

Dr. Prasadhini Gautam


# ELECTRONIC MEDIA - II

Dr. Prasadhini Gautam

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# ELECTRONIC MEDIA - II

(As per the Revised Syllabus of Mumbai University for  
S.Y.BAMMC, 2020-2021, Semester - IV)

**Dr. Prasadhini Gautam**

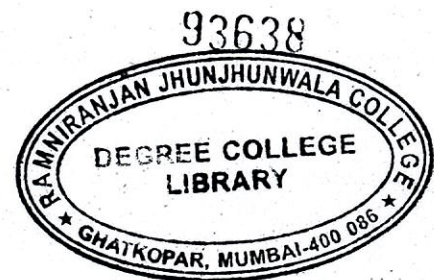
BCA, MBA (Marketing, Advertising), Ph.D.

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(Masters of Arts Entertainment Media and Advertising) HVPS,

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Ghatkopar, Mumbai.



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# Preface

This book is an amalgamation of various aspects of Electronic Media that will benefit Mass Media students along with anyone who is interested in knowing about the Broadcast media and the trends in media platform. The other group of readers who can take away from this book are professionals from the media industry, academia, and media agencies, as well as student groups.

Electronic Media II is an extension of Electronic Media I which provides detailed information on various aspects of the radio, television industry and functions of TRP and the future of the broadcast industry. This book highlights the trends of digital media and various developments in radio and television platforms.


This book brings forth some of the ways to practise writing for Broadcast media. A special insight on how to improve anchoring skills is also listed for individual improvement. Some of the idea generation techniques listed in the book can help budding writers in radio, TV and Cinema platforms to develop effective content suitable for various media platforms.

I feel obliged to share my knowledge, analyses, and conclusions. I hope this book is widely read. Hopefully, this book will benefit the readers to understand and explore various aspects of media.

My sincere thanks to my husband, children and my family who supported me throughout my journey.

Author

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# Syllabus

COURSE OUTCOME:			
<ul style="list-style-type: none"> <li>● Course: <b>Electronic Media-II</b></li> <li>● Paper Elective 01 (AEEC-1)</li> <li>● Course Code BAMMC EM-4011</li> <li>● Total Marks 100 (75:25)</li> </ul>			
Unit	Topics	Details	Lectures
1.	<b>Evolution and Growth of Radio and Television</b>		<b>10</b>
	A.	Evolution and Growth of Radio:	
		<ul style="list-style-type: none"> <li>● Satellite Radio — The Evolution and Growth</li> <li>● AIR and Community Radio— Developmental and Educational Role</li> <li>● Internet Radio and Private FM Channels Broadcast on Internet</li> </ul>	
	B.	Evolution and Growth of Television:	
		<ul style="list-style-type: none"> <li>● Evolution and growth of Private and Satellite Channel:</li> <li>● Growth of Private, International, National and Regional TV Networks and Fierce</li> <li>● Competition for Ratings</li> <li>● Satellite Television Broadcast — Television Channels for Niche Audiences Entertainment, News, Sports, Science, Health And Lifestyle</li> <li>● HDTV telecast Proliferation of DTH Services:</li> </ul>	
2.	<b>Regional Channels</b>		<b>10</b>
	A.	Rise of Regional Channels and Importance of Regional Channels in India and Globally	
	B.	Trends in Regional Radio and Television Channels	
3.	<b>News and Other Non-fictional Formats</b>		<b>10</b>
	A.	TRP Breaking News on Television and the TRP Race	
	B.	Panel Discussions: How Panel Discussions Can Make the Public Opinion?	
	C.	Interviews: Radio and Television Interview Techniques	
	D.	Anchoring: Qualities of a Good Anchor Voice Modulation	
	E.	Radio Jockey: Understanding Your Audience First, Voice Modulation, Clear Diction, Accurate Pronunciation	

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<b>4.</b>	<b>Writing for Broadcast Media (Radio and Television)</b>	<b>8</b>
	A. Preparation of Audio Idea Generation, and Video Briefs: Scripting, Storyboard	
	B. Scripting: Scripting for: Interviews/Documentary/Feature/Drama/Skits on Radio and TV	
	C. Ethics: Ethics including Censorship in Presentation of News	
	D. Code of Conduct — Fact Checking	
<b>5.</b>	<b>Current and Emerging Trends in Electronic Media</b>	<b>10</b>
	A. 24/7 News Broadcast: Features, Audience effectiveness, Advertisements and Dumbing Down of News	
	B. Convergence and MultiMedia	
	➤ Use of Facebook and Twitter Media: Handles by Radio and TV Channels	
	➤ Internet TV/ Radio	
	➤ Mobile TV/Radio	
	C. Emerging Trends: Mobile Technology, Social Media and Web, e.g.,	
	➤ Hotstar	
	➤ Voot	
	➤ Sony Live	
	➤ Digital Storytelling	
	➤ Story Idea/Features	
	➤ Development and Presentation	
	➤ WebSeries	
<b>Total Lectures</b>		<b>48</b>

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## ABOUT THE AUTHOR



**Dr. Prasadhini Gautam, Ph.D.** is a mother, writer, researcher, entrepreneur, trainer, comperer and an author. She is a Professor of Media Entertainment and Advertising at Ramniranjan Jhunjhunwala College and a Co-Author of the Anthology, "The Happiness Station" which is an affiliate of the spectrum of thoughts.

She has more than 2 decades of teaching experience in various streams related to marketing, communication, advertising, creative writing, copywriting, and has also been the Chief Editor and Creative Writer for many college magazines.

Dr. Prasadhini Gautam has been interested in teaching from her college days ever since she got the opportunity to be a part-time lecturer. Her approach towards teaching involves a lateral approach that easily connects to the students.

She is a certified soft skill and leadership trainer who has trained more than 1000+ students in her career.

Dr. Prasadhini Gautam has published various research papers covering a wide range of topics like bringing forth the difficulties of job sustainability for working women post pregnancy, green marketing to name a few.

She firmly believes that education has provided many opportunities to uplift the students and give back to the society.

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