

VALUE ADDED COURSE - 8

NAME OF THE COURSE	: TELEVISION ANCHORING IN MALAYALAM
COURSE COORDINATOR	: Dr. Thomas Scaria, Department of Malayalam
DURATION OF THE COURSE	: 30 hrs
STUDENTS INTAKE	: 30

Detailed Syllabus

Objectives

- To teach the basics of Anchoring and media ethics.
- To develop professional qualities in compering.
- Personality Development.

Module 1

- Role of Television anchor-duties-prepare script-welcoming-body language-ability to process new information

Module 2

- Requirements for a TV Anchor-Command of the language-mastery of multitasking-acute sense of timing-novelty in performance

Module 3

- Media law and Ethics-practical session.

Theory: 20 Hours & Practical: 10 hours

Reference:

- Anchoring TV and live events-Bindiya Dutt, Pustak Mahal, Delhi
- The ABC of News Anchoring-Richa Jain Kalra, Pearson Education India, Delhi
- Live the life of your choice – J M Mehta, Pustak Mahal, Delhi

Course outcome/Job Role:

The student will be able to:

- Entry to TV channels
- To conduct public meeting

Mode of evaluation:

- Attendance
- Test paper
- Performance