

**ELECTIVE IV - AUDIO VISUAL MEDIA**

**Unit 1**

Development of Radio Broadcasting in India – Ownership – Control – Autonomy for Radio – Types of Radio services- Radio as a source of News – Broadcast News – Value – Radio Language – News Bulletin – News Source for Radio – Reporters, Editors and Agencies – External News Services Interviews – Features – Writing for Radio.

**Unit 2**

Special Audience Programmes – Rural and Farm Broadcasting – Educational Programmes – Programmes for Children, Women and Youth. Women Welfare – Children Welfare – Health and Family Planning – Rural Development – Urban problems

**Unit 3**

Spread of Nationalism and Gandhism – Communal Harmony Programme at the Time of Emergency and Mourning – Involvement of Public and Radio Programme – Radio formats – Audience Research – Committee Reports on Radio in India.

**Unit 4**

Cinema and Society – Influence over Society- Effects – Cinema as Main Source of Entertainment – Powerful Media to Spread Message – Cinema for Political supremacy. Film Censor – Film Censor Enquiry Committee – Documentary Film – Newsreels – National and International Film Festivals – Film Awards – Future of Indian Cinema.

**Unit 5**

Development of Television in India – News Programmes: a) News cast b) News Review – Formats of TV Programmes – Documentary – Special Features – Interviews. TV as a powerful Audio – Visual Media – Commercial and Sponsored Programme – Educational Service (ETV) – Satellite Instructional Television Experiment (SITE) – Role of TV in Social Changes – Cultural Exchanges – Economic Uplift – Advertisement in TV – Specialist causes and consequences – TV News and Agencies.

Governments policy on AIR to inform, educate, entertain and elevate a common man – Government Control over AIR in functioning – Competition among the Audio-Visual Media – Development of Videography – Cable TV. Audio-Visual Media in Developing Countries – Future of Audio-Visual Media in India – Research in Audio-Visual Media – Implications of Press Media over Audio-Visual Media.

## **References:**

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6. Krisha Sondhi, Problems of Communication in Developing Countries, Vision Books, New Delhi 1980
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