



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- 5th Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: Broadcast Journalism (Major Course-CT3)

Course Code: UGJOR22J503

Contact Hrs: 90 (Theory: 60, Tutorial: 30)

Total Credits: 06 :(Theory: 04; Tutorial/Practical = 02)

Max. Marks: 150

Theory External: 100

Theory Internal (Continuous Assessment): 50 Marks

Objectives:

1. To introduce students to broadcast Journalism
2. Brief the students about the core principles of Broadcast Journalism.
3. To learn to write in broadcast format

Learning outcomes:

1. Students will be able to develop an understanding of Broadcast Journalism
2. Students would learn about various broadcasting tools
3. Students would develop basic skills required for a career in Broadcast Journalism

Unit I.	Introduction to Broadcast Journalism
	a) History and Evolution of Broadcast Journalism b) Fundamentals of Broadcast News c) Differences between Print and Broadcast Journalism d) The Role of a Broadcast Journalist
Unit II.	Broadcast Formats
	a) News: Main characteristics of Broadcast News as against news in other media b) Spot news, News Bulletins & News analysis/Announcements. c) Features on Radio & TV d) Interviews, Talk Shows, Docudramas
Unit III.	Writing for Broadcast Media(Radio& Television)
	a) Broadcast News Vocabulary b) Preparation of Audio and Video briefs- Idea generation, Story board. c) Writing News Feature and Documentary d) Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV
Unit IV.	Current & Emerging Trends in Broadcast Journalism
	a) Use of Social Media by Radio & TV channels, Internet TV/ Radio, Mobile TV/Radio b) Mobile Technology, Social Media & Web; Hotstar, Voot, SonyLiv etc. c) Basics of Audio and Video Editing: Editing software and tools d) Basics of Audio and Video Editing
Tutorials	
Assignment/Group Discussions/Presentation/ Case Studies (Followed by Viva-Voce)	
Unit V.	a) Scripting a Radio show & presenting the same b) Scripting, Shooting, Editing & Presenting a News Event /Feature for TV
Unit VI.	a) Case Studies: BBC - Evolution, Organization, Policies & Programming b) Advertising & promotion, Social Responsibility to Audiences. c) CNN: Evolution, Organization, Policies & Programming Concept of 24x7 news

Suggested Readings:

- Hilliard, R. L. (2004). *Writing for television, radio, and new media*. 8th ed. Belmont, Wadsworth.
- Bliss, Edward and James L. Hoyt. (1994). *Writing News for Broadcast*, Columbia University Press
- Stewart, P., & Alexander, R. (2021). *Broadcast Journalism* (8th ed.). Routledge.
- Awasthi, G. C. (1965). *Broadcasting in India*. Allied Publications