

KAKATIYA UNIVERSITY, WARANGAL  
(B.A) JOURNALISM '3YDC' (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