

**BU-COMMUNITY COLLEGE CONSULTANCY CENTRE**

**REVISED SYLLABUS – 2021-22**  
**FOR**  
**DIPLOMA IN BROADCAST JOURNALISM**



**BHARATHIAR UNIVERSITY**  
**COIMBATORE-641046**

**BHARATHIAR UNIVERSITY: COIMBATORE**

**DIPLOMA IN BROADCAST JOURNALISM  
(Community College)**

**(for the candidates admitted form the academic year 2021-2022 onwards)**

**Minimum qualification for admission** to Diploma Course in Broadcast Journalism is a pass in Standard X.

**SCHEME OF EXAMINATIONS**

<b>S.No</b>	<b>Title of the Course</b>	<b>Credits</b>	<b>Maximum Marks</b>
1	Communication Theories and Models (theory)	4	100
2	Broadcast Media (theory)	4	100
3	Media Laws and Ethics (theory)	4	100
4	Media Production (theory)	4	100
5	Media Production (Practical I)	4	100
6	Television News Reporting ( Practical II )	4	100
7	Documentary Project (Practical III)	4	100
8	Internship	4	100
	<b>Total</b>	<b>32</b>	<b>800</b>

**Question paper Pattern: Theory**

**Section A:** (10 x 2=20 Marks)

Answer ALL the questions

**Section B:** (5 x 6 = 30 Marks)

Answer ALL the questions either (a) or (b)

**Section C:** (5 x 10 = 50)

Answer ALL the questions either (a) or (b)

Duration of examinations for all papers is three hours.

\*Minimum Pass Mark: 40 Marks

**PAPER I**  
**COMMUNICATION THEORIES AND MODELS**

<b>Unit:1</b>		
Elements and functions of communication. Dimensions of communication: Intra-personal, Interpersonal, Group Communication and Mass Communication. Importance of Verbal and Nonverbal Communication and the role of Kinesics.		
<b>Unit:2</b>		
Aristotle's definition of Rhetoric, Lasswell's model, Berlo's SMCR Model, Shannon-Weaver's Mathematical Model, Westley and MacLean's Conceptual Model, Newcomb's Model of Communication, George Gerbner's Model, Schramm's Interactive Model, Ecological Model.		
<b>Unit:3</b>		
Normative Theories, Authoritarian media theory, Soviet-Communist Media Theory, Libertarian or free press media theory, Social responsibility media theory; Democratic participant media theory, Development media theory.		
<b>Unit:4</b>		
Cognitive Dissonance (Festinger), Selective Perception (Jerome Burner and Leo Postman), Cultivation Theory (George Gerbner), Uses and Gratification Theory (Blumler, J. G., & Katz, E.), Spiral of Silence (Elisabeth Noelle-Neumann), The Gestalt Theory of Motivation, Agenda Setting (McCombandShaw), Diffusion of Innovations (Everett M. Rogers), Propaganda theory (Harold Lasswell), Framing Analysis (Goffman, Erving), Priming (Meyer and Schvaneveldt), Discourse Analysis, Social Construction, Two step flow of information, Print Capitalism (Banedict Anderson) Medium is Message (MacLuhan), and Manufacturing Consent (Chomsky). Third-person Effect. Gate-keeping, Technological Determinism, Social Shaping of technology.		
<b>Unit:5</b>		
Uses and gratifications, Social categories theory, Social Learning theory, Reception, Hypodermic/Stimulus-Response/Magic Bullet, Multi-Step Flow Theory, Individual Differences, Selectivity Processes, Knowledge Gap, Perception, Aggressive Cues, Catharsis, Active theory of Television Viewing, The Third-Person Effect.		
<b>Reference Books</b>		
1	Mass Communication: An introduction, Bittner, John. Prentice-Hall, New Jersey. 1980.	
2	Human communication, Bugoon et al, 3rd Edn., Sage, New Delhi, 1994.	
3	Taxonomy of Concepts in Communication, Blake &Haroldsen, Hasting House, NY .1979.	
4	Communication Models. Mcquail, Dennis and Windahl, Sven. Longman, London.1981.	
5	India's Communication Revolution, Singhal& Rogers, Sage, New Delhi. 2001.	
6	The dynamics of Mass Communication. Dominick, Joseph. McGraw Hill,	

	1993.
7	Media towards 21st Century, KM. Srivastava, Sterling P ub. New Delhi. 1998.
8	Media and Globalisation. Rantanen, Terhi. Sage, London. 2005.
9	Studying Interpersonal Communication. Clark, Ruth. Sage, London. 1991.
10	Introduction to Communication Studies. Fiske, John. Routledge, London.1990.
11	Studies in Modern Mass Media Vol.1 & 2. , Khan & K. Kumar, Kanishka pub. 1993.
12	Media, Message and Language, McLuhan et al. USA, 1980.
13	Men, Woman Messages and Media, Schramm & Porter, Harper & Row pub. NY 1982.
14	Communication and culture, S.Seetharaman, Associate pub. Mysore, 1991

**PAPER II**  
**BROADCAST MEDIA**

<b>Unit:1</b>		
Radio - History of broadcasting in India - Nature and characteristics of the medium - Broadcasting policy - Objectives, Role of radio in development - Recommendations of Committees and Working groups – Vidyalkar, Chanda, Joshi and Varghese Committees – Prasar Bharathi Bill - Autonomy and Future of Radio.		
<b>Unit:2</b>		
Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listenership surveys.		
<b>Unit:3</b>		
Television: Nature and Characteristics of the medium - Development of TV network in India - TV as a social and cultural force - TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.		
<b>Unit:4</b>		
Television station – structure and functioning; Planning and production of TV Programmes: pre-production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, film editing methods and techniques, Production of news, features, interviews and other.		
<b>Unit:5</b>		
Social and cultural impact of foreign TV networks - Need for policy frame work - Factors Influencing media environment - Future of public broadcasting in India - Audience research - Research methods and techniques - Trends in audience research - Programmes; Sponsored Programmes, commercials, educational broadcast.		
<b>Reference Books</b>		
1	Boyd, Andrew; Stewart, Peter & Alexander, Ray (2008). <i>Broadcast Journalism: Techniques of Radio and Television News</i> (6 <sup>th</sup> Edition), Elsevier Ltd: UK.	
2	Gandhi, Ved Prakash (2008). <i>Broadcasting and Development Communication: Law, Policy and Action Plan</i> , Kanishka Publishers: New Delhi.	
3	Gormly, Eric K. (2005). <i>Writing and Producing Television News</i> (2 <sup>nd</sup> Edition), Surjeet Publications: New Delhi.	
4	Mehta, Nalin (2008). <i>India on Television: How Satellite News Channels have changed the way we think and act</i> , Harper Collins Publishers India.	
5	Saxena, Ambrish (2011). <i>Radio in New Avatar: AM to FM</i> , Kanishka Publishers: New Delhi.	

**PAPER III**  
**MEDIA ETHICS AND LAWS**

<b>Unit:1</b>		
Features - Fundamental Rights and Directive Principles of State Policy - Union Government: Legislative, Executive and Judiciary - State Government: Structure, Functions and Administration set up - Indian Society: Definition and Nature - Social Structure - Constitutional Remedies for citizens – Political Parties and Pressure Groups; Rights of Women, Children, transgender, Scheduled Castes and Scheduled Tribes and other Weaker Sections.		
<b>Unit:2</b>		
Features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgements related to Article 19, Right to Information Act 2005: Right to know, Fundamental Rights and Duties. Restrictions on Media : Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc, Indecent Representation of Women (Prohibition) Act 1986.		
<b>Unit:3</b>		
Copyright Act: Main features, issues, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act and Role of PCI. Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasar Bharti Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act. Press Ethics: Rights, Duties and Restrictions of Media Professionals.		
<b>Unit:4</b>		
Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature.		
<b>Unit:5</b>		
The need for cyber laws: Regulation of Social Media and other web platforms; Regulatory authorities and framework; Implementation issues. Media Regulation: Regulatory practices in developed democracies, Debates and Controversies related to Media Regulation: Ownership, Distribution, Investment and Content Regulation, Regulation of Broadcast, Press and Web: Challenges and Issues Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, Press Ombudsman: Readers' Editor, Media Council of India or PCI.		
<b>Reference Books</b>		
1	Bakshi, P.M (2009). <i>The Constitution of India</i> (9th Edition), Universal Law Publishing Co. Pvt. Ltd: New Delhi.	
2	Dash, Ajay (2007). <i>Freedom of Press</i> , Discovery Publishing House: New Delhi.	
3	Jacquette, Dale (2007). <i>Journalistic Ethics: Moral Responsibilities in the Media</i> , Dorling Kindersley Publishing, Inc: New Delhi.	

4	Prasad, Kiran (2008). <i>Media Law and Ethics: Readings in Communication Regulation</i> (Vol I), B.R. Publishing Corporation: New Delhi.
5	Trager, Robert; Russomanno Joseph & Rose, Susan Dente (2012). <i>The Law of Journalism and Mass Communication</i> (3 <sup>rd</sup> Edition), Sage Publications: New Delhi.



**PAPER IV**  
**MEDIA PRODUCTION**

<b>Unit:1</b>		
Nature and History – Microphones and its types- AM and FM Transmitters-AIR's reach and popularity- Developments with FM and independent radio channels- Radio News Formats: Spot, Report, feature, documentary, docudrama, talk show, interview- Principles of Sound and Production Techniques. Emerging Trends in Radio Journalism.		
<b>Unit:2</b>		
Video and Broadcast Technology—Analogue and Digital technology, frame and field, scanning process, Interlaced and Progressive scanning, Composite video signal, Component video signal, Resolution, Aspect ratio. CCU, Colour bars, Vectorscope, Waveform monitor, Broadcast standards-- NTSC, PAL, SECAM and HDTV, Telecine Video formats; types of Videotapes; Analogue tape, Digital tape. Video compression, Sampling, Intra and Inter frame compression, TBC, Camera cables, connectors, SMPTE Time Code, Control track, eyeballing monitor setup.		
<b>Unit:3</b>		
Basics of Sound- Concepts of sound-scape, sound culture Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound, Sound Design meaning with examples from different forms; Basics of Visual- image, electronic image, television image, Digital image, Edited Image(politics of an image) , Visual (still to moving) Visual Culture Changing ecology of images today. Basics of a Camera- (Lens & accessories) Electronic News Gathering & Electronic field Production ; Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.		
<b>Unit:4</b>		
ENG equipment and Technology; DSNV Van equipped with PCR and Transmission facilities; transmission through mobile phones and microwave transmitters. EFP; OB Vans.		
<b>Unit:5</b>		
Transmission technologies—Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV.		
<b>Reference Books</b>		
1	TV Production:GeraldMillerson, Focal Press	
2	Film Production: Steven Bernstein, Focal Press	
3	Creating Special Effects for TV and Video:BarnardWilkie	
4	Single Camera Video Production: R.B. Musburger	
5	Television Production Handbook: Zettl, Herbert, Published, Thomson Wadsworth	

**PAPER V**  
**LIST OF PRACTICAL I**

<b>Media Production</b>	
1	Producing a Radio feature for 3 minutes on the given topic
2	Shooting and editing a TV promo for 30 sec
2	Shooting and editing a Voxpopuli ( 2 mins)
4	Shooting and editing a celebrity interview ( outdoor ) 10 mins
5	Shooting and editing a studio interview in single camera set up ( 10 mins)
6	Shooting and editing a studio interview in multi - camera set up ( 20 mins )
7	Producing a radio jingle on a social cause ( 20 sec )
8	Producing weather report for TV using Chroma key ( 60 sec )
9	Shooting and editing a 20 min compere show
10	Producing a news program with real new reports, stand ups, sound bites for 25 mins

**PAPER VI**  
**LIST OF PRACTICAL II**

<b>Television News Reporting</b>	
1	Camera operation & video shooting exercises
2	Video editing and laying of sound track and special effects
2	Studio lighting exercises
4	Field production exercises
5	Studio production exercises
6	News production exercises
7	TV writing for different types of visuals
8	Structuring TV news reports
9	Reporting TV news stories
10	Different types of PTC
11	Interactive OB exercises
12	Facing the camera and voice training
13	Studio anchoring and Use of Teleprompter
14	Voice over, sound track for features.
15	Moderating studio news programmes

**PAPER VII**  
**PRACTICAL III**

<b>Documentary Project</b>	
1	Students will have to produce a Documentary film (15 to 20 minutes)

**PAPER VIII**  
**INTERNSHIPS**

A **broadcast journalism internship** allows you to gain hands-on experience working for a TV or radio station. You have to work under the guidance of a senior broadcast the students 30 days and submit a portfolio for evaluation