



Four years Undergraduate Multidisciplinary
Program for Bachelor of Arts in Journalism and
Mass Communication

III & IV Semesters Syllabus
For the Academic Year 2021-22

Department of Mass Communication and Journalism
Bengaluru City University
Bengaluru






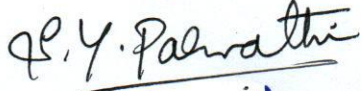
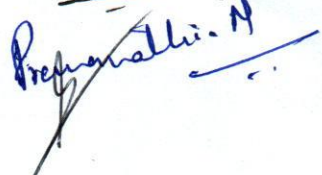
PROCEEDINGS OF THE BOARD OF STUDIES (UG) IN JOURNALISM AND MASS COMMUNICATION, BENGALURU CITY UNIVERSITY, BENGALURU WAS HELD ON 27TH OCTOBER 2022.

Member Present:

1. Prof. Narasimhamurthy N
2. Dr. Mahesh. D
3. Dr. Shilpa Kalyan
4. Dr. Sally Joseph
5. Mrs. Sahana Das
6. Sri. Govindaiah. C
7. Mrs. Parvathy S.Y
8. Mrs. Premavathi. M
9. Mr. Simon Varghese

Chairman

Member

Members Absent:

1. Dr. Pramila B
2. Ms. Sanchita Mukherjee

At the outset, the chairperson welcomed all the members of the Board of Studies (BOS) to the Journalism and Mass Communication (UG) meeting.

The chair brought to the notice of the BOS about a member who have changed their position and left the institution. Therefore, as per the provision, one member can be co-opted as a member of BOS in Journalism and Mass Communication.

Decision: The BOS unanimously approved Mr. Simon Varghese as a member of BOS in Journalism and Mass Communication (UG)


Agenda No. 01: Approval of the III and IV semester undergraduate curriculum of NEP-2020.

Decision: The BOS Prepared and unanimously approved the syllabus

Agenda No. 02: Preparation of the panel of examiners

Decision: The BOS unanimously approved the list of panel of examiners

The BoS in Journalism and Mass Communication allows a confirmed Ist and IInd Semester Syllabus as a post-facto effect from 2021 to 22.


Chairman
BOS in Journalism and Mass Communication
Bengaluru City University
Dr. NABASIMHAMURTHY N
Professor & Chairman
Dept. of Mass Communication & Journalism
Bengaluru City University
P.K. Block, Palace Road,
Bengaluru - 560009.

III SEMESTER

Program Title	BA Journalism & Mass Communication		Semester	Third Semester
Course Code	DSC3		Type of course	Discipline core
Course Name	News Reporting and Analysis		Contact hours	Theory: 4 hours per week
				Practical: 4 hours per week
Course credits	06 (Theory: 4 credits and Practical: 2 Credits)		Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks
				50

Course Results: On completion of the course, the student will be able to:

- Organize and articulate news stories. Understand the concepts, structure, and types of news.
- Formulate skills for news selection, process, prioritize and finally, design the end product, identify the basic ethical issues confronting editors and how they can practice fair play.

Course Content

Unit-1

News: Definition, Nature, scope, source of news, structure and components of news stories. Meaning and type of lead

Unit-II

Classification of reporters/beats: Civic, political, sports, commerce, legal, crime, foreign, moffusil. Specialised reporting: development reporting (agriculture, women, human rights, education, Science and technology, environment) and reporting on lifestyle and entertainment.

Unit-III

Types of news events: Covering speeches, seminars, press conferences/meet the press, rallies, and agitations. Reporting governmental and non-governmental events/announcements. Reporting communal riots and crime stories. Interviewing: principles, importance, techniques and types of interviews, difference between print and broadcast interviews.

Unit-IV

Ethical norms in reporting. Media and information literacy? Advertorial, Paid news, fake news. Objectivity and neutrality in journalism

Practical Syllabus
News Reporting and Analysis (Two Credits- 50 Marks)

1. Students have to identify any major event in and around your institution and file a detailed news report on it (around 350 words).
2. Press conference - Attend a press conference at the Press Club and prepare a report based on the same or organize one in class/campus under the professor's guidance
3. Press Notes- Get one or two press notes/releases from your local news media and prepare a news item.
4. Interview news story - Conduct at least two in-person interviews to write a timely news story in consultation with your professor from primary sources (400- 500 words).
5. **Report and analyze any three following news items already published in different newspapers (Identity multiple reports of the same event in that field and do a comparative analysis of the various units)**
Press notes- 2, Speech Reporting- 2, Protests-2, Road Accidents-2, Obituary-2, Natural 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's Issues-2, Health-2, Agriculture-2, investigative-2, defence-2, human rights-2, tourism-2, education-2, cultural events-2, Govt news/announcements-2.

Reference Textbooks:

1. **Adams, Sally with Hicks, Wynford** (2001) Interviewing for Journalists. London: Routledge.
2. **Boyd, Andrew** (2001) Broadcast Journalism: Techniques of Radio and Television News. Oxford: Focal.
3. **Fedler, F., Bender, J.R., Davenport, L. & Drager, M., W.** (2005) Reporting for the Mass Media: Oxford University Press. New York.
4. **Franklin, B.** (Ed.). (2006). Local journalism and local media: Making the local news. London: Routledge.
5. **Franklin, B., Hamer, M., Hanna, M., Kinsey, M., & Richardson, J. E.** (2005). Key concepts in journalism studies. London: Sage.
6. **MacDougal, C.** (1997) Interpretative Reporting: Ottawa: Macmillan Publishing th
7. **Mencher, M.** (2003), News Reporting and Writing (9 Edition), New York:
8. **McGraw-Hill Nwabueze, C.D.** (1999) The Art of Investigative Reporting: A Practical Guide; Enugu: Daisy Press.
9. **Melvin Mencher,** (2010), News Reporting and Writing, 12th Ed McGraw-Hill, New York.
10. **Izard, Ralph S.** (1994) Fundamentals of News Reporting, 6th edition. Dubuque, Iowa: Kendall/Hunt.

Program Title	BA Journalism & Mass Communication	Semester	Third Semester
Course Code	OE 3	Type of course	Core Elective
Course Name	OE-3: Feature Writing and Freelancing	Contact hours	Theory: 2 hours per week Practical: 2 hours per week
Course credits	3 Credits	Academic Year	2021-22 Batch

Course Outcomes: On completion of the course, the student will be ready to:

- Organize and articulate feature stories understanding the concepts, structure, and types of features.
- Write different types of feature stories and get them published.
- The students should try their hand in freelance writing learning the ups and downs of freelancing.

Course Content

Unit-I

Feature: Definition and characteristics, process and techniques of feature writing, language and structure of a feature, difference between news and features, finding feature stories, research in writing feature stories and writing personal columns, feature headlines, sources of feature, feature syndicates (examples).

Unit-II

Types of features: news features, profiles, human interest, science, cultural, environmental, lifestyle, travel sketches and fashion. Modern trends in feature writing, commissioning features, reviews and types of reviews – film, theatre, auto, gadget, book (a real exercise is a must).

Unit-III

Freelancing – Meaning, definition and scope of freelancing, qualities of a freelancer, trends in freelancing The art of travel writing, historical subjects, personal narratives, food, fashion, and health. Legal and ethical aspects of freelancing.

Unit-IV

Scope for freelancing in print and electronic media, freelancing for social media, tools and resources for freelance writers, freelancing as a profession in India and elsewhere. Career in feature writing.

Practical

OE- 3 - Feature Writing and Freelancing (2 hrs/ week)

1. Write two types of features.
2. Write five different headlines for a feature story.
3. Publish at least two features in any newspaper/magazine/website.
4. Rewrite any 2 published features. Give reasons how and why it was modified.
5. One travel feature from one's own experience. Encourage students to undertake a trip and explore options.

Reference books:

1. **Alexander, L.** (1982) Beyond the Facts: A Guide to the Art of Feature Writing (2nd ed.). Houston, Texas: Gulf Publishing Company.
2. **Boynton, R.S.** (2005) The New New Journalism: Conversations on Craft With America's Best Nonfiction Writers. New York: Vintage Books.
3. **Blundell, W.E.** (1988) The Art and Craft of Feature Writing. New York: Plume.
4. **Garrison, B.** (2004) Professional Feature Writing (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc
5. **Harrington, H.F.** (1912) Essentials in Journalism. A Manual in Newspaper Making for College Classes. Boston: Ginn and Company. Retrieved from <http://openlibrary.org/details/essentialsinjour00harrich>
6. **Harrington, H.F.** (1925) Chats on Feature Writing. New York and London: Harper & Brothers.
7. **Harrington, W.** (1997) Intimate Journalism: The Art and Craft of Reporting Everyday Life. Thousand Oaks: Sage.
8. **Pape, S., & Featherstone, S.** (2006) Feature Writing a Practical Introduction. London: Sage Publications.
9. **Stephen John Tanner, Molly Kasinger, Nick Richardson** (2009) Feature Writing: Telling the Story. Oxford University Press
10. **Williamson, D.R.** (1977) Feature Writing for Newspapers (2nd ed.). New York: Hastings House

IV SEMESTER

Program Title	BA Journalism & Mass Communication		Semester	Fourth Semester
Course Code	DSC4		Type of course	Discipline core
Course Name	News Processing and Editing		Contact hours	Theory: 4 hours per week Practical: 4 hours per week
Course credits	6 Theory: 4 Credits Practical: 4 Credits		Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks 50

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

- Understand the role of editors. Edit copy using correct grammar and right usage of words.
- Be able to write clear and accurate headlines, decks, and captions.
- Be able to design basic news pages. Understand the 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. Editing and ethics. Style sheet.

Unit-II

Newsroom setup across media: Structure and functions of a typical newsroom. Editor/executive editor, roles of editor, news editor, chief sub-editor, sub-editor, editorial sections, editing supplements/special pullouts/weekend editions.

Unit-III

Editing terminologies: Masthead, deadline, put to bed, panels, folios, lead, writing headlines, different types of headlines, cross head, sub-head, kicker/deck, brief, 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, working with news stories, rewriting news stories.

Practical

DSC-4 - News Processing and Editing (Two Credits – 50 Marks)

1. Editing copies with spelling mistakes and redundancies and rewriting poorly drafted copies.
2. Giving headlines for news stories and writing editorials.
3. Selecting stories for a campus newspaper.
4. Designing a dummy newspaper and special pages.
5. Photo selection, cropping and captions.

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

Reference books:

1. **Bodian, Nat G.** (1984). Copywriter's Handbook. ISI Press,
2. **Brooks, B. S., & Pinson, J. L.** (2015). The art of editing in the age of convergence. BocaRaton, FL: CRC Press.
3. **Brooks, B., George, K., Moen, D. & Ranly, D.** (2010). News reporting and writing. Publisher: Bedford/St. Martin's.
4. **Ellis, B.** (2001). The copyediting and headline handbook. Berkeley: University of California Press.
5. **Emenanjo, N.E.** (2010). Editing and writing. Aba: E-Front Publishers.
6. **Idemili, S.** (2002). News editing. In Wilson D. (ed.) Introduction to the print media, Ibadan: SterlingHorden Publishers.
7. **K.M. Srivastava** (2003) News Reporting and Editing; Sterling Publishers Pvt Ltd.
8. **Kovach, B., & Rosenstiel, T.** (2014). The elements of journalism: What news people should know and the public should expect. New York, NY: Three Rivers Press.
9. **Michael O. Ukonu.** (2013) News Editing and Design. Grand Heritage Global Communications, Nsukka.
10. **Strunk, William, Jr. and E. B. White.** (1978) Elements of Style, 3rd edition. Macmillan Publishing Company.

Program Title	BA Journalism & Mass Communication	Semester	Fourth Semester
Course Code	OE 4	Type of course	Core Elective
Course Name	OE-4: Translation for Media	Contact hours	Theory: 2 hours per week Practical: 2 hours per week
Course credits	3 Credits	Academic Year	2021-22 Batch

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

1. News translations -at least 5 exercises from a small news item from a local daily
2. Article translations - at least 2 exercises from students' choice
3. Translation of advertisement copies- 3
4. Giving headlines to translated stories- 3
5. Translation of current news from English to Kannada and vice-versa or re-write the current news for a different audience

Reference books:

1. **Bassnett, S. & Bielsa, E.** (2009) Translation in Global News. London: Routledge.
2. **Bassnett, S.** (2004) 'Trusting the Reporters: Translation and the News' The Linguist.
3. **Cronin, M** (2013). Translation in the Digital Age. Oxton and New York: Routledge.
4. **Delabastita, D.** (1989) 'Translation and Mass Communication: Film and Tv Translation as Evidence of Cultural Dynamics' Babel.
5. **Diaz Cinta, J.**(2007) Audiovisual Translation: Subtitling. Manchester: St.Jerome.
6. **Esser, A., Bernal-Merino, M. and Smith, I** (2015). Media across borders: localizing TV, film, and video games. New York: Routledge.
7. **Friedrich, H.** (1992).On the Art of Translation.
8. **Gadamer, H. G.** (1989). Introduction. In J. Biguenet and R. Schulte (Eds.), The Craft of Translation. Chicago: U of Chicago Press
9. **Jain R.** (1995). Machine vision. London: McGraw Hill Books Company Ltd.
10. **R. L. Trask and Bill Mayblin:** Introducing Linguistics: A Graphic Guideb