



RANI CHANNAMMA UNIVERSITY, BELAGAVI

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 N E P - 2020

RANI CHANNAMMA UNIVERSITY

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

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. ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಪತ್ರಿಕೋದ್ಯಮ, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು.
12. ಡಾ. ಖಿ ಎ ಗುರುಪ್ರಸಾದ, ಕ್ರೈಮ್ ರಿಪೋರ್ಟಿಂಗ್ , ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
13. ಗೋಪಾಲಕೃಷ್ಣ ಹೆಗಡೆ, ಕ್ರೀಡಾ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
14. ಎಮ್ ಎ 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

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.

DSCC-3 : NEWS REPORTING AND ANALYSIS (Practical) (Code: 013JMC012)		52hrs
Practical Components - Preparing the news events reports -05 (Events are held in your college) - Collect five different types of lead from different newspapers-05 - Revise and rewriting special news stories-05 - Analyze the news stories appeared in newspaper with special interest-05 - Preparation of press notes & press release-05 - Press conference reports- 05 (Students is attending the press conference in your place and preparing the news reports) - Photographs and Captions-05 (Students have shooting any events in your college and given captions) - Features article: 02 (Students have to write a feature article their own choice topic) - Write an editorial on a current issue-02 Assignments - Analyze at least 5 newsworthy events for news elements - Interview any personalities of your choice - Write at least 5 news scripts of different types 2 assignments of specialized reporting 2 assignments each of crime, sports and political news		
Distribution of marks		
Formative Assessment (IA) - Test: 10 Marks - Assignment : 10 Marks - Seminar: 05 Marks Total 25 marks	Summative Assessment (Semester End Exam) - Practical Exam: 15 Marks - Viva Voce : 05 Marks - Journal: 05 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

ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ನಾಲ್ಕು ಅಂಕಗಳು 3X5 = 15 Marks

01.

02.

03.

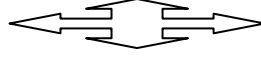
04.

05. Viva:

05 Marks

06. Journal:

05 Marks



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

Course 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

- How to Criticize books- **O Hinkle and J Henry**
- Effective Feature Writing – **C A Sheenfeld**
- Modern Feature Writing – **H F Harrington and Elmer Scott Watson**
- Writing Feature Articles – A Practical Guide to methods and Markets –**Hennessey**
- Before My Eyes: Film Criticism and Comment –**Kauffmann**
- Beyond the Facts – A Guide to the Art of Feature Writing
- Freelancing – **R K Murthy**
- ಸುದ್ದಿಯಷ್ಟೆ ಅಲ್ಲ, ಡಾ. ನಿರಂಜನ ವಾನ್‌ಶಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು. 570023
- ನುಡಿಚಿತ್ರ ಡಾ. ನಿರಂಜನ ವಾನ್‌ಶಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು. 570023
- ನುಡಿರಂಜನ, ಡಾ. ನಿರಂಜನ ವಾನ್‌ಶಿ, ವಿಸ್ಮಯ ಪ್ರಕಾಶನ #366 'ಮೌನ' ಎ ಮತ್ತು ಬಿ ಬ್ಲಾಕ್ ನವಿಲು ರಸ್ತೆ, ಮೈಸೂರು. 570023
- ಫಿಲಾಯನ್ಸ್ ಪತ್ರಿಕೋದ್ಯಮ, ಡಾ. ನಿರಂಜನ ವಾನ್‌ಶಿ, 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.



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.		

Recommended Books/References

1. The Elements of Editing: a modern guide for editors and journalists by Arthur

Plotnik: Collier Macmillan

2. Outline of Editing by **K M Joseph**: Anmol Publication
3. Advanced Journalism by **Adarsh Kumar Varma**: Har-Anand Publications Ltd
4. Words on Words by **John M Bremner**: Columbia University Press
5. The Glamour of Grammar: A Guide to Magic and Mystery of Practical English by **Roy Peter Clark**: Little, Brown company

6. Editing and Design by **Harold Evans**: William Heinemann Ltd
7. News Reporting and Editing by **K M Shrivastva**: Sterling Publishers Private Limited
8. Computer Application for Journalism by **Rahul Singhai**: EssEss Publication
9. Editing: A handbook for Journalists by **T J S George**; IIMC Publication
10. Editing by **B N Ahuja and S Schhabra**: Surjeet Publication.
11. ಎಮ್ ವಿ ಕಾಮತ್ ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು.
12. ಅರುಣಕುಮಾರ ಅಬ್ಬು, ಸುದ್ದಿ ಜಗದಗಲ ಮುಗಿಲಗಲ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
13. ರಘುನಾಥ ಚ ಹ, ಅಂಕಣ ವ್ಯಾಯೋಗ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
14. ಎಂ ವಿ ಕಾಮತ್, ವೃತ್ತಿ ಪತ್ರಿಕೋದ್ಯಮ, ಕರ್ನಾಟಕ ಮಾಧ್ಯಮ ಅಕಾಡೆಮಿ ಬೆಂಗಳೂರು
15. ಕೆ.ಜೆ.ಜೋಸೆಪ್, ಪತ್ರಿಕೋದ್ಯಮ ಪರಿಚಯ, ಪ್ರಸಾರಾಂಗ ಮೈಸೂರು,ವಿ.ವಿ, ಮೈಸೂರು
16. ಶಿವಾನಂದ ಜೋಶಿ,ಪತ್ರಿಕೋದ್ಯಮ:ವೃತ್ತಿ ಮಾರ್ಗದರ್ಶಿ, ಸವಿ ಸ್ನೇಹ ಪ್ರಕಾಶನ,ಹುಬ್ಬಳ್ಳಿ
17. ಜಿ.ಎನ್. ರಂಗನಾಥರಾವ್, ಪತ್ರಿಕೋದ್ಯಮ, - ಕಾಮಧೇನು ಪ್ರಕಾಶನ,ಬೆಂಗಳೂರು.

**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

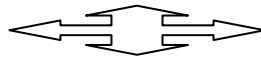
Part-C

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 – 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 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. Assignments: 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																		
Distribution of marks																		
Formative Assessment (IA) <table><tr><td>1. Test:</td><td>10 Marks</td></tr><tr><td>2. Assignment :</td><td>10 Marks</td></tr><tr><td>3. Seminar:</td><td>05 Marks</td></tr><tr><td>Total</td><td>25 marks</td></tr></table>		1. Test:	10 Marks	2. Assignment :	10 Marks	3. Seminar:	05 Marks	Total	25 marks	Summative Assessment (Semester End Exam) <table><tr><td>1.Practical Exam:</td><td>15 Marks</td></tr><tr><td>2. Viva Voce :</td><td>05 Marks</td></tr><tr><td>3. Journal:</td><td>05 Marks</td></tr><tr><td>Total</td><td>25 marks</td></tr></table>	1.Practical Exam:	15 Marks	2. Viva Voce :	05 Marks	3. Journal:	05 Marks	Total	25 marks
1. Test:	10 Marks																	
2. Assignment :	10 Marks																	
3. Seminar:	05 Marks																	
Total	25 marks																	
1.Practical Exam:	15 Marks																	
2. Viva Voce :	05 Marks																	
3. Journal:	05 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

ಯಾವುದಾದರೂ ಮೂರು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. ಪ್ರತಿಯೊಂದಕ್ಕೂ ನಾಲ್ಕು ಅಂಕಗಳು **3X5 = 15 Marks**

01.

02.

03.

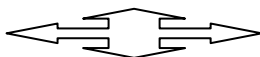
04.

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.
8. ಅಭಿವ್ಯಕ್ತಿಗಾಗಿ ಸಂವಹನ. ಅಮ್ಮ ಸಂದ್ರ ಸುರೇಶ, ಎಚ್.ಎಸ್.ಆರ್.ಎ ಪಬ್ಲಿಕೇಶನ್ಸ್.

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.

