

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- III)

Title of Paper: ELECTRONIC MEDIA

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course offers an in-depth introduction to electronic media, covering radio, television, and emerging digital platforms such as web series, podcasts, and OTT content. It equips students with essential skills in audio-visual production, format development, and content planning, making it highly relevant for careers in broadcasting, digital journalism, content creation, and media production. Closely linked with courses in journalism, advertising, and digital media, it meets the growing industry demand for multi-skilled media professionals.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the fundamentals and evolution of radio, television, and digital media platforms. 2. To develop technical and creative skills in audio-visual content creation, including production processes and media formats. 3. To foster an understanding of the role of electronic media in society and its relevance to contemporary communication and industry practices. 	
8	Course Outcomes: (<ol style="list-style-type: none"> 1. Learners will be able to identify and explain various electronic media formats and their functions across radio, television, and digital platforms. 2. Learners will demonstrate the ability to plan, produce, and edit basic audio-visual content for media applications. 3. Learners will critically analyze the societal impact of electronic media and apply industry-relevant skills to pursue roles in content creation, broadcasting, and digital communication. 	

9 **Module 1: Foundations of Electronic Media (15 Hours)**

1. History and Evolution

- A brief history of Radio and Television in India and globally
- Role and structure of **Prasar Bharati**
- FM & Community Radio: Role, Reach, and Relevance

2. Convergence and Modern Trends

- Cross-platform media: radio, TV, web integration
- Rise of OTT platforms, web series, and streaming services
- The shift from traditional to digital-first content consumption

3. Sound for Media

- Types of sound: natural, ambient, recorded
- Studio & outdoor sound setups
- Microphones and recording types: analog vs digital

4. Visual Language

- Types of video shots, framing, and composition
- Lighting for video production
- TV studio setup vs location shoots

Module 2: Formats, Production & Application (15 Hours)

1. Content Formats

- Radio: News, Talk shows, Documentaries, Music shows, Radio drama
- Television & Web: News, Reality shows, Docudramas, Sports, Animation, Web series
- Podcasting & Online Radio (New Addition): Concepts and trends

2. Production Process Overview

- Pre-Production: Scriptwriting, Storyboarding, Camera & lighting plot
- Production: Camera angles, sequences, shot-taking, log keeping
- Post-Production: Editing (linear and non-linear), dubbing, use of stock content

3. Electronic News Gathering (ENG) & Field Production (EFP)

- ENG: Single and two-person crew setups
- EFP: Live shows, single & multi-camera setups

Module 3 : Social Media as Electronic Media (15 Hours)

- Platforms: Facebook, Instagram, X (Twitter), TikTok
- Virality, influencers, algorithms
- Misinformation and ethics

Module 4: Societal Impact and Media Responsibility (15 Hours)

- Role of Community Radio and All India Radio
- Media's role in education, development, and public service
- DTH and Satellite broadcasting challenges.

10	Reference Books: 1. Basic Radio and Television: by S Sharma 2. The TV Studio Production Handbook : Lucy Brown 3. Mass Communication in India by Keval J. Kumar 4. Beyond Powerful Radio by Valerie Geller 5. Writing News for TV and Radio : Mervin Block 6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler 7. Andrew Boyd, ‘Broadcast Journalism, Techniques of Radio and Television News ‘ , Focal Press London. 8. Keval J Kumar, ‘Mass Communication in India’, Jaico Publishing House. 9. K.M Shrivasta, ‘Radio and TV Journalism’, Sterling Publishers Pvt. Ltd, New Delhi. 10. Usha Raman, ‘ Writing for the Media’, Oxford University Press, New Delhi 11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett 12. Community radio in India : R Sreedher, Puja O Murada	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: 1. A visit to a Radio or Television station 2. Listening and recording news for TV and Radio 3. Shooting an interview for a Television channel 4. Recording a chat show for a radio channel	

Syllabus Designed by:

- Prof. Dr. Navita Kulkarni (**Convener**)
- Prof. Neena Sharma (Subject Expert)
- Ms. Priyanka Khanvilkar (Industry Expert)