

JOURNALISM – COURSE MATRIX

(NEP based Model Curriculum)

I Semester

SEM		TITLE OF THE PAPER	TEACHING HOURS	CREDITS	MAX MARKS	
					IA	T
I	1	Introduction to Journalism Concepts and Practices	4	4	40	60
		Practical –Journalistic writing skills	2	2	25	25
	2	Writing for Media (Open Electives)	3	3	40	60

II Semester

SEM		TITLE OF THE PAPER	TEACHING HOURS	CREDITS	MAX MARKS	
					IA	T
II	1	Computer Applications for Media	4	4	40	60
		Practical – Multimedia Skills	2	2	25	25
	2	Photo Journalism (Open Elective)	3	3	40	60

PATTERN OF PRACTICAL EVALUATION

Section-A	Record Book/Lab Journal/Project Report	15
Section-B	Internal Assessment/Presentations/Classroom participation, Quiz. etc.	10
Section-C	End Term Examination	25
Total Marks		50

INTERNAL ASSESSMENT

		THEORY	PRACTICALS
Component 1	CIA 1	10	-
Component 2	CIA 2	10	-
Component 3	Seminar/Presentation/Activity	10	10
Component 4	Case study /Assignment / Field work / Project work etc	10	15
Total Marks		40	25

I SEMESTER

INTRODUCTION TO JOURNALISM CONCEPTS AND PRACTICES

Total Hours: 52
Max Marks: 100

Hours/Week: 4

Credits: 4

Course Objectives

1. To introduce concepts of mass communication in general and journalism in particular
2. To impart fundamentals of journalism, evolutionary process, basic concepts, practices and recent trends
3. To expose students to different facets of journalism
4. To train students to develop inquisitive and analytical skills to be successful in media

Learning Outcome

Students will be able to

1. Understand and appreciate various dimensions of mass communication
2. Develop an understanding of the fundamental concepts in journalism
3. Analyze the scope/various dimensions in journalism
4. Discuss the recent trends in mass media
5. Analyze and review different newspapers

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, experiential learning, blended learning

Unit I:

10 Hours

Journalism: Meaning, Definition. Nature, Scope, Functions: Truth, Objectivity, Verification, Independent Monitor, Forum for criticism and comment, Watchdog. Role of Press in Democracy, Principles of Journalism, Types of Journalism: Print, Broadcast, and Online.

Unit II:

8 Hours

Mass media and development – Early Journalism in the world, India and Karnataka. Global Context: Rise of Advocacy Journalism, Professionalism, Modern Journalism and Mobile Journalism. Community Journalism, Rural Journalism, Yellow journalism, Penny press, Tabloid press, and Citizen Journalism.

Unit III

Journalism as Profession, Responsibilities and Criticism, Reader and his interests, Understanding the public taste, Press as a tool in social service, Relationship between press and other mass media.

Unit III:

12 Hours

Normative Theories of Press and their relevance to the present day; Wire Services – Indian and International News Agencies

Unit IV:

10 Hours

Photojournalism –Caption Writing, Photo feature, Visual composition; Case Studies –Danish Sidique, Jimmy Nelson, Margaret Bourke-White, Philip Jones Griffiths, Rathika Ramasamy, Raghu Rai.

Exercises/Assignments

1. Analysis of Daily News paper in Class room
2. Practice of writing news stories on various topics
3. Writing reports on civic problems incorporating information from civil organization based on interviews.
4. Prepare questions for a specific interview.
5. Rewriting news stories from newspapers for magazine.
6. Filing report of mock press conferences.
7. Filing report of an actual press conference.
8. Practice of writing to wall Journal (Twice in a week)

PRACTICAL SYLLABUS

Journalistic writing skills

Total Hours: 20

Hours/Week: 2

Max Marks: 50

Credits: 2

1. Reporting In-depth stories - Specialised Stories (Human interest/Political/Entertainment/Agriculture/Science) (Any 2 Specialised Report)
2. Citizen Journalism (1 story)
3. Writing Articles and Feature stories – (2 stories)
4. Writing for Social Media – Long-form and Short-form content – 5 assignments
5. Photography – shoot and submit Nature, Human interest, and Portraits photographs – 5 each
6. Caption writing for Photographs
7. Letters to the Editor (2 letters)
8. Review of content of Newspapers/Magazines/Trending (viral) topics in social media.
9. Writing Editorials

Reference Books

- Berlo, D. K. (1960). The process of communication: An introduction to theory and practice. Holt, Rinehart and Winston.
- Schramm, W. L. (Ed.). (1960). Mass Communications: a book of readings selected and ed. for the Institute of communications research in the Univ. of Illinois. University of Illinois Press.
- McQuail, D. (2010) McQuail's mass communication theory. Sage publications.
- Uma. N. (2011). Mass Communication Theory and Practice. New Delhi, Har-Anad publication Pvt Ltd.
- Kumar, Keval J. (2020) Mass Communication in India- (5th Revised Edition). Jaico Publishing house, Mumbai.
- Singh, C. P. (Ed.). (2004). Dictionary of Media and Journalism: TV, Radio, Print and Internet. IK International Pvt..
- Jeffery, R. (2000) India's Newspaper Revolution. Oxford University Press, New Delhi.
- Mehta, D.S. (2014) Mass Communication and Journalism in India. Allied Publications, New Delhi.
- Natarajan, J. (2000) History Of Indian Journalism: Part II Of The Report Of The Press Commission. Publications Division.
- Krishnamurthy, N. (1969) Indian Journalism, Mysore University Press.

II SEMESTER

2.1: COMPUTER APPLICATIONS FOR MEDIA

Total Hours: 50
Max Marks: 100

Hours/Week: 4

Credits: 4

Course Objectives/Course Description

1. To introduce students to the basics of computer
2. To familiarize the students to the applications of computers in print and electronic journalism
3. To facilitate the students to learn the practical applications of computers at different levels in media
4. To expose the students to the world of internet and its extensive use for interactivity
5. To familiarize the students with web based broadcasting

Learning Outcomes

Students will be able to

1. Understand the basic concepts of computer
2. Develop an understanding of the applications of computers in print and electronic journalism
3. Get acquainted with internet applications
4. Apply information technology skills in print and broadcast projects.
5. Demonstrate web based broadcasting skills

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, Flipped Classroom

Unit-I

08 Hours

Understanding the internet, its applications in media, Types of network, LAN, MAN, WAN, Static and dynamic websites and portals, Convergence of technologies, Convergence and contemporary media, Social Media and their applications.

UNIT-II **Hours**

15

Fundamentals of visual communication, Various applications of computers in media: Text, Graphics, Drawings; Animation; Audio and Video software--Adobe audition and Premier Pro;

Designing software, Photoshop—Media Software and application, media websites, digital paper and blogs, Vlogs and podcasts.

Unit-III

12 Hours

Developing and editing contents and stories on internet, File transfer protocols and uploading images and text, Creating graphics and animation, Editing software for various media, inserting images, supporting file formats, JPEG, TIFF, PNG, GIF.

UNIT-IV

15 Hours

Fundamentals of Multimedia: Definition, concepts and elements of multimedia. Application of multimedia for print, electronic and cyber media, Concepts of web based TV and radio transmission, Concepts of IPTV and satellite based broadcast, Satellite transmission, Online research tools

Project for Internal Assessment

- **Project on Media literacy - Image and Video verification using online tools**
- **Blogs/Vlogs**

PRACTICAL SYLLABUS BASIC MULTIMEDIA SKILLS

Total Hours: 20

Hours/Week: 2

Max Marks: 50

Credits: 2

1. Creating Power Point Presentation using Multimedia tools
2. Designing an e-paper page using QuarkXPress/In-Design
3. Creating a blog with a content of your choice
4. Record content of your choice using audio and video-recording software
5. Creating Multimedia Content – News stories and Feature stories
6. Podcast
7. Poster design
8. Create for social media content
9. Logo Designing

Reference Books

- Sunder, R., 2000. Computers Today Ed.2, John Wiley.
- Benedict, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press.
- Chapman and Chapman, Digital Multimedia, Wiley Publication.
- James C. Foust, Online Journalism: Principles and Practices of News for the Web.3 Scottsdale, AZ: Holcomb Hathaway.
- Janet H. Murray, Hamlet on the Holodeck: The Future of Narrative in
- Cyberspace, New York: Free Press, 1997
- Macintosh, Advanced Adobe photoshop, Adobe publishers.
- Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
- Smith, Gene. Tagging: People-powered Metadata for the Social Web, Indianapolis, Indiana: New Riders Press, 2008.

**Open Elective
SEMESTER I
WRITING FOR MEDIA
BA/B.Com/BBA/BCA**

**Total Hours: 45
Max Marks: 100 (T 70+ IA 30)**

**Hours/Week: 3
Credits: 3**

Course Objectives.

- To make them familiar with writing for media and develop interest in writing
- Introduce the students to cultivating of sources.
- Equip the students with new trends in media writing.

Pedagogy

Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, blended learning

Unit-I:

Print Media: Introduction to writing for print media. Media Literacy, rules and ethics of writing for media. Forms of journalistic writing--news reporting, column, article, feature, editorial, letter to the editor, preparing press release etc.,). Content development: choosing a topic, identifying sources, gathering information and importance of rewriting

Practical Exercises:

- Letters to editor -02
- Writing headlines -05
- Picture captions writing -05

Unit-II:

Radio: Introduction to writing for radio; Principles and elements of scripting; Aesthetics of language and grammar for radio scripting; Script design and different scripts formats.

Practical Exercises:

- Preparing script for a Radio Talk of 05 minutes -02.
- Ready script for radio jingle of 02 minutes-02
- Podcast -02

Unit-III:

Television: Basic principles and techniques of TV writing; elements of TV scripting, language and grammar; TV script formats; Writing a script for entertainment programme and news.

Practical Exercises:

- Entertainment programme script-02 Minutes

Unit-IV:

New Media: Introduction to writing for online media; Writing techniques for new media. Content writing for social media (Facebook, Twitter, LinkedIn, Instagram). Introduction to blogging and current trends in Web Journalism.

Assignments

- Create your own e-mail address, Facebook, Twitter, LinkedIn, Instagram accounts.
- Create a Facebook page.
- Blog/Vlog
- Multimedia Content

**Open Elective
SEMESTER II**

PHOTO JOURNALISM

BA/B.Com/BBA/BCA

Total Hours: 45

Hours/Week: 3

Max Marks: 100 (T 70+ IA 30)

Credits: 3

Course Objectives.

- To attract students towards photo journalism
- To familiarize the students to techniques of photography and photo journalism
- To give a practical knowledge in the field of photography

Pedagogy

- Direct Method, ICT, Digital Resources, Collaborative and Cooperative learning, Experiential learning, blended learning

Unit-I

Concept of Photography- Evolution of Photography; Different types of cameras--Manual, Digital and phone cameras; Types of Photography--light and light equipment; Latest trends in photography

Unit-II

Concept of Photo Journalism—Nature and Scope of Photojournalism; Qualifications, role and responsibilities of Photojournalists; Sources of news for Photojournalists.

Unit-III

Techniques of photo editing--Caption writing; Photo editing software; Leading press Photographers and Photojournalists in India.

Unit-IV

Mobile Journalism: Using smart phones for taking effective pictures and shooting videos; Editing photos and videos taken on smart phones; Uploading news photos / videos on digital platforms

Assignments

- Students to shoot and submit nature photos (5), news photos (5) portraits (5) Human interest photos (5)
- Students to edit at least 10 photographs
- Caption Writing- practical (10 captions)

Books for reference:

- Ang, T. (2013). Digital Photography Masterclass. Dorling Kindersley Ltd.
- Feinberg, M. (1970). Techniques of Photojournalism: Available Light and the 35mm Camera (Vol. 15). Wiley.
- Talking through Pictures A Beginner's Guide to Photojournalism Jürg Wittwer, Jessica Holom
- Digital Photojournalism 1st Edition by Susan Zavoina (Author), John Davidson (Author)
- Associated Press Guide to Photojournalism McGraw-Hill Education – Europe
- Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age By Daniel Reimold Routledge
- Understanding Photojournalism by Jennifer Good Paul Lowe

PATTERN OF QUESTION PAPER – THEORY EXAM

Duration of the examination – 2 hours

Max Marks: 60 marks

Question Paper Pattern

For both Core and Open Elective

1. Answer any six questions. Question no.9 is compulsory

5x10=50

1.

2.

3.

4.

5.

6.

7.

8.

9. Write short notes

4x2.5=10

a.

b.

c.

d

III SEMESTER

Program Title	BA Journalism & Mass Communication		Semester	Third Semester
Course Code	DSC3		Type of course	Discipline core
Course Name	News Reporting and Analysis		Contact hours	Theory: 4 hours per week
				Practical: 4 hours per week
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 Results: On completion of the course, the student will be able to:

- Organize and articulate news stories. Understand the concepts, structure, and types of news.
- Formulate skills for news selection, process, prioritize and finally, design the end product, identify the basic ethical issues confronting editors and how they can practice fair play.

Course Content

Unit-1

News: Definition, Nature, scope, source of news, structure and components of news stories. Meaning and type of lead

Unit-II

Classification of reporters/beats: Civic, political, sports, commerce, legal, crime, foreign, moffusil. Specialised reporting: development reporting (agriculture, women, human rights, education, Science and technology, environment) and reporting on lifestyle and entertainment.

Unit-III

Types of news events: Covering speeches, seminars, press conferences/meet the press, rallies, and agitations. Reporting governmental and non-governmental events/announcements. Reporting communal riots and crime stories. Interviewing: principles, importance, techniques and types of interviews, difference between print and broadcast interviews.

Unit-IV

Ethical norms in reporting. Media and information literacy? Advertorial, Paid news, fake news. Objectivity and neutrality in journalism

Practical Syllabus
News Reporting and Analysis (Two Credits- 50 Marks)

1. Students have to identify any major event in and around your institution and file a detailed news report on it (around 350 words).
2. Press conference - Attend a press conference at the Press Club and prepare a report based on the same or organize one in class/campus under the professor's guidance
3. Press Notes- Get one or two press notes/releases from your local news media and prepare a news item.
4. Interview news story - Conduct at least two in-person interviews to write a timely news story in consultation with your professor from primary sources (400- 500 words).
5. **Report and analyze any three following news items already published in different newspapers (Identity multiple reports of the same event in that field and do a comparative analysis of the various units)**
Press notes- 2, Speech Reporting- 2, Protests-2, Road Accidents-2, Obituary-2, Natural 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's Issues-2, Health-2, Agriculture-2, investigative-2, defence-2, human rights-2, tourism-2, education-2, cultural events-2, Govt news/announcements-2.

Reference Textbooks:

1. **Adams, Sally with Hicks, Wynford** (2001) Interviewing for Journalists. London: Routledge.
2. **Boyd, Andrew** (2001) Broadcast Journalism: Techniques of Radio and Television News. Oxford: Focal.
3. **Fedler, F., Bender, J.R., Davenport, L. & Drager, M., W.** (2005) Reporting for the Mass Media: Oxford University Press. New York.
4. **Franklin, B.** (Ed.). (2006). Local journalism and local media: Making the local news. London: Routledge.
5. **Franklin, B., Hamer, M., Hanna, M., Kinsey, M., & Richardson, J. E.** (2005). Key concepts in journalism studies. London: Sage.
6. **MacDougal, C.** (1997) Interpretative Reporting: Ottawa: Macmillan Publishing th
7. **Mencher, M.** (2003), News Reporting and Writing (9 Edition), New York:
8. **McGraw-Hill Nwabueze, C.D.** (1999) The Art of Investigative Reporting: A Practical Guide; Enugu: Daisy Press.
9. **Melvin Mencher**, (2010), News Reporting and Writing, 12th Ed McGraw-Hill, New York.
10. **Izard, Ralph S.** (1994) Fundamentals of News Reporting, 6th edition. Dubuque, Iowa: Kendall/Hunt.

Program Title	BA Journalism & Mass Communication	Semester	Third Semester
Course Code	OE 3	Type of course	Core Elective
Course Name	OE-3: Feature Writing and Freelancing	Contact hours	Theory: 2 hours per week Practical: 2 hours per week
Course credits	3 Credits	Academic Year	2021-22 Batch

Course Outcomes: On completion of the course, the student will be ready to:

- Organize and articulate feature stories understanding the concepts, structure, and types of features.
- Write different types of feature stories and get them published.
- The students should try their hand in freelance writing learning the ups and downs of freelancing.

Course Content

Unit-I

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 and writing personal columns, feature headlines, sources of feature, feature syndicates (examples).

Unit-II

Types of features: news features, profiles, human interest, science, cultural, environmental, lifestyle, travel sketches and fashion. Modern trends in feature writing, commissioning features, reviews and types of reviews – film, theatre, auto, gadget, book (a real exercise is a must).

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

OE- 3 - Feature Writing and Freelancing (2 hrs/ week)

1. Write two types of features.
2. Write five different headlines for a feature story.
3. Publish at least two features in any newspaper/magazine/website.
4. Rewrite any 2 published features. Give reasons how and why it was modified.
5. One travel feature from one's own experience. Encourage students to undertake a trip and explore options.

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

IV SEMESTER

Program Title	BA Journalism & Mass Communication		Semester	Fourth Semester
Course Code	DSC4		Type of course	Discipline core
Course Name	News Processing and Editing		Contact hours	Theory: 4 hours per week Practical: 4 hours per week
Course credits	6 Theory: 4 Credits Practical: 4 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 will be able to:

- Understand the role of editors. Edit copy using correct grammar and right usage of words.
- Be able to write clear and accurate headlines, decks, and captions.
- Be able to design basic news pages. Understand the ethical issues confronting editors.

Course Content

Unit-1

Introduction: Editing- definitions, importance, principles, functions, and techniques of editing. Types of editing, editing in the age of convergence. Editing and ethics. Style sheet.

Unit-II

Newsroom setup across media: Structure and functions of a typical newsroom. Editor/executive editor, roles of editor, news editor, chief sub-editor, sub-editor, editorial sections, editing supplements/special pullouts/weekend editions.

Unit-III

Editing terminologies: Masthead, deadline, put to bed, panels, folios, lead, writing headlines, different types of headlines, cross head, sub-head, kicker/deck, brief, tint, hamper, flyer, dummy, power jacket, kerning, template, by-line, blurb, date-line, credit-line, attribution, quotation, imprint line, agency/wire services.

Unit-IV

Skills required: News judgment, mastery over language, art of playing with words, reading between the lines, interpretation in the context, giving perspective, creative headlines and fitting the news stories, selection and cropping of photographs, working with news stories, rewriting news stories.

Practical

DSC-4 - News Processing and Editing (Two Credits – 50 Marks)

1. Editing copies with spelling mistakes and redundancies and rewriting poorly drafted copies.
2. Giving headlines for news stories and writing editorials.
3. Selecting stories for a campus newspaper.
4. Designing a dummy newspaper and special pages.
5. Photo selection, cropping and captions.

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 books:

1. **Bodian, Nat G.** (1984). Copywriter's Handbook. ISI Press,
2. **Brooks, B. S., & Pinson, J. L.** (2015). The art of editing in the age of convergence. BocaRaton, FL: CRC Press.
3. **Brooks, B., George, K., Moen, D. & Ranly, D.** (2010). News reporting and writing. Publisher: Bedford/St. Martin's.
4. **Ellis, B.** (2001). The copyediting and headline handbook. Berkeley: University of California Press.
5. **Emenanjo, N.E.** (2010). Editing and writing. Aba: E-Front Publishers.
6. **Idemili, S.** (2002). News editing. In Wilson D. (ed.) Introduction to the print media, Ibadan: SterlingHorden Publishers.
7. **K.M. Srivastava** (2003) News Reporting and Editing; Sterling Publishers Pvt Ltd.
8. **Kovach, B., & Rosenstiel, T.** (2014). The elements of journalism: What news people should know and the public should expect. New York, NY: Three Rivers Press.
9. **Michael O. Ukonu.** (2013) News Editing and Design. Grand Heritage Global Communications, Nsukka.
10. **Strunk, William, Jr. and E. B. White.** (1978) Elements of Style, 3rd edition. Macmillan Publishing Company.

Program Title	BA Journalism & Mass Communication	Semester	Fourth Semester
Course Code	OE 4	Type of course	Core Elective
Course Name	OE-4: Translation for Media	Contact hours	Theory: 2 hours per week Practical: 2 hours per week
Course credits	3 Credits	Academic Year	2021-22 Batch

Course Outcomes: On completion of the course, the student teacher will be able to:

- Translate the given stories keeping in mind the requirements of the client
- Understand the difference between translations for different media and practice it.
- Gain a mastery over the techniques of translation.

Course Content

Unit-1

Translation: Meaning, definition, nature, scope, and significance of translation, difference between literary translation and translation for media.

Unit-II

Process and techniques of Translation: Source language, target language, co-ordination, guidelines for translation.

Unit-III

Types of Translation: Word to word, literal, summarized, free, paraphrasing.

Unit-IV

Challenges of translation from English to regional languages and vice versa, modern trends in media translations, difference between print and electronic media translations.

Practical
OE-4 - Translation for Media (2hrs / week)

1. News translations -at least 5 exercises from a small news item from a local daily
2. Article translations - at least 2 exercises from students' choice
3. Translation of advertisement copies- 3
4. Giving headlines to translated stories- 3
5. Translation of current news from English to Kannada and vice-versa or re-write the current news for a different audience

Reference books:

1. **Bassnett, S. & Bielsa, E.** (2009) Translation in Global News. London: Routledge.
2. **Bassnett, S.** (2004) 'Trusting the Reporters: Translation and the News' The Linguist.
3. **Cronin, M** (2013). Translation in the Digital Age. Oxton and New York: Routledge.
4. **Delabastita, D.** (1989) 'Translation and Mass Communication: Film and Tv Translation as Evidence of Cultural Dynamics' Babel.
5. **Diaz Cinta, J.**(2007) Audiovisual Translation: Subtitling. Manchester: St.Jerome.
6. **Esser, A., Bernal-Merino, M. and Smith, I** (2015). Media across borders: localizing TV, film, and video games. New York: Routledge.
7. **Friedrich, H.** (1992).On the Art of Translation.
8. **Gadamer, H. G.** (1989). Introduction. In J. Biguenet and R. Schulte (Eds.), The Craft of Translation. Chicago: U of Chicago Press
9. **Jain R.** (1995). Machine vision. London: McGraw Hill Books Company Ltd.
10. **R. L. Trask and Bill Mayblin:** Introducing Linguistics: A Graphic Guideb