



## Composition of Curriculum - Committee for Journalism and Mass Communication

Sl. No.	Name & Organization	Designation
1	<b>Dr. Niranjana Vanalli</b> , Vice Chancellor, Bangalore North University, Kolar	Chairperson
2	<b>Dr. Jambulingappa Chandunavar</b> , Professor, Karnataka University, Dharwad	Member
3	<b>Dr. B.K. Ravi</b> , Professor, Bangalore University, Bengaluru.	Member
4	<b>Dr. Poornananda D S.</b> , Professor, Kuvempu University, Shankaraghatta	Member
5	<b>Dr. Onkargouda Kakade</b> , Professor, KSAW University, Vijayapura	Member
6	<b>Dr. N. Narasimha Murthy</b> , Professor, Bengaluru City University, Bengaluru	Member
7	<b>Dr. Muddesh B.T.</b> , Sri Siddhartha Centre for Media Studies, Tumakuru	Member
8	<b>Dr. Bhaskar Hegde</b> , Assoc. Professor, SDM College, Ujire.	Member
9	<b>Dr. Pramila B. Kunnur</b> , Assoc. Professor, Maharaja's College, Mysuru.	Member
10	<b>A. Narayana</b> , Professor and Former Journalist, Azeem Premji University	Member
11	<b>N. Udaya Kumar</b> , Associate Editor, Prajavani	Member
12	<b>B. S. Sathish Kumar</b> , Deputy chief of Bureau- The Hindu	Member
13	<b>Avinash H.S</b> , Editor, Special Operations, Suvarna T. V	Member
14	<b>Ravikumar</b> , Principal Editor, News First TV	Member
15	<b>Jyothi</b> -social media	Member
16	<b>Diwakar</b> , New Editor, Public T. V	Member
17	<b>Dr. Tejaswini B. Yakkundimath</b> Assoc. Professor, Government Women's Degree College, Belgaum	Member Convener
18	<b>Rajani B.</b> , Special Officer, Karnataka State Higher Education Council	



Government of Karnataka

**Model Curriculum**

Program Title	<b>BA (Journalism and Mass Communication)</b>		Semester	<b>Third Semester</b>	
Course Code	<b>DSC 3</b>		Type of Course	<b>Discipline core</b>	
Course Name	<b>News Reporting and Analysis</b>		Contact hours	<b>4 hours/ week Theory</b>	
				<b>4 hours/ week Practical</b>	
Course Credits	<b>06 {Theory: 4 credits and Practical: 2 credits}</b>		Academic Year	<b>2021-22 Batch</b>	
CIE Marks	<b>40</b>	SE Exam Marks	<b>60</b>	Practical Marks	<b>50</b>

**Course Outcomes:** On completion of the course, the student teacher will be able to:

- ❖ Organize and articulate new stories understanding the concepts, structure, and types of news.
- ❖ Evaluate and analyse the importance of sources and types of information that provide the basis for news stories.
- ❖ Formulate skills for news selection, processing, prioritizing and finally, designing the end-product, identify the basic ethical issues confronting editors and can practice fair play.

**Course Content:**

**Unit-1**

**News:** definitions, nature, concepts, elements, and values. Sources of news: Types of sources, techniques of news gathering, wire service and news flow, structure, and components of news story. news writing skills, finding story ideas, inverted pyramid, and other styles. Leads and types of leads in news story.

**Unit-II**

**Reporter:** Organisation of reporting section, principles of reporting, functions, qualities, and responsibilities. Professional norms and ethic, cultivation of news sources. Kinds of reporting: investigative, interpretative, in-depth, and narrative. Classification of reporters: Civic, political, sports, commerce, legal, foreign correspondent, mofussil, beat and general reporting.

**Unit-III**

**Types of news events:** Speeches, seminars & conferences, press conferences, demonstrations, rallies, and agitations. Reporting governmental and non-governmental communications. Covering communal riots and crimes. Interviewing: principles, importance, techniques and types of news interviews, difference between print and broadcast interviews.

## Unit-IV

**Specialized reporting:** Legislative, court, science and technology, defence, human rights, women, health, tourism, education, financial reporting, agriculture, cultural events.

### Practical Paper for DSC 3 - News Reporting and Analysis (Two Credits- 50 Marks)

- 1. Event reporting** - Students have to identify 2 major events and provide a detailed news report on it.
- 2. Press conference** - Have to attend the press conferences of a day, and prepare a report based on it.
- 3. Press Notes** – Get the 10 Press Notes from your local news media and prepare the news item.
- 4. Interview news story** – Conduct at least two in-person interviews to write a news story on a timely topic in consultation with your professor from primary sources (400- 500 words).
- 5. Write the following news items already published in the different newspapers.**

Press notes- 2, Speech Reporting- 2, Protest-2, accidents-2, Obituary-2, disaster-2, Communal riots-2, Political reporting-2, election-2, legislature-2, judiciary-2, weather-2, seminars/ workshops-2, science & technology-2, environmental issues-2, Suicide-2, Women Issues-2, Health-2, Agriculture-2, investigative-2, defence-2, human rights-2, tourism-2, education-2, cultural events-2, Govt news-2.

*Note: Each student shall compulsorily maintain assignments record and submit the same at the end of the semester in the form of Project Report.*

#### Reference Textbooks

1	<b>Bill Kovach and Tom Rosenstiel</b> , (2001) The Elements of Journalism, Three Rivers Press.
2	<b>Brooks, B. S., Pinson, J. L., &amp; Wilson, J. G.</b> (2013). "Writing as a Journalist," chapter 11 in working with words: A handbook for media writers and editors. Boston; New York: Bedford/St. Martin's.
3	<b>Deborah Potter</b> , (2006) Handbook of Independent Journalism, Bureau of International-Information Programs, U.S. Department of State.
4	<b>Brooks, B. S., Kennedy, G., Moen, D. R., &amp; Ranly, D.</b> (2014). The inverted pyramid. In News reporting and writing (11th edition). Boston; New York: Bedford / St. Martin's.
5	<b>Lorenz, Alfred L, and John Vivian.</b> (1995) News: Reporting and Writing Pearson Education POD.
6	<b>Izard, Ralph S.</b> (1994) Fundamentals of News Reporting, 6th edition. Dubuque, Iowa: Kendall/Hunt.

Reference Textbooks	
7	<b>Melvin Mencher</b> , (2010), News Reporting and Writing, 12th Ed McGraw-Hill, New York.
8	<b>The Missouri Group</b> . (2014) News Reporting and Writing, 11th edition, Bedford-St. Martin.
9	<b>Steward, Charles J., and William B. Cash, Jr.</b> (2003) Interviewing: Principles and Practices; Boston: McGraw-Hill.
10	<b>Tompkins, A.</b> (2012). The art of the interview. In Aim for the heart: Write, shoot, report and produce for TV and multimedia (pp. 77-96). Washington, D.C.: CQ Press.

Date:

Subject Committee Chairperson



Government of Karnataka

## Model Curriculum

Program Title	<b>BA (Journalism and Mass Communication)</b>	Semester	<b>Third Semester</b>
Course Code	<b>OE-3</b>	Type of Course	<b>Core Elective</b>
Course Name	<b>Feature Writing and Freelancing</b>	Contact hours	<b>2 hours/ week Theory</b> <b>2 hours/ week Practical</b>
Course Credits	<b>03</b>	Academic Year	<b>2021-22 Batch</b>

**Course Outcomes:** On completion of the course, the student teacher will be able to:

- ❖ Organize and articulate competent feature stories understanding the concepts, structure, and types of features.
- ❖ Write different types of feature stories and get published.
- ❖ The students should turn into serious freelancers understanding ups and downs in the freelancing.

### Course Content:

#### Unit-1

**Feature:** Definition and characteristics – structure of a feature, difference between news, features, articles, and columns– process and techniques of feature writing, feature headlines, sources of feature, feature syndicates.

#### Unit-II

**Types of features** like news features, profiles, science features, cultural features, environmental features, fashion. Modern trends in feature writing, reviews and its types – film, theatre and book.

#### Unit-III

**Freelancing** – Meaning, definition and scope of freelancing, qualities of a freelancer, trends in freelancing -travel, food, fashion, and health. Legal and ethical aspects of freelancing.

#### Unit-IV

**Scope for freelancing** in print and electronic media, freelancing in social media, freelancing as a profession in India and elsewhere.

## **Practical Component for OE- 3 - Feature Writing and Freelancing (2 hrs / week)**

1. Write different types of features at least two each.
2. Write different headlines for 5 features.
3. Publish at least two features in any newspaper or magazine.
4. Re write any 2 published features.

### **Reference books**

1	Feature Writing –A practical introduction by Susan Pape and sue Featherstone
2	Complete book of feature writing by Leonard Witt
3	Feature Writing by Rao NMR
4	The Freelance Bible by Alison Grade
5	Freelancing by R K Murthy

Date:

Subject Committee Chairperson



Government of Karnataka

Model Curriculum

Program Title	<b>BA (Journalism and Mass Communication)</b>		Semester	<b>Fourth Semester</b>
Course Code	<b>DSC 4</b>		Type of Course	<b>Discipline core</b>
Course Name	<b>News Processing and Editing</b>		Contact hours	<b>4 hours/ week Theory</b> <b>4 hours/ week Practical</b>
Course Credits	<b>06 {Theory: 4 credits and Practical: 2 credits}</b>		Academic Year	<b>2021-22 Batch</b>
CIE Marks	<b>40</b>	SE Exam Marks	<b>60</b>	Practical Marks <b>50</b>

**Course Outcomes:** On completion of the course, the student teacher will be able to:

- ❖ Understand the role of editors. Edit copy precisely and consistently, using correct grammar and eliminating libellous passages and items in poor taste.
- ❖ Be able to write clear and accurate headlines, decks, and captions.
- ❖ Be able to design basic news pages. Understand the basic ethical issues confronting editors.

**Course Content:**

**Unit-1**

**Introduction:** Editing- definitions, importance, principles, functions, and techniques of editing. Types of editing, editing in the age of convergence. Importance of design in print media, visualizing a page, types of designs. Designing special pages. Data and Information graphics. Editing and ethics. Style sheet.

**Unit-II**

**Newsroom Setup:** Structure and functions of a typical newsroom. Editor/executive editor, roles of editor, news editor, chief sub-editor, sub-editor, sections in editorial, supplements editing.

**Unit-III**

**Editing terminologies:** Mast head, deadline, firing of the page, going to bed, panels, folios, lead, writing headlines, different types of headlines, cross head, sub-head, kicker/deck, brief, bastardisation, tint, hamper, flyer, dummy, power jacket, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, imprint line, agency/wire services.



#### **Unit-IV**

**Skills required:** News judgment, mastery over language, art of playing with words, reading between the lines, interpretation in the context, giving perspective, creative headlines and fitting the news stories, selection and cropping of photographs, preparing the layout of the page, working with news stories, rewriting news stories.

#### **Practical Paper for DSC-4 - News Processing and Editing (Two Credits – 50 Marks)**

1. Exercise on similar sounding words with different meanings.
2. Editing copies with spelling mistakes and redundancies.
3. Giving headlines for news stories.
4. Selecting stories for a campus newspaper.
5. Designing a dummy newspaper.
6. Designing special pages.
7. Photo selection and cropping.
8. Writing Captions for photos.
9. Writing editorials.
10. Rewriting poorly drafted copies.

#### **Reference books**

1	The Elements of Editing: a modern guide for editors and journalists by Arthur Plotnik: Collier Macmillan
2	Outline of Editing by K M Joseph: Anmol Publication
3	Advanced Journalism by Adarsh Kumar Varma: Har-Anand Publications Ltd
4	Words on Words by John M Bremner: Columbia University Press
5	The Glamour of Grammar: A Guide to Magic and Mystery of Practical English by Roy Peter Clark: Little, Brown company
6	Editing and Design by Harold Evans: William Heinemann Ltd
7	News Reporting and Editing by K M Shrivastava: Sterling Publishers Private Limited
8	Computer Application for Journalism by Rahul Singhai: Ess Ess Publication
9	Editing: A handbook for Journalists by T J S George; IIMC Publication
10	Editing by B N Ahuja and S. S. Chhabra: Surjeet Publication

Date:

Subject Committee Chairperson



Government of Karnataka

## Model Curriculum

Program Title	<b>BA (Journalism and Mass Communication)</b>	Semester	<b>Fourth Semester</b>
Course Code	<b>OE-4</b>	Type of Course	<b>Core Elective</b>
Course Name	<b>Translation for Media</b>	Contact hours	<b>2 hours/ week Theory</b>
			<b>2 hours/ week Practical</b>
Course Credits	<b>03</b>	Academic Year	<b>2021-22 Batch</b>

**Course Outcomes:** On completion of the course, the student teacher will be able to:

- ❖ Translate the given stories keeping in mind the requirements of the client.
- ❖ Understand the difference between translations for different media and practice it.
- ❖ Gain a mastery over the techniques of translation.

### Course Content:

#### Unit-1

**Translation:** Meaning, definition, nature, scope, and significance of translation, difference between literary translation and translation for media.

#### Unit-II

**Process and techniques of Translation:** Source language, target language, co-ordination, guidelines for translation.

#### Unit-III

**Types of Translation:** Word to word, literal, summarized, free, paraphrasing.

#### Unit-IV

**Challenges of translation** from English to regional languages and vice versa, modern trends in media translations, difference between print and electronic media translations.

## Practical Component for OE- 4 - Translation for Media (2 hrs / week)

1. News translations at least 5 exercises
2. Article translations at least 2 exercises
3. Translation of advertisement copies- 3
4. Giving headlines to translated stories- 3

### Reference books

1	Media and Translation by Akbar Mohammad
2	India in Translation and Translation in India by GJV Prasad
3	What is Media Translation by Ofer Tirosh
4	New points of View on Audio Visual Translation and Media edited by Anna Jankowska
5	News Media Translation by Federico Zenettin

Date:

Subject Committee Chairperson