

KUVEMPU UNIVERSITY
Department of Journalism and Mass Communication

**Syllabus for the Four-Year Undergraduate
Multidisciplinary Programme (Honours)**

JOURNALISM AND MASS COMMUNICATION

SEMESTER III & IV

SCHEME OF EXAMINATION

(Discipline Core [DSC], Discipline Elective [DSE], Open Elective [OE] Vocational [VOC] Courses)

Sem.	Code No.	Paper	Theory Exam Marks*	Internal			Total	Credits
				IA Test	Assignments	Practical		
III	KUJMC DSC-3	News Reporting and Analysis	60	20	20	-	100	4
		News Reporting and Analysis (P)	-	-	-	50	50	2
	KUJMC OE-3	Feature Writing and Freelancing	60	20	20	-	100	3
IV	KUJMC DSC-4	News Processing and Editing	60	20	20	-	100	4
		News Processing and Editing (P)	-	-	-	50	50	2
	KUJMC OE-4	Translation for Media	60	20	20	-	100	3

Under NEP 2020, Based on the

**KARNATAKA STATE HIGHER
EDUCATION COUNCIL MODEL**

Bachelor of Arts in Journalism and Mass Communication

Semester III: (Discipline Core)

KUJMC DSC3. NEWS REPORTING AND ANALYSIS

Course Name	News Reporting and Analysis		Contact hours	4 hrs/w - Theory	
				4 hrs/w - 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 Outcomes: On completion of the course, the student will be able to:

- ❖ *Organize and articulate new stories understanding the concepts, structure, and types of news.*
- ❖ *Understand the importance of sources and types of information that provide the basis for newsstories.*
- ❖ *Formulate skills for news selection, processing, prioritizing and writing.*

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 ethics. Finding news sources. Kinds of reporting: investigative, interpretative, in-depth, and narrative.

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. Beats: Civic, political, sports, commerce, legal, foreign correspondent, mofussil, beat and general reporting.

GUIDELINES FOR SEMINAR / ASSIGNMENTS (FOR 20 MARKS)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

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

- 1. Event reporting** - Students have to identify any one major event and provide a detailed news report on it.
- 2. Press conference** - Have to attend the press conference and prepare a report based on it.
- 3. Press Notes** - Get any two Press Notes from your local news media and prepare the news item.
- 4. Interview news story** - Conduct at least one interview of a person to write a news story on an important topic.
- 5. Rewrite any five news items already published in the different newspapers.**

Note: Each student shall compulsorily maintain assignments and record book, submit the same at the end of the semester to the Department.

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: A handbook for media writers and editors*. 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). New York: Bedford / St. Martin's.
- 5 Lorenz, Alfred L, and John Vivian (1995). *News: Reporting and Writing*. Pearson Education.
- 6 Izard, Ralph S. (1994). *Fundamentals of News Reporting*, 6th edition. Iowa: Kendall/Hunt.
- 7 Melvin Mencher (2010). *News Reporting and Writing*, 12th Ed. New York: McGraw-Hill.
- 8 The Missouri Group (2014). *News Reporting and Writing*, 11th edition, New York: 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.

Bachelor of Arts in Journalism and Mass Communication

Semester III: (Open Elective)

KUJMC OE-3. FEATURE WRITING AND FREELANCING

Course Name	Feature Writing and Freelancing			Contact hours	3 hr/week - Theory
Course Credits	03			Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	NIL

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

- ❖ Organize and articulate feature stories understanding the concepts, structure, and types of features.
- ❖ Write different types of feature stories, and get published.
- ❖ Write different types of feature stories

Course Content:

Unit-1 Feature: Definition and characteristics, process and techniques of feature writing, language and structure of a feature, feature headlines, sources of feature, difference between news and features, writing articles, and personal columns, feature syndicates.

Unit-II Types of features: news features, profiles, human interest, science, cultural, environmental, fashion and travel features. Modern trends in feature writing, Writing reviews and types of review—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.

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.

GUIDELINES FOR SEMINAR / ASSIGNMENTS (FOR 20 MARKS)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

Reference

- 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 Friedlander, Jay & Lee, John (eds.). (2010). *Feature writing for newspapers and magazines: The pursuit of excellence* (6th Ed). London: Allyn & Bacon
- 4 Garrison, B. (2004) *Professional Feature Writing* (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc
- 5 Pape, S., & Featherstone, S. (2006) *Feature Writing a Practical Introduction*. London: Sage Publications.
- 6 Phillips, Angela. (2007). *Good Writing for Journalists*. New Delhi: Sage
- 7 Rao, Meera Raghavendra. (2010). *Feature writing*. New Delhi: Prentice Hall of India
- 8 Tanner, Stephen & Molly Kasinger, Nick Richardson (2018). *Feature writing: Telling the story*. USA: Oxford University Press
- 9 Williamson, D.R. (1977). *Feature Writing for Newspapers* (2nd ed.). New York: Hastings House
- 10 Wheeler, Sharon. (2019). *Feature writing for journalists*. London: Routledge

Bachelor of Arts in Journalism and Mass Communication

Semester IV: (Discipline Core)

KUJMC DSC-4. NEWS PROCESSING AND EDITING

Course Name	News Processing and Editing		Contact hours	4 hrs/w - Theory	
				4 hrs/w - 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 Outcomes: On completion of the course, the student will be able to:

- ❖ Write clear and accurate headlines, decks, and captions.
- ❖ Design basic news pages. Understand the basic ethical issues confronting editors.
- ❖ Edit copy precisely and consistently, without flaws.

Course Content:

Unit-1 Introduction: Editing, types, principles, functions, and techniques of editing. Editing in the digital age. Importance of design in print media, visualizing a page, types of designs. Designing special pages. Data and Information graphics. Editorial ethics. Style sheet. Typography.

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, dateline, 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 Editing Skills: 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.

GUIDELINES FOR SEMINAR / ASSIGNMENTS (FOR 20 MARKS)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

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

1. Editing copies with spelling mistakes and redundancies.
2. Giving headlines for news stories.
3. Designing a dummy newspaper.
4. Writing editorials.
5. Rewriting poorly drafted copies.

Note: Each student shall compulsorily maintain assignments and record book, submit the same at the end of the semester to the Department.

Reference

- 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*. 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*. NY: Three Rivers Press.
- 9 Michael O. Ukonu (2013). *News Editing and Design*. Nsukka: Grand Heritage Global Communications.
- 10 Strunk, William, Jr. and E. B. White (1978). *Elements of Style*, 3rd edition. Macmillan Publishing Company.

Bachelor of Arts in Journalism and Mass Communication

Semester IV: (Open Elective)

KUJMC OE-4. TRANSLATION FOR MEDIA

Course Name	Translation for Media			Contact hours	3 hr /week Theory
Course Credits	03			Academic Year	2021-22 Batch
CIE Marks	40	SE Exam Marks	60	Practical Marks	NIL

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

- ❖ Translate the given stories keeping in mind the requirements of the client.
- ❖ Understand the difference between translations for various media.
- ❖ Gain a mastery over the techniques of translation.

Course Content:

Unit-1 Translation: Meaning, definition, nature, scope. Significance of translation in media. The cultural and traditional roles of language in the society. Translation problems - between Indian languages and English. Impact of Technology - Machine / Computerized translation. Transliteration vs. Translation.

Unit-II Process and techniques of Translation: Source language, target language. Problems associated with the translation of Poetry, drama, scientific, technical, medical and legal documents. Common errors and avoiding them in translation. Solutions in Translation - Providing glossary, footnotes, adopting original terminology.

Unit-III Types of Translation: Word to word, literal, free, paraphrasing. The Translator's license. Creative translation or Transcreation. Domestication of the global text or foreignization of a local text in translation. Double Translation: Translation of the translation (Eg. German to English and then English to Indian language). Translation for special audience – children, professionals etc.

Unit-IV Translation in Media: Translation of news, features, ad copies. Modern trends in media translations. Role of translators in dubbing, remaking, sub titling. Translating and scripting based on the style of actors, bringing cinematic or dramatic style. Tasks, roles and responsibilities of a Translator. Extempore translation and vocal skills.

GUIDELINES FOR SEMINAR / ASSIGNMENTS (FOR 20 MARKS)

There shall be four assignments carrying 5 marks each, or one seminar and two assignments. The assignments shall be based on the topics covered in this syllabus.

Reference

- 1 Bassnett, S. (2004). *Trusting the Reporters: Translation and the News*. The Linguist.
- 2 Biguenet, J and R. Schulte (Eds.), *The Craft of Translation*. Chicago: University of Chicago Press.
- 3 Cambridge University (2022). *Theories of Translation: The Nature of Translation*. Cambridge University Press.
- 4 Cronin, M. (2013). *Translation in the Digital Age*. New York: Routledge.
- 5 Delabastita, D. (1989). *Translation and Mass Communication: Film and TV Translation as Evidence of Cultural Dynamics*. Babel Publishers.
- 6 Diaz Cinta, J. (2007). *Audiovisual Translation: Subtitling*. Manchester: St. Jerome.
- 7 Hatim, B., and Mason, I. (1997). *The Translator as Communicator*. London/New York: Routledge.
- 8 Munday, J. (2016). *Introducing Translation Studies*. 4th ed. London/New York: Routledge.
- 9 Robinson, D., ed. (1997). *On the best kind of translator by St. Jerome*. *Western Translation Theory: From Herodotus to Nietzsche*. Manchester: St Jerome Publ.
- 10 Steven Rendall (1997). *The Translator's Task, Walter Benjamin*. English translation from - Traduction, terminologie, rédaction, vol. 10, no. 2, 1997.