



M.A. IN MASS COMMUNICATION AND JOURNALISM
IV SEMESTER SYLLABUS
(RADIO AND TELEVISION JOURNALISM)

DEPARTMENT OF COMMUNICATION
PK Block, Palace Road
BENGALURU-5600 09.

MCJ: 4.1: Advertising for Broadcast Media

Objective: The subject introduces students to fascinating world of advertising in broadcast media and will give an international perspective.

Unit-I

Characteristics of Broadcast Media, Types of Broadcast Media, Industry Structure, Importance and Effectiveness of Broadcast Media in thhe Contemporary world. Growth of International Business and Advertising.

Unit-II

The Rise of Broadcast Media Advertising, Advertising in the International Arena, Coordinating and Controlling International Advertising, Principles and Concepts in Cross-Cultural Advertising, Contemporary Culture and Advertising, Socio-Economic Effects of Advertising.

Unit-III

Role of Broadcast Media in Advertising and Marketing, Creative Strategy in Broadcast Media, Advertising with situation, Seasonality and Timing, Target Audience, Broadcast Media Advertising Rates, Audience Measures, Buying Broadcast Advertising.

Unit-IV

Format for Broadcast Media Commercials, Advertising Production Process, Advertising Scripting and Narrating for Broadcast Media, Creativity in Advertising for Electronic Media, Stages and Design Process, Advertising Copy, Copy Ideas and Effective Copy Writing Techniques, Media Planning, Language of Broadcast Advertising, Promotional Strategy.

Unit-V

Broadcast Media Advertising Ethics, Controversial, Economic Function, Law and Industry Regulation, Public Complaints, Advertising and Children, Infantilism in Brand Advertising, Advertising and Obesity.

Books For Reference:

1. **Agres, S. J., Edell, J. A., &Dubitsky, T. M:** Emotion in advertising: Theoretical and practical explorations. New York, NY, England: Quorum Books
2. **Ahuja, B. N., &Batra, S:** Mass communications: Press, radio, T.V., films, advertising, and other media : with special reference to Indian conditions. New Delhi: Varma Bros.
3. **Albion, M. S., & Farris, P:** The advertising controversy: Evidence on advertising's economic effects, Auburn House Co Boston.
4. **Anne Zeiser:** Trans media Marketing: From Film and TV to Games and Digital Media, Focal Press.
5. **C.D McCormick:** Transit and radio advertising, International Textbook Co.
6. **Frank A Aycock PhD:** Monetizing 21st Century Television: How to Profit in the Coming TV Revolution, Create Space Independent Publishing Platform.
7. **Gerald R Tatton:** Radio Advertising and Radio Broadcasting, Forgotten Books.
8. **Marc Weinberger, Leland Campbell & Elizabeth Brody:** Effective Radio Advertising, Lexington Books.
9. **Paul Weyland:** Successful Local Broadcast Sales, American Management Association.
10. **Susan Tyler, Douglas A. Ferguson & Robert Klein:** Media Promotion & Marketing for Broadcasting, Cable & the Internet, Taylor & Francis

MCJ: 4.2: Film Appreciation

Objective: The subject will give a snap shot of the film industry and introduction to some of the best-known people.

Unit I

Evolution of Cinema as Medium of Mass Communication–Origin of Cinema and its development into a distinctive Visual Narrative Art form. History of the Moving Image--Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. W. K. L. Dickson, D. W. Griffith and Charlie Chaplin.

Unit II

Major Landmarks in the History of Cinema--Cinema of Attractions, The Hollywood Industry, Soviet Montage, French Impressionism, German Expressionism, Italian Neorealism, Asian Cinema. Indian Parallel Wave Cinema.

Unit III

The Significance of Film and Narrative Form-- Theme, Story and Screenplay, Characteristics of Semiotics, Cinematic Terms, Cinematography and Editing, Time and Space, Narrative, Shot Set and Design, Lighting Sound/Music

Unit IV

Critical Analysis of Film--Language of cinema, Elements of Visual Composition; Visual space, Balance, contrast, Depth of field, mise-en-scene, Shots, Scene and Sequence, Image sizes, Camera and Subject movements, Camera angles, Creative use of Light and Colour, Sound effects, Ambient sounds, Music and Dialogue in cinema.

Unit V

Indian cinema: Brief History--Silent and Talkie era. Pioneers of Indian Cinema – Dada SahebPhalke, Satyajit Ray, Mrinal Sen, RitwikGhatak, ShyamBenegal, G. Aravindan, AdoorGopalakrishnan, Mani Kaul, Balachandar& Girish Kasaravally; Popular and New Wave cinema; Film Society movement. Origin, Growth and Expansion of Kannada Cinema.

Books for reference

1. **Andrew Dixx:** Beginning Film Studies, New Delhi, Viva ·
2. **Arthur Asa Berger:** Seeing is Believing: An Introduction to Visual Communication, New York, Mayfield.
3. **Bernard F. Dick:** Anatomy of Films, New York, St. Martin's Press ·
4. **Bill Nichols:** Movies and Methods, Los Angeles, University of California Press.
5. **Erik Barnow & S. Krishna Swamy:** The Indian Film, New York, Columbia University
6. **Gerald Mast:** A Short History of the Movies, Oxford, OUP.
7. **Joseph V. Mascelli:** The Five C's of Cinematography, Los Angeles, Silman James Press.
8. **Louis G.:** Understanding Movies, New York, Simon & Schuster Co.
9. **Rudolf Arnheim:** Film as Art, Los Angeles, University of California Press ·
10. **Susan Hayward:** Cinema Studies: Key Concepts, London, Routledge

MCJ 4.3: Economics of Broadcast Media

Objective: The focus is on to offer broadside view of the broadcast media's economics and its management

Unit-I

An overview of Broadcast Media--Yesterday, Today and Tomorrow. Media Economics as field of Study--What is Media Economics, Basic Economics of Broadcast Media, Structure of Media Market, Economics of Advertising, Commercial Media.

Unit-II

Issues in Media Management and Economics--Human relations, Financial Management, Strategies, Media Product, Transnational Media and Economics of Trade in Media Products.

Unit-III

Introduction to Business of media--Evolution of Media Business, Funding for Broadcast News, Broadcast News Exchange, Struggle and Control of Domestic Market and Globalization of News. Challenges from Web and OTT.

Unit IV

Modern Models of Program--Demand and Welfare Analysis, Wildman-Owen Model, Multicultural Programming, Pay Television. Network Economics, Future of Broadcast Networks.

Unit-V

Media Ownership--Policy, Trends and Implications. Media Ownership Policy in India, Convergence and Content in Indian Media. Regulations in Media Industry.

Books for Reference

1. **Adrian Athique, Vibodh Parthasarathi & S.V. Srinivas:** The Indian Media Economy (Volume I & II), Oxford University Press.
2. **Alan Albarran, Bozena Mierzejewska, Jaemin Jung:** Handbook of Media management and Economics.
3. **Eastman, S. T., & Ferguson, D. A:** Broadcast/cable/web programming: Strategies and practices. Belmont, CA: Wadsworth.
4. **Greco, A. N:** Business journalism: Management notes and cases. New York: New York University Press.

5. **Laurel, J:** The future of television in a streaming world. Retrieved from <http://www.spectare.com/technology/tvfuture.html>
6. **Owen, B. M., & Wildman, S. S:** Video economics. Cambridge, MA: Harvard University Press.
7. **Picard, R:** The economics and financing of media companies. New York: Fordham University Press.
8. **Picard, R:** The economics and financing of media companies. New York: Fordham University Press.
9. **Robert G. Picard and Steven S. Wildman:** Handbook on the Economics of the Media. Edward Elgar.
10. **Ulrike Rohan & Tom Evens:** Media management matters: Challenges and Opportunities for Bridging Theory and Practice. Routledge.

MCJ: 4.4: Radio Programme Production

Objective: To offer a hands-on experience to the students on radio programmes production.

Unit -1

Technologies: Analog, Digital and Interactive Technologies, Structure of Radio Station. Production Process: Pre-production, Production, Post Production. Preparing Log Sheet of Radio Programs.

Unit –II

Radio Programme Production Tools: Microphones, Head Phones, Playouts System, Cables and Connectors. Speakers, Audio Mixer, Sound Card, Consoles, Selection and Placement of Microphones. Acoustic Treatment.

Unit –III

Script writing for radio programmes; Interviews, Discussions, Documentary, Advertisements, PSA, News, Drama, Radio Commercials. Script Writing Techniques for Radio Programmes. News Bulletins and News Presentations.

Unit –IV

Radio Program Formats: Drama, Talk, Interview, Discussion, News magazines, Documentary, Phone-In, Special Audience Programs, Docudrama, Radio Magazines, Radio Features, Radio Field Production, RJing. Audio Editing: Single Track and Multi-Track, Mono and Stereo Recording. Creation of special effects, audio mixer. Audio mixing and mastering.

Books for Reference:

1. **Amand Willett: Media Production:** A practical Guide to Radio and TV, Routledge
2. **Eric G Norberg:** Radio Programme Tactics and Strategy, Focal Press Publication.
3. **John Allen Hendricks & Bruce Mims:** The Radio Station: Broadcasting, Podcasting and Streaming, Routledge.
4. **Neelamar M:** Radio Programme Production, PHI Learning Pvt. Ltd.
5. **Paul Chantler, Peter Stewart:** Basic Radio Journalism, Focal Press.
6. **Reese D.E. & Gross, Lynne S:** Radio Production worktext: studio & equipment, Focal press.
7. **Rick Kaempfer& John Swanson:** The Radio Producer’s Handbook, Allworth Press
8. **Robert McLeish, Jeff Link:** Radio Production, Focal Press.
9. **Steve Warren:** Radio, Focal Press.
10. **Wolff & Cox:** Successful Script Writing for TV, Radio & Film, Writer,s Digest.

MCJ: 4.5: Television Programme Production

Objective: To make students understand the art of Basic Television Production Techniques.

Unit-I

An overview of Television Programme Production: Evolution of Television Production, New Trends in Television Production. Production Process: Analog to Digital. Production Stages: Pre-Production, Production and Post Production. Production Crew. Production Facilities.

Unit-II

Production Management: Qualities of Producer, Production Strategies, Shooting Schedule, Production Budget. Production Meeting. Script: Visual Thinking, Research, Synopsis and Outline Treatment. Scripting Formats. Production Terminology: Single Vs. Multi Camera Production, Studio Vs. Location Production.

Unit-III

Production Facilities: Production Coordination, Camera, Microphones, Switcher and Lightings and Design Elements. Wipe, Chroma key, Virtual Set, Digital Video Effects. Colour and Colour Composition. Directing: Timing, Running Time, On-the-Air Timing, Commands. Using Sound and Effects.

Unit-IV

Recording and Editing: Analog and Digital Audio Formats and Recording, Analog and Digital Video Formats Recording. Editing Techniques: Linear and Non-Linear Editing Techniques, Editing Decision and Possibilities, Montage, Editing in Online and Offline, Editing Workflow, Editing Log, Using Graphics, Animation and Special effects.

Books for Reference:

1. **Amande Willett:** Media Production: A practical Guide to Radio and TV, Routledge.
2. **David Lusted and Christine Geraghty:** The Television Studies Book.
3. **Gerald Millerson:** Techniques of Video Production Focal Press

4. **Gerald Millerson:** Effective TV Productions, Focal Press.
5. **Gerald Millerson:** Video Camera Techniques, Focal Press
6. **Herbert Zettl:** Television Production Handbook, Wadsworth.
7. **Jim Owens:** Television Production, Focal Press.
8. **Jonathan Bignell:** An Introduction to Television Studies, Routledge
9. **Paul Dwyer:** Understanding Media production, Routledge
10. **Rudy Bretz:** Techniques of TV Production, Focal Press

MCJ: 4.6: Introductions to Virtual Content Development

Objective: It is aimed at introducing students to the latest and path-breaking developments in creating virtual content.

Unit-I

An Overview of E-Learning in the 21st Century: New Learning Principles; Changing Teaching Practice; Digital Teachers; ICT and Education; Presence, Identity; Self-Representation; and Perspective of Virtual Online Courses. Virtual Life of Knowledge; Future of E-Learning.

Unit-II

Phase of E-Content Development: Design; Development; Implementation; Testing; Analysis and Evaluation Phases. Virtual Teaching Competencies; Virtual Strategies; Roles and Responsibilities of Content Writer; Curriculum Module –The Four Quadrants; Checklist.

Unit-III

E-Content Production: Process; Steps; Role and Responsibilities in Development of E-content Module: Scripting; Story Board; Online Video Creation. ICT Application: Blog; Facebook; Twitter; YouTube; Google Hangout and Other Digital Platforms. Multimedia Application: Animation and Graphics. Time Frame for E-Content Development.

Unit-IV

Tools for E-Content Development: Audio, Video and Graphic Editing Tools. Technology, Animation and Authoring Tools. Digital Image Creation. Content Development; Curriculum and Pedagogical Standards; Content Deliverables. Intellectual and Copyrights.

Books for Reference:

1. **Diane Elkins & Desire Pinder:** E-Learning Fundamentals: A Practical Guide, ATD Press
2. **Nataša Brouwer, Peter J. Dekker and Jakko van der Pol:** e-Learning Cookbook TPACK in Professional Development in Higher Education,
3. **Balfour, S. P:** **Assessing writing in MOOCs:** Automated Essay Scoring and Calibrated Peer review. Research & Practice in Assessment,

4. **Breslow, L., Pritchard, D. E., DeBoer, J., Stump, G. S., Ho, A. D., & Seaton, D. T:** Studying learning in the worldwide classroom: Research into edx's first moocs. Research & Practice in Assessment,
5. <https://www.youtube.com/watch?v=P0DBS-YbRc0>
6. <https://www.youtube.com/watch?v=GdKV8NApAeo>
7. <https://pitt.libguides.com/openeducation/biglist>
8. <http://www.teachingenglish.org.uk/teacher-development/continuing-professional-development>
9. <https://cpduk.co.uk/explained>
10. <https://trainingindustry.com/articles/e-learning/implementing-e-learning-what-standards-should-you-consider/>

MCJ 4.7: Production Techniques for Digital Platforms

Objective: To equip students to master skills for developing content for digital platforms

Unit-I

Introduction to Digital Platforms: Characteristics and Elements, Convergence, Transmedia and Cross-media Platforms. Emerging Trends in Digital Platforms. Digital Platforms and Communities. Digital Generation. Rise of and Dependency on Digital Platforms.

Unit-II

Content Creation for Digital Platforms: Basics of Scripting, Script Writing Techniques for Digital Platforms. Digital Image and Storytelling: Written, Audio and Visual Storytelling, Creative Storytelling. Importance of Still Images in Digital Era, Production and Distribution for Different Platforms.

Unit-III

New roles of journalists in the digital era--producer, visualiseretc; Citizen journalism/user generated content, Mobile Media and Audience, Social media and journalism: YouTube, Facebook, Twitter, Crowdsourcing--issues of veracity and credibility, Social media use by Government Agencies. Narrative in Digital Space.

Unit-IV

Digital Media Content Distribution Strategies, Content Planning, Memes and Visual Languages. Viral Videos: Recipe, Hoaxes and Success. Privacy: Issues and Concerns on Multiple Media Platforms, Plagiarism, Copyrights and Attribution.

Books for Reference:

1. **Alexander, Bryan.** The New Digital Storytelling: Creating Narratives with New Media.Santa Barbara, CA: Praeger.
2. **Blaine, Mark.** The Digital Reporter's Notebook:Reporting with Online Media.New York: Routledge,
3. **Bradshaw, Paul and LiisaRohumaa.** The Online Journalism Handbook:Skills to Survive and Thrive in the Digital Age.Harlow, Essex, England: Pearson,

4. **Briggs, Mark.** Journalism Next: A Practical Guide to Digital Reporting and Publishing. 2nd ed. Washington, DC: CQ Press,
5. **Carroll, Brian.** Writing for Digital Media. New York: Routledge,
6. **Green, Susan C., Mark J. Lodato, Carol B. Schwalbe and B. William Silcock.** News Now: Visual Storytelling in the Digital Age. Boston: Pearson,
7. **Henderson, David E.** Making News in the Digital Era. New York: iUniverse, Inc.,
8. **Kolodzy, Janet.** Practicing Convergence Journalism. New York: Routledge,
9. **Lancaster, Kurt.** Video Journalism for the Web: A Practical Introduction to Documentary Storytelling. New York: Routledge,
10. **McBride, Kelly and Tom Rosenstiel.** The New Ethics of Journalism. Washington, DC: CQ Press,

Practical's

MCJ: 4.4A: Radio Programme Production

- Production of Radio Commercials.
- Conducting Five Minutes Interview.
- Production of Phone-in programmes.
- Making a Radio Drama.
- RJing.
- Planning and Producing Vox-Pop programme.
- Preparing Five Minutes News Presentation.
- Producing Five Minutes News Bulletins.

MCJ: 4.5A: Television Programme Production

- Working on Five Minutes News Bulletin Production.
- Making Five Minutes News Presentation.
- Doing a Field Production.
- Producing a Short Documentary/Film.
- Use of Sound Effects and Colour Composition in programmes.
- Editing News Stories.
- Conducting and Recording of an interview of Five Minutes.
- Script Writing.

MCJ: 4.6A: Introductions to Virtual Content Development

- Five Minutes Video Presentation--Students shall Design the Curriculum.
- Five minutes Content Presentation--Students shall Use ICT and Prepare E-Content.
- Preparing the Checklist for E-Content Development.
- Production of Five Minutes Video of E-Content.
- Preparing Five Minutes Programme for Intermediate Students using Free Educational Softwares.
- Production of Three Minutes E-content using Graphics and Animation.
- Editing E-Content Visuals with Different Tools.
- Making an In-Camera Presentation of E-Content.

MCJ 4.7A: Production Techniques for Digital Platforms

- Students to create their Blogs and Link them to Department Website.
- Students to Write on Current Affairs in their Blogs.
- Producing Content for Department Social Network site.
- Creating a Story and an Image for Department Digital Platforms.
- Students to Edit, Write and Re-Write the given Story and Image for Department Digital Platform.
- Planning and Making Viral Videos for Department Digital Platform.
- To Conceptualise and Make Two Minutes Stories with Mobile phone and Upload them on Department Digital Platforms.
- Students to Use Visual Language and Memes and create Three Minutes Visual Stories for Department Digital Platforms.