

NEHRU GRAM BHARATI

(Deemed to be University),

Prayagraj, Uttar Pradesh



VALUE ADDED COURSE

CERTIFICATE COURSE IN RADIO
JOCKEY (CCRJ)

OFFERED BY DEPARTMENT OF JOURNALISM
AND MASS COMMUNICATION

COMMENCING SESSION –2021-2022

COURSE DESIGNED BY

Mr. PANKAJ KUMAR YADAV, COORDINATOR AND ASSISTANT
PROFESSOR, DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION

Mr. SAURABH KUMAR, MEDIA EDITOR, DEPARTMENT OF
JOURNALISM AND MASS COMMUNICATION

**GUIDELINES FOR
VALUEADDED COURSES**

&

**Syllabus Certificate
courses offered by
Department of
Journalism and Mass
Communication**

Introduction

Holistic development of students is the main purpose of curriculum and this is attempted through prescribing dynamic and updated curricular inputs. No university curriculum can adequately cover all areas of importance or relevance. It is important for higher education institutions to supplement the curriculum by making a provision for added courses. Value added courses are part of the curriculum designed to provide necessary skills to increase the employability quotient and equipping the students with essential skills to succeed in life. Department of JMC, NGB (Deemed to Be University) offers two value added courses which shall be conducted by experts or in-house staff and help students stand apart from the rest in the job market by adding further value to their resume.

Objectives:

- ❖ To cope up with emerging challenges.
- ❖ To impart high levels of lateral thinking and the spirit of entrepreneurship.
- ❖ To improve employability skills of students.
- ❖ To bridge the skill gaps and make students industry ready.
- ❖ To provide an opportunity to students develop their inter-disciplinary skills.
- ❖ To mould students as job providers rather than job seekers.

Guidelines for conducting value added courses:

Guidelines for conducting value added courses. Value Added Course is not mandatory to qualify for any program. It is a teacher assisted learning course open to all students without any additional fee. However, students shall pay the prescribed examination fee and register along with other courses in that particular semester. Classes for a VAC are conducted during the reserved time Slot in a week

or beyond the regular class hours. VAC may be also conducted during weekends / vacation period.

Registration Guidelines and Procedure

A student will be permitted to register only one Value Added Course in a Semester. No student will be encouraged to opt for the VAC offered by his/her parent Department/Faculty. The students may be allowed to take value added courses offered by other departments after obtaining permission from Head of the Department offering the course.

The list of Value Added Courses shall be displayed in the University Website along with the syllabus. A student shall register for a Value Added Course offered during the semester by submitting the duly filled in registration form through the concerned Head of the Department.

Duration

The duration of value added course is 30 hours with a combination 12 hours (40%) of theory and 18 hours (60%) of practical. However, the combination of theory and practical shall be decided by the course teacher with the approval of the Head of the Department.

Passing Requirement and Grading

The passing requirement for value added courses shall be 50% of the marks prescribed for the course. While a minimum of 40% marks in End Semester Examination is essential, and there is no passing minimum for CIA Tests. A candidate who has not secured a minimum of 50% of marks in a course (CIA + End Semester) shall reappear for the course in the next semester/year. The grades obtained in VACs will not be included for calculating the GPA. The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

Evaluation of the performance of the student will be rated as shown in the table:

Letter Grade	% Marks
A	90-80
B	79-70
C	69-60
D	59-50
E	55-58

Letter Grade Marks % A 90-80 B 79-70 C 69-60 D 59-50 E 55-58 RA Less than 50 W. The students who have successfully completed the Value Added Course shall be issued with a Certificate duly signed by the Authorized signatories along with the semester mark sheet.

CERTIFICATE COURSE IN RADIO JOCKEY (CCRJ)

Radio jockey overview :-

The presenter of radio programmes, a radio jockey hosts a radio talk show, podcast or a music show. A radio jockey is a professional who is responsible for providing entertainment & information through various radio programmes. They are also known as RJs or radio DJs. Radio jockeys work for radio stations & host shows following their station's directions. The functions of radio jockeys include playing a variety of music, sometimes concentrating on a specific genre. Radio Jockeys not only play music but discuss cultural, political, local, weather-related & sports-related matters during programme intervals.

An individual may pursue his/her career as a radio jockey after pursuing a diploma Programming & Broadcast Management (DRPM). The subject in the radio jockey curriculum are reading cinema, public speaking, technical writing digital video production, ecology & media discourses etc.

In this profession, employment opportunities are not limited to radio jockeying only. Apart from hosting one's own radio shows, one can also have alternative careers in the radio industry, such as a producer, music manager, copy or scriptwriter, creative engineer, marketing manager, and so on.

Students can pursue a radio jockey course in the below-mentioned cases:

- An individual opt for a radio jockey course if he/she aspires to become an FM/am radio jockey in the future.
- A radio jockey course should be pursued if a student wants to acquire basic knowledge about working on voice technique, working of broadcast & system console, use of microphones etc.

Course outcome:-

- A radio jockey gets the opportunity to connect with well known personalities and gain a lot of knowledge about the music culture.
- Moreover a popular and experienced radio jockey can able himself of additional earning opportunities by hosting private source, voice over for television & radio ads.
- The radio jockey course introduces the candidates to subjects like reading cinema, public speaking, technical writing, digital video production, Ecology and media discourses etc.

Course Name- **CERTIFICATE COURSE IN RADIO JOCKEY
(CCRJ)**

Credits- 2

Lectures + Practical – (12 + 18)

Radio jockey course highlights:-

The table below demonstrates the most significant highlights of the radio jockey programme.

- Characteristics of the radio medium
- History of FM & other radio stations
- The use of languages for radio medium
- Diction & pronunciation
- Mood mapping
- Voice overs
- Writing scripts
- Making shows
- Broadcast and system console handling

Examination –

Practical and OB's+viva – 50+10= 60 Marks

Theory paper – Duration: 2 Hours Marks: 40

Total Marks =100

Program Content –

Unit-1 Characteristics of the radio medium

- History of Radio
- Introduction of various FM radio stations
- Types of radio programme
- Importance of Feedback in FM Radio
- Scope of FM radio in rural and Urban India.

Unit-2 Creative writing for FM Radio & Radio Shows

- Introduction of Script Writing
- Scripts Writing for FM Radio Programme/shows
- Creative Writing for Radio ads
- Preparing Script for OB's
- Preparing Script For Live Shows/Anchoring
- Innovative Ideas & Creative thoughts for Scripts/Ads Writing

Unit-3 Diction & pronunciation

- Diction/Pronunciation
- Voice Over Training
- Voice Modulation
- Tricks for How to speak difficult words
- Group Discussion

Unit-4 Practical and OB's

- How to Record a FM Radio Programme & FM Radio Ads
- FM Radio shows & FM Radio ads Packaging
- How to host Live Show
- OB's
- Personality Development
- Live FM Radio Show in front of Live audience