

**BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)**  
**5<sup>th</sup> SEMESTER**  
**DISCIPLINE SPECIFIC ELECTIVE-1A (DSE-1A)**  
**(OPTION-I)**

**MCH520D1A: RADIO PRODUCTION**

**CREDITS: THEORY: 4; PRACTICAL: 2**  
**MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30**  
**MINIMUM MARKS: THEORY: 24; PRACTICAL: 12**

**Objectives/Expected Learning Objectives:**

- *Students will know the evolution of Radio as co-form of mass communication, moreover to given them a brief introduction to various stages in the process of the production of Radio Programmes.*

**THEORY (4 CREDITS: 60 HOURS)**

**Unit I Growth of Radio (15 HOURS)**

- What is Radio?
- Evolution of Radio—Amateur and HAM to FM and Digital
- Radio Broadcast in India
- Radio and Democracy- participatory, community-driven, special-needs, development communication, distress and disaster.

**Unit II Grammar & Aesthetics of Radio (15 HOURS)**

- Radio formats (simple and complex)
- Radio features, documentaries & magazines
- Writing for Radio- idiom of the spoken word

**Unit III Sound for Radio (15 HOURS)**

- Voice behind the mike –different types of mikes
- Sound –Frequency and Wave length
- Journey of Sound-Analogue and Digital
- Special effects-Menu and Synthesis

**Unit IV Production for Radio (15 HOURS)**

- Pre-Production – (Idea, Research, Radio script, Storyboarding, Proposal writing, Budget, Floor plans, Pilot)
- Production—Creative use of Sound; Listening, Recording, Using archived sounds (execution, requisite, challenges)
- Editing, creative use of Sound Editing

**PRACTICALS (2 CREDITS: 60 HOURS)      MAXIMUM MARKS: 30 MINIMUM MARKS 12**

**Practicals: Based on Theory Course**

**SUGGESTED READINGS:**

- ✓ Chatterjee, P.C. The adventures of Indian Broadcasting, Konark.
- ✓ Luthra, H.R. Indian Broadcasting, Publication Division.
- ✓ McLiesh, Robert. Radio Production, Focal Press.
- ✓ Saxena ,Ambrish, Radio in New Avatar –AMTO FM, Kanishka Publishers, New Delhi.

**BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)**  
**5<sup>TH</sup> SEMESTER**  
**DISCIPLINE SPECIFIC ELECTIVE-1B (DSE-1B)**  
**(OPTION-II)**

**MCH520D1B: HISTORY AND GROWTH OF MEDIA**

**CREDITS: THEORY: 4; PRACTICAL: 2**  
**MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30**  
**MINIMUM MARKS: THEORY: 24; PRACTICAL: 12**

***Objectives/Expected Learning Objectives:***

- *The course will enlighten the students about the evolution of mass media; in India a special mention is given to Kashmiri Press and Radio.*

**THEORY (4 CREDITS: 60 HOURS)**

**Unit I: Print Media (15 HOURS)**

- History of Press in India: Colonial Period, National Freedom Movement, Post-Independence & Emergency Era
- Press Censorship, Press Council of India
- Kashmir Press: Origin, Growth & Development of Journalism in Kashmir

**Unit II: Radio (15 HOURS)**

- Brief History of Radio & Communication Radio
- AIR Service & Commercial Broadcasting
- Radio in Kashmir: Origin, Growth & Development of Radio In Kashmir

**Unit III: Television & Film (15 HOURS)**

- History of TV in India and Growth
- TV as an Educational Medium
- Privatization, Corporate Ownership and Censorship

**Unit IV: Cinema (15 HOURS)**

- Cinema Beginning: Rumeric brothers, Birth of India Cinema
- India Cinema Post-Independence and During Emergency
- New Trends in Indian Cinema

**PRACTICALS (2 CREDITS: 60 HOURS)      MAXIMUM MARKS: 30 MINIMUM MARKS 12**

**Practicals: Based on Theory Course**