

Government PG College, Ambala Cantt Course

File(Session 2023-24)

Name of Faculty :Rakesh Sharma

Course BAMC , ODD Semester

Govt PG College, AmbalaCantt

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.

B23-JMC-105
MDC-1
PUBLIC SPEAKING AND ANCHORING

Time-3Hours
TotalCredits-03
Theory-35
Internalassessment(T)-15
Practical-20
Internalassessment(P)-5
TotalMarks-75

COURSE LEARNING OBJECTIVES:

- CLO1: To understand the concept of Public Speaking.
CLO2: To study different types of Public Speaking..
CLO3: To understand camera and other techniques for anchoring
CLO4: To learn about the qualities and skill set required for Anchoring.

| UNIT | Topic | CLO | Contact Hours |
|-----------------|---|-------------|---------------|
| UNIT-I | <ul style="list-style-type: none"> • Public Speaking, Speech • Overcoming Fear of Public Speaking • 3P's of Public Speaking (Preparation, Practice, Performance) | CLO1 | 12 |
| UNIT-II | <ul style="list-style-type: none"> • Art of Informative & Persuasive speaking • Types of Public Speaking; Physical, Online, Political, Organizational, Educational, Motivational. • Ted Talks, Public Speaking in Media. | CLO2 | 12 |
| UNIT-III | <ul style="list-style-type: none"> • Voice Over for TV in commercials/ Corporate videos/ radio commercials/ TV Documentaries • Studio and Camera facing techniques • Overcoming fright, Warm-up techniques. • On camera movements, holding props, Scripts, cue cards etc. Teleprompter and its function | CLO3 | 12 |
| UNIT-IV | <ul style="list-style-type: none"> • Anchor: qualities • Role, skills and responsibilities. • Professional ethics-dress sense • Anchoring with and without prompter. Studio and outdoor anchoring. | CLO4 | 12 |

| Practical | |
|------------------|--|
| 1 | Prepare a radio talk and radio interview |
| 2 | Anchor at least One event and One programme |
| 3 | Write script and recording of a TV news bulletin |
| 4 | Prepare a promo |
| 5 | Conduct an interview for Television |

Suggested Readings:

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism Bhopal

COURSE OBJECTIVES:

Co1: To develop interpersonal and effective communication skills.

Co2: To develop problem solving skills and understand its influence on behaviour

Co3: Learn about the qualities and skill set required for Reporting & Anchoring

Co4: Acquire an idea about the technology

COURSE Outcomes:

1: Understand interpersonal and effective communication skills.

2: To develop problem solving skills and understand its influence on behaviour

3: Understand qualities and skill set required for Reporting & Anchoring

4: Acquire an idea about the technology

BAMC_SEMESTER _I_ Public Speaking Anchoring

28-07-2023 to 25-11-2023

| | |
|----------------|--|
| Week 1 | PublicSpeaking,Speech |
| Week 2 | OvercomingFearofPublicSpeaking |
| Week 3 | 3P'sofPublicSpeaking(Preparation,Practice,Performance) |
| Week 4. | ArtofInformative&Persuasivespeaking |
| Week 5 | TypesofPublicSpeaking;Physical,Online,Political, |
| Week 6 | TedTalks,PublicSpeakinginMedia. |
| Week 7 | Voice Over for TV in commercials |
| Week 8 | Studioandoutdooranchoring |
| Week 9 | StudioandCamera-facingtechniques |
| Week 10 | Nov Overcomingfright, Warm-uptechniques. |
| Week 11 | On camera movements, holding props, |
| Week 12 | Scripts, cue cards etc. |
| Week 13 | Anchor:qualities Teleprompteranditsfunction |
| Week 14 | Organizational,Educational,Motivational. |
| Week 15 | Role,skillsandresponsibilities. |
| Week 16 | Professionalethics-dresssense |
| Week 17 | Corporate videos/ radio commercials/ TV Documentaries |
| Week 18 | (DiwaliVacations) |
| Week 19 | RevisiontestAssignments |
| | ExamStarts25-11-2023 |