

- Midterm Exam
- Programming Assignments
- 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 | | | | |



University of Kerala

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|----------------|---|------------------|-------------------|--------------------|------------------|
| Discipline | COMMUNICATIVE ENGLISH | | | | |
| Course Code | UK2DSCECE104 | | | | |
| Course Title | INTRODUCTION TO BROADCAST MEDIA | | | | |
| Type of Course | DSC | | | | |
| Semester | II | | | | |
| 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 | An interest in media and communication. | | | | |

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|----------------|--|
| | The basic language and other communication skills needed for broadcast media communication. |
| 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 75 |
|--------|------|--|-----------|
| 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 |

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|-----------|---|-----------|
| | 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: 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 | |
| CO2 | Identity and understand the terms used in broadcast media. | R | |
| CO3 | Identity different radio and television programmes. | R, U | |
| CO4 | Familiarise themselves with the steps involved in the production of radio and television programmes. | R, U, | |
| 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 | |
| CO6 | Identify the features, structure and layout of television script and will be able to create scripts for various television programmes. | U, Ap, An, C | |

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 :

| | PSO 1 | PSO 2 | PSO 3 | PSO4 | PS 05 | PSO 6 | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |
|---------|----------|----------|----------|------|----------|----------|-----|-----|-----|-----|-----|-----|
| CO 1 | | | | | | | | | | | | |
| CO 2 | | | | | | | | | | | | |
| CO 3 | | | | | | | | | | | | |
| CO 4 | | | | | | | | | | | | |
| CO 5 | | | | | | | | | | | | |
| CO 6 | | | | | | | | | | | | |

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.

Jereemy, 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>

Recommended Reading:

<https://mmhapu.ac.in/doc/eContent/MJMC/mukeshKumar/Nov2020/Radio%20Formats.pdf>



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|----------------|---------------------------------------|------------------|-------------------|--------------------|------------------|
| Discipline | COMMUNICATIVE ENGLISH | | | | |
| Course Code | UK2DSCECE105 | | | | |
| Course Title | Popular Literature and Culture | | | | |
| Type of Course | DSC | | | | |
| Semester | II | | | | |
| Academic Level | 100-199 | | | | |
| Course Details | Credit | Lecture per week | Tutorial per week | Practical per week | Total Hours/Week |
| | 4 | 4 hours | | | 4 |