



Bagalkot University,

(A State Public University of Govt. of Karnataka)

Jamkhandi

The Draft

Syllabus For

Master Of Arts

(Journalism And Mass Communication)

(III Semester)

**Adapted From RCU Belagavi Applicable From the
Academic Year 2024-25**

Department of Studies In Journalism & Mass Communication

PROGRAM STRUCTURE

Syllabus and Credits Structure under Choice Based Credit System [CBCS] General Degree for the Three Years B.A. with **Journalism and Mass communication** Undergraduate Programme with effect from 2024-25

III SEMESTER

Sem.	Type of Course	Course Code	Instruction hour per week (hrs)	Total hours of Syllabus / Sem.	Duration of Exam (hrs)	Formative Assessment Marks	Summative Assessment Marks	Total Marks	Credits
III	News Reporting And Analysis	126BAB03JO UDSC05T	04	56	02	40	60	100	04
	News Reporting And Analysis	126BAB03JO UDSC06L	04	52	03	25	25	50	02
	Feature Writing And Freelancing	126BAB03JO UOEC03T	03	42	02	40	60	100	03

Programme Specific Outcome (PSO):

Four year Integrated Course in Journalism and Mass Communication will bring in an overall familiarity of the field to the students. They should be proficient in theory and practice of the media in general.

- PSO-1** To launch students into the study of communication, media and journalism.
- PSO-2** To spark students' curiosity about the fields of communication, media and journalism.
- PSO-3** To prepare students for more complex and advanced-level courses in the subsequent Semesters
- PSO-4** To identify the distinct but overlapping nature of the fields of communication, media and journalism
- PSO-5** To describe the key concepts and ideas relating to communication, media and journalism
- PSO-6** To recognize the significance of changes in the practice of communication, media and journalism
- PSO-7** The programme should prepare the students as „ready to be recruited by the media houses, where the programme will ensure jobs to all the students who undergo this programme.
- PSO-8** The products of the programme are open for changes in the field, that happen time to time and cope up the new challenges.
- PSO-9** The programme ensures responsible citizens to the society as a product.
The programme will facilitate job opportunities for all those who invest four years in attending this programme.
- PSO-10** The programme ensures that the products of the programme are not only good in technology but also respect the ethics of the field.

**B.A III
SEMESTER
SYLLABUS**

B.A. Semester – III
DSC-1: News Reporting And Analysis (Theory)
(CORSE CODE: 126BAB03JOU DSC05T)

Course Outcome (CO):

After completion of course (Theory), students will be able to:

- CO1.** To give a glimpse of writing for media and develop an interest in writing
- CO2.** Equip the students with new trends in Media Writing.
- CO3.** To identify events and issues and turn them into news.
- CO4.** To make use of the skills and techniques in reporting.
- CO5.** To make use of career opportunities in reporting.
- CO6.** To Introduce students to the skills of writing for the print media.
- CO7.** To Introduce students to specialized reporting skills and reporting analysis.

DSC-03: 013JMC011- Paper: I- NEWS REPORTING AND ANALYSIS	Total Hrs: 56
Unit-I	14 hrs
News: Definitions, nature, concepts, elements and values. Sources of news: News agencies and internet as a source. Structure and components of news story; News writing skills; Inverted pyramid and other styles; Leads and types of Leads in news story.	
Unit-II	
Reporting: Organization of reporting section, Principles of reporting, functions, qualities, and responsibilities of reporter. Professional Ethics. Kinds of reporting: investigative, interpretative, in-depth, and narrative; Civic, political, crime, sports, business, court reporting, mofussil, beat and weather reporting.	14 hrs
Unit-III	

<p>Types of news events: Speeches, seminars & conferences, press conferences, agitations. Reporting governmental and non-governmental communications; Covering communal riots.</p> <p>Interviewing: principles, importance, techniques and types of news interviews, difference between print, television and broadcast interviews.</p>	<p>14 hrs</p>
<p>Unit-IV</p>	<p>14 hrs</p>
<p>Specialized reporting: Legislative, science and technology, defense, human rights, women and child, health, sports, tourism, education, financial reporting, agriculture, lifestyle, cinema and culture.</p>	

Books for Reference: English

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. **ಬಿ.ಎನ್. ರಂಗನಾಥರಾವ್**, ಪತ್ರಿಕೋದ್ಯಮ, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು.
12. **ಡಾ. ಖಿ ವಿ ಗುರುಪ್ರಸಾದ**, ಕ್ರೈಮ್ ರಿಪೋರ್ಟಿಂಗ್ , ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
13. **ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ**, ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
14. **ಎಮ್ ವಿ ಕಾಮತ್** ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
15. **ಡಾ. ಬಿ ಕೆ ರವಿ**, ಕನ್ನಡ ಜರ್ನಲಿಸಂ & ಟಿ ಎಸ್ ಅರ್, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
16. **ಡಾ. ಎ ಎಸ್ ಬಾಲಸುಬ್ರಹ್ಮಣ್ಯ**, ಎಂ ಎ ಜರ್ನಲಿಸಂ ನಂತರ ಮುಂದೇನು, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
17. **ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ**, ಪತ್ರಿಕೋದ್ಯಮ ವೃತ್ತಿ, ಪ್ರಾಸರಾಂಗ, ಮೈಸೂರು ವಿಶ್ವ ವಿದ್ಯಾಲಯ.

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)**

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

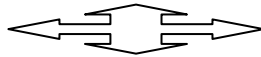
2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks
(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.



B.A. Semester – III

DSC 3: NEWS REPORTING AND ANALYSIS (PRACTICAL)

(COURSE CODE:126BAB03JOU DSC06L)

Course Outcome (CO):

After the completion of course (Practical), students will be able to:

- CO1.** To prepare the students as „ready to be recruited by the media houses“, where the programme will ensure jobs to all the students who undergo this programme.
- CO2.** Understand the programme and open for the changes in the field, that happen time to time and cope up the new challenges.
- CO3.** Ensures responsible citizens of the society as a product, will facilitate job opportunities for all those who completes the course.
- CO4.** Ensures that the products of the course are not only good in technology but also respects the ethics of the field.
- CO5.** Every students is expected to produce a practical journal at the end of the semester.

DSC-3 : NEWS REPORTING AND ANALYSIS (Practical) (Code: 013JMC012)		52hrs	
Practical Components			
<ol style="list-style-type: none"> 1. Preparing the news events reports -05 (Events are held in your college) 2. Collect five different types of lead 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) 6. Photographs and Captions-05 (Students have shooting any events in your college and given captions) 7. Features article: 02 (Students have to write a feature article their own choice topic) 8. Write an editorial on a current issue-02 			
Assignments			
<ol style="list-style-type: none"> 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 			
Distribution of marks			
Formative Assessment (IA)		Summative Assessment (Semester End Exam)	
1. Test:	10 Marks	1. Practical Exam:	15 Marks
2. Assignment :	10 Marks	2. Viva Voce :	05 Marks
3. Seminar:	05 Marks	3. Journal:	05 Marks
Total	25 marks	Total	25 marks

**QUESTION PAPER PATTERN FOR PRACTICAL EXAMINATION
RANI CHANNAMMA UNIVERSITY**

Duration:- 03 Hrs.

Marks:25

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Answer any three of the following. Each question carries four

marks

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3X5 = 15 Marks

01.

02.

03.

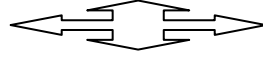
04.

05. Viva:

05 Marks

06. Journal:

05 Marks



Syllabus for B.A. – III Semester
OEC 003JMC051: Paper 3 – FEATURE WRITING AND FREELANCING
COURSE CODE: 126BAB03JOUOEC03T

Course Outcome (CO):

After completion of course, students will be able to:

- CO1.** To Introduce the students to the essentials of feature writing and freelancing
- CO2.** To create interest in freelancing.
- CO3.** To use professional skills in structuring and presenting features.
- CO4.** To write features for print media.
- CO5.** To write with social concern.

OEC- 1 : FEATURE WRITING AND FREELANCING (Code: 003JMC051)	Total Hrs: 42
Unit-I	14 hrs
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	14 hrs
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	14 hrs
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	

Recommended Books/References

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. ಸುದ್ದಿಯಷ್ಟೆ ಅಲ್ಲ, ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು. 570023
9. ನುಡಿಚಿತ್ರ ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು. 570023
10. ನುಡಿರಂಜನ, ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು. 570023
11. ಫಿಲಾಯನ್ ಪತ್ರಿಕೋದ್ಯಮ, ಡಾ. ನಿರಂಜನ ವಾನಳ್ಳಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು.570023.

Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 th Week
Written test-2	10%	1 hr	12 th Week
Seminar	10%	10 minutes	--
Case study / Assignment / Field work / Project work/ Activity	10%	-----	--
Total	40% of the maximum marks allotted for the paper		

**GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC
(60 marks for semester end Examination with 2 hrs duration)**

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weight age shall be given to each unit based on number of hours prescribed.

