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plus 2 level. Preference should be given to English medium students.

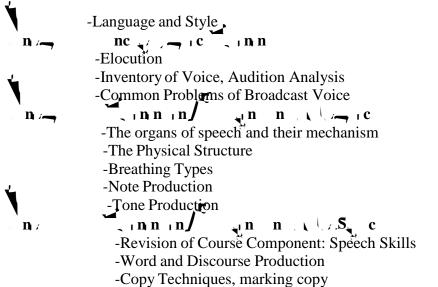
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- To acquaint learners with the different mechanisms of radio broadcast. .
- To train learners in Script writing for different genres of Radio broadcast. •
- To help learners build their best voice by acquainting them with the elements of voice and • providing training in it.
- To help learners to identify their speech problems and overcome them.
- To sensitize learners to body movements, demeanor and gestures involved in TV presentation. JI.

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	-The concept of Mass Communication: Its Status & a Brief introduction
	to its different Mediums (Print, Radio, TV, Films)
	-Role of Print as Means of Communication
	-Role of radio as a Means of Communication
	-Role of TV as Means of Communication
	-The concept of Network Societies: The Expansion of radio & TV Network
	in India (Educational TV, Satellite TV, Doordarshan).
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	-Reporting Speed and Accuracy
	-Contacts, Faithful Reporting
	-Building Sources-Interviews-'Foners'
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	-Kinds of Bulletin
	-Compilations of Bulletin
	-Structural Languages
	-News Values: News Selection and Presentation
	-Sources of News
	-Basic Guidelines for News Writing: Words Economy-Time Frame-
	Figures,- Devices
	-News Writing: Agency copy, radio copy, Edition
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,	-Possible purposes for announcements
	(Emergencies-Death of VVIPs, Traffic Blockades, Economic
	Crises-WeatherChances etc.)
	-Announcing for Promos, language and style, creativity within time
	constraints.
	-Art of Voice Modulation for different types of announcement
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	-Commentary in different situations and for different purposes
	-Research. Survey and Studies

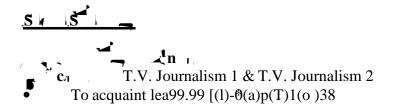
-Language and Style



-Presentation Scripts, Presentation Based on Notes.

The last objective and the last mention point under suggestion for teaching to be taken up with Broadcast Journalism TV (1) and (2) in the III year.

Colsen, Greta.	:	Voice Production and Speech, Pitman & Sons Ltd, Tornoto, 1973.
Berry Cicely	:	Your Voice and How to Use it Successfully, George Harp & Co.Ltd, London, 1981.



- n∕ _y
- Definition and Aims
- Components of a Commentary: Education and Research
- Attitude, Language Style
- Delivery

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- Formats of Announcing Styles, Purpose, Situations, Time, Age, Pace and Pitch.
- Announcing Programmes
- Announcing Commercials
- Public Service Announcements
- Promos
- Kinds of Spot Productions

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- Definition and Aims
- Techniques of Writing for documentary
- Components of a documentary
- Language, style and format
- Characteristics go good documentary
- Types of Copies, TV Scripts, Scene-by-scene Scripts, Camera Scripts, Shooting Scripts

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- Gestures/ Moments of Face, Lips, Eyes, Limbs before the Camera
- Aspects of Gait, Dress Sense, Grace and Demeanor

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- 1. During the course of study, the teacher needs to be resourceful in order to organize fields trips to TV Programmes production centers. The teacher should be able to obtain scripts, tapes, etc. of authentic material to be used in the classroom. This can be recorded with the help of a VCR and can also be transcribed. The teacher must also be able innovative enough to construct activities such as simulation tasks for learners.

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Written :	45 marks
Practical :	45 marks

Y - y		
Bielek, Mark .	:	Television Production Today, NTC, Illinios, 1996.
Cohler, David Keith.	:	Broadcast Journalism, Prentice Hall, New Jersey, 1985.
Boretsky, R. & G. Kuzhelsov	<i>v</i> :	Journalistic Work TV, International Journalist, Prague, 1981.

Hagerman, W.L. :

Broadcast Announcing, Prentice hall, Inc. New Jersey, 1993.

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- To equip learners with language proficiency in Business/work situations particularly in spoken interaction
- To make learners aware of the special features of format and style of informal communication through various modes.
- To equip learners with techniques of written communication in business situations.
- To expand vocabulary and develop reading comprehension of material related to business.

Welcoming, bidding farewell, appreciating in an interview, talking about oneself, describing one's job, work place, likes and dislikes, future plans, describing one's strength and weakness, abilities and qualifications.

 \mathbf{n}_{\perp} : \mathbf{n}_{\perp} \mathbf{n}_{\perp} \mathbf{n}_{\perp} \mathbf{n}_{\perp} \mathbf{n}_{\perp} \mathbf{n}_{\perp} Taking messages, making appointments, making enquiries regarding travel bookings, hotel bookings, services, business trading (stocks etc.), making orders, receiving orders, apologizing, complaining, replying to complaints, giving information.

Practice in telephoning techniques such as repeating numbers, spelling out names, giving information clearly, nothing messages, etc.

Scanning letters and faxes for specific information, acquiring familiarity with abbreviations and phrases commonly used in business correspondence.

Writing letters of applications with curriculum-vitae /resume letters of invitation, reply to invitation enquiry, reference, arrangements, announcing forthcoming events products,

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Writing notices, agendas, resolutions, minutes for business meetings, preparing notes for a meeting

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- Independent reading of reports business and finance papers, reports on company performance, market survey, project reports, reports of achievements in the world of business by well-known business personalities, comparative progress of various enterprises etc.

- Summarization of main ideas of these reports, using the vocabulary from them and consulting the business English dictionary.

- Basic Report writing: Organizing information, structuring the report.

- Visit to the TV Station by learners for exposure to mechanism of TV Broadcast is desirable.
- Visit to the sites of different events by learners is desirable so as to a cover authentic happenings for practical work.

1. Role play and simulation of business situations may be used to train learners.

2.

Binhan, Philip	:	Executive English, Longman Group, London, 3V, 1968 70.
Blundell Oxford's Middle Miss	:	English for Business and Commercial World, Middle Oxford University Press, Oxford, 1985.
Hanner, M.S and G.C.Wilson	:	Communication in Business and Professional Setting M.C. Grawhil, New York , 1989.
Hollet, Caster R., Lyon L & E. Tanner	:	In at the Deep End: Speaking Activities for Professional People, Oxford University Press, Oxford, 1995.
Hollett, V.	:	Business Opportunities, Oxford University Press, Oxford 1994
Scaunders&Owinn Alter	:	Effective Business English, Macmillan London, 1957.
Thill, J.V. and C.L. Bouce	:	Excellence in Business Communication, New York, 1986.
Bjelland, H	:	Bus <u>iness Writing the Modular Way</u> , <u>AmaconAmerican</u> <u>Management</u> Association 135 West, 50 th Street, New York, 1992.
Doherty, M.Napo	:	Write fort Business: Skills for Effective Swift. Report Writing in English, Longman, London. 1987.
Jasmin S. and S. Bright.	:	Business Letter Writing, Universal, New Delhi, 1984.