

PURBANCHAL UNIVERSITY, Faculty of Arts, Mass Communication and Journalism Subject Committee

SUBJECT CODE	SUBJECT	Cr. Hr.	COURSE TYPE	FULL MARK	UNIVERSITY	EVALUATION	
					Theory	Practical	Internal
BAMCJ 2301	News Reporting II	3	Core	100	80		20
BAMCJ 2302	Advertising and Marketing Communication	3	Core	100	60	20	20
BAMCJ 2303	Basic of Photo journalism	3	Core	100	60	20	20
BAMCJ 2304	Media in Conflict Management	3	Core	100	80		20
BAMCJ 2305	Basic of Media Research	3	Core	100	80		20
BAMCJ 2306	Radio Program Production Techniques-II	3	Core	100	60	20	20
BAMCJ 2307	Language II (Elective French or Chinese)	3	Applied	100	60	20	20

BAMCJ2301 NEWS REPORTING -II

3 Credits

Objectives: Produce highly skilled reporters, feature writers, columnists, and editors, appropriate for the modern Media Trend.

Teaching Schedule (Hrs/Week)			Examination				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	2	20	-	80	-	100

Unit 1: Modern trends in reporting **6**

- Objective reporting,
- Interpretive reporting,
- Corporate reporting,
- Development reporting

Unit 2: Interviewing techniques **3**

Unit 3: Reportorial crusades **3**

- Truth, accountability, hard news.

Unit 4: Specialized Reporting **9**

- Reporting on medicines and education, science and technology, arts and culture
- Reporting, politics, crimes, economics and other public related issues.
- Reporting spiritualism
- Court reporting
- Elections
- Parliament Reporting
- Sports

Unit 5: Making a News **6**

- Main Task
- Fact and Opinion

Unit 6: Rudiments of the Story **6**

- Accuracy, Attribution, Anonymous Sources
- Background, balance and Fairness, Brevity

- Clarity, Human interest
- Beyond the statistics
- News point, Objectivity, Hoaxes

Unit 7: The news Operation

6

- Role of News Editor
- Role of Chief -reporter
- Role of sub-editor
- Editorializing
- Access to News
- Personality of reporter.

Unit 8: A Qualified freedom

6

- Major Legal Restraints, Contempt of Court, Copy Right, Self-Imposed Restraints

Suggested Readings:

1. Curtis D. MacDougall, Robert D. Reid (1987). *Interpretative Reporting*, Macmillan Pub Co;
2. Hohenberg, John (1971). *The Professional Journalist*, Holt McDougal;
3. Samsi, Nayyar (2005). *Journalism: The News*. Anamol Publication, New Delhi
4. Laurence Randolph Campbell, Roland Edgar Wolseley, Don Martinetti (2012). *How to Report and Write the News*. Literary Licensing, LLC
5. Kamath, M. V. (2001). *Professional Journalism*. Vikas Publication House, New Delhi
6. Mencher, Melvin (2002). *Basic News Writing*. Universal Book Stall, New Delhi.

BAMCJ 2302 Advertising and Marketing Communications

3cr.

Objective:

This course aims to develop effective marketing skills and strategies in students to cope up with the complexities of the present day advertising and media industry.

Teaching Schedule Hours / Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
3	–	Theory	Practical	Theory	Practical	100
		20	20	60	–	

Unit I: Introduction to Advertising and Marketing Communication

3

- Defining advertising and role of marketing
- Role of advertising in marketing process
- Types of marketing
- Marketing history, its development process, functions, roles and refutations

Unit II: Social and Economic issues in advertising

3

- Advertising's influence in society
- Economic influence in advertising
- Ethical issues advertising's effects in media

Unit III: Advertising Business and the Agencies

6

- Types of advertising agencies
- Specialized Agencies
- Agencies Structures and functions of each department

Unit IV: Field of Advertising Management

6

- Types of advertising
- Advertising objectives
- Market Segmentation and positioning

Unit V: Advertising Creativity

6

- Creativity in Advertising
- The big idea, the selling preposition, the message

- The Message strategy: what to say and how to say?

Unit VI: Technical sides of advertisements **3**

- cc/spot/classified
- Prime time, cut out ads

Unit VII: Media Considerations **6**

- ATL and BTL considerations
- Electronic media and print media
- Out of home, POPs, media
- Placement, assessing media, media preference
- Selecting the right media evaluation the job placement

Unit VIII: Advertising and Integrated Marketing Communications **3**

- The process and promotional mixes,
- Levels of integration and its scope

Unit IX: Advertising in Nepal **6**

- History of advertising development in Nepal
- The industry, present scenario and practices
- Prospects and challenges of Nepali advertising

Unit X: Evaluating Advertising and Measuring Effects **3**

- Characteristics of good advertisements
- Evaluation and advertising effectiveness
- Research in advertising
- Practical: Ad production

Suggested Readings:

- Wright, John S. and John Mertes (1974). *Advertising's Role in Society*. West Publishing Co.
- Zeigler and Johnson (1981). *Creative Strategy and Tactics in Advertising*. Ohio: Grid Publishing
- Rai, LalDeosaand BinodBhattarai (2002). *Advertising and Public Relation*. Kathmandu: Nepal Association of Media Education.
- Koirala, K. D. (2009). *Advertising Theory and Practice*. Kathmandu: Benchmark Education Support.

BAMCJ 2303 Basics of Photo Journalism

3cr.

Objectives:To give thorough knowledge of application of photography and principles of photo journalism. Prepare them to photograph of various events for papers, Television, magazines or other media.

Teaching Schedule (Hrs/Week)			Examination				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
2	1	2	20	-	60	20	100

Unit 1:Photo Journalism- Introduction 3

Unit 2: History, History of development of photo journalism 3

Unit 3:Purpose of photography, photography techniques and types of pictures for publishing in different media 6

Unit 4:Use of this technology in electronic media, print media, films and colors 6

Unit 5: Functions of Camera, its chemicals and equipments, process of film (B/W, Color), contact print enlargement, handling camera and its accessories & principle of photograph 9

Unit 6: Digital Editing with practices 6

Unit 7: Photo features of various field-like environment, science, rural events, agitation, riots etc. 6

Unit 8: Reporting through photography 6

Suggested Readings:

1. EvansHarold (1978). Pictures on a Page, Photo-Journalism, Graphics and Picture Editing. William Heinemann,
2. Lonfdon Barbara, Jim Stone (2001). A short Course in Photography. Prentice Hall, New Jersey
3. Horenstein Henry (1983). Black and White Photo Graphy. Little, Brown and Company, New York
४. राई, शरद (२०६१) । फोटोग्राफीदिग्दर्शन (A Photography Book) । फोटो कन्सर्न प्रा. लि., काठमाण्डु ।
५. Regmi, Biswash(No Date) Photo Journalism, Advanced News Reporting and Editing. Unnati Publication. Kathmandu

BAMCJ 2304 Media in Conflict Management

3cr.

Objective:

The aim of this course is to impart students a deep knowledge on how media can play a vital role to establish peace and manage conflict in war affected nations. In the same way the course also aims to develop the abilities of students about how media can raise the issues of human rights violation.

Teaching Schedule Hours / Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
		Theory	Practical	Theory	Practical	
3	–	20	–	80	–	100

Unit 1: Media and Politics

6

Political communication systems and democratic values
 The press in South Asia
 Special focus on Sri Lanka and Nepal
 Freedom of the press and national security

Unit 2: Media and Conflict

9

The relationship between conflicts and media
 Media, conflict resolution and conflict sensitive journalism
 Peace and war journalism: different perspectives
 Media as a tool of propaganda
 Reporting in dangerous situations

Unit 3: Nepal's Conflict, Media and Peace Process

15

Historical background Maoists insurgency
 Coverage of Maoists insurgency in different phases
 TeraiMadhesh conflict
 Impact of Madhesh conflict
 Comprehensive Peace Accord 2063
 Role of media in Nepal's peace process

Unit 4: The Role of the Media in Conflicts and Peace Building

15

War in Afghanistan
 Sri Lankan conflict (Tamil/Tiger)

Indo-Pakistan conflict (Jambo Kashmir conflict)

Middle East conflict (Israel / Palestine)

New contemporary war / Syria / Iraq/ Egypt

Suggested Readings:

- Bhattarai, B. (2004). *Nepali Press under Emergency: A Survey of the First Six Months*. Kathmandu: Centre for Investigative Journalism/ Himal Books.
- Bohara, A.K., Mitchell, N.J. and Nepal, M. (2006). 'Opportunity, Democracy and the Exchange of Political Violence: A Sub national Analysis of Conflict in Nepal'. *Journal of Conflict Resolution*, 50(1):108-128.
- CPJ (2004). *A Guide to Reporting in Dangerous Situation*.
- देवकोटा, एस. (२००७). *शान्तिवार्ता अन्तरकथा काठमाडौं* : युगान्तर प्रकाशन
- Garber, D. A. (2000). *Media Power in Politics*. Washington: CQ Press.
- कंडेल, एस.एस. (२०६१) *आन्तरिक द्वन्द्वमामिडिया राजनीति काठमाडौं*: पैरवीप्रकाशन
- McGoldrick, A. and Lynch, J. Suggestions for Peace Journalism, in Relics, D., *The News Media and the Transformation of Ethno political Conflicts*.
- Mishra, B.P. (2009). *The Nepalese Peace Process*. Kathmandu: Fine Print Books
- Rutherford, P. (2004). *Weapons of Mass Persuasion: Marketing the War against Iraq. Edition Illustrated*. Toronto: University of Toronto Press.
- Shrestha A. P., Upreti H. (eds.) *Peace Building Process in Nepal*. Kathmandu: NEFAS
- Spencer, G. (2005). *The Media and Peace : From Vietnam to the 'War on Terror'*. Great Britain: Plagrave Macmillan.
- Thapa, D. Sijapati, B. *A Kingdom under Siege Nepal's Maoist Insurgency, 1996 to 2003*
- UNMIN (2008). *The United Nations and Nepal's Peace Process*. Kathmandu: UNMIN.
- वन्त, पी., र रमापराजुली (२००२) *मिडियाको अन्तरवस्तु विविधविश्लेषण काठमाडौं*: मार्टिन चौतारी

BAMCJ2305 Basics of Media Research

3cr.

Objectives:The objectives of this module are to introduce Mass Media Research using a minimum of technical terms and maximum of practical guidelines. Teach them various methodologies to make their work more reliable and fact based. Make them creative and investigative.

Teaching Schedule (Hrs/Week)			Examination				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	20	-	80	-	100

Unit I: Mass Media Research: 3

Defining Research and Mass Media Research, Objective of Research, and Criteria of a good research, Significance of Research.

Unit II: Types of Research: 9

Action research, Pragmatic research, scientific research and academic research, Descriptive vs. analytical; applied vs. fundamental; Qualitative vs. Quantitative Conceptual vs. Empirical; and some other types of Researchers: Simulation, Longitudinal, Inferential, And Experimental.

Unit III: The Research Process: 9

Problem Discovery and Definition, Literature Review, Hypothesis Formulation, Preparing Research Design (Meaning of Research Design, Important Concepts of Research Design, Major Steps in Preparing Research Design.)

Unit IV: Sampling: 3

Sample Vs Census, Sampling Process, Methods of Sampling, Sampling Errors, Validity and Reliability

Unit V: Tools and Techniques of Data Gathering: 9

Types of Data (Primary Vs Secondary; Quantitative Vs Qualitative), Observation Method, Interview Method, Focus Group Discussion, Survey Method, Content Analysis, Experimental Research

Unit VI: Processing, Analysis and Interpretation of Data: 6

Editing, Coding, Classification, Transcription, Tabulation of Data ;Analysis of data, Interpretation of Results; Structure of a Research Report; Referencing.

Unit VII: Research in Mass Media:

9

Print, Broadcast, Film, Video, Internet, Photojournalism. Content analysis, audience/viewer survey, opinion polls, readership, advertisement, television violence, media management, impact/effect.

Suggested Readings

1. Wimmer, R.D. & J.R. Dominick (2000). *Mass Media Research- An Introduction*. Wadsworth Publishing Company
2. Davis, J. J. (1996). *Advertising Research: Theory and Practice*. Upper Saddle River, NJ: Prentice Hall Business Publishing.
3. McQuarrie, E. F. (1996). *The Market Research Toolbox*. Thousand Oaks, CA: Sage Publications.
4. Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Age International (p) Ltd. India
5. Ryan, M., & Martinson, D. C. (1990). *Social science research, professionalism and PR practitioners*. *Journalism Quarterly*, 67(2), 377-390.
6. ReinardJohne - *Introduction of communication Research*- Brown and Benchmark.
7. Berger, Arthur Asa (1998). *Media Research Techniques*. London: Sage Publications.
8. Wilmer, R. D. and Dominick, J. R. (2003). *Mass Media Research: An Introduction*. Singapore: Thomson Asia.
9. Kothari, C. R. (2004). *Research Methodology Methods and Techniques* (2nd Ed). New Delhi: New Age.
10. उप्रेती, टंक (२०६७)। *सञ्चार अनुसन्धानपद्धति र अभ्यास*। काठमाण्डौ: साभाप्रकाशन।

BAMCJ2306RADIO PROGRAM PRODUCTION TECHNIQUES-III

3 Credits

Objectives: To impart young men and women the knowledge of Broadcast, its linguistics, practical skill of related technologies and help generate the creativity of human potential in broad spectrum of media-culture, impact and industry which has eventually made the world a global village.

Teaching Schedule (Hrs/Week)			Examination				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	2	20	-	60	20	100

Unit I: Sound **9**

Definition of propagation of sound, Sound as a communication medium, Reflection, refraction and detraction of sound, Reverberation and surrounding, Room acoustics

Unit II: Microphone **9**

History of microphone, Types of microphones Directivity, pattern, Proper selection and handling of microphones

Unit III: Recording **9**

Recording media, Process and equipment, Monophonic, stereophonic and recording process

Unit IV: Sound mixing and Editing **9**

Importance and impact of sound mixing, Digital recording, Sound editing, Sounding mixing from different sources

Unit V: Practicum **9**

Recording, editing, compilation on PC with the help of appropriate soft ware

Suggested Readings

1. Borwn, Borwn&Riversx, *The Media & The People*, New York: Rienhard&Winston
2. Maslog, Crispin C, (1990)*Communication Education In Asia*, Press Foundation of Asia
3. Alkin, Glyn. (1989) *Sound Techniques for Video and TV*. 2nd ed. Boston: Focal Press,
4. Alten, Stanley R. (1994).*Audio in Media*. 3rd ed. Belmont, CA: Wadsworth.
5. Amyes, Tim. (1990).*The Technique of AudioPost-Production in Video and Film*. Stoneham, MA: Focal Press,
6. Ford, Ty. (1993). *Advanced Audio Production Techniques*. Focal Press, Newton, MA.
7. Gross, Lynne, and David E. Reese (1990).*Radio Production Work text: Studio and Equipment*. Focal Press, Boston.

BAMCJ 1207 Language II (ELECTIVE FRENCH orCHINEES)

3 Credits

Objectives:

- To teach the students one foreign language as future journalists.
- To train them to communicate in another language and to make them able to write.

Teaching Schedule Hours / Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
3		Theory	Practical	Theory	Practical	
		20	20	60		100

The teacher himself or herself will develop the course according to the needs.