



# KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

## DEPARTMENT OF BUSINESS ADMINISTRATION

### VALUE ADDED COURSE – SYLLABUS

#### 20VBAVC-VOICE CULTURE

##### OBJECTIVE(S):


- Anyone looking for a career as a 'Voice over Artist' dubbing for films, animations, cartoons, tv channels etc.
- Very useful for people training to become 'RJs' 'VJs' 'TV Presenters' 'Journalists', 'Film Dubbing Artists'
- Generally, very useful for all looking to communicate fluently in global scenario.

#### PAPER-I NEWS READING

Hours: 20 Hrs

| UNIT I  | News Reading     | 4 Hours              |
|---|------------------|----------------------|
| Introduction-understand the news- presentation of television news.  |                  |                      |
| UNIT II   | Voice Modulation | 4 Hours              |
| News-headlines-speed news-special news and Story.   |                  |                      |
| UNIT III  | Script Writing   | 4 Hours              |
| Script writing-News Writing-Special news writing –Headlines writing methods –speed news writing-Story writing |                  |                      |
| UNIT IV   | Body Language    | 4 Hours              |
| Eye contact-postures-facial expressions-Dress codes.  |                  |                      |
| UNIT V  | Studio Exposure  | 4 Hours              |
| Reading news in studio with camera exposure-Development of basic I Q and general knowledge.                   |                  |                      |
|   |                  | Total Hours 20 Hours |



  
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#### PAPER-II ANCHORING

Hours: 20 Hrs

| UNIT I   | Video Jockey                  | 4 Hours         |
|--|-------------------------------|-----------------|
| Anchoring -Corporate Live programmes- Interview with celebrities- College Events - Comedy programmes   |                               |                 |
| UNIT II  | Grooming                      | 4 Hours         |
| Understand the content- Script writing –Presentation-Grooming make-up technique with handful practice of personality development.  |                               |                 |
| UNIT III   | Voice Development             | 4 Hours         |
| Pronunciation (Practical and Implication)-Indoor and Outdoor anchoring exercises-Voice development   |                               |                 |
| UNIT IV  | Postures and Talent Nurturing | 4 Hours         |
| Body Expressive use of body postures and facial expressions-Exercise for relaxation and concentration-Nurturing the acting talent-imagination-improvisation-empathy-emotion and emotional memory-retentive memory-sensory memory |                               |                 |
| UNIT V   | Verbal Communication          | 4 Hours         |
| The techniques of non-verbal communication- Good and pleasing voice- Clear and attractive speech-Feeling for the words- Skills in the use of language.   |                               |                 |
| <b>Total Hours</b>   |                               | <b>20 Hours</b> |

#### Reference Books

1. S.A. Durga, "Voice Culture: Art of Voice Cultivator", BR Rhythms, 2007.
2. Donna Frazier · Roger Love , "Set Your Voice Free: How to Get the Singing or Speaking Voice You Want", Little, Brown and Company , 2016.

**Course Outcome:** On Completion of this course the students will be able to

- Creates ability to host any events.
- Creates awareness of job opportunities in media.
- Enable to be socio friendly.



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