

Laboratory Manual

(Version2.0)

for

Radio Production Lab

[BA(JMC)] 257

BA(JMC)- IIISemester

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List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

Declaration

Department : Department of Journalism and Mass
Communication

Course, Year and the Semester to which Lab is offered : BA(JMC) - 2 Year, III Semester

Name of the Lab Course : RJNR Lab

Course Code : BA(JMC) 257

Version No. : 2.0

Name of Course/Lab Teacher(s) : Mr. Pushpendra Sachan

Laboratory Manual Committee :

Approved by : DACDate:

Approved by : IQAC Date:

Signature
(Course Teacher)

Signature
(Head of Department)

Signature
(IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

- M₁** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M₂** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M₃** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M₄** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

- PEO₁** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO₂** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO₃** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO₄** Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁ Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂ Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃ Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄ Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅ Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆ Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇ Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈ Modern Tools Usage(MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉ Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed: -

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C,). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional.

Student may solve these advanced problems for their further practice.

- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories, and examination halls.
- 5.5 Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis through overall performances in regular lab. tests, both announced and surprise and viva-voce.
- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam.It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination.All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- ☑ **Understanding Radio Formats:** By actively listening to and discussing various radio programme formats, students will become proficient in recognizing and differentiating between different styles of radio content. This will enable them to make informed decisions when producing their own content.
- ☑ **Production Skills:** Through hands-on experience in studio recording and editing using digital audio equipment, students will develop practical skills necessary for producing high-quality radio programmes. They will gain confidence in working with the technical aspects of audio production.
- ☑ **Field Recording Expertise:** Working on outdoor recordings like vox-pop and interviews will give students exposure to real-world recording scenarios. This will enhance their ability to capture compelling content in diverse environments.
- ☑ **Field Recording Expertise:** Working on outdoor recordings like vox-pop and interviews will give students exposure to real-world recording scenarios. This will enhance their ability to capture compelling content in diverse environments.
- ☑ **Advertisement Production:** Producing a 30-second public service announcement or radio commercial individually will sharpen students' ability to convey concise messages effectively. This exercise will require them to focus on creativity, clarity, and impact within a limited timeframe.
- ☑ **Collaborative Content Creation:** Working in small groups to produce a five-minute radio piece (news, documentary, feature, drama, interview, or discussion) will encourage collaboration and communication skills. Students will learn to integrate their individual strengths into a cohesive production, resulting in a more complex and multifaceted radio programme.
- ☑ **Confidently identify and differentiate between various radio programme formats. Demonstrate practical proficiency in radio programme production, including recording, editing, and scripting.**
- ☑ **Apply critical thinking skills to the creation of a production book, considering various aspects of content creation. Independently create concise and impactful public service announcements or radio commercials.**

- ☑ Collaborate effectively within small groups to produce well-rounded radio content, showcasing their ability to merge different perspectives and skills.
- ☑ Overall, your syllabus seems to offer a comprehensive and hands-on learning experience that would equip students with a strong foundation in radio programming and production.

7. Course/Lab Outcomes (COs)

- 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)

8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉
CO ₁	3	3	2	2	2		3	2	2
CO ₂	3	3	1		2		3	2	
CO ₃	3	2	2		1		3	2	
CO ₄	3	2	3		2		2	3	

9. Course/Lab Description

Course (Lab) Title	: RJNR Lab
Course (Lab) Code	: BA(JMC) 257
Credits	: 02
Pre-requisites	: Knowledge of radio programming and production
Academic Session	: August to December
Contact Hours/Week	: 02
Internal Assessment	: 40 Marks

10. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	10	10	Closed Book
Project	10	10	Innovative Applications of Programming
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
Total		100	

11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
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Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.			Assignment A
	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
2.			Assignment B
	4.	Conduct media research culminating into hard and soft copies of the report. Media research will have to be conducted by the student who will prepare the report.	BP ₁
	5.	Design a multimedia presentation on advanced techniques and tools used in digital audio processing to clean up and enhance audio recordings effectively. (CO2, BTL6)	BAQ ₁
3.		Radio Production	Assignment C
	6.	In a group of 2 Students, produce a radio news segment or feature that covers a current event or relevant topic. (CO1, BTL6)	CP ₁
	7.	Produce a radio news segment or feature that covers a current event or relevant topic, employing in-depth research, critical analysis, and journalistic excellence. (CO1, BTL6)	CAQ ₁
4.		Infotainment Programme (PSA)	Assignment D
	8.	Produce an infotainment programme of 10 to 15 minute duration on any relevance topic. (CO4, BTL6)	DP ₁
	9.	Produce a full-length script of infotainment programme that you have recorded. (CO4, BTL6)	DAQ ₁
		Identify Prominent Rj's In Indian Radio Industry	

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
	10.	Identify at least 5 Known faces of Indian Radio Industry, also write their radio channel name and their programme name.	
		PPT Presentation	
	11.	Prepare a PPT presentation on any topic related to RJNR. There should be minimum 8 slides in ppt.	
