

UNIVERSITY OF MYSORE
Estd. 1916

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

Dated: 27-10-2023

No.AC6/303/2022-23

Notification

Sub:- Revised Syllabus and Scheme of Examination of Journalism and Mass Communication programme (III & IV Semester) with effect from the Academic year 2023-24.

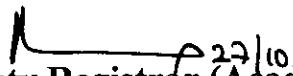
- Ref:-** 1. This office circular No: AC2(S)/151/2020-21 dated 08-08-2023.
2. Decision of BOS in Journalism and Mass Communication meeting held on 14-09-2023.
3. Vice Chancellor's approval dated 17-10-2023

The Board of Studies in Journalism and Mass Communication which met on 14-09-2023 has resolved to recommend and approved the revised syllabus and scheme of Examinations of Journalism and Mass Communication programme (III & IV semester) with effect from the academic year 2023-24.

Pending approval of the Faculty of Arts and Academic Council meetings the above said syllabus and scheme of examinations are hereby notified.

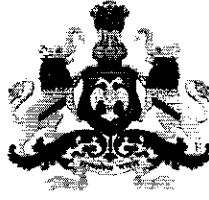
The syllabus and Scheme of Examinations contents may be downloaded from the University website i.e., www.uni-mysore.ac.in

DRAFT APPROVED BY THE REGISTRAR


Deputy Registrar (Academic)
Deputy Registrar (Academic)
University of Mysore
Mysore-570 005

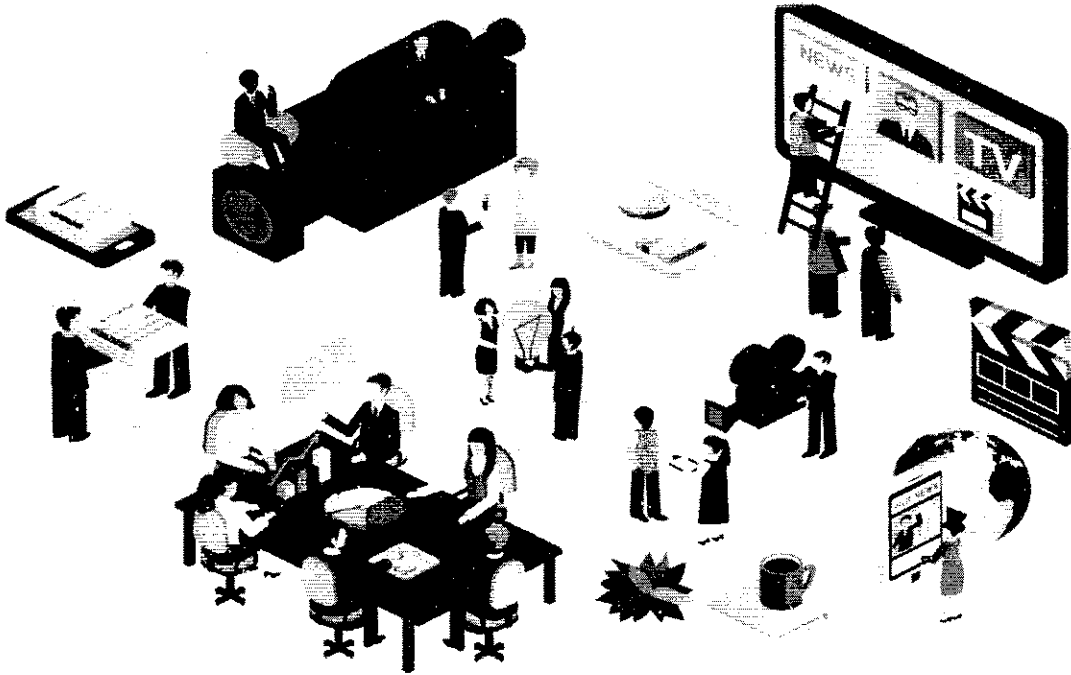
To;

1. All the Principal of affiliated Colleges of University of Mysore, Mysore.
2. The Registrar (Evaluation), University of Mysore, Mysuru.
3. The Chairman, BOS/DOS in Journalism and Mass Communication, Manasagangothri, Mysore.
4. The Director, Distance Education Programme, Moulya Bhavan, Manasagangothri, Mysuru.
5. The Director, PMEB, Manasagangothri, Mysore.
6. Director, College Development Council, Manasagangothri, Mysore.
7. The Deputy Registrar/Assistant Registrar/Superintendent, Administrative Branch and Examination Branch, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/ Registrar/ Registrar (Evaluation), University of Mysore, Mysuru.
9. Office Copy.



Government of Karnataka

Curriculum Framework for Undergraduate Programme in Colleges and Universities of
Karnataka State



3rd and 4th Semester Model Syllabus for
Bachelor of Arts in
Journalism and Mass Communication

KARNATAKA STATE HIGHER EDUCATION COUNCIL
30, Prasanna Kumar Block, Bengaluru City University Campus,
Bengaluru, Karnataka – 560009

Composition of Curriculum - Committee for Journalism and Mass Communication

Sl. No.	Name & Organization	Designation
1	Dr. Niranjana Vanalli , Vice Chancellor, Bangalore North University, Kolar	Chairperson
2	Dr. Jambulingappa Chandunavar , Professor, Karnataka University, Dharwad	Member
3	Dr. B.K. Ravi , Professor, Bangalore University, Bengaluru.	Member
4	Dr. Poornananda D S. , Professor, Kuvempu University, Shankaraghatta	Member
5	Dr. Onkargouda Kakade , Professor, KSAW University, Vijayapura	Member
6	Dr. N. Narasimha Murthy , Professor, Bengaluru City University, Bengaluru	Member
7	Dr. Muddesh B.T. , Sri Siddhartha Centre for Media Studies, Tumakuru	Member
8	Dr. Bhaskar Hegde , Assoc. Professor, SDM College, Ujire.	Member
9	Dr. Pramila B. Kunnur , Assoc. Professor, Maharaja's College, Mysuru.	Member
10	A. Narayana , Professor and Former Journalist, Azeem Premji University	Member
11	N. Udaya Kumar , Associate Editor, Prajavani	Member
12	B. S. Sathish Kumar , Deputy chief of Bureau- The Hindu	Member
13	Avinash H.S , Editor, Special Operations, Suvarna T. V	Member
14	Ravikumar , Principal Editor, News First TV	Member
15	Jyothi-social media	Member
16	Diwakar , New Editor, Public T. V	Member
17	Dr. Tejaswini B. Yakkundimath Assoc. Professor, Government Women's Degree College, Belgaum	Member Convener
18	Rajani B. , Special Officer, Karnataka State Higher Education Council	



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Model Curriculum

Programme Title	BA (Journalism and Mass Communication)		Semester	III	
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	2023-24 Batch	
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-I:

News: Definitions, Nature, Elements, & Values; Sources of News - Types of Sources, Techniques of News Gathering, Wire Services; Structure & Components of News Story, News Writing Skills, Finding Story Ideas, Inverted Pyramid, Chronological, Hourglass and Narrative; Leads and Types of Leads in News Story.

Unit-II:

Reporting: Organisational Structure of Reporting Section, Principles of Reporting, Qualities & Responsibilities of a Reporter; Professional Norms & Ethics, Fact-Checking; Kinds of Reporting - Investigative, Interpretative, In-depth & Narrative; Beats - Crime, Court, Civic, Political, Sports, Business, Education, Cultural, & Entertainment, Foreign Correspondent, Mofussil, General Reporting; Reviews - Film, Theatre, Book & Food.

Unit-III:

Types of News Events: Speeches, Seminars & Conferences, Press Conferences, Demonstrations, Rallies, & Agitations, Covering Communal Riots; Interviewing - Principles, Importance, Techniques, & Types of Interviews – Face-to-Face, News Interviews, Profile, Informal, Telephonic, e-mail, & Vox-Pop; Difference Between Print and Broadcast Interviews.

Unit-IV:

Specialized Reporting: Legislative, Crime, Court, Sports, Science & Technology, Defence, Human Rights, Women & Child, Disasters, Environment, Wildlife, Health, Tourism, Financial, Development, Agriculture.

Practical Assignments:

1. **Event Reporting** - Students have to attend two major events in the college and prepare a news report.
2. **Press Conference** - Students have to attend two press conferences and prepare a news report.
3. **Press Notes** – Get two press notes from the Press Club and prepare news reports.
4. **Interview** – Conduct and write two in-person Interviews.
5. **News Reports** - Prepare news reports on any two categories mentioned under Specialized Reporting.

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

List of Reference 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 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.



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Model Curriculum

Programme Title	BA (Journalism and Mass Communication)	Semester	III
Course Code	OE-3	Type of Course	Core Elective
Course Name	Feature Writing and Freelancing	Contact Hours	3 hours/ week Theory
Course Credits	03	Academic Year	2023-24 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 freelancers understanding ups and downs in the freelancing.

Course Content:

Unit-I:

Features: Definition & Characteristics; Structure of a Feature; Difference between News, Features, Articles, & Columns; Process & Techniques of Feature Writing; Feature Headlines; Sources for Features; Feature Syndicates.

Unit-II:

Types of Features: Profiles, News Features, Travel, Historical, Science, Cultural, Environmental, fashion; Modern Trends in Feature Writing; Reviews – Film, Theatre & Book.

Unit-III:

Freelancing: Meaning, Definition & Scope of Freelancing, Qualities of a Freelancer, Trends in Freelancing - Travel, Food, Fashion, & Health; Legal & Ethical Aspects of Freelancing; Freelancing as a Profession in India & Worldwide.

List of Reference Books:

1	Feature Writing –A practical introduction by Susan Pape and sue Featherstone
2	Complete book of feature writing by Leonard Witt
3	Feature Writing by Rao NMR
4	The Freelance Bible by Alison Grade
5	Freelancing by R K Murthy



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Model Curriculum

Programme Title	BA (Journalism and Mass Communication)		Semester	IV	
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	2023-24 Batch	
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 role of editors. Edit copy precisely and consistently, using correct grammar and eliminating libellous 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-I:

Editing: Definitions, Importance, Principles, Functions, & Techniques of Editing; Types of Editing; Importance of Design in Print Media - Style Sheet, Visualizing a Page, Page Layout and its Types, Designing Front Page & Special Pages; Data and Information Graphics; Ethics in Editing.

Unit-II:

Newsroom Setup: Structure and Functions of a Newsroom – Roles and Responsibilities of Editor/Executive Editor, News Editor, Chief Sub-Editor, Sub-Editor; Page Designer, Cartoonist, Editing Special Supplements.

Unit-III:

Editing Terminologies: Masthead, Deadline, Firing of the Page, Going to Bed, Panels, Folios, Lead, Crosshead, Sub-head, Kicker/Deck, Brief, Bastardisation, Tint, Hamper, Flyer, Dummy, Power Jacket, Kerning, Template, By-line, Blurb, Date-line, Credit-line, Attribution, Quotation, Imprint, Agency/Wire Services; Headlines - Types of Headlines; Importance & Techniques of Headline Writing; Translation – Types & Techniques.

Unit-IV:

Editorial Page: Importance, Types of Editorial, Middles, Letters to the Editor, Editorial Cartoons, Op-Ed, Articles, Columns & Types of Columns; Designing Editorial Page; Photo Editing & Caption Writing.

Practical Assignments:

1. Write an editorial on any current issue.
2. Write a letter to the editor on any civic issue.
3. Translate a news report from a source language to target language.
4. Choose five news stories and provide suitable headlines.
5. Capture five photographs and caption them.

List of Reference Books:

1	The Elements of Editing: a modern guide for editors and journalists by Arthur Plotnik: Collier Macmillan
2	Outline of Editing by K M Joseph: Anmol Publication
3	Advanced Journalism by Adarsh Kumar Varma: Har-Anand Publications Ltd
4	Words on Words by John M Bremner: Columbia University Press
5	The Glamour of Grammar: A Guide to Magic and Mystery of Practical English by Roy Peter Clark: Little, Brown company
6	Editing and Design by Harold Evans: William Heinemann Ltd
7	News Reporting and Editing by K M Shrivastava: Sterling Publishers Private Limited
8	Computer Application for Journalism by Rahul Singhai: Ess Ess Publication
9	Editing: A handbook for Journalists by T J S George; IIMC Publication
10	Editing by B N Ahuja and S. S. Chhabra: Surjeet Publication



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Model Curriculum

Programme Title	BA (Journalism and Mass Communication)	Semester	IV
Course Code	OE-4	Type of Course	Core Elective
Course Name	Translation for Media	Contact Hours	3 hours/ week Theory
Course Credits	03	Academic Year	2023-24 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-I:

Translation: Meaning, Definition, Nature, Scope & Significance of Translation, Difference between Literary Translation & Translation for Media.

Unit-II:

Process & Techniques of Translation: Source Language, Target Language, Co-ordination, Guidelines for Translation.

Unit-III:

Types of Translation: Word to Word, Summarized, Paraphrasing, Challenges of Translation from English to Regional Languages and Vice-Versa.

List of Reference Books:

1	Media and Translation by Akbar Mohammad
2	India in Translation and Translation in India by GJV Prasad
3	What is Media Translation by Ofer Tirosh
4	New points of View on Audio Visual Translation and Media edited by Anna Jankowska
5	News Media Translation by Federico Zenettin