



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಳ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/SSL-394A/2022-23/1055

Date: 23 SEP 2022

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2022-23ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳಿಗೆ 3 ಮತ್ತು 4ನೇ ಸೆಮೆಸ್ಟರ್
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ
ಆದೇಶ ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ-1), ದಿ:7.8.2021.
2. ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯ ಸಭೆಯ ಠರಾವುಗಳ ದಿನಾಂಕ: 12.09.2022
3. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂ. 04, ದಿನಾಂಕ: 17.09.2022
4. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: 22-09-2022

ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2022-23ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಸಮಾಜವಿಜ್ಞಾನ ನಿಖಾಯದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸುಗಳ ರಾಷ್ಟ್ರೀಯ ಶಿಕ್ಷಣ ನೀತಿ
(NEP)-2020 ರಂತೆ 3 ಮತ್ತು 4ನೇ ಸೆಮೆಸ್ಟರ್‌ಗಳಿಗಾಗಿ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ
ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. www.kud.ac.in ಅಂತರ್ಜಾಲದಿಂದ ಡೌನ್‌ಲೋಡ
ಮಾಡಿಕೊಳ್ಳಲು ಸೂಚಿಸುತ್ತಾ, ವಿದ್ಯಾರ್ಥಿಗಳು ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ
ಕಾರ್ಯಪ್ರವೃತ್ತಿಗಳು ಕವಿವಿ ಅಧೀನದ / ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಅಡಕ: ಮೇಲಿನಂತೆ


ಕುಲಸಚಿವರು.

ಗೆ,

ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿ.ಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.
5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.



KARNATAK UNIVERSITY, DHARWAD

Four - Year B.A. (Hons.) Program

SYLLABUS FOR III & IV SEMESTER 2022-2023

Course: JOURNALISM AND MASS COMMUNICATION

DISCIPLINE SPECIFIC CORE COURSES (DSCC)

SEMESTER – III

DSCC Paper-1 Theory Code: 013JMC011:NEWS REPORTING AND ANALYSIS

DSCC - Practical Code:013JMC012: NEWS REPORTING AND ANALYSIS

OEC Paper: Theory Code: 013JMC051FEATURE WRITING AND FREELANCING

DISCIPLINE SPECIFIC CORE COURSES (DSCC)

SEMESTER – IV

DSCC Paper -1 Theory Code: 014JMC011: NEWS PROCESSING AND EDITING

DSCC: Practical Code: 014JMC012- NEWS PROCESSING AND EDITING

OEC Paper Code: 014JMC051: TRANSLATION FOR MEDIA

Effective from 2022-23

AS PER NE P - 2020

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	013JMC011	04	56	02	40	60	100	04
	News Reporting And Analysis	013JMC012	04	52	03	25	25	50	02
	Feature Writing And Freelancing	013JMC051	03	42	02	40	60	100	03
IV	News Processing And Editing	014JMC011	04	56	02	40	60	100	04
	News Processing And Editing	014JMC012	04	52	03	25	25	50	02
	Translation For Media	014JMC051	03	42	02	40	60	100	03

Karnatak University, Dharwad

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. Semester – III

DSCC-1 : News Reporting And Analysis (Theory) (Code: 013JMC011)

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.

DSCC03: 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	14 hrs
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.	
Unit-III	14 hrs
Types of news events: Speeches, seminars & conferences, press conferences, agitations. Reporting governmental and non-governmental communications; Covering communal riots. Interviewing: principles, importance, techniques and types of news interviews, difference between print, television and broadcast interviews.	
Unit-IV	14 hrs
Specialized reporting: Legislative, science and technology, defense, human rights, women and child, health, sports, tourism, education, financial reporting, agriculture, lifestyle, cinema and culture.	

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. **f. J. E. i. g. A. U. M. x. g. A. i.**, $\forall \text{MBE} \dot{\text{A}} \text{Z} \text{P} \dot{\text{A}}$, - $\text{P} \dot{\text{A}} \dot{\text{A}} \text{Z} \dot{\text{A}} \dot{\text{E}} \dot{\text{A}}$ $\forall \text{D} \dot{\text{A}} \dot{\text{E}} \dot{\text{A}}$ $\dot{\text{A}} \text{U} \text{M} \text{E} \text{g} \dot{\text{A}}$.
12. **q. A. R** « $\text{U} \dot{\text{I}} \text{N} \dot{\text{A}} \text{Z} \dot{\text{A}} \text{P} \dot{\text{E}} \dot{\text{I}}$ $\text{j} \forall \text{E} \dot{\text{A}} \text{n} \dot{\text{O}} \dot{\text{A}} \text{U} \dot{\text{i}}$, $\text{P} \dot{\text{E}} \dot{\text{A}} \dot{\text{O}} \dot{\text{I}}$ $\text{P} \dot{\text{A}} \dot{\text{A}} \text{Z} \dot{\text{P}} \dot{\text{A}}$ $\text{C} \text{P} \dot{\text{A}} \text{q} \dot{\text{K}} \dot{\text{A}}$ $\dot{\text{A}} \text{U} \text{M} \text{E} \text{g} \dot{\text{A}}$.
13. **U. E. A. P. P. A. E. A. E. O. A.** $\forall \text{MBE} \dot{\text{A}} \text{Z} \text{P} \dot{\text{A}}$, $\text{P} \dot{\text{E}} \dot{\text{A}} \dot{\text{O}} \dot{\text{I}}$ $\text{P} \dot{\text{A}} \dot{\text{A}} \text{Z} \dot{\text{P}} \dot{\text{A}}$ $\text{C} \text{P} \dot{\text{A}} \text{q} \dot{\text{K}} \dot{\text{A}}$ $\dot{\text{A}} \text{U} \text{M} \text{E} \text{g} \dot{\text{A}}$.
14. **J. A. A** « $\text{P} \dot{\text{A}} \dot{\text{A}} \text{V} \dot{\text{i}}$ $\text{a} \text{M} \dot{\text{U}} \forall \text{MBE} \dot{\text{A}} \text{Z} \text{P} \dot{\text{A}}$ $\text{P} \dot{\text{E}} \dot{\text{A}} \dot{\text{O}} \dot{\text{I}}$ $\text{P} \dot{\text{A}} \dot{\text{A}} \text{Z} \dot{\text{P}} \dot{\text{A}}$ $\text{C} \text{P} \dot{\text{A}} \text{q} \dot{\text{K}} \dot{\text{A}}$ $\dot{\text{A}} \text{U} \text{M} \text{E} \text{g} \dot{\text{A}}$.
15. **q. A. © P. E. g. A. P. A. A. d. E. D. °. A** & $\text{n} \text{J} \dot{\text{i}}$ $\text{C} \text{g} \dot{\text{i}}$, $\text{P} \dot{\text{E}} \dot{\text{A}} \dot{\text{O}} \dot{\text{I}}$ $\text{P} \dot{\text{A}} \dot{\text{A}} \text{Z} \dot{\text{P}} \dot{\text{A}}$ $\text{C} \text{P} \dot{\text{A}} \text{q} \dot{\text{K}} \dot{\text{A}}$ $\dot{\text{A}} \text{U} \text{M} \text{E} \text{g} \dot{\text{A}}$
16. **q. A. J J** $\dot{\text{i}}$ $\dot{\text{A}} \text{©} \text{,} \text{I} \text{S} \dot{\text{a}} \dot{\text{t}} \dot{\text{A}}$ $\text{J} \text{A} \text{J} \text{d} \text{E} \text{D} \text{°} \text{d} \text{A}$ $\text{E} \text{I} \text{A} \text{V} \dot{\text{g}} \dot{\text{A}}$ $\text{a} \dot{\text{A}} \text{A} \text{Z} \dot{\text{A}} \dot{\text{E}} \dot{\text{A}}$, $\text{P} \dot{\text{E}} \dot{\text{A}} \dot{\text{O}} \dot{\text{I}}$ $\text{P} \dot{\text{A}} \dot{\text{A}} \text{Z} \dot{\text{P}} \dot{\text{A}}$ $\text{C} \text{P} \dot{\text{A}} \text{q} \dot{\text{K}} \dot{\text{A}}$ $\dot{\text{A}} \text{U} \text{M} \text{E} \text{g} \dot{\text{A}}$
17. **q. A. g. A. d. E. A. A. E. A.** $\forall \text{MBE} \dot{\text{A}} \text{Z} \text{P} \dot{\text{A}}$ $\text{a} \text{M} \dot{\text{U}}$ $\forall \text{A} \text{g} \dot{\text{A}} \text{A} \text{U} \dot{\text{A}}$ $\text{a} \text{E} \text{,} \text{E} \text{g} \dot{\text{A}}$ « $\pm \dot{\text{A}}$ « $\text{Z} \dot{\text{A}} \dot{\text{I}} \text{©} \text{A} \dot{\text{i}}$.

**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

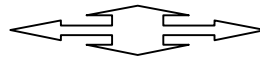
2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

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

DSCC3: NEWS REPORTING AND ANALYSIS (PRACTICAL) (Code: 013JMC012)

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.

Distribution of marks			
Formative Assessment (Internal Assessment)		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
KARNATAK UNIVERSITY, DHARWAD**

Duration:- 03 Hrs.

Marks:25

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*Answer any three of the following. Each question carries
four marks*

~~ಇಲ್ಲಿಂದ ಯಾವುದೇ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ 4 ಮಾರ್ಕುಗಳಿರುತ್ತವೆ. 3X5 = 15 ಮಾರ್ಕು~~

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 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	

B.A. Semester – IV

DSCC : NEWS PROCESSING AND EDITING (Theory) (Code: 014JMC011)

Course Outcome (CO):

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

CO1. Understand the basics of editing and publication process.

CO2. Provide an overview of the editing process.

CO3. Train in writing and editing techniques.

CO4. Write and edit news stories.

CO5. Design newspaper / magazine pages.

DSCC Paper-1 : NEWS PROCESSING AND EDITING (Theory) (Code: 014JMC011)	Total Hrs: 56
Unit-I:	14 hrs
Introduction: Editing- Meaning, Definitions, importance, principles, functions and techniques of editing. ; Importance of design in print media, Designing special supplements; Style sheet.	
Unit-II :	14 hrs
Editorial Page; Editorial writing and its significance; Types of Editorials;, Op-ed Page, Letters to the Editor, Middles; Headlines –Photo Editing and Caption Writing; Column writing and types of columns; Ethical Aspects of Editing	
Unit-III :	14 hrs
Concept of Newspaper Design: Types of Newspaper Layouts, Principles of Designing, Dummy; Front Page Design, Pagination software; Present Trends in pagination; Translation – Meaning, Principles, Techniques and Types.	
Unit-IV	14 hrs
Newsroom Setup: Organizational structure and functions of a typical newsroom; Editor; Role and responsibilities of an Editor; Executive Editor; News Editor; Chief Sub-editor, Sub-editor, Sections in editorial.	

B.A. Semester – IV

DSCC-4 : NEWS PROCESSING AND EDITING (Practical) (Code: 014JMC012)

Course Outcome (CO): After completion of course (Practical), students will be able to:

- CO1.** Prepare students to analyze and edit the pages of news paper.
- CO2.** Understand the skills of paginations.
- CO3.** Acquire skills to make news attractive and readable.
- CO4.** Write and edit news stories.
- CO5.** Every student is expected to produce a practical journal at the end of the

semester.

DSCC-4 : NEWS PROCESSING AND EDITING (Practical) (Code: 014JMC012)		52hrs
Practical Components		
<ol style="list-style-type: none"> 1. Write an editorial on any current issue. 2. Write a letter to the editor about any civic issues. 3. Translate a news report from a Source Language to Target Language. 4. Choose 5 news stories and provide suitable headlines. 5. Capture 5 photographs & caption them. <p style="text-align: center;">Assignments:</p> <p>Editing at least 5 stories Rewriting at least 5 poorly written stories Headline writing and caption writing exercises Designing news paper and magazine pages Editing at least 5 wire service stories; Rewriting poorly drafted copies</p>		
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 marks 25	Total marks	25

**QUESTION PAPER PATTERN FOR PRACTICAL EXAMINATION
KARNATAK UNIVERSITY, DHARWAD**

Duration:- 03 Hrs.

Marks:25

.....

Answer any three of the following. Each question carries four marks

3X5 = 15 Marks

01.

02.

03.

04.

05. Viva:

05 Marks

06. Journal:

05 Marks

B.A. Semester – IV

OEC Paper: TRANSLATION FOR MEDIA (OEC014JMC051)

Course Outcome (CO): After completion of course (Practical), students will be able to:

- CO1.** To examine journalistic discourse
- CO2.** To focus on differences in language used in print media.
- CO3.** To follow the current print media techniques of translation and practice the translating media texts and build journalistic terminology .
- CO4.** Students will be able to translate print media news items.
- CO5.** Differentiate different text types in media such as news, articles, and advertisements.

OEC014JMC051 :Paper 4- TRANSLATION FOR MEDIA	Total Hrs: 42
Unit-I:	14 hrs
Translation: Meaning, Definition, Nature, Scope and Significance; Principles and Techniques of Translation. Difference between literary translation and translation for media; Tools for translation.	
Unit-II :	14 hrs
Process of Translation: Source, language, Target Language, Co-ordination, Guidelines for Translation; Free, Paraphrasing, Summarized, Semantic and Word to Word Translation. Machine translators	
Unit-III :	14 hrs
Types of Translation: Literary, Administrative, Qualities of a translator; Challenges of translation from English to regional languages. Trends in media translations, Difference between print and electronic media translations.	

Books for reference:

1. Understanding Media: **Marshall Mchuhan** – Pub: Rantidge Classics.
2. Language the Basics: **R. L. Tansk**
3. Semiotics: The Basics: **Divid Chandar** – Pub: Foundation Books, New Delhi.
4. Aspects of Language and Translation: **Steiner G** – **Pub:** Oxford University Press
5. The Scandals of Translation: **Lawrence Venuti**
6. Media and Translation – **Christina Schaeffineo** – Pub: Cambridge Scholars Publishing
7. Good Writing for Journalist – **Angela Phillips** – Sage Publications.
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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.

