

|    |                    |   |    |
|----|--------------------|---|----|
|    |                    | <ul style="list-style-type: none"> <li>• Back to Back/ Indirect (blanket)</li> <li>• Progressive content (Digital)</li> <li>• Sheet-fed v/s Web-fed</li> </ul> 11. Post-press – Finishing <ul style="list-style-type: none"> <li>• Book Binding techniques</li> <li>• Creasing/ Die cutting/</li> <li>• Packaging</li> <li>• Labels, Stickers, Tags</li> <li>• UV Coating, Lamination</li> <li>• Embossing</li> </ul>   |    |
| 05 | Commercial Aspects | 12. Costing & Economy <ul style="list-style-type: none"> <li>• Types of paper</li> <li>• Base &amp; Surface</li> <li>• Thickness – GSM</li> <li>• Types of Ink</li> <li>• Job size – Minimum Quantity</li> </ul> 13. Colour Printing <ul style="list-style-type: none"> <li>• Four colour CMYK</li> <li>• Seven colour CMYK-RGB</li> <li>• Foil print</li> <li>• Fragrance &amp; Texture Print</li> </ul> 14. Future Trends – Brief comment on Evolution in Print time to time as current trends then, e.g. <ul style="list-style-type: none"> <li>• 3D Print etc.</li> </ul> | 10 |

## BASICS OF RADIO & TELEVISION

| Module    | Topics  | Hours     |
|-----------|---|-----------|
| <b>01</b> | Evolution and growth of radio & Television <p>A. Evolution and growth of radio<br/> Satellite radio – The evolution &amp; growth<br/> AIR and Community radio – Developmental &amp; Educational role<br/> Internet radio &amp; Private FM Channels broadcast on Internet</p> <p>B. Evolution and growth of TV<br/> Evolution and growth of Private and Satellite channels<br/> Growth of private International , National, Regional TV Networks and fierce<br/> Competition for ratings<br/> Satellite Television Broadcast – Television channels for niche audiences – entertainment, news, sports, science, health &amp; lifestyle. HDTV telecast<br/> Proliferation of DTH services.</p> | <b>10</b> |

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|-----------|---|-----------|
| <b>02</b> | <p>Regional channels</p> <p>A. Rise of regional channels and Importance of regional channels in India &amp; Globally</p> <p>B. Trends in regional radio and Television channels.</p>  |           |
| <b>03</b> | <p>News and other non-fictional formats</p> <p>A. TRP – breaking news on television and the TRP race</p> <p>B. Panel discussions – How panel discussions can make the public opinion</p> <p>C. Interviews – Radio and Television interview technique</p> <p>D. Anchoring – qualities of good anchor, voice modulation</p> <p>E. Radio Jockey – Understanding your audience first, voice modulation, clear diction, accurate pronunciation</p> | <b>10</b> |
| <b>04</b> | <p>Writing for Broadcast media - ( radio and Television)</p> <p>A. Preparation of audio and video briefs – Idea generation, scripting, storyboard</p> <p>B. Scripting – Scripting for – Interviews/Documentary/Feature/Drama/Skits on Radio and TV</p> <p>C. Ethics – Ethics including Censorship in presentation of News, Code of conduct, Fact Checking.</p>  |           |
| <b>05</b> | <p>Emerging Trends – Mobile technology, social media and Web: eg</p> <p>A. Hotstar</p> <p>B. Voot</p> <p>C. Sony Live</p>   | <b>10</b> |
| <b>06</b> | <p>Digital story telling/Features –</p> <p>A. Story idea</p> <p>B. Development and presentation</p> <p>C. Web Series</p>  |           |
| <b>07</b> | <p>Current and Emerging trends in electronic media</p> <p>A. 24/7 news broadcast – Features/ Audience effectiveness, advertisements and dumbing down of News</p> <p>B. Convergence and Multimedia – Use of Facebook and twitter handles by Radio and TV channels</p> <p>C. Internet TV/Radio</p> <p>D. Mobile TV/Radio</p>  |           |