PGDBJ (F1) 02

KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY

Housefed Complex, Dispur, Guwahati-781006

Post Graduate Diploma in Broadcast Journalism

RADIO-1

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COURSE INTRODUCTION

This course will introduce you to the concept of audio media and primarily radio. Various concepts, themes and sub-themes have been discussed in a detailed and simple, comprehensive language so that you do not find any difficulty in understanding them. We expect you to gain a thorough and comprehensive idea about radio. The Course is divided into seven units, which are as follows –

UNIT 1: INTRODUCTION TO AUDIO MEDIA

In this unit, you will become familiar with the audio-medium, that is, radio. You will understand the basic difference in the characteristics between radio, television and the print media. You will also get an idea about the impact and reach of radio in our country.

UNIT 2: HISTORY OF RADIO BROADCASTING

Radio plays a significant role as a mass medium of instruction and entertainment and its importance cannot be undermined especially in a country like India. Therefore it is essential to understand this medium thoroughly so that tomorrow when you become mass communicators, you can employ the right broadcast strategies and techniques for effectively communicating with your listeners. In this unit we will look at the history of radio, at the world scenario as well as its origin and growth in India.

UNIT 3: ALL INDIA RADIO

AIR is India's public broadcaster and has a very wide reach across the country and also outside. The first radio station in the North east was established in Shillong in July,1948 which was then the capital of undivided Assam. In this unit we shall mainly concentrate on AIR and its growth after India's independence with special reference to AIR in Assam and Meghalaya. Also we will learn about AIR's external service division and the News service of AIR. So in this unit we will discuss the growth of AIR in the post-independence period.

UNIT 4: FM RADIO

UNIT 5: COMMUNITY RADIO AND EDUCATIONAL RADIO

In this unit, we will discuss this very role of the radio. Community radio and educational radio are relatively new concepts and so let us begin by discussing about the basic concepts of community radio and educational radio.

UNIT 6: ORGANISATIONAL STRUCTURE

Considering the fact that a radio station is usually a large organization, involving a huge number of people in different sections and at different levels, anyone who wants to make a career in radio needs to know the role and function of each of these sections and the personnel therein. For ease of management and to ensure smooth functioning of the station, every radio station has a fixed hierarchical organizational structure. Therefore let us study the organizational structure of a radio station in this unit. Here, we will also make a special study of the newsroom in a radio station.

UNIT 7: SOME TECHNICAL CONCEPTS

In this unit we will familiarize you with some such technical terms and concepts which are very necessary for someone intending to pursue a career in radio. These include concepts like broadcasting and narrowcasting, radio transmission etc. Many a time we use these words in our day-to-day conversations with people without knowing the accurate meaning of the terms. So, here we shall attempt to help you understand these terms from the point of view of a professional communicator.

POST GRADUATE DIPLOMA IN BROADCAST JOURNALISM
COURSE: II: RADIO-I

DETAILED SYLLABUS

UNIT 1: INTRODUCTION TO AUDIO MEDIA

Characteristics and features of audio media, impact and reach, Audio media vs print media vs audio-visual media

UNIT 2: HISTORY OF RADIO BROADCASTING

History of Radio Broadcasting (World Scenario), History and growth of radio in India

UNIT 3: ALL INDIA RADIO

AIR with special reference to AIR in Assam and AIR in Meghalaya, AIR news service, external service

UNIT 4: FM RADIO

Concept of FM, FM Radio in India

UNIT 5: COMMUNITY RADIO AND EDUCATIONAL RADIO

Community Radio, Educational Radio

UNIT 6: ORGANISATIONAL STRUCTURE

Organizational set-up of a radio station (AIR), News room set-up in a radio station

UNIT 7: SOME TECHNICAL CONCEPTS

Broadcasting, Narrowcasting, Radio Transmission, Amplitude modulation (AM), New developments in radio

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SCHOOL OF PROFESSIONAL STUDIES

POST GRADUATE DIPLOMA IN BROADCAST JOURNALISM

FIRST SEMESTER : COURSE: II: RADIO - I

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INTRODUCTION TO AUDIO MEDIA

UNIT 2:
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UNIT 3:
ALL INDIA RADIO

UNIT 4:
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