bill_Text-Bharatiya_Nyaya_Sanhita_2023.pdf)
- [https://training.delhipolice.gov.in/PDF/PublicData/NOTICE\\_20240615111529567.pdf](https://training.delhipolice.gov.in/PDF/PublicData/NOTICE_20240615111529567.pdf)
- <https://www.ncrb.gov.in/uploads/SankalanPortal/DownloadPDF/BNS2023.pdf>

<b>Semester-3</b>	<b>Media Literacy, Verification&amp;Analytics</b>		
CCE– 05	Theory	Practical	Internal
Credit – 6	50	30	20

### **CourseObjectives**

1. Equip students with the knowledge and critical skills to analyze media content and its sources.
2. Teach students the techniques and tools required for effective media verification and fact-checking.
3. Develop students' ability to interpret and apply media analytics in shaping content creation and audience consumption.
4. Foster awareness of misinformation, its societal impact and strategies to counter it through media literacy.
5. Prepare students to design and implement informed strategies that integrate verification, literacy and analytics for effective audience engagement.

### **LearningOutcomes**

1. Students will be able to assess the credibility of various media sources and content by identifying biases, framing and misinformation.
2. Students will demonstrate the ability to use advanced verification tools to identify misinformation, disinformation and fake news.
3. Students will be able to interpret media and audience analytics to develop strategies for content engagement and media production.
4. Students will understand the ethical implications of media consumption and production, particularly regarding misinformation and data privacy.
5. Students will apply media literacy concepts in developing communication strategies to educate others about media literacy and verification techniques.

<b>Unit-1</b>	<b>Introduction to Media Literacy</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Media Literacy- Definition and concept	2	1	0
1.2	The Evolution of Media in the Digital Age	1	1	0
1.3	The Role of Media Literacy in Society	2	1	0
1.4	Understanding Bias, Framing and Persuasion in Media	3	1	0
1.5	Media Consumption Habits and Its Impact	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.

<b>Unit-2</b>	<b>Misinformation and Disinformation</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Types of Misinformation, Disinformation and Fake News	2	1	0
2.2	The Psychology of Fake News	2	1	0
2.3	Case Studies: High-profile Misinformation and Their Impact	3	1	0

2.4	Challenges in Identifying False Information	2	1	0
2.5	Ethical Considerations in Media Verification	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Verification Techniques and Tools</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	The Importance of Verification in Journalism	2	1	0
3.2	Fact-Checking Methods and Best Practices	3	1	0
3.3	Verification Tools	1	1	0
3.4	Identifying Deep fakes and Synthetic Media	2	1	0
3.5	Evaluating Social Media Content for Accuracy	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-4</b>	<b>Media Analytics &amp; Audience Engagement</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Media Analytics	2	1	0
4.2	Key Metrics in Media Analytics (Reach, Engagement, Impressions)	2	1	0
4.3	Tools for Media Analytics	2	1	0
4.4	Analyzing Audience Behavior and Preferences	2	1	0
4.5	Role of Data in Shaping Media Strategies	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-5</b>	<b>Media Analytics &amp; Audience Engagement</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Media Literacy in Newsrooms and digital journalism	2	1	0
5.2	Public Awareness Campaigns on Misinformation	2	1	0
5.3	The role of artificial intelligence in verifying content.	2	1	0
5.4	Misinformation spreads through social media campaigns	2	1	0
5.5	Crisis Management: Handling Media Misinformation During Emergencies	3	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Select two contrasting news stories about the same event or topic from different media outlets (e.g. different political leanings) and analyze how bias, framing and persuasion are used in each story.
- Design a public awareness campaign aimed at combating misinformation. Outline the key messages, target audience and the platforms you would use.
- Propose a training program for journalists focused on improving media literacy in newsrooms. What strategies would you implement to help journalists identify misinformation and verify sources more effectively?

- Propose a crisis management strategy for handling media misinformation during emergencies (e.g. natural disasters, political crises). Include tools and techniques for verifying information quickly.

### **Suggestive Readings**

- Silverman, C. (2015). Verification Handbook: A Guide to Verifying Digital Content for Emergency Coverage. European Journalism Centre.
- Yadav, A. (2009). Media literacy in India. Retrieved from [wikieducator.org/User:ANUBHUTI\\_YADAV/media\\_literacy\\_in\\_India](http://wikieducator.org/User:ANUBHUTI_YADAV/media_literacy_in_India)

### **E-Resources**

- <https://journaljesbs.com/index.php/JESBS/article/view/1420>
- [https://www.researchgate.net/publication/350173943\\_A\\_study\\_into\\_the\\_skills\\_of\\_using\\_data\\_verification\\_tools\\_as\\_a\\_media\\_information\\_literacy\\_instrument\\_for\\_university\\_students](https://www.researchgate.net/publication/350173943_A_study_into_the_skills_of_using_data_verification_tools_as_a_media_information_literacy_instrument_for_university_students)
- [https://www.academia.edu/98966972/Media\\_Literacy\\_Fact\\_Checking\\_and\\_Cyberbullying\\_Information\\_Verification\\_Methods](https://www.academia.edu/98966972/Media_Literacy_Fact_Checking_and_Cyberbullying_Information_Verification_Methods)
- [https://www.academia.edu/34861514/Media\\_Education\\_and\\_Media\\_Literacy\\_Conceptualising\\_the\\_significance\\_of\\_critical\\_and\\_twenty\\_first\\_century\\_literacies\\_in\\_media\\_education](https://www.academia.edu/34861514/Media_Education_and_Media_Literacy_Conceptualising_the_significance_of_critical_and_twenty_first_century_literacies_in_media_education)

<b>Semester-3</b>	<b>Advertising &amp; Public Relations for Broadcast Media</b>		
CCE -06	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

1. To introduce students to the fundamental principles of advertising& PR.
2. To develop skills in writing and scripting for advertising.
3. To develop skills in designing Advertisements.
4. To provide students with insights into marketing, advertising and audience measurement.
5. To introduce students to the creative, technical, analytical & managerial aspects of advertising & PR industry.

### Learning Outcomes

1. Students would understand the meaning and significance of advertising& PR.
2. Students would be familiarised with the structure and recent trends in the advertising industry.
3. Students would be able to identify, analyze and understand the advertising environment.
4. Students would inculcate the creative process of preparing advertising message for various mass media.
5. Students would be familiarized with identifying understanding and applying for integrated brand promotion.

<b>Unit-1</b>	<b>Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Advertising: concept, meaning and Definition, Features and Functions	1	1	0
1.2	Advertising medium, Types, Advertising appeals, elements of good advertisement	2	0	1
1.3	Public Relation: Concept, Meaning, Definition, Practice and Critique	1	0	0
1.4	Advertising& PR Models: AIDA, DAGMAR, Hierarchy of effects, Maslow Hierarchy of Needs, Publicity Model, Public Info. Model, Two-way asymmetrical and symmetrical Model, Communication Theories applied to advertising& PR	3	1	2
1.5	Role of media in advertising & PR world- Print, Radio, TV and the Internet advertising	3	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				



<b>Unit-2</b>	<b>Advertising Agencies &amp; Structure</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Advertising Agency: Meaning, Structure, Functions and Types	1	1	1
2.2	Advertising agencies in India	2	0	0
2.3	Components of Advertisement- Ad copy, Slogans, Body, Logo, Layout and Illustrations	1	0	1
2.4	Marketing Mix- Ad Campaigns, Consumer Segmentation, Target Audiences, Leaflets, Brochures, Pamphlets, Coffee Table Book	3	1	1
2.5	Various Research Inputs: Media Profiles, Product Profile, Audience Profile	3	0	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Planning &amp; Creation of Advertisement</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Media Planning and Budgeting- Choosing appropriate Media for Advertising and Budgeting	1	1	1
3.2	Writing for different media, Guidelines for writing, Writer Qualities, Duties and Responsibilities	2	0	1
3.3	Writing- Types of copy How to Prepare, Slogan, & Jingle, Headline, Subhead, body copy, Audio-Video script, Ad Layout, Storyboard. Importance of Visual Thinking	1	0	2
3.4	Formats of Commercials: Slice of life, Animation, Straight Announcement, Presenter, Testimonial, Demonstration, Musical	3	1	1
3.5	Creativity in Advertising, Style of Thinking: Fact, Value based thinking	3	0	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-4</b>	<b>Branding &amp; Image Building</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to Branding, Developing and Ad campaign	1	1	1
4.2	Advertising as a Brand Strategy, Market segmentation, USP, Sales promotion	2	0	0
4.3	PR in Corporate Communication, Crises Communication & Management, Media Relation & outreach	1	0	0
4.4	Global and Indian brands Case Studies	3	1	0
4.5	Emerging Trends: Integrated Marketing Communication, Social Marketing, Consumer relationship Management (CRM), Digital Marketing, Niche Marketing	3	0	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

Unit-5	Legal & Ethical Aspects	L	T	P
5.1	Introducing Copy writing, Apex bodies in advertising, Rules and regulations, Copy Writing exercises	2	1	0
5.2	Regulatory Compliance in Advertising and PR	2	0	0
5.3	Significant of Advertising in Society: Economic and Social effects of Ad, Impact of Ad on Consumer Behaviour (Buying & Consumer Behaviour, Attitude and Interest)	1	0	0
5.4	Legal Framework in Ad and PR	3	1	0
5.5	Ethical & Moral aspects of advertising: Advertising Standard Council of India and CCC, AAAI	3	0	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### Practical/Projects/Assignments

- Prepare five advertisements for Print Media.
- Prepare five advertisements for Radio.
- Prepare five advertisements for TV.
- Prepare five advertisements for Web Media.
- Prepare Leaflet, Brochure, Pamphlets, & Coffee Table Book.

### Suggested Readings

- Tellis, Gerard J. Effective Advertising; New Delhi, Response books, 2006.
- Kotler, Philip and Gary Armstrong; Principal of Marketing, (New Delhi, Pearson Education, 2004).
- Kohli, Vanita. The Indian Business, Sage, 2003.
- Ganarantne, Shelton. Handbook of the media, Sage 2000.
- Dhawan, Madhu. Vigyapan kala, Vani Prakashan, 2010.
- Premchand, Patanjali. Aadhunik Vigyapan, Vani Prakashan.
- Tiwari, S. The (UN) Common Sense of Advertising: Getting the Basics Right. Sage (2003).
- L'etang. J. Public Relation, concepts, practice and Critique. Sage 2008.

### E-Resources

- [https://www.researchgate.net/publication/364223548\\_Perspectives\\_on\\_Public\\_Relations\\_and\\_Advertising\\_Fourth\\_Edition](https://www.researchgate.net/publication/364223548_Perspectives_on_Public_Relations_and_Advertising_Fourth_Edition)
- <https://nios.ac.in/media/documents/srsec335new/ch20.pdf>
- [https://www.researchgate.net/publication/311442650\\_Advertising\\_and\\_Public\\_Relations\\_Challenges\\_and\\_Implications](https://www.researchgate.net/publication/311442650_Advertising_and_Public_Relations_Challenges_and_Implications)
- [https://nios.ac.in/media/documents/srsec335new/LG\\_english/335\\_LG\\_E\\_L20.pdf](https://nios.ac.in/media/documents/srsec335new/LG_english/335_LG_E_L20.pdf)

<b>Semester-3</b>	<b>AI in Broadcast Media</b>		
OE-03	Theory	Practical	Internal
Credit –3	25	15	10

### Course Objectives

1. Understand the basics and impact of AI in broadcast media.
2. Explore AI tools in news production and personalization.
3. Examine how AI helps verify news and combat misinformation.
4. Learn emerging technologies like VR, AR and podcasting in journalism.
5. Analyze future challenges and essential skills in AI-driven journalism.

### Learning Outcomes

1. Students will explain key AI concepts and its role in digital journalism.
2. Students will identify and apply AI in content creation and delivery.
3. Students will use AI tools to detect fake news and enhance accuracy.
4. Students will create immersive content using new storytelling tools.
5. Students will evaluate ethical issues and prepare for AI-centric roles.

<b>Unit-1</b>	<b>AI &amp; its Role in Broadcast Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Artificial Intelligence: Concepts, Terminologies and Evolution	2	1	0
1.2	Applications of AI in Broadcast Media	1	1	0
1.3	The Global Impact of Artificial Intelligence	1	1	0
1.4	AI and emerging trends in Digital Journalism	2	1	0
1.5	Societal and ethical implications of AI in Broadcast media	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-2</b>	<b>AI in News Production &amp; Content Creation</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Automated Journalism: Concepts and real-world applications	2	1	0
2.2	Tools and platforms for AI-based news generation	2	1	0
2.3	AI in editing, scripting and video production	3	1	0
2.4	Case Studies: BBC Juicer, AP's robot journalism, Bloomberg's Cyborg	2	1	0
2.5	AI and the Personalization of News Consumption	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>AI in Verification &amp; News Accuracy</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Fake news, misinformation, disinformation and mal-information	2	1	0
3.2	AI tools for fact-checking	2	1	0
3.3	Identifying deep fakes and synthetic audio/video	2	1	0
3.4	Ethics of verification and real-time filtering	2	1	0
3.5	Uses of AI to detect and verify news- Elections, Natural Disasters, Political Unrest	3	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-4</b>	<b>Broadcast Journalism &amp; Emerging Technologies</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Storytelling and immersive Journalism	2	1	0
4.2	Artificial Intelligence, Virtual reality, Internet of things	2	1	0
4.3	RPA- Robotic Process, Robot journalism or Automated Journalism	3	1	0
4.4	Wearable Technology for Journalists	2	1	0
4.5	Podcasting; history and evolution, Types of podcasts	3	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit 5</b>	<b>Challenges, Opportunities &amp; The Future of AI in Journalism</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Legal and ethical challenges: Data privacy, algorithmic bias, accountability	3	1	0
5.2	Role of journalists in AI-powered ecosystem	2	1	0
5.3	Predictive journalism, immersive storytelling (AR/VR + AI)	2	1	0
5.4	Future skills for AI-literate journalists	2	1	0
5.5	Real-Time News and Live Streaming	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Create a PPT on the impact of AI-powered automation in newsrooms.
- Choose a recent news story and rewrite the headline using an AI tool (like Wordsmith or GPT).

- Write a research paper (2,500–3,000 words) on the role of AI in journalism. Focus on one specific application (e.g. AI-based news generation, social media news distribution or AI for personalization).
- Create and publish a podcast episode on a relevant topic in broadcast journalism. The podcast should integrate AI-based tools, such as automated transcription or sound editing.

### **Suggestive Readings**

- Yadav, A. (Ed.). (2022). *New Media Journalism*. Sterling Publishers Pvt. Ltd.
- Carroll, B. (2010). *Writing for Digital Media*, Routledge
- Castells, M. (2004) *The Network Society: a cross-cultural perspective*, Edward Elgar, MA.
- Chauhan. S, Pant. N.C. (2010). *Handbook of Online Journalism* Hardcover, Kanishka Publishers.
- Chawla, A. (2021). *New Media and Online Journalism*, Pearson India.
- Dahiya, S., & Trehan, K. (2024). *Handbook of Digital Journalism: Perspectives from South Asia*. Springer, Singapore.
- Dewdney, A., Ride, P. (2006). *The New Media Handbook*, Routledge, London.
- Thornburg, R. M. (2011). *Producing Online News: Stronger Stories*, CQ Press, Washington.
- Van Dijk, J. A. G. M. (2005) “The Network Society: Social Aspects of New Media”, Sage Publications, Ward, M. (2002). *Journalism Online*, Focal Press.
- Felix, L. Stolarx, D. (2006). *Video blogging & Podcasting*, Focal Press.

### **E-Resources**

- [https://www.researchgate.net/publication/389723002\\_AI\\_In\\_Broadcasting\\_A\\_Study\\_of\\_Implications\\_on\\_Information\\_Dissemination\\_within\\_Broadcasting\\_Corporation\\_of\\_Abia\\_State\\_Nigeria](https://www.researchgate.net/publication/389723002_AI_In_Broadcasting_A_Study_of_Implications_on_Information_Dissemination_within_Broadcasting_Corporation_of_Abia_State_Nigeria)
- [https://www.researchgate.net/publication/380393058\\_An\\_Exploration\\_into\\_the\\_Fusion\\_of\\_Artificial\\_Intelligence\\_and\\_Broadcasting\\_in\\_the\\_21st\\_Century](https://www.researchgate.net/publication/380393058_An_Exploration_into_the_Fusion_of_Artificial_Intelligence_and_Broadcasting_in_the_21st_Century)
- [https://www.researchgate.net/publication/372616218\\_Artificial\\_Intelligence\\_Tools\\_in\\_Media\\_and\\_Journalism\\_Roles\\_and\\_Concerns](https://www.researchgate.net/publication/372616218_Artificial_Intelligence_Tools_in_Media_and_Journalism_Roles_and_Concerns)

# Semester-4

<b>Semester-4</b>	<b>Anchoring for Broadcast Media</b>		
CCC–10	Theory	Practical	Internal
Credit – 6	50	30	20

### Course Objectives

1. To help students develop skills in effective communication and on-air presentation.
2. To provide students with knowledge of rich and diverse broadcasting techniques.
3. To make students able to recognize the great contribution of anchors in media.
4. To provide students with knowledge of scriptwriting and live reporting.
5. To make students able to recognize ethical considerations in media presentation.

### Learning Outcomes

1. Students will be able to explain the birth and growth of broadcasting and anchoring.
2. They will get a thorough understanding of the contribution of prominent media anchors.
3. Students will be able to understand the structure of news presentation.
4. Students will be able to understand the objectives of media ethics.
5. Students will be able to understand the characteristics of effective communication.

<b>Unit-1</b>	<b>Anchoring</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Anchoring: History and Evolution	2	1	1
1.2	Roles and Responsibilities of an Anchor	2	1	0
1.3	Skills and Qualities of a Good Anchor	2	1	1
1.4	Types of Anchoring and their Audience	2	1	0
1.5	Basics of Public Speaking	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.

<b>Unit-2</b>	<b>Voice Modulation &amp; Body Language</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Importance of Voice Modulation	2	1	1
2.2	Techniques for Effective Voice Control	2	1	1
2.3	Body Language in Anchoring	2	1	1
2.4	Managing Stage Fright	2	1	1
2.5	Interactive Sessions and Q&A Handling	2	1	1

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.

<b>Unit-3</b>	<b>Scriptwriting &amp; Content Creation</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Principles of Scriptwriting and Anchoring	2	1	0
3.2	Structuring News Stories	2	1	1
3.3	Anchoring for Different Media Formats	2	1	1
3.4	Techniques for Engaging Content	2	1	1
3.5	Live Anchoring, On-the-Spot Coverage and PTC	2	1	2

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study,

Group Discussions, Practical/Projects/Assignments: etc.

Unit-4	Technical Aspects of Anchoring	L	T	P
4.1	Understanding Camera savvy and Microphone Usage	2	1	1
4.2	Basics of Lighting and Set Design, Make up, Dress up	2	1	1
4.3	Teleprompter Reading Skills	2	1	1
4.4	Handling Technical Glitches	2	1	1
4.5	Coordination with Production Team	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

Unit 5	Ethical & Legal Considerations	L	T	P
5.1	Ethical Standards in Anchors	2	1	0
5.2	Legal Regulations for Anchors	2	1	0
5.3	Case Studies of Ethical Dilemmas	2	1	0
5.4	Importance of Credibility and Trust	2	1	0
5.5	Anchoring, Audience Sensitivity and Responsibility	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

#### Practical/Projects/Assignments

- Prepare an assignment on the role and impact of an anchor in modern media.
- Visit a media house and prepare a report on their anchoring process.
- Write an essay on the contribution and relevance of a prominent media anchor.
- Prepare a chart/poster on the timeline of the origin and growth of anchoring.
- Prepare an assignment on ethical considerations in media presentation in India.

#### Suggestive Readings

- "Broadcast Journalism: Techniques of Radio and Television News" by Andrew Boyd.
- "The Art of Anchoring" by Peter Anthony Holder.
- "Television News: An Introduction" by Teresa Keller.
- "Broadcast News Handbook" by C.A. Tuggle, Forrest Carr, Suzanne Huffman.
- "On Camera: How to Report, Anchor & Interview" by Nancy Reardon.

#### E-Resources

- <https://www.rccmindore.com/wp-content/uploads/2025/01/NEWS-ANCHORING.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/57136/1/Unit%2010.pdf>
- [https://www.academia.edu/8075869/Sample\\_5\\_minute\\_Broadcast\\_Script](https://www.academia.edu/8075869/Sample_5_minute_Broadcast_Script)
- <https://www.egyankosh.ac.in/bitstream/123456789/91981/1/Unit-14.pdf>
- [https://www.academia.edu/30916236/Anchoring\\_Time\\_The\\_Broadcast\\_Journalist\\_Sign\\_off\\_Mass\\_Media\\_Audiences\\_and\\_Time\\_Manipulation](https://www.academia.edu/30916236/Anchoring_Time_The_Broadcast_Journalist_Sign_off_Mass_Media_Audiences_and_Time_Manipulation)
- [https://www.researchgate.net/publication/345748110\\_The\\_Role\\_Of\\_The\\_TV\\_Anchor\\_In\\_The\\_News\\_Program\\_And\\_Authority\\_He\\_Has\\_Achieved\\_During\\_His\\_Career](https://www.researchgate.net/publication/345748110_The_Role_Of_The_TV_Anchor_In_The_News_Program_And_Authority_He_Has_Achieved_During_His_Career)



<b>Semester-4</b>	<b>Production Portfolio</b>		
CCC- 11	Theory	Practical	Internal
Credit – 6	00	80	20

### Course Objectives

1. To impart specialized technical skills for radio and television.
2. To develop critical thinking and research skills about electronic media issues.
3. To develop writing skills for different programme for radio and television productions.
4. To make student familiar with challenges of indoor and outdoor shooting.
5. To inculcate team spirit and work ethically.

### Learning Outcomes

1. Students will be able to write script for radio programme formats.
2. Students will be able to write script for Television programme formats.
3. Students will be using the software effectively for audio and video production.
4. Will effectively use production equipment needed for audio/video production.
5. Student can generate new ideas for radio and television production.

**Following are the Practical/Projects/Assignments: which student should perform as a part of this paper.**

1. Prepare script for the following radio programmes-
  - a. **Radio News Bulletin**
  - b. **Radio Drama**
2. Prepare script for the following TV programmes-
  - a. **Television News Bulletin**
  - b. **Television Commercial / PSA**
3. Prepare a **Shooting Script** for video programme (at least 10 min duration).
4. Produce a **Television News Bulletin** (at least 10 min duration).
5. Produce a **Celebrity Interview** for television (at least 15 min duration).

### Guidelines for Production Portfolio

Practical/Projects/Assignments: 1, 2, & 3: Each student will complete these tasks independently.

Practical/Projects/Assignments: 4& 5: These tasks will be carried out in groups.

### Group Task Guidelines

- Groups will be determined by the Faculty member or Supervisor.
- Ensure that all content produced is original. Copyright content will not be considered.
- All members must contribute equally to the project.

- Clearly define roles within the group (e.g. Scriptwriter, Director, Editor) to ensure efficient collaboration.
- Adhere to all deadlines set by the Faculty member or Supervisor. Late submissions may affect the group's marks.
- Be open to feedback from peers and supervisors. Make necessary revisions to improve the quality of the production.
- **Equipment Access:** Production equipment, editing rooms, studios and computer labs are available upon request.
- **Request Protocol:** Students must provide prior information and have their application forwarded by the Faculty member or Supervisor.
- Keep detailed records of meetings, task Practical/Projects/Assignments and progress. This documentation should be included in the portfolio.

### Individual Guidelines

- Submit the portfolio in a hardbound format with a black or blue cover with audio/video work on a DVD or Pen drive.
- Ensure that all script produced is original. Plagiarism will not be tolerated.
- The format for the **Certificate of Supervisor** and the **Declaration of the student** will be provided by the Faculty member or Supervisor.
- Submit **three copies** of the hardbound portfolio along with the DVD/Pen drive to the Department.

### Formatting Specifications

**English Font:** Headlines: Arial, size 16, Subheadings: Arial, size 14, Content: Arial, size 12

**Hindi Font:** Headlines: Arial, size 18, Subheadings: Arial, size 16, Content: Arial, size 14

<b>Semester-4</b>	<b>Industry Internship</b>		
CCC - 12	Theory	Practical	Internal
Credit - 6	00	80	20

### **Course Objectives**

1. To bridge the gap between academic learning and industry practices.
2. To provide exposure to newsroom culture, production workflows and audience engagement strategies.
3. To develop professional skills in journalism, production or broadcast management.
4. To enhance students' ability to work under deadlines, in teams and independently.
5. To encourage ethical and responsible journalism practices.

### **Learning Outcomes**

1. Students will gain practical experience in reporting, editing, production or media management.
2. Students will understand the operational processes of broadcast and digital media organizations.
3. Students will develop communication, teamwork and problem-solving skills relevant to the media industry.
4. Students will build a professional portfolio showcasing work done during the internship.
5. Students will enhance their employability through direct industry exposure.

### **Requirements**

1. Minimum internship duration: **4 to 6 weeks** (can be adjusted as per departmental policy).
2. Submission of an **Internship Completion Certificate** from the host organization.
3. Submission of an **Internship Report** documenting tasks, learnings and reflections.
4. Viva-voce or presentation based on internship experience.

# Internship Report



**Submitted by:**

**Name of Student:** \_\_\_\_\_

**Roll Number:** \_\_\_\_\_

**Course Name:** \_\_\_\_\_

**Session:** \_\_\_\_\_

**Submitted to**

**Department of Electronic Media  
MakhanlalChaturedi University of Journalism & Communication, Bhopal**

## 1. Internship Details

Details	Information
Organization Name	[Name]
Location	[City, Country]
Department/Section	[Where you worked]
Reporting Manager/Supervisor	[Name & Designation]
Duration	[Start Date – End Date]
Area of Work	[e.g. Reporting, Editing, Production, Management and other]

## 2. Description of Work Done

(Word Limit: 400–500 words)

- Brief description of tasks and projects handled.
- Tools, technologies or processes used.
- Examples of articles, shows, news packages, podcasts, or campaigns contributed to.

## 3. Internship Reflection

(Word Limit: 300–400 words)

- How did the internship match your academic training?
- What would you do differently?
- Future career plans inspired by the internship.

#### **4. Annexures**

- Internship Completion Certificate (Scanned Copy).
- Samples of work (e.g., Articles written, News reports, Production screenshots with e-links etc.)

#### **Declaration**

I hereby declare that the information provided in this Internship Report, along with the attached documents, is true, original and based on my personal internship experience. I understand that any false claim or instance of plagiarism may result in the rejection of my report.

**Signature of the Student:** \_\_\_\_\_

**Name of the Student:** \_\_\_\_\_

**Enrollment Number:** \_\_\_\_\_

**Date:** \_\_\_\_\_

<b>Semester-4</b>	<b>Broadcasting Technology</b>		
CCE -07	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. Provide a comprehensive understanding of the principles, history and evolution of broadcasting technologies across radio, television and digital platforms.
2. Equip students with practical skills to operate essential broadcasting equipment, including microphones, cameras, audio consoles, vision mixers and streaming tools.
3. Foster technical proficiency in studio design, field production, live broadcasting operations and digital content creation for radio, television and web-based platforms.
4. Develop critical awareness of broadcasting standards, transmission formats, signal processing.
5. Encourage adaptation and innovation by engaging students with emerging trends in digital broadcasting, online streaming and podcasting.

### Learning Objectives

1. Understand the evolution and fundamentals of broadcasting technology.
2. Differentiate between analog and digital broadcasting systems.
3. Operate basic broadcasting equipment.
4. Understand the functioning of TV and Radio studios.
5. Apply technological tools for live and recorded broadcasting.

<b>UNIT -1</b>	<b>Broadcasting Technology</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	History and evolution of broadcasting	2	1	0
1.2	Basics of sound and Picture Transmission	1	1	1
1.3	Overview of AM, FM and Digital Signals	2	1	0
1.4	Elements of Radio and TV transmission	2	1	0
1.5	Frequency spectrum and allocation	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 2</b>	<b>Radio Technology</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Radio studio setup and components	2	1	1
2.2	Microphones: types and uses	1	1	1
2.3	Radio Broadcast Process, Audio consoles and mixer	2	1	2
2.4	Recording, editing and playback tools	2	1	2
2.5	Field recording and live radio broadcasting	2	1	2
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 3</b>	<b>Television Broadcasting</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	TV studio design and layout	2	1	0
3.2	TV(CRT, LCD,LED HD, 4K, 8K), CCD, CMOS	1	1	1
3.3	Broadcast Formats, TV Broadcasting Process	2	1	0
3.4	Vision mixers and switchers	2	1	2
3.5	TV signal formats: PAL, NTSC, SECAM	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT- 4</b>	<b>Digital &amp; Online Broadcasting</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Basics of digital compression and streaming	2	1	2
4.2	OTT platforms and web TV	1	1	1
4.3	Podcasting: Recording, Hosting, Distribution	2	1	0
4.4	IPTV, DTH	2	1	0
4.5	Mobile Broadcasting	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>UNIT -5</b>	<b>Broadcast Operations &amp; Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Master control room operations	2	1	0
5.2	Broadcast automation systems	1	1	1
5.3	Satellite uplink and downlink	2	1	0
5.4	Signal monitoring and quality control	2	1	0
5.5	Safety and Different Broadcast Technology as Sports, Concert etc	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Visit a radio station and submit a report on its technical workflow
- Create a timeline info graphic on the evolution of broadcasting technologies
- Produce a 5-minute podcast episode on a current topic
- Record a mock TV bulletin using a multi-camera setup
- Prepare a report on how a news channel handles a live breaking news situation

### **SuggestiveReferences**

- Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd.
- Television Production Handbook by Herbert Zettl.
- Modern Radio Production by Carl Hausman.
- Digital Broadcasting: Policy and Practice in the Americas, Europe and Japan by Martin Cave.
- Audio in Media by Stanley Alten.



## E-Resources

- [https://www.academia.edu/77466377/Media\\_Communication\\_Education\\_in\\_India\\_History\\_and\\_Future\\_Pathways](https://www.academia.edu/77466377/Media_Communication_Education_in_India_History_and_Future_Pathways)
- <https://egyankosh.ac.in/bitstream/123456789/34798/1/Unit-8.pdf>
- [https://www.researchgate.net/publication/380346469\\_Broadcasting\\_In\\_The\\_Inevitability\\_Of\\_Digital\\_Media\\_Technology](https://www.researchgate.net/publication/380346469_Broadcasting_In_The_Inevitability_Of_Digital_Media_Technology)
- [https://www.researchgate.net/publication/376143851\\_Artificial\\_Intelligence\\_Technology\\_in\\_the\\_Field\\_of\\_Broadcasting\\_and\\_Hosting](https://www.researchgate.net/publication/376143851_Artificial_Intelligence_Technology_in_the_Field_of_Broadcasting_and_Hosting)
- [https://www.academia.edu/28824397/Digital\\_Video\\_and\\_Audio\\_Broadcasting\\_Technology\\_Fischer\\_2010\\_pdf](https://www.academia.edu/28824397/Digital_Video_and_Audio_Broadcasting_Technology_Fischer_2010_pdf)

<b>Semester-4</b>	<b>Audience Analysis &amp; Media Consumption</b>		
CCE -08	Theory	Practical	Internal
Credit - 6	50	30	20

### Course Objectives

1. To introduce students to key concepts of audience analysis and evolving media consumption habits.
2. To help students understand and apply audience segmentation techniques for targeted communication.
3. To equip students with the ability to interpret media usage patterns and audience engagement data.
4. To develop strategic thinking in using audience insights to shape broadcast content.
5. To explore future trends in media consumption and ethical considerations in audience analysis.

### Learning Outcomes

1. Define and explain core concepts of audience analysis and media consumption in the digital age.
2. Apply demographic, psychographic and behavioral segmentation methods to identify audience profiles.
3. Analyze media consumption metrics and interpret engagement across platforms.
4. Use audience data to inform and adjust content strategy in broadcast media.
5. Assess the impact of technological advancements on audience behavior and reflect on ethical issues in data use.

<b>Unit-1</b>	<b>Audience Analysis and Media Consumption</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Audience Analysis: Concepts and Applications in Media and Broadcasting	3	1	0
1.2	Understanding Media Consumption in the Digital Age	2	1	0
1.3	Types of Audiences: Active vs. Passive Audience	1	1	0
1.4	History and Evolution of Audience Studies	2	1	0
1.5	Media and Consumer Behavior: A Psychological Perspective	2	1	0

**Teaching Method:** Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.

<b>Unit-2</b>	<b>Audience Segmentation &amp; Profiling</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Understanding Audience Demographics (Age, Gender, Location etc.)	1	1	0
2.2	Psychographics: Interests, Values and Lifestyle Preferences	1	1	0
2.3	Behavioral Segmentation: Viewing Habits and Media Consumption Patterns	3	1	0
2.4	Tools for Audience Profiling and Segmentation	2	1	0
2.5	Case Studies on Effective Audience Segmentation in Broadcast Media	3	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit-3</b>	<b>Analyzing Media Usage &amp; Engagement</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Key Metrics in Media Consumption: Reach, Frequency and Engagement	2	1	0
3.2	Understanding Media Platforms and Their Impact on Audience Engagement	2	1	0
3.3	Tracking Audience Preferences: Quantitative vs. Qualitative Data	2	1	0
3.4	Audience Engagement on Social Media: Interaction, Sharing and Participation	2	1	0
3.5	Tools and Analytics for Measuring Media Consumption	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit 4</b>	<b>Impact of Audience Analysis on Broadcast Content Strategy</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Tailoring Content to Audience Preferences and Behavior	2	1	0
4.2	Content Personalization vs. Mass Content Strategies	2	1	0
4.3	Audience Feedback in Broadcast Programming	2	1	0
4.4	Changing Broadcast Content with Trends	2	1	0
4.5	Case Studies: Successful Audience-Centric Broadcast Content Strategies	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit5</b>	<b>The Future of Audience Analysis &amp; Media Consumption</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	The Rise of Interactive Media and User-Generated Content	2	1	0
5.2	Media Consumption and the Shift Toward On-Demand Platforms	2	1	0
5.3	Artificial Intelligence and Data Analytics in Predicting Audience Behavior	2	1	0
5.4	The Impact of Emerging Technologies on Media Consumption	2	1	0
5.5	Ethical Issues in Audience Data Collection and Usage	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Prepare a PowerPoint presentation explaining the difference between active and passive audiences with real-life media examples and visuals.
- Write an article analyzing media consumption habits among today's youth, including popular platforms, engagement patterns and your opinion on their impact.
- Conduct a basic audience profiling activity by selecting one media platform and filling a table with demographic, psychographic and behavioral details along with a short explanation.
- Propose a new media program or show designed for a specific audience segment by outlining the concept, target audience, platform and sample episode ideas in a one-page write-up or creative poster.

### **Suggestive Readings**

- Abercrombie, N., & Longhurst, B. (1998). Audiences: A sociological theory of performance and imagination. SAGE Publications.
- Jenkins, H. (2006). Convergence culture: Where old and new media collide. New York University Press.
- Livingstone, S. M. (1998). Making sense of television: The psychology of audience interpretation (2nd ed.). Routledge.
- McQuail, D. (2010). McQuail's mass communication theory (6th ed.). SAGE Publications.  
(Note: There is a 7th edition published posthumously in 2020, edited by Mark Deuze.)
- Napoli, P. M. (2003). Audience economics: Media institutions and the audience marketplace. Columbia University Press.
- Napoli, P. M. (2019). Social media and the public interest: Media regulation in the disinformation age. Columbia University Press.
- Turow, J. (2021). Media today: Mass communication in a converging world (6th ed.). Routledge.
- Webster, J. G., Phalen, P. F., & Lichty, L. R. (2013). Ratings analysis: The theory and practice of audience research (4th ed.). Routledge.

## **E- Resources**

- [https://www.researchgate.net/publication/358696929\\_The\\_Role\\_of\\_Audience\\_Segments\\_on\\_Media\\_Consumption](https://www.researchgate.net/publication/358696929_The_Role_of_Audience_Segments_on_Media_Consumption)
- [https://www.researchgate.net/publication/357955051\\_Audience\\_Analysis](https://www.researchgate.net/publication/357955051_Audience_Analysis)
- <https://egyankosh.ac.in/bitstream/123456789/57201/3/Unit-2.pdf>
- [https://www.academia.edu/126191724/Determinants\\_of\\_Media\\_Consumption\\_by\\_Audience\\_Creating\\_a\\_Conceptual\\_Model](https://www.academia.edu/126191724/Determinants_of_Media_Consumption_by_Audience_Creating_a_Conceptual_Model)

<b>Semester-4</b>	<b>Professional Skills</b>		
OE-04	Theory	Practical	Internal
Credit –3	25	15	10

### Course Objectives

1. To develop professional and interpersonal skills is essential for success in the media industry.
2. To enhance personal branding, grooming and business etiquette for industry readiness.
3. To equip learners with resume writing, interview handling and communication skills.
4. To integrate Indian cultural wisdom into ethical career development.
5. To promote awareness of workplace and dining etiquette in formal professional contexts.

### Learning Outcomes

1. Apply key soft skills like communication, emotional intelligence and teamwork in media settings.
2. Present a polished personal brand with proper grooming, etiquette and table manners.
3. Create professional resumes and cover letters tailored to media careers.
4. Perform confidently in interviews with appropriate verbal and non-verbal skills.
5. Plan an ethical, growth-oriented media career with clarity and purpose.

<b>Unit-1</b>	<b>Soft Skills for Media Professionals</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Verbal & Non-Verbal & Digital Communication Skills	3	2	1
1.2	Active Listening and Feedback Handling	2	1	0
1.3	Time Management Techniques for Media Workflows	2	1	1
1.4	Emotional Intelligence & Stress Management	3	2	1
1.5	Teamwork and Conflict Resolutionin(Sights from Panchatantra)	2	1	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit 2</b>	<b>Personality Development, Etiquette &amp; Personal Branding</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Self-Awareness and Confidence Building	2	1	1
2.2	Dressing, Grooming and First Impressions	3	1	1
2.3	Personal Branding through Social and Digital Media	2	1	1
2.4	Workplace Etiquette: Email, Meetings, Introductions(cultural refinement)	3	2	1
2.5	Table Manners and Dining Etiquette in Professional Settings	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit- 3</b>	<b>Resume, Cover Letter &amp; Career Documentation</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Resume Types – Chronological, Functional, Hybrid	2	1	1
3.2	Writing Job Objectives, Summaries & Key Achievements	2	1	1
3.3	Drafting Effective Cover Letters	2	1	1
3.4	LinkedIn Profiles and Digital Portfolios for Media Roles	3	2	1
3.5	Proofreading, ATS Optimization & Application Customization	2	2	0
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit 4</b>	<b>Interview Skills &amp; Professional Interaction</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Types of Interviews – Personal, Panel, Online, Auditions	3	1	2
4.2	Pre-interview Preparation & Company Research	2	1	1
4.3	Answering Competency and Behavior-Based Questions	2	1	1
4.4	Body Language, Voice Modulation and Speech Clarity	3	2	1
4.5	Post-interview Etiquette: Thank-you Notes, Follow-ups	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

<b>Unit -5</b>	<b>Career Planning, Ethics&amp;Skills for the Workplace</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Goal Setting – Short-term & Long-term Vision	2	1	1
5.2	Media Freelancing, Entrepreneurship & Gig Economy	2	2	0
5.3	Workplace Ethics and Accountability in Indian Media	2	2	0
5.4	Coping with Rejection, Criticism and Setbacks	3	2	1
5.5	Lifelong Learning, Mentoring & Professional Growth	2	1	1
<b>Teaching Method:</b> Classroom Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Practical/Projects/Assignments: etc.				

### **Practical/Projects/Assignments**

- Roleplay on teamwork, active listening and conflict resolution with reflection notes.
- Create a personal branding digital portfolio with photo, intro video and social media profile.
- Draft a tailored resume and cover letter for a specific media job.
- Participate in a mock interview and submit self/peer feedback.
- Present a career plan (short-term & long-term) with ethics and growth strategies.

### **Suggestive Readings**

- Rizvi, M. Ashraf – Effective Technical Communication, McGraw-Hill.
- Mitra, Barun K. – Personality Development and Soft Skills, Oxford University Press.
- Khera, Shiv – You Can Win, Bloomsbury India.
- Covey, Stephen R. – The 7 Habits of Highly Effective People, Simon & Schuster.
- Gopalaswamy Ramesh – The Ace of Soft Skills, Pearson Education.

- Easwaran, Eknath – The Bhagavad Gita for Daily Living (Select Chapters for Ethical Grounding).
- Industry Portfolios, LinkedIn Learning and TED Talks by Indian Media Professionals.

## **E- Resources**

- [https://www.researchgate.net/publication/364458055\\_Development\\_of\\_students'\\_professional\\_skills\\_through\\_media\\_technologies](https://www.researchgate.net/publication/364458055_Development_of_students'_professional_skills_through_media_technologies)
- <https://sunyjefferson.edu/student-life/documents/Professional-Skills-Booklet.pdf>
- [https://nios.ac.in/media/documents/srsec335new/335\\_Mass\\_Communication\\_Eng/335\\_Mass\\_Communication\\_Eng\\_L24.pdf](https://nios.ac.in/media/documents/srsec335new/335_Mass_Communication_Eng/335_Mass_Communication_Eng_L24.pdf)
- <https://ncert.nic.in/vocational/pdf/iees101.pdf>
- [https://www.researchgate.net/publication/361136546\\_Professionalising\\_Media\\_Education\\_Curriculum\\_is\\_the\\_Key](https://www.researchgate.net/publication/361136546_Professionalising_Media_Education_Curriculum_is_the_Key)
- [https://nios.ac.in/media/documents/330srsec/online\\_course\\_material\\_330/Theory/Lesson\\_29.pdf](https://nios.ac.in/media/documents/330srsec/online_course_material_330/Theory/Lesson_29.pdf)