

**Course Module
SYLLABI
For
Value Added Course
Certificate Course in Podcasting**

**Offered by
Department of Journalism and Mass
Communication**



**TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE**

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Course Module
Value Added Program
Course Module Structure

S. No.	Contents Deliverance	Learning Outcomes
1	Introduction to Podcasting (5 hrs)	Students will understand the podcasting landscape, its growth, and the impact it has had on media, entertainment, and education.
2	Types of Podcasts and Target Audience (5 hrs)	Students will gain the ability to identify different podcast genres and learn to tailor content for specific audience segments.
3	Planning and Scripting a Podcast (5 hrs)	Students will be able to plan, structure, and script a podcast episode, ensuring clear and engaging content for listeners.
4	Recording and Editing Techniques (5 hrs)	Students will acquire hands-on experience in using recording equipment and editing software to create polished, professional-sounding podcasts.
5	Podcast Promotion and Monetization (5 hrs)	Students will understand different methods of podcast promotion, audience building, and ways to generate revenue through podcasting.
6	Ethics, Copyrights, and Legal Considerations (5 hrs)	Students will learn the legal aspects of podcasting, including copyright, fair use, and how to ethically produce content while respecting intellectual property rights.

Evaluation Pattern:

- Podcast Creation Project
- Peer Reviews
- Quiz Test on Podcasting Concepts

Total Duration Required:

- 30 Hours

References:

1. **Barker, S.** (2020). *Podcasting for Dummies*. Wiley.
2. **Duncan, M.** (2018). *Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling*. McGraw-Hill Education.
3. **Vox Media.** (2021). *The Podcasting Handbook*. Vox.
4. **Smith, P. J.** (2019). *The Art of Podcasting: A Complete Guide to Making a Podcast That People Will Listen To*. CreateSpace Independent Publishing Platform.
5. **Sullivan, D.** (2022). *Podcasting Success: How to Grow, Monetize, and Build a Thriving Podcast*. Indie Publishing.