

Tribhuvan University
Faculty of Humanities and Social Sciences
Central Department of Journalism and Mass Communications

Master's Level
Semester Course

Journalism and Mass Communications

Faculty of Humanities and Social Sciences
Dean's Office
TU, Kirtipur
2014 A.D./2070 B.S.

**Master's Level
Semester Course**

Journalism and Mass Communications

1. Introduction

Broadly speaking, this course of study reflects the educational requirements of a dynamic society, potentially prone to change with a vision. Aware of this change process, Tribhuvan University has decided to bring about a systemic and gradual change in its Master's level course design by switching to the semester system of teaching.

2. The Programme

The programme of Master's level teaching with the code MAJMC is designed to produce higher quality of human resources in the field of journalism and mass communications. It aims at developing research-oriented study in the broader field of mass communications without losing sight of the need of preparing the students for meeting skillfully the requirements of real life media situations.

Tribhuvan University (TU) started the Master's level programme for Journalism and Mass Communications education in 2000. This new curricular initiative was followed in 1997 by a change in the long established two-year Bachelor's level course to three-year undergraduate course. More than 80 academic institutions in the country are offering Bachelor's programme. The Master's level courses are undergoing gradual change towards reestablishment of the semester system of teaching.

The new programme offers a variety of courses in mass communication theories and research methodology along with the courses in journalism. In the practical components, each course title carries 3 credit hours and is divided into ten units.

The programme proposes to advance critical knowledge and skills in learning the theory, history and practice of journalism and mass communications. Students will learn how the practice of journalism is underpinned by theoretical reasoning and by models representing social scientific and normative media theories. They will get to know the skills, the art and the ethics of journalism by practically reporting, editing, interviewing, writing and producing stories that range from short news pieces to complex narrative features, in print, online or other forms of the mass media. As the course combines practical training in reporting, interviewing, writing, editing, research, and newspaper and website production with a concern for critical and ethical reflection, students are expected to understand the critical and

ethical implications of mass media institutions and journalistic practice. They will also learn to study and to do practical exercises in critical and ethical perspectives, and understand the issues of professionalism in the field of media practice in the light of modern information technology innovation and practices.

The study provides insights into understanding how mass communication theories and principles of journalism are changing in the context of globalization. It will enable them to analyze the themes and issues pertaining to media studies, to discuss and debate about them, and to produce project reports.

The course also provides opportunities of training in the use of a range of media research skills in support of academic studies elected by the students themselves.

All students are required to take prescribed practical assignments during the course.

3. Significance of the Programme

The field of media in Nepal needs a greater number of skilled and professional human powers. The course will be instrumental in producing desired, highly qualified and skilled human resources that will serve the nation as the source of impartial, efficient and effective surveillance think tank.

4. Generic and Specific Objectives

The general objective of this course is to produce media scholarship that will be able to take the opportunities offered as well as to meet the challenges thrown from the media world.

The specific objectives of the course are as follows:

- To conduct an advanced level course of study for a better understanding of the field of journalism and mass communications;
- To prepare students for professional media position in real life situations;
- To prepare media professionals who can respond to a range of uncertain, and always evolving, complexities in the world of mass communications;
- To enable leaders of the trade to evaluate alternative approaches and take critical decisions that facilitate the operation of mass media in the era of globalization;
- To arouse high level consciousness about ethical implications of media professionalism and enable practitioners to adopt right attitude and manifest appropriate behaviour for the good of society; and
- To provide opportunity for media field research experience under expert guidance.

5. Beneficiaries

Journalism students who have genuine desire to excel in the field of media theory and practice will be the direct beneficiaries of the programme. Similarly, media practitioners who are already involved in the field will also benefit from the rapidly growing advancement of journalism and mass communication education.

6. Structure of the Programme

The programme has structured the course of study in a manner that makes for 60 per cent emphasis in theoretical knowledge and attended practical exercise, and 40 per cent for internal evaluation of the achievements due to the course of study.

The programme's intake of students is expected to meet the estimated regular programme expenditure, including the fund required for sustaining a scholarship programme for 4 students annually. For sustainability of the programme, the Department has adopted two-pillar strategies, one of which is the strategy of affordable tuition fee that generates the required fund to meet the expenditure of the programme, and the other strategy is of providing equality in educational opportunities.

The programme aims at creating and sustaining media environment conducive to collaborative effort between academicians and the professionals in the trade. The dynamics to the media environment will be addressed by various collaborative efforts aimed at providing a broad and comprehensive vision and understanding of the principles of advanced journalism.

7. Admission Eligibility and Students' Quota

Student who wishes to get enrolled in the programme will be required to sit for entrance examination as prescribed by the University. The applicant should have at least Bachelor's degree with major in Journalism/Mass communications. A group of 40 students will be taken in for each semester programme. Each practical class will consist of a maximum of 20 students.

8. Total Credit Hours and Teaching Hours

The programme comprises regular 60 credit hours. The programme is divided into four semesters, each of 15 credit hours. One credit hour carries 16 teaching.

9. Provision of Attendance

Each student is required to attend 80 per cent of total classes held for each course of study in order to become eligible for appearing in the final exams.

10. Medium of Instruction

The medium of instruction and evaluation throughout the semester will be English.

11. Human Resources and Equipments in the Faculty

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| a. Full time teaching staff (including Professors, Readers and Lecturers) | 9(Nine) |
| b. Administration staff (including accounts officer and administration officers) | 3(Three) |
| c. Computer specialist, and radio and TV technician | 4(Four) |
| d. Lab assistant (Photo, Radio, TV) | 3(Three) |
| e. Office assistant | 2 (Two) |
| f. Cassette tape recorders (minimum recorded quality for radio studio) | 10 (ten) |
| g. Still Camera (reasonable quality) | 5 (five) |
| h. Audio Video Camera (reasonable quality) | 2 (two) |
| i. Computer (reasonable quality with printer) | 20 sets |
| j. Library facilities (adequate stock of books on journalism, mass communications and other social studies. Supply of newspapers; it should include a sample cross-section of national, local and regional newspapers and journals | |
| k. Lab facilities (reasonable stock of practical equipments for photo, radio, and television studio for the practical work | |

12. Course Structure

First Semester

Paper	Code number	Course title	Status	Credit hours	Teaching hours
I	JMC 551	Introduction to Mass Communication Theory	Compulsory	3	48
II	JMC 552	Advanced Reporting	Compulsory	3	48
III	JMC 553	Advanced Editing	Compulsory	3	48
IV	JMC 554	Broadcast Journalism and Media	Compulsory	3	48
V	JMC 555	History and Growth of Mass Media	Compulsory	3	48

Second Semester

Paper	Code number	Course title	Status	Credit hours	Teaching hours
VI	JMC 556	Development Communication	Compulsory	3	48

VII	JMC 557	Political Communication	Compulsory	3	48
VIII	JMC 558	Research Methodology and Media	Compulsory	3	48
IX	JMC 559	Radio Journalism and Programme Production	Compulsory	3	48
X	JMC 560	Principles and Practices of Public Relations	Compulsory	3	48

Third Semester

Paper	Code number	Course title	Status	Credit hours	Teaching hours
XI	JMC 561	Intercultural Communication	Compulsory	3	48
XII	JMC 562	Media and Democratic Process	Compulsory	3	48
XIII	JMC 563	Social Media and Online Journalism	Compulsory	3	48
XIV	JMC 564	Research Application and Media	Compulsory	3	48
XV	JMC 565	Principles and Practices of Advertising	Compulsory	3	48

Fourth Semester

Paper	Code number	Course title	Status	Credit hours	Teaching hours
XVI	JMC 566	Course Title: Media Law	Compulsory	3	48
XVII	JMC 567	Photojournalism	Compulsory	3	48
XVII I	JMC 568	Media Issues	Compulsory	3	48
XIX	JMC 569	Global Media and Journalism	Compulsory	3	48
XX	JMC 570	Thesis Writing	Compulsory	3	48

First Semester

Course Title: Introduction to Mass Communication Theory

Course Code: JMC 551

Credit hours: 3
Teaching hours: 48

Course Description

This course is designed to impart advanced knowledge and skills for practice about a variety of mass communication theories and their applications. It describes and explains the theories after introducing their context of origin and evolution through human civilizations. It emphasizes on learning the concepts, approaches and perspectives which shape the mass communication theories. It also deals with the phenomenon of the new media and its likely contribution to the formation of future mass communication theory. In addition, this course intends to develop skills in applications of values which shape the structure of media, to make understand the social forces which surround the media organizations and to teach the concepts and methods of analyzing media content. It also aims to make understand the theory of audience and, more importantly, the history processes, types and theories of media effects.

Course Objectives

The Course objectives are as follows:

- a) To enable students to be well- equipped theoretically by the end of the semester.
- b) To enable students to address real life situations pertaining to various branches of mass communication.

Nature of Unit

Each unit carries within it two key components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and discussing exercises.

Value of Course Content

Sixty per cent of the course content is constituted by theoretical lecture component and forty per cent by practical exercise component.

Course of Study in Brief

Units	Introduction to Mass Communication Theory	Teaching Hours
Unit I	Origin and Evolution of Communication-history of Mass Communication Theories	5 Hours
Unit II	Traditions of Mass Communication Theories	4 Hours
Unit III	Structural Approach to Mass Communications	4 Hours
Unit IV	Organizational Approach to Mass Media	5 Hours
Unit V	Social Scientific Theories	3 Hours
Unit VI	Normative Theories	4 Hours
Unit VII	Theories of Media Content and Media Effects	5 Hours
Unit VIII	Term Paper	6 Hours
Unit IX	Seminar /Workshop	6 Hours
Unit X	Project Work	6 Hours

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
Unit I	Origin and Evolution of Communication-history of Mass Communication Theories Origin and evolution of human communication, mass communications and new media communication-history of mass communication theories contemporary scenario	5 Hours
Unit II	Traditions of Mass Communication Theories Mass Communication Theories; Semiotic, socio-cultural, socio-psychological, cybernetic and critical	4 Hours
Unit III	Structural Approach to Mass Communications Overall media structural system; Media as social and industrial institution; Normative expectations from media; World system of media and globalizing trends	4 Hours
Unit IV	Organizational Approach to Mass Media Forces influencing media production and processing; Internal and external	5 Hours
Unit V	Social Scientific Theory Mass society theory of media; Marxist theory of media; Political economic theory of media; Functionalism theory of media; Social constructionalism theory of media; Technological determinism theory of media; Information theory of media; New media theory	3 Hours
Unit VI	Normative Theories Fourth estate theory; Social responsibility theory; Professionalism and media ethics theory. Late theories; Four theories of the press; public service broadcasting theory; Other alternative theory; Four models	4 Hours
Unit VII	Theories of Media Content, Audience and Media Effects Social-culture effects theories; Political effects theories	5 Hours
Unit VIII	Term Paper Writing research-oriented paper in prescribed format and schedule on the subject of mass communication theory as practiced in Nepal	6 Hours
Unit IX	Seminar/ Workshop Classroom discussion and presentation on current media issues related to the themes of media studies	6 Hours
Unit X	Project work/Profile writing Two field media research reports in the areas of health and/or education sectors in conformity to prescribed sizes and schedule	6 Hours

Required Readings

Baran, S. J. & Davis, D. K. (2002). *Mass Communication Theory*. USA: Wadsworth.

McQuail, D. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications India Pvt Ltd.

Recommended Readings

Bryant, J. & Zillmann, D. (1986). *Perspectives on 13. Media Effects*. Lawrence Erlbaum Associates: New Jersey.

Clifford, C. & Traber, M. (1997). *Communication Ethics and Universal Values*. Delhi: Sage

Publications.

Routledge, (2012). *Communication Studies: The Essential Resource*. Delhi: Routledge.

DeFleur, M. L. & Margaret, D. (2009). *Mass Communication Theories: Explaining Origin, Processes & Effects*. USA: Pearson Education.

Gudykunst, W. B. (ed), (2001). *Communication Yearbook*. Delhi: Sage Publications.

Hallin, D.C. & Mancini, P. (2004). *Comparing Media Systems*. United Kingdom: Cambridge University Press.

Katz, J. E. & Rice, R.E. (2002). *Social Consequences of Internet Use: Access, Involvement & Interaction*. USA: MIT Press.

Kharel, P. (2013). *Dimensions of Communication*. Kathmandu: Kamala Kharel Publication.

Kung, L., Picard, R.G., & Towse, R (eds). (2008). *The Content and The Mass Media*. London: Sage Publications.

Lievrouw, L. A., & Livingstone, S (eds). (2006). *The Handbook of New Media*. London: Sage Publications.

McQuail, D. (ed). (2002). *McQuail's Reader in Mass Communication Theory*. New Delhi: Sage Publications.

Narula, U. (2006). *Communication Models*. New Delhi: Atlantic Publishers.

Taylor, P. A. & Jan Li, H. (2010). *Critical Theories of Mass Media, Then and Now*. New Delhi: Tata McGraw Hill Education Ltd.

Wright, C. R. (1986). *Mass Communication—A Sociological Perspectives*. New York: Random House.

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Course Title: Advanced Reporting

Course Code: JMC 552

Credit hours: 3
Teaching hours: 48

Course Description

This course explains how reporting is pertinent, including its core component in the field of journalism. It presents the theoretical aspects of news reporting for different media channels and describes the process of evolution of news reporting and the trends that shape the practice of journalism. Students will be assigned practical exercise covering the various units on the basis of which they will produce comprehensive reports through home assignments, seminar etc.

Course Objectives

- a) To enable students to have extensive understanding of news reporting in its various aspects.
- b) To engage students in developing understanding of the latest practices in news reporting for developing specialization.

Nature of Unit

Similar to other courses

Values of Course Content

Similar to other courses

Course of Study in Brief

Units	Advanced Reporting	Teaching Hours
Unit I	Written News	5 Hours
Unit II	Reporting Skills	4 Hours
Unit III	Beyond Hard News	4 Hours
Unit IV	Specialized Reporting	5 Hours
Unit V	Competing Media: Print, Radio, TV; News Agency and Online	3 Hours
Unit VI	News Sources	4 Hours
Unit VII	Principles and Practices of Investigative Reporting	5 Hours
Unit VIII	Term Paper	6 Hours
Unit IX	Seminar	6 Hours
Unit X	Project work I: Compilation of 1000 words news feature Project work II: Compilation of a profile interview within 1500 words	6 Hours

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
Unit I	Written News Principles of journalism; Characteristics of news; Qualities and elements; News and literacy; New journalism; Developing information sources	5 Hours
Unit II	Reporting Skills Reporting rules; Hard news-soft news: Supplements and complements; Curtain raisers; Wrap-ups; Interviewing: Purposes, types and techniques	4 Hours
Unit III	Beyond Hard News In-depth/interpretive reporting: Purposes, sources, styles, techniques; Investigative reporting: Tracking issues, source verification, risks and	4 Hours

	rewards; Backgrounding; Criticism: Reviews; Feature writing; Description and explanations	
Unit IV	Specialized Reporting News media: Nature and focus; Scope and priority of issues; Reporter's expertise for general news media/specialized media; Identification of target audiences; Using surveys, documents and records	5 Hours
Unit V	Competing Media: Print, Radio, TV; News Agency and Online Opportunities and challenges; Reading, listening and viewing audiences; Scoops and follow-ups; Breaking news/news flash; Use of direct quotes; Application freedom	3 Hours
Unit VI	News Sources Formal vs. informal, and strong vs weak sources; Confidence source and the concept of journalist's privilege to protect the source; Necessity of attribution and condition of not for attribution; Working with government sources	4 Hours
Unit VII	Principles and Practices of Investigative Reporting Fundamentals of investigative reporting; Cultivating news sources; Working with the confidential sources; Paper trail; Concern for the security of the investigative journalists; Expansion of news: Case studies	5 Hours
Unit VIII	Term Paper	6 Hours
Unit IX	Seminar Specialized reporting by social themes: Environment reporting, health reporting, reporting on issues related to education; Women, children and gender issues; Business and financial reporting; Human rights conscious reporting; Sports reporting etc	6 Hours
Unit X	Project work I: Compilation of 1000 words news feature Project work II: Compilation of a profile interview within 1500 words	6 Hours

Required Readings

Harcup, T. (2004). *Principles and Practices*. New Delhi: Vistaar Publications.

Keir, G., McCombs, M. & Donald L. S. (1991). *Advanced Reporting: Beyond News Events*. USA: Waveland Press.

Kharel, P. (2010). *A Study of Journalism*. Kathmandu: Nepal Association of Media Educators.

Lorenz, A. L. & J. V. (2006). *News: Reporting and Writing*. Delhi: Pearson.

Recommended Readings

Astor, J.J. (1991). *Art of Modern Journalism*. Delhi: Akashdeep Publishing House.

Baran, S. J. (2006). *Introduction to Mass Communication: Media Literacy and Culture*, 4th ed. Boston: McGraw Hill.

Fleming, C., Emma, H., Gillian, M. & Dave, W. (2006). *An Introduction to Journalism*. New Delhi: Vistaar Publications.

Harris, G. & David, S. (1997). *Practical Newspaper Reporting*, 3rd ed. Oxford: Focal Press.

Lorenz, A. L. & John, V. (2006). *News: Reporting and Writing*. Delhi: Pearson Publication.

Stephens, M. (2007). *A History of News*. New York: Oxford University Press.

Course Title: Advanced Editing

Course Code: JMC 553

Credit hours: 3
Teaching hours: 48

Course Description

This course explains why editing is pertinent as a core component in the field of journalism. It presents the theoretical aspects of news editing for different media channels and describes the process of evolution of news editing and the trends that shape the practice of journalism. Students will be assigned practical exercises covering the various units on the basis of which they will produce comprehensive reports through home assignments, seminar etc.

Course Objectives

- a) To enable students to understand editing news media materials in their various aspects.
- b) To help students enhance their outlook of editing for constant improvement and refinement of the contents transmitted.

Nature of Unit

Similar to other courses

Values of Course Content

Similar to other courses

Course of Study in Brief

Units	Advanced Editing	Teaching Hours
Unit I	News Copy	5 Hours
Unit II	Headline Writing	4 Hours
Unit III	Writing Lead	4 Hours
Unit IV	Broadcast News	5 Hours
Unit V	Building Color into News Stories	3 Hours
Unit VI	Editing Opinion Columns and Reviews	4 Hours
Unit VII	Use of Photographs	5 Hours
Unit VIII	Seminar	6 Hours
Unit IX	Project Work I: Structural and Language Editing of a Given 2000-word News Feature	6 Hours
Unit X	Project work II: Complete Editing of a Given 2500 –word Copy	6 Hours

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
Unit I	News Copy Rudiments (basic or fundamental) of language editing; Basics of structural editing: Checking facts, checking for legal consequences, verification of attributions and sources; Checking for sharp angle	5 Hours
Unit II	Headline Writing News story organization: Technology and news story form;	4 Hours

	Headlines: Clarity, completeness and accuracy; Handling the running story; Anecdote (story)	
Unit III	Writing Lead Rewriting lead; Lookout for rhythm and consistency; Editing and rewriting without affecting facts and intended meaning	4 Hours
Unit IV	Broadcast News Fitting news as per target audience; Check list for accuracy, balance, credibility; Selecting headlines; Live reporting	5 Hours
Unit V	Building Color into News Stories Show, don't tell; Value of small details; Examples to enliven; Quotes as supporting evidence, follow up techniques; Beyond skeletal facts	3 Hours
Unit VI	Editing Opinion Columns and Reviews Checking for clarity of ideas; Respect for different points of views; Respect for originality and style; Checking for libelous and baseless acquisitions	4 Hours
Unit VII	Use of Photographs Selection and cropping of news photographs; Fairness; Photo feature; Ethical aspects of use of photographs; Combination of words and graphics	5 Hours
Unit VIII	Seminar	6 Hours
Unit IX	Project work I: Structural and language editing of a given 2000-word news feature	6 Hours
Unit X	Project work II: Complete editing of a given 2500-word assignment	6 Hours

Required Readings

Hough, G. A. (1991). *News Writings, 4th ed.* Delhi: Goyl Saab.

Keir, G., McCombs, M. & Donald, L. S. 1991. *Advanced Reporting: Beyond News Events.* USA: Waveland Press.

Kharel, P. (2010). *A Study of Journalism.* Kathmandu: Nepal Association of Media Educators.

Lorenz, A. L. & John, V. (2006). *News: Reporting and Writing.* Delhi: Pearson.

Recommended Readings

Astor, J.J. (1991). *Art of Modern Journalism.* Delhi: Akashdeep Publishing House.

Baran, S. J. (2006). *Introduction to Mass Communication: Media Literacy and Culture, 4th ed.* Boston: McGraw Hill.

Fleming, C., Emma, H., Gillian, M. & Dave, W. (2006). *An Introduction to Journalism.* New Delhi: Vistaar Publications.

Harris, G. & David, S. (1997). *Practical Newspaper Reporting, 3rd ed.* Oxford: Focal Press.

Lorenz, A. L. & John, V. (2006). *News: Reporting and Writing.* Delhi: Pearson.

Stephens, M. (2007). *A History of News.* New York: Oxford University Press.

Westley, B. H. (1972). *News Editing.* Boston: Houghton Milffin Company.

Course Title: Broadcast Journalism and Media

Course Code: JMC 554

Credit hours: 3
Teaching hours: 48

Course Description

This subject explains the theoretical base and principles of broadcast media and journalism. An emphasis is given on the learning of major principles of broadcast journalism as well as mass communication theories pertaining to broadcast media. The course also deals with the historical and contemporary trends of the broadcast media and journalism in global as well as national context. Apart from obtaining theoretical knowledge students also prepare practical assignments of seminar paper, term paper and profile of national and international broadcast media organizations.

This course assumes that by completing the course students will gain advanced knowledge of principles and theories of broadcast journalism and media, and will enhance their ability to apply those principles and theories in practical fields, and to evaluate the role and power of broadcast media in society.

Course Objectives

- a) To enable students to understand the scope and functions of broadcast journalism based on a solid foundation of widely accepted media theories.
- b) To enhance students' to plan and produce programmes for the broadcast media.

Nature of Unit

Similar to other courses

Value of Course Content

Similar to other courses

Course of Study in Brief

Units	Broadcast Journalism and Media	Teaching Hours
I	Principles of Broadcast Journalism	6
II	Communication Theories on Broadcast Media	4
III	Communication Theories on Broadcast Audience	4
IV	Communication Theories on Impacts of Broadcast Media	4
V	Communication Theories on Broadcast Technology	3
VI	Historical Trends of Broadcast Journalism	4
VII	Contemporary Trends of Broadcast Journalism	4
VIII	Term Paper	7
IX	Seminar Paper	6
X	Profile Writing	6

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	Principles of Broadcast Journalism Principles and characteristics of broadcast journalism; Strength and weakness of broadcast media; Formats and types of broadcast media; Broadcast ethics and codes of conduct	6

II	Communication Theories on Broadcast Media Media and mass communication theories; Film and documentary film theories; New media theories	4
III	Communication Theories on Broadcast Audience Audience theories; Digital divide; Dependency theory; Information society theory	4
IV	Communication Theories on Broadcast Media Impacts Media effects theories; Cultivation theory; Critical theories; Agenda-setting theory; Cultural theories; Uses and gratification theory	4
V	Communication Theories on Broadcast Technology Media technological determinism; Computer mediated communication	3
VI	Historical Trends of Broadcast Journalism Historical conditions for the development of broadcast media in global and Nepal's context; Golden age of the development of radio and television; Broadcast media and turning points of history; Development of satellite and computer mediated broadcast media	4
VII	Contemporary Trends of Broadcast Journalism Foreign broadcasting services and international character of broadcast media; Rise and development of commercial broadcast media; Community broadcast media; Broadcast media in the age of mobile and computer communication; Ownership and public service character of broadcast media	4
VIII	Term Paper Writing term paper on issues related to applications of theories and principles of broadcast journalism and media	7
Unit IX	Seminar Paper Paper presentation in classroom seminar on national issues of broadcast media	6
Unit X	Profile Writing Writing profile of a national or international broadcast media or personalities	6

Required Readings

Franklin, B., Hamer, M., Hanna, M., Kinsey, M. & Richardson, J. E. (2006). *Key Concepts in Journalism Studies*. New Delhi: Vistaar Publications.

Kharel, P. (2013). *Dimensions of Communication*. Kathmandu: Kamala Kharel Publications.

Littlejohn, S. W. & Foss, K. A. (ed). (2009). *Encyclopedia of Communication Theory*. California: Sage.

McQuail, D. (2010). *Mass Communication Theory*. New Delhi: Sage Publications.

Recommended Readings

Albarran, A. B. (2003). *Media Economics: Understanding Markets, Industries and Concepts*. New Delhi: Surjeet Publications.

Bhatt, S. C. (2010). *Broadcast Journalism: Basic Principles*. New Delhi: Har-Anand Publications.

Folkerts, J. & Lacy, S. (2005). *The Media in Your Life: An Introduction to Mass Communication*. New Delhi: Pearson Education.

Harcup, T. (2004). *Journalism: Principles and Practice*. New Delhi: Vistaar Publications.

Narula, U. (2006). *Dynamics of Mass Communication: Theory and Practice*. New Delhi: Atlantic.

Stanley, J. B. & Dennis, K. D. (2002). *Mass Communication Theory: Foundations, Ferment, and Future*.

Singapore: Thomson/Wadsworth.

Tracey, M. (1998). *The Decline and Fall of Public Service Broadcasting*. New York: Oxford University Press

Course Title: History and Growth of Mass Media

Course Code: JMC 555

Credit hours: 3
Teaching hours: 48

Course descriptions

This course is designed to impart advanced knowledge about the history and growth of mass media through the centuries down to the present days. It deals with each of the print and broadcast media separately and solidly. It emphasizes the dynamics of growth and emergence of global media in contemporary international perspectives, and relates it to the concept of media institution and media technology. It has practical component similar in format to other courses of study.

Course Objectives

- c) To enable students to be acquainted with landmark events in the growth and development of mass media, including the major impact they have recorded.
- d) To enable students to plan and pursue media polices and projects.

Nature of Unit

Similar to other course of study

Values of Course Content

Similar to other course of study

Course of Study in Brief

Unit	History and Growth Mass Media	Teaching Hours
I	History and Dynamics of growth of book media	6
II	History and Dynamics of Growth of News Media	4
III	History and Dynamics of Magazine Media	4
IV	History and Dynamics of Radio	4
V	History and Dynamics of Television	3
VI	History and Dynamics of New Media	4
VII	History and Dynamics of Global Media	4
VIII	Term Paper	7
IX	Seminar Paper/Workshop	6
X	Project Work/Profile Writing	6

Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
I	History and Dynamics of Growth of Book Media Evolution and growth of the media of book; Types and functions of book; Impact on Civilization; Impact of new technology; Nature and scope of book publishing industry; Issues and problems of publishing business; Future of book industry in the context of Nepal	6
II	History and Dynamics of Growth of News Media Evolution and growth of the media of news; Types and functions of news media; Impact on civilization; Impact of new technology, nature and scope of	4

	news publishing business; Future of news media in the context of Nepal	
III	History and Dynamics of Magazine Media Evolution and growth of the media of magazine; Types and functions; Impact on civilization. Impact of new technology; Nature and scope of magazine publishing business; Future of magazine media in the context of Nepal	4
IV	History and Dynamics of Radio Evolution and growth of the media of radio broadcasting; Types and functions; Impact on civilization; Impact of new technology; Nature and scope of radio broadcasting industry; Future of radio broadcasting in the context of Nepal	4
V	History and Dynamics of Television Evolution of growth of television broadcasting; Types and functions; Impact on civilization; Impact of new technology; Nature and scope of television broadcasting industry; Future of television broadcasting in the context of Nepal	3
VI	History and dynamics of New Media Evolution and growth of New Media; Types and functions; Impact of civilization; Impact of new technology; Nature and scope of New Media industry; Future of New Media in the context of Nepal	4
VII	History and dynamics of Global Media Evolution and growth of global media; Types and functions; Impact of civilization; Impact of new technology; Nature and scope of global media industry; Future of global media in the context of Nepal	4
VIII	Term Paper Writing term paper on issues related to applications of theories and principles of journalism and media	7
Unit IX	Seminar Paper Paper presentation in classroom seminar on national issues of broadcast media	6
Unit X	Project work/Profile Writing Project work/profile writing between 1500 to 3000 words in A-4 double space size	6

Required Readings

Ahuja, B. K. (2010). *Mass Media Communication Evolution, Development*. India: Saurabhi Publishing.

Arnold, D. B. (2011). *Global Journalism Topical Issues & Media Systems*. Pit Learning.

Devkota, G. B. (2002). *Nepalko Chhapakhana ra Patrakaritako Itihas. (History of Nepal's Printing Press and Journalism)*. Kathmandu: Sajha Prakashan.

Doshi, S. L. & Jain P. C. (2009). *Social Anthropology*. Jaipur: Rawat Publication.

Shiva, R. & Kharel, P. (2002). *Nepalma Aamsancharko Vikash (Development of Mass Media in Nepal)*. Kathmandu: Nepal Association of Media Educators.

Stanley, B. J. (2006). *Introduction to Mass Communication: Media Literacy and Culture*. New York: McGraw-Hill Companies, Inc.

Webster, F. (1995). *Theories of Information Society*. London: Routledge.

Recommended Readings

Baran, S. J. (2010). *Chapter 15 on Global Media in Introduction to Mass Communication, Media literacy and culture*. New Delhi: Tata Mc Graw-Hall Education.

Beamer, L. & Varner, I. (2011). *Intercultural Communication in the Global Workplace*. New Delhi: Tata Mc Graw-Hill Edition.

Beath, J. (1999). *Other cultures: Aims, Methods & Achievements in Social Anthropology*. London: Routledge.

Boyd, B. & Ranteen, T. (ed.). (1998). *The Globalization of News*. London: Sage Publications.

Coyer, K., Downmunt, T. & Fountain, A. (2009). *The Alternative Media Handbook*. London: Routledge.

Dominick, J. R. (1999). *The Dynamics of Mass Communication*. New York: Mc. Graw-Hill College.

Everett, D. (ed.). (2004). *Mass Communication Theory*: London: Sage Publication.

Ginneken, J.B. (1998). *Understanding Global News: Critical Introduction*. London: Sage.

Herbert, J. (2001). *Communication perspective-Culture Diffusion: Dynamics and Challenges*. New Delhi: Har-Anand Publications.

Mc Quail, D. (2010). *Mass Communication Theory*. New Delhi: Sage Publications.

McLuhan, M. (1997). *Understanding Media: The Extension of Man*. London: The MIT Press.

Mohammad, A. (ed.). (1997). *International Communication and Globalization*. London: Sage Publications.

Molina, H.A. (1997). *Global Information and World Communication*. London: Sage Publications.

[Press Council Nepal Annual Publications. Kathmandu: Press Council Nepal Publications.]

Reah, D. (2011). *2nd Edition. The Language of Newspapers*. London: Routledge.

Seldes, G. *The New Mass Media*. New Delhi: Surjeet Publications.

Singh, G.S. (2012). *Development Communication and International Communication*. Mew Delhi: Har-Anand Publication.

Thussu, D. K. (2012). *International Communication- A Reader*. London: Routledge.

Thussu, D. K. (2007). *Media on the Move-Global Flow and Contraflow*. New York: Routledge.

Second Semester
Course Title: Development Communication

Course Code: JMC 556

3 credit hrs: 3
Teaching hours: 48

Course Description

This course explains how the communication is pertinent to the national development. As a means of effective and well planned communication, it describes the role of communication for development motivation and participation. It discusses development of various branches of development concerning approaches to gathering and disseminating information to various target groups. The course invokes discussion on various understandings of development activity. Students will be assigned practical exercise covering the various units on the basis of which they will produce comprehensive reports through assignments, seminars, classroom tests etc.

Objectives:

- a) To enable students to have extensive understanding of development communication.
- b) To engage students in developing understanding of the latest practices in development journalism.

Nature of Unit

Each unit carries within it two key components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Values of Course Content

Sixty per cent of the course content is constituted by theoretical lecture component and forty per cent by practical exercise component.

Course of Study in Brief

Units	Development Communication	Teaching Hours
Unit I	Introduction to Notion of Development	5
Unit II	Communication Perspective in Development Theory	4
Unit III	Development Communication	4
Unit IV	Development Journalism	5
Unit V	Development Support Communication	3
Unit VI	Development Efforts in Nepal	4
Unit VII	Developing Journalism in Nepal and Neighbouring Countries	5
Unit VIII	Seminar/Workshop/Presentation	6
Unit IX	Project Work/Tests	6
Unit X	Term Paper	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Introduction to the Notion of Development Development Concepts, contentious definitions of development; Different perspectives; Paradigms of Development; Millennium Development Goals; Human development approach; Right to development.	5
Unit II	Communication Perspective in Development Theory Role of communication in development theory; Communication as development indicator; Dynamics of development; Dysfunctions of development, Development awareness, development discontent, development motivation.	4
Unit III	Development Communication Understanding development economics; Prerequisites of development communication, development threshold; Communication links in development; Use of mass communication and other forms of communication; Awareness against cultural globalisation or cultural imperialism and dependency theory.	4
Unit IV	Development Journalism Nature, role and scope; Special requirements; Development reporting: process Vs Result oriented reporting; Reporting social and rural issues,	5
Unit V	Development Support Communication Origin and scope, Centralised Vs localised approach to development communication; Persuasion, support for transmission of knowledge and information	3
Unit VI	Development efforts in Nepal Initiation of planned development, Five-Year Plan; Budget; challenges of development in Nepal.	4
Unit VII	Development Journalism in Nepal and Neighboring Countries Theories; evolution and practices of development journalism in Nepal and India	5
Unit VIII	Seminar/workshop/presentation	6
Unit IX	Project work/tests	6
Unit X	Term Paper	6

Required Readings

Gudykunst William B. & Mody Bella. (2002). *Handbook of International and Intercultural Communication*. London: Sage Publication.

Kharel, P. (2013). *Dimensions of Communication*. Kathmandu: Kamala Kharel.

Kunczik, Michael. (1992). *Development and Communication: On the Importance of Communication in the Development Process*. Bonn, Germany: Friedrich-Ebert-Stiftung.

Melkote, Srinivas R. and H. Leslie Steeves. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment*, 2ndEd. London: Sage Publication.

Mody, Bella. (1991). *Designing Messages for Development Communication: An audience participation-based approach*. London: Sage Publication.

Narula, Uma (2002). *Development Communication: Theory and Practice*. New Delhi: Haranand Publications.

Panday, Devendra Raj (1999). *Nepal's Failed Development Reflections on the Mission and the Maladies*. Kathmandu: Nepal South Asia Centre.

Rai, LD (2013). 'Development Communication Theory: An Introduction'. In P. Kharel (ed) *Select Media Topics*. Kathmandu: Central Department of Journalism, TU.

Sen, Amartya. (2000). *Development as Freedom*. New Delhi: Oxford University Press.

Schramm, Wilbur. (1964) *Mass Media and National Development: The Role of Information in the Developing Countries*.USA: UNESCO.

Course title: Political Communication

Course Code: JMC 557

Credit Hours: 3

Teaching Hours: 48

Course Description

This course is designed to enable the students on several aspects of political communication including theories and their applications. It serves to make an overview of various facets of political communication, viz. communication activities of political institutions – political parties, government bodies, global institutions and interest groups. Students will be enabled to understand and design the political communication strategies. As this course explores the mass communication techniques of social movements and policy making process, it intends to enhance skills in public communications. Further, it sheds light on some historical perspectives of how the political communication shifted in different ages along with the modernization.

Course Objectives

- a. Imparting a broad knowledge on historical, theoretical and practical aspects of political communication
- b. Developing critical skills and advancing knowledge about political communication activities and linking them to the public life
- c. Enabling students to assess the factors relating to political communication techniques and making them aware about ethical concerns

Nature of Unit

Similar to other courses

Values of Course Content

Similar to other courses

Course of Study in Brief

Units	Political Communication	Teaching Hours
Unit I	Understanding Political Communication in Historical Context	5
Unit II	Political Communication Theories	4
Unit III	Political System and Demands of Public Communication	4
Unit IV	Accessibility, Sensitivity and Credibility of Public Forums	5
Unit V	Image, Impressions, Impact and Implications	3
Unit VI	Political Economy of Communications and Fourth Estate	4
Unit VII	Persuasion Techniques and Practices	5
Unit VIII	Classroom discussions/exercises on relevant issues/topics	6
Unit IX	Seminar/Workshop/ Project Work	6
Unit X	Term Paper/Tests	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Understanding Political Communication in Historical Context Defining political communication; Origin and evolution: ancient period to World War I, World War I to World War II, before and after the advent of new media	5
Unit II	Political Communication Theories Public sphere; News diffusion, Framing, Agenda setting; Spiral of silence; Propaganda,	5
Unit III	Political System and Demands of Public Communication Democracy; Governance; Concepts of freedom of expression; Free and fair news media; Media literacy	3
Unit IV	Accessibility, Sensitivity and Credibility of Public Forums Censorship and manipulation; Code of ethics: ownership, government investment, privacy and libel, politics and propaganda; Professionalism	3
Unit V	Image, Impressions, Impact and Implications Commerce; Media bosses are voracious and ambitious lot; Various types of biases and disclosures; Character behind image: impressions, celebrities and commerce, acceptability versus originality, framing, priming and bias	5
Unit VI	Political Economy of Communication and Fourth Estate Defining and assessing political economy of media; Global debate about media ownership and regulation; Fourth Estate: free and fair media: plural as public, government and media, newsroom bias	4
Unit VII	Persuasion Techniques and Practices Image maker and spinning for image building; Public campaigning; Political marketing and advertising	5
Unit VIII	Classroom discussions/exercises on relevant issues/topics	6
Unit IX	Seminar/Workshop/ Project Work Presentation on specific political campaign(s) Or Field research in the areas of impact of political communication of any aspect	6
Unit X	Term Paper/Tests Writing a research based paper on politics and national news coverage	6

Required Readings

Kharel, P. (2012). *Media for Participatory Democracy*. Kathmandu: Kamala Kharel.

Kharel, Parsuram. (2010). *Political Communication: Media, Messages and Meaning*. Kathmandu: Sangam Institute.

McChesney, Robert W. (2010). *The Political Economy of Media, Enduring Issues, Emerging Dilemmas*. Delhi: Aakar Books.

McQuail, Denis. (2010). *McQuail's Mass Communication Theory*. New Delhi: Sage Publications.

Recommended Readings

Adam, G. Stuart and Roy, Peter Clark. (2006). *Journalism: The Democratic Craft*. New York: Oxford University Press

Anokwa, Kwando, Carolyn A. Lin and Salwen. (2003). *Mass Communications: Concepts-Case Approach*. Delhi: Cengage Learning India.

Black, Jay, Jennings Bryant and Thompson, Susan. (1998). *Introduction to Media Communication*. Fifth Edition. USA: MC. Graw-Hill.

Dahl, Robert A. and Steinbrickner. (2003). *Modern Political Analysis*. Sixth Edition. Delhi: Pearson Education.

Downing, John, Ali, Mohammadi and Sreberny Annabelle-Mohammadi (Eds.). (1995). *Questioning the Media: A Critical Introduction. Second Edition*. New Delhi: Sage Publications.

Eester, Jon and Stagstad, Rune, (Eds.). (1998). *Constitutionalism and Democracy*. Cambridge University Press.

Hulteng, John L. (1981). *Playing it Straight*. USA: The Globe Pequot Press.

Monroe E. Price, Beate Rozumilowics and Stefam Verhulst (Eds.). (2002). *Media Reform, Democratizing the Media, Democratizing the State*. London: Routledge.

Potter, W. James. (1998). *Media Literacy*. New Delhi: Sage Publications.

Course Title: Research Methodology and Media

Course code: JMC 558

Credit Hours: 3

Teaching Hours: 48

Course Description

This subject deals upon and its significance. As Research Methodology is essential to systematic study in every field of the knowledge, various theories and methods are introduced to enable students to identify the causes and consequences or study problems and how to cope with them. In this study, students are required to reflect the knowledge of media, apply own experiences and practices in the respective study fields.

Objective of the Course

To enable students to apply mass media research and have insight into the communication research and their impact on society.

Nature of Unit

Similar to other courses

Values of Course Content

Similar to other courses

Course of Study in brief

Units	Research Methodology and Media	Teaching Hours
Unit I	Introduction to Media Research	5
Unit II	Meaning of Social Scientific Research	5
Unit III	Application to Media Research	5
Unit IV	Methods of Research	5
Unit V	The Context of Research	2
Unit VI	Techniques of Media Research	5
Unit VII	Inductive and Deductive Research Approach	3
Unit VIII	Social Research and Media Research	2
Unit IX	Practical Work on Media Research	6
Unit X	Practical Work on Media Issues	10

Detail Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Introduction to Media Research Meaning and definition of research. Nature, scope and characteristics of research, social research and media research. Social phenomena and behaviour in the social research. Purposes of social research and media research. Usable terms in the research.	5

Unit II	Meaning of Social Scientific Research Concepts of social scientific research. Science and its functions. Different practices of scientific research approaches and practices.	5
Unit III	Application to Media Research Practices of media research. Different media categories and research approaches. Social values and norms, elements of media research.	5
Unit IV	Methods of Research Observation and survey in research. Media Research and different types of survey to understand social media research. Methods for applied research.	5
Unit V	The Context of Research The context of media research. Narrative and genre as specific areas of media research.	2
Unit VI	Techniques of Media Research Data collection, Techniques for mass communication research: Questionnaire – scheduled interview, observation; unobtrusive techniques for research data collection.	5
Unit VII	Inductive and Deductive Research Approach Concept of inductive and deductive research approach and practices in the research. Problems in case and content analyses. Validity and reliability. Data Analyses.	3
Unit VIII	Social Research and Media Research Basic postulations of social research and communication research. Definition and models.	2
Unit IX	Practical Work on Media Issues Field work on issues selection as well as the media literacy and seminar in the class.	6
Unit X	Practical Work on Media Research Field work on the content analysis of media and focus group discussion and presentation in the class	10

Required Readings

Buddenbaum, J. M. and Novak, K. B. (2005). *Applied Communication Research*. UK: Blackwell Publishing Company, Oxford.

Campbell, R. (2002). *Media and Culture, An introduction to Mass Communication*. USA: Published by Bedford/St. Martin's, Boston.

Downing, J. D. H. (Editor in chief). (2004). *Media Studies*. London: Sage Publication.

Hansen, A., Cottle, S., Negrine, R., and Newbold, C. (2004). *Mass Communication Research Methods*. USA: Mackmillan Press.

Kerlinger, Fred. N. Research (2000). *Foundations of Behavioral. USA: Research. Holt, Rinehart and Winston, Inc.*

Khanal, C. (2014). 'An Introduction to Research Methodology'. In P. Kharel (ed) *Select Media Topics*. Kathmandu: Department of Journalism and Mass Communication, TU.

Kharel, P. and Khanal, C. (with research team). (2013). *Assessment of Media Development in Nepal*. Nepal: UNESCO Publication.

Wimmer, Roger D. and Dominik, Joseph, R. (2008). *Mass Media Research, An Introduction*. United States: Wadsworth Publishing Company.

Reccommended Readings

Young, Pauline, V. (2004). *Scientific Social Surveys and Research*. USA: Engle Wood Cliffs, Prentice Hall.

Course Title: Radio Journalism and Programme Production

Course Code: JMC 559

Credit Hours: 3
Teaching Hours: 48

Course Description

This course is designed to impart advanced knowledge and skills on radio journalism, programme production and station operation. It explains major principles and applications of radio broadcasting, particularly radio journalism and programme production, emphasising on the specific nature of radio writing and presentation. It deals with the news bulletins, current affairs, features, documentary and drama programming as well as technology and organisation of radio. Support services, economy and sustainability, legal and ethical concerns of radio broadcasting, radio stations operating in Nepal are among the other areas that the course covers. Besides obtaining the theoretical knowledge of the subject, students will also be engaged in practical works of producing a radio magazine and conducting seminars/workshops/talk programmes on the topical issues of relevance to the course.

Course Objectives

- a) To enable students to understand the scope and functions of radio broadcasting, including the principles and practical norms of the profession.
- b) To enhance the capacity of students to apply principles and practical norms of radio broadcasting through practical exercises.

Nature of Unit

Similar to other courses.

Value of Course Content

Similar to other courses.

Course of Study in Brief

Units	Radio Journalism & Programme Production	Teaching Hours
Unit I	Principles of Radio Journalism	4
Unit II	Radio News, Current Affairs and Other Programming	6
Unit III	Radio Technology and Organisation	4
Unit IV	Supporting Services for Radio	4
Unit V	Economy and Sustainability of Radio Station	3
Unit VI	Legal and Ethical Concerns of Radio Journalism	3
Unit VII	Radio Stations of Nepal	4
Unit VIII	Seminar Paper/Workshop/Presentation	5
Unit IX	Radio Programme Production	10
Unit X	Term Paper/Assignments for Programme Production	5

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Principles of Radio Journalism, and Programme Broadcasting Principles and specific requirements of radio writing and presentation; Distinguishing features of radio products with other media products; Language and style of radio; Script writing	4
Unit II	Radio News, Current Affairs and Other Programming Radio news, features and documentaries; Interview, commentaries and discussion; Vox-pop; Phone-ins; Specialised programmes; Radio magazines and sequences; Live broadcasting; Production process of radio news and current affairs programmes	6
Unit III	Radio Technology and Organisation Technical formats of radio; Radio studio and its layout; Production and transmission equipment; Organisational structure of a radio station; Functioning of a radio newsroom	4
Unit IV	Supporting Services for Radio Radio programme production houses; News agencies and programme syndicates; Music and entertainment industries; Research and rating agencies; Advertising agencies; Government, non-government and professional organisations; Professional and academic services	4
Unit V	Economy and Sustainability of a Radio Station Media market and radio; Production and distribution economics of radio; Economic models of radio; Commercial and non-profit radio	3
Unit VI	Legal and Ethical Concerns of Radio Journalism National parameters; Regulatory and professional norms; Self-regulation; Defamation and contempt of court; Censorship; Reporting restrictions; Accountability towards listeners	3
Unit VII	Radio Stations in Nepal Major types of radio stations; Role of radio in development and awareness building; Radio as a means of strengthening socio-cultural values and national unity; Strengths and challenges of radio development in Nepal	4
Unit VIII	Seminar Paper/Workshop/Presentation Classroom seminar and discussion on the papers on principles and issues of radio broadcast contents.	5
Unit IX	Radio Programme Production Students in groups produce a radio programme for TU FM. Each member of the group prepares his/her assignment for the programme.	10
Unit X	Term Paper/Assignments for Programme Production Students will be given individual assignments (term paper/studies).	5

Required readings

Chantler, P. & Stewart, P. (2003). *Basic Radio Journalism*. New Delhi: Focal Press.

McLeish, R. (1999). *Radio Production* (Fourth Edition). London: Focal Press.

Wilby, P. & Conroy, A. (1996). *The Radio Handbook*. New York: Routledge.

Paudyal, B. (2013). 'Radio Broadcasting: Access and Functioning'. In P. Kharel (ed). *Select Media Topics*. Kathmandu: Central Department of Journalism and Mass Communication, TU.

Recommended readings

Albarran, A. B. (2003). *Media Economics: Understanding Markets, Industries and Concepts*. New Delhi: Surjeet Publications.

Bhatt, S. C. (2010). *Broadcast Journalism: Basic Principles*. New Delhi: Har-Anand Publications.

Durant, A. & Lambrou, M. (2010). *Language and Media*. New Delhi: Routledge.

Franklin, B., Hamer, M., Hanna, M., Kinsey, M. & Richardson, J. E. (2006). *Key Concepts in Journalism Studies*. New Delhi: Vistaar Publications

Khanal, A. B. & Paudyal, B. (2056 B.S). *Radio: Boliko Bhasa Lekhta (Radio: Writing Spoken Language)*. Kathmandu: Nepal Press Institute.

Kharel, P. (2014). *Sounds of Radio Broadcasting*. Kathmandu: Kamala Kharel.

Maeseneer, P. (compiled and edited). (1989). *Here's the News: A Radio News Manual*. New Delhi: Asian Books.

Paudyal, B. (2070 B.S.). 'Radio Patrakarita'. In D. Aryal, B. KC, & T. Pathak (eds) *Media Reader*. Kathmandu: JagadambaPrakashan.

Paudyal, B. (2060 B.S). *Radio Karyakram (Radio Programming)*. Kathmandu: Community Radio Support Centre, Nepal Forum of Environmental Journalists.

Shrivastava, K.M. (2013). *Broadcast Journalism in the 21st Century*. New Delhi: Sterling Publishers.

Tracey, M. (1998). *The Decline and Fall of Public Service Broadcasting*. New York: Oxford University Press.

Course Title: Principles and Practices of Public Relations

Course Code: JMC 560

Credit Hrs: 3
Teaching Hrs: 48

Course Description

This course is designed to impart advanced knowledge of public relations both in its theoretical and practical aspects. It describes and explains the theories after introducing their context of origins and evolution. It emphasizes on learning the concepts, approaches and perspectives which shape the public relations practice. It also deals with the case studies to illustrate the applications of public relations principles in real life situations. This course assumes that the students will be well- equipped theoretically by the end of the semester to tackle the public relations problems.

Course Objectives

- a) To enable students to understand public relations theories in Asian and Western perspectives.
- b) To equip students with practical skills in handling problems related to public relations in action.

Nature of Unit

Similar to other courses.

Value of Course Content

Similar to other courses.

Course of Study in Brief

Units	Principles and Practice of Public Relations	Teaching Hours
Unit I	Nature of Public Relations	4
Unit II	Origins and Development of Public Relations	5
Unit III	International Public Relations & PR in Asian Context	3
Unit IV	Theoretical Underpinnings of Public Relations	5
Unit V	Public Relations Process and Procedures	4
Unit VI	Legal and ethical aspects of Public Relations	4
Unit VII	Applied Aspects of Public Relations	5
Unit VIII	Seminar /Workshop/Discussion	6
Unit IX	Project Work/Tests	6
Unit X	Term Paper	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Nature of Public Relations Definitions; Organisational forms: national & international roles; Functions and significance in realities of life	4
Unit II	Origins and Development of Public Relations Concepts and practice of public relations in Western environment— from ancient times through the 21 st century beginning over the decades since the 1980s; Recent trends in global environment; Opportunities and challenges	5
Unit III	International Public Relations & in Asian Context Principles and practices with special reference to Nepal, and other South Asian countries.	3
Unit IV	Theoretical Underpinnings Public Relations Persuasion and mass communication theories: social, interpretative communication theory, cultural theory.	5
Unit V	Legal and Ethical Aspects of Public Relations Five legal principles of public relations concerning media, finance, consumers, employees and environment; Ethical responsibility to publics, relevance of the social responsibility of media, public relations ethics in Asia.	4
Unit VI	Public Relations Process and Procedures Problems solving strategies: a range of models, including Chomsky, Herman model of propaganda; Elements in the procedures; Professional skills in maintaining relations with all types of publics; building corporate image and identity; Emergency Public Relations; - event management.	6
Unit VII	Applied Aspects of Public Relations A range of cases which introduce Public Relations problems and their pragmatic resolutions.	4
Unit VIII	Seminar/ Workshop/Presentation Classroom discussion, group discussion, presentation on predetermined issues related to the themes of public relations in action.	6
Unit IX	Project Work/Tests Profile of a company/corporate body focusing on its customer relations OR a project work to study media relations of government or NGOs in Nepal. Students will be involved in project works individually or in groups; classroom tests.	6
Unit X	Term Paper: Writing research on aspects of the subject of public relations process and practices in Nepal and other countries.	6

Required Readings

Moore, H. Frazier, and Frank B. Kalupa (2005), *Public Relations : Principles, Cases & Problems*, Surjeet Publications, Delhi, India.

Rai, Lal Deosa. (2010), *An Introduction to Public Relations*. Kathmandu: Bhrikuti Academic Publications.

Sachdeva, Iqbal S. (2009), *Public Relations: Principles and Practices*, New Delhi: Oxford University Press.

Recommended Readings

Bahl, Sushil (1995), *Whither Asian Public Relations?*, in *Media Asia* (1995), Amic, Singapore.

Banks, Stephen, P. (2005) *Multicultural Public Relations*, Surjeet Publications, New Delhi, India.

Botan, Carl. "A Human Nature Approach to Image & Ethics in International Public Relations" in Grunig, James E., & Larissa A. Grunig (ed), *Journal of Public Relations Research*, Vol 5. Number 2 (1993), pp 71 -81. AEJMC, LEA Inc Publishers, New Jersey, USA.

Brody, E.W. & Gerald C. Stone (1989), *Public Relations Research*, Praeger Publishers, New York, Cutlip, Scott M., & Allen H. Center, & Glen M. Broom (1985), *Effective Public Relations*, Prentice Hall International Edition, Prentice Hall Inc, USA.

Edward Bernays www.lib.uwo.ca/business/bernays.html

Harlow, R.E. (1957), *Public Relations and the Social Services*, Harper Bros, New York

Heath, Robert L. (ed) (2010), *The SAGE Handbook of Public Relations*. India: SAGE Publication.

Hendrix, Jerri, A. & Darrell C. Hayes. (2011). *Public Relations : A Case-based Approach*, Reprinted in India: Cengage Learning Inc.

Internet Resources

Newsom, Doug, Judy ZV. Turk & Dean Kruckeberg (2001), *This Is PR*, Seventh edition, reprint, Thomson Asia Pte. Ltd., Singapore.

Prajapati. U. (2013). 'Understanding Advertising and Public Relations: Effects in News Media'. In P. Kharel (ed). *Select Media Topics*. Kathmandu: Central Department of Journalism and Mass Communication, TU.

Third Semester
Course Title: Intercultural Communication

Course Code: JMC 561

Credit Hours: 3
Teaching Hours: 48

Course Description

This course explains the nature and feature of intercultural communication. It provides insights into various aspects of intercultural communication. The course imparts knowledge on how cultural values and practices impact social and communication activities. It concentrates on the underlying cultural reasons for human behaviour and invokes discussion on practical application of the awareness of intercultural communication and remedies to barriers to intercultural communication. Students will be assigned practical exercise covering different units on the basis of which they will produce comprehensive reports through assignments, seminars and classroom discussions.

Objectives

- a) To enable students to have extensive understanding of intercultural communication.
- b) To analyze media role on the impact made by culture on society.
- c) To empower students in overcoming barriers to intercultural communication.

Nature of Unit

Each unit carries two key components of lecture and practice. The lecture method delivers verbally or in written form the theories while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Values of Course Content

Sixty per cent of the course content is constituted by theoretical lecture component and forty per cent by practical exercise component.

Course of Study in Brief

Units	Unit Title	Teaching Hours
Unit I	Communication and Culture	4
Unit II	Dissemination of Knowledge in Ancient Periods	6
Unit III	Interpretation of Information	6
Unit IV	Barriers to Intercultural Communication	4
Unit V	Non-Verbal Communication	4
Unit VI	Acts as a Form of Communication	4
Unit VII	Media and Socio-cultural Patterns	3
Unit VIII	Seminar/Workshop/Presentation	6
Unit IX	Project Work/Tests	6
Unit X	Term Paper	5

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Communication and Culture Culture and behaviour; Basic functions of culture; Elements of culture: history, religion, values, social organizations and language; Perception, belief and culture; Individualism Vs collectivism.	4
Unit II	Dissemination of Knowledge in Ancient Periods Communication and education in the growth of civilisation cradles; Dignity and integrity; Communication as ancient invention; Cultural information and interpretation; quest for facts and logic dissemination; ancient inventions to reach large audiences; Theory of social approval; Theory of equality in discourses; Theory of <i>rasa</i> ; Focus on concentration; Group learning and <i>Gurukul</i> system; Quest for understanding culture.	6
Unit III	Interpretation of Information Intercultural sensitivity, Communicating across diverse world views, norms and values, level of intercultural communication: interpersonal communication; Avoiding prejudice; Avoiding racism; Practice of ethical intercultural communication: communication elicits a response, respect for others; Search for commonalities between peoples and cultures; Respect for cultural differences and acceptance of responsibility of behaviour.	6
Unit IV	Barriers to Intercultural Communication Anxiety; Assuming similarities and differences; Ethnocentrism; Stereotypes, prejudice, language and nonverbal communication; Intercultural problems involving codes.	4
Unit V	Non-Verbal Communication Kautilya's approach to non-verbal communication; Human body as symbol; Types of non-verbal codes and channels; Culture and non-verbal communication; Gesture and postures.	5
Unit VI	Acts as a Form of Communication Communication model and acts; Ritualized and non-ritualized acts; Interactions; Use of language; Social encounters applying various means and occasions; Cultural rules for establishing relationships.	4
Unit VII	Media and Socio-Cultural Patterns Impact of Confucianism on interpersonal relationships; Dominant cultural patterns of communication patterns; Cultural contexts; Model of intercultural communication competence	3
Unit VIII	Seminar/Workshop/Presentation	6
Unit IX	Project Work/Tests	6
Unit X	Term Paper	5

Required Readings

Beamer, Linda and Iris Varner (2011). *Intercultural Communication in the Global Workplace*, 4th ed. New Delhi: Tata McGraw-Hill.

Beatty, John and Junichi Takahashi (2003). *Intercultural Communication*. New Delhi: Biztantra.

Duck, Steve and David T. McMahan (2012). *The Basics of Communication: A Relational Perspective*, 2nd ed. London: Sage.

Kharel P (2015). *The Wheel of Communication: Himawatkhanda and Neighbourhood*. Kathmandu: Kamala Kharel.

Samovar, Larry A. et. al (2007). *Communication between Cultures*, 7th ed. United States: Wadsworth.

Recommended Readings

Beath, J. (1999). *Other Cultures: Aims, Methods & Achievements in Social Anthropology*. London: Routledge.

Herbert, J. (2001). *Communication Perspective-Cultural Diffusion: Dynamics and Challenges*. New Delhi: Har-Anand Publications.

Singh, G.S. (2012). *Development Communication and International Communication*. New Delhi: Har-Anand Publication.

Course Title: Media and Democratic Process

Course Code: JMC 562

Credit Hours: 3
Teaching Hours: 48

Course Description

This course intends to give a broad outlook to students on how media practices are part of a political system, how they are expected to perform and how they help in bringing about shift in a political system or process. It makes an overview of various facets of media in enhancing participatory political culture so that the students develop a critical mind on how biases, atrocities and misuse of media creep in. It also explores and brings together the ideal practices of media in the process of democratization, including modern trends of political campaigning and media practices to light. As this course assesses the techniques of media strategies in political campaigning and agenda setting, it enables the students to devise media strategies for political institutions and political players. It also makes students aware of how media practitioners should perform with critical approach to the media strategies of political actors and citizens.

Objectives

- d. To enhance knowledge on how the media are and can be a political power to drive the chariot of democracy and enhance the culture of participatory democracy.
- e. To acquaint students with various kinds of biases, atrocities and malpractices that can prevail in the media serving vested interests of political groups.
- f. To enable students to serve specific areas like designing media strategies for political actors and developing critical outlook for professional handling of the media.

Nature of Unit

Similar to other courses

Values of Course Content

Similar to other courses

Course of Study in Brief

Units	Unit Title	Teaching Hours
Unit I	Understanding Media for Democratization	5
Unit II	Media for Dialogue, Debate, Assent and Dissent	4
Unit III	Inclusiveness in Messages and Media Channels	4
Unit IV	Media in Political Campaigning and Agenda Setting	5
Unit V	Politics and Propaganda	3
Unit VI	New Media and Political Process	4
Unit VII	Modern Trends and Media Issues	5
Unit VIII	Classroom Discussions/Exercises on Relevant Issues/Topics	6
Unit IX	Seminar/Workshop/ Project Work	6
Unit X	Term Paper	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Understanding Media for Democratization Democracy; Governance; Concepts of freedom of expression and access to information; Free and fair news media.	5
Unit II	Media for Dialogue, Debate, Assent and Dissent Public journalism, Multi-layered process; Empowerment; Local values; MacBride recommendations.	4
Unit III	Inclusiveness in Messages and Media Channels Channel choices and participatory voices (print, radio, TV, online); Staggered loss of voice (the village loses to urban centres, the average individual loses to the elite, the small loses to the big, and small states lose out to big states); Diversity and reach; Heterogeneous societies.	4
Unit IV	Media in Political Campaigning and Agenda Setting Role of media in political/advocacy campaigning; Chequebook/paid journalism and politics; Who sets agenda – media or political actors?; Impact of media strategies by political actors on democratic institutions.	5
Unit V	Politics and Propaganda Political actors and media factors; Statement in content; Mouthpieces and manipulation.	3
Unit VI	New Media and Political Process Role of new media in political process: how the new media have changed political activities and media coverage of politics; Credibility and ethics.	4
Unit VII	Modern Trends and Media Issues Different forms of promotional political cultures; Social movements and interest groups; Image cultivation and handling of journalists: bonding journalists and relationship between PR practitioners and journalists; preparing material for the press and managing press conferences.	5
Unit VIII	Classroom Discussions/Exercises on Relevant Issues/Topics	6
Unit IX	Seminar/Workshop/Project Work	6
Unit X	Term Paper	6

Required Readings

Dahl, Robert A. and Bruce Steinbrickner. (2003). *Modern Political Analysis*. Sixth Edition. Delhi: Pearson Education.

Downing, John, Ali, Mohammadi and Sreberny Annabelle-Mohammadi (Eds.). (1995). *Questioning the Media: A Critical Introduction*. New Delhi: Sage Publications.

Kharel, P. (2012). *Media for Participatory Democracy*. Kathmandu: Kamala Kharel.

Kharel, Parsuram. (2010). *Political Communication: Media, Messages and Meaning*. Kathmandu: Sangam Institute.

Kunczik, Michael. (1990). *Images of Nations and International Public Relations*. Bonn: Friedrich-Ebert-Stiftung.

Recommended Readings

Adam, G. Stuart and Roy, Peter Clark. (2006). *Journalism: The Democratic Craft*. New York: Oxford University Press.

Anokwa, Kwando, Carolyn A. Lin and Salwen. (2003). *Mass Communications: Concepts-Case Approach*. Delhi: Cengage Learning India.

Bertrand, Claude Jean. (2003). *The Arsenal of Democracy, Media Accountability Systems*. Hampton Press.

Black, Jay, Jennings Bryant and Thompson, Susan. (1998). *Introduction to Media Communication*. USA: MC. Graw-Hill.

Eester, Jon and Stagstad, Rune, (Eds.). (1998). *Constitutionalism and Democracy*. USA: Cambridge University Press.

Hulteng, John L. (1981). *Playing It Straight*. USA: The Globe Pequot Press.

Keir, Gerry, McCombs, Maxwell and Shaw, Donald L. (1991). *Advanced Reporting: Beyond News Events*. Illinois: Waveland Press.

Monroe E. Price, Beate Rozumilowics and Stefam Verhulst (Eds.) (2002). *Media Reform, Democratizing the Media, Democratizing the State*. London: Routledge.

Potter, W. James. (1998). *Media Literacy*. New Delhi: Sage Publications.

Reports and Publications of Election Commission of Nepal.

Course Title: Social Media and Online Journalism

Course Code: JMC 563

Credit Hours: 3

Teaching Hours: 48

Course Description

This course is designed to enable students to understand different aspects of digital and online based journalism. It covers the latest trends in online communication and journalism, including social media and online media research. It serves various dimensions of digital media, social media, online journalism, technology, legal and ethical issues, and global trends. Students will be enabled to understand the trend and tendency of web based communication and journalism together with social media practices. The course focuses on theoretical and practical approaches to encourage students on digital media practices.

Objectives

- a. To enable students to have extensive understanding of the opportunities and use of social media.
- b. To enable students to analyze online communication and journalism.
- c. To enable students on new media research.

Nature of Unit

Each unit carries two key components of lecture and practice. The lecture method delivers verbally or in written form the theories while the practice puts emphasis on theories by reading, writing, uploading and research assignments.

Values of Course Content

Sixty per cent of the course content is constituted by theoretical lecture component and forty per cent by practical exercise component.

Course of Study in Brief

Units	Unit Title	Teaching Hours
Unit I	Digitalisation of News Media	5
Unit II	Principles and Practices of New Media	4
Unit III	Social Media and Communication	5
Unit IV	Online Journalism and Traditional Media	5
Unit V	Technical Writing Techniques	4
Unit VI	Globalisation and Local Content	4
Unit VII	Online Media Research	5
Unit VIII	Virtual Newsroom Operations in Different Groups	5
Unit IX	Classroom Discussions/Exercise	5
Unit X	Term Paper/Tests	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Digitalization of News Media Development of digital news media, digital archive; Newspaper on online; Development of online journalism; Online journalism in Nepal: scope, reach, access and connectivity.	5
Unit II	Principles and Practices of New Media Internet and public sphere; Digital dilemmas; Online journalism: global and local trends; Online journalism ethics: digital manipulation, copy right/plagiarism and pornography.	4
Unit III	Social Media and Communication Emergence of social media; Blogging and micro blogging; Medium of interaction; Social media as a marketing tool; Social media strategy and agenda setting; Social media and social development; Social media: content and control.	5
Unit IV	Online Journalism and Traditional Media Online journalism and gate-keeping; Conversed content: text, audio, video, picture and graphic uses, interactivity and mobile applications; Operating online newsroom: market, content and management.	5
Unit V	Technical Writing Techniques Writing, editing and uploading digital content; Language of web writing, editing, uploading video, audio, pictures, infographics and data visualization.	4
Unit VI	Globalization and Local Content Opportunity and challenges of free flow of information; Global and local concentrations; Role of new media on localization and globalization; New media and the challenges for developing nations.	4
Unit VII	Online Media Research Online media research: tools and techniques; Current trend and tendency in online media research; Research on social media, poll and online survey, hits and viewership; Social media as a tool of research.	5
Unit VIII	Practice of Virtual Newsroom Operation in Different Groups	5
Unit IX	Classroom Discussions/Exercises	5
Unit X	Term Paper/Tests	6

Required Readings

Artwick, C. G. (2005). *Reporting and Producing for Digital Media*. New Delhi: Surjeet Publications.

Hall, J. (2012). *Online Journalism: A critical Premier*. London: Pluto Press.

Kharel, P. (2013). *Dimensions of Communication*. Kathmandu: NAME.

Poynter, R. (2010). *The Handbook of Online and Social Media Research*. West Sussex (UK): John Wiley & Sons.

Quinn, S. and Lambie, S. (2008). *Online News Gathering*. Oxford: Focal Press.

Ward, M. (2002). *Journalism Online*. Oxford: Focal press.

Recommended Readings

Berkman, R. I. and Shumway, C. A. (2005). *Digital Dilemma*. New Delhi: Surjeet Publications.

Briggs, M. (2007). *Journalism 2.0*. Maryland: Knight Foundation.

Gunter, B. (2003). *News and the Net*. London: Lawrence Erlbaum Associates.

Course Title: Research Application and Media

Course code: JMC 564

Credit Hours: 3
Teaching Hours: 48

Course Description

This subject focuses on the practical application in research field. Its contents make a critical appraisal of research theories and media issues in their various dimensions. Research techniques are introduced to identify new knowledge on existing practices. In this course, students start from where they left in their "Research Methodology and Media" (in the first semester) and step ahead to deeper understanding of various aspects of media research.

Objectives

- a. To acquaint students with some of the latest trends in mass media research.
- b. To give students additional insight into communication research and its impact on society.
- c. To enable students to make comparative study of different methodologies applied in research.

Nature of Unit

Each unit carries two key components of lecture and practice. The lecture method delivers verbally or in written form the theories while the practice puts emphasis on theories by reading, writing, uploading and research assignments.

Values of Course Content

Similar to other courses

Course of Study in Brief

Units	Unit Title	Teaching Hours
Unit I	Research Theory	5
Unit II	Media Content, Audience and Effects Theories	5
Unit III	Qualitative and Quantitative Research	5
Unit IV	Problems Analyses in Media Research	5
Unit V	Quantitative Analyses	8
Unit VI	Research Presentation	4
Unit VII	Writing Research Report	4
Unit VIII	Preparing Research Project	2
Unit IX	Practical Work on Media Research	5
Unit X	Term Paper	5

Detail Course of Study

Units	Unit Titles and Breakdown	Teaching Hours
I	Research Theory Theory and facts in research practice; Construct measurement, hypotheses; Development and structure, condition, formulation and sources; Narrative and genre as specific areas of media research.	5
II	Media Content, Audience and Effects Theories Different Research practices on text, institution and audiences; Research in media effects; Media effects and cultural approaches to research.	6
III	Qualitative and Quantitative Research Concept of qualitative and quantitative practices in research; Problems in qualitative research; Case and content analyses; and Ethical consideration on qualitative and quantitative research approaches.	4
IV	Problems Analyses in Media Research Problems in research design; Limitation in formulation of media research; Comparative study of select research methodologies.	5
V	Quantitative Analyses Statistical tools purpose; Approach: Central tendency and dispersion.	8
VI	Research Presentation Correlation and regression; Practical analyses for presentation of research data.	4
VII	Writing Research Report Organizing report writing, drafting the MSS; Writing the reader, style; Scientific writing; Functional language and its use; Revision and completion of MSS; Format for scientific reporting; Analyzing research data.	4
VIII	Preparing Research Project Idea, comments; Definition of problem; Outline; Data sources and data collection; Literature search; Choice of words; Preparing a check list; Field work.	2
IX	Practical Work on Media Research Seminar/Focus Group Discussion/Studies.	5
X	Term Paper	5

Required Readings

Bertand , I. and Hughes, P. (2005). *Media Research: Audience, Institution and Text*. Published by Palgrave Macmillan.

Buddenbaum, J. M. and Novak, K. B. (2005). *Applied Communication Research*. UK Blackwell Publishing Company.

Campbell, R. (2002). *Media and Culture: An introduction to Mass Communication*. Boston (USA): Bedford/St. Martin's.

Downing, J. D. H. (Ed.). (2004). *Media Studies*. London: Sage Publication.

Goode, W. J. and Hatt, P. K. (2006). *Methods in Social Research*. USA: McGraw Hill Boob Company.

Hansen, A., Cottle, S., Negrine, R., and Newbold, C. (2004). *Mass Communication Research Methods*. USA: Macmillan Press.

Recommended Readings

Kerlinger, Fred. N. Research (2000). *Foundations of Behavioral Research*. USA: Holt, Rinehart and Winston.

Priest, S. H. (2009). *Doing Media Research: An Introduction*. Washington: SAGE Publication.

Course Title: Principles and Practices of Advertising

Course Code: JMC 565

Credit Hours: 3
Teaching Hours: 48

Course Description

This course is designed to impart advanced knowledge of advertising business, profession as well as art, principles and skills practice. It describes the origin, evolution and history of the growth of advertising and contemporary trends and issues of modern advertising. It discusses and explains with critical views concerning the principles, processes and procedures of advertising business, profession and art citing authoritative sources. It emphasizes on learning the concepts, approaches and perspectives which shape the advertising theories. It also deals with the rise of advertising business and profession in the South Asian context. In addition, this course intends to develop students' skills in handling advertising business by applications of principles in fulfilling assignments and field study requirements.

Objectives

- c) To enhance advanced academic knowledge about the fundamental elements of advertising in different aspects.
- d) To enable students to practise advertising meaningfully in professional life.
- e) To underline the importance of communication in effective marketing and advertising process.

Nature of Unit

Each unit carries two key components of lecture and practice methods. The lecture method delivers verbally or in written form the principles of advertising while the practice method enables the students to understand practical side of advertising by actual applications of the principles.

Value of Course Content

Sixty per cent of the course content is constituted by theoretical lecture component and forty per cent by practical exercise component.

Course of Study in Brief

Units	Unit Title	Teaching Hours
Unit I	Origin and Evolution of Advertising	4
Unit II	World of Advertising	4
Unit III	Scope of Advertising Business, Profession and Art	4
Unit IV	Economic, Social and Regulatory Aspects of Advertising	4
Unit V	Marketing and Advertising Strategies	5
Unit VI	Creative Advertising and Commercials	4
Unit VII	Advertising Media	5
Unit VIII	Classroom Discussions/Exercises on Relevant Issues/Topics	6
Unit IX	Seminar/Workshop/ Project Work	6
Unit X	Term Paper	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Origin and Evolution of Advertising – International Advertising Origin of advertising as human and marketing communication; Milestones in evolution of advertising as an economic tool and as a social force; International advertising and current advertising issues.	4
Unit II	World of Advertising Elements of effective advertising communication; Definitions, types and role-players in the advertising world; Advertising as a business, as a profession and as an art; Dimensions of advertising communication and marketing communication.	4
Unit III	Scope of Advertising Business, Profession and Art Organizations in advertising; Four distinct groups of advertisers, agencies, suppliers, and their operation of the business; Factors affecting their relationships.	4
Unit IV	Economic, Social and Regulatory Aspects of Advertising Basic economic principles that guide advertising and have social, ethical and legal effects; South Asian perspectives.	4
Unit V	Marketing and Advertising Strategies Advertising's role in the marketing plan; Tools of marketing: product, distribution, price, and communication; Types of markets, combining marketing and advertising; Concept and integrated marketing strategy; Role Marketing and advertising research; Components of advertising research.	5
Unit VI	Creative Advertising and Commercials Definition; Creativity and strategy; Creative process; Creative strategy and executions and creative advertising and effectiveness.	4
Unit VII	Advertising Media Advertising process and media planning; Media objectives and strategies; Media buyers; Using media and advantages and disadvantages of media advertising; Staging a media plan.	5
Unit VIII	Classroom Discussions/Exercises on Relevant Issues/Topics	6
Unit IX	Seminar/Workshop/ Project Work	6
Unit X	Term Paper	6

Required Readings

Chunawalla, S.A. & Sethia, K.C. (1994). *Foundations of Advertising Theory and Practice*. New Delhi: Himalayan Publishing House.

Rai, L.D. (2014). *Introducing Advertising: History, Principles and Practice*. Kathmandu: Bhrikuti Academic Publications.

Wells, W.B., John & Moriarty. (2004). *Advertising: Principles & Practice*. Singapore: Pearson Education.

Wilmschurst, J. (1985). *The Fundamentals of Advertising*, USA: William Heinemann.

Recommended Readings

Brierley, S. (1996). *The Advertising Handbook*. London: Rutledge.

Jugenheimer, D.W., Arnold M. B. & Peter B.T. (1992). *Advertising Media: Strategy and Tactics*. USA: WCB-Brown & Benchmark.

Sandage C.H., Fryburger V., Rotzoll, K. (1996). *Advertising Theory and Practice*. New Delhi: AITBS Publishers & Distributors.

Fourth Semester Course Title: Media Law

Course Code: JMC 566

Credit hours: 3
Teaching hours: 48

Course Description

This course explains the evolutionary process of law, more specifically the media law, including that in Nepal. It focuses on the concept of freedom of speech and expression and the freedom of the media freedom, and clarifies a journalist's position in relation to the international law and the law of the land. It describes a functioning democracy fostering free and independent media as its essential element. The course invokes discussion on various understandings of the constitutional and legal provisions pertaining to media freedom. Students will be assigned practical exercise covering the various units on the basis of which they will produce comprehensive reports through assignments, seminars and classroom tests.

Objectives

- To enable students to have an extensive understanding of the sources of law and their evolutionary process, specifically the sources and evolution of media law.
- To enable students to differentiate the law for the restrictions on media and the law extending media freedom.
- To engage students in developing a critical understanding of the latest practices in the field of media law.

Nature of Unit

Each unit carries within it two key components of lecture and practical work. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories by reading, writing and group discussion assignments.

Value of Course Content

Sixty per cent of the course content is constituted by theoretical lecture component and forty per cent by practical exercise component.

Course of Study in Brief

Units	Media Law	Teaching Hours
Unit I	Sources of Laws	5
Unit II	Media Jurisprudence	4
Unit III	Media Freedom as Constitutional Rights	4
Unit IV	Evolution of Media Laws in Nepal	5
Unit V	Laws Relating to Print Media in Nepal	3
Unit VI	Laws Relating to Broadcasting and Online Media in Nepal	4
Unit VII	Comparative Study of Media Freedom in World	5
Unit VIII	Seminar/Workshop/Presentation	6
Unit IX	Project Work/Tests	6
Unit X	Term Paper	6

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Sources of Law Religion, custom, precedent, statute, historical development of statutory provisions and case law in Nepal.	5
Unit II	Media Jurisprudence Evolution of the concept of media freedom, principle of free speech enshrined in <i>Areopagitica</i> , legitimate limitations of freedom of the press.	4
Unit III	Media Freedom as Constitutional Rights Evolution, freedom of speech and expression in the constitution: Global and domestic context, freedom of expression as legal aspect of democratic ideal, legitimate limitations to freedom of the press; Constitutional limitations on the freedom of expression in Nepal.	4
Unit IV	Evolution of Media Law in Nepal Prior to 1951, between 1951 and 1960, between 1960 and 1990, between 1990 and 2006, after the political change in 2006; Current law related to different media in Nepal: <i>Galirabejjati Ain</i> , 016 BS [the Slander Act], Press Council Act, 048 BS, Working Journalists Act, 048 BS; Copyright Act, 059 BS; Right to Information Act, 064 BS; Legal provisions on contempt of court and parliament in law.	5
Unit V	Law Relating to Print Media in Nepal Laws related to books, laws related to newspapers, Press and Publication Act, 048 BS; Provisions with special reference to rights and duties of a journalist.	3
Unit VI	Laws Relating to Broadcasting and Online Media in Nepal <i>Rashtriyaprasaran Ain</i> , 049 [Broadcasting Act: Provisions with special reference to broadcasting licencing and regulation]; Film making and legal provisions in Nepal, cyber laws and online media.	4
Unit VII	Comparative Study of Media Freedom in Select Countries Constitutional provisions of freedom of speech and expression with reasonable restrictions in China, Germany, India, Japan, Sweden, the United Kingdom and the United States.	5
Unit VIII	Seminar/Workshop/Presentation	6
Unit IX	Project Work/Tests	6
Unit X	Term Paper	6

Required Readings

Aryal, K. (2013). "Between Media Freedom and Public Interest". In P. Kharel (Ed.) *Select Media Topics*. Kathmandu: Central Department of Journalism, TU.

Basu, D. (2010). *Law of the Press* (5th ed.). New Delhi: Lexis-Nexis India.

Beer, A. S. (Ed.) (2011). *Global Journalism: Topical Issues and Media Systems* (5th ed.) New Delhi: PHI Learning.

Dahal, K. (2011 BS). *Aamsanchar ra Kanun*. Kathmandu: Nepal Press Institute.

Francois, W. E. (1986). *Mass Media Law and Regulations* (4th ed.). New York: Macmillan Publishing Company.

Mendel, T. (2004). *Freedom of Information: A Comparative Legal Survey* (2nd ed.). New Delhi: UNESCO.

Weeramantry, C.G. (1998). *An Invitation to the Law*. New Delhi: Lawman.

Course Title: Photojournalism

Course Code: JMC 567

Credit hours: 3
Teaching hours: 48

Course Description:

This course is designed to impart advanced knowledge and skills of photography and photojournalism. It focuses on teaching principles and practices while familiarising students with the origin and evaluation of photography and photojournalism. It also provides necessary knowledge about the legal, ethical and educational aspects of photojournalism with special reference to Nepal.

Objectives

- a) Familiarise students with concepts and practices of photojournalism.
- b) Develop the capability of using photography, handling camera for the cause of journalism
- c) Enhance knowledge and skills of photography for practical use in newsroom
- d) Strengthen the perspective of communicating through pictures

Nature of Unit

Similar to other courses.

Value of Course Content

Similar to other courses.

Course of Study in Brief

Unit	Photojournalism	Teaching Hours
Unit I	Approaches to Photojournalism	3
Unit II	Development of Photojournalism	4
Unit III	Photo Journalism Education	6
Unit IV	Camera Technology	8
Unit V	Art of Compositions	5
Unit VI	Photo Editing	4
Unit VII	Operation of the Picture Desk	4
Unit VIII	Term Paper	5
Unit IX	Seminar Paper/Workshop	4
Unit X	Project Work	5

Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
Unit I	Approaches to Photojournalism Philosophy; Concepts of photography and photojournalism; Definition, principles); Respect for accuracy; Respect for deadlines; Maintenance a high degree of technical proficiency.	3
Unit II	Development of Photojournalism Development of photojournalism in the world; Development of photojournalism in Nepal; Contribution of photography to visual communication; Modern trends in photo technology and impact on modern journalism; Visual communication for development messages; Scope: Print media, electronic media, wire agencies, advertising and photography.	4
Unit III	Photojournalism Education Photojournalism education in Nepal; Background and current status of photojournalism; Disciplines of photography, portraits, landscape, still-life, events, architecture, sports, wildlife; Photojournalism, glamour/tourism,/adventure/celebrity/sports etc. Photojournalism as career; Qualifications; Photojournalism with law and ethics; Insurance; Privacy vs. public's right to know; Copyright, who owns the picture rights. Photographer's right.	6
Unit IV	Camera Technology Knowing all the controlling systems: Cameras and lenses: Exposure; Light and lighting: Recording: Medium capturing: Actions: Emotions: Feelings: Slow and fast events: Panning: Using flashlight: Filters and accessories. The studio vs. the news portraits capturing the action; Predicting the action; Capturing the candid shots; Stock photography.	8
Unit V	Art of Compositions Principles of compositions; Basic rules: Rule of third, framing, lead, balance, silhouettes, symmetry, color, angles, horizon lines; Depth of field and factors affecting it; Capturing motions etc.	5
Unit VI	Photo-Editing Principles and practices of photo-editing; Editing photos in newsroom; Writing and editing photo captions; Photo essay/photo feature; Photo story etc. Use of picture in print media; Story telling through pictures.	4
VII	Operation of the Picture Desk Photo in newsroom: Photo as a news item; Defining news value of photos. Role and responsibility of the picture desk; Sources of pictures; Running the diary, planning the day's coverage; The right photographs;	4

	Captions; Use of photo library; Photography and the law.	
Unit VIII	Term Paper	5
Unit IX	Seminar Paper/Workshop	4
Unit X	Project Work:	5

Recommended Books

Martin, K. (1993). *Practical Photojournalism*. London: Focal Press.

Brian, H. (2001). *Guide to Photojournalism*. USA: Associated Press.

Harold, E. (1982). *The Pictures on a Page; Photojournalism, Graphics and Picture Editing*. London: William Heinemann.

Michael, F. (2006). *The Complete Guide to Digital Photography*. New York: Lark Books.

Simon, J. (2007). *Get the Most from Your Digital Camera*. USA: D & C David and Charles Limited.

Reference materials

Phil, D. (1980). *Photography*. USA: Wim. C. Browan Com.

John, H. (2004). *Complete Guide to Photography*. New York: Publishing by Sterling Publishing.

Rai, S. (2012) *Photography Digdarshan*. Kathmandu: Photo Concern.

Chitrakar, Gopal. (1992). *People Power*. Kathmandu: Sita Chitrakar.

Course Title: Media Issues

Course Code: JMC 568

Credit Hours: 3
Teaching Hours: 48

Course Description

This course is designed to analyse and evaluate contemporary media issues. The course highlights issues concerning media both at national and international scale. Issues of media coverage are presented on thematic basis. Introducing the media and their relation with society, the course defines media issues and elaborates its types and functions. It describes role of media in formulating topical issues of the day. The course also examines impact of social media on creating and highlighting issues for media coverage.

Course Objectives

- To enable students to identify and understand issues that affect media and society.
- To guide students through issues related to media and issues of media coverage.
- To develop the capacity of students to analyse media issues and apply the same to their professional work.

Nature of Unit

Similar to other courses.

Value of Course Content

Similar to other courses.

Course of Study in Brief

Units	Unit Title	Teaching Hours
Unit I	Media Issues and Society	5
Unit II	Normative Issues Concerning Media: Professionalism	5
Unit III	Issues Concerning Media: National	6
Unit IV	Issues Concerning Media: International	3
Unit V	Issues of Media Coverage: Politics	3
Unit VI	Issues of Media Coverage: Development	4
Unit VII	Issues of Media Coverage: Society	4
Unit VIII	In-depth/investigative Report on a Topical Issue	5
Unit IX	Seminar Paper on Contemporary Media Issues	5
Unit X	Workshop Presentation and Discussion on Seminar Paper	8

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Media Issues and Society Concept of media issues; Understanding media issues, their types and functions; Trends and patterns of media issues over the time; Role and place of media in formulating issues of the day; Social media and their impact on highlighting issues for media coverage.	5

Unit II	Issues Concerning Media: Professionalism Working environment and facilities; Editorial independence; Newsroom bias; Profit versus service; Propaganda and publicity; Growth and sustainability; Censorship and self-censorship; Media audiences; Product diversification; Media and political ideology.	5
Unit III	Issues Concerning Media: National Press freedom and responsibility; Legal obligations and ethical values; Right to information; Political and commercial control; Education, training and professionalism; Media research and criticism; Ownership concentration and monopoly; Technology and its application; Media access and reach; New media horizons; Foreign media presence and influence; Financial resources.	6
Unit IV	Issues Concerning Media: International Media and terrorism; Media and war; Globalisation and its impact; Sex, crime and violence; Mass culture; Technology and its impact; Monopoly on news flow; Media imperialism.	3
Unit V	Issues of Media Coverage: Politics Political development; State, government and parties; War, conflict and protests; Political changes and revolutions; Elections.	3
Unit VI	Issues of Media Coverage: Development Business and economy; Liberalism; Foreign investment; Infrastructure development; Health; Education; Livelihoods; Environment and climate; Natural disasters.	4
Unit VII	Issues of Media Coverage: Society Gender, trans-gender and minorities; Literature; Sports and adventure; Entertainment; Religion and culture.	4
Unit VIII	Writing an in-depth/investigative report on a topical issue	5
Unit IX	Seminar paper on contemporary media issues	5
Unit X	Workshop presentation and discussion on seminar paper	8

Required readings

Cropp, F., Frisby, C.M. & Mills, D. (2004). *Journalism across Cultures*. New Delhi: Surjeet Publications.

Herbert, J. (2001). *Practising Global Journalism*. New Delhi: Focal Press.

Hiebert, R.E. (Ed.). (1995). *Impact of Mass Media*. USA: Longman Publishers.

Kharel, P. (2015). *Media Medley: Issues and Ideas*. Kathmandu: Central Department of Journalism and Mass Communication, TU.

Shrivastava, K.M. (1992). *Media Issues*. New Delhi: Sterling Publishers.

Recommended readings

Albarran, A. B. (2003). *Media Economics: Understanding Markets, Industries and Concepts*. New Delhi: Surjeet Publications.

Franklin, B., Hamer, M., Hanna, M., Kinsey, M. & Richardson, J. E. (2006). *Key Concepts in Journalism Studies*. New Delhi: Vistaar Publications.

Hartley, J. (2004). *Key Concepts in Communication, Cultural and Media Studies*. London: Routledge.

Kharel, P. (2014). *Political Communication*. Kathmandu: Kamala Kharel.

Thussu, D.K. & Freedman D. (Eds.). (2003). *War and the Media*. New Delhi: Vistaar Publications.

Valdivia, A.N. (Ed.). (2003). *A Companion to Media Studies*. UK: Blackwell Publishing.

Course Title: Global Media and Journalism

Course Code: JMC 569

Credit Hours: 3
Teaching Hours: 48

Course Descriptions

The course explains how the conception on global media and journalism is conceptualised that puts focus on the trends, policy of mass communication. It dwells upon the policies and practices of journalism and mass media through global news flow tendency by raising forth issues on media expansion and globalisation; and provides an impetus to a new international information order.

The course stipulates that the students will be able to garner advanced practical works from receiving the theoretical knowledge on global media and journalism. It will assist them in conducting advance work pertaining to multidimensional aspects on global media and journalism as reflected in contemporary trends in reporting various global issues.

Course Objectives

- a) To enable students to be acquainted with the scope, characteristic functions of global media and journalism.
- b) To enhance students to the theoretical and practical aspects of the trends and policy of global journalism and mass communication culture.

Nature of Unit

Similar to other course of study

Values of Course Content

Similar to other course of study

Course of Study in Brief

Units	Global Media and Journalism	Teaching Hours
Unit I	Evolution of Global Media and Journalism	4
Unit II	Conception of Global Media and Journalism	5
Unit III	Global Media theoretical Perspectives	4
Unit IV	Global Media Culture	5
Unit V	Global News Flow	4
Unit VI	Principles and Practice of Global Journalism	4
Unit VII	Problems and Issues of Global Journalism	4
Unit VIII	Term Paper	6
Unit IX	Seminar/Workshop	6
Unit X	Project Work/Project Writing	6

Course of Study in Detail

Units	Global Media and Journalism	Teaching Hours
Unit I	Evolution of Global Media and Journalism Origin and evolution of globalisation process, global media, global journalism.	4
Unit II	Conception of Global Media and Journalism Definition and scope of: Global mass communication; International communication; Intercultural communication; Modern meaning of global media and global journalism.	5
Unit III	Global Media theoretical Perspectives Media goals and approaches; Freedom of expression; International perspective and media; Media imperialism and localisation; Communication marketing.	4
Unit IV	Global Media Cultures The media and global systems in Western, Non-Western and UN perspectives; Constructing co-cultural theory.	5
Unit V	Global News Flow Traditional and new channels; Trends of news flow in world continents; Global news reporting and writing in various thematic scenario.	3
Unit VI	Principles and Practice of Global Journalism New international information order; Communication trends from perception to non-verbal, emotions, language, listening; Communication relational dynamics; improving communication climate and managing interpersonal and international conflicts.	5
Unit VII	Problems and Issues of Global Journalism Exploring global journalism worldwide; New technology, communication trends; Trauma in reporting; operations, regulations and financial aspects; Issues on development, new international work order.	4
Unit VIII	Term Paper	6
Unit IX	Seminar/Workshop	6
Unit X	Project Work/Profile Writing	6

Required Readings

Adler, R.B. & Proctor, R. F. (2007). *Communication Goals and Approaches*. USA: Wadsworth Cengage Learning.

Anokwa, K. et. Al. (2003). *Mass Communication Concept- Case Approaches*. Australia: Sage Learning.

Flew, T. (2007). *Understanding Global Media*. USA: Palgrave Macmilan.

Herbert J. (2001). *Practical Global Journalism*. New Delhi : Focal Press.

Lorenz, A.L. & Vivian, J. (2006). *News Reporting and Writing*. USA: Pearson Education.

Merrill, J. (1995). (Ed.). *Global Journalism: Survey of International Communication while Planning*. New York: Longman.

Thussu & Kishan, D. (2012). *International Communication: A. Reader*. London: Routledge.

Recommended Readings

Chakraverty, P. & Sar K. (2007). *Media Policy and Globalization*. New Delhi: Rawat Publications.

Christopher, C. (1997). *Dynamics of Journalism* (Vol.3). New Delhi: Annual Publication.

Frank, D. & Richard, M. (2000). *Television in Contemporary Asia*. New Delhi: Sage Publication.

McBride Report. (1980). *Many Voices, One World. Communication and Society Today and Tomorrow: International Communication for the Study of Communication Problems*. Paris: UNESCO.

Orbe, M. P. (2000). *Constructing Co-Cultural Theory: An Explanation of Culture, Power and Communication*. New Delhi: Sage Publication.

Page, D. & Crawley, W. (2001). *Satellite over South Asia*. New Delhi: Sage Publication.

Quinn, P. (1996). *Marketing Communications*. New Delhi: P.A.D.U. Publications.

Thesis Writing

Course Code: JMC 570

Credit Hours: 3

Course Description

Thesis writing is a compulsory paper to complete the Master's level.

The Central Department of Journalism and Mass Communication is designed to fulfill the requirements of the study of the students at all stages of the thesis writing process. As students submit their thesis proposals a committee will evaluate the concept and other aspects of the same.

After the committee's approval, the Department will assign one of its faculty members to guide the student in the latter's work.

The Department decides the format of the thesis and student needs to strictly follow to it and complete the thesis within a given time frame.

Objectives

- a) To enable students to have an extensive understanding of research and their practical process.
- b) To engage students in developing a critical understanding of the latest practices in the field of social scientific research.
- c) To enable students to differentiate the field research on media and the research on social phenomenon.

Nature of the Paper

This course carries within it two key components of lecture and regular guidance from a faculty member.

Value of Course Content

After completing the thesis work by the student, the Department will organise viva for the student to evaluate the thesis which has to be completed within three months after the date of the publication of the results of the fourth semester examinations.

Incompletion of the work within the deadline will require the student to fulfil other obligations specified by the Department.