

Government PG College, Ambala Cantt Course

File(Session 2023-24)

Name of Faculty :TanjumKamboj

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.

## **Writing for Radio and Television XXIII**

Time: 3 Hrs.

Theory Marks: 50

Practical : 30

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**

Objectives and principles of Radio Broadcasting  
Basics Principles of Writing  
Introduction to Radio Writing and its Process  
Radio's Characteristics and Limitations as Mass Media  
Radio Programme Production Terminology  
Rule and Regulation

### **Unit-II**

Various formats of Radio writing: Meaning & Importance  
Radio news  
Radio talks  
Radio features  
Radio Drama, Entertainment and Advertisements  
Current affairs Programs

### **Unit-III**

Objectives and principles of TV Broadcasting  
Television as a medium of mass communication  
Understanding the medium – Nature & Importance and Limitations  
Basics Principles of TV Writing  
Production Team Members  
Rule and Regulations

### **Unit-IV**

Various Formats of Television Writing: Meaning & Scope  
News, Documentary, Advertisements  
Voice Over, Short Films, Serials,  
Reality Shows, Soap Operas Etc...

### **Reference Books:**

- H.R. Luthra Indian Broadcasting, Publications Division
- Robert McLiesh Radio Production, Focal Press

## **BAMCPaper- XXIII – Writing for Radio & Television**

**Course Objectives:** Objective of this paper is to enhance the writing skills for various formats of TV and Radio. The paper also gives an insight into the principles of writing.

### **Course Learning Outcomes:**

After the completion of this course student will be able to-

1. write Radio news, talks, features, drama and news analysis
2. write TV news, documentary, advertisements, short films etc.

## BAMC\_SEMESTER \_V\_ Writings for Radio and Television

28-07-2023to25-11-2023

<b>Week 1</b>	Objectivesand principlesofRadioBroadcasting
<b>Week 2</b>	Introductionto RadioWritinganditsProcess
<b>Week 3</b>	BasicsPrinciplesofWriting
<b>Week 4</b>	Radio'sCharacteristicsandLimitationsasMassMedia
<b>Week 5</b>	RadioProgrammeProductionTerminologyRuleandRegulation
<b>Week 6</b>	VariousformatsofRadiowriting:Meaning&Importance
<b>Week 7</b>	RadionewsRadiotalksRadiofeatures
<b>Week 8</b>	RadioDrama,EntertainmentandAdvertisements
<b>Week 9</b>	Currentaffairs Programs
<b>Week 10</b>	ObjectivesandprinciplesofTV Broadcasting
<b>Week 11</b>	Televisionasamediumofmasscommunication
<b>Week 12</b>	Radioasamediumofmasscommunication
<b>Week 13</b>	BasicsPrinciplesofTVWriting
<b>Week 14</b>	ProductionTeamMembers
<b>Week 15</b>	RuleandRegulationsVariousFormatsofTelevisionWriting:Meaning&Scope
<b>Week 16</b>	News,Documentary,AdvertisementsVoiceOver,
<b>Week 17</b>	RealityShows,ShopOperasEtc
<b>Week 18</b>	<b>(DiwaliVacations)</b>
<b>Week 19</b>	<b>RevisiontestAssignments</b>
	<b>ExamStarts25-11-2023</b>

