



SHAHEED BENAZIR BHUTTO UNIVERSITY, SHAHEED BENAZIRABAD
DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES
Knowledge-Commitment-Leadership

Course Outline

TV Production-II

Course Name: TV Production

Teacher/facilitator: **Nadeem Ahmed Diou**

email: ahmednadeem04@gmail.com

Objectives:

The course of TV Production will prepare you for success in the broadcast industry by teaching you how to create, produce and understand television, and other modern digital media. The course incorporates Class teaching/ Lecture and professional guest lectures and work placement opportunities. There will also be field visits to major national media organizations including the PTV and other opportunities to gain hands-on practical experience working in live media.

Teaching Objectives:

At the completion of the course the student will be enable:

- ✓ To acknowledge and introduce to academic approaches to broadcast television.
- ✓ To gain familiarity with traditions of broadcast studies including the key literature and language used.
- ✓ To develop scholarly research and writing skills (including essay and script writing), policy and analysis techniques.

Assessment

Sessional Tests	3x5= 15
Assignment	5
Presentation	10
Midterm Test	30
Semester Final Test	40
Total Mark	100

Summary Schedule

Week No.	Chapters	Topics
01	History of Broadcasting	<ul style="list-style-type: none"> Principles and Practice of Broadcasting History and Origin of TV Broadcasting
02	Introduction to Broadcasting	<ul style="list-style-type: none"> Broadcasting as an Industry Basic Equipment used in Broadcasting Qualities of Good Broadcasting
03	Radio Production	<ul style="list-style-type: none"> Advent of TV in Pakistan Program Format TV Format and Terminology Importance of Programming
04	Radio News Production	<ul style="list-style-type: none"> News Values I News Values II Elements of News
05	Television Production	<ul style="list-style-type: none"> Announcing Advertising in Broadcasting Basic Principles of Presentation
06	Producer/ Directors	<ul style="list-style-type: none"> The Producer and Production Techniques The Director and Directing Techniques
07	Radio and Television Production Techniques	<ul style="list-style-type: none"> Studio Managers for Television Outside Broadcasting Digital Broadcasting
08	Writing for Broadcast	<ul style="list-style-type: none"> Writing for Television Difference between different mod of broadcasting
09	Digital Broadcasting	<ul style="list-style-type: none"> Digital Broadcasting Backpack Journalist
10	Broadcasting Law	<ul style="list-style-type: none"> Media Law Cyber law PEMRA

Mid Term

11	Forms Of Reporting	<ul style="list-style-type: none"> Generally accepted 08 forms of reporting
12	Presentation	Students will deliver presentations on different aspects of Broadcast Journalism.
13	Assignments	Will submit by students on assigned topics
14	Conclusions: Overview and Further Reading	Revision of covered lectures
15	Conclusions: Overview and Further Reading	Revision of covered lectures

16	Preparation of Semester exams	Mock test and discussion
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TEXTBOOKS AND REFERENCES

You will find some recommended textbooks for this course. You may wish to purchase them or any other textbook that you may find useful for the course.

1. **4th Edition** Producing for TV and Emerging Media A Real-World Approach for Producers
By Dustin Morrow ,Kacey Morrow Published July 27, 2020.
2. Fundamentals of Television Production by Ralph Donald and Thomas Spann published
[May 25, 2000]315 Pages
3. Boyd, Andrew.(1997).Broad cast Journalism. Oxford. Focal Press.
4. Hamelosky, Walter V. (1995).Principles of Media Development. New York: knowledge
Industry Publishing.
6. Hausman, Carl. (1995).Crafting the News for Electronic Media. California: Wadsworth
Publishing.
7. Haider, Sajjad. (1989). Radyai Sahafat. Islamabad: Muqtadira Quomi Zaban.
8. Jank, Hakemulder. (1998) T.V. Journalism. New Delhi: Arnolds Publishers.
9. Mc leash, Robert. (1999). TV Production 4th ed. Oxford: Focal Press.
10. Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting,
Culture and Public Interest. Oxford: Oxford University Press.
11. Qureshi, Haseen-uddin. (1990) Khabrain Sunye. Karachi: Wish Publications.
12. Rumsey, Farancis. &McCormick, Tim. (1996). Sound Recording Oxford Focal Press.
13. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt.
Ltd.
14. Sterling, Christopher H.(1994).Electronic Media. New York: Praeger.



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Course Outline

Public Relations

Teacher/facilitator: Nadeem Ahmed Diou

email: ahmednadeem04@gmail.com

Objectives:

This course is designed to introduce students to the principles and techniques of public relations as currently practiced. The students will be made to look at the field from the viewpoints of the Public Relations practitioner, the channels of communication use and the various publics in which P.R persons try to reach. Emphasis will be on the public relations process and such activities that bring out students creative problem-solving talents and help them.

Assessment

Sessional Tests	3x5= 15
Assignment	5
Presentation	10
Midterm Test	30
Semester Final Test	40
Total Mark	100

Summary Schedule

Week No.	Chapters	Topics
01	What Is Public Relation	<ul style="list-style-type: none">• Definitions, and Importance of PR• Public Relation scope,• Public Relations functions

02	History of Public Relations	<ul style="list-style-type: none"> • General history of PR • Public Relation in Pakistan
03	Differentiations	<ul style="list-style-type: none"> • Public Relations • Advertising, • propaganda
04	Types of Public Relations	<ul style="list-style-type: none"> • internal Public Relations • External public Relations • Publics
05	Process of Public Relations	<ul style="list-style-type: none"> • Problem identification • Programming and Planning • Communication /Implementation • Evaluation
06	Understandings of Public Relations	<ul style="list-style-type: none"> • Public opinion • Attitudes change
07	Techniques of Public Relations	<ul style="list-style-type: none"> • Persuasion, • Functions, • Tools of Public Relations
08	Propaganda	<ul style="list-style-type: none"> • Propaganda • Types of Propaganda • Techniques of propaganda.
09	Public Relations Department	<ul style="list-style-type: none"> • Responsibilities • Importance • Working style
10	The Ethics of Public Relations	<ul style="list-style-type: none"> • Law • Ethics • Others
11	Mid Term	
12	Media Techniques and Process	<ul style="list-style-type: none"> • Publicity • Advertising • Others
13	Presentation	<ul style="list-style-type: none"> • Students will deliver presentations on different aspects of Public Relations.
14	Assignments	<ul style="list-style-type: none"> • Students will submit assignments on assigned topics.
15	Practical work	<ul style="list-style-type: none"> • In this week Students will perform different Public Relation activities.
16	Preparation of Semester exams	<ul style="list-style-type: none"> • Mock test, discussion & Self Study

Text Books:

1. "Effective Public Relations" by Centre, H. Allen, Cutlip. M. Scott, New Jersey "Prentice HallInc
2. "Public Relations for Marketing Management", by Jefkins, Frank. Long Acre, London: Pitman Publishing

Recommended Readings:

3. "Public Relations", by Jefkins, Frank, Long Acre, London: Pitman Publishing, 1991
4. "Taloqaat-e-Aama", by S.A.Siraj, Allama Iqbal Open University, 1990
5. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
6. The Practice of Public Relations, Fraser P . S teitel, Merrill Publishing Company, Singapore 1992
7. The Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995
8. Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.



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Course Outline

Radio Production-II

Course Name: Radio Production

Teacher/facilitator: **Nadeem Ahmed Diou**

email: ahmednadeem04@gmail.com

COURSE DESCRIPTION:

The course is designed to develop in the student, the skills, techniques and art of radio news through sound and the spoken words. This course will also to provide students with an insight into the skills, tools, and influences placed upon programmers in the field of radio. Specifically, it will focus on the operation of radio technology and the production of radio programs.

TEACHING OBJECTIVES:

At the end of the semester the students should know;

- the difference and similarities between print and broadcast journalism
- radio news production; know it's definition and contribution to local broadcast journalism
- Writing and producing an effective short radio news story
- Generate story ideas for radio productions
- Plan and design the use of sound effects, music, narration, and dialog in a radio script.
- Articulate trends and policy of the radio broadcast industry as it relates to radio production.

Assessment

Sessional Tests	3x5= 15
Assignment	5
Presentation	10
Midterm Test	30
Semester Final Test	40
Total Mark	100

Summary Schedule

Week No.	Chapters	Topics
01	Radio News Directives	<ul style="list-style-type: none">• Organization of the Newsroom• What is news• News Sources

02	(Continue) Radio News Directives	<ul style="list-style-type: none"> • News Formats • National constraints and legal aspects • The A.B.C. Accuracy-Balance-Clarity
03	Writing for Radio News	<ul style="list-style-type: none"> • Writing for the ear: five principals • How to make your copy sound lively? • How to shape a sentence? • How to structure a news item? •
04	(Continue) Writing for Radio News	<ul style="list-style-type: none"> • How to grab the attention of the listener? • How to retain the interest of the listener? • Helping the newsreader
05	Bulletin Editing	<ul style="list-style-type: none"> • The Basics of Bulletin Editing • Lifetime of a News Item Follow up of News • Length of a Story • Bulletin Structure and Content • Main Points and Recapitulation
06	Radio News Presentation	<ul style="list-style-type: none"> • Towards more lively news • Types of news programs • Actuality - inserts
07	Radio News Broadcasting	<ul style="list-style-type: none"> • Voice Reports • Running Order • The approach of the newscaster
08	Production Of Documentary Programs For Radio	<ul style="list-style-type: none"> • What are documentaries? • Documentary typologies • Documentary production techniques • Documentary production process
09	Interviewing for Radio	<ul style="list-style-type: none"> • Types of Interviews • Planning and Preparation of the Interview • The Question Line during the Broadcast Interview • Recording the Interview • Editing the Recorded Interview
10	Mid Term	
11	Practice for Radio Production	Students will produce different programs for radio
12	Presentation	<ul style="list-style-type: none"> • Students will deliver presentations on different topics and will submit the assignments to assigned topics.

13	Personnel	<ul style="list-style-type: none"> • The producer, Director, Studio Manager, Floor Manager, Editor, Studio Engineer.
14	Log Books	<ul style="list-style-type: none"> • Log Book defined • Types of log books • Importance of log books to broadcasting
15	Duty Room	<ul style="list-style-type: none"> • Roll in transmission • Transmission report • Various responsibilities
16	Revision & Preparation	<ul style="list-style-type: none"> • Revision & Preparation for final exam and submission of final project/ Assignments

Text Books:

1. THE BROADCAST NEWS PROCESS (THIRD EDITION) BY FREDERICK SHOOK/DAN LATIMORE, MORTON PUBLISHING
2. RADIO PRODUCTION 6TH/ED by PB MCLEISH R
3. REWRITING NETWORK NEWS: WORDWATCHING TIPS FROM 345 TV AND RADIO SCRIPTS by Block M

Recommended Readings:

4. B O' Donnel, Lewis. (1992). Modern Radio Production. London: Wadsworth Publishing.
5. Chantle, Paul. & Harris, Sam. (1997). Local Radio Journalism. Oxford: Focal Press.
6. Crook, Tim. (1988). International Radio Journalism. London: Routledge.
7. Mc leash, Robert. (1999). Radio Production 4th ed. Oxford: Focal Press.
8. Siddique, Idress. (1990). Radio Journalism in Pakistan. Lahore: Ferozsons.
9. Sterling, Christopher H. (1994). Electronic Media. New York: Praeger.
10. Wilby, Pete. (1996). The Radio Hand book. London: Routledge.