Radio & TV Journalism

Indian Institute of Mass Communication (IIMC)
Do not be satisfied with the stories that come before you. Unfold your own myth”

Rumi
Academic Plan/Instructions

1. The PGD in RTV course will begin on August 1, 2016 and end on May 31, 2017.

2. The academic session is divided into two terms:
   I term August- December.
   II term: January - May

3. The first term will broadly concentrate on providing students the conceptual inputs and on acquisition of the skill needed for Broadcast Journalism. The second term will be mostly devoted to honing of these skills and giving the students a practical exposure to various aspects of the functioning of media.

4. Evaluation will be done partly on the basis of testing in theory and partly on the basis of practical work done. Each term will have such evaluation and the credits will be aggregated. A student will be expected to gain a minimum of 40% marks in each paper (both theory and practicals).

5. To help them relate the learning of concepts with practice, students will be attached to a media organization for internship in the month of May. Each student will be expected to submit a report to the Institute on his/her internship experience. Internship is mandatory, without which the diploma will not be awarded.

6. Each student will be expected to attend a minimum of 75% of the classes including the practical sessions.

7. Computer literacy is an essential part of the course. The Institute has a well-endowed computer room in which word processing, make-up, graphics and other computer skills may be learnt. Students are expected to be proficient in typing, a basic skill-set that comes handy when they later take up jobs in the media sector.

8. The Institute will organize a series of Special Lectures by experts in various areas of current affairs to update and improve the students’ awareness and understanding of political, economic and cultural trends in society. Eminent media persons and academics drawn from various prestigious institutions will deliver them. No separate credits will be awarded on the basis of these lectures.

9. Students must submit their assignments in time. Non-compliance of deadline will be treated as indiscipline.

10. Students are expected to go through the Code of Conduct for students issued by the Institute and must follow it in letter and spirit.
Post Graduate Diploma in Radio & TV Journalism

Course Objectives

To provide in-depth understanding of the concept, role and significance of communication in social development

To acquaint the students with the best traditions and practices of Journalism

To train the students in the art and craft of TV Journalism and equip them with skills and practices to readily take up journalistic and production jobs in TV Channels

Provide understanding of Radio journalism, program generation, station management of FM stations

To provide extensive hands on training in the latest digital audio-video technologies, social media and new media tools

Paper

<table>
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<th>Paper</th>
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<td>2. Introduction to Journalism, Media laws, Ethics and Regulation</td>
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<td>3. Print Journalism</td>
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<td>4. Radio Journalism: Concept, Process &amp; Production</td>
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<td>5. TV Journalism: Concept and Process</td>
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<td>6. Television Production and Management</td>
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<td>7. Television News: Reporting &amp; Editing</td>
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<td>8. Radio News: Reporting &amp; Editing</td>
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<td>9. New Media Journalism</td>
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<td>10. Advertising, PR/CC and Media Business Management</td>
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<td><strong>TOTAL</strong></td>
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Paper-1

**Introduction to Communication**

100 Marks (Theory 75 Practical 25)

**Course Objectives**
- To introduce concepts, processes and theories of communication
- To introduce to communication and media research, its relevance, methods and application
- To develop understanding of Development Communication, its theories and practices

**Part A**

30 marks

**Conceptualizing Communication**

Defining Communication: Elements and Process
Functions of Communication
Dimensions of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication
Importance of Verbal and Non-verbal Communication and Role of Kinesics
Defining Mass Communication: Main characteristic, functions, role and importance in Society

**Models of Communication: Classical, Intermediary, Interactive, Transactional Models**

Aristotle’s definition of Rhetoric, Berlo’s SMCR Model,
Shannon-Weaver Mathematical Model, Westley and MacLean’s Conceptual Model,
Newcomb’s Model of Communication, George Gerbner’s Model, Schramm’s Interactive Model

**Theories and Ideologies of Mass Communication**

Media Effects: Hypodermic Needle, Two-Step/Multi-Step Flow Theory
Psychological and Sociological Communication Theories: Cognitive Dissonance, Selective Perception, Cultivation Theory, Uses and Gratification Theory, Spiral of Silence
Social Learning Theories and Social Change, Developmental & Democratic participation theory
Role of Ideologies in Understanding the Mass Media, Hegemony, Critical Theory, Political Economy, Multiculturalism, Functionalism and Structuralism
Frankfurt School (Adorno, Horkhiemer & Habermas), Print Capitalism (Banedic Anderson) Medium is Message (MacLuhan), Agenda Setting (McComb and Shaw) and Manufacturing Consent (Chomsky)
Media and Women: the Feminist discourse
Normative Theories of Media
Public opinion and democracy: James Bryce and Walter Lippmann
New media Theories: Networked Societies and Digital Convergence: Manuel Castells, Christian Fuchs, Evgeny Morozov

Language and Communication

Importance of Language in Mass Communication and Society
Signs and Symbols
Use of Language in different Mass media
Difference between TV, Radio, Print and Web/Digital language

Part B
Communication and Media Research: Basic Concepts, Design & Methods

25 marks

- Areas of Research and Types of Research
- Research Problem, Questions and Hypotheses
- Theoretical Framework, Literature Review and Analysis
- Primary and Secondary research data sources
- Research Design: Objectives, Study Area, Variables, Sampling
- Research Methods:
  - Quantitative Method: Survey research methods: Structured/Semi-Structured Questionnaire, Case Studies, Content Analysis
  - Qualitative Research Methods: Observation, IDIs and Interviewing Skills, FGD
  - Use of Video as a Research Tool, Ethical Guidelines for Researchers
- Data Analysis: Data Coding, categorizing and Interpretation
• Research Project Proposal and Report Writing format
• Audience Research Studies: Opinion Polls, Ratings and People’s Meter, TAM, BARC, RAM, IRS
• Internet and Journalistic Research

Part C
Development Communication 20 marks

Idea of Development and its discourses
• Concept of Development: Evolution, Historical perspectives and debates
• Development and Marginal communities: Women, Dalit, Adivasis, Minorities, LGBTs

Development Communication
• Theories of Development Communication: Mass Media and Modernization, Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm
• Media and National Development
• Alternative approaches to Development Communication: Participatory Development Communication (Paulo Freire, Miguel Sabido)
• Experiences from Developing Countries with special emphasis on India

Development Support Communication
• International Developmental Agencies
• MDGs and SDGs
- Development Communication and Role of Civil Society and Government
- Telecommunications and development: ICTs for Development

**Participatory Approach & Role of Media**

- Knowledge Generation and Knowledge sharing
- Bottom up and Dialogic Communication Process
- Participatory Communication Process: Planning, Designing, Implementation and M&E

**Part D**

25 marks

**Media Research Project**

- Students in groups/individual student should design a research proposal and carry it through by preparing a Synopsis—defining scope of study, objectives, methodology-Type of research tools for field-work and analysis. At the end of the data collection/study a research project report should be submitted for evaluation.

**OR**

- A well-researched news documentary (audio or video) of seven to ten minutes’ duration may be produced by individual student or max three students in a group. Students are encouraged to work on women-related issues for their research project or documentary film as part of their Media Research Project.

**Suggested Reading**

**Communication Concepts and Theories**

- Mass Communication Theory: *An Introduction*, Denis Mcquail, Vistaar Publications, New Delhi, 2005
- Mass Communication in India, Keval J. Kumar, Jaico Publishing House, Mumbai, 2011
- Journalism: Concept, Approaches and Global Impact (Two Volumes), Jaya Chakravarty, Sarup and Sons, New Delhi, 2007

https://www.freshersnow.com/
Critical Terms for Media Studies, Edited by WJT Mitchell & Mark B.N. Hansen, The University of Chicago Press, 2010


Web Sources
www.comminit.com
www.oneworld.org
www.onthecommons.org
www.infochangeindia.com

Communication Research

The Basics of Communication Research, Leslie A Baxter & Earl Babbic, Thomson Learning, Toronto, 2004
Research Methods for Graduate Business and Social Science Students, John Adams, Hafiz TA Khan, Robert Raeside & David White, Response Books, Delhi, 2007

अनुसंधान रिसर्च मैथडोलॉजी, डॉ. सिद्धात्मक सलवे, इशिका पब्लिशिंग हाउस, जयपुर संचार और मीडिया शौश्च, विनीता गुप्ता, वाणी प्रकाशन, 2015

**Journals and Web Sources**
Asian Journal of Mass Communication
Media Asia
www.mib.nic.com

**Development Communication**

Development Communication in Practice: *India and the Millennium Development Goals*, J.V. Vilanilam, Sage, New Delhi, 2009
Indian Media in a Globalised World, Maya Ranganathan and Usha M. Rodrigues, Sage, New Delhi, 2010

पत्रकारिता एवं विकास संचार, डा. अनिल कुमार उपाध्याय, भारती प्रकाशन, वाराणसी, 2007
मीडिया और सामाजिक बदलाव: तुलनात्मक परिप्रेक्ष्य में भूमांडलीकरण एवं मानवाधिकार, जोसफ गाथिया, कॉन्सेप्ट पब्लिशिंग कंपनी, नई दिल्ली, 2009

**Paper II**

**Introduction to Journalism, Media Laws, Ethics and Regulation**

100 Marks (Theory 100)

**Course Objectives**
- To introduce students to the idea of Journalism, its role and functions in society and democracy
To develop understanding of Media and its relationship with India’s Constitution and Media Laws
To apprise students on the principles of ethics, journalistic ethics, their role and importance of ethical and responsible Journalism

Part A 20 marks

**Journalism: Concept, Objective and Functions**
- Elements and Foundations of Journalism
- Role of Journalism in Society: Journalism and Democracy: Concept of Fourth Estate
- Functions of Journalism: Credible-Informational Journalism and Critical-Investigative-Adversarial Journalism
- Journalism and its accountability

**Making Sense of News: Politics, Economics and Sociology of News**
- Formulating Public Opinion and Role of Citizenship
- Journalism: Issues and Contemporary Debates
- Journalism in Changing Times: As a Mission, Profession and Business
- Future of Journalism

**Types of Journalism**
- Watchdog Journalism, Advocacy Journalism, Investigative Journalism, Data Journalism, Community Journalism, Development Journalism, Citizen Journalism, Alternative Journalism, Non-profit Journalism, Entrepreneurial Journalism
- Yellow Journalism, PR Journalism, Tabloid Journalism

**Journalism and Critical Thinking**
- Logic, Evidence and Rationality
- Observation and Questioning
- Arguments and Analysis
- Dealing with Numerical information and Data
- Searching Truth: Role of Research

Part B

**Indian Constitution & Media** 40 marks

Freedom of Speech & Expression
• Freedom of Speech and Expression: Main features, Scope and Importance of Article 19
• Interpretation of Article 19: Defining the freedom of the Press and Media
• Supreme Court Judgements related to Article 19
• Right to Information Act 2005: Right to know
• Fundamental Rights and Duties

Restrictions on Media

• Official Secrets Act
• Defamation
• Judiciary and Contempt of Court
• Legislature and its Privileges
• IPC and Cr. PC
• Censorship and its different forms
• Right to Privacy
• Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc.
• Indecent Representation of Women (Prohibition) Act 1986

Laws related to Press & Broadcast Media

Press:

• Copyright Act: Main features, issues
• Books and Newspapers Registration Act
• Working Journalists Act
• Press Council Act and Role of PCI

Broadcast Media:

• Cable TV Network Regulation Act
• Cinematography Act
• Prasar Bharti Act
• Digitization and Conditional Access System (CAS)

Cyber laws

• The need for cyber laws: Regulation of Social Media and other web platforms
• Regulatory authorities and framework
• Information Technology Act
• Implementation issues

Part C

Media Ethics 40 marks

Ethics of Journalism

• Principles and Ethics: Role and Importance
• Rationale and Evolution of Journalistic Ethics
• Journalistic ethics: Concept, Importance and Debates
• Journalists’ Code of Conduct:: Some Model of Code of Conduct (RTDNA, SPJ, NBA etc.)
• Resolving Ethical Dilemmas: Different Methods
• Dealing sensitively with women issues and other marginalized communities

Major Debates & Court Cases

• Debate on Newsroom Diversity and Media Laws
• Recent court cases new issues
• Corrupt practices: Paid News, Media Net, Private Treaty, Advertorials
• Media Trial and Sting Operation
• Cartelisation of Media
• Commodification of Women
• Cross Media Monopoly and Cross Media Ownership

Media Regulation

• Regulatory practices in developed democracies
• Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation
• Regulation of Broadcast, Press and Web: Challenges and Issues
• Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation
• Press Ombudsman: Readers’ Editor
• Media Council of India or PCI

Media Organisations

• Trade Union Rights in Media
• International bodies: IPI, role of UNESCO, SAFMA
• Press Council, TRAI, IBF, NBA, BEA, Editors’ Guild
• INS, IFWJ, IJA, NUJ, IUJ

Suggested Reading

Media Laws and Ethics

Introduction to the Constitution of India, Durga Das Basu, SC Sarkar & Sons Pvt Ltd, Calcutta, 1966

Constitution of India, I.S. Vidyasagar, ABD Publishers, Jaipur, 2006


Television in India: Satellites, Politics and Cultural Change, Ed. Nalin Mehta,


Contemporary India: Economy, Society & Polity, Reena Marwah, Ameeta Motwani & Tanuja Sachdev, Pinnacle, New Delhi, 2009

Makers of Modern India, Ed. Ramachandra Guha, Penguin, New Delhi, 2010

Press Laws and Media Ethics, Anil K. Dixit, Reference Press, Delhi, 2006

The Muzzled Press, KS Padhy, Kanishka Publishers, New Delhi, 1994

Journalistic Ethics, PK Menon, Pointer Publishers, Jaipur, 2005

Indian Journalism: Keeping It Clean, Alok Mehta, Rupa, New Delhi, 2007

First Draft: Witness to the Making of Modern India, B.G. Verghese, Westland Limited, 2010

When News was New, Terhi Rantanen, Wiley-Blackwell, West Sussex, 2009


Media Communication Ethics, Louis Alvin Day, Wadsworth CENGAGE Learning, New Delhi, 2006

Principles and Ethics of Journalism and Mass Communication, YK D’souza, Commonwealth Publishers, New Delhi, 1998


Broadcast Journalism in the 21st Century, KM Shrivastava, New Dawn Press, New Delhi, 2005

भारत का संविधान, महावीर सिंह, ईस्टनच बुक कंपनी, लखनऊ, 1991

पत्रकारिता के परिप्रेक्ष्य, जगदीश प्रसाद चतुर्वेदी, साहित्य संगम

पत्रकारिता की लक्ष्मण रेखा, आलोक मेहता, सामयिक प्रकाशन, नई दिल्ली, 2008

Web Sources

www.thehoot.org

www.newslaundry.com

www.medialens.org

www.counterpunch.com

www.fair.com

Paper III

Print Journalism

100 Marks (Theory 50 Practical 50)

Course Objectives

- To introduce students to Print Journalism, its evolution, growth and expansion and contemporary trends
- To cultivate news sense, reporting and editing skills
- To impart hands-on-training on writing, reporting and editing for print publications

Part A
History and Development of Print media  

Growth of newspapers in India

- Evolution of Press in India: Pre-independence period
- Growth of Newspapers in India after 1947: Main Trends
- First and Second Press Commission: Main findings
- Censorship during Emergency (1975-77): Why it matters and its lessons
- Expansion of Regional Newspapers after 1977: Main Trends
- Evolution and Growth of News Agencies
- Crisis and Future of Newspapers and magazines: Western and Indian experiences

Part B

Reporting  

News value and elements of News

- Defining news: News value, Elements of News
- Changing Concepts of News: Factors & Issues

Styles of news & non-news writing

- Styles of News writing: Inverted Pyramid style, feature style, sand clock style, Nut Graph
- Structure of News: Five W’s (Who what, when, why, where) and one H (How)
- Selection of Information, Writing Intro/Lead, Body
- Different types of Intro/Lead
- Organizing the News Story: Angle, Attribution, Quote, Background & Context
- Fact checking: Ensuring Accuracy, Objectivity, Fairness and Balance
- Headlines Writing
- News Feature: Characteristics, Types, Writing Style and Packaging
- Non-news Features: Writing Style and Packaging
- Opinion Writing: Editorial, Article, Commentary
- In-depth Analysis and Research based Reports
- Narrative Writing and other forms of Journalistic Writing
- Interpretative News & Descriptive News
- Investigative News stories

News gathering process

- Types of Reporting
- Role and Importance of Sources
- Cultivating, Verifying and Dealing with Sources of News
• Qualities of a good Reporter
• Dealing with Risks in Reporting
• Ethical aspects of Sourcing news & Reporting

Part C

Editing 20 Marks

Role, objectives and tools of editing

• Newsroom structures of Newspapers, magazines and news agencies
• Different editorial positions in newsroom and their roles and responsibilities
• Editorial Vision: Generating Ideas, Ensuring Creativity, objectivity & Innovation
• Managing and allocating Editorial Resources, Team work
• Editorial Co-ordination: Managing Different Desks, dealing with different pressures
• Management of News flow: News flow on the desk from different sources
• Copy Editing: Ensuring News value and other criteria
• Objectives of copy editing: Checking facts, language, style, clarity & simplicity
• Relevant graphics for copy, Photo Captions
• Editing symbols, Newsroom terminology

Visualizing and planning of a newspaper/magazine

• News selection and Placement
• Newspaper format: Broadsheet, Tabloid and Magazine
• Elements of Design: Shape, Colour, Texture
• Aesthetics- Balance, Contrast, Rhythm, Unity, Harmony
• Typography, Colour and Visual representation
• Rules: Column Rule, Cut off Rule, Window
• Front Page Design /Functional Design /Horizontal design
• Modular design, Total page design /Single-theme design
• Preparing Dummy of Newspaper and its different pages
• Principles of Graphics and their Importance
• Software for Designing: PageMaker, Quark Express, Corel Draw, Photoshop, In-design
• Newspaper Printing Methods

Part D

Practical assignments 30 Marks

• Filing news reports
• Feature writing
• Editing news copy with symbols
• News selection and placement
• Preparing dummies
• Graphics
• Softwares: Quark Express, Corel Draw, Photoshop, In-design
• Photojournalism practicals (still photography, editing, captions)

**Lab Journal:** Students will be divided into groups to produce at least five Lab Journals each in *English and Hindi languages.*

Writing assignments on women issues will be encouraged. Students are encouraged to produce "Women’s Special" lab journal.

**Suggested Reading**

**Print Journalism**

Journalism in India: *From the Earliest Times to the Present Day*, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989

Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997

History of Indian Journalism, J. Natrajan, The Publication Division, New Delhi, 1955

The Rise and Growth of Hindi Journalism, Ram Ratan Bhatnagar, Vishwavidyalaya Prakashan, Varanasi, 2003

Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998

The History of Urdu Press, MA Khan, Classical Publishing House, New Delhi, 1995


News Writers’ Handbook: M L Stein, Susan F Paterno, R Christopher Burnett

Practical Newspaper Reporting by David Spark and Geoffrey Harris

Writing and Reporting News: A Coaching Method by Carole Rich

News Writing by George Hough (Kanishka Publishers)

The Unwritten Rules of Copy Editing, Dominic Gettins


News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007

PTI Style Book


Feature Writing for Journalists, Sharon Wheeler, Routledge, New York, 2009

**समाचार और संवाििाता, जोगलेकर, वी वी प्रकाशन**

**समाचार अवधारणा और लेखन प्रक्रिया, सुभाष धूलिया व आनंद प्रधान, भारतीय जनसंचार संस्थान, नई दिल्ली, 2004**

**फीचर लेखनः स्वरूप एवं शिल्प, डा. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003**

**मैट वार्ता और प्रेस कॉन्फ्रेंस, प्रो. मनोहर प्रभाकर, राधाकृष्ण प्रकाशन, नई दिल्ली, 2003**
Typography and Photojournalism

100 Days in Photographs: *Pivotal Events that Changed the World*, Nick Yapp, National Geographic

Art and Print Production, NN Sarkar, Oxford University Press, New Delhi, 2009


Paper IV

**Radio Journalism: Concept, Process and Production**

100 Marks (Theory 75 Practical 25)

**Course Objectives**

- To introduce students to the medium of Radio, its evolution, policies and trends in contemporary broadcasting
- To develop understanding of different genres of Radio and their nuances
To enable students to write and produce programmes for Radio

Part A
Radio Broadcasting

Characteristics of Radio

- Broadcast spectrum management in India
- The Medium: Role of Sound, Characteristics, Strengths & Limits
- Radio Broadcasting: Main Characteristics
- Different Types of Radio: AM (Medium & short wave), FM, Community Radio, DRM and Internet radio broadcasting, Web Radio

Evolution and Growth of Broadcasting

- Airwaves – Public or Private Property
- Pre-Independence and Post-Independence broadcasting
- Public Service Broadcasting

Broadcasting policy

- Broadcasting code and limitations
- Roles of AIR and private broadcasters
- Commercial broadcasting policy
- Community Radio policy

Contemporary Broadcasting

FM Broadcasting

- Organization and structure
- Various functionaries and their roles
- Planning and organizing the content
- Music clock
- Positioning the channel
- Broadcast laws and ethics for music broadcasting
- FM technology and software
- Management of FM Radio stations

Community Radio

- Role of Community Radio in Community Empowerment
- Community Radio, Culture and Society
- Community Radio and Contemporary Issues
- Management of Community Radio stations
Challenges of Community Radio

Part B

Radio Production

Basic concepts of Audio production

- Digital Studio Mixer. Portable Audio Mixers.
- Recording formats.
- Understanding sound recording / Perspective of sound
- Sound transfer, Editing and post-production. Editing softwares
- OB recording equipment
- Audio Workstations – Nuendo, Avid Pro tools and others
- Studio recording: Off air / On air studios and their working

Online Sound editing

- Online Sound editing software
- Newsroom software- Dalet, phone –in & radio bridge
- FM broadcast softwares – RCS, etc.

Part C

Broadcast News

Radio newsroom organization & structure

- Newsroom organization and structure and functions
- Different editorial positions in newsroom and their roles and responsibilities
- Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation
- Managing and Allocating Editorial Resources, Team work
- Editorial Co-ordination: Managing Different Desks

Types of news bulletins

- 15-minute bulletin, 5 minute, news-on-phone, headlines
- Radio News Magazine
- New Format News

Writing for Radio
• Thinking audio
• Planning and structuring the copy for various audio inputs
• Rewriting the printed and agency copy for broadcasting
• Writing for voice dispatches: Bytes and Outside Broadcast (OB) copy, Vox- Pops, Interviews

Compiling Radio news bulletins

• Production of different formats of news - 2-minute headline bulletin to one hour news show
• Handling of news run down, last minute changes and on air changes in the news

Headline writing

• Role and Importance of Headlines
• Different types of Headlines
• Checking Language, Spelling and Grammar
• Following Style Book

Writing for radio programmes

Radio features/documentaries
Radio commentaries
Spotlight/Talks, etc

Part D

Practical Exercises: 25 marks

• Preparing a Music clock for FM channels
• Drawing up fixed point chart for community radios
• Compiling short news bulletins
• Production of field based Radio features
• Production of Studio based Radio programmes in different formats

Suggested Reading

Radio Journalism:
Style Book AIR
Broadcasting in India, GC Awasthy, Allied, Bombay, 1965
Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
Modern Radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and Kanchan K. Malik, Sage, New Delhi, 2007
आकाशवाणी एवं दूरदर्शन: उद्वेश्य तथा विकास, डा. ओम प्रकाश जमलोकी, अरावली बुक्स इंटरनेशनल, नई दिल्ली, 2002
अजूबे आकाशवाणी के, महावीर जी सिंघल, पत्रकार परिवार

Journals and Web Sources
Broadcast and CableSat
IMPACT
PITCH
www.allindiaradio.org
www.aiir.com
www.exchange4media.com
www.mib.gov.in
www.airwaves.net

Paper V

TV Journalism: Concepts & Processes
100 Marks (Theory 60 Practical 40)

Course Objectives
- To introduce students to principles of Visual Communication, Films with focus on Documentaries and Photography
- To develop understanding of Television, its Newsroom, Organisational structure and Reporting process
- To enable students to write news scripts for TV
Visual Communication

- Visual Communication: Thinking visually
- Ways of Seeing: Language and grammar of Visuals
- Images as Sign, Images and Technology
- Principles and tools of Visual Communication
- Visual Culture and literacy and Visual Perception
- Use of visuals across media: Visual Creativity
- Visual journalism: Use of Still Camera and Video Camera
- Visual manipulation and ethics

Evolution of Documentary

Evolution of Cinema

- Cinema and Society
- Silent Era and Sound Film: Important Features
- World cinema and Documentary: History and Development
- Documentary Film: History and Development
- News Documentary: Role and importance
- Indian Cinema and Documentary: Evolution and Growth, Main features, Films Division, Independent Documentary makers, Bollywood and Regional Cinema
- Parallel Cinema/Art Cinema/ new wave and its impact on Documentary making
- Popular Cinema, Multiplex Cinema

Film appreciation & criticism: Tools and Techniques, Language and Grammar of Cinema

Genres & Formats, Censorship vs Certification, Film bodies

International Film Festivals and Awards

Photography

Understanding Photography: Idea, Evolution, Role and Importance
Camera: Features, Functions, Formats and its Design
How Camera works: Lenses, Focus, Light and Exposure
Principles of Photographic Composition
News Value of Photos: Photo Journalism
Photo editing: principles and techniques, writing caption and cut lines
Photo essay and photo feature: Writing for photos, Use of still Photo in TV

Part B
Understanding TV 20 marks

Evolution and development of TV

• Television Broadcasting: Main Characteristics
• History of TV in India: SITE experiment, growth and expansion of Terrestrial network, introduction of Colour TV, advent of Cable and Satellite TV and DTH services
• Channel Distribution: role of MSO’s, CAS, HITS, DTH, IPTV
• TV on Mobile 3G & Notebook, Prospects of 4G

Contemporary trends

• Indian TV Industry: Main features, trends and issues
• Public service TV broadcasting: Role, Evolution, Growth and Expansion, Challenges and future
• Commercial TV broadcasting: News and Non-News sectors
• News Television industry: Main features, trends and challenges
• Economics of TV broadcasting: Ownership Patterns, Business Model and its impact on content
• National and International TV news agencies

TV News

Organizational structure of TV news channels

• Modern TV newsroom: Input/output and Assignment Desks
• TV news production desk and its functions
• Visual sources: servers, graphics, archives, MSR and OB

Writing to visuals

• The writing process- Thinking audio and video
• Planning and structuring the copy for various audio visual inputs
• Editing bytes, procuring & editing visuals – archives, graphics & other sources
• Writing Anchor Leads
• Writing for Astons, subtitles, scrawls and other TV screen value addition instruments

Broadcast styles and techniques of writing

• Handling information overload and allowing visuals to breathe
• Rewriting agency copy
• Writing for Bytes and Outside Broadcast (OB) copy
• Understanding the pitfalls of broadcast punctuation and presentation

Part C

TV Reporting 20 marks

TV Reporters Tools and Techniques

• Locating TV stories: Sources of news, Ideation
• Developing TV stories: Process and Planning
• Structuring a TV news report, V/O’s, Packages & story formats
• PTC: Opening, Bridge and closing
• The equipment, Field work, TV news interviews, shooting, recording and editing
• Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges
• Major International events and TV coverage
• Satellite link for News reporting from abroad
• Satellite bookings & co-ordination with local TV channels, booking local editing facilities
• Planning news stories of cultural and social interest on the side lines
• Satellite phones, broadband, optical fibre and internet & 3G based solutions

Part D

TV news (Practical) 40 marks

• Various types of Photography
• TV writing for different types of visuals
• Structuring TV news reports
• Reporting TV news stories
• Different types of PTC
• Interactive OB exercises
• Facing the camera and voice training
• Studio anchoring and Use of Teleprompter
• Voice over, sound track for features
• Moderating studio news programmes
• Film Review

Suggested Reading

Television Journalism

Television Journalism By Ivor Yorke, Routledge.
The Rise of 24-Hour News Television: Global Perspectives, Ed. Stephen Cushion and Justin Lewis, Peter Lang, New York, 2010
Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008

Film and Documentary

How to Read a Film, James Monaco, Oxford University Press, New Delhi, 2007
Liberty and Licence in the Indian Cinema, Aruna Vasudev, Vikas, New Delhi, 1978
टेलीविजन, संस्कृति और राजनीति, जगदीशवर चतुर्वेदी, अनामिका पब्लिशर्स, नई दिल्ली, 2004
सिनेमा और संस्कृति, राही मासूम रजा, वाणी प्रकाशन, नई दिल्ली, 2003
हिंदी सिनेमा का सुनहरा सफर, बद्री प्रसाद जोशी, सिनेवाणी प्रकाशन, बम्बई, 1998
फिल्म पत्रकारिता, विनोद तिवारी, वाणी प्रकाशन, नई दिल्ली, 2007
हॉलीवुड बॉलीवुड, अनवर जमाल व सैबल चट्टौक, वाणी प्रकाशन, नई दिल्ली, 2006
हिंदी सिनेमा का समाजशास्त्र, जवरीमल्ल पारख
फिल्म कैसे बनती हैं, खवाजा अहमद अब्बास, नैशनल बुक ट्रस्ट
हिंदी सिनेमा का इतिहास, मनमोहन चड्ढा, सचिन प्रकाशन
फिल्म और फिल्मकार, डॉ. सी भास्कर राव, कलिष्क पब्लिशर्स

**Journals and Web Resources**

**Journal of South Asian Cinema, London**

**Cinemaya, Journal of Asian Cinema, New Delhi**

**Cinema in India, Bombay: NFDC, 1987-1991.**

[www.upperstal.com](http://www.upperstal.com)
[www.boxofficeindia.com](http://www.boxofficeindia.com)
[www.cbfcindia.nt.nic.in](http://www.cbfcindia.nt.nic.in)
[www.sarai.net](http://www.sarai.net)
[www.studio-systems.com](http://www.studio-systems.com)
[www.nfaipune.nic.in](http://www.nfaipune.nic.in)

**Web Sources**

**TV News channels on line (NDTV, Aaj Tak, CNN-IBN, CNBC etc.)**

[www.indiatelevision.com](http://www.indiatelevision.com)
[www.ddindia.com](http://www.ddindia.com)
[www.ddnews.com](http://www.ddnews.com)
[www.screenindia.com](http://www.screenindia.com)
Paper VI

Television Production and Management
100 Marks (Theory 50 Practical 50)

Course Objectives
- To introduce to TV production processes and techniques
- To impart hands-on-training on TV production
- To enable students to produce TV news and programmes etc

Part A

The process of TV production 30 marks

Basics of TV production

- Different types of cameras-CCD, CMOS-ENG/EFP variety and Studio Cameras
- Audio and Video Switchers
- Video Transmission and Production Servers
- Different types of Video Recorders – Taped/Tapeless Video recording formats
- Graphics Systems – Clients and Servers
- Video Editing - Linear and Non-Linear, Multi-Viewers and Displays
- Use of Live View

Studio production concepts

- Studio floor plan and signal chain
- Three-point lighting technique. Cool and warm lights. DMX control
- Production control Room-CCU, VM, SEG, CG & teleprompter
- Headphones, fold back and earphones (EP)
- Field lighting, HMI and understanding colour temperature
- Single Camera/Multi Camera Production

TV Direction

Field production

- Basic shots, camera angles
- Ideas, visualizations & production scripts
- Pre production and post production activities

https://www.freshersnow.com/
• Grammar of visuals, video editing concepts

Studio production

• Floor plans, pre-production planning
• Dry runs & walk through
• Time line & production schedules
• Working out schedules
• Cues and commands
• PCR production

Mega productions and international events

• Multi camera coverage and multidimensional feeds
• Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc
• Planning several anchors and production co-ordination
• Planning with virtual studios, animation & graphics and archival inputs

Part B

Production of TV news program 10 marks

The production team and the process

• Line producers, field producers and their role
• The production process
• Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow
• Back timing and going on air
• News analysis and experts
• Commercials and promo breaks
• Headlines
• Discussions and talk shows
• Organizing the studio for TV news programmes

Part C

TV News flow management 10 marks
News room software

- ENPS, I news, Diang, Octopus and others
- Script automation, Ingesting & preview
- Scheduling
- Play list management
- Play out automation
- Channel Branding

Newsroom computer systems

- Content acquisition, content creation and run down management
- Dynamic content distribution, media sharing & import/export through SAN
- Multi-Journalist workstations with script editing
- Workflow management and monitoring, Asset management
- Browse and Craft Editing with voice over facility
- Centralized Graphics System

Broadcast archiving systems

- Preservation planning, Access system
- Media Ingesting, Data Management
- Archival Storage – Tape based, Hard Disk based
- Archival formats – Offline, Near Line and Online
- Metadata and Cataloguing, Metadata Creation, Digital Rights Management (DRM)

Part D

Practical exercises: 50 marks

- Camera operation & video shooting exercises
- Video editing and laying of sound track and special effects
- Studio lighting exercises
- Field production exercises
- Studio production exercises
- News production exercises
- Documentary production (Group exercise: 10 minutes duration)