



**ESTD : 1880**

**St Aloysius College (Autonomous)**  
**Mangaluru**

**Re-accredited by NAAC “A” Grade**  
**Course structure and syllabus of**  
**B.A.**  
**JOURNALISM**

**Under NEP Regulations, 2021**

ಸಂತ ಅಲೋಶಿಯಸ್ ಕಾಲೇಜು (ಸ್ವಾಯತ್ತ)

ಮಂಗಳೂರು- 575 003, ಕರ್ನಾಟಕ

www.stalloysius.edu.in



**ST ALOYSIUS COLLEGE (AUTONOMOUS)**

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Re-accredited by NAAC with 'A++' Grade with CGPA 3.67/4 (Cycle 4)  
Recognised as Centre for Research Capacity Building under UGC-STRIDE Scheme  
Recognised under DBT - BUILDER Scheme, Government of India  
College with "STAR STATUS" Conferred by DBT, Government of India  
Recognised by UGC as "College with Potential for Excellence"

Date: 17-08-2022

## NOTIFICATION

Sub: Syllabus of **B.A. JOURNALISM** under NEP Regulations, 2021.  
(As per Mangalore University guidelines)

- Ref: 1. Decision of the Academic Council meeting held on 18-12-2021 vide  
Agenda No: 6.(2021-22)  
2. Decision of the Academic Council meeting held on 09-07-2022 vide  
Agenda No: 14  
3. Decision of the Academic Council meeting held on 02-09-2023 vide  
Agenda No: 3  
4. Office Notification dated 21-02-2022  
5. Office Notification dated 17-08-2022  
6. Office Notification dated 26-09-2023

Pursuant to the above, the Syllabus of **B.A JOURNALISM** under NEP Regulations, 2021 which was approved by the Academic Council at its meeting held on 18-12-2021, 09-07-2022 & 02-09-2023 is hereby notified for implementation with effect from the academic year **2021-22**.

PRINCIPAL



REGISTRAR

To:

1. The Chairman/Dean/HOD.
2. The Registrar Office
3. Library

**A meeting of the Board of Study in Journalism (UG) was held on 18-11-2021**

**Following members were present for the meeting.**

**Internal Members :**

Rev Fr Marchel Rodrigues SJ - Chairman

Bhavya Shetty

Shwetha Mangalath

Reyben Machado

**External Members :**

Dr Bhaskar Hegde - University Nominee

Dr Anisha - Subject Expert

Ms Geetha - Subject Expert

Ms Ashwini - Meritorius Student

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**A meeting of the Board of Study in Journalism (UG) was held 27.06.2022**

**Following members were present for the meeting.**

**Internal Members :**

Rev Fr Marchel Rodrigues SJ - Chairman

Bhavya Shetty

Shwetha Mangalath

Reuben Machado

**External Members :**

Dr Anisha - Subject Expert

Ms Geetha - Subject Expert

Ms Ashwini - Meritorius Student

Mr Fredy Mathew – Student Representative

**A meeting of the Board of Study in Journalism (UG) was held on 18-08-2023**

**Following members were present for the meeting.**

**Internal Members :**

Bhavya Shetty – Chairman

Mr Vishal Nayak

Ms Ashwini

Mr Likith Shenoy

Mr Prajath Hegde

**External Members :**

Dr Bhaskar Hegde - University Nominee

Dr Hampesh K S - Subject Expert

Mr Raksesh Kumar K - Subject Expert

Dr Anisha - Meritorius Student

Ms Naina J A- Industry Expert

<b><u>Program Outcome and Program Specific Outcome</u></b>	
PO 1:	Develop Graduates with basic understanding on various media and communication practices and its importance in contemporary society
PO 2:	Enhancement of skills in various Media production techniques and to be industry ready
PO 3:	Develop and apply scientific approach to meet the needs of the society and to produce responsible and creative media professionals
<b>PROGRAMME SPECIFIC OUTCOMES</b>	
PSO 1:	Gain knowledge on various communication patterns
PSO 2:	Acquire skills of journalistic practices
PSO 3:	Recognizing Media as a important information and education tool
PSO 4:	Equipped with various media technologies
PSO 5:	Creation of innovative media content
PSO 6:	Ability to enquire and respond to various social issues and concerns through media practices
PSO 7:	Develop skills to analyze media content with a critical bent of mind
PSO 8:	Get hands on experience in media field through internships and media campaigns
PSO 9:	Create socially responsible media practitioners

### **PATTERN OF PRACTICAL EVALUATION**

Section -A	Record Book /Lab Journal /Project Report	15
Section -B	Internal Assessment/Presentations/Classroom participation, quiz, etc	10
Section -C	End Term Examination-Viva-voce	25
	<b>Total</b>	<b>50marks</b>

### **INTERNAL ASSESSMENT**

		<b>Theory</b>	<b>Practical</b>
Component 1	CIA 1	10	-
Component 2	CIA 2	10	-
Component 3	Seminar/Presentation/Activity	10	10
Component 4	Case study/Assignment/Fieldwork/ Project work etc	10	15
		<b>40 Marks</b>	<b>25 Marks</b>

**JOURNALISM – Course Matrix**  
**(NEP based model Curriculum)**

SEM	Title of the paper	Course Code	Teaching hours	Credits	Max marks	
					T	IA
I	Introduction to Journalism	G 105 DC1.1	4	4	60	40
	Practical- Journalistic writing skills	G 105 DC2.1P	2	2	25	25
	Writing for Media	G 105 OE1.1	3	3	60	40
II	Computer Application for Media	G 105 DC1.2	4	4	60	40
	Practical –Multimedia skills	G 105 DC2.2P	2	2	25	25
	Photojournalism	G 105 OE1.2	3	3	60	40
III	News Reporting and Analysis	G 105 DC1.3	4	4	60	40
	News Reporting and Analysis	G 105 DC2.3P	2	2	25	25
	Feature Writing and Freelancing	G 105 OE1.3	3	3	60	40
IV	News Processing and Editing	G 105 DC1.4	4	4	69	40
	News Processing and Editing	G 105 DC2.4P	2	2	25	25
	Translation for Media	G 105 OE1.4	3	3	60	40
V	Introduction to Communication	G 105 DC1.5	4	4	60	40
	Practical- Introduction to Communication	G 105 DC 2.5P	4	2	25	25
V	Fundamentals of Radio and TV	G 105 DC3.5	4	4	60	40
	Practical : Fundamentals of Radio and TV	G 105 DC4.5P	4	2	25	25
Optional	Media laws and ethics		4	4	60	40
VI	Introduction to Digital media	G 105 DC1.6	4	4	60	40
	Practical: Introduction to Digital media	G 105 DC 2.6P	4	2	25	25
VI	Advertising and corporate Communication	G 105 DC3.6	4	4	60	40
	Practical: Advertising and Corporate Communication	G 105 DC4.6P	4	2	25	25

### **PATTERN OF PRACTICAL EVALUATION**

Section -A	Record Book /Lab Journal /Project Report	15
Section -B	Internal Assessment/Presentations/Classroom participation, quiz, etc	10
Section -C	End Term Examination-Viva-voce	25
	Total	50marks

### **INTERNAL ASSESSMENT**

		<b>Theory</b>	<b>Practicals</b>
Component 1	CIA 1	10	-
Component 2	CIA 2	10	-
Component 3	Seminar/Presentation/Activity	10	10
Component 4	Case study/Assignment/Field work/Project work etc	10	15
		40Marks	25 Marks

Program Title	<b>BA(Journalism and Mass Communication)</b>			Semester	<b>First Semester</b>
Course Code	<b>G 105 DC1.1</b>			Type of Course	<b>Discipline core</b>
Course Name	<b>INTRODUCTION TO JOURNALISM</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>2021-22Batch</b>
CIE Marks	<b>40</b>	SE Exam Marks	<b>60</b>	Practical Marks	<b>50</b>

### Course Outcomes:

- ❖ Understand and appreciate various dimensions of mass communication
- ❖ Develop an understanding of the fundamental concepts of Journalism
- ❖ Analyse the scope and various dimensions in Journalism
- ❖ Discuss the recent trends in Mass Media

### Course Content:

#### Unit-1

Communication -Definition, nature, scope, process and elements of communication;  
Types of communications- Verbal nonverbal , Interpersonal , Intrapersonal , group  
and Mass communication

Journalism – Definitions, Nature and Scope ; Types of media – Print, Broadcast and  
Online

#### Unit-II

Development of Journalism: Early Journalism – Hickey, Buckingham, Raja Ram Mohan  
Roy, Gandhiji . History of Kannada Journalism – Development of Coastal Journalism -  
History of Media Education in Karnataka.

#### Unit-III

Journalism as profession; Modern Journalism; Rise of advocacy, Tabloid press, yellow  
Journalism, Citizen Journalism, Mobile Journalism – Use of Social media as part of  
Journalism- face book, YouTube , Instagram, twitter

#### Unit -IV

Photo Journalism – ) Importance , Scope , Types of Photography caption writing, photo  
feature , grammar , Visual composition ; case studies ( 4-5 specific photo journalist  
needs to be specified )

Writing For media – Types of journalistic writings.

### Exercises Assignments

1. Reading of newspapers in the class
2. Writing reports on civic problems incorporating information from civil organization based on interview.
3. Prepare questions for a specific interview.



4. Filing report on the basis of mock press conferences
5. Filing report after attending one press conference after going to the field.

### **Practical Paper- G 105 DC2.1P Practical- Journalistic writing skills**

**(Two Credits-50Marks)**

1. Reporting Hard news stories–specialised stories (human interest /politics/entertainment/agriculture/science)(Any2 specialised report )
2. Citizen journalism (1story)
3. Writing Articles and feature stories (2stories)
4. Writing for social media –Long form and short form content -5 assignments
5. Photography-Shoot and submit Nature, Human interest and Portraits photographs-5
6. Caption writing for photographs
7. Letters to the Editor (2 letters)
8. Review of content of Newspapers/Magazines

***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 and attend the Viva.***

<b>Reference Text books</b>	
1	Berlo, D. K. (1960). The process of communication: An introduction to theory and practice. Holt, Rinehart and Winston
2	Schramm, W. L. (Ed.). (1960). Mass Communications: a book of readings selected and ed. for the Institute of communications research in the Univ. of Illinois. University of Illinois Press
3	McQuail'D. (2010). McQuail's mass communication theory. Sage publications
4	Uma. N (2011). Mass Communication Theory and Practice. New Delhi, Har-Anad publication Pvt Ltd
5	Kumar, Keval J. (2020) Mass Communication in India- (51h Revised Edition), Jaico Publishing house, Mumbai
6	Singh, C. P. (Ed.). (2004). Dictionary of Media and Journalism: TV, Radio, Print and Internet IK international Pvt.
7	Jeffery, R. (2000) India's Newspaper Revolution. Oxford University Press, New Delhi.
8	Mehta, D.S. {2014} Mass Communication and Journalism in India Allied Publications, New Delhi.
9	Natarajan. J (?000) History Of Indian Journalism: Part II Of The Report Of The Press Commission. Publications Division
10	Krishnamurthy, N. (1969) Indian Journalism, Mysore University Press

## Open Elective

### SEMESTER I

#### G 105 OE1.1 WRITING FOR MEDIA

**Total Hour: 45**

**Hour/week: 3**

**Max Marks: 100**

**Credits: 3**

Course Objectives.

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources
- Equip the students with new trends in media writing

#### Unit – I

Print Media: Introduction to writing for print media. Media Literacy, rules and ethics of writing for media. Forms of Journalistic writing –news reporting, Column, articles, feature, editorial, letter to the editor, preparing press release etc.,) Content development: choosing a topic, identifying sources, gathering information and importance of rewriting

#### Practical Exercises:

Letter to editors -02

Writing headlines-05

Picture captions writing -05

#### Unit –II

Radio: Introduction to writing for radio; Principles and elements of scripting: Aesthetics of language and grammar for radio scripting; scripting design and different scripts formats.

#### Practical Exercises:

Preparing script for a Radio talk of 05 minute 02

Preparing script for radio Jingle of 02 minute 02

#### Unit –III

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; writing a script for entertainment programme and news.

#### Practical Exercises

- Entertainment programme script -02Minute

#### Unit IV:

New media: Introduction to writing for Online media; writing techniques for new media.  
Content writing for social media (Face book, twitter, LinkedIn , Instagram) Introduction to blogging and current trends in Web Journalism .

#### Practical Exercises:

- Create your own e-mail address , facebook , Twitter, LinkedIn , Instagram accounts.
- Create a facebook page
- Blog/vlog
- Multimedia Content

#### Reference Books

- Ravindra R.K (1999). Handbook of Reporting and Editing, Anmol Publications, New Delhi
- Roy Barun (200+). Beginners Guide to Journalism, Pusthak Mahal, Delhi
- Ellen Sandler The TV writer's Book- A creative Approach to TV scripts, Delta Publications (2007) Edition
- Berger, Arther Asa (2009)Scripts: writing for radio and TV, SAGE Publications
- Shrivastava KM(2015). News Reporting and Editing , Sterling Publishers, New Delhi
- Gupta and Jasra AS(2007). Information Technology on Journalism, Kanishka Publishers, New Delhi
- Craig Richard (2004)Online journalism Writing and Editing for New Media, Belmont Thomson , Wadsworth Publishing company, USA
- Lyndra Felder (2011). Writing for the Web Creating Compelling Web Content Using Words, pictures and Sound , New Riders , Denmark

Program Title	<b>BA</b>			Semester	<b>Second Semester</b>
Course Code	<b>G 105 DC1.2</b>			Type of Course	<b>Discipline core</b>
Course Name	<b>COMPUTER APPLICATIONS FOR MEDIA</b>			Contact hours	<b>4 hours/week Theory</b>
					<b>4 hours/week Practical</b>
Course Credits	<b>06{Theory: 4creditsandPractical:2 credits}</b>			Academic Year	<b>2021-22Batch</b>
CIE Marks	<b>40</b>	SE Exam Marks	<b>60</b>	Practical Marks	<b>50</b>

#### **Course Outcomes:**

- ❖ Understand the basic concepts of computers
- ❖ Develop and understanding of the applications of computers in print and electronic journalism
- ❖ Apply Information Technology skills in print and Broadcast projects.
- ❖ Demonstrate web-based broadcasting skills

#### **Course Content:**

##### **Unit-1**

Understanding the internet, Types of networks, LAN, MAN, WAN. Search Engines, Browsers, Search engine Optimization. Static and dynamic websites and portals. Convergence of technologies- Convergence and contemporary media. Social Media and their applications.

##### **Unit-II**

Fundamentals of visual communication. Various applications of computers in media: Text, Graphics, Drawings; Animation; Media Software and application (Audio and video software. Designing software).E- news papers and blogs, Vlogs and podcasts.

##### **Unit-III**

Developing and editing content and stories on Internet. File transfer protocols and uploading images and texts. Creating graphics and Animation, inserting images, supporting file formats (JPEG, TIFF, PNG, GIFF). Video and Audio file formats.

#### Unit-IV

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Applications of Multimedia for print, electronic and Cyber media. Virtual reality, augmented reality. Concepts of Internet Television and Internet Radio. OTT platforms. Online research tools.

#### Projects for internal assessment

- Image editing and page designing
- Blogs/Vlogs

#### Practical Paper- G 105 DC2.2P Practical- BASIC MULTIMEDIA SKILLS

(Two Credits-50Marks)

1. Creating Power Point Presentation using Multimedia tools
2. Designing an e-paper page using QuarkXPress/InDesign
3. Creating Infographics
4. Record content of your choice using audio-recording software
5. Creating Multimedia Content-News stories and Feature stories
6. Podcast

**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 and attend the Viva.**

#### Reference Textbooks

	Reference Textbooks
1	Sunder, B-,2000- <i>Computers Today</i> Ed, John Wiley
2	Benedict, M. <i>Cyberspace- First steps</i> , ed. Cambridge, MA, MIT Press
3	Chapman and Chapman, <i>Digital Multimedia</i> , Wiley Publication.
4	Cyber Space, New York: Free Press. 1997.
5	Macintosh, <i>Advanced Adobe Photoshop</i> , Adobe Publishers
6	Satyanarayana, R. <i>Information Technology and its Facets</i> , Delhi, Manak2005.

7	Smith, Gene. <i>Tagging; People powered Metadata for the Social Web</i> , Indianapolis, Indiana: New Riders Press, 2008.
8	James c. Foust. online Journalism: Principles and Practices for the Web 3.

**Open Elective**  
**Semester II**  
**G 105 OE1.2 PHOTO JOURNALISM**  
**BA/B Com/BBA/BCA**

Total Hours 45

Hours/Week: 3

Max Marks: 100

Credits: 3

**Course Objective**

- To attract students toward Photojournalism
- To familiarize the students to techniques of photography and photojournalism
- To give a practical knowledge in the field of Photography

**Unit 1**

History of Photography, Concept of Photography; Different types of Cameras—Manual, Digital and phone cameras; Shot compositions, Concept of lighting. Techniques and types of photography and latest trends in Photography.

**Unit II**

Concept of Photojournalism- Nature and Scope of Photojournalism; Qualifications, Role and Responsibilities of Photojournalists; Source of news for photojournalists. Ethics of Photojournalism.

**Unit III**

Techniques of photo editing- Caption writing; Photo editing software; Leading press Photographers and Photorealists in India.

**Unit IV**

Mobile Journalism: Using smart phones for taking effective pictures and shooting videos. Editing photos and videos taken on smart phones; Uploading news photos/ videos on digital platforms.

**Practical**

Shoot and submit Nature photos, News photos, Portraits, and Human-interest photos. Edit at least 5 photographs

## Caption writing practical (at least 10 photographs)

### Books for reference

- Ang, T. (2013). Digital Photography Masterclass. Dorling Kindersley Ltd.
- Feinberg, M. (1970). Techniques of Photojournalism: Available lights and the 35mm camera (Vol 5)
- Roshtein A. (1980). Photojournalism. Amphoto Books, New York.
- Kenneth, Kobre. (2008). Photojournalism; The professional approach, Focal Press, Massachu Sets.
- Ericson B and Roman0 (1990). Professional digital photography. Hall International. London.
- JonaiWabwire (2014). Photojournalism distinguished from other branches of Photography, Lam Lambert Academic Publishing Germany.
- Brenda Tharp (2010). Creative Nature and Outdoor Photography, Amphok Books, New York.

Program Title	BA(Journalism and Mass Communication)			Semester	Third Semester
Course Code	G 105 DC1.3			Type of Course	Discipline core
Course Name	News Reporting and Analysis			Contact hours	4 hours/week Theory
					4 hours/week Practical
Course Credits	06{Theory: 4creditsandPractical:2 credits}			Academic Year	2021-22Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	50

**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 newsgathering and finding story ideas, building contacts with sources. News writing skills; structure, and components of news story, inverted pyramid, and other styles. Leads and types of leads in news story.

#### **Unit-III**

**Types of news events:** Speeches, seminars & conferences, press conferences, launches, 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-II**

**Reporter:** Organization of reporting section, principles of reporting, functions, qualities, attributes and responsibilities. Professional norms and ethics. Kinds of reporting: investigative, interpretative, in-depth, and narrative. Classification of reporters: staff reporters, stingers, freelancers, foreign correspondent, mofussil and general reporters.

## **Unit-IV**

**Specialized reporting:** Legislative, court, science and health, technology, defense, human rights, gender, travel and photography, Civic, political, sports, legal, education, business reporting, environment and development, agriculture, culture and lifestyle.

### **Practical Paper G 105 DC2.3P -News Reporting and Analysis (Two Credits-50Marks)**

- 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. List and analyse the following news items already published in the different news papers.**

Pressnotes-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&health-2, Technology-2, environmental issues-2, Suicide-2, Gender Issues-2, Health-2, Agriculture-2, investigative-2, defence-2, humanrights-2, tourism-2, education-2, cultural events-2, Govtnews-2, sports-2.

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 and attend the Viva.

Reference Text books	
1	Bill Kovach and Tom Rosenstiel, (2001) The Elements of Journalism, Three Rivers Press.
2	Brooks, B.S., Pinson, J. L. , & Wilson, J.G.(2013).“Writing as a Journalist,” chapter 11 in working with words: A hand book for media writers and editors. Boston; New York: Bedford/St. Martin’s.
3	Deborah Potter, (2006) Hand book of Independent Journalism, Bureau of International-Information Programs, U.S. Department of State.
4	Brooks, B. S., Kennedy, G., Moen, D.R., & Ranly, D.(2014).The inverted pyramid. In News reporting and writing (11th edition).Boston; New York: Bedford /St. Martin’s.
5	Lorenz, Alfred L, and John Vivian.(1995) <a href="#">News:Reporting and Writing</a> Pearson Education POD.
6	Izard, Ralph S. (1994) Fundamentals of News Reporting, 6 <sup>th</sup> edition. Dubuque, Iowa: Kendall/Hunt.
7	Melvin Mencher, (2010), News Reporting and Writing, 12 <sup>th</sup> Ed McGraw-Hill, New York.
8	The Missouri Group. (2014) News Reporting and Writing, 11 <sup>th</sup> edition, Bedford-St. Martin.
9	Steward, Charles J., and William B. Cash, Jr. (2003) Interviewing: Principles and Practices; Boston:Mc Graw-Hill.
10	Tompkins, A. (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.

Program Title	<b>BA (Journalism and Mass Communication)</b>	Semester	<b>Third Semester</b>
Course Code	<b>G 105 OE1.2</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 free lancers understanding ups and downs in the freelancing.

**Course Content:**

#### **Unit-1**

**Feature:** Definition, structure and techniques of feature writing, difference between news and features, difference between feature and article, research and developing feature stories, types of feature writing. feature headlines, feature syndicates.

#### **Unit-II**

**Types of features:** news features, profiles, human interest, science, cultural, environmental and travel, art, fashion, historical, food, health, personal narratives. reviews and its types –film, art and performance review, book review.

#### **Unit-III**

**Freelancing** – Meaning, definition and scope of freelancing, qualities of a freelancer, trends in freelancing, commissioning features, Modern trends in feature writing; blogs, vlogs, Podcast. Legal and ethical aspects of free lancing.

#### **Unit-IV**

**Scope for free lancing** in print and electronic media, free lancing for social media, tools and resources for free-lance writers, free lancing as a profession in India and elsewhere. Career in feature writing.

## Practical Component for OE-3-Feature Writing and Freelancing

(4 hrs/week)

1. Write any two features of your choice.
2. Recreate headlines (minimum 3) for any 5 features.
3. Publish at least two features in any print or online platforms.
4. Write any two reviews (book/ film/ art and performance)
5. Write one personality feature or health feature

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 Journalism: Conversations on Craft With America's Best Non fiction 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 <a href="http://openlibrary.org/details/essentialsinjour00harrrich">http://openlibrary.org/details/essentialsinjour00harrrich</a>
6	Harrington, H.F.(1925) Chatson 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

Program Title	<b>BA (Journalism and Mass Communication)</b>			Semester	<b>Fourth Semester</b>
Course Code	<b>G 105 DC1.4</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: 4credits and Practical:2 credits}</b>			Academic Year	<b>2021-22Batch</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 hierarchy of editorial department and the role of editors.
- ❖ Edit copy precisely and consistently, using correct grammar and eliminating libelous 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, Editing and ethics. Style sheet.

**Unit-II**

**News room Setup:** Structure and functions of a typical news room .Editor/executive editor, roles of editor, news editor, chief sub-editor, sub-editor, Editorial; Op-ed, types of editorial, editorial writing techniques, translation techniques, supplement page editing.

**Unit-III**

**Editing terminologies:** Mast head, deadline, firing of the page, going to bed, panels, folios, lead, different types of headlines, brief, bastardisation, tint, hamper, flyer, dummy, grids, jacket pages, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, imprint line.

**Unit-IV**

**Skills required:** News judgment, mastery over language, art of playing with words, denotation and connotation, interpretation in the context, giving perspective, working with news stories, rewriting news stories, proofreading, writing headlines, creative headlines and fitting the news stories, selection and cropping of photographs, page layout, types of designs. Designing special pages. Data and Information graphics.

**Practical Paper for G 105 DC2.4P -News Processing and Editing  
(Two Credits –50 Marks)**

1. List out synonyms, homophones and homonyms.
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. Analyse any two news stories (preferably news agency copies) published in any leading news papers

***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 and attend viva.***

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).Newsreportingandwriting.Publisher : Bedford/St. Martin's.
4	Ellis, B.(2001). The copy editing 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: Sterling-Horden Publishers
7	K. M. Srivastava (2003) News Reporting and Editing; Sterling Publishers Pvt Ltd.
8	Kovach,B.,&Rosenstiel,T.(2014).Theelementsofjournalism:Whatnewspeople should knowand The public should expect. NewYork, 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)ElementsofStyle,3rd edition. Macmillan Publishing Company.

Program Title	<b>BA (Journalism and Mass Communication)</b>	Semester	<b>Fourth Semester</b>
Course Code	<b>G 105 OE1.4</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 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; citations, reference, plagiarism.

##### **Unit-III**

**Types of Translation:** Word to word, 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 (3hrs/week)

1. Paraphrase any article from a research journal.
2. Write a summary of an essay
3. Translation of advertisement copies-
4. Translation of current news from English to Regional language vice-versa or rewrite the current news-3
5. Giving headlines to translated stories-3

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	DiazCinta, 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 Guide b

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Program Title	<b>BA (Journalism and Mass Communication)</b>		Semester	<b>V</b>
Course Code	<b>DSC 5</b>		Type of Course	<b>Discipline core</b>
Course Name	<b>Introduction to communication</b>		Contact hours	<b>4 hours/week Theory</b>
Course Credits	<b>4</b>		Academic Year	<b>2021-22 Batch</b>
CIE Marks	<b>40</b>	SE Exam Marks	<b>60</b>	

### Course Outcomes:

1. Analyze and interpret communication processes
2. Gain skills like active listening, feedback, conflict resolution, and self-disclosure
3. Communicate effectively in group settings by understanding group dynamics
4. Participate in decision-making processes, managing conflicts, and contributing to collaborative problem-solving.
5. Develop public speaking skills to confidently present ideas and messages to diverse audiences.

### Course Content:

<b>UNIT I: Foundations of Communication</b>
Introduction to Communication as a field of study, Verbal and nonverbal communication, Role of perception in communication, Cultural and gender influences on communication.
<b>UNIT II: Interpersonal Communication and Group Communication</b>
Principles of effective interpersonal communication, Listening and feedback skills, Conflict resolution and negotiation, Self-disclosure, and relationship development. Group dynamics and communication, Leadership and decision-making in groups, Conflict management in groups, Problem-solving, Effective group presentations, and teamwork.
<b>UNIT II: Public Speaking, Mass Communication, and Media Ethics</b>
Introduction, Speech preparation and organization, Delivery techniques and vocal variety, nonverbal communication in public speaking, Overcoming public speaking anxiety. Overview of mass communication, the role of media in society, Media literacy. Journalism and ethical considerations: Media Freedom, Defamation, Contempt of Court, RTI, Privacy.
<b>UNIT IV MODELS &amp; THEORIES OF COMMUNICATION:</b>

Models of Communication: Linear and Non-linear Models.

Theories of Communication: Magic bullet, two-step flow, Multistep flow, Normative media theories, Cultivation theory, Agenda setting theory, Uses and gratification theory.

### BOOKS FOR REFERENCE

Adler, R. B., & Rodman, G. (2018). *Understanding human communication (13th ed.)*. Oxford University Press.

Wood, J. T. (2019). *Interpersonal communication: Everyday encounters (9th ed.)*. Cengage Learning.

Beebe, S. A., Beebe, S. J., & Ivy, D. K. (2020). *Communication: Principles for a lifetime (8th ed.)*. Pearson.

O'Hair, D., Wiemann, M., Mullin, D., & Teven, J. (2018). *Real communication (4th ed.)*. Bedford/St. Martin's.

Littlejohn, S. W., & Foss, K. A. (2018). *Theories of human communication (11th ed.)*. Waveland Press.

West, R., & Turner, L. H. (2018). *Introducing communication theory: Analysis and application (6th ed.)*. McGraw-Hill Education.

### PRACTICAL SYLLABUS INTRODUCTION TO COMMUNICATION

**Total Hrs- 40**

**Hours/week- 4**

**Max marks- 50**

**Credits- 2**

1. Nonverbal Communication Analysis: Show students a video clip or a series of images depicting various nonverbal cues
2. Active Listening Exercise: Pair up students and assign them specific roles as the speaker and the listener.
3. Cross-Cultural Communication Simulation: Divide students into small groups and assign each group a different cultural background or scenario.
4. Constructive Feedback to their peers on areas like clarity, organization, tone, and effectiveness.
5. Organizing an event: Prepare a proposal and plan an event. (team)

Program Title	<b>BA</b>	Semester	<b>VI</b>
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	<b>(Journalism and Mass Communication)</b>				
Course Code	<b>DSE7</b>	Type of Course			<b>Discipline core</b>
Course Name	<b>Fundamentals of Radio and TV</b>		Contact hours	<b>4 hours/ week Theory</b>	
Course Credits	<b>04</b>	Academic Year			<b>2021-22Batch</b>
CIE Marks	<b>40</b>	SE Exam Marks	<b>60</b>	Practical Marks	<b>50</b>

#### **Course Outcomes: Course Outcomes:**

- Analyze the role of broadcast media in shaping public discourse.
- Demonstrate effective interviewing, scriptwriting, and collaboration in a newsroom environment.
- Create compelling and visually appealing news content for radio and television.
- Deliver professional-quality broadcasts for radio and TV journalism.

#### **Course Content:**

<b>UNIT I: DEVELOPMENT OF RADIO AND TV</b>
History and evolution of radio and television journalism, Roles and responsibilities of radio and TV journalists, newsroom environment and news production processes, Ethical considerations in radio and TV journalism. SITE, TRAI
<b>UNIT II: TECHNIQUES OF RADIO AND TV PRODUCTION - I</b>
Research and story development for radio and TV news, Interviewing techniques and strategies for broadcast journalism, Writing and editing news scripts for radio and TV, Voice modulation, pronunciation, and delivery for broadcast, and Newsroom operations in a broadcast setting.
<b>UNIT III: TECHNIQUES OF RADIO AND TV PRODUCTION - II</b>
Fundamentals of audio and video recording, Editing, and post-production for broadcast news, Visual storytelling, and composition for television news, Graphics, visuals, and multimedia integration, technical equipment, and software used in broadcast production.

#### **UNIT IV: TECHNIQUES OF RADIO AND TV PRODUCTION - III & ETHICS**

Presentation skills and on-camera performance for TV journalism, Anchoring, Effective use of body language and gestures in front of the camera, Teleprompter and live reporting techniques, Interviewing guests and experts on camera, Improving voice quality and delivery for radio and TV broadcasts. Broadcasting ethics, Prasara Bharati Act.

### Reference Textbooks

- Briggs, M. (2017). *Journalism next: A practical guide to digital reporting and publishing (3rd ed.)*. CQ Press.
- Lynch, D. J. (2018). *The ethics of journalism: Individual, institutional and cultural influences*. Routledge.
- Herbst, S. (2020). *Numbered voices: How opinion polling has shaped American politics (1st ed.)*. University of Chicago Press.
- McLeod, D. M., Kosicki, G. M., & McLeod, J. M. (2019). *The expanding boundaries of political communication*. Oxford University Press.
- Einhorn, B. (2017). *From the scene of the crime: Television documentaries*. University of Illinois Press.
- Verna, P. (2016). *Inside radio: An attack and defense guide (2nd ed.)*. Focal Press.
- Dixon, W. (2018). *Film and television distribution and the internet: A legal guide for the media industry*. Bloomsbury Publishing.
- Harris, D. (2020). *Local journalism in the digital age: Theory and practice in the digital age*. Routledge.

### PRACTICAL SYLLABUS

**Total Hour:20**

**Hours/Week:4**

**Max Marks: 50**

**Credits:2**

1. Conduct an Interview: Students will select a relevant topic or news story and conduct an interview with an expert or a relevant individual.
2. News Script Writing: Students will be given a news story or event and will be required to write a news script suitable for radio or TV broadcasts.
3. On-Camera Presentation: Students will prepare a short news segment or report and present it in front of a camera.
4. Editing and Post-Production: Students will be given raw audio or video footage and will be tasked with editing and post-production work to create a final news segment.
5. Broadcast News Package: Students will work in groups to create a complete news package, including a news story, interviews, visuals, and voiceovers.

### **PATTERN OF QUESTION PAPER- THEORY EXAM**

**Duration of the examination -2 hours**

**Max marks: 60marks**

**Question Paper pattern for both Core and Open Elective**

- I. Answer any 5 question out of 9 questions. Question 9 (case study /application /analytical question) is compulsory**

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|-----------|----------------|
| <b>1.</b> | <b>5X10=50</b> |
| <b>2.</b> |                |
| <b>3.</b> |                |
| <b>4.</b> |                |
| <b>5.</b> |                |
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| <b>7.</b> |                |
| <b>8.</b> |                |
| <b>9.</b> |                |

**Write short notes**

**4X2.5=10**

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2.

3.

4.

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