

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



BROADCAST JOURNALISM

PART A – Broadcast Journalism

News Gathering:

What is News
News Sources
Getting the Story

Writing for Broadcast:

Conversational Writing
Newswriting
Broadcast Style Book

Interviewing:

The Interview
Setting Up the Interview

The News Programme:

Presenting the News
Duties & Dilemmas

PART B – Radio

BBC World Service

Radio News Coverage:

Story Treatment

Equipment:

Principles of recording
Using Sound Recorders
Editing
Future of Radio

PART C – Television

Television News:

Getting the News
Studio Roles
Fieldwork
Chasing the Story
Chasing Pictures
Piece to Camera
Compiling the Report
Fieldwork

TV Scriptwriting:

Writing the Script

Compiling the Report:

Editing the image
Visuals

News Studio:

The Set
Control Room
Fieldwork

News Media:

Satellite TV
Cable TV
Digital TV
Teletext
Internet Journalism
Computerised
Newsroom

Reading List

Main Text:

Broadcast Journalism – Andrew Boyd (Focal Press)

Alternative Texts and Further Reading:

Broadcast News, Radio Journalism & An Introduction to Television – Mitchell Stevens (Holt, Rinehart & Winston)

