

JMS 504Radio Broadcasting

Total = 40 hrs

Course objectives

1. Acquire a basic functional knowledge of professional audio equipment and software.
2. Learn professional audio production values and techniques and distinguish between good and bad production techniques.
3. Develop an understanding of professional radio procedures and practices.
4. Will learn how to use various pieces of audio equipment.
5. Identify and develop their individual talent/skills while recognizing the importance of working together as a team.
6. Will be exposed to professionals from the “real world” through mentioning, field study and/or in class workshops and demonstrations.
7. Acquire a firm foundation for further coursework in media production.

Course outcomes

1. Evaluate and critique broadcast and production practices both holistically and in terms of their component parts, namely: audio, video, scripting, production, and editing.
2. Write effectively for broadcast media as well as other forms and styles appropriate for the communications professions and audiences they serve.
3. Demonstrate proficiency in planning, recording and editing for audio productions.
4. Produce sophisticated deliverables for clients in a variety of areas, namely: corporate/industrial, informational/educational, and commercial/promotional.
5. Synthesize business, marketing, and advertising contexts and concerns with the technical aspects of producing media.
6. Demonstrate competency as a producer by organizing the editorial flow and technical content of a cohesive television, web, or radio program.
7. Demonstrate an understanding of the history and role of professionals and institutions in shaping and creating media.

Unit –I

Radio broadcasting, broadcast models: American, British, State-owned. Types of radio services: Home service, external service and commercial service. AM, FM, DAB, narrowcasting, community radio, educational broadcasting, FM stations, radio jockeys, Private Radio stations.

10 hrs

Unit –II

Broadcasting techniques, sound recording, audition techniques. Types of microphones, audio editing procedures, editing of voice reports, audio editing softwares.

6 hrs

Unit –III

Principles of writing for radio programmes, news writing techniques, structure and types of news and current affairs programmes, radio play, radio commercials. Translation, reporting for radio, actuality tape inserts.

8 hrs

Unit –IV

Radio formats: spoken word programmes, radio talks, features, discussion, and interviews and musical programmes, special audience programmes – rural, youth, women and children. Public service programmes on health, educational, environment, scientific programmes, phone – in programmes.

10 hrs

Unit –V

Commercial broadcasting in India, AIR and private channels, Vividh Bharathi Service, listenership studies and evaluation.

6 hrs

Books recommended:

1. Robert L Hilliard (1970). Radio Broadcasting - - An Introduction to the Sound Medium, Hastings House Publishers, New York.
2. William E. McCavitt (1981). Broadcasting Around the world, Tab Books, United States of America.
3. Donald W. Miles (1976). Broadcast – News Handbook, Sams Technical Publishing, United States.
4. Frank Barnas & Ted White (2013). Broadcast News Writing, Reporting, and Producing, Focal Press, Waltham, Massachusetts.
5. Mehra Masani (1976). Broadcasting and the people, National Book Trust, India.
6. Alec Nisbett (2003). Sound Studio: Audio techniques for Radio, Television, Film and Recording, Focal Press, Waltham, Massachusetts.
7. Paul De Maeseneer (1982). Here's the News : a radio news manual, Asia-Pacific Institute for Broadcasting Development, Kuala Lumpur, Malaysia
8. Peter B. Orlik (1994). Broadcast / Cable Copywriting, Allyn & Bacon Publishing, United States.
9. Philip T. Rosen (1988). International Handbook of Broadcasting Systems, Greenwood, United States.
10. Martin L. Gibson (1991). Editing in the Electronic Era, Iowa State University Press, Chicago.
11. Bhatt S.C (2007). Broadcast Journalism – Basic Principles, Har Anand Publications, New Delhi.
12. Simran Kohli (2005). The Radio Jockey Hand Book, Fusion Books, New Delhi