

Government PG College, Ambala Cantt Course

File(Session 2023-24)

Name of Faculty : Sandeep Kumar

Course BAMC , ODD Semester

Govt PG College, Ambala Cantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

- PO1-** Acquire knowledge related to the discipline under study.
- PO2 -** Communicate and reflect effectively and efficiently on the issues related to the discipline.
- PO3 -** Exhibit the professional skills and competencies acquired during the Programme of study.
- PO4-** Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.
- PO5-** Explore, analyze and provide solutions to the problems related to the discipline and life.
- PO6 -** Develop exposure to actual working environment leading to employability and entrepreneurship.
- PO7-** Exhibit scientific & research capabilities in academic, professional and general life pursuits.
- PO8-** Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

- PSO1 -** Acquire fundamental knowledge of Mass communication & Journalism and related study areas.
- PSO2 –** Learn communication and professional skills related to various fields of mass communication.
- PSO3 -** Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.
- PSO4 -** Become ethically committed media professional adhering to the human values and the values of the Indian culture.
- PSO5 -** Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Paper-XV
Introduction to Audio-Visual Media

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

Broadcasting policy and code, Definition concept characteristics need and scope of Audio Media, Earlier History of Audio Media: Phonograph, Gramophone, Magnetic Recording, Electrical Recording and Digital Recording.

Unit-II

History of Radio, Radio as a Mass Media, Radio in India, Need and Scope of Radio, Types of Radio: Public Private, Community, Internet Radio,

Unit-III

Concept definition and Characteristics of Visual Media, Earlier History of Visual Media, Types of Visual Media: Magnetic Recording, Electrical Recording and Digital Recording .

Unit-IV

History of Television, Television in India, Doordarshan, Private Channels, Cable TV, Internet Television, Popular Channels, News, Entertainment, Sports, Films, Lifestyle, Regional, Musical etc..

Reference Books:

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert Mc Liesh Radio Production, Focal Press
- James R. Alburger The Art of Voice Acting, Focal Press
- Ralph Donald, Thomas Spann Fundamentals of TV Production, Surjeet Publications, New Delhi
- Herbert Zettl TV production Handbook, Thomas Wards worth Publishing
- Grenald Milarson, Television Production
- डॉ देवव्रत सिंह, भारतीय इलेक्ट्रॉनिक मीडिया, माखन लाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वद्यालय, भोपाल

BAMC Paper- XV – Introduction to Audio-Visual Media

Course objectives: Objective of this paper is to enrich the technical knowledge of the students about various formats of audio and visual media along with their history, characteristics and importance.

Course Learning Outcomes:

After completing the Course, the student will be able to:

- 1.** Know the scope of various formats of audio and visual media
- 2.** Know the history of Radio & TV
- 3.** Know the various phases of development of these media.

BAMC_SEMESTER _III_ Introduction to Audio Visual Media

28-07-2023 to 25-11-2023

Week 1	Broadcasting policy and code, Definition and need of Audio Media	
Week 2	Earlier History of Audio Media	
Week 3	Phonograph, Gramophone, Magnetic Recording	
Week 4	Electrical Recording and Digital Recording.	
Week 5	Electrical Recording and Digital Recording	
Week 6	History of Radio, Radio as a Mass Media	
Week 7	Radio in India, Need and Scope of Radio	
Week 8	Types of Radio: Public Private	
Week 9	Types of Radio: Private, Community, Internet Radio	
Week 10	Concept definition and Characteristics of Visual Media	
Week 11	Earlier History of Visual Media	
Week 12	Visual Media and society	
Week 13	Magnetic Recording, Electrical Recording	
Week 14	Digital Recording, Popular Channels	
Week 15	History of Television News, Entertainment, Sports,	
Week 16	Television in India, Doordarshan,	
Week 17	Films, Lifestyle, Regional, Musical	
Week 18	(Diwali Vacations)	
Week 19	Revision test Assignments	
	Exam Starts 25-11-2023	

