

MANGALORE UNIVERSITY
MANGALAGANGOTRI
KONAJE

Curriculum Framework Under NEP 2020.



3rd and 4th Semester Syllabus for
Bachelor of Arts - Journalism
2021-22 Batch onwards

Curriculum

Program Title	BA (Journalism and Mass Communication)			Semester	Third Semester
Course Code	DSC 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: 4 credits and Practical: 2 credits}			Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	50 (25 CIE + 25 SE)

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, inverted pyramid; Leads and types of leads in news story.

Unit-II

Reporting and Reporters: Organization of reporting section, principles of reporting; **Reporter:** Functions, qualities, and responsibilities of a Reporter.

Unit-III

News Sources: Speeches, Press Conferences, Press Note, Demonstrations, Rallies and agitations, Public and Private. **Interviewing:** Principles, importance, techniques and types of news interviews.

Unit- IV

Types and Trends in Reporting: Political, Sports, Crime, Investigation, Court, Education, Agriculture, Film, City, Cultural Events. **Trends** - Political beats, viral news fact checking.

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

- 1. Event reporting** - Students have to identify 2 major events and provide a detailed news report on it.
- 2. Press conference** - Have to attend the press conferences of a day, and prepare a report based on it.
- 3. Press Notes**– Get the 05 Press Notes from your local news media and prepare the news item.
- 4. Interview news story** – Conduct at least two in-person interviews to write a news story on a timely topic in consultation with your professor from primary sources (400- 500 words).
- 5. Write the following news items already published in the different newspapers.**

Press notes- 1, Speech Reporting- 1, Protest- 1, accidents- 1, Obituary-1, disaster-1, Communal riots-1, Political reporting-1, election-1, legislature-1, judiciary-1, weather-1, seminars/ workshops-1, science & technology-1, environmental issues-1, Suicide-1, Women Issues-1, Health-1, Agriculture-1, investigative-1, defence-1, human rights-1, tourism-1, education-1, cultural events-1, Govt news-1.

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 Textbooks	
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 handbook for media writers and editors. Boston; New York: Bedford/St. Martin’s.
3	Deborah Potter , (2006) Handbook 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, 6th edition. Dubuque, Iowa: Kendall/Hunt.
7	Melvin Mencher , (2010), News Reporting and Writing, 12th Ed McGraw-Hill, New York.
8	The Missouri Group. (2014) News Reporting and Writing, 11th edition, Bedford-St. Martin.
9	Steward, Charles J., and William B. Cash, Jr. (2003) Interviewing: Principles and Practices; Boston: McGraw-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.
11	Kumar, J Keval. (2003). Mass communication in India. Delhi: Jaico Publishing House.
12	Parthasarathy, Rangaswami. (2001). Journalism in India (4th Ed). New Delhi: Sterling Publishers.

Curriculum

Program Title	BA (Journalism and Mass Communication)		Semester	Third Semester
Course Code	OE-3		Type of Course	Core Elective
Course Name	Feature Writing and Freelancing		Contact hours	3 hours Theory
Course Credits	03		Academic Year	2021-22 Batch
CIE	40	SE Exam Marks 60	Practical	-----

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

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

Course Content:

Unit-1

Features: Definition and characteristics, process and techniques of feature writing, language and structure of a feature, difference between news and features. Types of feature stories: News features, profiles, human interest and travel.

Unit-II

Freelancing – Meaning, definition, qualities of a freelancer, trends in freelancing. Legal and ethical aspects of freelancing.

Unit-III

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 Exercises for OE- 3 - Feature Writing and Freelancing

1. Write different types of features at least two each.
2. Write different headlines for 5 features.
3. Re-write any 2 published features.

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

Curriculum

Program Title	BA (Journalism and Mass Communication)			Semester	Fourth Semester
Course Code	DSC 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: 4 credits and Practical: 2 credits}			Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	50 (25 CIE + 25 SE)

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

- ❖ Understand the role of editors. Edit copy precisely and consistently, using correct grammar and eliminating 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. Editing in the age of convergence. Style sheet.

Unit-II

Newsroom Setup: Structure and functions of a typical newsroom. editor/executive editor, roles of editor, news editor, sub-editor, sections in News Desk- Mofussil, Translation, Sports, Editorial, Magazine/Supplements, State and City.

Unit-III

Headline and Designing terminologies: Writing headlines, different types of headlines; Mast head, deadline, going to bed, panels, lead, brief, bastardisation, tint, hamper, flyer, dummy, power jacket, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, Imprint line, photo caption.

Unit-IV

Skills required: News judgment, mastery over language, interpretation in the context, giving perspective, creative headlines, preparing the layout of the page, rewriting news stories.

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

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

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: Sterling-Horden 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.

Curriculum

Program Title	BA (Journalism and Mass Communication)			Semester	Fourth Semester
Course Code	OE-4			Type of Course	Core Elective
Course Name	Translation for Media			Contact hours	3 hours Theory
Course Credits	03			Academic Year	2021-22 Batch
CIE	40	SE Exam Marks	60	Practical	-----

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

Unit-II

Process and Techniques of Translation: Source language, target language, co-ordination.

Unit-III

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

Practical Exercises for OE-4 - Translation for Media

1. News translations at least 5 exercises
2. Article translations at least 2 exercises
3. 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	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

Note: The Question Paper pattern will continue to be the same, as for I & II Semesters.