

Program	BS Media & Development Communication	Course Code	FBM-105	Credit Hours	3
Course Title	INTRODUCTION TO BROADCAST MEDIA (Interdisciplinary)				
Course Introduction					
Broadcast media, encompassing radio and television, plays a pivotal role in development communication by facilitating the dissemination of information to large, diverse audiences. It serves as a powerful tool for education, awareness, and social change, capable of reaching remote and marginalized communities. Through carefully crafted content, broadcast media can inform, educate, and entertain, fostering public discourse and promoting development initiatives. Understanding the fundamentals of broadcast media, including its history, technical aspects, and its impact on society, is essential for leveraging its full potential in driving positive societal transformations.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand the importance of broadcast media including Radio, TV, and digital media 2. Gain knowledge about broadcast journalism 					
Course Content				Assignments/Readings	
Week 1	1. Introduction to Radio				
Week 2	2. Introduction to TV, Film, and Internet				
Week 3	3. Working of Radio Stations				
Week 4	4. Working of TV Stations				
Week 5	5. Production of Radio News and Programs				
Week 6	6. Production of TV News and Programs				
Week 7	7. Script Writing for Radio				
Week 8	8. Script Writing for TV				
Week 9	9. Production of Radio Programs				
Week 10	10. Production of TV Programs				
Week 11	11. Radio & TV Talk Shows				
Week 12	12. Discussions, Plays, and Documentaries				
Week 13	13. Qualifications and Duties of a Radio News Producer				
Week 14	14. Qualifications and Duties of a TV News Producer				
Week 15	15. Various Dimensions of Electronic Media (FM Radio, Satellite, Terrestrial, and Cable TV)				
Week 16	16. Online Radio & Online TV				
Textbooks and Reading Material					
<ol style="list-style-type: none"> 1. Brown and Benchmark (1997) Telecommunication an Introduction to Electronic media, Lynne Gross 6th ed, London. 2. Price, S. & Pitman (1993) Media Studies, Publishing, London. 3. Biagi, S. & Belmont, W. (1992) Media Impact, 2nd Edition. 4. Hart, A. & Rontledge (1991) Understand the Media, New York. 5. Conrad fink, Longman (1990) Inside the Media, New York. 					

6. Merrill, J.C., Lee, J. & Jay, E. (1990) Modern Mass Media, Friedlander, Harper & Row, New York.
7. Fiske, J. & McThuen (1987) Television Culture, London.
8. Lodziak, C. & Prillie, F. (1986) Power of TV, London.
9. Hiebert, R. E., Donald F. Ungurait, D. F., Bohn, T. W. & Longman (1982) Mass media: An introduction to Modern Communication. New York.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.