

# SYLLABUS FOR THE BATCH FROM YEAR 2025 TO YEAR 2026

FOR

## Certificate/Diploma Course in Radio Jockeying (Credit Based Evaluation and Grading System)

(Semester System)

(SEMESTER: I-II)

Examinations: 2025-26

### The Certificate/Diploma Programme Offered:

- Certificate Course in Radio Jockeying (6 Months duration)
- Diploma in Radio Jockeying (6+6 = 12 Months duration)



### Program Outcomes:

- Understanding radio history, formats, voice modulation, and audience engagement.
- Developing Content Creation & Technical Skills such as Scripting, research, interviewing, audio editing, and handling studio equipment.
- Understanding Radio Business, Ethics & Marketing such as Media laws, sponsorships, branding, promotions, and digital radio.
- Industry Exposure & Practical Training – Live broadcasting, internships, podcasting, and portfolio development.

Name of the Department: Department of Mass Communication  
In Collaboration with

Directorate of Online Studies

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**GURU NANAK DEV UNIVERSITY**  
**AMRITSAR**

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**Certificate Course/Diploma in Radio Jockeying (Semester System) Offered by  
Department of Mass Communication in Collaboration with Directorate of Online  
Studies, Guru Nanak Dev University Amritsar**

**Eligibility:**

- +2 in any stream with at least 45% marks in aggregate (40% for SC/ST candidates).
- Any student doing Bachelor Degree, Master Degree, M.Phil., Ph.D. from GNDU

**Semester-I**

Course Code	Course Title	L	T	P	Total Credits	Mid-Semester Marks (weightage)	End Semester Marks (weightage)	Practical Marks (Weightage)	Total Marks (weightage)
OLRJ111T	Fundamentals of Radio Jockeying	4	0	0	4	30	70	00	100
OLRJ112T	Research and Content Creation for Radio	4	0	0	4	30	70	00	100
OLRJ113T	Scripting for Radio	4	0	0	4	30	70	00	100
OLRJ114T	Radio Broadcasting	3	0	1	4	21	54	25	100
	<b>Total</b>	<b>15</b>	<b>0</b>	<b>1</b>	<b>16</b>	<b>111</b>	<b>264</b>	<b>25</b>	<b>400</b>

**Semester-II**

Course Code	Course Title	L	T	P	Total Credits	Mid-Semester Marks (weightage)	End Semester Marks (weightage)	Practical Marks (Weightage)	Total Marks (weightage)
OLRJ211T	Advanced Radio Programming And Presentation	4	0	0	4	30	70	00	100
OLRJ212T	Radio Station Management And Promotions	4	0	0	4	30	70	00	100
OLRJ213T	Organizational Structure of Radio	4	0	0	4	30	70	00	100
OLRJ214T	Radio Broadcasting And Podcasting	3	0	1	4	21	54	25	100
	<b>Total</b>	<b>15</b>	<b>0</b>	<b>1</b>	<b>16</b>	<b>111</b>	<b>264</b>	<b>25</b>	<b>400</b>

**Certificate Course/Diploma in Radio Jockeying (Semester System) Offered by Department of Mass Communication in Collaboration with Directorate of Online Studies, Guru Nanak Dev University Amritsar**

**Course Name: Certificate/Diploma in Radio Jockeying**

**Program Co-ordinator: Dr. Sana Absar**

<b>Course Name</b>	<b>Course Co-ordinator</b>	<b>Deputy Co-ordinator</b>
<b>Fundamentals of Radio Jockeying</b>	Dr. Sana Absar	Ms. Nirva Safria
<b>Research and Content Creation for Radio</b>	Dr. Deepika Saraf	Ms. Gurinder Kaur
<b>Scripting for Radio</b>	Dr. Sana Absar	Ms. Nirva Safria
<b>Radio Broadcasting</b>	Dr. Palwinder Singh	Dr. Amanjyoti Kaur
<b>Advanced Radio Programming And Presentation</b>	Dr. Sana Absar	Dr. Amanjyoti Kaur
<b>Radio Station Management And Promotions</b>	Dr. Deepika Saraf	Ms. Nirva Safria
<b>Organizational Structure of Radio</b>	Dr. Palwinder Singh	Dr. Sana Absar
<b>Radio Broadcasting And Podcasting</b>	Dr. Sana Absar	Ms. Gurinder Kaur

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**FUNDAMENTALS OF RADIO JOCKEYING**

**Subject Code: OLRJ111T**

**SEMESTER I**

**L T P**

**4 0 0**

**Max. Marks: 100 Marks**

**Internal Assessment: 30 Marks**

**End Term: 70 Marks**

**Course Co-ordinator: Dr. Sana Absar**

**Instructions for the Paper-Setter/examiner:**

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

**Section A**

**History and Evolution of Radio:** Early days of radio broadcasting Evolution of radio technology Role of radio in mass communication Growth of FM and AM radio Impact of digitalization on radio

**Section B**

**Role and Responsibilities of an RJ:** Daily tasks and duties, Engaging with listeners, Managing live shows, Ethical considerations in radio jockeying, Career growth and opportunities

**Section C**

**Radio Formats and Genres:** Talk shows and news radio, Music-based shows, Storytelling and radio dramas, Interview-based programs, Interactive radio formats

**Section D**

**Voice Modulation & On-Air Personality:** Techniques of voice modulation, Importance of diction and pronunciation, developing a unique radio persona, managing speech anxiety, Using humor and storytelling effectively

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**RESEARCH AND CONTENT CREATION FOR RADIO**

**Subject Code: OLRJ112T  
SEMESTER I**

**L T P  
4 0 0**

**Max. Marks: 100 Marks**

**Internal Assessment: 30 Marks**

**End Term: 70 Marks**

**Course Co-ordinator: Dr. Deepika Saraf  
Deputy Course Co-ordinator: Dr. Amanjyoti Kaur**

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**Section A**

**Scripting for Radio Shows:** Basics of radio scripting, structuring a show script, writing for different formats, adapting scripts for live shows, Editing and refining content

**Section B**

**News, Talk Shows, and Storytelling:** Gathering and verifying news, structuring a talk show, engaging storytelling techniques, Using sound effects in storytelling, Ethics in news reporting

**Section C**

**Interview Techniques:** Researching interviewees, framing engaging questions, Live vs. recorded interviews, handling difficult guests, Editing interviews for broadcast

**Section D**

**Music Programming & Social Media Integration:** Understanding listener demographics, creating engaging playlists, using social media for radio promotion, Engaging with audiences online, Cross-platform content creation

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**SCRIPTING FOR RADIO  
Subject Code: OLRJ113T  
SEMESTER I**

**L T P  
4 0 0**

**Max. Marks: 100 Marks**

**Internal Assessment: 30 Marks**

**End Term: 70 Marks**

**Course Co-ordinator: Dr. Sana Absar**

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**Section A**

News basics, Transcription, Translation and Copy Writing

**Section B**

Making of P2C, Anchor Piece and Script Writing with Usage of V/O and VR from the scene

**Section C**

Understanding the Mission and Programming Strategies of All India Radio(AIR) and Vivid Bharti

**Section D**

Writing Educational Content for Community Radio Station(CRS), Using Community Radio for Promoting Local Voices, Cultures and Issues, Challenges and Opportunities

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**RADIO BROADCASTING  
Subject Code: OLRJ114T  
SEMESTER I**

**L T P  
3 0 1**

**Max. Marks: 100 Marks**

**Internal Assessment: 21 Marks**

**End Term: 54 Marks**

**Practical Examination 25 Marks**

**Course Co-ordinator: Dr. Sana Absar**

**Instructions for the Paper-Setter/examiner:**

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
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**Section A**

**Studio Setup & Equipment Handling:** Basics of studio setup, Microphone techniques, Sound mixing and console operation, recording software basics, Maintaining studio equipment

**Section B**

**Conducting Live & Recorded Shows:** Preparing for a live broadcast, managing time and ad breaks, engaging with callers and guests, handling technical glitches, Recording for later broadcast

**Section C**

**Audio Editing & Sound Mixing:** Basics of sound editing software, enhancing voice clarity, adding background music and effects, editing for different formats, Exporting and saving radio files

**Section D**

**On-Air Interaction & Mock Programs:** Developing engaging listener segments, Improvisation techniques, Managing audience feedback, Conducting mock interviews, Final assessments through live practice

**Practical Training in Production and Broadcasting of Radio Program**

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**ADVANCED RADIO PROGRAMMING AND PRESENTATION**

**Subject Code: OLRJ211T  
SEMESTER II**

**L T P  
4 0 0**

**Max. Marks: 100 Marks**

**Internal Assessment: 30 Marks**

**End Term: 70 Marks**

**Course Co-ordinator: Dr. Sana Absar**

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2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
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**Section A**

**Understanding Audience & Demographics:** Analysing listener preferences, targeting different age groups, understanding cultural sensitivities, Surveys and feedback analysis, Adapting content for various audiences

**Section B**

**Ethics & Legal Aspects in Radio:** Media laws and broadcasting ethics, Copyright and licensing issues, handling sensitive topics, Avoiding defamation and misinformation, Ethical advertising practices

**Section C**

**Business of Radio & Advertising:** Understanding sponsorships, Radio advertising techniques, creating persuasive ad content, Revenue models in radio, Managing advertiser relationships

**Section D**

**Digital Radio & Podcasting:** Rise of podcasting, Creating engaging digital content, Differences between live radio and podcasts, Monetization strategies for podcasts, Future trends in digital radio

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**RADIO STATION MANAGEMENT AND PROMOTIONS**

**Subject Code: OLRJ212T  
SEMESTER II**

**L T P  
4 0 0**

**Max. Marks: 100 Marks**

**Internal Assessment: 30 Marks**

**End Term: 70 Marks**

**Course Co-ordinator: Dr. Palwinder Singh  
Deputy Course Co-ordinator: Ms. Nirva Safria**

**Instructions for the Paper-Setter/examiner:**

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2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
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**Section A**

**Basics of Radio Station Operations:** Structure of a radio station, Roles of key personnel, Managing station finances, Day-to-day operations, Compliance with broadcasting regulations

**Section B**

**Show Planning & Scheduling:** Structuring daily programming, Balancing talk, music, and ads, Peak and off-peak time management, Handling emergency broadcasts, Audience retention strategies

**Section C**

**Marketing & Promotions for Radio:** Creating radio brand identity, Offline vs. online promotions, engaging with sponsors and partners, organizing on-ground events, Measuring promotional effectiveness

**Section D**

**Web & Community Radio:** Setting up a web radio, Community-driven content, Challenges in online radio broadcasting, Funding community radio projects, Expanding audience reach

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**ORGANIZATIONAL STRUCTURE OF RADIO**

**Subject Code: OLRJ213T  
SEMESTER II**

**L T P  
4 0 0**

**Max. Marks: 100 Marks**

**Internal Assessment: 30 Marks**

**End Term: 70 Marks**

**Course Co-ordinator: Dr. Sana Absar**

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**Section A**

Programme Wings and its Functions – Content Creation, Programming, Scripting

**Section B**

Engineering Wings and Its Functions, Broadcast Infrastructure, Equipment Maintenance, Studio Operations

**Section C**

Admin Wing and Its Functions, Personnel Management, Finance, Account, Logistics

**Section D**

Case Studies of Radio Organizations: All India Radio(AIR) - Mann ki Baat, Vivid Bharti – Yuva-Vani, Radio Mirchi- Meethi Mirchi

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**RADIO BROADCASTING AND PODCASTING**

**Subject Code: OLRJ214T  
SEMESTER II**

**L T P  
3 0 1**

**Max. Marks: 100 Marks**

**Internal Assessment: 21 Marks**

**End Term: 54 Marks**

**Practical Examination 25 Marks**

**Course Co-ordinator: Dr. Sana Absar**

**Instructions for the Paper-Setter/examiner:**

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**Section A**

Understanding behind-the-scenes work, Planning a solo radio show, managing content independently

**Section B**

**Portfolio Development:** Creating voice demos, writing professional scripts, Editing and curating work samples, showcasing skills effectively, Preparing for radio auditions

**Section C**

**Conducting Independent Shows & Podcasts:** Recording and broadcasting techniques, engaging audiences without a team, Evaluating personal performance

**Section D**

Live show evaluation, Handling live audience interaction, implementing feedback, Refining radio skills, Future career planning

**Practical:** Hands on Training Podcasting, Conducting Live Show, Hands-on experience in live broadcasting, Industry internship experience

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**English References**

1. Kohli, Simran – *Radio Jockeying: The Art & Techniques*
2. Stewart, Peter & Alexander, Ray – *Broadcast Journalism: Techniques of Radio and Television News*
3. Collins, John – *The Radio Handbook*
4. Hendy, David – *Radio in the Global Age*
5. Kumar, Keval J. – *Mass Communication in India*

**Hindi References:**

1. सिंह, अजय – रेसियो जॉकी: एक कला और तकनीक
2. राणा, विंजय – रेसियो पत्रकारिता और प्रारण
3. सत्रपाठी, सिष्णु – जन विंचार माध्यम और रेसियो
4. पाण्डेय, शशश शेखर – रेसियो का विचार
5. दयाल, महेश्वर – आधुनिक रेसियो प्रारण