

BMEFT- 202 DYNAMICS OF LANGUAGE**Block –A**

- Unit- I** . Compositor
Dimension of written Compositor
- Unit II** . Compositor types
- a). Guided Composition
 - b). Free work.

Block- B

- Unit-II** Guided Composition its meaning & nature.
- a). Its need & importance
 - b). Essentials of Guided Composition
 - c). Advantages of Guided Composition.

Block- C

- Unit-III** Frees Work
- a). Reporting
 - b). Conversation Reporting
- Unit-II a).** Conversation Writing
- b). Interview Reporting

Suggestion Reading

1. Zones L 1985, Use of English, Combridge Universities Press.
2. Mala Mah Thomas 1987, Class room interaction oxford Universities Press.

BMEFT-204 PRINT MEDIA-III

Block-A

- Unit-I :** Role & Duties of Editor in Chief / Editor, Managing Editor, Executive Editor, News Editor, Deputy News Editor and Chief Sub Editors.
- Unit-II:** Space Management, Handling and Treating Stories & Pictures.

Block-B

- Unit-I:** Editorial Page, Editorials, and Importance of Editorial Page
- Unit-II:** Types of Editorials, Importance of Editorials of Planning Editorials

Block-C

- Unit-I:** Editorials as reflectors of Editorial Policy, Editorial Writers, Columnists and Freelance Writers for the Editorial Page.
- Unit-II:** Changing face of Editorial Page, Major Articles, Middle, and Letters to the Editor.

BMEFT-206 ONLINE JOURNALISM

Block-A

- Unit-I:** Concepts, Nature and Scope of Online Journalism, Super highway, Internet & information revolution.
- Unit-II:** Information and Communication Technology, Basics of Online Journalism

Block-B

- Unit-I:** Fundamentals of cyber journalism, Online – newspapers and online edition of newspapers
- Unit-II:** Merits and Demerits of Online Journalism, Principles of writing news, Features and articles for online newspapers

Block-C

- Unit-I:** Layout of Online and Online Edition of Newspapers, concept of Periodicity for online newspapers
- Unit-II:** Importance Indian & International Online Newspaper and Magazine, Concept of advertising for online newspapers, Internet Radio and Videos and other elements of online newspapers

BMEFT-208 Electronic Media - Radio

Block-A

Unit-I: Radio as a Mass Medium, Importance of Radio in the present media scenario, strengths & weaknesses of radio.

Unit-II: Types of Radio – AM, FM and Digital

Block-B

Unit-I: Principles of program formatting; Objectives of Radio Programme Information, Entertainment and Education.

Unit-II: Types of Radio formats, Radio talks, News, Interviews, Discussions, Features, Documentaries and commercials.

Block-C

Unit-I: News Reading, Accent and Pronunciation, Silence, Voice Culture.

Unit-II: Copy Writing for Radio Commercial & Chat Shows, Drama and Serials, Out Side Broadcast, commentary and Live Shows. Radio Jockey and his responsibilities, Structure and functioning of Prasar Bharti

BMEFT-210 ELECTRONIC MEDIA - TELEVISION

Block-A

- Unit-I:** T.V as a Mass medium. Its importance & role in Society and Nation building.
- Unit-II:** Working & objectives of Door Darshan and Satellite T.V. Channels.

Block-B

- Unit-I:** Script writing for T.V., types of T.V. formats (News, Visuals, talks, discussions and interviews.
- Unit-II:** Hosting and anchoring for different types of T.V. Programmes, Packaging stories and Presentation

Block-C

- Unit-I:** Planning and designing different types of T.V. Programmes (Story Board and Script Designing & layout) Selection of topic, location, equipment and budgeting.
- Unit-II:** Field testing of program, Preview & Analysis. Transmission Techniques