

**SATAVAHANA UNIVERSITY : KARIMNAGAR
(B.A.) JOURNALISM "3 YDC" (CBCS)**

SECOND YEAR - IV - SEMESTER

PAPER-IV: BROADCAST JOURNALISM, NEW MEDIA

II nd Year SYLLABUS

UNIT-I

Brief history of the broadcasting in India. Concept of public broadcasting. Contributing Of AIR and Door-Darshan to development. Community broadcasting.

UNIT-II

Emergence of commercial broadcasting. FM radio, Cable/Satellite television and their growth. Satellite TV channels- Ownership and content news, entertainment and infotainment. Impact of television on society.

UNIT-III

Different formats of Radio and T.V News, features, soaps, sitcoms, serials, jingles, talk shows, reality shows, game shows, and documentaries.

UNIT-IV

Basic production techniques. Production technologies, types of production. Script writing techniques for radio and television. Script formats.

UNIT-V

Introduction to new media – Internet and www, search engines. Concept of convergence. Linkages to conventional media – online journalism, blogs, v-logs, chats and social networking. Pod casting, mobile cast, IPTV, internet radio, satellite radio. Ethical issues in new media.

Reference Books:

- 1) Broadcasting in India, PC Chatterji.
- 2) Handbook of broadcasting: How to broadcast effectively, Waldo Abbot.
- 3) Radio Programming: A basic training manual, Ralph Milton.
- 4) Television Journalism (Telugu), Thota Bhavanarayana.
- 5) Radio and TV journalism, Jan R Hakemulader and PP Singh.
- 6) Broadcast Journalism, SC Bhat.
- 7) Writing and Reporting television news Eric K. Gromly