


**DISCIPLINE SPECIFIC CORE COURSE-12 (DSC-12) : Broadcast Production**
**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
DSC 12: Broadcast Production	4	3	0	1	Passed Class XII with English	NIL

**Learning Objectives**

The Learning Objectives of this course are as follows:

- To facilitate students with the knowledge of history of broadcasting models in India.
- To enable students to understand the basics of sound and visual grammar of diverse broadcast genres.

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- To make the students adept at script writing and production for broadcast media

**Learning outcomes**

The Learning Outcomes of this course are as follows:

- By studying this course, students will be able to make TV News bulletins, documentaries and other programs.

**SYLLABUS OF DSC-12:**
**UNIT – I (15 hours)**
**Unit I: Broadcasting Models**

- Public Service Model in India (Policy and laws)
- Global Overview of Public Service Broadcasting
- Private Broadcasting Model in India; Policy and Laws
- Structure, Functions and Working of a Broadcast Channel
- Public and Private partnership in television and Radio programming (India and Britain case studies)

**UNIT – II (15 hours)**
**UNIT II: Broadcast Genres**

**UNIT – II (15 hours)****UNIT II: Broadcast Genres**

- News, Interviews, Features
- Why am I the 'Idiot Box'? -Debates, Issues and Concerns of Television Genre
- Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time

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- Current and emerging trends of broadcast media: Audience effectiveness
- Use of social media by Radio & TV channels,
- Internet TV/ Radio and Mobile TV/Radio

**UNIT – III (15 hours)****Unit III: Advanced Broadcast Production**

- Writing and Producing for Radio
- Public Service Advertisements
- Jingles
- Radio Magazine shows
- Music Video for social comment/as documentary
- Mixing ENG and EFP
- Reconstruction in News based Programming

**Practical component: (30 hours)**

Students will work in groups under the supervision of faculty member to produce news bulletins as a part of practical component of this course. They can also be encouraged to visit studios of leading news channels to understand the process of television news production thoroughly and familiarize themselves with the rapidly changing newsroom.

- Script writing
- Presentation of experimental genre in Radio/ TV
- Presentation about PSBT and similar organizations

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- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian broadcasting models

**Essential/recommended readings:**

1. Bignell, Jonathan, Jeremy, Orlebar, and Patrica Holland, *The Television Handbook*, London: Routledge, 2005.
2. Chatterji, P.C., *Broadcasting in India*, New Delhi: Sage, 1987.
3. Fleming, Carole, and Pete Wilby, *The Radio Handbook*, London: Routledge, 2002.
4. Orlebar, Jeremy, *The Practical Media Dictionary*, London: Arnold, 2003.
5. Page, David, and William Crawley, *Satellites over South Asia*, (1<sup>st</sup> edition), New Delhi: Sage Publications, 2001.

**Suggestive readings:**

1. Rajagopal, Arvind, *Politics after Television*, (1<sup>st</sup> Edition), Cambridge UK: Cambridge University Press, 2001.
2. Saksena, Gopal, *Television in India*, (1st Edition), New Delhi: Vikas Publication House, 1996.
3. Starkey, Guy, and Andrew Crisell, *Radio Journalism*, (1st edition), Los Angeles: Sage, 2009.
4. Thussu, Daya Kishan, *News as Entertainment*, (1<sup>st</sup>. edition), Thousand Oaks California: Sage, 2007.
5. Verma, and Adarsh Kumar, *Advanced Journalism*, (1st edition), New Delhi:

Har- Anand Publications, 1993.

6. Baruah, U.L., *This is All India Radio*. (1<sup>st</sup> Edition), New Delhi: Publication Division, Ministry of Information and Broadcasting, Govt. of India, 1983.

7. Bhatt, S.C., *Satellite Invasion of India*, (1<sup>st</sup> Edition), New Delhi: Gyan Publication House, 1994.

8. Sabharwal, Tarjeet, *Satellite Television: An Impact on Social Participation*, Kanishka Publishers, 2008.

**Note:** Examination scheme and mode shall be as prescribed by the Examination