

West Bengal State University
Curriculum and Credit Framework for Undergraduate Programmes
Based on
National Education Policy, 2020

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

3-year Multidisciplinary UG Programme

Syllabus as decided by UG BOS on 27.09.24

Fundamentals of Radio and TV (Semester -3)						
JORMIN303T/P or JORCOR303T/P						
Course Type	Credit	Credit distribution of the Course				Marks (Theory+ Practical)
		Lecture	Tutorial	Practical	Total	
Minor-MA3/MB3	5	3	0	2	5	50+50= 100

Learning Objectives:

- To introduce the concepts, technology and skills behind audio and video production
- To introduce students the TV as a medium
- To highlight the techniques of programme production in Radio
- To highlight the techniques of programme production in TV
- To discuss the past and present status of these two media

Learning Outcome :

Students will be able to –

- Learn different formats of radio programs.
- Get overall aspects of radio creation and production
- Know the difference among the public and private radio channels.
- Gain knowledge of formatting and scripting for various tv programs.
- Develop theoretical skills of camera production and editing techniques

The Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom-based face to face teaching learning method
- Flipping the classroom which includes
 - a) Collaborative and Cooperative learning
 - b) Case-based learning
 - c) Brainstorming Approach
- Hands on Training

Content (Theory)

Marks: 50

Total No of Lectures:

Credits: 3

Hours/Week:

UNIT-1:Audio -Visual Media

- Characteristics of Radio and Television as medium of Mass Communication;
- Radio and TV presentation techniques – voice modulation , appearance , facial expression, body language , general knowledge;

UNIT-2 :Introduction to Radio

- Evolution of Radio in India;
- Functions of Radio;
- Types of Radio broadcasting (AM/FM);
- Organisational structure of AIR and private radio;
- Community Radio;
- Present status of Radio in India;
- Impact and reach of Radio.
- Major Radio networks in India and Kolkata;

UNIT-3 :Introduction to Television

- Growth of television in India;
- Organisational structure of Doordarshan;
- Satellite TV Channels;
- Regional Channels;
- Major TV networks in India and Kolkata;
- Recent trends in television broadcasting;

UNIT-4: Script writing for Radio and TV

- Writing skills for broadcast media;
- Importance of scripting;
- Various elements of script for Radio and TV;
- Principles of script writing;
- Script formats;

Practical +Internal Syllabus

Marks: 50

Total No of Lectures:

Credits: 2

Hours/Week:

❖ **PRACTICAL: (Evaluation by the College)** **(Marks : 25)**

- **Unit-A**

➤ Prepare a **Record Book** on the followings: (Marks:5)

- a) Scripting of Radio announcements
- b) Scripting of Radio Jingles

Candidates failing to appear with the Record Book (duly signed by the college authority) on the day of examination will be treated as ABSENT.

- **Unit- B**
- Write a Television News Script (Duration: 2 min)* (Marks: 10)
- Viva on syllabus (Marks: 10)

[*Follow TV News script format given by WBSU]

❖ INTERNAL ASSESSMENT (Marks: 25)

- **Continuous Internal Assessment (CIA)** Marks -20

PPT Presentation/ Seminar Presentation on Syllabus Related Topic (Any 1)
(PPT file- 10, Presentation- 5, Question – Answer -5)
(Seminar Presentation -10, Question Answer – 10)

- **Attendance** (Marks-5)

Suggested Readings:

- Essentials and Practice of Radio Management – Anil Kak (JPC Ltd., Area Mohali)
- The Radio Handbook- Carole Fleming (2nd Edition Routledge 2002)
- Radio Production – Mcleish (Vishvidhayala Publication, Waranasi)
- Basic Radio Journalism – (Paul Chanteler & Peter Stewart Vishvidhayala Publication, Waranasi)
- Radio, TV and Broadcast Journalism- R.K. Ravindran (Anmol Publications Pvt Ltd.2000)
- Video Production Hand book – Gerald Millerson (3rd Edition, Focal Press,2002)
- Making Television News in the Satellite Age- Brent MacGregor(St.Martin’s Press Inc.1997)
- Presenting for T.V. and Video- Joanne Zorian Lymn (A&C Black London)
- Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- K.M. Srivastava: Radio and Television;Sterling Publishers.
- VinodPavarala&Kanchan K. Malik: Other Voices; The Struggle for Community Radio in India, Sage.
- E. Herbert Zettl, Television Production Handbook, Delhi :Akash Press, 2007.
- Radio o Television Sambad Ebong Sambadikata - Santosh Debnath, Dey’s Publishing, 2022
- Betar Sanbadikata – Bhabesh Das ,Paschim Banga Rajya Pustak Parshad, 2019
- TV Sangbadikata - Sujit Roy, Dey’s Publishing 2022