

B.A. in Journalism & Mass Communication
Semester VI
Paper –XVI Writing for Radio & T.V.

Unit-I

Radio an Introduction: History and growth

Characteristics of Radio

Challenge to Radio from Television and other Media

Essential production techniques: Writing for ears, spoken language, narration, sound effects, Ad-libbing

Unit-II

Creativity in radio writing

Art of writing different Radio Programme Formats: Fictional programmes and non-fictional programmes

Principles of writing for radio

Non-fictional programmes

News, Talk-shows, Commentary, Feature, Interview, Phone in Programme, Radio Bridges, Spots, Sponsored Programmes,

Unit-III

Television an introduction: History and growth

TV as an audio visual medium

Characteristics of Television

Essentials of Television writing

Recent trends in Television Broadcasting in India

Unit-IV

Broadcasting writing techniques and styles

News writing for T.V

Types of television production and their features

TV and information: news, news reporting, news packaging, lifestyle news

Recent trends in new programmes: bulletins, magazine, debate, forums

Sources for Television News

T.V. reporting techniques

Scripting For Television

Suggested Readings:

1. The work of Television Journalist: Robert Tyrell :Focal Press London
2. Broadcast Journalism: S.C. Bhatt :Har anand Publications New Delhi
3. Writing News For Broadcast: Edward bliss and M. John Patterson
4. Technique of Radio Production: Robert McLeish: Focal Press London
5. Broadcasting and the people: Masani Mehra: National Book Trust New Delhi
6. Indian Broadcasting: H.R. Luthra: Publication Division New Delhi
7. Radio drama-Theory and Practice: Tim Crook London
8. Broadcast news writing, Reporting and Producing: Ted White: Focal Press

9. Broadcast Journalism: Andrew Boyd:Focal Press
10. Soochna, sanchaar aur samachar: Dr. Mukul Srivastava, New Royal Publications
11. Media lekhan kala: S.P Dixit, New Royal Book Company
12. Television Patrakarita: Devvrat Singh, Sri N Publications

Paper- XVII Mass – Media & Contemporary Social Issues

Unit-I

Women's Issue in media, Historic status of women in Society and culture
 Status of Women: Legal status of women, Economic and Political Status
 Portrayal of women in Media: Portrayal of Women on T.V.
 Portrayal of women in advertisement, Print Media and Women issue

Unit-II

Consumerism: Concept and Definition
 The rights of buyers and sellers
 The origin of consumerism
 Advertising and consumers
 Consumerism: Role of Media

Unit-III

Media and human rights
 Concept of Human Rights
 U. N. declaration of human rights
 Human rights Scenario world over
 Human rights and the Indian context
 Role of Mass-Media: Film, Radio, Print, T.V

Unit –IV

Environment and media
 Environment issue and the Indian context
 Role of media Agriculture issues v/s Environment
 Globalization and the Media
 Communication Imperialism

Suggested Readings:

1. The future of consumerism: Bloom, Paul N and Smith Ruth B. Lexington mass Lexington Books,(1986)
2. Women Television and Rural development: Binod C agrawal and Kumkum Rai New Delhi: National Publishing house (1988)
3. Women and Media: Analysis, alternatives and Action: Kali for Women 1984
4. Passing of Traditional Society: Denial Lerner: Free Press New York
5. Culture Communication and Social Change: P.C.Joshi
6. Great Indian Middle Class: Pawan K. Verma: Viking Publication Delhi.
7. Human rights and Media(In Hindi): Dr.Mukul Srivastava: Atlantic Publication: New Delhi 2006

8. Bhartiya bhashaon mein mahila lekhan: Aasharani Vohra, Sri Natraj Publishers

Paper-XVIII Practical/ Viva –Voce

- (I) All the students have to Prepare- News, Talk, Script for Radio Play, Radio Feature, Radio Interview. **(One each)**
- (II) All the students have to write **05** articles on any two current social issue and make a separate file and submit it to the concerned Department.

Note: A separate File shall have to be made and maintained by every student which will be evaluated by External examiner during semester examination.



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