



**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
JNANASAGARA CAMPUS, BALLARI-583105

**Department of Studies in  
Journalism and Mass Communication**

**II Semester Syllabus**

Bachelor of Arts

With effect from 2021-22 onwards

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	News Writing and Reporting	DSC 4	3	5,6
	Feature Writing and Freelancing	OEC 2	3	7,8

### DSC 3: Computer applications for media

<b>Course Title: Computer applications for media</b>	<b>Course code: 21BA2C3JC3</b>
<b>Total Contact Hours: 42 hours</b>	<b>Course Credits: 3</b>
<b>Internal Assessment Marks: 40</b>	<b>Duration of SEE: 3 hours</b>
<b>Semester End Examination Marks: 60</b>	

#### *Course Outcomes (CO's):*

**At the end of the course, students will be able to:**

1. Equip with a general understanding of computer basics for everyday use
2. Understand with basic knowledge of use of technology in Media Industry

#### *DSC 3: Computer applications for media*

Unit	Description	Hours
1	<b>Computer:</b> Evolution of computers, Generation of computers. Introduction to input and output devices-hardware and software (MS office and MS Publisher). Files and folders management.	12
2	<b>Various applications of computers in media:</b> Text, Graphics, Drawings; Animation; Audio and Video software-Adobe audition and Premier Pro, designing software, Media software and application, Media websites, digital paper and blogs and podcasts.	11
3	<b>Internet:</b> Evolution, concept, significance, elements, functions of Internet. Basics of e-mail, web browsers, search engines, basics of computer network—LAN, WAN. IP. Social media and their applications.	11
4	<b>Fundamentals of Multimedia:</b> Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media. Video conferencing, graphics and animation	11
5	<b>Practical:</b> Creating Power Point Presentation using Multimedia tools, Designing an e newspaper page, Creating a blog with a content of your choice, Record content of your choice using audio-recording software	11

**References:**

1. Sunder, R., 2000. Computers Today Ed.2, John Wiley,
2. Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
3. Chapman and Chapman, Digital Multimedia, Wiley Publication.
4. James C. Foust, Online Journalism: Principles and Practices of News for the Web. Scottsdale, AZ: Holcomb Hathaway.
5. Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace, New York: Free Press, 1997
6. Macintosh, Advanced Adobe photoshop, Adobe publishers.
7. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
8. Smith, Gene. Tagging: People-powered Metadata for the Social Web,

**Indianapolis, Indiana: New Riders Press, 2008**

- 9. Fundamentals of Computers by Rajaraman, Publisher: Prentice Hall of India, NewDelhi**
- 10. Data Communication & Computer Network by White, Publisher: Thomas Learning, Bombay**
- 11. Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay.**
- 12. Computer Fundamentals by B.Ram, New Age Int**
- 13. Computer Fundamentals by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2ndEdition,**

## DSC 4: News Writing and Reporting

<b>Course Title: News Writing and Reporting</b>	<b>Course code: 21BA2C4JC4</b>
<b>Total Contact Hours: 42 hours</b>	<b>Course Credits: 3</b>
<b>Internal Assessment Marks: 40</b>	<b>Duration of SEE: 3 hours</b>
<b>Semester End Examination Marks: 60</b>	

### *Course Outcomes (CO's):*

**At the end of the course, students will be able to:**

1. Understand the nature of reporting, news values and quality of reporting
2. Introduce to different types skills of reporting and their importance

### *DSC 4: News Writing and Reporting*

<b>Unit</b>	<b>Description</b>	<b>Hours</b>
1	The News: Meaning, Principles of News: Changing value of news. Are the five W's And 1 H News Value. News writing techniques; lead and body, organizing story, sources.	12
2	Sources of News: Traditional sources, media sources, cross media sources including – radio, T.V., and internet. News is what newspaper man make it- Gate keeping and news making process.	11
3	Meaning and Nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting – Process of Accreditation from Central and State Governments	11
4	Branches of Reporting: Crime, Speech, Sports, Foreign, Accidents, Budget, Environment, Citizen, Development; Reporting Executive – Legislature – Judiciary; Investigative Reporting. Objectivity in Reporting – Advocacy Reporting, Ethics in Reporting.	11
5	Techniques of Reporting – Tools of News Gathering – Interview – Types and Techniques.	11

#### **References:**

1. News Reporting – B. N. Ahuja and S. S. Chhabra
2. News Writing and Reporting – Mames M Neal and Suzanne S Brown
3. Investigative Reporting and Editing – P. N. Williams
4. Reporting for the Print Media – F. Fedler
5. Reporting – Mitchell V Charnley
6. Depth Reporting – Neal Copple
7. Interpretive Reporting – D. D. Mach Dougal
8. Writing for the Mass Media – James Glen Stevall
9. Journalism – G. K. Puri
10. Journalists Hand Book – M. V. Kanath
11. Professional Journalism =- M. V. Kamath
12. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
13. Dateline Bhopal: A Newsman's Dairy of the Gas Disaster – A. Chishti
14. News Reporting and Editing – K. M. Srivastava
- 15. ₹wPsĀzıvĀ, - f.JEİ. gAUĒÁxgÁvı, PÁvĀzĀĒĀ ¥PĀ±Ē, " AU¼sgĀ.**

## OEC 2 : Feature Writing and Freelancing

<b>Course Title: Feature Writing and Freelancing</b>	<b>Course code: 21BA202JC2</b>
<b>Total Contact Hours: 42 hours</b>	<b>Course Credits: 3</b>
<b>Internal Assessment Marks: 40</b>	<b>Duration of SEE: 3 hours</b>
<b>Semester End Examination Marks: 60</b>	

### Course Outcomes (COs):

**At the end of the course, students will be able to:**

1. Understand how to develop valid feature ideas with reference to the current news agenda
2. Publish stories in newspapers, magazines or websites

## OEC 2 : Feature Writing and Freelancing

Unit	Description	Hours
1	<b>Basic of Feature Writing:</b> Definitions, Characteristics, Nature, Scope and Significance of Feature Writing, Qualifications of a Feature Writer, Differences between News, Features and Articles	12
2	<b>Differences between features and news story:</b> Differences between features and news story, features and articles, Writing feature stories.	11
3	<b>Fundamentals of Freelancing:</b> Meaning, Concept, Nature, Scope and Significance of Freelancing, Qualities of a Freelancer, Techniques of Freelancing.	11
4	<b>Contents of Freelancing</b> – Article, Feature, Profile, Interview, Review, Column, Criticism, Letters to Editor, Blogs, Tweets, and other forms of Freelancing, Challenges and Opportunities in Freelancing.	11
5	<b>Critical writing for mass media-</b> How to appreciate – Art, Cinema, Folk Arts, Theatre, Music, Books, Principles and Methods of writings Reviews.	11

### References

1. Louis Alexander Beyond the Facts
2. Christene Hall How to be a Freelance Journalist
3. R.K. Murthy Freelancing in India
4. Jogn Honenberg Professional Journalist
5. Robert Gunning – Techniques of clear writing.
6. J.G Stonell- Writing for MassMedia .
7. C.A Sheenfield- Effective Feature Writing.
8. Nelson R.P – Article Writing.
9. Stewart Harral – The Feature Writers Handbook.
10. Brain Nicholls – Features with Flair.
11. Gerald J Alfred and Others – Handbook of Technical Writing.
12. Tim Holmes, Liz Nice. (2012). Magazine Journalism. New Delhi: Sage
13. Wheeler, Sharon. (2009). Feature writing for journalists. London: Routledge.
14. Ganato, Len. (2006). Newspaper feature writing. New Delhi: Anmol Publications.
15. Gupta VS, Handbook of reporting & Communication Skills, Concept Publishing Company, New Delhi 2003

- 16. Susan Pape & Sue Featherstone, Newspaper Journalism, Sage Publications
- 17. «gAdE vAE½ ; ãAEi ¥wPzvi
- 18. ÆAUÆ °Uq viAzivã PEÄDI P (, A)
- 19. «gAdE vAE½ ÆiravU¼ã
- 20. «ãvviAzivã, "AU¼gã ; Æã=U¼ SÁ, V Pã®A
- 21. U¥ã®P¼μ °Uq, Qãqã ¥wPzviã, PEÄDI P viAzivã CPãq«ã "AU¼gã
- 22. CgãtPãivãg CŠã, ãCã dUzU® viãV®U®, PEÄDI P viAzivã CPãq«ã "AU¼gã
- 23. gWãEãx Z °, CAPt vAAiãU, PEÄDI P viAzivã CPãq«ã "AU¼gã

**BCS Question Paper Pattern for UG Semester End  
Examination with effect from the AY 2021-22**

**Languages /Discipline Core Courses (DSC) & Open Elective Courses  
(OEC)**

**Paper Code:**

**Paper Title:**

**Time: 3 Hours**

**Max. Marks: 60**

**Instruction:** Answer all Sections

**SECTION-A**

1. Answer the following sub-questions, each sub-question carries **ONE** mark. (10X1=10)a).

b).

c).

.

.

j).

**Note for Section-A:** Two sub-questions from each unit.

**SECTION-B**

Answer any **FOUR** of the following questions, each question carries **FIVE** marks. (4X5=20)2.

3.

4.

5.

6.

7.

**Note for Section-B:** Minimum One question from each unit (Q No 2 to 6) and remaining one question from unit II to V (Q.No. 7)

**SECTION-C**

Answer any **THREE** of the following questions, each question carries **TEN** marks. (3X10=30)8.

9.



10.

11.

12.

**Note for Section- C:** One question from each unit. Sub-questions such as 'a' and 'b' may be given for a question in section-C only.

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**The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under;**

<b>Sl.N.</b>	<b>Activities</b>	<b>C1 marks</b>	<b>C2 marks</b>	<b>Total IA Marks</b>
01	Session Test	15	15	30
02	Seminars/Presentations/Activity	05	-	05
03	Case study /Assignment / Fieldwork / Project work etc.	-	05	05
	<b>Total</b>	<b>20</b>	<b>20</b>	<b>40</b>

Suggested Continuous Assessment Session Test (Sl.No.01)(15 marks) (C1 & C2) question paper pattern:

**Paper Code:**

**Paper Title:**

**Time: 1 hour**

**Max Marks: 15**

**Instructions: Answer both the sections  
SECTION – A**

Answer any TWO of the following questions, each question carries FIVE marks

(2x5=10)

1.

2.

3.

4.

**SECTION – B**

Answer any TWO of the following questions, each question carries  
2.5 marks

(2x2.5=05)

5.

- a. ----- (2.5)
- b ----- (2.5)
- c.----- (2.5)
- d ----- (2.5)

**SEC & AECC Subjects**

**Paper Code:**

**Paper Title:**

**Time: 1 Hours**

**Max. Marks: 30**

*There shall be Theory examinations of **Multiple Choice Based Questions [MCQs]**with Question Paper of A, B, C and D Series at the end of each semester for AECCs (Environmental Studies and (ii) Constitution of India) and SECs (SEC-1: Digital Fluency, SEC-2: Artificial Intelligence, SEC-3: Cyber Security and SEC-4: Societal Communication) for the duration of One hour (First Fifteen Minutes for the Readiness of OMR and remaining Forty- Five Minutes for Answering thirty Questions). The Answer Paper is of OMR (Optical Mark Reader) Sheet.*

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