


BANGALORE UNIVERSITY
Department of Communication

Central Old Pareeksha Bhavana, Jnanabharathi Campus, Bangalore University, Bengaluru, 560056
Phone: 080 - 2296 1986 (off.) 944 87 88866/ email: chairmandocub@gmail.com

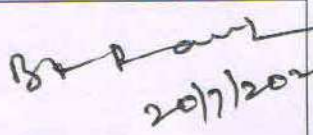


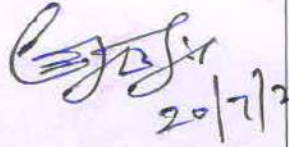
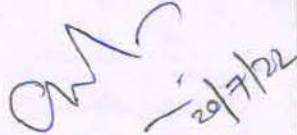
Dr. B K Ravi
PROFESSOR & CHAIRMAN








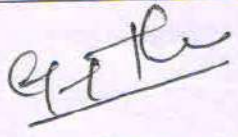
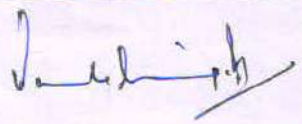
20/07/2022

PROCEEDINGS OF THE JOINT BOARD OF STUDIES

Proceedings of the Joint Board of Studies meeting held on 20/07/2022, in the Department of Communication, Old Pareeksha Bhavana Jnanabharathi Campus Bangalore University, Bengaluru, 560056.

Members Present:

SL. NO.	MEMBERS PRESENT	DESIGNATION	SIGNATURE
1.	Dr. B. K. Ravi CHAIRMAN	Professor & Chairman Dept. of Communication, Bangalore University Bangalore	 20/7/2022
2.	Dr. N. Sanjeeva Raja MEMBER	Associate Professor Dept. of Communication, Bangalore University Bangalore	 20/7/2022
3.	Dr. B. Shailashree MEMBER	Associate Professor Dept. of Communication, Bangalore University Bangalore	 20/7/22
4.	Dr. Onkar Kakade EXTERNAL MEMBER	Professor & Chairman, Department of Mass Communication & Journalism, Akkamahadevi Women University, Vijayapura	 20/7/22
5.	Dr. C.K. Puttaswamy EXTERNAL MEMBER	Professor & Chairman, Department of MCJ, University of Mysore, Manasagangothri, Mysore.	Joined online
6.	Dr. B. R. Mamatha, IAS EXTERNAL MEMBER	IG of Registrations and Commissioner of Stamps Government of Karnataka	Absent
7.	Dr. Asha Krishnaswamy EXTERNAL MEMBER	Renowned Journalist, Jayanagar, Bengaluru 11	Joined online
8.	Sri Ravi Hegde EXTERNAL MEMBER	Editor-in-Chief Kannada Prabha Crescent Road Bangalore -560001	 20/7/22

9.	Dr. Harsha Kumar EXTERNAL MEMBER	Assistant Professor & HOD Government First Grade College Vijaynagar, Bangalore -560040	
10.	Mr Jenin Raj S EXTERNAL MEMBER	Assistant Professor & Head of Department St Pauls College Bangalore	
11.	Fr. Jijo Manjacal EXTERNAL MEMBER	Vice Principal St Francis de Sales College Hebbagodi, Bangalore -560100	
12.	Dr. Mahesh D. EXTERNAL MEMBER	HOD, Department of Journalism Government Arts College Bangalore -560001	
13.	Dr. Sharadha EXTERNAL MEMBER	Assistant Professor NMKRV College Jaynagar, Bangalore	
14.	Ms Ashwini EXTERNAL MEMBER	Assistant Professor & HOD Government First Grade College Channapatna	Absent.
15.	Ms. Shruthi BC SPECIAL INVITEE	Assistant Professor & HOD Surana College Basavanagudi, Bangalore- 560004. 80905000654	
16.	Mr. Lazarus Lepcha SPECIAL INVITEE	Head Of Department Department of Journalism and Mass Communication, Loyola Degree College, Bangalore	
17.	Ms. Gayathri SPECIAL INVITEE	Assistant Professor & HOD Department of Journalism and Mass Communication, Oxford College, Bangalore	
18.	Dr. Vasundara Priyadarshini Mahadev SPECIAL INVITEE	Associate Professor Dept. of Communication, Bangalore University Bangalore	
19.	Ms Uma Gopal SPECIAL INVITEE	Assistant Professor CHRIST Academy Institute For Advanced Studies Bangalore	Absent

The meeting of BOS (Board of studies) in Communication was held on 20th July , 2022 in the Department of Communication at 11:00am. The Chairman extended a warm welcome to the members to the meeting. Then the

board took up the agenda for discussion.





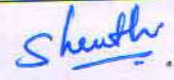

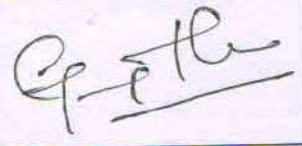
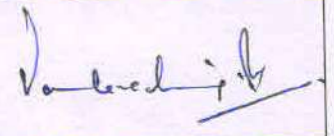
1. The Joint Board of studies unanimously approved the syllabus of 3rd and 4th Semester, Bachelor of Arts in Journalism and Mass Communication


2. The Joint Board of studies also unanimously approved the panel of examiners in UG & PG for the year 2022-2025

some of the members joined the meeting through ZOOM.

The Chairman of the Department then concluded the meeting and thanked all the members for attending the meeting.

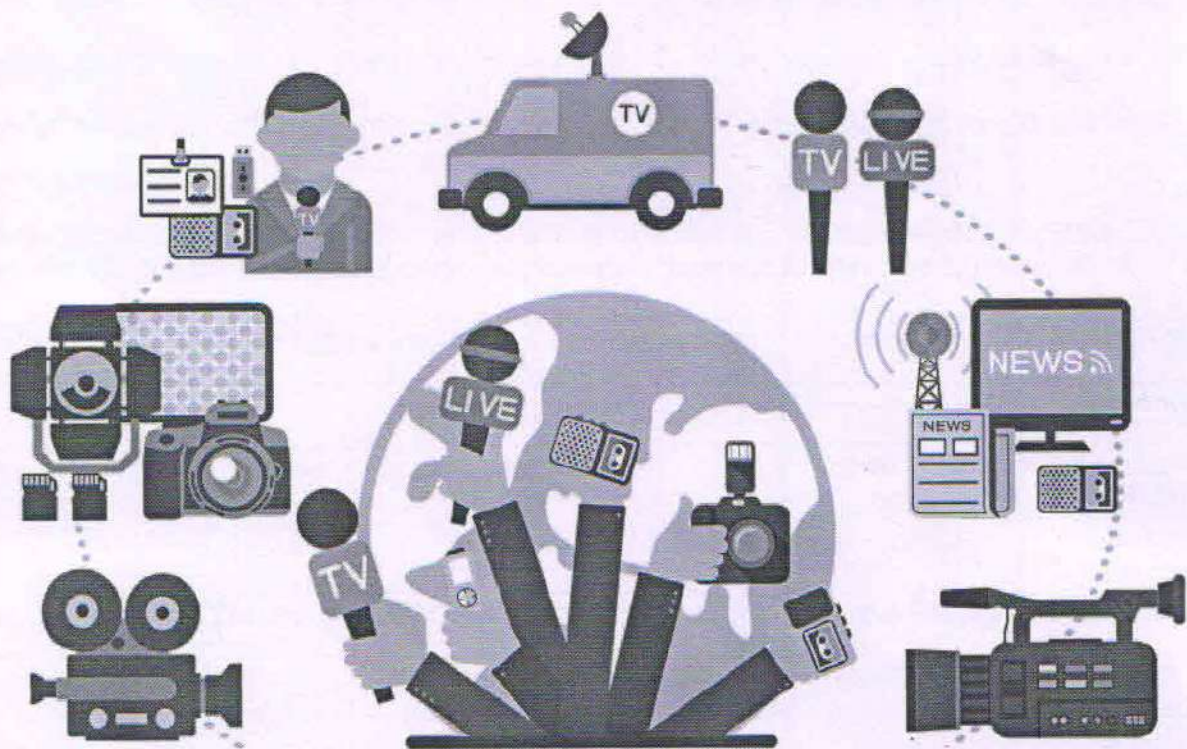
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3.	Dr. B. Shailashree MEMBER	Associate Professor Dept. of Communication, Bangalore University Bangalore	<i>B. Shailashree</i> 20/7/22
4.	Dr. Onkar Kakade EXTERNAL MEMBER	Professor & Chairman, Department of Mass Communication & Journalism, Akkamahadevi Women University, Vijayapura	<i>Onkar Kakade</i> 20/7/22
5.	Dr. C.K. Puttaswamy EXTERNAL MEMBER	Professor & Chairman, Department of MCJ, University of Mysore, Manasagangothri, Mysore.	Joined online
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CHAIRMAN 20/7/2022
Chairman

BANGALORE UNIVERSITY

JNANABHARATHI CAMPUS, BANGALORE-560056



SYLLABUS for III & IV SEMESTER

Under NEP-2020

For

**Bachelor of Arts
in
Journalism And Mass Communication**

EFFECTIVE FROM ACADEMIC YEAR (2022-23)

DEPARTMENT OF COMMUNICATION

BANGALORE UNIVERSITY, OLD PARIKSHA BHAVAN, JNANABHARATHI CAMPUS
BANGALORE-560056

SEMESTER III

NEWS REPORTING AND ANALYSIS

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.

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

Course Content:

Unit-1

News: definitions, nature, concepts, elements, and values. Sources of news: Types of sources, 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 ethic, cultivation of news sources. Kinds of reporting: investigative, interpretative, in-depth, and narrative. Classification of reporters: Civic, political, sports, commerce, legal, foreign correspondent, mofussil, beat and general 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 and broadcast interviews.

Unit-IV

Specialized reporting: Legislative, court, science and technology, defence, human rights, women, health, tourism, education, financial reporting, agriculture, cultural events.

Practical Paper

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 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. **Write the following news items already published in the different newspapers.**

Press notes-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 & technology-2, environmental issues-2, Suicide-2, Women Issues-2, Health-2, Agriculture-2, investigative-2, defence-2, human rights-2, tourism-2, education-2, cultural events-2, Govt news-2.

References

- 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.

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.

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.

SEMESTER III
OPEN ELECTIVE

FEATURE WRITING AND FREELANCING

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.

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	2 hours/ week Theory 2 hours/ week Practical
Course Credits	03	Academic Year	2021-22 Batch

Course Content:

Unit-1

Feature: Definition and characteristics, process and techniques of feature writing, language and structure of a feature, difference between news and features, finding feature stories, research in writing feature stories, articles, and writing personal columns, feature headlines, sources of feature, feature syndicates

Unit-II

Types of features: news features, profiles, human interest, science, cultural, environmental and travel sketches features, fashion. Modern trends in feature writing, commissioning features, reviews and its types – film, theatre and book.

Unit-III

Freelancing – Meaning, definition and scope of freelancing, qualities of a freelancer, trends in freelancing
The art of travel writing, historical subjects, personal narratives, food, fashion, and health. Legal and ethical aspects of freelancing.

Unit-IV

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 Component

OE- 3 - Feature Writing and Freelancing (2 Hour a week)

1. Write different types of features at least two each.
2. Write different headlines for 5 features.
3. Publish at least two features in any newspaper or magazine.
4. Re write any 2 published features.
5. One travel feature writing of their own

Reference books

- Alexander, L. (1982) *Beyond the Facts: A Guide to the Art of Feature Writing* (2nd ed.). Houston, Texas: Gulf Publishing Company.
- Boynton, R.S. (2005) *The New New Journalism: Conversations on Craft With America's Best Nonfiction Writers*. New York: Vintage Books.
- Blundell, W.E. (1988) *The Art and Craft of Feature Writing*. New York: Plume.
- Garrison, B. (2004) *Professional Feature Writing* (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc
- 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>
- Harrington, H.F. (1925) *Chats on Feature Writing*. New York and London: Harper & Brothers.
- Harrington, W. (1997) *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. Thousand Oaks: Sage.
- Pape, S., & Featherstone, S. (2006) *Feature Writing a Practical Introduction*. London: Sage Publications.
- Stephen John Tanner, Molly Kasinger, Nick Richardson (2009) *Feature Writing: Telling the Story*. Oxford University Press
- Williamson, D.R. (1977) *Feature Writing for Newspapers* (2nd ed.). New York: Hastings House

SEMESTER IV

NEWS PROCESSING AND EDITING

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.

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

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, types of designs. Designing special pages. Data and Information graphics. Editing and ethics. Style sheet.

Unit-II

Newsroom Setup: Structure and functions of a typical newsroom. Editor/executive editor, roles of editor, news editor, chief sub-editor, sub-editor, sections in editorial, supplements editing.

Unit-III

Editing terminologies: Mast head, deadline, firing of the page, going to bed, panels, folios, lead, writing headlines, different types of headlines, cross head, sub-head, kicker/deck, brief, bastardisation, tint, hamper, flyer, dummy, power jacket, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, imprint line, agency/wire services.

Unit-IV

Skills required: News judgment, mastery over language, art of playing with words, reading between the lines, interpretation in the context, giving perspective, creative headlines and fitting the news stories, selection and cropping of photographs, preparing the layout of the page, working with news stories, rewriting news stories.

Practical Paper

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

1. 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.
10. Rewriting poorly drafted copies.

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.

SEMESTER IV
OPEN ELECTIVE
TRANSLATION FOR MEDIA

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.

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	2 hours/ week Theory
			2 hours/ week Practical
Course Credits	03	Academic Year	2021-22 Batch

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

Unit-III

Types of Translation: Word to word, literal, 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

OE-4 - Translation for Media (2hrs / week)

1. News translations at least 5 exercises
2. Article translations at least 2 exercises
3. Translation of advertisement copies- 3
4. Giving headlines to translated stories- 3
5. Translation of current news from English to Kannada vice-versa or re-write the current news

Reference books

- Bassnett, S. & Bielsa, E.** (2009) Translation in Global News. London: Routledge.
- Bassnett, S.** (2004) 'Trusting the Reporters: Translation and the News' The Linguist.
- Cronin, M** (2013). Translation in the Digital Age. Oxton and New York: Routledge.
- Delabastita, D.** (1989) 'Translation and Mass Communication: Film and Tv Translation as Evidence of Cultural Dynamics' Babel.
- Diaz Cinta, J.**(2007) Audiovisual Translation: Subtitling. Manchester: St.Jerome.
- Esser, A., Bernal-Merino, M. and Smith, I** (2015). Media across borders: localizing TV, film, and video games. New York: Routledge.
- Friedrich, H.** (1992).On the Art of Translation.
- Gadamer, H. G.** (1989). Introduction. In J. Biguenet and R. Schulte (Eds.), The Craft of Translation. Chicago: U of Chicago Press
- Jain R.** (1995). Machine vision. London: McGraw Hill Books Company Ltd.
- R. L. Trask and Bill Mayblin:** Introducing Linguistics: A Graphic Guide

R. L. Trask
Chairman 20/7/2022

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