

**Code: BMS 503**

**Module: Study of media scène in India – Radio, Television**

**Sessions Topics**

1 – 4	Birth and development of AIR; Developmental Radio; FM broadcasting & Rise of Private FM channels in India;
5 - 7	Early years of Television in India (developmental era, SITE, the Emergency); 1 982 Asian Games & Commercialization; Satellite Boom & Post Liberalization television scenario in India; DTH, Convergence, Broadcast Bill;
8 – 12	Birth and development of AIR; Developmental Radio; FM broadcasting & Rise of Private FM channels in India;
13 – 15	Development of Prasarbharti (Doordarshan); Development programming for post independences, Propaganda
16 – 17	Chanda Committee, Verghese Committee : History of Indian Media Policy – Indian Telegraph Act, Prasaar Bharati, etc
18 – 20	Private FM channels (Red FM, My FM, Radio City, Big FM, Radio Mirchi, S FM Fever FM, Miaow Radio, World Space Satellite Radio) & Satellite channels (TV18, TV today, NDTV, ZEE, Sony, ETV, Star) in India,

**Suggested Books:**

- Radio & Television, K.M. Srivastava
- The work of Television Journalist, Tyrrel
- The techniques of Radio Journalism, Herbert