

ದೂರವಾಣಿ ಸಂಖ್ಯೆ : 2419677/2419361

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ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಸ್ಥಾಪನೆ : 1916

ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಕಾರ್ಯಸೌಧ
ಕ್ರಾಫರ್ಡ್ ಭವನ, ಮೈಸೂರು-570005

ದಿನಾಂಕ: 10-10-2022

ಸಂಖ್ಯೆ:ಎಸಿ.6/152/NEP/2020-21

ಅಧಿಸೂಚನೆ

- ವಿಷಯ:- 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿಗೆ NEP-2020 ಅನುಸಾರ 3 & 4 ನೇ ಸೆಮಿಸ್ಟರ್ ಬಿಎ-
ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ಪಠ್ಯಕ್ರಮವನ್ನು ಜಾರಿಗೆ ತರುವ ಬಗ್ಗೆ.
ಉಲ್ಲೇಖ:- 1. ದಿನಾಂಕ: 31-05-2022 ರಂದು ಜರುಗಿದ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ
ಅಧ್ಯಯನ ಮಂಡಳಿ ಸಭೆಯ ಶಿಫಾರಸ್ಸು.
2. ದಿನಾಂಕ: 08-09-2022 ರಂದು ಜರುಗಿದ ಕಲಾ ನಿಕಾಯ ಸಭೆಯ ಶಿಫಾರಸ್ಸು.
3. ದಿನಾಂಕ: 23-09-2022 ರಂದು ಜರುಗಿದ ಶಿಕ್ಷಣ ಮಂಡಳಿಯ ನಡವಳಿ.

ದಿನಾಂಕ: 31-05-2022 ರಂದು ಜರುಗಿದ ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ
ಮಂಡಳಿ (ಸ್ನಾತಕ) ಬಿ.ಎ. ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ 3
ಮತ್ತು 4 ನೇ ಸೆಮಿಸ್ಟರ್‌ಗಳ ಪಠ್ಯಕ್ರಮಗಳನ್ನು NEP-2020 ಅನುಸಾರ ಸಿದ್ಧಪಡಿಸಿ, ಜಾರಿಗೊಳಿಸಲು ಶಿಫಾರಸ್ಸು
ಮಾಡಿರುತ್ತಾರೆ.

ಉಲ್ಲೇಖಿತ (2 & 3) ರಂತೆ ದಿನಾಂಕ 08-09-2022 ಮತ್ತು 23-09-2022 ರಂದು ಕ್ರಮವಾಗಿ ನಡೆದ
ಕಲಾ ನಿಕಾಯ ಹಾಗೂ ವಿದ್ಯಾ ವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಗಳಲ್ಲಿ ಮೇಲಿನ ಪ್ರಸ್ತಾವನೆಗಳನ್ನು
ಅನುಮೋದಿಸಿರುವುದರಿಂದ ಈ ಅಧಿಸೂಚನೆ ಪ್ರಕಟಿಸಲಾಗಿದೆ.

ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ (ಸ್ನಾತಕ) ವಿಷಯದ ಪಠ್ಯಕ್ರಮಗಳನ್ನು
www.uni-mysore.ac.in ನಿಂದ ಪಡೆಯಬಹುದಾಗಿದೆ.

ಕುಲಸಚಿವರಿಂದ ಕರಡು ಅನುಮೋದಿಸಲ್ಪಟ್ಟಿದೆ.

10/10
ಉಪಕುಲಸಚಿವರು (ಶೈಕ್ಷಣಿಕ)
ಉಪ ಕುಲಸಚಿವರು. (ಶೈಕ್ಷಣಿಕ)
ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
ಮೈಸೂರು-570 005

ಗೆ:-

1. ವಿಶ್ವವಿದ್ಯಾನಿಲಯಕ್ಕೆ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟ ಎಲ್ಲಾ ಸ್ನಾತಕ ಕಾಲೇಜುಗಳ ಪ್ರಾಂಶುಪಾಲರುಗಳಿಗೆ- ಅಗತ್ಯ
ಕ್ರಮಕ್ಕಾಗಿ
2. ಕುಲಸಚಿವರು (ಪರೀಕ್ಷಾಂಗ), ಮೈಸೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ, ಮೈಸೂರು.
3. ಡೀನರು, ಕಲಾ ನಿಕಾಯ, ರಾಜ್ಯಶಾಸ್ತ್ರ ಅಧ್ಯಯನ ವಿಭಾಗ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.
4. ಅಧ್ಯಕ್ಷರು, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ಮಂಡಳಿ, ಪತ್ರಿಕೋದ್ಯಮ ಮತ್ತು
ಸಮೂಹ ಸಂವಹನ ಅಧ್ಯಯನ ವಿಭಾಗ, ಮಾನಸಗಂಗೋತ್ರಿ, ಮೈಸೂರು.

COURSE PATTERN AND SCHEME OF EXAMINATION FOR BA AS PER NEP (2022-23 AND ONWARDS)

Semester	Course Code	Paper Title	Teaching Hours	Hours/Week		Examination Pattern Max. & Min. Marks/Paper								Total Marks /Paper	Duration of Examination (Hours)		Credits			
						Theory				Practical					Theory	Practical	Theory	Practical	Total	
				Theory	Practical	Total Hrs	Max	Min	IA	Total	Max	Pral-Exm	IA							Total
III	DSCC3	NEWS REPORTING AND ANALYSIS	60	04	04	08	60	24	40	100	50	25	25	50	150	2.30hrs	2hrs	04	02	06
	OE 3	FEATURE WRITING AND FREELANCING	30	03	00	03	60	24	40	100	-	-	-	-	100	2.30hrs	---	03	--	03
IV	DSCC 4	NEWS PROCESSING AND EDITING	60	04	04	08	60	24	40	100	50	25	25	50	150	2.30hrs	2hrs	04	02	06
	OE 4	TRANSLATION FOR MEDIA	30	03	00	03	60	24	40	100	-	-	-	-	100	2.30hrs	---	03	---	03

BA Programme Structure Having Practical Core Courses

Sem	Discipline Specific Core Courses (DSCC)			Open Elective Courses (OEC/DSE)			Skill Enhancement Course						Ability Enhancement Compulsory Course (AECC)			Total Credits
	Core Courses	L+T+P	Credit	Core Courses	L+T+P	Credit	Skill Based			Value Based			Course	Hours	Credit	
							Core Courses	L+T+P	Credit	Core Courses	L+T+P	Credit				
III	DSCC C3	4+0+4	4+2=6	OEC 3	3+0+0	3	SEC 1	1+0+2	1+1=2	Health & Wellness/ Social & Emotional Learning	1+0+2	1+1=2	Kannada 1	04	3+0+3	
	DSCC D3	4+0+4	4+2=6										MIL/MEL1	04	3+0+3	
IV	DSCC C4	4+0+4	4+2=6	OEC 4	3+0+0	3	SEC 1	1+0+2	1+1=2	Activity Based Course	1+0+2	1+1=2	Kannada 2	04	3+0+3	
	DSCC D4	4+0+4	4+2=6										MIL/MEL2	04	3+0+3	
													EVS	02	2+0+2	

EXIT OPTION WITH DIPLOMO (48 CREDITS)

NOTE: 1. Two Hours of Practical = Two Hours, **2.** Students per batch = Nineteen (in case of students above 20 -35 make two batches). **3.** Geography, Psychology, Criminology and other subjects to follow the GOK norms. **4.** IA means Assignment, Seminar, Class Room Presentation, Case studies, Participatory and Industry Integrated learning/Industrial visits , Practical activities/Academic events/Symposia, for Test, Group Discussion, Quiz, Workshop etc.

5. OE paper – Minimum intake of the students for OE is at the discretion of the principal or as per the government norms.

6. IA=C1-20, C2-20(40)

(Structure for the remaining semesters will be formulated in the upcoming BOS meetings.)

APPENDIX
DSCC 3: NEWS REPORTING AND ANALYSIS

Course Title and Code	DSCC 3: NEWS REPORTING AND ANALYSIS (With Practical)		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	III
Course Type	Core	Academic Year	2022-23

Pedagogy: Theory: 4hrs/week
Practical: 4hrs/week
Total: 6 credits
Theory Marks– 100 = 60 T + 40 IA
Practical Marks 50 = 25 T + 25 PR
Total Marks = 150

COURSE OBJECTIVES:

1. To introduce the concept of news.
2. To familiarize with reporting methods in general and reporting for print media in particular.
3. To educate about the types and techniques of reporting.

LEARNING OUTCOME:

1. To identify events and issues and turn them into news.
2. To make use of the skills and techniques in reporting.
3. To make use of career opportunities in reporting.

Unit-I

News: Definitions, nature, concepts, elements and values. Sources of news: Types of sources: News agencies and internet as a source. Techniques of news gathering; Wire service and news flow; Structure and components of news story; News writing skills; Finding story ideas; Inverted pyramid and other styles; Leads and types of Leads in news story.

Unit-II

Reporter: Organisation of reporting section, Principles of reporting, functions, qualities, and responsibilities. Professional norms and ethics. Cultivation of news sources. Kinds of reporting: investigative, interpretative, in-depth, and narrative. Classification of reporting: Civic, political, crime, sports, business, court reporting, International reporting, mofussil, beat and weather reporting.

Unit-III

Types of news events: Speeches, seminars & conferences, press conferences, demonstrations, 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, television and broadcast interviews.

Unit-IV

Specialized reporting: Legislative, court, science and technology, defence, human rights, women and child, health, sports, tourism, education, financial reporting, agriculture, lifestyle, cinema and culture.

DSCC3 - NEWS REPORTING AND ANALYSIS(PRACTICAL COMPONENT)

1. Preparing the events news reports -05
(Events are held in your college/Campus/university)
2. Collect five different lead types from different newspapers-05
3. Revise and rewriting special news stories-05
4. Analyze the news stories appeared in newspaper with special interest-05
5. Preparation of press notes & press release-05
6. Press conference reports- 05
(Students is attending the press conference in your place and preparing the news reports)
7. Photographs and Captions-05
(Students have shooting any events in your college and given captions)
8. Features article: 02
(Students have to write a feature article their own choice topic)
9. Write an editorial on a current issue-02

Assignments

1. Analyze at least 5 newsworthy events for news elements
2. Interview any personalities of your choice
3. Write at least 5 news scripts of different types
4. 2 assignments of specialized reporting
5. 2 assignments each of crime, sports and political news

Books for Reference:

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.

DSE/ OE 3 – FEATURE WRITING AND FREELANCING

Course Title and Code	OE 3 – FEATURE WRITING AND FREELANCING		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	03	Semester	III
Course Type	Core	Academic Year	2022-23

Pedagogy: Theory: 3hrs/week
Total: 3 credits
Theory Marks– 60 + 40 IA (C1-20+C2-20)
Total Marks = 100

COURSE OBJECTIVE:

1. To introduce various aspects of Feature Writing.
2. To familiarize with trends in Feature Writing and Freelancing.
3. To impart skills in news / feature writing.

LEARNING OUTCOME:

1. To write features for print media.
2. To use professional skills in structuring and presenting features.
3. To write with social concern.

UNIT I - Feature: Definition and Characteristics – Structure of a Feature Difference between news, features, articles and columns– Process and techniques of feature writing, feature headlines, Sources of Feature, Feature Syndicates.

UNIT II – Types of features; Different feature articles – science feature, news feature, cultural feature, environmental feature, lifestyle feature; Modern trends in feature writing; Reviews and its Types – Film, Theatre and Book.

UNIT III - Freelancing – Meaning, Definition and Scope of Freelancing, Freelancing as a profession, Qualities of a Freelancer, Trends in Freelancing, Legal and ethical aspects of freelancing, Scope of freelancing in print and electronic media, freelancing in online media

Books for reference:

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing – C A Sheenfeld
3. Modern Feature Writing – H F Harrington and Elmer Scott Watson
4. Writing Feature Articles – A Practical Guide to methods and Markets –Hennessey
5. Before My Eyes: Film Criticism and Comment –Kauffmann
6. Beyond the Facts – A Guide to the Art of Feature Writing
7. Freelancing – R K Murthy
8. Suddiyashte Alla – Niranjana Vanalli

DSCC 4: NEWS PROCESSING AND EDITING

Course Title and Code	DSCC 4: NEWS PROCESSING AND EDITING (With Practical)		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	06	Semester	IV
Course Type	Core	Academic Year	2022-23

Pedagogy: Theory: 4hrs/week

Practical: 4hrs/week

Total: 6 credits

Theory Marks– 100 = 60 T + 40 IA (C1-20+C2-20)

Practical Marks 50 = 25 T + 25 PR

Total Marks = 150

COURSE OBJECTIVE:

1. To introduce the basics of editing and publication.
2. To provide an overview of the editing process.
3. To train in writing and editing techniques.

LEARNING OUTCOME:

1. To understand editing and publication process.
2. To write and edit news stories.
3. To design newspaper / magazine pages.

Unit-I

Introduction: Editing- Definitions, importance, principles, functions and techniques of editing. Types of editing; Editing in the age of convergence and software application; Importance of design in print media, Visualizing a page; Types of designs; Designing special supplements; Data and Information graphics; Editing and ethics; Style sheet.

Unit-II

Techniques of Editing: Editorial Page; Editorial writing and its significance; Types of Editorials;, Op-ed Page, Letters to the Editor, Middles; Headlines – functions and types; Photo Editing and Caption Writing; Column writing and types of columns; Ethical Aspects of Editing

Unit-III

Concept of Newspaper Design: Types of Newspaper Layouts, Principles of Designing, Style Sheet, Dummy; Front Page Design, Pagination software; Trends in pagination; Translation - Meaning, Principles, Techniques and Types.

Unit-IV

Newsroom Setup: Organizational structure and functions of a typical newsroom; Editor; Role and responsibilities of an Editor; Executive Editor; News Editor; Chief Sub-editor, Sub-editor, Sections in editorial. Editing supplements

PRACTICAL COMPONENT:

1. Write an editorial on any current issue.
2. Write a letter to the editor about any civic issues.
3. Translate a news report from a Source Language to Target Language.
4. Choose 5 news stories and provide suitable headlines.
5. Capture 5 photographs & caption them.

Assignments:

- 1) Editing at least 5 stories
- 2) Rewriting at least 5 poorly written stories
- 3) Headline writing and caption writing exercises
- 4) Designing news paper and magazine pages
- 5) Editing at least 5 wire service stories; Rewriting poorly drafted copies

Books for Reference:

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 Shrivastva: Sterling Publishers Private Limited
8. Computer Application for Journalism by Rahul Singhai: EssEss Publication
9. Editing: A handbook for Journalists by T J S George; IIMC Publication
10. Editing by B N Ahuja and S Schhabra: Surjeet Publication

DSE (OE) 4: TRANSLATION FOR MEDIA

Course Title and Code	OE-4 Translation for Media		
Programme Title	Bachelor of Arts in Journalism and Mass Communication		
Credits	03	Semester	IV
Course Type	Core	Academic Year	2022-23

Pedagogy:

Theory: 3 hrs/week

Total: 3 credits

Theory Marks– 60 +40 IA(C1-20+C2-20)

Total Marks = 100

COURSE OBJECTIVE:

1. To examine journalistic discourse.
2. To focus on differences in language use in print media.
3. To follow current print media and practice translating media texts and build journalistic terminology.

LEARNING OUTCOME:

1. Students will be able to translate print media news items.
2. Differentiate different text types in media such as news, articles, and advertisements.
3. To compare the various discourses in different types of media texts.

UNIT I - Translation: Meaning, Definition, Nature, Scope and Significance; Principles and Techniques of Translation; Difference between literary translation and translation for media; Tools for translation

UNIT II – Process of Translation: Source language, Target Language, Co-ordination, Guidelines for Translation; Free, Paraphrasing, Summarized, Semantic and Word to Word Translation. Machine translators

UNIT III – Types of Translation: Legal, Literary, Administrative, Technical, Medical, Business and Scientific Translation; Qualities of a translator; Challenges of translation from English to regional languages and vice versa; Trends in media translations, Difference between print and electronic media translations

Books for reference:

1. Understanding Media: Marshall Mchuhan – Pub: Rantidge Classics.
2. Language the Basics: R. L. Tansk
3. Semiotics: The Basics: Divid Chandar – Pub: Foundation Books, New Delhi.
4. Aspects of Language and Translation: Steiner G – Pub: Oxford University Press
5. The Scandals of Translation: Lawrence Venuti
6. Media and Translation – Christina Schaeffineo – Pub: Cambridge Scholars Publishing
7. Good Writing for Journalist – Angela Phillips – Sage Publications.

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