

MAHAKAUSHAL UNIVERSITY, JABALPUR

**As per model syllabus of U.G.C. New Delhi, drafted
by Central Board of Studies and Approved by Higher
Education and the Governor M.P.**



कला एवं समाज विज्ञान संकाय

Faculty of Art & Social Science

Syllabus & Prescribed Books

Subject- Radio Jockey

Diploma

MAHAKAUSHAL UNIVERSITY,

JABALPUR M.P.



SYLLABUS

Radio Jockey

MAHAKAUSHAL UNIVERSITY,

JABALPUR M.P.

Radio Jockey

DRJY0101-T

Scope of Radio Jockey

Unit 1 Introduction to Radio Understanding radio as a medium of mass communication History and evolution of radio broadcasting Roles and responsibilities of a radio jockey Overview of different radio formats and programs

Unit 2 Voice Modulation and Presentation Skills Techniques for effective voice modulation Articulation and pronunciation exercises Developing a unique on-air personality Public speaking and engaging with the audience

Unit 3 Scripting and Content Development Basics of radio scripting Creating engaging and relevant content Understanding the target audience Writing for different radio formats (e.g., talk shows, music programs)

Unit 4 Technical Skills and Studio Equipment Introduction to studio equipment and consoles Basics of sound editing and mixing Operating broadcasting software Understanding transmission systems

Unit 5 Media Laws and Ethics Overview of broadcasting regulations Understanding copyright laws related to radio Ethical considerations in radio broadcasting Handling controversial topics and on-air sensitivity

References

1. Radio Jockey Syllabus & Subjects 2024 - Semester Wise
2. Certificate Course in Radio Jockey Academic Year 2023-24
3. Radio Jockey Courses: After 12th, Online, Eligibility, Fees, Syllabus

Introduction to Radio Jockey

Unit 1 Introduction to Radio

History of Radio: Evolution of radio broadcasting, its relevance in media.

Types of Radio Stations: AM, FM, Community Radio, and Internet Radio.

Radio Jockeying as a Career: Role, importance, and qualities of a successful Radio Jockey (RJ).

Basics of Radio Programs: Types of shows – talk shows, music programs, interviews, and more.

Unit 2 Voice Modulation and Diction

Voice Training: Exercises to enhance clarity, pitch, tone, and volume.

Diction and Pronunciation: Techniques to achieve accurate and audience-friendly speech.

Voice Modulation: Adjusting tone and pace to suit various formats and audiences.

Overcoming Stage Fright: Confidence-building and handling live audiences.

Unit 3 Communication Skills

Interpersonal Communication: Building rapport with listeners and guests.

On-Air Communication: Tips for spontaneity and conversational flow.

Language Skills: Effective use of English and other languages for broader reach.

Content Development: Writing scripts, preparing for shows, and ad-libbing.

Unit 4 Technical Aspects of Radio

Equipment Familiarization: Microphones, consoles, mixers, and other studio equipment.

Recording and Editing: Basics of sound editing software.

Broadcasting Techniques: Live and recorded program management.

Time Management: Adherence to program schedules and time slots.

Unit 5 Hosting and Audience Engagement

Show Hosting Skills: Introducing segments, transitions, and managing time on-air.

Music Curation: Selecting and presenting songs that align with the show's theme.

Audience Interaction: Engaging with callers, social media, and feedback mechanisms.

Dealing with Challenges: Handling technical glitches and unexpected situations professionally.

References

1. Radio Production by Robert McLeish and Jeff Link.
2. Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd.
3. Sound Reporting: The NPR Guide to Audio Journalism and Production by Jonathan Kern.
4. The Radio Jockey Handbook by Simran Kohli.

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Radio Broadcasting

Unit 1 Introduction to Broadcasting

Principles and practices of broadcasting, History and origin of radio and television broadcasting

Broadcasting as an industry, Basic equipment used in broadcasting, Qualities of good broadcasting

Unit 2 Radio Production

Advent of radio in various regions, Programme formats, Radio terminology, Importance of programming, News production and presentation

Unit 3 Presentation Skills

Announcing techniques, Principles of presentation, Voice modulation and control, Audience engagement strategies, Scriptwriting for radio

Unit 4 Media Laws and Ethics

Legal aspects of broadcasting, Media regulations, Ethical considerations in radio journalism, Copyright laws, Defamation and libel

Unit 5 Technical Operations

Sound recording techniques, Editing and mixing audio, Use of broadcasting equipment, Studio setup and operations, Digital broadcasting technologies

References

1. *Audio Production Worktext: Concepts, Techniques, and Equipment* by David E. Reese, Lynne S. Gross, and Brian Gross
2. *Modern Radio Production: Production, Programming, and Performance* by Carl Hausman, Philip Benoit, and Lewis O'Donnell

Radio Shows

Unit 1 Introduction to Radio

History and Evolution of Radio: Study the development of radio broadcasting globally and in India, including significant milestones and transformations.

Principles and Practice of Broadcasting: Understand the fundamentals of broadcasting, including the transmission of messages from a single source to a diverse audience.

Characteristics of Radio as a Medium: Explore the unique attributes of radio, such as its reach, immediacy, and ability to engage listeners through audio.

Unit 2 Radio Programming and Formats

Types of Radio Programs: Learn about various radio program formats, including news bulletins, talk shows, interviews, music programs, and radio dramas.

Program Development: Understand the process of creating engaging radio content, from conceptualization to execution.

Audience Analysis: Study techniques to identify and understand target audiences to tailor content effectively.

Unit 3 Radio Production Techniques

Studio Equipment and Technology: Gain knowledge of the technical equipment used in radio studios, including microphones, mixers, and recording devices.

Sound Editing and Mixing: Learn the basics of audio editing software and techniques to produce clear and engaging broadcasts.

Live Broadcasting Skills: Develop the ability to manage live shows, including time management and handling unexpected situations.

Unit 4 Presentation and Voice Modulation

Voice Training: Enhance vocal qualities such as tone, pitch, and clarity essential for effective radio presentation.

Script Reading and Delivery: Practice reading scripts naturally and engagingly to connect with listeners.

Interviewing Skills: Learn techniques for conducting interviews, including question preparation and active listening.

Unit 5 Media Laws and Ethics

Broadcasting Regulations: Understand the legal framework governing radio broadcasting, including licensing and content restrictions.

Ethical Considerations: Explore ethical issues in radio, such as accuracy, fairness, and respecting privacy.

Media Law: Study the legal aspects of broadcasting, including intellectual property rights and defamation laws.

References:

1. **Radio Journalism & Production:** This resource provides insights into radio journalism, including the history of radio broadcasting in India and various radio program formats.
2. **Introduction to Radio and Television:** This document covers the principles and practice of broadcasting, basic equipment used, and the importance of programming.
3. **Broadcasting Principles:** This syllabus outlines the development of radio broadcasting in India, services of All India Radio (AIR), and various radio program patterns.

The Jock Talk

Unit 1 Introduction to Radio

History of Radio Broadcasting: Exploration of radio's evolution and its impact on society.

Understanding Radio as a Medium: Characteristics and significance of radio in mass communication.

Types of Radio Stations: Commercial, public, community, and online radio formats.

Unit 2 Role of a Radio Jockey

Responsibilities and Skills: Key duties, including content creation, audience engagement, and technical operations.

Voice Modulation and Speech Techniques: Training in articulation, tone, and pacing for effective communication.

Developing On-Air Personality: Crafting a unique and engaging presence to connect with listeners.

Unit 3 Programming and Content Creation

Show Planning and Scripting: Designing program formats, creating engaging scripts, and organizing content flow.

Music Selection and Curation: Choosing appropriate music tracks to suit the show's theme and audience preferences.

Interview Techniques: Conducting interviews with guests, including question preparation and live interaction skills.

Unit 4 Technical Aspects of Radio Broadcasting

Studio Equipment Operation: Hands-on training with microphones, mixers, and broadcasting software.

Audio Editing and Production: Editing recorded segments, adding effects, and producing polished audio content.

Understanding Transmission Processes: Basics of how radio signals are transmitted and received.

Unit 5 Media Laws and Ethics

Broadcasting Regulations: Overview of legal standards governing radio content, including licensing and compliance.

Copyright Issues: Understanding intellectual property rights related to music and content usage.

Ethical Broadcasting Practices: Maintaining objectivity, avoiding offensive content, and respecting audience sensibilities.

References

1. **Writing for Television, Radio, and New Media** by Robert L. Hilliard: This comprehensive guide covers the fundamentals of writing and producing content for various media platforms, including radio.
2. **Listening In: Radio and the American Imagination** by Susan J. Douglas: An
 - a. exploration of radio's cultural impact and its evolution over time.
3. **The Radio Station: Broadcast, Satellite, and Internet** by Michael C. Keith: A detailed look into the operations and management of radio stations across different platforms.

Building Content for Program

Unit 1 Introduction to Radio

History of Radio: Evolution of radio broadcasting globally and in India. Milestones in Indian radio (All India Radio, FM revolution).

Role of a Radio Jockey (RJ): Characteristics and qualities of an RJ. Understanding audience psychology.

Basics of Communication: Verbal vs. non-verbal communication. Importance of voice modulation and diction.

Unit 2 Voice Training and Presentation Skills

Voice Modulation: Pitch, tone, and volume exercises. Breath control and articulation.

Presentation Techniques:

Engaging storytelling and anchoring. Handling live shows and on-air pressure.

Microphone Etiquette:

Techniques for clear voice transmission. Managing background noise and technical aspects.

Unit 3 Content Creation for Radio

Program Planning: Designing show formats: music shows, talk shows, interviews, etc.

Scriptwriting essentials for radio.

Developing Content: Identifying target audiences. Research for engaging topics.

Creative Segments: Humor, storytelling, and interviews. Using social media to source and enhance content.

Unit 4 Radio Production and Technology

Radio Studio Equipment: Overview of mixers, microphones, and recording tools.

Basics of Editing and Production: Software for sound editing (Audacity, Adobe Audition). Adding jingles, effects, and transitions.

Understanding Formats:FM, AM, and digital radio platforms. Introduction to podcasting and its integration with radio.

Unit 5 Marketing, Ethics, and Future of Radio

Branding and Promotion:Importance of an RJ's personal brand. Promoting radio shows through digital platforms.

Ethical Practices in Radio:Copyright laws and content ownership. Sensitivity in addressing social issues.

Future of Radio: Internet radio and emerging trends. Collaboration between traditional and digital mediums.

References

1. **Writing for Television, Radio, and New Media** by Robert L. Hilliard: This comprehensive guide covers the fundamentals of writing and producing content for various media platforms, including radio.
2. **Listening In: Radio and the American Imagination** by Susan J. Douglas: An exploration of radio's cultural impact and its evolution over time.
3. **The Radio Station: Broadcast, Satellite, and Internet** by Michael C. Keith: A detailed look into the operations and management of radio stations across different platforms.

Planning and Execution of Radio Production

Unit 1 Introduction to Radio and Radio Jockeying

History and Evolution of Radio Emergence of radio as a mass medium Milestones in radio broadcasting

Understanding Radio as a Medium Characteristics of radio Role and responsibilities of a Radio Jockey (RJ)

Radio Formats and Genres Music shows, talk shows, news, interviews, and storytelling

Skills of a Radio Jockey Voice modulation, diction, and pronunciation Storytelling techniques Audience engagement and humor

Unit 2 Basics of Radio Production

Radio Studio Setup Overview of studio equipment: microphones, mixers, consoles, and recording software

Audio Editing and Sound Mixing Basics of digital audio editing Understanding sound effects and jingles

Scriptwriting for Radio Structure and format of radio scripts Writing for different radio genres

Program Planning Scheduling and timing Creating program rundowns

Unit 3 Live and Recorded Shows

Live Show Management Techniques for live broadcasting, Handling unexpected situations on air

Pre-Recorded Shows Planning and recording segments, Editing and post-production

Interviews and Guest Management Preparing for interviews, Conducting engaging conversations

Unit 4 Understanding Audience and Market Trends

Audience Research Tools for understanding listener demographics Designing content for targeted audiences

Radio Marketing and Branding Creating station identity Understanding advertising in radio

Social Media Integration Promoting radio shows on digital platforms Building a personal brand as an RJ

Unit 5 Practical Aspects and Industry Exposure

Internship or Industry Training Practical exposure at radio stations

Project Work Plan and execute a full radio production as a team project

Career Opportunities Job roles in radio and related industries Freelance opportunities and podcasting

References

1. Radio Production by Robert McLeish
2. On the Air: The Encyclopedia of Old-Time Radio by John Dunning
3. The Radio Station: Broadcast, Satellite & Internet by Michael C. Keith

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Project