

JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

DEPARTMENT OF MEDIA & COMMUNICATION STUDIES



2021-2024

Radio Jockeying and News Reading Lab

Lab Manual

COURSE CODE : 257

Name: _____

Enrollment No. _____

Class: _____

About this Manual

OBJECTIVE OF THIS COURSE

On completion of this course, the student should be able to

- Understand different types of radio program formats
- Perform as RJ for a radio Channel
- Understand the nuances of news reading

OBJECTIVE OF THIS MANUAL

This Lab Manual is intended to be used by students of BA (JMC), Semester III for Radio Jockeying and News Reading.

The Radio Jockeying and News Reading Lab Manual cover topics that are essential for the students to strengthen their theoretical concepts. The purpose of this manual is to give guidance and instructions to the students regarding this subject.

- Build Capacity of the students to do their assignments professionally
- To have uniformity in the assignment presentation
- To be able to record and edit radio programs
- Formative assessment of the students

HOW TO USE THIS MANUAL

Use of this Lab Manual is mandatory for the completion of practicals. It provides the students with first-hand knowledge of the practical subjects. It also makes them learn a systematic approach to do their task proficiently as per the need and requirement of the industry.

INSTRUCTIONS TO STUDENTS

1. Students are **REQUIRED** to carry this manual during the Lab Class.
2. Students are **REQUIRED** to read the topics mentioned before coming to the Lab Class.
3. Students are **REQUIRED** to follow the timeline for each assignment.

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Section 1

Assignment 1

News Readings from Newspapers and write your observation

Reading Exercise of different News Stories from Newspaper and write down your observation on the basis of following:

- Selection of words
- Sentence structure
- Language

Assignment 1

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Assignment 1

Newspaper to Radio Format

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Convert news Stories from Newspaper to Radio Format (Minimum 5 minutes maximum 10 minutes).
Select stories from newspapers and convert them into radio news bulletin.

WRITING RADIO LEADS – EXAMPLE 1

Newspaper Lead:

- "A Ukrainian man said he believed the wing of the airplane was on fire when he attempted to open the emergency exit door of a Delta Air Lines plane yesterday. He had to be wrestled to the floor by fellow passengers."

Radio Lead:

- A hung-over man was wrestled to the floor by passengers on a Delta airplane this morning after disrupting the flight.

CONDENSING THE STORY

- Radio News Briefs are around 20 – 60 seconds.
- Leads take up about five seconds of airtime.
 - So what makes up the rest of the news brief?
 - The WHY
 - More SPICY details
- Rewriting newspaper stories becomes an art of condensing.

Assignment 2

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Write and record news bulletin

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Record a news bulletin for the duration of 10 minutes.

Assignment 3

Record a vox pop of 10 people on any of the following topics.

1. Use of maths in daily life
2. Swachh Bharat
3. Drug abuse
4. Consumer Awareness

Assignment 3

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Production book: - Production includes all the details about the programme production. It Includes:-

- a. Audio brief:- Brief introduction of the audio programme you are going to record.
- b. Program objective (s):- It includes the purpose of the programme you are making.
- c. Synopsis: - Synopsis refers to brief summary of the plot.
- d. Treatment: - 1) It means how you are treating the idea. It gives the essence of the programme in terms of production . It includes Idea of the programme, content outline, main features of story, type of narration, voices, characters and details about segments, if any and the required resources and target audience.
2) Why people will listen to it?
3) This gives you the clear idea about the production.
- e. Script:- Script is the backbone of a radio programme. It refers to the written text for the programme.
- f. Crew list:- List of all the members involved in the production along with the responsibilities.
- g. Technical requirements:- List of equipment required for programme production.
- h. Budget:- Money required for programme production.

Assignment 4

Prepare a production book.

Assignment 4

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Advertising is a paid form of communication and its prime objective is to sell a product, service or an idea. This is generally done by imparting information, developing attitudes and inducing actions beneficial to the advertiser.

Commercial advertising on the radio is accepted as spots or jingles from 10 to 60 seconds duration.

Social Advertising is also undertaken on various themes, such as Consumer protection, Environmental protection, Health care, Polio vaccination, Communal harmony etc.

Social messages are works of art, music, film or text that highlight a social issue with an intention to draw attention to it and help resolve the issue.

Assignment 5

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Write, record and edit two PSA's & two Commercials of 30 - 40 second on any four of the following topics.

- 1.Swachh Bharat
- 2.Consumer Awareness
- 3.Radio Maths
- 4.Hygiene Practices
- 5.Environment Protection
- 6.Road Safety
- 7.Save energy
- 8.Anti-drug campaign
- 9.Women empowerment
- 10.Radio JIMS
- 11.Health awareness
12. Any other topic of your choice

Assignment 5

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Assignment 5

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Documentary

A Radio documentary programme is fully fact-based on documentary evidence, written record, attributable sources, contemporary interviews and the like. Its purpose is essentially to inform, to present a story or situation with a total regard for honest and balanced reporting.

If the producer sets out to provide a balanced, rounded and truthful account of something or someone - that is a documentary”.

Radio Feature

A Radio feature is a ‘sound picture of a person, event, place or development imaginatively presented by a creative person’. Music & sound effects can be added to a feature.

Radio drama

A Radio drama or a radio play is like any other play staged in a theatre or a hall. The only difference is that while a stage play has actors, stage, sets, curtains, properties movement and live action, a radio play has only three components.

These are human voice, music and sound effects.

Radio of course uses its greatest strength for producing radio plays and that is the power of imagination and suggestivity.

Radio Play, according to Robert McLeish, a well-known authority on radio broadcasting “is turning of words and action into satisfying pictures within the listeners mind by using the techniques of drama”.

Radio Interview

An interview is a conversation between two or more people where questions are asked by the interviewer to elicit facts or statements from the interviewee. Interviews are a standard part of journalism and media reporting.

There are five different types of interview in Radio:

- ‘Explanation interview. Get information from your interviewee about his or her expert subject, or about something he or she is well-positioned to talk about.
- ‘Portrait interview. Bring out the personality of the interviewee on the air.
- ‘Witness interview. Have a witness to an event.
- ‘Declaration interview. Ask the reaction of someone involved in the news, or of a politician for their immediate reaction to a story or meeting in which they have taken part.
- ‘Vox Pop interview. Survey a slice of the population to give a reflection of public opinion about a news story.

Source: http://www.rfi.fr/talentplusen/articles/066/article_129.asp

Radio Discussion

In radio, this technique is used to let people have different points of view on matters of public concern. Radio discussions are produced when there are social or economic issues which may be controversial. So when different experts meet and discuss such issues, people understand various points of view.

A discussion generally includes 2-3 participants and a moderator. A discussion presents analysis of an issue from different angles and brings forth more than one opinion on a given subject.

Generally, these discussions on radio are of longer duration-15 to 30 minutes. Two or three people who are known for their views and a well-informed senior person or journalist who acts as a moderator take part and discuss a particular topic for about 30 minutes.

The moderator conducts the discussion, introduces the topic and the participants and ensures that everyone gets enough time to speak and issues are discussed in detail.

Source: www.egyankosh.ac.in

Assignment 6

Write, record and edit any two of the following:

- 1.Documentary (15- 20 min)
- 2.Feature (15 – 20 min)
- 3.Drama (10 – 15min)
- 4.Interview (20 – 25 min)
- 5.Discussion (20 – 25 min)

On the following topics

- 1.Women empowerment
- 2.Digital India
- 3.Biographies of famous people
- 4.GST
- 5.Any social issue
- 6.Health Issues
- 7.Legal awareness
- 8.Aspirations of today's youth
- 9.Role of NGO's in society

Assignment 6

Radio Jockeying & News Reading Lab

Assignment 6

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