

## **SDJ102: Broadcast Production Skills**

*(Total teaching hours: 32hrs)*

**Course Objective:** Train students in the essential skills of broadcast journalism, including writing, camera operation, editing, and on-camera presentation.

**Course Outcome:** The course covers scriptwriting, audio-visual editing, camera operations, and live production techniques. Upon completion, students will have the ability to manage both pre-production and post-production workflows for broadcast media.

### **Unit 1: Introduction to Broadcast Journalism**

**8 hours**

- **1.1 Overview of Broadcast Media:** Understanding television and radio formats.
- **1.2 Roles in Broadcast Journalism:** Reporter, producer, anchor, and technician.
- **1.3 News Gathering Techniques:** Gathering information for broadcast stories.
- **1.4 Understanding Broadcast Ethics:** Ethical considerations specific to broadcast media.

### **Unit 2: Writing for Broadcast**

**8 hours**

- **2.1 Differences from Print Writing:** Key differences in style and format.
- **2.2 Script Writing:** Crafting engaging and clear scripts for news broadcasts.
- **2.3 Effective Use of Sound Bites:** Incorporating quotes and audio clips.
- **2.4 Timeliness and Conciseness:** Importance of brevity in broadcast writing.

### **Unit 3: Camera and Editing Skills**

**8 hours**

- **3.1 Basics of Camera Operation:** Understanding camera settings and techniques.
- **3.2 Lighting and Sound:** Techniques for effective lighting and sound recording.
- **3.3 Video Editing Software:** Introduction to software for editing video content.
- **3.4 Producing a News Segment:** Steps for producing a complete broadcast news story.


### **Unit 4: On-Camera Presentation**

**8 hours**

- **4.1 Voice and Diction:** Techniques for clear and confident delivery.
- **4.2 Body Language and Presentation Skills:** Importance of non-verbal communication.
- **4.3 Handling Live Reports:** Strategies for on-the-spot reporting.
- **4.4 Interview Techniques:** Conducting effective interviews on camera.



**HEAD OF DEPARTMENT**  
JOURNALISM & MASS COMMUNICATION  
G.N.S. UNIVERSITY, JAMUHAR, SASARAM



**Coordinator**  
IQAC (NAAC)  
Gopal Narayan Singh University  
Jamuhar, Sasaram, Rohtas (Bihar)