



BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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LESSON PLAN

Course: BA (JMC) 207 – RADIO JOCKEYING AND NEWS READING		
BA (JMC) 3rd Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 2

Course Outcome (CO):

COs for Theory (BA (JMC) 207):	
CO1	Analyze the concept of news in a radio station and its operations. (BTL4)
CO2	Develop Package for various radio infotainment programme. (BTL6)
CO3	Discuss voice personality and presentation ethics of a radio jockey. (BTL6)
CO4	Elaborate emerging trends in radio programming industry. (BTL6)
COs for Practical (BA (JMC) 353):	
CO1	Create radio news bulletin. (BTL6)
CO2	Enhance Skills for live reporting and phone-in-sequences. (BTL6)
CO3	Develop voice personality as a radio jockey. (BTL6)
CO4	Design a radio entertainment show. (BTL6)

Recommended Books:

Books	S. N.	Details of the Books
Text Books	1.	A. S. Utterback, broadcast (2005) Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
	2.	Adams, M. H., & Massey, K. K. (1995). Introduction to Radio: Production and Programming. Madison, WI: Brown & Benchmark
	3.	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press
Reference Books	1.	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
	2.	www.learningsolutionsmag.com/learning technology, strategy and news
	3.	www.voiceartistes.com/articles

Lesson Plan for Theory:

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
UNIT – I		
1.	Basics of Radio News	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
2.	Presentation on news values	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
3.	Understand the concept of news and its importance	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
4.	Identify news values (objectivity, balance, fairness)	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
5.	News Sources	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
6.	Explore various news sources and their roles	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
7.	Structure and Functioning of News Services Division and News Room	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
8.	Understand the roles of different departments	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
9.	Structure and Functioning of FM Radio Stations (Govt. & Private) Compare and contrast Govt. & Private radio stations	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
10.	Practice questions and doubt class	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
11.	Review and Assessment	
UNIT – II		
12.	Introduction to Writing for Radio	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
13.	Understand the unique characteristics of radio writing	www.voiceartistes.com/articles
14.	Types of News Bulletin and their Elements	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
		Delivery, Taylor Trade Publishing.
15.	Identify various types of news bulletins and the essential elements of a news bulletin	www.voiceartistes.com/articles
16.	News Writing: Opening and Headlines	www.learningsolutionsmag.com/learning technology, strategy and news
17.	significance of a strong news opening and techniques to write catchy and informative headlines	www.learningsolutionsmag.com/learning technology, strategy and news
18.	News Writing: Body and Closing/Conclusion	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
19.	Writing for Radio Infotainment Programs and Understand the concept of radio infotainment	www.learningsolutionsmag.com/learning technology, strategy and news
20.	Packaging for Radio Infotainment Program and importance of effective packaging	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
21.	Writing Scripts for Radio Infotainment Programs and Script Editing and Refinement	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
22.	Review and Assessment	
23.	Doubt class	
UNIT – III		
24.	Introduction to Voice Qualifiers & Speech Personality and Identify various voice qualifiers and their effects	www.learningsolutionsmag.com/learning technology, strategy and news
25.	Techniques and Style for Radio Jockeys and different styles and tones for RJing	www.voiceartistes.com/articles
26.	News Reader: Presentation Techniques and modulate voice for news presentation	www.learningsolutionsmag.com/learning technology, strategy and news
27.	Comprehend the art of delivering news effective	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
28.	Modulate voice for news presentation	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
29.	Guidelines, Code & Ethics for Presentation and broadcasting regulations and codes	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
30.	Effective Use of Voice Modulation , advanced techniques of voice modulation	www.learningsolutionsmag.com/learning technology, strategy and news
31.	Emphasis and Pronunciation and correct pronunciation techniques	www.voiceartistes.com/articles
32.	Pacing and Pauses and the role of pacing and pauses in speech	www.learningsolutionsmag.com/learning technology, strategy and news
33.	Vocal Warm-up Exercises and Practice exercises for vocal flexibility and range	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
34.	Vocal Health and Care and significance of vocal health	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
35.	Review and Assessment	
UNIT – IV		
36.	Techniques of Radio Production: Studio and Location and Hardware and Software Requirements	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
37.	Use of Music and Generating Sound Effects and techniques to create and incorporate sound effects	Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications.
38.	Use of Pre-recorded Features, edit and produce pre-recorded content	www.learningsolutionsmag.com/learning technology, strategy and news
39.	Emerging trends in Radio Industry and impact of technology on radio broadcasting	www.voiceartistes.com/articles
40.	Planning and Structuring a Radio Show and different segments of a radio show	www.learningsolutionsmag.com/learning technology, strategy and news
41.	Scriptwriting for Radio and engaging and compelling scripts	A. S. Utterback, Broadcast (2005)Voice Handbook: How to Polish Your On-Air Delivery, Taylor Trade Publishing.
42.	Voice Modulation and Presentation and techniques for effective on-air presentation	www.learningsolutionsmag.com/learning technology, strategy and news
43.	On Air Hosting Skills and skills for hosting a radio show	www.learningsolutionsmag.com/learning technology, strategy and news
44.	Radio Show Promotion and Marketing and strategies to attract and retain listeners	Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.
45.	Comprehend the art of conducting engaging interviews	www.voiceartistes.com/articles
46.	Importance of show promotion	www.learningsolutionsmag.com/learning technology, strategy and news

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
47.	Revision and Assessment	

Testing Schedule:

Nature of Test	August	September	October	November
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	MT in 2nd / 3 rd Week	-	-
Class Test (CT)	-	-	CT in any of the Weeks	-
Supplementary Test (Sp.T)	-	-	-	Sp. T in 1 st week
Assignment Submission Schedule	Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2. Assignment-2 is to be submitted One Week after completion of Unit-3. Assignment-3 is to be submitted One Week after completion of Unit-4.			

Suggested Topics for Presentation:

Suggested Topics for Group Discussion:

S. No.	Suggested Topics for Group Discussion
1.	The Role of Radio News in the Digital Age: Challenges and Opportunities.
2.	The Evolution of Radio News: From Traditional Broadcasting to Online Platforms.
3.	Comparing the Role of News Agencies and Reporters in Gathering and Disseminating News.
4.	The Role of Citizen Journalism in Radio News Reporting.
5.	Analyzing Different Types of News Bulletins: Which Style is Most Effective?
6.	Exploring the Challenges of Writing for Different Radio Genres (Talk Shows, Dramas, etc.).
7.	Radio Jockey Styles: Analyzing Different Approaches to Hosting a Radio Show.
8.	Voice Warm-up Exercises for Radio Presenters: Maintaining Vocal Health.

S. No.	Suggested Topics for Group Discussion
9.	Radio Infotainment Programs: Balancing Information and Entertainment.
10.	The Future of Radio: Predictions for the Next Generation of On-Air Programming.

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual	
1.		Discussion on importance and ways of Conducting a Print, audio, video and online ad programmes.	Assignment A	
		Creating an understanding of Media Research		
	1.	Conduct a Pre-test/Evaluate a print, audio, video and online ad programme		AP ₁
	2.	Choose a print ad from a magazine or newspaper, and evaluate its effectiveness based on various criteria such as message clarity, visual appeal, and target audience engagement. How could you improve the ad to make it more impactful and persuasive?		AAQ ₁
	3.	Select an audio advertisement from a radio or podcast platform, and conduct a pre-test evaluation to assess its ability to convey the intended message and create a memorable impact on the listeners. What elements of the ad contribute to its success, and are there any aspects that could be enhanced to better resonate with the audience?		AAQ ₂
	4.	Analyze a video ad from a television commercial or online platform, and perform a comprehensive evaluation of its storytelling, emotional appeal, and brand representation. How might you measure the ad's effectiveness in generating brand awareness and driving consumer behavior?	AAQ ₃	
	5.	Evaluate an online ad campaign, such as a banner ad or social media promotion, to gauge its effectiveness in reaching the target audience and driving online engagement. What metrics and tools would you use to measure the success of the campaign, and what strategies could be implemented to optimize its performance?	AAQ ₄	
2		Conduct media research culminating into hard and soft copies of the report. A media research will have to be conducted by the student who will prepare the report .	Assignment B	
	6.	Using any of the research technique the student will conduct media research culminating into hard and soft copies of the report. A media research will have to be conducted by the student who will prepare the report based on the following steps:	BP ₁	

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
	7.	Reflect on the overall process of conducting media research and creating the final report. What were the most significant challenges you faced, and how did you overcome them? Discuss the key insights you gained from the research experience and how it has influenced your understanding of media's role in society.	BP ₂
	8.	Select a specific media research technique, such as content analysis or surveys, and explain how you would apply it to investigate a relevant media-related topic. What are the key steps involved in conducting the research, and how will you ensure the reliability and validity of your findings?	BAQ ₁
	9.	Choose a media platform (e.g., television, social media, print) and analyze its impact on a particular social issue or consumer behavior. How will you gather data for your research, and what challenges might you encounter during the data collection process? Discuss the potential ethical considerations when conducting media research.	BAQ ₂
	10.	Conduct a comparative study between two different media outlets or channels, analyzing their content, target audience, and overall influence. What factors will you consider when selecting the media sources, and how will you interpret the findings to draw meaningful conclusions?	BAQ ₃
	11.	Design a survey to assess public opinions and perceptions on media representation of certain events or groups. Explain the sampling method you would employ and discuss how you will handle potential biases that could arise during the survey administration.	BAQ ₄
	12.	Investigate the effectiveness of a media campaign or advertisement in promoting a social cause or brand. How will you measure the impact of the campaign, and what metrics will you use to evaluate its success? Provide recommendations on how the campaign could be improved based on your research findings.	BAQ ₅
	13.	Explore the role of media in shaping public attitudes towards a political issue or public figure. How will you collect and analyze data to understand the media's influence on public opinion? Discuss any limitations in your research approach and suggest ways to address them.	BAQ ₆
	14.	Conduct a qualitative analysis of media content to	BAQ ₇

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		identify trends, biases, or recurring themes related to a specific topic. How will you select the media samples for analysis, and what methodologies will you use to categorize and interpret the data effectively?	
	15.	Investigate the relationship between media consumption and its impact on mental health or self-perception. What research instruments will you use to gather data, and how will you ensure participant confidentiality and anonymity during the research process?	BAQ ₈
	16.	Choose a historical event or media campaign and conduct a case study to examine its lasting effects on society or popular culture. How will you approach the data collection and analysis, and what theoretical frameworks will you use to contextualize your findings?	BAQ ₁₀