

University of Kerala



Discipline	ENGLISH				
Course Code	UK1DSCECE103				
Course Title	MASS MEDIA AND ADVERTISING				
Type of Course	DSC				
Semester	I				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites					
Course Summary	The course is designed to enlighten the students about the origin and growth of broadcast media and to familiarise them with the terms related to broadcast media. The students are introduced to the different types of radio and television programmes and the steps involved in their production process. The course aims to inform the students regarding the features, structure, and layout of radio and television scripts and equip them to write scripts for various radio and television programmes.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Broadcast Media		15
		Mass Media- Definition – Types	
		Functions of Mass Media- Primary Functions and Secondary Functions	
		Broadcast Media- Definition – How it is different from other mass media	
		The Origin and Growth of Broadcast Media- Radio and Television	
		History and Development of Broadcast Media in India	
		Terms related to Broadcast Media: Anchor, A- Roll, B- Roll, Bridge, Bug, Bumpers, Cold Copy, Crawl, Dateline, Follow-Up, Jingle, Lead, MOS, On Air, Promo, Rating, Raw video, RJ, Slug line, Sting, VJ	
II	Radio		15
		Characteristics, Scope, Limitation	

	Different types of radio: AM, FM, Amateur Radio, Community Radio, Educational Radio, Internet Radio, Satellite Radio	
	Components of a Radio Programme – Words, Music, Sound effects, Silence	
	Types of Radio Programmes: News and Informational Programmes, Educational Programmes, Music Programmes, Radio Plays, Sports Commentary, Talk Shows, Phone-in Programmes, Interviews, Comedy Programmes, Advertisements	
	Production Process- Pre-Production, Production, Post-Production	
	Qualities of an RJ	
	Practicum: 1. Role play- Talk show	
III	Writing for Radio	15
	Steps for preparing a Radio Script	
	Principles/Features of Radio Script	
	Structure and Format of Radio Scripts	
	6 C's of a Radio script	
	Practicum: 1. Prepare a script for any of the following: a) a radio news bulletin, b) a short radio play c) a radio spot	
IV	Television	15
	Characteristics, Scope, Limitation	
	Types of Television Programmes: News and Current Affairs, Informational Programmes, Educational Programmes, Documentaries, Music Programmes, Talk Shows, Talent Hunt Shows, Reality Shows, Soap Operas, Children's Programme, Films, Advertisements	
	Production Process: Pre-Production, Production, Post- Production	
	Mise-en-scene: Setting, Light, Props	
	Camera Angles: High, Low, Eye-Level, Hip level, Over the Shoulder, Bird's Eye, Dutch Angle	
	Camera Shots: Extreme Close-up, Close- up, Medium Shot, Long Shot, Extreme Long Shot	
	Camera Movements: Static, Pan, Whip Pan, Tilt, Dolly: Push in and Pull Out, Dolly Zoom, Truck, Pedestal, Arc, Tracking	
	Impact and influence of Television	
	Practicum: 1.Recreate a scene from a popular television programme.	
V	Writing for Television	15
	Steps for preparing a TV script	
	Features of a Television Script - Difference between a radio script and a television script	
	Proposal, Treatment, Scripts: Scene Script and Shooting Script, Screenplay, Storyboard	
	Structure and Layout of a Television Script	
	Single Column Format and Double Column Format	

	Technical Instructions: O/c, V/o, SIL, SOT, ENG, VG or Graphis, SL/ESS	
	Practicum: <ol style="list-style-type: none"> 1. Prepare a television script for a prime-time news bulletin 2. Write a script for a television documentary 	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Trace the origin and growth of broadcast media.	R, U	5, 9
CO2	Identify and understand the terms used in broadcast media.	R	1, 2, 3,4,7,8,9, 11
CO3	Identify different radio and television programmes.	R, U	1, 2, 3, 4, 7,8,9, 11
CO4	Familiarise themselves with the steps involved in the production of radio and television programmes.	R, U,	1,2, 3, 4, 5, 7, 8, 9,11
CO5	Understand the features, structure, and layout of radio scripts and will be able to create scripts for various radio genres.	U, Ap, An, E, C	1, 2,3, 4, 5, 7, 8, 9,11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course:

Credits: 3:0:2 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

1						
2						
3						
4						
5						
6						

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	P S O 1	P S O 2	P S O 3	PS O4	P S O 5	P S O 6	P S O 7	P S O 8	P S O 9	P S O 10	P S O 11	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8
C O 1	-	-	-	-	1	-	-	-	3	-	-	-	-	-	-	-	3	-	1
C O 2	3	2	3	3	-	-	3	2	3	-	3	2	1	3	3	-	3	1	1
C O 3	3	2	3	3	-	-	3	2	3	-	3	1	1	3	3	-	2	1	-
C O 4	3	2	3	3	1	-	3	3	3	-	3	1	-	3	3	-	1	-	-
C O 5	3	2	3	3	2	-	7	3	3	-	3	1	1	3	3	-	1	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz
- Role play
- Assignment
- Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Reference

Chatterji, P. C. *Indian Broadcasting*. Sage Publication ,1993.

Hausman, Carl, et al. *Modern Radio Production: Production, Programming, and Performance*. 9th ed., Wadsworth Publishing Co In, 2012.

Jeremy, Orlebar. *The Television Handbook*. Routledge, 2011.

Luthra, H. R. *Indian Broadcasting*. Publication Division, Ministry of Information and

Broadcasting, 1986.

Menon, Mridula. *Indian Television and Video Programmes*. Kanishka Publishers, 2007.

Prabhakar, Navel and Basu Narendra. *Encyclopaedia of Mass media and communication 21st century*. Commonwealth Publisher, 2006

Shrivastava, K. M. *Radio and TV Journalism*. Sterling Publisher, 1989.

Williams, Rivers Mayfield Pub Co, 1988.

Wills, Edger. *Writing Television and Radio Programmes*. Holt, Rinehart & Winston of Canada Ltd, 1968.

Online Reference

Module 1

<https://techwholesale.com/history-of-the-radio.html>

<https://www.thoughtco.com/the-invention-of-television-1992531>

<https://open.lib.umn.edu/mediaandculture/chapter/9-1-the-evolution-of-television/>

<https://prasarbharati.gov.in/growth-development-air/>

<https://indianmediastudies.com/television-in-india/>

Module 2

<https://indianmediastudies.com/characteristics-of-radio/>

<https://www.crunchreviews.com/blog/different-types-of-radio-technology/>

<https://egyankosh.ac.in/bitstream/123456789/91974/1/Unit-7.pdf> (7.3 only)

<https://studymasscom.com/radio/formats-of-radio-programs/>

<https://www.nimcj.org/blog-detail/these-6-qualities-you-need-to-become-a-radio-jockey-rj.html>

Module 3

<https://egyankosh.ac.in/bitstream/123456789/91974/1/Unit-7.pdf>

<https://live365.com/blog/how-to-write-a-script-for-your-live-radio-event/>

Module 4

<https://egyankosh.ac.in/handle/123456789/72936>

<https://indianmediastudies.com/characteristics-of-television/>

<https://emilabraham.postach.io/post/television-as-a-medium-characteristics-impacts>

Module 5

<https://egyankosh.ac.in/bitstream/123456789/86129/1/Unit-8.pdf>