



व्यावसायिक और तकनीकी शिक्षा के लिए राष्ट्रीय केंद्र

**NATIONAL CENTRE FOR VOCATIONAL AND TECHNICAL EDUCATION**

In associated with NCVTE Council for Vocational and Technical Education,  
An Autonomous, NCT NEW DELHI, Incorporated by GOVERNMENT OF INDIA.  
Collaboration with under a scheme of Ministry of Human Resource Development,  
GOVERNMENT OF INDIA.

# **MEDIA EDUCATION**

## **SYLLABUS**

**NCVTE DIPLOMA IN RADIO PRODUCTION - VCE014**

**COURSE DURATION : ONE YEAR**

### **SUBJECTS & PAPERS**

<b>S.No</b>	<b>SUBJECT CODE</b>	<b>SUBJECTS</b>
1	VCE014-01	COMMUNICATIVE ENGLISH AND COMPUTER FUNDAMENTALS
2	VCE014-02	INTRODUCTION OF ELECTRONIC MEDIA
3	VCE014-03	RADIO AS A MEDIUM OF MASS COMMUNICATION
4	VCE014-04	IMPORTANCE OF RADIO SCRIPT WRITING
5	VCE014-05	NEW TRENDS OF FM
6	VCE014-06	DIFFERENT TYPES OF FM PROGRAMME
7	VCE014-07	PRACTICAL



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## COMMUNICATIVE ENGLISH AND COMPUTER FUNDAMENTALS – VCE-014-01

### Unit I:

Fundamentals of Language: Basic use of parts of Speech, Tenses, Articles, Model verbs, Conditional sentences, verbs, phrasal verbs and idioms, word-building through suffix and prefix, compound words, for specific usage related to the situations. Reading skills: Dealing with difficult vocabulary, Reading comprehensions, reading sub skills -skimming and scanning.

### Unit II:

Sentence pattern and paragraph writing: Basic writing skills and conveying specific factual information using simple sentences of various patterns. Transformation of sentences, writing Introduction, welcoming, thanksgiving and conclusion. Effective Oral Communication: Oral reports, Discussion, Telephonic conversations, Pronunciation, Stress and Intonation. British and American English, synonyms and antonyms, Public speaking. English for Job-search: Drafting covering letters and applications specific to a job. Difference between CV, Resume and Bio-data. Tips for Interview Success. Body Language. Mock Interviews for enhancing skills.

### Unit III:

Introduction to Computer: Input and Output Devices, System Software and Application Software Computer Language, Compiler and Assembler. Basics of Word Processing: Starting Word Program, Word Screen Layout, Typing Screen Objects, Managing Documents, Protecting and Finding Documents, Printing Documents, Formatting Documents Working with text, Formatting Text, Formatting Paragraphs, Bulleted and Numbered Lists, Copying and Moving Text, Spelling and Grammar, Page Formatting, Creating Tables, Mail Merge, Types of documents in Mail merge, Creating data Source, Creating Mailing Labels, Merging Data into Main Document.

### Unit IV:

Basics of Spreadsheet Selecting: Adding and Renaming Worksheets, Modifying a Worksheet, Resizing Rows and Columns, Workbook Protection, Formatting Worksheets, Formatting Toolbar, Formatting Cells, Formatting Rows and Columns, Formatting Worksheets Using Styles, Protect and Unprotect Worksheets, Formulas, Functions and Charts Formulas and Functions, Copying a Formula, Types of Functions, Types of Charts, Auto Shapes and Smart art. Creating Presentation: Creating Slides, Slide Sorter View, Changing Slide Layouts, Moving Between Slides



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#### **Unit V :**

Introduction to Internet: Getting Connected to Internet, Types of Internet Connections, Internet Terminology, Understanding Internet Address, Computer Viruses and Security Threats. Undergo training in Networking topologies, types of servers, server software, Internet protocols (TCP/IP, FTP, HTTP)

#### **Reference Books:**

1. Adair, John. Effective Communication. London: Pan Macmillan Ltd.2003.
2. Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.

### **INTRODUCTION OF ELECTRONIC MEDIA – VCE014-02**

#### **Unit I:**

Defining Electronic Media: Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media.

#### **Unit II:**

Radio Broadcasting-Origin and Growth, All India Radio, FM Radio stations bands, Radio Jockeys- Programs Formats: News talks, Interviews, Documentaries and advertisements. Radio program productions-Studio, Recording, Editing, and Radio station Structure and staff.

#### **Unit III:**

An overview of Television Industry, TV as a domestic Medium, Popularity, Entertainment-Education format, Formats of TV News packaging, Programs- structure and format in the new era, live talk, Sitcoms and Soap Operas, Station structure and staff

#### **Unit IV:**

Broadcast Language- Clarity, Brevity,& Simplicity, Gate keeping & Credibility, The local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing to visuals.

#### **Unit V:**

Production Practice: Radio and television programme.



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#### **RADIO AS A MEDIUM OF MASS COMMUNICATION – VCE014-03**

##### **Unit I:**

Development of Radio Broadcasting in India - Characteristics of Radio - Emergence of FM - Internet Radio and Community Radio in India - Popular Radio Genres: News bulletin, Documentary, Radio feature, Drama, Talks, Music programmes - Radio Programme Production - Ownership and Control - The Radio Station - The Radio Team- duties and responsibilities of team members

##### **Unit II:**

Communication – Definition – Nature, Scope – Functions of Communication – Process and Elements of Communication – Source, Message, Channel, Receiver, Noise, Feedback, Context and Effect – Types of Communication – Intrapersonal, Interpersonal, Group, Mass Communication, Verbal and Nonverbal Communication.

##### **Unit III:**

Communication Models – Aristotle – Lass well, Schramm, Berol, Shanon & Weaver and dance’s model – Seven C’s for effective communication.

Radio Media – Radio as a Mass Media – Origin and Growth in India – Nature and Characteristic – Different types of Radio Stations – Public, Private and Community Radio – Online Broadcasting.

**Book : Keval J Kumar, Mass Communication In India.**

#### **IMPORTANCE OF RADIO SCRIPT WRITING – VCE014-04**

##### **1) Writing for the Screen**

The Nature and Characteristics of Media Writing

Literary text v/s text written for the screen

Understanding the written word as a blue-print for visuals

Visualization: ‘Seeing’ and ‘Hearing’ before writing

##### **2) The Core of Screen Writing: Genesis of an Idea**

Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary regularly

Types of Ideas: Event-led, character-based, reality-based, concept-led

Choosing and Formulating the Theme: Choosing Characters and their Points of Views.

The Concept/Idea diary



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### NEW TRENDS OF FM – VCE014-05

#### 1) Understanding Radio

Development of radio as a mass medium, Key features of Radio

Short wave and Mid-wave Frequencies

FM as Popular Radio

Indian Broadcasting: early years (Regulations and Changes in AIR)

Role at the time of independence

Auctioning the Airwaves- Phase one Policy, privatization Phase two and Phase 3

#### 2) Management of a Radio Station

- Positioning and Branding of Radio
- Various people involved in Radio production/jobs and responsibilities
- Role of an RJ and his responsibilities
- Creative producers and Programmers
- Research and Rating system
- Management of Content: copyrights of songs/music
- Economic aspects and Community Radio

#### 3) New developments

- Community Radio: Concept and relevance
- Campus Radio: Concept and relevance
- Digital Audio Broadcasting: Satellite Radio, HD Radio and Visual Radio
- Internet or streaming Radio
- Podcasting
- Case study of World Space Radio

### DIFFERENT TYPES OF FM PROGRAMME – VCE014-06

#### 1) Radio Programme Formats

- Types of radio news bulletins and their structures
- News based programmes-talk, spotlight, discussion, interview, voice dispatch and reviews
- Entertainment Programmes - feature, music, drama, quiz, phone in programmes
- Film songs and FM Radio

#### 2) Introduction to Program Production for a radio

- Scheduling of Program (Popular FM Stations)
- Planning and scripting
- Understanding recording Studio
- Recording of Audio
- Multi-track mixing and output
- Popular software's used in radio programming



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#### **Recommended Readings:**

1. All India Radio Handbook , New Delhi, 2005
2. Awasthy G.C., Broadcasting in India, Allied publishers, Mumbai, 1965.
3. Chatterji, P.C., Broadcasting in India, Sage, New Delhi, 1988.
4. Masani, Mehra, Broadcasting and People, National Book Trust, New Delhi, 1997.
5. Kumar Kewal, Mass Communication in India, Jaico Publication, 2005
6. VinithaKohli, Indian Media Business, Response books from Sage, 2008