

PAPER 13- ADVANCED BROADCAST MEDIA

Background: In the contemporary broadcast media Industry, a student is required to know every aspect of media from its structure and functions to the production of content. This course will aim to introduce students to various genres in Broadcast media and their evolving nature. The students will learn the conceptual issues in broadcasting and delve into the framework of public and private broadcasting.

Objectives and Expected Outcome:

On completion of the course students should be able to:

Understand different broadcasting format i. e Radio & TV, their production aesthetics & requisites.

Capable to produce programme with sensible approach towards public & Private broadcasting

Unit I: Broadcast Genres- 10 Lectures

Contemporary Audio Genres (Innovation and Experiments)

Why am I the 'Idiot Box'? - Debates, Issues and Concerns of Television Genre

Various Evolving Contemporary Television genres: Drama, soap opera, comedy, reality television, children's television, animation, prime time and day time.

Unit II- Public Service Broadcasting16 Lectures

Public Service Model in India (Policy and laws)

Global Overview of Public Service Broadcasting

Community Radio, Community Video

Participatory Communication

Campus Radio

Unit III-Private Broadcasting

16 Lectures

Private Broadcasting Model in India; Policy and Laws

Structure, Functions and Working of a Broadcast Channel

Public and Private partnership in television and Radio programming (India and Britain case studies)

Unit IV - Advanced Broadcast Production - 16 Lectures

Writing and Producing for Radio

Public Service Advertisements

Jingles

Radio Magazine shows

Mixing Genres in Television Production-

Music Video for social comment/as documentary

Mixing ENG and EFP

Reconstruction in News based Programming

Suggestive projects

- Script writing
- Presentation of experimental genere in Radio/ TV
- Presentation about PSBT and such organizations.
- Script on Music Presentation
- Presentation of Commercial Channel functions.
- Presentation on global broadcasting models & Indian Broadcasting Models

Essential Readings

- A. Glen Creeber, Toby Miller and John Tulloch, *The Television Genre Book* (London: British Film Institute, 2009)
- B. Robert B Musburger and Gorham Kindem, *Introduction to media Production*, (Elsevier: Focal Press Focal Press)Pg-95-133, 179-212
- C. Ambrish Saxena, *Radio in New Avatar- AM to FM*,(Delhi: Kanishka) , Pg- 92-138, 271-307
- D. Ted White and Frank Barnas, *Broadcast News, Writing Reporting & Producing*, (Elsevier, Focal Press ,2012) 3-17, 245-257, 279-286
- E. Herbert Zettl, *Television Production Handbook*, (Delhi : Akash Press, 2007) 190-208

Suggestive Readings

- A. [VinodPavarala](#), [Kanchan K Malik](#), *FACILITATING COMMUNITY RADIO IN INDIA: Profiles of NGOs and their Community Radio Initiatives Other Voices* (New Delhi: Sage, 2007)
- B. Mc Leash, Robert, *Radio Production* (US: Taylor & Francis)