

UNIVERSITY OF MUMBAI

No. UG/ 6 of 2017

CIRCULAR:-

A reference is invited to the syllabi relating to the Bachelor of Mass Media (B.M.M.) Programme vide this office Circular No.UG/94 of 2015, dated 5th October, 2015 and the Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL) are hereby informed that the recommendation made by the Board of Studies in Mass Media at its meeting held on 8th December, 2016 has been accepted by the Academic Council at its meeting held on 28th February, 2017 vide item No.4.3 and that in accordance therewith, the revised syllabus as per the (CBCS) for the Bachelor of Mass Media (Broadcast Journalism) (Sem. VI), which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032

3rd April, 2017

To

(Dr.M.A.Khan)
REGISTRAR

The Principals of the affiliated Colleges in Arts and the Professor-cum-Director, Institute of Distance and Open Learning (IDOL).

A.C/4.3/28/02/2017

No. UG/ 6 -A of 2017

MUMBAI-400 032

3rd April, 2017

Copy forwarded with Compliments for information to:-

- 1) The Co-ordinator, Faculty of Arts,
- 2) The Offg. Director of Board of Examinations and Evaluation,
- 3) The Director of Board of Student Development,,
- 4) The Chairperson, Board of Studies in Bachelor of Mass Media,
- 4) The Co-Ordinator, University Computerization Centre,

(Dr.M.A.Khan)
REGISTRAR

..PTO

Cover Page

AC 27/02/2017
Item No. 45

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	<u>TY BMM (Journalism)</u> <u>Semester: VI -Paper: II</u> <u>Subject: Broadcast Journalism: CGSBS</u>
2	Eligibility for Admission	12th pass.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	03 years & 06 semesters
6	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2016-17.</u>



Signature :

Date: 20/2/2017

TY BMM (Journalism)
Semester: VI -Paper: II

Subject: Broadcast Journalism: CGSBS

[75MarksTheory 25: Internals (Class Test; Projects;Assignments & Practicals)]

Objectives :

1. To understand the development of Broadcast Journalism.
2. To understand the importance of Regional Journalism in Broadcast Media
3. To learn to write in Broadcast Format conforming to the ethical and practical principles that guide it.
4. To introduce briefly the concepts of Convergence, Social Media & Online Journalism.

Module I

[06-sessions]

❖ **History & Development of Broadcast Journalism.**

- (i) Brief History, Evolution & development of Radio journalism- Globally & in India.
- (ii) Brief History of the development of TV journalism- Globally & in India.
- (iii) Emerging Trends.

❖ **Evolution & Development of Radio:**

The International Scenario- Marconi (Inventor of radio) till date- Timeline.

❖ **Indian Scenario: All India Radio—**

- Organizational structure.
- News Service Division of AIR;
- Objectives of broadcast—Information, Education & Entertainment;
- Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service, National Service.
- Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR.
- Prasar Bharati - Code of ethics for Public Service Broadcast.

❖ **Private FM Channels, Digital broadcast & Satellite radio**

- Autonomy of Expansion of Private FM Radio channels.
- Digital Broadcast.
- Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast.
- Developmental & Educational Role of AIR & Community Radio- Evolution & Growth.
- Internet Radio & Private FM Channels broadcast on Internet.

❖ **Evolution & Development of TV:**

- The International Scenario- John Baird (Inventor of TV) till date- Timeline.

❖ **Indian scenario - Doordarshan** - News; Entertainment, Culture, Sports & Films.

❖ **Private & Satellite channels :**

- Growth of Private International, National & Regional TV Networks & fierce competition for ratings.
- Satellite television broadcast-Television channels for niche audiences — entertainment, news, sports, science, health & life style. ; HDTV telecast
Proliferation of DTH services.

❖ **The Case Studies :**

1. **BBC:** : Evolution ,Organization, Policies& Programming- News Service- News on the hour & news updates, Radio Features, Catering to Transnational audiences, Advertising & promotion. Social Responsibility to audiences.
2. **CNN:** Evolution ,Organization, Policies& Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising & promotion.

Module –II

[06 sessions]

❖ **Regional Journalism:**

[Introduction&Importance of Regional Channels in India & Globally]

1. News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak.

2. Radio Channels-Akashvani Marathi (SW/AM), Akashvani Mumbai GOLD (100.7 FM) Akashvani Mumbai Rainbow (107.1 FM), Sun Radio.

Module – III

[06 sessions]

❖ **Broadcast Formats:**

❖ **News:**

- Main characteristics of News as against news in other media.
- Spot news, News Bulletins & News analysis/ News Magazines/ Features.
- Announcements.

❖ **Features on Radio & TV**

- Talk Shows
- Reviews
- Talks
- Interviews

- Discussions.
- Documentaries.
- Docudramas.
- Plays/ Skits.
- Commentaries.

❖ **Other Programs**

- Music
- Sports

Module – IV

[10 sessions]

❖ **Writing for Broadcast Media-(Radio& Television)**

- Research in Broadcast.
- Broadcast News Vocabulary.
- Genres: Sports, Current Affairs, Lifestyle etc.
- Preparation of Audio and Video briefs- Idea generation, Scripting, Story board.
- Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV.

Module – V :

Current & Emerging Trends in Broadcast Journalism : [08 sessions]

- ❖ **‘24/7 news broadcast** : Features, Audience effectiveness, advertisements & Dumbing down of News.
- ❖ **Ethics** : (including Censorship) in presentation of News.
- ❖ **Convergence**: Need, nature and future of convergence.
Convergence and Multi-media: - Use of Facebook & Twitter handles by Radio& TV channels, Internet TV/ Radio and MobileTV/Radio.
- ❖ **Emerging Trends**: Mobile Technology, Social Media & Web - eg.Hotstar, Voot, SonyLiv.
- ❖ **Digital storytelling /Features** : `Story idea, development and Presentation- Web series.

❖ **Students’ Internal assessment:Class Test/ Projects/Assignments: (25 marks)**

Suggested assignments:

- ❖ Scripting, Shooting, Editing & Presenting a News Event /Feature for TV (field event).
- ❖ Scripting a Radio show & presenting the same.
- ❖ (The assignments should make students aware of & understand the practical use of Radio & TV -Hardware & Software (Eg.) Microphones, Cameras, Lighting, Special effects, Sound effects, Consoles- Recording, Editing& Dubbing).

❖ **Suggested Readings :**

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
5. Television Production by Phillip Harris.
6. Broadcast Journalism by David Keith Cohler (Prentice Hall).
7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
8. Awasthi, G. C. Broadcasting in India. Allied Publications.
9. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004.
10. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004.
11. Pavlik J.V. Media in the Digital Age. Columbia University Press.
12. Robert McLiesh Radio Production, Focal Press.
13. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi.
14. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
- 15.** John Vernon Pavlik New Media Technology Allyn& Bacon ISBN 020527093X.
