



# CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

**Course Code:** BVMC04

**Course Name:** **Soft Skills and Personality Development**

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- To expose the students to the concept of 'Human Development' (Personal and interpersonal) with emphasis on the latent resources that every human being possesses.
- To fulfill the need and importance of creating an awareness of these resources and to maximize the same to enable the students meet the challenges of the modern world.
- To develop inter personal skills and be an effective goal oriented team player.
- To develop professionals with idealistic, practical and moral values.
- To develop communication and problem solving skills.
- To re-engineer attitude and understand its influence on behavior.

## **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents:**

### **UNIT- I: Self-Assessment; Identifying Strength & Limitations:**

- Developing self-esteem and building self-confidence, significance of self-discipline.

- Attitude, process of attitude formation, how to build a success attitude, spot analysis, self-management techniques, self-image and self-esteem, building self-confidence.
- Power of irresistible enthusiasm, etiquettes and manners in a group, public speaking, oral and written communication.
- Body language, importance of listening and responding, tips for technical writing.

### **UNIT - II: Understanding Perception, Attitudes, and Personality Types:**

- Introduction to Personality-Basic of Personality, Human growth and Behavior, Personality, Motivation; Techniques in Personality development.
- Self-confidence, Mnemonics, Goal setting.
- Time Management and effective planning, Techniques in Personality Development
- Stress Management, Meditation and concentration techniques.
- Self-hypnotism, Self-acceptance and Self-growth.

### **UNIT - III: Communicating: Understanding and Overcoming barriers:**

- Development of Communication & Co-operation. Functions of Communication.
- Communication Basics, Communication Networks.
- Tips for Effective Internal Communication.
- Non-verbal Communication. Ethical Communication: austerity in speech, value, ethics and communication. Communication aids.
- Suitable behavior towards customers, Influence in skill, Creativity in presentation & projection and Multi-cultural skills.

### **UNIT - IV: Group Discussion and Interview:**

- Co-ordination while working in a team.
- Role of career planning in personality development.
- How to face personal interviews and group discussions.
- Importance and necessity of Decision Making.
- Process and practical way of Decision Making.

### **UNIT- V: Leadership as a process:**

- Understanding the relationship between Leadership Networking & Team work. Assessing Interpersonal Skills Situation description of Interpersonal Skill.
- Leadership styles, Leader & Team player, Management of conflict, Profiles of great and successful personalities.
- Skills for a good Leader, Assessment of Leadership Skills

### **Prescribed Text Books:**

- Personality Development' by Rajiv K. Mishra, Rupa & Co.

- An Approach to Communication Skills’ by Indrajit Bhattacharya, Delhi : Dhanpat Rai.
- Business Communication Skills’ by Varinder Kumar, Bodh Raj, Manocha, Kalyani Publishers, New Delhi.
- Introduction to Psychology’ by Atkinson and Hilgard’s ,Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus.
- Communication Today & Tomorrow’ by Ravi Aggarwal, Sublime Publications, Jaipur.

**Suggested Additional Readings:**

- Dorch, Patricia. *What Are Soft Skills?* New York: Execu Dress Publisher, 2013.
- Kamin, Maxine. *Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders.* Washington, DC: Pfeiffer & Company, 2013.
- Klaus, Peggy, Jane Rohman & Molly Hamaker. *The Hard Truth about Soft Skills.* London: HarperCollins E-books, 2007.
- Petes S. J., Francis. *Soft Skills and Professional Communication.* New Delhi: Tata McGraw-Hill Education, 2011.
- Stein, Steven J. & Howard E. Book. *The EQ Edge: Emotional Intelligence and Your Success.* Canada: Wiley & Sons, 2006.

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**Course Code:** BVMC05

**Course Name:** **Reporting and Editing**

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Understand the art of writing, report and editing.
- Develop skills of writing, report and editing.
- To understand the significance of reporting.
- To discuss the news values and the basics of news writing.
- To know the different types of leads.
- To understand the techniques of re-writing.
- To know the meaning of news agency copy

## **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents:**

### **UNIT- I: Principles of Reporting:**

- Principles of reporting, functions and responsibilities, writing news - lead - types of leads; body - techniques of re-writing - news agency copy.
- Introduction to News
- News: Meaning & definition.
- Sources and elements of news.

- Characteristics of news.
- Different styles of news writing.
- Headline: Importance & types

### **UNIT - II: Different Types of writing:**

- Writing for newspaper and magazines: Nature & Difference.
- Feature writing: Meaning, definition & nature.
- Editorial: Importance & art of writing.
- Writing column, Reportage, analysis etc.

### **UNIT - III: Reporting Techniques:**

- Reporting techniques.
- Qualities of a 'reporter.
- News - elements, sources - types – pitfalls and problems in reporting - attribution - off - the - record - embargo - pool reporting; follow - up.
- Definition, scope, concept & principles of news reporting.
- Types & techniques of news reporting.
- Functions of reporting: Interview, collection of data, research.
- Qualities & Responsibilities of a reporter.
- Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.
- Types of reporting: Crime, courts, health, civil administration, civic, culture, politics, education beats.

### **UNIT - IV: Editing:**

- Theories and Principles of Editing.
- Preparing good copies for Newspaper, Magazine & others.
- Introduction to editing symbol, proof reading symbols & Copy desk.
- Role, functions and responsibilities of Copy editor.
- Nature and need for editing.

### **UNIT- V: Function of Editing:**

- Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.
- Functions and qualifications of a sub-editor and chief--sub editor,
- Copy selection and copy testing.

- Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

**Prescribed Text Books:**

- Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997.
- Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi.
- Aruna Zachariah., Print Media, Communication and Management : Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007.
- Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
- George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006.
- Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi.

**Suggested Additional Readings:**

- Reporting Methods S.Kundra (Anmol Publications Pvt.Ltd).
- Outline of Editing M.K.Joseph.
- Editing Techniques S.Kundra.
- News Reporting and Editing (Jan.R.Hakemulder, Fay AC de Jonge, P.P. Singh)
- Wynford Hicks., Writing for Journalist, Routledge, London, 2000

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**Course Code:** BVMC06

**Course Name:** **Indian Communication System**

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Helps Students in understanding basic concepts of India Society and its culture.
- Understand the various concepts Indian Values and belief Systems.
- It is also aimed at helping student to know about Socio-Cultural aspects of Communication.
- To provide knowledge about indigenous communication systems.
- Understand the social structure of Indian society, role and importance different factors in social change.

## **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents:**

### **UNIT- I: Indian Society and Culture**

- Basic characteristics, Socio-cultural context of communication
- Four layered theory of Purusharthas and Ashramas.
- Theory of Karmic bonds, Concept of rebirth, Famous festivals
- Difference between Dharma and sect.
- Interpretation of signs and symbols.

## **UNIT- II: Indian Communication Theories**

- Vak and Rasa theory, Samvad and Shastrarthaparampara, Oral tradition
- Music- the master tool of communication
- Kumbh-the biggest communicative event
- Indian Communication thinker-Devarshi Narada, Patanjali, Bharat Muni, AcharyaAbhinavgupta, Bhartihari.

## **UNIT - III: Society & Religions**

- Concept and types of Society.
- Introduction to Indian Society: Structure, Characteristics & background.
- Definition and Concept of religions.
- Brief idea of religions: Hinduism, Muslims, Christianity, Buddhism, Jainism & Sikhism.

## **UNIT - IV: Family in Indian Society**

- Marriage and kinship in India.
- Functions of family.
- Types of family.
- Changes in Indian family system.

## **UNIT - IV: Caste system in India.**

- Characteristics of caste system in India.
- Socio-cultural, economic, political dimension of caste system in India.
- Power dimension of caste system in India.
- Inter-caste relations, changes in caste system in India

## **UNIT- V: Social Change**

- Factors of social change.
- Education in social change: Importance & Need.
- Globalization & Social change.
- Media & Social change.
- Technology for Social change.

## **Prescribed Text Books:**

- Shyam Benegal Bharat Ek Khoj (Series).
- Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial.
- D.B. Vohra History of Freedom Movement, Delhi Admin.
- H.R. Ghosal An Outline History of Indian People.

## **Suggested Additional Readings:**

- A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2.

- A.N. Aggarwal Indian Economy.
- Rajni Kothari Caste in Indian politics 8. Ministry of I &B Facts about India

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**Course Code:** BVMC-10

**Course Name:** Environmental studies

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- To understand the basic concepts of the natural environment, to identify the different sources of pollution and their related effects, and to have awareness about the conservation strategies and laws followed in India.
- To prepare students for a professional career as science and environmental writers, reporters and editors in the media industry, research institutions and environment related organisations.
- Describe the difference between general reporting and science reporting.
- Develop an understanding of science and environmental issues. It enables them to include these issues in their media productions and develop an understanding to the solutions of the problems related to the environment communication

## **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
  2. End Term Examination: 50%
  3. Continuous Internal Assessment: 25%
- Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents:**

### **UNIT- I: Basics of Environment**

- Introduction,
- Concept of biosphere—lithosphere, hydrosphere, atmosphere.

- Natural resources-types, importance, conservation
- Biodiversity: definition, hotspots, national parks, biosphere reserves, wildlife sanctuaries.

### **UNIT - II: Ecology**

- Concept of an ecosystem: Structure and function of an ecosystem
- Producers, consumers and decomposers
- Ecological succession
- Introduction, definition: genetic, species and ecosystem diversity
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered and endemic species of India, media's role in disseminating of information in ecology.

### **UNIT- III: Environmental issues**

- Air, water, Soil, noise and marine pollution.
- Natural and anthropogenic sources of pollution.
- Effects of different types of pollutions; Primary and secondary pollutants.
- Radioactive and thermal pollution. Acid rain.
- Ozone depletion, global warming and climatic change.
- Environmental conservation strategies and projects in India, Ganga action plan, Yamuna action plan etc.
- Environmental laws in India.

### **UNIT- IV: Renewable and Non Renewable Energy Resources**

- Energy Utilization: Basic concepts and role in human civilization.
- Energy scenario in India.
- Renewable and non-renewable sources of energy.
- Sustainable use of energy resources.
- Renewable Energy Resources: Hydropower, Solar energy, geothermal, tidal and wind energy, Biomass energy, biogas and its advantages.
- Non Renewable Energy Resources: Fossil fuels and their reserves Nuclear energy, types, uses and effects; Energy utilization and its effects on environment Energy crisis.

### **UNIT- V: Natural Resources and Forest Management**

- Forest Management.
- Forest resources of India.
- Wild life conservation efforts in India, Project tiger, range management.
- Concept of sustainable development.

- Major conservation efforts – WWF, IUCN, UNEP, CITES, ENVIS. Role of NGO's in Environment protection.

**Prescribed Text Books:**

- Ecology - Principles and Applications' by Chapman and Reiss, Cambridge University Press, Cambridge, U.K., 2004
- 'Basic Environmental Biotechnology' by G.E. Omenn, Plenum Press, N.Y., 1987.
- 'Environmental Challenges and Solutions' by Robert Jr. Cabin.
- Global Environmental Change and Land Use' by H.J.T.M Harmaan, Jan Verhagen, C.A. Rovers, Springer, 2003.
- 'A Textbook of Environment Science' by Thakur Vidya, Scientific Publishers, 2012.
- 'Living in the Environment: Principles, Connections, and Solutions' by Jr., G. Tyler Miller, Brooks Cole.
- Dhaliwal G.S., Sangha G.S. and Ralhan P.K. 2000, Fundamentals of Environmental Science, Kalyani Publishers, New Delhi.

**Suggested Additional Readings:**

- N. K. Uberoi, (2010), Environmental Studies, Excel Books, New Delhi, ISBN 978-81-7446-886-4
- IGNOU, (2008), Specialised Reporting, Communication Division, New Delhi.
- P. C Joshi & Namita Joshi (2009), A Text Book of Environmental Science, A. P. H. Pub. New Delhi, ISBN 81-313-0456-3
- Dr B. S. Chauhan, (2008), Environmental Studies, Laxmi Publication, University Science Press, New Delhi.
- Anubha Kaushik & C. P. Kaushik ( 2010), Environmental Studies, New Age International
- Hindi and English Newspapers and Journals.

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**Course Code:** BVMC-11

**Course Name:** **Photo Journalism**

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Understanding critically the basic concepts of photography and photojournalism.
- Mapping historical significance and future of photojournalism.
- Getting insights about impact of latest technology on photojournalism

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

### **Evaluation Criteria:**

1. Mid Term Examination: 25%
  2. End Term Examination: 50%
  3. Continuous Internal Assessment: 25%
- Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

### **Course Contents:**

#### **UNIT- I: Introduction to Photojournalism**

- Elements of Visual news story telling, History of photojournalism Module.
- Organisation of a newspaper, Structure of newsroom, Role of photojournalists in a newsroom, communicating with the desk, briefing and debriefing Module.
- Types of news stories Module IV: Developing eye for news photos Module.
- Principles and Ethics and of photojournalism, Media laws and Intellectual Property Rights.

#### **UNIT - II: Basic Concepts of Photography and Photojournalism**

- Photography, its emergence and growth.
- What is camera? Its functions, and introduction to different types of camera.
- Mechanics of photography: apertures, shutter speeds, focus, and focal lengths.
- Introduction to different types of lenses Module V: Lighting, composition.

### **UNIT - III: Photography & Visual Communication**

- Understanding visual communication & photography.
- The concept of art and the visual image; pinhole camera,
- Basics of camera operations,
- Parts of the camera, digital vs. analogue camera, point and shoot cameras.
- Basic elements of compositions.

### **UNIT - IV: Photo-editing**

- Why is editing necessary? Who should do it? How should it be done? Reading the Mistakes in photos (noise in photographs, over exposure etc.)
- Advantages and pitfalls of crowd sourcing, preparing stories received from citizen journalists.
- Caption Writing, Digital archive and management of photographs.
- Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDSSee Photo editor.
- Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple publishing platforms.

### **UNIT - V: Advanced Photojournalism**

- Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime.
- Photographs for photo features, photo stories and photo essays.
- Developing specialisations like sports, portrait, art and culture, environment, and industry, aerial, candid, fashion, food, environmental, forensic, medical, paparazzi, nature, underwater.
- Photography for specialised, niche publications Module IV: Coordination among photojournalists, editorial and page design colleagues, opportunities for young photojournalists outside newspaper journalism.

### **Prescribed Text Books:**

- Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press.
- Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall.
- Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson.

- Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
- Seely John. The Oxford Guide to Writing & Speaking.
- Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.
- Lewis James. The Active Reporter. Vikas Publication.
- Warren Carl. Modern News Reporting. Harper and Row.
- Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
- Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
- Kamath, M.V. Behind The By-Line. Vision Books. 12.
- Kamath, M.V. Reporter at Large.
- 10. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication.

**Suggested Additional Readings:**

- T.J.S. George: Editing – A Handbook for Journalists.
- Kamath, M.V. The Journalist’s Handbook.
- Kamath, M.V. The Professional Journalist.
- Vir Bala Aggarwal and V.S.Gupta, 2002 (second reprint), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi.
- Seema Hasan, 2010, Mass Communication: Principles and Concepts, CBS Publishers and Distributors Pvt. Ltd., New Delhi.
- Sevanti Ninan, 2007, Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publications, New Delhi

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**Course Code:** BVMC-12

**Course Name:** Television and Radio Journalism

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Describe the characteristics of radio as a medium of mass communication and its Limitations.
- Identify different modes of broadcasting and types of radio stations.
- Describe different formats of Radio programs.
- Explain the salient features of TV as a medium.
- List the different formats of TV.
- Describe the process of gathering news and report for TV.

### **Attendance Requirement:**

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### **Evaluation Criteria:**

1. Mid Term Examination: 25%
  2. End Term Examination: 50%
  3. Continuous Internal Assessment: 25%
- Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%
  -

### **Course Contents:**

#### **UNIT- I: Radio and TV as a medium**

- Radio as a medium of mass communication in today's context.
- Characteristics of radio.
- Limitations of radio.
- Understanding the medium – Nature & Importance

- Objectives and principles of TV Broadcasting.
- Public & Private channel: Objective & reach.
- Distinguishing characteristics of TV as compared to other Media.
- Mode of transmission: Terrestrial, Satellite Television & Cable TV.

## **UNIT - II: Radio and TV Formats**

- Radio format: Meaning & Importance.
- Radio news.
- Radio talks.
- Radio features.
- TV formats: Meaning & Needs.
- Fictional programs: soap operas, sitcoms, serial & films.
- News based programme: Talk, Discussion, Interview etc.

## **UNIT - III: Radio Journalism and TV Journalism**

- Radio journalism: Meaning & Definition.
- Qualities of an anchor/presenter.
- Importance of pronunciation & voice modulation.
- Definition and elements of TV News.
- Basic principles of TV News Writing.
- Sources of TV News.
- Types of TV News bulletins and their structure.
- Planning and conducting of various types of interviews: Factual, Opinion and Ideas

## **UNIT - IV: TV Newsroom**

- Video Editor and Producer of TV News.
- Types of News Bulletins Compilation of News: Pool copy, Compiling News Bulletins.
- Structure and working of News room of a Television Production Centre.
- Types of Television Programme Visualizing ideas & Story Board Idea Development & Research for Production Different formats of television programs.
- Duties and Functions of TV Reporter.

## **UNIT- V: Radio & TV Production**

- Radio production; radio studio, programme production, basics of audio production, radio formats, digital audio compression, and radio technology & online radio. Radio Programme production: Basic Equipments Concept of MW, SW and FM Microphone:

Importance, Types, Elements of Radio Script: Spoken, immediate, person to person, heard only once sound only, feel, think, entertain, & inform.

- Introduction to Television and visual composition - basic rules of composition, television aspect ratio, different video tapes and standards, different formats, classification of shots, basic movements of the camera, visual grammar for television.
- News, interview, and discussion, PSA Basic shots: CU, ECU, MS, LS, OSS etc  
Guidelines for script writing Difference between ENG & EFP T.V. News: Basic style: PTC, Stand up shot etc.

**Prescribed Text Books:**

- H.R. Luthra Indian Broadcasting, Publications Division.
- Robert Mc Liesh Radio Production, Focal Press.
- Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi.
- Indian Broadcasting:H.R.Luthra: Publication Division New Delhi.
- Radio drama-Theory and Practice: Tim Crook London.
- Broadcast news writing, Reporting and Producing: Ted White:Focal Press.
- Broadcast Journalism: Andrew Boyd:Focal Press

**Suggested Additional Readings:**

- Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers.
- Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.
- Janet Trewin Presenting on TV and Radio, Focal Press, India.
- James R. Alburger The Art of Voice Acting, Focal Press.
- Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi 19.

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