



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



- 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.

**Unit 1**

- 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).

**Unit 2**

- Reporting Speed and Accuracy
- Contacts, Faithful Reporting
- Building Sources-Interviews-'Foners'

**Unit 3**

- 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

**Unit 4**

- Announcements**
- 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

**Unit 5**

- Commentary**
- Commentary in different situations and for different purposes
- Research, Survey and Studies
- Language and Style

-Language and Style,

-Elocution

-Inventory of Voice, Audition Analysis

-Common Problems of Broadcast Voice

-The organs of speech and their mechanism

-The Physical Structure

-Breathing Types

-Note Production

-Tone Production

-Revision of Course Component: Speech Skills

-Word and Discourse Production

-Copy Techniques, marking copy

-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,  
Toronto, 1973.

Berry Cicely : Your Voice and How to Use it Successfully, George Harp  
& Co.Ltd, London, 1981.

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T.V. Journalism 1 & T.V. Journalism 2  
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## News Commentary

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

## Announcing

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

## Documentary

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

## Body Language

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

## Self-Instructional

1. During the course of study, the teacher needs to be resourceful in order to organize field 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.
2. **Role-play**: The teacher must provide the students with plenty of opportunities to practice presentation of scripts/notes. This includes making learners participate in physical exercises, making texts, giving oral presentations and facing the cameras through simulation. The college must make provision for students to face the camera and rehearse presentation.

**Assessment**  
Written : 45 marks  
Practical : 45 marks

## Bibliography

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Hagerman, W.L. :

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## Section 1: Business Communication

### Unit 1

- 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.

### Unit 2

Interaction in Formal/Informal Situation: Greetings, replying to greetings, introduction of oneself and others.

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.

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, noting messages, etc.

Dealing with Clients and Customers.

- Describing products and Services
- Describing Process
- Answering trade enquiries
- Persuading Clients
- Negotiating an Agreement

Giving options, arguments, justifying, explaining, proposing, dissenting, summing-up, presenting a product (eg. Household appliance) or service (e.g. facilities provided by a hotel) in a clear persuasive manner with the help of illustrative material such as graphs, posters or charts.

The format of business letters and faxes: Different types of formats, address, opening and closing, subjects, headings, sub-headings, numbering 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,

## Writing notices, agendas, resolutions, minutes for business meetings

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

## 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.

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- 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

- 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 cover authentic happenings for practical work.

## Simulation of business situations

1. Role play and simulation of business situations may be used to train learners.
- 2.

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70.
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