

Shivagangotri, Davangere-577 007

## Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Under graduate Programme for 2024-25

## 3 Majors with a General degree in Mass **Communication and Journalism for 6 Semesters**

(Course Structure, Scheme of Teaching and Evaluation-2024-25)

### Curriculum Frame work for UG Programme as suggested by KSHEC (As per G.O.No.:ED166UNE2023, Bengaluru, dated: 08-05-2024)

| SI. No. | Subject Category  | No. of Credits |
|---------|-------------------|----------------|
| 1       | Major Courses     | 90             |
| 2       | Languages         | 24             |
| 3       | Compulsory        | 10             |
| 4       | Elective/Optional | 04             |
|         | Total             | 128            |

Note: Total Credits required to award Degree as per KSHEC:128 (Minimum) and 150 (Maximum) for UG Degree

# Actual allocation of Credits in Davangere University for UG-Arts Programme

| SI.No. | Subject Category  | No. of Credits |
|--------|-------------------|----------------|
| 1      | Major Courses     | 108            |
| 2      | Languages         | 24             |
| 3      | Compulsory        | 12             |
| 4      | Elective/Optional | 04             |
|        | Total             | 148            |

# Semester-wise allocation of Credits in Davangere University for UG- Arts Programme

| Year  | Semester | Credits | Total Credits |
|-------|----------|---------|---------------|
|       | I        | 23      | 46            |
| 1     | II       | 23      |               |
|       | III      | 25      | 50            |
| 2     | IV       | 25      |               |
|       | V        | 26      | 52            |
| 3     | VI       | 26      |               |
| Total |          | 148     | 148           |

Dept. of Journalism and Mass Communication Davangere University



Shivagangotri, Davangere-577 007

### Bachelor of Arts (B.A.) Semester Scheme Curriculum Structure for Undergraduate Programme for 2024-25

### Case-1: 3 Majors with a General degree in all 6 Semesters

Number of Courses and credit course-wise in all semesters for B.A. in

Mass Communication and Journalism

|       |                         | ommunica | uon and Jo | ournamsn  | 1           |               |       |
|-------|-------------------------|----------|------------|-----------|-------------|---------------|-------|
| Seme  |                         | Major-2  | Maj        | Elective/ | Langu       | Compulsory    | Total |
| ster  | communication and       |          | or-3       | Optional  | age         |               | Cred  |
|       | Journalism)             | ,        |            |           |             |               | i ts  |
| 1     | Introduction to         | Paper-1  | Paper-1    | ******    | Lai-        | Environmental | 23    |
|       | Media (3)               | (5)      | (5)        |           | (3)         | Studies (2)   |       |
|       | Practical (2)           |          |            |           | Lb1- (3)    |               | ;     |
| 2     | Introduction to         | Paper-2  | Paper-2    |           | La2-        | Indian        | 23    |
|       | communication           | (5)      | (5)        |           | (3)<br>Lb2- | Constituti    |       |
|       | and theories (3)        |          | п          |           | (3)         | on (2)        |       |
|       | Practical (2)           |          |            |           |             |               |       |
| 3     | News Reporting          | Paper-3  | Paper-3    | El-(2)    | La3-        | Computer      | 25    |
|       | and Editing (3)         | (5)      | (5)        |           | (3)<br>Lb3- | Skills(2)     |       |
|       | Practical (2)           |          |            |           | (3)         |               |       |
| 4     | Feature Writing         | Paper-4  | Paper-4    | El-(2)    | La4-        | Personality   | 25    |
|       | and Translation         | (5)      | (5)        |           | (3)<br>Lb4- | Development   |       |
|       | (3)                     | z        |            |           | (3)         | (2)           |       |
|       | Practical (2)           |          |            |           |             |               |       |
| 5     | Introduction to Audio-  | Paper-5  | Paper-5    | ********* |             | Elementary    | 26    |
|       | Visual Media Production | (4)      | (4)        |           |             | Research      |       |
|       | (Radio, TV, Cinema) (3) | Paper-6  | D          |           |             | Methodolo     |       |
|       | practical (2)           | (4)      | Paper-6    |           | 9           | gy (2)        |       |
|       | Media Law and           |          | (4)        |           |             |               |       |
|       | Ethics (3)              |          |            |           |             |               |       |
| 6     | Introduction to         | Paper-7  | Paper-7    | *******   |             | Project(2)    | 26    |
|       | Digital Media (3)       | (4)      | (4)        |           |             |               |       |
|       | Practical (2)           |          |            |           |             |               |       |
|       |                         |          | Paper-8    |           |             |               |       |
|       | Advertising and         | Paper-8  | (4)        | *         |             |               |       |
|       | Corporate               | (4)      |            | •         |             |               |       |
|       | Communication (3)       |          |            |           |             |               |       |
|       |                         |          |            |           |             |               |       |
| Total | 36                      | 36       | 36         | 4         | 24          | 10            | 1.40  |
| Total | 50                      | 30       | 30         | 4         | 24          | 12            | 148   |

Note: Number intheparenthesesdeno tecredits of Papers.

Forlanguages, therewill be 3 credits and four teaching hours perweek.

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Davangere University

Chairman Shivagangotri, Davangere of Journalism and Mass Communication

**Davangere University** Shivagangotri, DAVANGERE - 577 007

**Faculty of Arts** Davangere University Shivagangotri, Davangere-07

# Number of Courses and credit course-wise in all semesters

## SEMESTER- I

| Course<br>No | Title of the Course                   | No of<br>Credits | Teaching<br>Hours/ Per<br>week | Formative<br>Assessment | Summative assessment | Total<br>marks |
|--------------|---------------------------------------|------------------|--------------------------------|-------------------------|----------------------|----------------|
| 01           | Introduction to<br>Journalism- Theory | 03               | 04                             | 20                      | 80                   | 100            |
| 02           | Practical                             | 02               | 04                             | 10                      | 40                   | 50             |
| Total        |                                       | 05               | 08                             | 30                      | 120                  | 150            |

## SEMESTER- II

| Course<br>No | Title of the Course                             | No of<br>Credits | Teaching<br>Hours/ Per<br>week | Formative<br>Assessment | Summative assessment | Total<br>marks |
|--------------|---|------------------|--------------------------------|-------------------------|----------------------|----------------|
| 01           | Introduction to Mass<br>Communication<br>Theory | 03               | 04                             | 20                      | 80                   | 100            |
| 02           | Practical                                       | 02               | 04                             | 10                      | 40                   | 50             |
| Total        |   | 05               | 08                             | 30                      | 120                  | 150            |

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# Number of Courses and credit Course -wise in all semesters SEMESTER-III

| Course<br>No | Title of the Course                       | No of<br>Credits | Teaching<br>Hours/Per<br>week | Formative<br>Assessment | Summative assessment | Total Marks |
|--------------|---|------------------|-------------------------------|-------------------------|----------------------|-------------|
| 01           | Reporting and Editing Process – Theory    | 03               | 04                            | 20                      | 80                   | 100         |
| 02           | Reporting and Editing Process – Practical | 02               | 04                            | 10                      | 40                   | 50          |
| 03           | Photo Journalism<br>–OE-1                 | 02               | 02                            | 10                      | 40                   | 50          |

# **SEMESTER-IV**

| Course<br>No | Title of the<br>Course                            | No of<br>Credits | Teaching<br>Hours/Per<br>week | Formative<br>Assessment | Summative assessment | Total Marks |
|--------------|---|------------------|-------------------------------|-------------------------|----------------------|-------------|
| 01           | Feature Writing and Translation-<br>Theory        | 03               | 04                            | 20                      | 80                   | 100         |
| 02           | Feature Writing<br>and Translation –<br>Practical | 02               | 04                            | 10                      | 40                   | 50          |
| 03           | Writing for<br>Media –OE-2                        | 02               | 02                            | 10                      | 40                   | 50          |

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Shivagangotri, Davangere-577 007

# Bachelor of Arts (B.A.) Semester Scheme <u>Curriculum Structure for Undergraduate Programme for 2024-25</u> <u>Department of Journalism and Mass Communication</u> <u>Case-1:3 Majors with a General degree in all 6 Semesters</u>

Number of Courses and credit course-wise in all semesters

| 1  | Seme                | SI. | Title of the Paper              | rse-wise i |      | 1        | T . 1          | T 6 ::  | T = -   |
|--|---------------------|-----|---------------------------------|------------|------|----------|----------------|---------|---------|
| 1   Introduction to Journalism   4   80   20   100   3   2   2   3   3   3   5   5   4   4   40   10   50   2   2   2   4   4   40   10   50   2   2   2   4   3   5   5   8   8   20   100   5   3   3   5   5   4   4   4   5   5   8   6   2   100   5   3   3   5   5   4   4   5   5   4   5   5   4   5   5  | ster                |     | The of the Paper                |            |      | Internal | Total<br>Marks | Credits | Duratio |
| Introduction to Journalism   4   80   20   100   3   3   3   |                     |     |                                 | week       |      |          | IVIAIKS        | 2       |         |
| I  |                     |     | Introduction to Journalism      |            | 80   |          | 100            | -3      |         |
| 1  |                     |     | Practical                       | 4          | 40   | 10       |                |         |         |
| 1  |                     |     | DSC-1 Major-2                   |            | 80   | 20       | 100            |         |         |
| S  | I                   |     |                                 | 5          | 80   | 20       |                |         |         |
| Computer Skills  |                     |     | Language-A1                     | 4          | 80   |          |                |         |         |
| Total  |                     | 6   | Language-B1                     | 4          | 80   |          |                |         |         |
| Total  |                     | 7   | Environmental Studies           | 2          | 40   |          |                |         |         |
| Introduction to Communication and theories   |                     |     | Total                           | 20         | 100  |          | ,              |         |         |
| III  |                     | 1   |                                 |            |      |          |                |         |         |
| III  |                     | •   | Communication and               | 4          | 80   | 20       | 100            | 3       | 3       |
| Section   Sect | TT                  | 2   |                                 | 4          | 40   | 10       | 50             | +       | 1       |
| A  | 11                  | 3   | DSC-2 Major-2                   |            |      |          |                |         |         |
| \$ Language-A2   |                     | 4   | DSC-2 Major-3                   |            |      |          |                | 5       |         |
| Feature Writing and Translation  |                     | 5   |                                 |            |      |          |                |         |         |
| Total  | l                   | V.  |                                 |            |      |          |                |         |         |
| Total   28   | ŀ                   |     |                                 |            |      |          |                |         | 3       |
| News Reporting and Editing   4   80   20   100   3   3   3   |                     | ,   |                                 |            |      | 10       | 50             | 2       | 2       |
| Editing   2   Practical   4   40   10   50   2   2   2   3   DSC-3 Major-2   5   80   20   100   5   3   3   5   Language-A3   4   80   20   100   3   3   3   3   3   3   3   3   3   |                     |     |                                 |            |      | 120      | 600            | 23      |         |
| Section   Sect |                     |     | Editing                         |            |      | 20       | 100            | 3       | 3       |
| Section  | 1                   |     |                                 |            |      | 10       | 50             | 2       | 2       |
| Mathematics    |                     |     | DSC-3 Major-2                   |            |      | 20       | 100            |         |         |
| S  | III                 |     |                                 | 5          | 80   | 20       | 100            |         |         |
| Computer Skills  |                     |     | Language-A3                     | 4          | 80   | 20       |                |         |         |
| Total  |                     |     | Language-B3                     | 4          | 80   |          |                |         |         |
| No.   Soc.   S |                     | 7   | Photo Journalism-OE-1           | 2          |      |          |                |         |         |
| Feature Writing and Translation  |                     | 8   | Computer Skills                 |            |      |          |                |         | -       |
| Feature Writing and Translation  | H                   |     | Total                           | 30         | 500  |          |                |         |         |
| V  | _                   | 1   |                                 |            |      |          | 650            | 25      |         |
| No.   State   State  |                     | 1   | Feature Writing and Translation | 4          | 80   | 20       | 100            | 3       | 3       |
| N  |                     | 2   | Practical                       | 4          | 40   | 10       | 50             | 2       | 2       |
| V  |                     | 3   | DSC-4 Major-2                   | 5          | 80   |          |                |         |         |
| S  | IV                  | 4   |                                 |            |      |          |                |         |         |
| 6 Language-B4 4 80 20 100 3 3 3 7 Writing for Media-OE-2 2 40 10 50 2 2 2  | Γ                   | 5   |                                 |            |      |          |                |         |         |
| 7   Writing for Media-OE-2   2   40   10   50   2   2   2  | Г                   | 6   |                                 |            |      |          |                |         |         |
| Responsibility Development   2   40   10   50   2   2   2  | Γ                   | 7   | Writing for Media-OE-2          |            |      |          |                |         |         |
| Total 30 480 130 650 25  |                     | 8   |                                 |            |      |          |                |         |         |
| Introduction to Audio- Visual Media Production (Radio, TV, Cinema)   | -                   |     |                                 | -          |      |          |                | 2       | 2       |
| Media Production (Radio, TV, Cinema)   2   |                     | 1   |                                 |            |      |          |                | 25      |         |
| 2  |                     | 1   | Media Production (Radio, TV,    | 4          | 80   | 20       | 100            | 3       | 3       |
| 3   Media Law and Ethics   4   80   20   100   3   3   3   4   4   40   10   50   2   2   2   4   80   20   100   4   3   3   4   80   20   100   4   3   3   3   4   80   20   100   4   3   3   3   3   3   3   3   3   3  |                     | 2   |                                 | 4          | 40   | 10       | 50             | -       |         |
| 4  | $_{\rm v}$ $\vdash$ |     |                                 |            |      |          |                |         |         |
| S  | ·                   |     |                                 |            |      |          |                |         |         |
| Communication   Communicatio | -                   |     |                                 |            |      |          |                | -       |         |
| Total   30   560   140   700   27  | -                   |     | 3                               |            |      |          |                | 4       | 3       |
| Total   30   560   140   700   27  | -                   |     |                                 |            |      |          |                | 4       | 3       |
| Total   30   560   140   700   27  | -                   |     |                                 |            |      | 20       | 100            | 4       |         |
| 1   Advertising and Corporate   4   80   20   100   3   3     2   Introduction to Digital   4   80   20   100   3   3     3   Practical   4   40   10   50   2   2     4   DSC-6 Major-2   4   80   20   100   4   3     5   DSC-6 Major-2   4   80   20   100   4   3     6   DSC-6 Major-3   4   80   20   100   4   3     7   DSC-6 Major-3   4   80   20   100   4   3     8   Project   2   40   10   50   2   2     Total   30   560   140   700   27  |                     | 8   |                                 | 2          | 40   | 10       | 50             | 2       |         |
| 1  |                     |     |                                 | 30         | 560  | 140      | 700            | 27      |         |
| Total  Communication  2 Introduction to Digital Media  3 Practical  4 DSC-6 Major-2  5 DSC-6 Major-2  4 80 20 100 3  3 Practical  4 80 20 100 4  3 DSC-6 Major-2  4 80 20 100 4  3 DSC-6 Major-3  7 DSC-6 Major-3  4 80 20 100 4  3 Project  7 DSC-6 Major-3  8 Project  2 40 10 50 2  Total  Orand Total  Crand Total   |                     | 1   | Advertising and Corporate       | 4          | 80   |          |                |         |         |
| Media   3   Practical   4   40   10   50   2   2   2   | -                   | 2   | Introduction to Digital         | 4          | 80   |          |                |         |         |
| 4 DSC-6 Major-2 4 80 20 100 4 3 5 DSC-6 Major-2 4 80 20 100 4 3 6 DSC-6 Major-3 4 80 20 100 4 3 7 DSC-6 Major-3 4 80 20 100 4 3 8 Project 2 40 10 50 2 2 Total 30 560 140 700 27   | -                   | 3   | Media                           |            |      |          |                |         |         |
| 5 DSC-6 Major-2 4 80 20 100 4 3<br>6 DSC-6 Major-3 4 80 20 100 4 3<br>7 DSC-6 Major-3 4 80 20 100 4 3<br>8 Project 2 40 10 50 2 2<br>Total 30 560 140 700 27   | 1  -                |     |                                 |            |      |          |                |         |         |
| 5     DSC-6 Major-2     4     80     20     100     4     3       6     DSC-6 Major-3     4     80     20     100     4     3       7     DSC-6 Major-3     4     80     20     100     4     3       8     Project     2     40     10     50     2     2       Total     30     560     140     700     27   | -                   |     | DSC-6 M-i2                      |            |      |          |                | 4       | 3       |
| 6         DSC-6 Major-3         4         80         20         100         4         3           7         DSC-6 Major-3         4         80         20         100         4         3           8         Project         2         40         10         50         2         2           Total         30         560         140         700         27         2   | -                   |     |                                 |            |      | 20       | 100            | 4       |         |
| 1  | -                   |     | DSC-6 Major-3                   |            | 80   | 20       |                |         |         |
| 8 Project 2 40 10 50 2 2 Total 30 560 140 700 27   | _                   |     |                                 |            | 80   | 20       |                |         |         |
| VI Grand Total 176 2000 700 27   | -                   | 8   |                                 |            |      | 10       |                |         |         |
| VII (irand Total 176 2000 700  | 171                 | ~   |                                 |            | 560  | 140      |                |         |         |
| 170  | VI                  | Gra | and Total                       | 176        | 3080 | 720      | 3900           |         | Ch      |
|  |                     |     |                                 |            |      |          |                | 170     | 11      |

Dept. of Journalism and Mass Communicati Davangere University

## **Assessment/Evaluation Policy:**

Examination Pattern is 80:20 for all papers in major subjects and languages. 80 Marks for semester end Exam and 20 marks for Internal Assessment.

For Elective and compulsory papers, Examination pattern is 40:10, 40 Marks for semester end exam and 10 Marks for Internal Assessment. The break-up of Internal Assessment Marks is shown below.

For Project in the sixth semester, Examination Pattern is 40:10, 40 Marks for Dissertation Evaluation and 10 Marks for viva (internal).

# Distribution of marks for Internal Assessment

Internal Assessment for 20 marks comprises of performance in the tests, Assignment or seminar with submission of the document and attendance.

- 1. Two Tests for 5 marks each with proper record for assessment- 10 Marks
- 2. Assignment cum seminar Marks

-5 Marks

3. Attendance Marks

-5 Marks

Total- 20 Marks

# Distribution of Marks for Attendance:

| SI.No. | % of Attendance | Marks |
|--------|-----------------|-------|
| 1      | 75-80           | 1     |
| 2      | 80-85           | 2     |
| 3      | 85-90           | 3     |
| 4      | 90-95           | 4     |
| 5      | 95-100          | 5     |

Internal Assessment for 10 marks comprises of performance in the test, Assignment and attendance.

1. Two Tests for 2 marks each with proper record for assessment -4 Marks

2. Assignment Submission

-3 Marks

3. Attendance Marks

-3 Marks

**Total-10 Marks** 

# Distribution of Marks for Attendance:

| SI. No. | % of Attendance | Marks |
|---------|-----------------|-------|
| 1       | 75-80           | 1     |
| 2       | 80-90           | 2     |
| 3       | 90-100          | 5     |

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Dept. of Journalism and Mass Communication
Davangere University

# Davangere University Department of Journalism and Mass Communication

SEP syllabus for Bachelor of Arts (BA), Semester- III

| Program Name                        | D A I 1'   |                         |                       |           |
|-------------------------------------|--|-------------------------|-----------------------|-----------|
|                                     | BA Journalism and Mass                           | Semester                | III                   | 18        |
|                                     | Communication                                    | ¥                       |                       |           |
| Course Title                        |  |                         |                       |           |
| 11110                               | Reporting and Edi                                | ting Process -Theor     | ry                    |           |
|                                     |  |                         |                       |           |
| Course Code:                        | JMC III  | No of C                 |                       |           |
| MARKS                               |  | No. of Credit           | 00                    | :         |
| Hours:                              | 16 (4 hours per module)                          |                         | 80                    |           |
|                                     | •  |                         |                       |           |
| Course Objectiv                     | es:  |                         |                       |           |
|                                     |  |                         |                       |           |
| • To introdu                        | ace the students to                              | hasic and advance       | d                     |           |
|                                     |  |                         |                       |           |
| To develop                          | practical skills in new                          | UVG VV residen          |                       |           |
| To equip s                          | students with tooksis                            | ws writing, sourcing    | s, and structuring.   |           |
| readability.                        | TOTAL TOTAL COMMING                              | ies of editing for c    | larity, accuracy, and |           |
|                                     |  |                         |                       |           |
| TO MISHING                          | hical practices in the r                         | newsroom environm       | ent.                  |           |
| Module 1: Funda                     | amentals of News Re                              | noutin                  |                       |           |
|                                     |  |                         |                       | (4 hours) |
| Definition and ele                  | ements of news: Acc                              | uracy bolones -1:       |                       |           |
| Types of news: H                    | lard news, soft news,                            | human internet          | ectivity, timeliness, |           |
| news report: 5Ws                    | & 1H Inverted Dyn                                | omid at 1 G             | ories, Structure of a |           |
| secondary, human                    | & 1H, Inverted Pyr, documentary, digital         | alliu style, Sources    | s of news: Primary,   |           |
|                                     | , and difficulty, digital                        | . Ullallilles of a good | 11010000              |           |
| 1,10ddie 2. News (                  | Gathering Technique                              | es and Beat Report      | ing                   | (4 hours) |
|                                     |  |                         |                       | ( nours)  |
| Tools and technique Beat reporting: | ;  |                         |                       |           |
| Conducting offert                   | Crime, politics, spo<br>ve interviews: Prepar    | orts, civic, enviro     | nment, education      |           |
| iournaliant 1                       | ve interviews: Prepar<br>of digital tools in rep | ation, questioning.     | notetaking Mobile     |           |
| Journalism and use                  | of digital tools in rep                          | orting, Challenges i    | n field reporting     |           |
|                                     |  | 8                       |                       |           |
|                                     |  |                         |                       |           |

| Module 3: Editing for Print and Digital Media  | (4 hours) |
|--|-----------|
| Functions of editing: Gatekeeping, verification, clarity, Newsroom structure and workflow, Headline writing: Types and techniques, Style sheet and grammar essentials, Editing symbols, proof-reading marks  |           |
| Module 4: Ethical and Practical Aspects of Reporting and Editing   | (4 hours) |
| News values and editorial judgment, Legal and ethical considerations: Defamation, privacy, contempt, fairness, Bias, sensationalism, and misinformation: Role of editor, Role of Sub-editor and Editor-in-Chief, Crisis reporting, verification, and fact-checking.  | (4 nours) |
| Suggested Readings:  |           |
| 1.M.L. Stein, Paterno, & R. Christopher — The News Writer's Handbook 2. Harold Evans — Editing and Design 3. Bruce D. Itule & Douglas A. Anderson — News Writing and Reporting for Today's Media 4. Rangaswami Parthasarathy — Basic Journalism 5. Vir Bala Aggarwal & V.S. Gupta — Handbook of Journalism and Mass Communication 6. Dr. Shivanandan,S Reporting 7. B.N.Ahujaanand S.S. Chhabra- News Reporting 8. M.V.Kamath- Journalists Hand Book 9. M.V.Kamath- Professional Journalism 10. K.M. Srivastava- News Reporting and Editing 11. かめのま もの境外 — あってのわってものです。 まきものは、これでのである。 おっているである。 またいでは、 ま |           |

# **SEMESTER-III Practical**

| Dans N.         |                   |                              |         |
|-----------------|-------------------|------------------------------|---------|
| Program Name    | BA Journalism and | Semester                     | TYY     |
|                 | Mass              | Semester                     | III     |
|                 | Communication     |                              |         |
| Course Title    |                   | ing Process – Practical      |         |
|                 | i and Edit        | ing Process – Practical      |         |
|                 | , ,               |                              |         |
| Course Code:    | JMC III           | No. CO. W.                   |         |
| Contact hours   | 16                | No. of Credits               | 02      |
|                 |                   | <b>Duration of SEA/ Exam</b> | 2 Hours |
| Formative       | 10                | G                            |         |
| Assements Marks |                   | Summative Assessment         | 40      |
| Evaluation Sc.  | L                 | Marks                        |         |
| Evaluation Sc.  | neme:             |                              |         |

- Internal Assessment (20 Marks):
  - o Class Test / Assignment: 10 marks
  - o Practical Exercise / News writing: 10 marks
- External Examination (40 Marks):
  - o Three questions with internal choice from each module.
- News writing/editing task may be included in the theory paper

| Contents   | Hrs      |
|--|----------|
| <ul> <li>Write different types of reporting and editing- 5</li> <li>Write Reporting on a current subjects-5</li> <li>Collect different types of Report writing, Editing in newspaper and magazine article-10</li> <li>Reading and Writing practice of feature articles, translation in newspapers, magazines-100 words.</li> </ul> | 16 Hours |

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Dept. of Journalism and Mass Communication Davangere University

# Davangere University

Department of Journalism and Mass Communication SEP syllabus for Bachelor of Arts (BA), Semester- IV

# Feature Writing and Translation

| Program<br>Name   | BA Journalism and Mass Communication   | Semester   | IV   |           |
|---|--|--|--|-----------|
| Course<br>Title   | Feature Writing a  | and Translatio   | n –Theory  |           |
| Course Code:  | JMC IV   | No. of   | 03   |           |
| MARKS   |  | Credits  | 80   |           |
| Hours:  | 16 (4 hours per module   | e)   | 80   |           |
| Course Obje   | ctives:  |  |  |           |
| <ul><li>To help</li><li>To deve</li><li>To bui</li><li>sensitiv</li></ul> | students distinguish<br>elop basic translation<br>ld an understandir<br>ity in media translati | n between news<br>n skills with a fing<br>ng of bilingua<br>non. | ques of feature writing for<br>and feature writing.<br>ocus on media content.<br>al proficiency and cultural |           |
|   | roduction to Featu   |  | \$   | (4 hours) |
| (book, film, the body, conclusion   | neatre), human integen, Sources of ideas   | rest stories, St<br>for feature wri                              | Difference between news and rofiles, travelogues, reviews ructure of a feature: Lead, ting.                  |           |
|   | hniques and Styles   |  |  | (4 hours) |
| Freelance featu   | color, depth, and research, Language are writing and pitch representation, stere               | hing to editary  | of quotes, anecdotes, and criptive and interpretative, Ethics in feature writing:                            |           |

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| Module 3: Basics of Media Translation (4   |          |
|--|----------|
|  | 4 hours) |
| Introduction to translation: Concepts, types, and relevance in journalism, Difference between translation, transliteration, and transcription, Key principles: Accuracy, clarity, context, cultural sensitivity, Challenges in translating headlines, idioms, and culturally bound expressions, Role of a translator in multilingual journalism. |          |
| Module 4: Practical Aspects of Media Translation (4)   |          |
|  | hours)   |
| Hands-on translation exercises (English to regional language and vice versa), Franslating news reports, features, press releases, advertisements, Translation or digital media and social media platforms, Ethics in translation: Credibility, eutrality, respect for original tone, Use of translation tools and AI in burnalism.               |          |
| uggested Readings:   | 2        |
| 1. N. M. Asthana — Writing Features for Newspapers and Magazines 2. Franklin, Bob — Key Concepts in Journalism Studies 3. Susan Pape & Sue Featherstone — Feature Writing: A Practical Introduction 4. Bassnett, Susan — Translation Studies 5. Bela Balazs — The Art of Translation 6. ಯು.ಬಿ.ರಾಜಲಕ್ಷ್ಯಿ, ವಾರ ಪತ್ರಿಕೆಗಳಲ್ಲಿ ನುಡಿಚಿತ್ರ            |          |

# SEMESTER -IV Practical

| Drognona Ma       | Dir               |                            |       |         |
|-------------------|-------------------|----------------------------|-------|---------|
| Program Name      | BA Journalism and | Semester                   |       | IV      |
|                   | Mass              |                            |       | 1 V     |
|                   | Communication     |                            |       |         |
| Course Title      |                   | <br>  Translation – Practi | 1     | 2.1     |
|                   | and and           | r rranslation – Practi     | cal   |         |
|                   |                   |                            |       |         |
| Course Code:      | JMC IV            | No of Creative NA          | *     |         |
| Contact hours     |                   | No. of Credits Man         |       | 02      |
| ontact hours      | 16                | Duration of SEA/           | Exam  | 2 Hours |
| Formative         | 10                |                            |       |         |
| Assements Marks   | 10                | Summative Assess           | sment | 40      |
| Evaluation School |                   | Marks                      |       |         |

### **Evaluation Scheme:**

- Internal Assessment (20 Marks):
  - o Assignment / Feature article: 10 marks
  - Translation Exercise / Viva: 10 marks
- Practical Examination (40 Marks):
  - o Descriptive questions from all modules
  - o Practical question: Write a feature or translate a short passage

| Contents  | sage     |
|---|----------|
| Contents  | Hrs      |
| • Write a short feature on different topics- 5  |          |
| • Write Feature on a augment and in a   | 16 Hours |
| write i eature on a current subjects-5  |          |
| • Collect different types of Feature writing, translation, Edited article-10                        |          |
| • Reading and Writing practice of feature articles, translation in newspapers, magazines-100 words. |          |
|   |          |

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# B.A. Semester – III

Subject: Photo Journalism Open Elective Course (OE-1) (OEC for other students)

| Course<br>No. | Type of Course | Theory /<br>Practical | Credits | Instruction hour per week | Total No. of<br>Lectures/Hours<br>/ Semester | Duration of Exam | Semester and<br>End Exam | Internal<br>Assessment<br>Marks | Total<br>Marks |
|---------------|----------------|-----------------------|---------|---------------------------|--|------------------|--------------------------|---------------------------------|----------------|
| OE-1          | OE             | Theory                | 02      | 02                        | 30   | 2hrs             | 40                       | 10                              | 50             |

OE-1: Title of the Course: Photo Journalism

# Course Outcome (CO):

- 1. To train the students to understand the nature of photography, digital photography.
- 2. To practice the journalistic photography (news photography)

# After completion of course, students will be able to:

- CO 1: To understand the nature of photography
- CO 2 To the recent trends in photography.
- CO 3 To make the students aware about the Nature photography.

CO 4 To understand the digital photography.

| Syllabus- OEC: Title- Photo Journalism   |               |
|--|---------------|
| Unit -I  | Total Hrs: 30 |
| Chapter No. 1: Concept of Photography- Evolution of Photography.   | 10 hrs        |
| Chapter No. 2 Different types of cameras Manual, Digital and phone cameras   |               |
| Chapter No. 3: Types of Photography, Light and light and phone cameras   |               |
| Chapter No. 3: Types of Photography- Light and light equipments -Latest trends in Photograph.                        |               |
| Unit – 2:  | *             |
| Chapter No. 4. :Concept of Photo Journalism- Nature and Scope of Photo Journalism                                    | 10 hrs        |
| Role and Responsibilities of Photo Journalists   |               |
| Chapter No. 5.: Sources of news photography, Techniques of Photo editing- Caption writing- Photo editing software's. |               |
| Chapter No. 6.: Uploading news photos /videos on Digital platforms.  |               |
| Unit-3.  |               |
| Chapter No. 7: Importance of Mobile Journalism   | 10 hrs        |
| Chapter No.8: Mobile Photography Using smart phones for taking effective pictures and shooting videos.               |               |
| Chapter No.8: Editing photos and videos taken on smart phones  |               |
| Pools #200 #200 #200 #200 #200 #200 #200 #20   |               |

# Books recommended.

- 1. N. Manjunath- Chayachitra Patrikodyama
- 2. Cyernshem G.R History of Photography
- 3. Milten Feinberg Techniques of Photo Journalism
- 4. Newspaper Photography a Professional view of Photo Journalism Today
- 5. Tom Ang Digital Photography Masterclass: Advanced Photographic and Image manipulation techniques for creating perfect pictures.

6. Michael Langford, Anna Fox, Richard Sawdon Smith Langford's Basic Photography: The Guide for Serious Photographers

- 7. Milten Feinberg- Techniques of Photo Journalism
- 8. Michel Long ford- Basic Photography
- 9. Tom Ang- Digital Photography- Mster classes
- 10. N manjunath- Chayachitra Patrikodyama
- 11. Cyernshem G R- History of Photography
- 12. Chaya chitra Patrikodyam by Astromohan
- 13. Chitra Jagattu by R.V. Kattimani

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# B.A. Semester – IV

# Subject: Writing for Media Open Elective Course (OE-2) (OE for other students)

| Course<br>No. | Type of Course | Theory /<br>Practical | Credits    | Instruction<br>hour per<br>week | Total No. of<br>Lectures/Hours<br>/ Semester | Duration of Exam | Theory<br>Marks | Internal<br>Marks | Total<br>Marks |
|---------------|----------------|-----------------------|------------|---------------------------------|--|------------------|-----------------|-------------------|----------------|
| OE-2          | OE             | Theory                | 02         | 02                              | 30 hrs                                       | 2hrs             | 40              | 10                | 50             |
| OEC-1:        | Title of the   | Course: W             | riting for | Media                           |  |                  | .0              | 10                | 30             |

OEC-1: Title of the Course: Writing for Media

# Course Outcome (CO):

- To give a glimpse of writing for media and develop an interest in writing
- Introduce the students to Media Writing.
- Equip the students with new trends in Media Writing.

# After completion of course, students will be able to:

- CO 1: The student will be ready to work as amateur reporter
- CO 2: He/she will be through with the techniques of reporting
- CO 3:: He/she is able to understand the mistakes committed by the reporters
- CO 4: Understand the writing skills for various mass media.

| Syllabus- OE: Title- Writing for Media  | Total Hrs: 30 |
|---|---------------|
| Unit-I  | 10 hrs        |
| Chapter No.1: Print Media: Introduction to writing for print media. Media Ethics Chapter No.2: Forms of Journalistic writing: (News writing, column, article, feature, editorial, letter to the editor, preparing press release etc). Chapter No.3: News Sources. Importance of Re-writing  |               |
| Chapter No. 4 . D. 1' L 1   | 10 hrs        |
| Chapter No.4.: Radio: Introduction to writing for radio, principles and elements of scripting, News scripting.  Chapter No.5.: Television: Basic principles and Techniques of TV writing, elements of TV scripting, language and grammar, TV Script formats; Writing News script.  Chapter No.6: New Media: Introduction to Writing for online Media. Introduction to Blogging, Web Journalism. |               |
| Unit-III  | 10 hrs        |
| Chapter No.7: Introduction to writing for films. Chapter No.8: Process and Creativity in scripting. Chapter No.9: Definition of Film Review and criticism.  References:   |               |

### References:

- 1) C.A Sheenfield- Effective Feature Writing.
- 2) Nelson R.P Article Writing.
- 3) DK choler; Broadcast Journalism.
- 4) KM Shreevastava; Radio and TV journalism
- 5) Mehara Massani\_; Broadcasting and people
- 6) PC Chattarje \_ ; Broadcasting in India.

7) EE Wills; Writing Television and Radio programme

8) Paul G Smeyak \_ Broadcast News Writing. 9) ಸಿ.ಯು.ಬೆಳ್ಳಕ್ಕಿ, ರೇಡಿಯೋ ಲೋಕ, ಸಾಹಿತ್ಯ ಪ್ರಕಾಶನ,ಹುಬ್ಬಳ್ಳಿ

10) ಬಿ ಎನ್ ಗುರುಮೂರ್ತಿ, ರೇಡಿಯೋ ಟೆಲಿವಿಜನ್ ಭಾಷಾ ಸಂವಹನ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.

11) ಬಿ.ಕೆ.ರವಿ,ಬಾನುಲಿ ಬರಹಗಳು, ಚೈತ್ರ ಕಮ್ಯೂನಿಕೇಷೇನ್,ಬೆಂಗಳೂರು

12) Paul Sureya \_ Broadcast News Writing: Radio ,The fifth Estate.

13) Berkeley, California UV: What is cinema?

### Books recommended.

1. Jason Whittaker; - 2000 Producing for the Web.( Media Skills)

2. Timothy Garrand; - Writing For Multimedia and The Web - A Practical guide to content development for interactive Media.

3. Stepen Pite - The digital Designer, 101 Graphics Design Project for Print, The web, Multimedia,

Motion graphics.

4. J.G Stonell- Writing for MassMedia.

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# **Question Paper Pattern**

# a) For Major Papers and Languages

| first seme                | ester B.A. Degree Examination,         | 2025            |
|---------------------------|--|-----------------|
| Paper:                    | Subject<br>                            |                 |
| Time:3Hours               |  | Marks-80)       |
|                           | Section A                              |                 |
| 1. Answer all questions.  | Each question carries TWO marks.       | (40.0.00)       |
|                           | marks.                                 | (10x2=20)       |
| a)                        |  |                 |
| b)                        |  |                 |
| c)                        |  |                 |
| d)<br><b>e)</b>           |  |                 |
| f)                        |  |                 |
| g)                        |  |                 |
| h)                        |  |                 |
| i)                        |  |                 |
| j)                        |  |                 |
|                           | Section B                              |                 |
| Answer any six of the fol | lowing. Each question carries          | 40 -            |
| TIVE marks.               | 1                                      | (6x5=30)        |
| 2.                        |  |                 |
| 3.<br>4.                  |  |                 |
| 5.                        |  |                 |
| 6.                        |  |                 |
| 7.                        |  | *               |
| 8.                        |  |                 |
| 9.                        |  |                 |
|                           | Section C                              |                 |
| Answer any three of the   | e following. Each question carries     |                 |
| TEN marks.                | and diestion carries                   | (3x10-30)       |
|                           |  |                 |
| 10.                       |  |                 |
| 11.                       |  |                 |
| 12.                       |  |                 |
| 13.                       |  |                 |
| Note: While               |  |                 |
| two questions from each r | nestion paper, care should be taken to | select at least |

two questions from each unit for section A, exactly two questions from each unit for section B and one question from each unit for section C to maintain

uniform distribution of questions.

# b) For Elective and Compulsory Papers

| F              | rst semester B.A. Degree Examination, 2025<br>Subject          |     |
|----------------|--|-----|
| Pane           | :  |     |
| Time: 2 Hours  |  |     |
|                | (Max.Marks-40)   |     |
|                | Section A  |     |
| Answer all q   | uestions. Each question carries TWO marks. (5x2=10)            |     |
| 1.<br>2.<br>3" |  |     |
| 4.<br>5.       |  |     |
|                | Section B  |     |
| Answer any s   | x of the following. Each question carries FIVE mar<br>(6x5=30) | ks. |
| 6.             |  |     |
| 7.             |  |     |
| 8.             |  |     |
| 9.             |  |     |
| 10.            |  |     |
| 11.            |  |     |
| 12.            |  |     |
| 13.            |  |     |

**Note:** While setting the question paper for elective paper and compulsory papers, care should be taken to select *atleast one* question from each unit for section A and *exactly two* questions from each unit for section B to maintain uniform distribution of questions.

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