

SYLLABUS FOR THE BATCH FROM YEAR 2025 TO YEAR 2026

FOR

Certificate/Diploma Course in Radio Jockeying (ODL)

(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 Open & Distance Learning and Online Studies

**GURU NANAK DEV UNIVERSITY
AMRITSAR**

**Certificate Course/Diploma in Radio Jockeying (Semester System) Offered by
Department of Mass Communication in Collaboration with Directorate of Open &
Distance Learning and 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)
ODRJ101T	Fundamentals of Radio Jockeying	4	0	0	4	30	70	00	100
ODRJ102T	Research and Content Creation for Radio	4	0	0	4	30	70	00	100
ODRJ103T	Scripting for Radio	4	0	0	4	30	70	00	100
ODRJ104T	Radio Broadcasting	3	0	1	4	21	54	25	100
	Total	15	0	1	16	111	264	25	400

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)
ODRJ201T	Advanced Radio Programming And Presentation	4	0	0	4	30	70	00	100
ODRJ202T	Radio Station Management And Promotions	4	0	0	4	30	70	00	100
ODRJ203T	Organizational Structure of Radio	4	0	0	4	30	70	00	100
ODRJ204T	Radio Broadcasting And Podcasting	3	0	1	4	21	54	25	100
	Total	15	0	1	16	111	264	25	400

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Course Name: Certificate/Diploma in Radio Jockeying

Program Co-ordinator: Dr. Sana Absar

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

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FUNDAMENTALS OF RADIO JOCKEYING

Subject Code: ODRJ101T

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

RESEARCH AND CONTENT CREATION FOR RADIO

**Subject Code: ODRJ102T
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**

Instructions for the Paper-Setter/examiner:

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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

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: ODRJ103T

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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1. Question paper shall consist of Four sections.
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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

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

RADIO BROADCASTING

Subject Code: ODRJ104T

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:

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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

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

ADVANCED RADIO PROGRAMMING AND PRESENTATION

**Subject Code: ODRJ201T
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

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

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

RADIO STATION MANAGEMENT AND PROMOTIONS

**Subject Code: ODRJ202T
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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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

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

ORGANIZATIONAL STRUCTURE OF RADIO

**Subject Code: ODRJ203T
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

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

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

RADIO BROADCASTING AND PODCASTING

**Subject Code: ODRJ204T
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:

1. Question paper shall consist of Four sections.
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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 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 – *रेडियो जॉकी: एक कला और तकनीक*
2. राणा, संजय – *रेडियो पत्रकारिता और प्रसारण*
3. त्रिपाठी, विष्णु – *जनसंचार माध्यम और रेडियो*
4. पांडेय, शशि शेखर – *रेडियो का संसार*
5. दयाल, महेश्वर – *आधुनिक रेडियो प्रसारण*