

II SEMESTER
AUDIO VISUAL MEDIA

Code: BAJM 202
Contact Hours Per Week: 04

Type: OEC
Credit Points :04

Evaluation: Continuous Internal Assessment - 30 marks
Semester and Examination- 70 marks

Objectives:

- * *The paper introduces origin and development of Audio visual media*
- * *Provides present scenario and trends of various media*

Module – I – Origin and Growth of Radio 10 Hours

Brief History of Radio: Evolution of Radio in India – Present status of Radio in India – Growth of FM Radio – Commercial Radio Broadcasting in India

Module -II - Radio Program Composition 12 Hours

Types of Radio programs – YuvaVahini – News – Farm News – Agricultural News – Special Audience programs – Principles of writing for Radio

Module – III –Television in India 12 Hours

A Brief History of Television – Development of television in India – Private channels in India – DTH – SITE

Module – III – Status and Production of Television 14 Hours

Types of Television programs – Production Techniques –Recent trends in Television Broadcasting in India

Module – V – An overview on Cinema 12 Hours

History & Development of Cinema - A brief history of Indian cinema – New Trends in Indian Cinema –Status of Kannada cinema – Film censorship in India

TEXT and REFERENCE BOOKS

1. MehraMasani: Broadcasting and the people
2. Srinivasa K.M.: Radio and TV Journalism
3. Bliss and Patterson: Writing News for Broadcast
4. Kaushik S: Introduction to TV Journalism
5. Gerald Millerson: Techniques of Film Production
6. Mullick K.R.: Tangled tapes
7. Barnou& Krishna Swamy: Indian Film
8. Garga B.D.: So Many Cinemas: The Motion Picture in India