



Government of Karnataka

Curriculum Framework for Four-Year Undergraduate Multidisciplinary Programme (Honours) & Master Programme in Colleges and Universities of Karnataka State Under NEP 2020.



**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
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14	Ravikumar , Principal Editor, News First TV	Member
15	Jyothi -social media	Member
16	Diwakar , New Editor, Public T. V	Member
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18	Rajani B. , Special Officer, Karnataka State Higher Education Council	



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Model Curriculum

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 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-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 for 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.

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 Textbooks	
1	Bill Kovach and Tom Rosenstiel , (2001) <i>The Elements of Journalism</i> , Three Rivers Press.
2	Brooks, B. S., Pinson, J. L., & Wilson, J. G. (2013). "Writing as a Journalist," chapter 11 in <i>Working with words: A handbook for media writers and editors</i> . Boston; New York: Bedford/St. Martin's.
3	Deborah Potter , (2006) <i>Handbook of Independent Journalism</i> , 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 <i>News reporting and writing</i> (11th edition). Boston; New York: Bedford / St. Martin's.
5	Lorenz, Alfred L, and John Vivian. (1995) <i>News: Reporting and Writing</i> Pearson Education POD.
6	Izard, Ralph S. (1994) <i>Fundamentals of News Reporting</i> , 6th edition. Dubuque, Iowa: Kendall/Hunt.
7	Melvin Mencher , (2010), <i>News Reporting and Writing</i> , 12th Ed McGraw-Hill, New York.
8	The Missouri Group. (2014) <i>News Reporting and Writing</i> , 11th edition, Bedford-St. Martin.
9	Steward, Charles J., and William B. Cash, Jr. (2003) <i>Interviewing: Principles and Practices</i> ; Boston: McGraw-Hill.
10	Tompkins, A. (2012). The art of the interview. In <i>Aim for the heart: Write, shoot, report and produce for TV and multimedia</i> (pp. 77-96). Washington, D.C.: CQ Press.

Date:

Subject Committee Chairperson



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Model Curriculum

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 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-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 for OE- 3 - Feature Writing and Freelancing (2 hrs/ 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

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	Blundell, W.E. (1988) The Art and Craft of Feature Writing. New York: Plume.
4	Garrison, B. (2004) Professional Feature Writing (4th ed.) Mahwah, NJ: Lawrence Erlbaum Assoc Inc
5	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
6	Harrington, H.F. (1925) Chats on Feature Writing. New York and London: Harper & Brothers.
7	Harrington, W. (1997) Intimate Journalism: The Art and Craft of Reporting Everyday Life. Thousand Oaks: Sage.
8	Pape, S., & Featherstone, S. (2006) Feature Writing a Practical Introduction. London: Sage Publications.
9	Stephen John Tanner, Molly Kasinger, Nick Richardson (2009) Feature Writing: Telling the Story. Oxford University Press
10	Williamson, D.R. (1977) Feature Writing for Newspapers (2nd ed.). New York: Hastings House

Date:

Subject Committee Chairperson