



St Aloysius College (Autonomous)
Mangaluru

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

Under NEP Regulations, 2021

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www.stalloysius.edu.in



ST ALOYSIUS COLLEGE (AUTONOMOUS)

P.B. NO. 720, MANGALURU - 575 003, KARNATAKA, INDIA

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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: 21-02-2022

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.
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

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

<u>Program Outcome and Program Specific Outcome</u>	
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
PROGRAMME SPECIFIC OUTCOMES	
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
	Total	50marks

INTERNAL ASSESSMENT

		Theory	Practical
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
		40 Marks	25 Marks

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
	Photo Journalism	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

		Theory	Practicals
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	BA(Journalism and Mass Communication)			Semester	First Semester
Course Code	G 105 DC1.1			Type of Course	Discipline core
Course Name	INTRODUCTION TO JOURNALISM			Contact hours	4 hours/week Theory
					4 hours/week Practical
Course Credits	06{Theory: 4 credits and Practical:2 credits}			Academic Year	2021-22Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	50

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.

Reference Text books	
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 A1lied 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	BA			Semester	Second Semester
Course Code	G 105 DC1.2			Type of Course	Discipline core
Course Name	COMPUTER APPLICATIONS FOR MEDIA			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

<p align="center">Course Outcomes:</p> <ul style="list-style-type: none"> ❖ 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 	
<p align="center">Course Content:</p>	
<p align="center">Unit-1</p> <p>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.</p>	
<p align="center">Unit-II</p> <p>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.</p>	
<p align="center">Unit-III</p> <p>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.</p>	

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.

ReferenceTextbooks

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-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-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-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) News: Reporting and Writing Pearson Education POD.
6	Izard, Ralph S. (1994) Fundamentals of News Reporting, 6 th edition. Dubuque, Iowa: Kendall/Hunt.
7	Melvin Mencher, (2010), News Reporting and Writing, 12 th Ed McGraw-Hill, New York.
8	The Missouri Group. (2014) News Reporting and Writing, 11 th 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	BA (Journalism and Mass Communication)	Semester	Third Semester
Course Code	G 105 OE1.2	Type of Course	Core Elective
Course Name	Feature Writing and Freelancing	Contact hours	2 hours/week Theory
			2 hours/week Practical
Course Credits	03	Academic Year	2021-22 Batch

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-FeatureWriting 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 http://openlibrary.org/details/essentialsinjour00harrich
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	BA (Journalism and Mass Communication)			Semester	Fourth Semester
Course Code	G 105 DC1.4			Type of Course	Discipline core
Course Name	News Processing and Editing			Contact hours	4 hours/week Theory 4 hours/week Practical
Course Credits	06 {Theory: 4credits and Practical: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:

- ❖ 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:Whatnewspeopleshould 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	BA (Journalism and Mass Communication)	Semester	Fourth Semester
Course Code	G 105 OE1.4	Type of Course	Core Elective
Course Name	Translation for Media	Contact hours	2 hours/week Theory
			2 hours/week Practical
Course Credits	03	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; 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 re-write 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

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

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:

UNIT I: Foundations of Communication
Introduction to Communication as a field of study, Verbal and nonverbal communication, Role of perception in communication, Cultural and gender influences on communication.
UNIT II: Interpersonal Communication and Group Communication
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.
UNIT II: Public Speaking, Mass Communication, and Media Ethics
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.

UNIT IV MODELS & THEORIES OF COMMUNICATION:
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	BA (Journalism and Mass Communication)				Semester	VI
Course Code	DSE7	Type of Course			Discipline core	
Course Name	Fundamentals of Radio and TV			Contact hours	4 hours/ week Theory	
Course Credits	04	Academic Year			2021-22Batch	
CIE Marks	40	SE Exam Marks	60	Practical Marks	50	

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:

UNIT I: DEVELOPMENT OF RADIO AND TV
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
UNIT II: TECHNIQUES OF RADIO AND TV PRODUCTION - I
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.
UNIT III: TECHNIQUES OF RADIO AND TV PRODUCTION - II
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.

Program Title	BA (Journalism and Mass Communication)			Semester	VI
Course Code	DSC 8			Type of Course	Discipline core
Course Name	Introduction to Digital Media			Contact hours	4 hours/week Theory
					4 hours/week Practical
Course Credits	06 {Theory: 4credits and Practical:2 credits}			Academic Year	2021-22Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	50

Course Outcomes:

- Understand the fundamentals of digital filmmaking
- Compose shots using cinematographic techniques and discusses
- Write digital media film scripts and screenplays
- Edit digital film videos on digital platforms

UNIT I DIGITAL JOURNALISM:
Definition and meaning, trends in online journalism, Reporting and editing for digital media, characteristics of online journalism, online news formats, and Digital Reporting techniques.
UNIT II DIGITAL BROADCAST:
Growth of Internet Radio and Video, elements of new media broadcasting, skills required for online live streaming, planning and recording podcast, planning and recording internet videos.
UNIT III DIGITAL MARKETING:
Introduction to digital media marketing, definition, scope, process and tools of online marketing, types of marketing, social media marketing techniques, AI, Digital Interface, Gaming, Machine Learning
UNIT IV DIGITAL ACTIVISM & ETHICS:
Online audience engagement, internet tools for social change, planning digital campaigns, online activism on the environment, health – Physical & Mental health, Gender issues online, Political activism, case studies on online activism. Ethics in New Media: IT Act, IPR, Copyright Act, Copyleft and Creative Commons.

Reference

Davisson Amber, Controversies in Digital ethics, Bloomsbury

Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication

Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge

Kim Jihoon :Between film, video and the digital, Bloomsbury

Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S.

Saxena Sunil (2006), Headline Writing, Sage

Tapas Ray, Online Journalism, Cambridge University Press, 2011

DSC 7 Practical
Digital Media Production
2 credits 50 marks

Practical

Practical 1: Writing content for social media - blogs.

Practical 2: Develop a personal or professional website.

Practical 3: Planning social media marketing for your course or your professional or personal website.

Practical 4: Planning Podcast - Getting Ideas Together, Scripting for Podcast.

Practical 5: Planning a digital media campaign on social concern issues.

Program Title	BA(Journalism and Mass Communication)			Semester	VI
Course Code	DSC			Type of Course	Discipline core
Course Name	Advertising and Corporate Communication			Contact hours	3 hours/week Theory
					3 hours/week Practical
Course Credits	03 {Theory: 3credits}			Academic Year	2021-22Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	50

Course Outcomes: Course Outcomes:

To introduce students to the basic concept of advertising

To familiarize the students with the concept of copywriting as selling through writing

To learn the process of creating original, strategic, compelling copy for various mediums

To gain a thorough understanding of PR skills

To train students to generate, develop and express ideas effectively

Course Content:
UNIT-1: Introduction to Advertising
The Advertisement as Communication, Definition and Types of Advt, Theories of Advertising - Information, Service, Ideology Grammar of Advertisements – print, audio-visual, Models of Advertising AIDA model, DAGMAR model, Maslow's Hierarchy model
UNIT-II Mediums used for Ads and campaigns
Advertising through Print, Electronic, and Online media, Segmentation, and Ad Campaigns: Media Selection, Planning, Scheduling; Market strategy and Branding; Positioning and Targeting, The Ad Agency-Practices, Ethical Issues in Advertising – Regulatory Bodies
UNIT-III: Introduction to Corporate Communication & Ethics
Understanding Corporate Communication -Definitions, concept and genesis of CC, Difference and similarities between PR and CC and public affairs, CC and corporate affairs, Publics in CC - Financial publics, media, opinion makers, government, elected representatives, Present state of CC, Organising corporate communication activities, Areas of strategic thinking in corporate communication, Ethics and laws in corporate communication
UNIT -IV Corporate Communication Tools:
Lobbying, sponsorship, Corporate Reputation, Corporate identity, Media mileage, Corporate Brand Management: Defining corporate identity. Integrating corporate identity into the communication process, Definition and role of corporate image, Crisis Management

Reference

- Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.
- Gupta, Sen; Brand Positioning; Tata McGraw Hill; New Delhi; 1990.
- Hart, Norman; The practice of advertising; Heinemann Pub.; London. 1990.
- Mooij, Mariekae de; Advertising Worldwide (2nd edn.); Prentice Hall; UK.1994
- Cornelissen, Joep; Corporate Communication: A Guide to Theory and Practice; Sage. 2011

Advertising and Corporate Communication (DSC)

Contents	60 Hrs
Unit 1 Create a campaign for a product of your choice. Display Advertising Create a social media ad using free online software. Evaluating the effectiveness of campaigns. (Case study)	15
Unit 2: Preparing Brochures Posters/flyers Create a blog Put together a corporate collateral (Soft Copy)	15

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**

1. 5X10=50

2.

3.

4.

5.

6.

7.

8.

9.

Write short notes

4X2.5=10

1.

2.

3.

4.
