

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
School of Social Sciences

Department of Mass Communication

PG Diploma in Electronic Media

(To be Implemented from 2021-22)

This is a one year postgraduate course aimed to prepare students for real newsroom and field experience by offering them a chance to produce and direct news productions. This course will help the students to explain salient features of TV and Radio. On completion of this post graduate course in Electronic Media, students would be able to know the role and responsibilities of the broadcast journalist in covering news. Students will able to know writing, presenting and reporting stories for television and Radio. Students will learn various stages of production of a video and radio program.

Course Objectives

1. Students will be able to know the techniques of writing for radio& Television.
2. Students can get skills needed for writing for TV and radio programs.
3. Students will be able to know role and responsibility of the broadcast journalist.
4. Students will able to know writing, presenting and reporting stories for television and Radio.
5. Students will learn various stages of production of a TV and Radio Programs.
6. Students will learn the art of conducting a good interview.

Course Details: Course Structure:

- PG Diploma in Electronic Media is one year program with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods.
- Each skill component course will be of four credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- Total Marks : 1200 (600 marks in each semester)

Duration of the Course : The course of the study of the PG Diploma in Electronic Media shall be of one year compositing two semesters.

Eligibility: Any Graduate: A student who has passed any Degree of any stream or its equivalent examination.

Fee : Rs 15,000/- (This course is totally Self-financed course)

Note: Admissions will be given as per the selection procedure / policies adopted by the Department, in accordance with conditions laid down by the P.A. H. Solapur University, Solapur.

PG Diploma in Electronic Media

SEMESTER-I/II

Pattern of Question paper

Duration: 3 Hours

Total Marks: 80

Instructions: 1) All questions are compulsory. 2) All questions carry equal marks.

Q. No. 1: Multiple Choice Questions (1 Marks Each) 16 Marks

- (1)
- (2)
- (3)
- (4)
- (5)
- (6)
- (7)
- (8) -----
- (9) -----
- (10) -----
- (11) -----
- (12) -----
- (13) -----
- (14) -----
- (15) -----
- (16) -----

Q.No. 2: Give short answer (Any four out of six) 16 Marks (1)

-
- (2)
- (3)
- (4)
- (5)
- (6) -----

Q.No. 3: Write Answer Type Questions (Any two out of four) 16 Marks

- (1)
- (2)
- (3)
- (4) -----

Q. No. 4: Descriptive Type Questions (Any one out of two) 16 Marks

- (A)
- (B)

Q. No. 5: Descriptive Type Question. 16 Marks

● **Semester -I**

SubCode	Subject Name	Theory / Pract.	No. of Credits	UA	CA	Marks
General Component						
HCT101	Basics of Communication	Th	4	80	20	100
HCT 102	Introduction to Electronic Media	Th	4	80	20	100
SCT 101	Radio Program Production	Th	4	80	20	100
Skill Component						
HCP 101	News gathering and Writing for Electronic Media	Pr	4	80	20	100
HCP 102	Graphic Design	Pr	4	80	20	100
HCP 103	Project I- Radio Production	Pr	4	80	20	100
	Total		24	480	120	600

□ **Semester -II**

Sub code	Subject Name		No. of Credits	UA	CA	Marks
General Component						
HCT 201	Camera Techniques	Th	4	80	20	100
HCT 202	Television Program Production	Th	4	80	20	100
SCT 201	Web Technologies	Th	4	80	20	100
Skill Component						
HCP 201	Video Editing and Graphics	Pr	4	80	20	100
HCP 202	Electronic Media Commercials	Pr	4	80	20	100
HCP 203	Project II – Television Production	Pr	4	80	20	100
	Total		24	480	120	600

Semester 1

HCT101: Basics of Communication

**Course Objectives: 1. To understand the nature of communication.
2. To understand the types of Communication.**

Unit I: Visual communication: Definition- history of communication. Functions and objectives of communication. Elements of communication, Types of communication. Communication models- Aristotle, Harold-las well, Wilbur Scram, Shannon and weaver, David Berlo's, Gerber's Model of Communication. Barriers of communication.

Unit II: Visual communication elements, visual culture, visual pleasure and visual disruption, Visual language and Visual thinking. Illustration: conceptual approach, qualities of good illustration, Illustration techniques and problems, types of illustrations.

Unit III: Introduction to visual communication: photography- evolution of photography, importance of basic photography in mass media, types of still cameras: types of photography-portrait, landscape, nature, indoor and outdoor photography, trends and issues in photography, ethical aspects of photography. Digital and Advance photography.

Unit IV: Visual Media: Characteristics of Visual Media, Growth of Television: transmission techniques for terrestrial, satellite, DTH and Cable services. Broadcast limitations and quality of reception-propagation mechanics, Current status of TV in India. Modern methods of visual communication: Different Types of Visual Communication, Visual aids media: simple to advanced, mobile systems, cell phones, role and reach by visual media Communication. Advantages and disadvantages of visual Communication

Reference Books:

1. Ved Prakash Gandhi, Vol-3 Kanishka Publications, New Delhi -1995 : Mass Media and Communication Theory
2. K.M. Srivastava, Sterling Publishers : Radio and TV Journalism Pvt. Ltd, New Delhi, 1989
3. David Berlo. : The Process of Communication
4. Melvin D. Flour and Everette Dennis : Theories of Mass Communication.
5. Gillian Rose, Sage Publications, 2001 : Visual Methodologies
6. Pradeep Mandav, Authors Press, 201 : Visual Media Communication
7. Steven Bernstein, Focal Press, 2004 : Film Production McQuil Denis, Mass Communication Theory , 4th ed., Sage Publication Ltd, London ,2000
8. Macluhan, Marshall., Understanding Media, Routledge & kegan Pual, London
9. Rogers M. Everett, A History of Communication Study, Free Press, New York ,1997
- 10.Kumar J. Keval , Mass Communication in India, Jaico Publishing House, Bombay
11. Yadav , J.S., Mathur, Pradeep, Issues in Mass Communication :The Basic Concepts, Kanishka Publisher& Distributor, New Delhi
- 12.Agrawal, Dr.Virbala,Gupta,V.S., Mass Communication, Concept Publishing Co., New Delhi,2001
13. Vilanilam J.V. Mass Communication

HCT 102: Introduction to Electronic Media

**Course Objectives: 1. To understand the nature of communication.
2. To understand the types of Communication.**

Unit 1 : Understanding Radio , Brief overview of radio as a mass medium, Features of radio as a technology, Radio program genres and their audiences – film music – proliferation of FM radio and its impact on the youth, Role of radio in conflict situations – radio and disaster management, Community radio – its social and commercial implications.

Unit II: Brief overview of TV as a mass medium, Features of TV as a technology, TV programme genres and their audiences – dependence on cinema for contents – innovations in content creation, Using TV for development – the SITE and after – Educational TV – exclusive educational channels and their reach and impact, TRP – audience research – the business of TV and advertising revenue.

Unit III: Understanding film , Film Industry scenario, Film form and film History: Nature of film as medium of Mass Communication, Development of film in India, Film and social issues, Parallel cinema, commercial cinema and documentaries.

Unit Iv : Understanding Internet ,The emergence of internet as a mass medium – the world of ‘world wide web’, Features of internet as a technology, Internet as a source of infotainment – classification based on content and style, Demographic and psychographic descriptions of internet ‘audiences’ – effect of internet on the values and life-styles. Unit 5: Present issues such as cyber crime and future possibilities.

Reference Books :

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.
8. Andrew Boyd : Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.
9. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
10. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.

SCT 101 : Radio Program Production

**Course Objectives: 1. To train the students in recognizing various audio aesthetics
2. To understand radio production technique**

Unit I : Introduction to acoustics – Acoustic principles – Psychoacoustics – Different kinds of studios – Evolution of radiobroadcast formats – Principles of sound – The educated ear – Varieties of Microphones – The broadcast chain – Recording & Transmission systems – Modulation (AM & FM) Antennas, Receivers, Amplifiers, Multi-track recording technique: Mono, Stereo, Recording & Editing Consoles – OB Van.

UNIT II: PROGRAMME ANALYSIS - Discourses as a function of each radio broadcast type: Radio broadcast styles depending on the epoch or the season of the year – Analysis of existing formats – Its form and contents as a distinctive characteristic of certain radio styles: News, interview, reportage, debate, open line, entertainment, opinion – Characteristics and goals: Functions of sound with respect to speech, special effects and music – Strategies in designing sound. 8

UNIT III: PRODUCTION MANAGEMENT - Principles of production planning and course of production: Pre-production, Production and Postproduction – Management of personnel – Improve work team leadership ability in studio environment – Financial and technical resources – Budgetary planning – Control – Direct and Indirect costs – Draw up a work plan to identify all technical, human and physical needs at logistic and budgetary level for radio production: Subject – Research – Conducive and Non-conducive production conditions.

UNIT V INNOVATIONS IN RADIO COMMUNICATION - Field recording – Live recording – Final editing and mastering – Science Fiction on the radio – Audio Design – Creating multi-sensory images for the mind – Information service programmes on radio – Disaster coverage news bulletins – Emergency management – Community radio – Satellite radio – Local radio – Campus radio – Private FM radio station

HCP 101 News gathering and Writing for Electronic Media

Unit I: Electronic Media NEWS: Definitions- news elements-sources of news- cultivation of sources- attribution- types of news sources. Types of news: hard and soft news., types of leads, 5Ws and 1H, Types of news writing inverted pyramid, hourglass structure, and diamond structure. Writing and rewriting, follow-up, writing for special stories- special program for children, women, farmers and youth.

Unit II: RADIO SCRIPTING -elements of radio writing, language and grammar- different, programme genre's: news bulletin- talks- panel discussion- interviews. –Dramas. Scripting for announcers and narrator's,-use of quotes, idioms, phrases, proverbs.

Unit III: TV SCRIPTING: writing for TV, Difference between Print and TV News: Deconstruction of News, Newsworthiness – TV News sources – Developing sources and contacts for TV news channels – Criteria for TV News selection and gatekeeping – Structure of TV Newsroom operation and workflow – Duties of TV reporter and sub-editor. types of scripts-Rundown script, story board, narration (voice over). Content Development.

Unit IV: WRITING FOR THE WEB –basic principles, Web media writing- writing for online Media, E-paper, E- channels and You Tub channels, blog writing, Writing for web: characteristics of the web, demand of the audience, characteristics of web writing, forms of writing, lateral reporting,

Reference Books:

1. Audio-Visual Journalism :B N Ahuja
2. Writing for TV & Radio :Robert Hellard
3. TV News :Fang L F
4. Introduction to TV Journalism :Kaushik S

HCP 102: Graphic Design

UNIT-I Introduction to Computer • History and growth of computer and Internet, Fundamentals of computer • Hardware and software, Digital technology, The distinction between art and design, Introduction of fundamental elements and principles of visual design and its application. Geometrical and organic shapes, Texture, value, tone, negative space etc.

UNIT-II: Use of computer in Radio and TV production • Video conferencing, MS Office, CorelDraw, QuarkXPress The role of typography in design. Type face anatomy classification of typography -serif, sans serif, script, decorative. The selection of compatible typography in design Alignment and spacing. Typography is a visual language. Photoshop Basics

UNIT-III Computer Software uses in Media • Introduction to Photoshop - embedding, linking, layering and other tools • Introduction to Sound Forge – features, facilities and its tools), Monogram, iconography, calligram, symbols, type of logos. Use of grid in design. Creative concepts in design. Execution of final design. Design alignments with grid. Fine tuning

UNIT-IV Video Editing Software • Introduction to Photoshop Movie Posters, Adobe Illustrator Adobe Premiere - features and facilities and its tools • Introduction to Final Cut Pro UNIT-V Multimedia and Television • Concept of graphics and animation • Making news graphics • Types of TV graphics - credit, title, location chart etc

Application of Gestalt theory. Process of designing. What is AIDA (Attract, Aware, Interest, Desire, Action

Reference Books:

- 1) Design Basics : Stephen Pentak& David A Lauer
- 2) Training Design Basics : Saul Carliner
- 3) The Elements of Design Mark A Thomas, Poppy Evans
- 4) Illustrated Elements of Art & Principles of Design : Gerald F Brommer
- 5) Essential Principles of Graphic Design : Debbie Millman
- 6) Form Function & Design : Klee, Paul
- 7) Designers Design Book : Robin Williams
- 8) Design Elements (A Graphic Style Manual) : Timothy Samara
- 9) Visual Thinking of Design : Colin

HCP 103 Project I- Radio Production

UNIT I RADIO FORMATS Scripting for radio: The spoken word / Interviews / Discussions / Symposia
– Radio plays / Radio Features & Documentaries / Radio News / Music on radio / Radio commercials,
Special audience programmes on radio – Programme for children, women, youth, senior citizens, rural
folk, industrial workers, defence personnel – Develop competences in areas such as script materialization
– Approach angles – Quality and variety of magnetic records.

Scripting for radio

- Radio jingles
- Radio interviews
- Radio dramas
- Radio features
- Radio documentaries
- Radio quiz
- Discussion programmes
- Game shows
- Special audience programmes
- Radio programmes for development of community
- Radio commercials and PSA
- Radio news

HCT 201: Camera Techniques

Unit I - ENG Camera Techniques, EFP Camera Techniques, Studio Camera Techniques, Single Camera Vs Multi Camera Techniques

Unit II- Block Diagram of Video Camera, Types of Video Camera in Video Production, Different parts of Video Camera, Different controls of Video camera, CCD and CMOS, VTR, VDR & Camcorder Types & uses of camera lenses, Different accessories of video camera, Basic equipments -Tripod, Monopod, Fluid Head, Trolley, Dolly spreader, Jimmy Jib, steady cam

Unit III- Camera equipment and accessories – Shooting techniques – Composition and framing – Types of shots – Types of camera angles – Basics of lighting – Colour, space, time, motion, and sound – Taking notes – writing the dope sheets – Importance of time codes – Different types of video recording formats (MiniDV, DVC pro, HD, etc.)

Unit IV- TV Broadcasting standard, Video formats, Lighting for Video, White Balance, Different Compositions, Camera angle & Shots, Camera Movements, Audio functions on video camera

Reference:

- 1) Photography in Focus by Mark Jacobs
- 2) Basic photography by MJ Langford
- 3) On camera by Harris Watts.
- 4) Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.
- 5) Television Production by Allan Wurtzel, McGraw Hills Book Co. NewDelhi
- 6) Television Production by Zettl Herbert
- 7) The Technique of Television Production by Gerald Millerson
- 8) Broadcasting/cable and Beyond by Joseph R. downtick
- 9) Shooting Digital Video by Jon Fauer

HCT 202 Television Program Production

**OBJECTIVES: 1) To learn the pre-production stage of video shooting.
2) To know different techniques of video shooting.**

UNIT I PRE-PRODUCTION STAGE - Brainstorming – What is TV production – ENG, EFA – Types of television systems (NTSC, PAL), Concept idea, Creative thinking patterns, Script writing – Script writing techniques – Types of script (documentary, short film, advertisement film, corporate film, etc.) – Planning – Research: the basic script, budget, logistics, crew, location survey, talents – Roles of the production crew like the producer, production assistant, camera personnel, and the studio crew (both production and technical) and other outdoor crew: who is who – For studio and outdoor shows: set design: backdrop and properties to be used – Role of the art director or set designer – Props, wardrobe, make-up – Storyboard.

UNIT II SHOOTING STAGE - Shooting techniques for current affairs programmes, documentaries, features, live-shows, events and shows – Microphones – Different types of microphones and their uses – Techniques of live audio recording – Framing interviews – Chroma keying – Creative productions like studio plays and outdoor short films – Technical inputs equipment required for various shows and crew required for the various shows – Difference between shooting for television and film.

UNIT III POST-PRODUCTION STAGE - Editing: linear, nonlinear equipment – Techniques in editing – Digitizing, format conversion, preparation of edit-list, use of the Dope sheet – Editing schedule – Online and offline editing – Use of audio video mixer – Special effects – Writing for the programme – Recording the audio – Use of voiceover for the documentary – Musical score recording and using the music laying of the tracks – Computer graphics (titling etc) – Programme output.

UNIT IV PRODUCTION MANAGEMENT - Managing personnel – Financial management – Programming strategy and distribution – Programming economics – Packaging – From capsule to delivery platform – Strategic alliances and partnerships – Regulatory influences – TRP (TRM) – Professional practices – Management – Legal issues and Ethics – Curtain raiser – Teaser – Marketing: getting sponsors – Publicity – Troubleshooting for video equipment.

Reference Books :

- 1) The world of film or Video Production. Aesthetics and Practices - Ken Dancyger
- 2) Television Program Making – Everything you need to know to get started – Colin Hart.
- 3) Directing and Producing for Television. A Formal Approach – Ivan Cury

SCT 201 Web Technologies

OBJECTIVES: 1) To get knowledge base to design, build, manage and deploy dynamic content for the web. 2) To create effective web pages combining text, images and animation.

UNIT I INTERNET TECHNOLOGY - Introduction – Concepts – Architecture – Tools – Server Technology – Formats – Understanding the aspects of website designing – Mark-up Languages – HTML: Introduction, Structure of an HTML Document, HTML elements, Types of Attributes – Element Specific attributes, Global attributes, Event Handler Content Attributes, Custom data attributes – DHTML: Dynamic text, images, filters, animation.

UNIT II STYLE AND FORMAT - Web designing principles and concepts – Guidelines for good website designing – Usability Guidelines and standards – World Wide Web standards – Cascading Style Sheet (CSS) – Text formatting, styles, images, background, division, layers – Creating CSS templates.

UNIT III DATABASE CONCEPTS 9 Introduction to database: Database management, Database Systems concept and history, Logical and physical organization of data, database models, and data independence – Relational databases concepts – Embedding database languages in general programming languages – Introduction to Structured Query Language and its elements.

UNIT IV INTERACTIVE INTERNET TOOLS - Introduction to Interactive internet tools – New media technology – Blogs – Podcasts – Photo and video networks – Social media – Video sharing sites – Video Streaming – Webinar – Webcast – RSS Feeds – Wikis – Mashups – QR Codes – Widgets – Online applications.

Reference Books :

- 1) Jeffrey Zeldman and Ethan Marcotte. Designing with Web Standards (3rd Edition), New Riders Publications, 2011.
- 2) R. Lavanya. HTML 5, Ane Books Publisher, New Delhi, 2011.
- 3) David Sawyer McFarland. Dreamweaver CS6: The Missing Manual, O'Reilly Media Inc, 2012.
- 4) Ramez Elmasri and Shamkant Navathe. Fundamentals of Database Systems (6th Edition), Pearson Publishers, 2011.
- 5) Jon Duckett. HTML and CSS: Design and Build Websites, John Wiley and Sons Publisher, 2011.
- 6) Nigel Chapman and Jenny Chapman. Digital Media Tools, Nigel John Wiley and Sons Publisher, 2011.

HCP 201 Video Editing and Graphics

Unit I - Introduction to Video Editing - Overview of Video Editing , Uses of Premiere Pro CS4

- Features of Premiere CS4
- Installing Premiere Pro CS4

Introduction to Moviemaking

- Basics of digital video and movie editing
- Comparing camcorder formats
- Understanding video codecs
- Shooting better video

Getting Started with Premiere Pro CS4

- Working with workspace
- Customizing the Workspace in Premiere Pro CS4
- Working with project settings

Importing and Capturing Footage

- Importing files as footage
- Importing stills
- Importing layered Photoshop and Illustrator files
- Dealing with missing media
- Setting up to capture from tape
- Logging Tapes
- Batch-capturing footage

Timeline, Sequence and Clip Management

- Timeline
- Using Multiple Sequences
- Clip Project Management

Basic Video Editing

- Basic Editing Concept and Tools
- Working with Monitor Panels
- Creating Insert and Overlay Edits
- Editing in the Timeline
- Setting In and Out Points in the Timeline Panel

Editing Audio

- What is Audio?
- Timeline Audio Tracks
- Editing Audi
- Recording Audio
- Gaining, Fading and Balancing
- Using Audio Effects and Transitions

Mixing and Creating Effects with the Audio Mixer

- Audio Mixer Overview
- Setting Track Volume & Mixing Tracks
- Panning & Balancing
- Applying effects with Audio Mixer

Creating Transitions

- About Video Transitions (Overview)
- Applying transitions
- Adjusting Transitions
- Customizing Transitions
- Various Transitions Effects

Creating Titles and Graphics

- Using the Titler
- Creating titles from templates
- Modifying a title
- Creating titles from scratch
- Superimposing a title
- Creating a title roll or crawl

Working with advanced editing techniques

- Editing Utilities
- Editing with tool panel tools
- Fine tuning edits using the trim monitor panel
- Editing a Clip Using Clip Commands

Using Video Effects

- Exploring the Video Effects
- Applying a Video Effect
- Using Video Effects with Keyframes
- Superimposing Video Clip Using Keying Video Effect
- Applying effects using Image Matte Keying Effects
- Touring Premiere Pro Video Effects

Using Color mattes and Backdrops

- Mattes, Transparency and Opacity
- Create transparency, solid colors with keys mattes
- Matte other than the alpha channel
- Using more mattes

Creating Motion Effects

- Motion effect controls in Effect Controls Panel
- Working with the Motion Controls
- Using timeline Panel to Preview & add Keyframes
- Editing Motion Paths
- Adding Effects to Motion Paths
- Using a clip with an Alpha Channel
- Creating Traveling Mattes

Enhancing Video

- Understanding video color
- Color Correcting Basics
- Start a Color Correcting Session
- Using the Video Scopes
- Color Enhancement Effects
- Special color and luminance adjustments
- Retouch Using Photoshop and After Effects

Wrapping Up and Exporting

- Preparing to export video
- Exporting to tape
- Exporting to Encore DVD
- Exporting to various formats using Adobe Encoder
- Sharing Your Movies Online

HCP 202 Electronic Media Commercials

Unit-I Concept of Advertisement for Commercials

- Meaning and definition of advertisement
 - Elements of advertisement
 - Types of advertisements
 - Advertising appeals
 - Advertisement production Process
 - Copy writing of advertisement for Radio and TV
 - Introduction to major ad agencies in India
 - Structure and function of advertising agency
- Television advertisements – Code of conduct for television advertisements

Unit-II Broadcasting and Branding

- India's major media houses and their holdings
- Programme planning, scheduling, production and broadcasting
- Major heads of income in media
- Selection of Time and Space in Print and Electronic Media
- Costing and budgeting of programme
- Commissioned, royalty and sponsored programme

Unit-III Advertisement Marketing in Media

- Market survey : media, product and audience profile
- Research budgeting and presentation to client
- Selling of a programme
- Scheduling Advertisements: Ad. Campaign, Process, Strategies, Concepts and Principles of Marketing.
- Television rating point (TRP)
- Agencies of rating, process and method of rati**

HCP 203 Project II – Television Production

Unit – I-Television Reporting- Television reporting : team work, news sense, reporting skill, aggressiveness, fairness, sensitivity, curiosity etc, Importance of piece to camera and vox pop, Live and phono reporting, Importance of bite selection in television news, Preparation and submission of a 10 minutes news Bulletin .

Unit – II - Specialized Television Reporting- Political reporting – rallies, election, parliament and assembly, Socio-cultural reporting – festival, exhibition, theatre and mela, Economic reporting – stock market and business events, Science and environment reporting, Sports reporting, legal reporting, Investigative reporting
Preparation & submission of 10 minutes specialized reporting on Socio-cultural/ Economic/ Environmental issue.

Unit – III - Making of a News Bulletin- Functioning of a news room – input and output division, Television news team – role and responsibilities, Run down and structure of a news bulletin, Research for news and news programmes

Unit – IV - Television News Presentation

Qualities of a newscaster, Role and importance of an anchor, Impact of local dialect, Using tele prompter and multi prompter in television news

Functions and types of television channels – Programme genre (humour, comedy, tragedy, futuristic, satire, suspense) –Types and comparison of news channels – Types of broadcasting: cable, terrestrial, direct to home, etc. – Difference between factual and fictional programmes – Introduction to documentary, films, features, PSA, teleplay, telefilm – Programme formats – wildlife films, informative films, nature films, short films, children films/ emotions, climax – Video training materials, manuals – Recent developments in television programmes and techniques – Genres – Packaging and broadcasting styles followed by different channels.

Books Recommended:

- Broadcast news Writing, Reporting and Producing by Ted White, Focal Press
- Broadcast Journalism by Andrew Boyd, Focal Press
- Multi skilling for Television Production by Peter Ward, Alan Bermingham
- Broadcast Journalism: Basic Principles by SC Bhatt
- Globalisation of News by Boyd Barrett, Oliver and Rantanen, Sage Pub
- Dash Ajay Broadcasting Journalism
- Ahuja BN. Audio, visual/journalism