

**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 3501	News Writing and Editing	3	Core	100	60	20	20
BAMCJ 3502	Media and Security Organization	3	Applied	100	80		20
BAMCJ 3503	Media and Gender	3	Applied	100	80		20
BAMCJ 3504	Media and National Defense	3	Applied	100	80		20
BAMCJ 3505	Web Technology	3	Applied	100	80		20
BAMCJ 3506	Sociology II	3	Applied	100	80		20
BAMCJ 3507	Language IV	3	Applied	100	60	20	20

BAMCJ3501 News Writing and Editing

3cr.

Objectives:

This course introduces the students with the principles, tools and techniques of effective editing of news stories to make them fit for production in the news media outlets. Students learn the editing skill and practice it in the classroom with example texts and visual materials.

Teaching Schedule Hours / Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
2	1	Theory	Practical	Theory	Practical	100
		20	20	60	–	

1. Introduction

6

- Basic objectives of editing
- Publishing a newspaper
- The editorial managers and their roles; business manager; advertising manager
- News organizations
- Newspaper departments and divisions – Show the department of broad sheet dialers
- Circulation and delivery
- The promotion department
- Mechanical division
- The proprietor and the editor

2. Production Process of a newspaper

6

Composing room processes, Computer typesetting department – filed [use the computer], Printing methods –[take the students to the printers & show the printing techniques], Types of type, Advent of the typesetter, Recent development in printing, The tabloid, The magazine

3. Role of an Editor

6

Responsibilities, Editorial independence, Proprietor and editor, Editor as a communicator, Proof reading - {Practical works [let them proof read]}, The electric editor – Practice in the computer, Selection of articles Continuous search for talent in and outside the office

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4. Editorial and Feature writing: 9

The editorial page, Editorial code of ethics, Editorial purpose, range, structure, style, Other editorial page features, Make-up of editorial page, Editing of features, Editorial research and reference, Knowledge of copyright, Stages of editing in a newspaper

5. Good Editorials: 3

Evaluate the different editorials published in the newspaper and Judge on the basic principles.

6. Editing of Pictures and Photographs: 6

Picture editing, scaling and cropping of pictures, photo editing (field), The reader appeal, Camera operation techniques, Equipment, The aperture (f-stop) and shutter speed, Speed control Managing better pictures, Photo editing, Important photographic terms

7. Discussion of the structure of a news story (practice classes) 9

- A. Examples from print, broadcast and online news
- B. Examples of the Who, What, When, Where, Why, How, and So What?
- C. Leads, nuts and pyramids
- D. The inverted pyramid
- E. Its alternatives
- F. The News Editors

Teaching method: workshops and seminar-like discussions, readings, and guest speakers, classroom exercises and assignments for individuals and teams.

Suggested Readings:

1. Patterson, B. R. and Coleman E. P. Patterson (2005) *The Editor in Chief*. Surjeet Publication, Delhi
2. Chhabra, S. S. (2001). *Editing*. Surjeet Publication, Delhi
3. Evans, Harold Matthew (1974) *Editing and Designing*.
4. Smith, R. N. and Loraine M. O'Connell (2004) *Editing Today*. Surjeet Publication, Delhi
5. Mansfield, F. J. (1946). *Sub-editing*. Sir Isaac Pitman and Sons Ltd., London
6. Westley, Bruce H. (1972). *IIInd Edition. News Editing*. Houghton Mifflin,. ISBN, 0395055296, 9780395055298.
7. Regmi, R. K. and ChiranjibiKhanl (2002) *Samacharkarmi. NAME, Kathmandu*.
8. वस्ती, शरच्चन्द्र (२०७१) *हास्यो भाषा । काठमाण्डौ :* ।
9. सुलेभन, मार्गरेट एच. । *एक जिम्मेवार प्रेस कार्यालय । अमेरिकीविदेश मन्त्रालय, अन्तर्राष्ट्रिय सूचनाकार्यक्रम, काठमाण्डौ ।*
10. Acharya, Bhanubhakta (2013). *Glossary of Journalism*. Bhrikuti Publication, Kathmandu

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BAMCJ3502 Media and Security Organizations

3cr.

Objectives:

This course develops and trains the students the importance of national security as professional journalists and teaches them the strategies to support the national security bodies as a journalist.

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

1. Introduction

6

Media and security terms

The concept and historical developments of security and Media communications

The constitutional Aspects of Security Sector and Media

The Code of Ethics of security sectors and Media

The perceptions vs. realities on security and Media

2. Structure, role and functions of security organizations

9

Nepal Army

Armed Police Force

Nepal Police

Intelligence: National Investigation Department

3. The role of media

12

Role of Media during Peace

Role of media during War and Insurgency

Role of media during special national events

Role of media to enhance national interest, power and stability

Role of media in bridging the gap between security sector and society

Media as instruments for the voice of voiceless

4. National security and media coverage **9**

The Political Dimension

The Economic Dimension

The Socio-cultural Dimension

The Military Dimension

5. The emerging trends affecting security sector and media **9**

The Question of Media Ownership and Independent Reporting

The lack of Investigative Journalism

The Security Sector and Human Right Issues

Constraining factor for media and security sectors

Globalization vs. National interest

Suggested Readings:

1. Basnyat, Dr. Prem Singh (2004). *New Paradigm in Global Security*. Kathmandu: Bhrikuti Academic Publications.
2. Collins, Allan (2003). *Security and South East Asia : Domestic, Regional and Global Issues*. Singapore: Institute of South East Asian Studies
3. Samaddar, Ranabir (2004). *Peace Studies: An Introduction to Concept, Scope and Theme*. Sage Publications

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BAMCJ 3503 Media and Gender

3 cr.

Objectives:

The purpose of this course is to make students critical and aware about theories of gender and communication. After the completion of the course student will be able to explain how context(s) and power impact gendered communication. The course intends to help students to be able to examine gender portrayals in the various media, and to explore how the media industry treats industry.

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

- | | |
|---|-----------|
| 1. Introduction to the course | 6 |
| <ul style="list-style-type: none"> • Discussion: What is gender? • Gender versus sex • Gender identities, masculinity, femininity • Gender differences in communication style • Verbal and non-verbal communication | |
| 2. The Portrayal of women, men in the mass media | 6 |
| <ul style="list-style-type: none"> • Films • Newspaper/Magazine • Advertisement/ Music Video | |
| 3. Participation of women in the mass media | 9 |
| <ul style="list-style-type: none"> • The first, second and third wave of women’s alternative journalism (newspaper, broadcasting and internet) • Gendered newsrooms cultures and values • Women’s experiences of the glass ceiling, case studies | |
| 4. Masculinity and the media | 3 |
| <ul style="list-style-type: none"> • How media constructs masculinities | |
| 5. Gender Communication Theories | 12 |
| <ul style="list-style-type: none"> • Three waves of Feminism • Structuralism, muted group and stand point theory • Masculinity and the media • How media constructs masculinities | |

6. Women journalists in Nepal

9

- History, participation and present status
- Major gender movement in the world
- Gender equality in Scand USA/voicing right countries Nepal's women movement
- Gender, new media and online journalism
- Role of Federation of Nepalese Journalists (FNJ) and other women organizations to promote women leadership in media

Suggested Readings

- Stewart, Lea P., Pamela J. Cooper, Alan D. Stewart and Sheryl A. Friedley (2002). *Communication & Gender*. ISBN-13: 978-0205317202
- Kearney, Mary Celeste (edited) (2011). *The Gender and Media Reader*, London: Rutledge.
- Carter, Cynthia, Gill Branston and Stuart Allan (edited) (1998). *News, Gender and Power*. London: Routledge.
- Joseph, Ammu (2005). *Women in Journalism: Making News*. India: Penguin.
- Chambers, Deborah, Linda Steiner and Carole Felming (2004). *Women and Journalism*, Psychology Press.
- Krolokke, Charlotte & Anne Scott Sorenson (2006). *Gender Communication Theories & Analyses*. India: Sage Publications.
- Gurumurthy, Anita, P. J. Singh, A. Mundkur and M. Swamy (2006). *Gender in the Information Society: Emerging Issues*. Bangkok: APDIP.
- Dr. Luintel, Samira (2008). *Gender Studies*. Kathmandu: Academic Book Center.

BAMCJ3504 Media and National Defense

3cr.

Objective:

This Course of study focuses on National Security and National Defense along with related domestic, regional and international issues. The curriculum consists of six sections. This study is the culmination of the course. It considers in detail the linkages of various dimensions of National Security emerging from preceding studies. This study examines aspects of Economic Development, Environment, Science and Technological aspects related to National Security.

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

Unit I: Socio-Political Study

15

1. The constitution of Nepal: Executive, Legislative, Judiciary
2. National Security Council
3. National Defense Policy
4. Electoral system and representation
5. Secularism
6. Inclusion
7. Good Governance

Unit II: International Security

15

1. Geo-political and Geo-strategic position of Nepal
2. Nepal and the global order
3. The continuity and changes in international relations
4. Nepal's foreign policy with neighboring countries
5. Nepal and NAM
6. Scandinavian countries
7. Conflict resolution, collective security arrangements

Unit III: Structure for National Security: Nepal's Unique Context

15

1. Concepts of national security
2. Policy analysis and formulation of national strategy
3. National interests and national security objectives
4. Transit rights of a land-locked country
5. Management of Internal Security
6. Role of Media
7. The security sectors in the 21st century.
8. Defense budget planning
9. Disarmament and Issues of small arms

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Suggested Readings

1. Basnyat, Dr. Prem Singh (2004). *New Paradigm in Global Security*. Kathmandu: Bhrikuti Academic Publications.
2. Collins, Allan (2003). *Security and South East Asia : Domestic, Regional and Global Issues*. Singapore: Institute of South East Asian Studies
3. Samaddar, Ranabir (2004). *Peace Studies: An Introduction to Concept, Scope and Theme*. Sage Publications
4. Howard, Ross (2006). *The Media's Role in war and peace building in* GerdJunne&WillemijnVerkoren(eds), *Post conflict Development: Meeting New Challenges*, New Delhi: Viva Books Pvt. Ltd

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BAMCJ3505 Web Technology

3cr.

Objectives

Become adept at creating a personal design vision complimented by a variety of specific practices and become specific and task oriented on web designs.

Teaching Schedule (Hrs/ Week)			Examination				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
2	1	1	10	10	80	-	100

- 1) Internet and security concerns in the web 3**
 - a) Introduction and applicability of the Internet
 - b) The issue of web protocols
 - c) Definition of a website, domain name and email address
 - d) Definition of cache, the web chat feature and the concept of cookies
 - e) The issue of security on the Internet

- 2) The web site design and development process 3**
 - a) Information Gathering
 - b) Planning and Budgeting
 - c) Design
 - d) Development
 - e) Testing and Delivery
 - f) Maintenance

- 3) Web site design Principles 3**
 - a) Navigation design and flowchart
 - b) Readable Font
 - c) Choosing right image format
 - d) Behavior of visitor
 - e) Optimizing web page
 - f) Other types of tricks

- 4) Understanding web browsers, Network and Internet connectivity,
brief introduction to Client's side scripting and server sided scripting 3**

- 5) HTML (using basic HTML editor- Notepad) 9**
- a) Starting HTML
 - b) HTML page structure (Defining web layout)
 - c) HEAD tags
 - d) BODY tags (background color, background with image and defining text color)
 - e) Text formatting and attributes
 - f) Knowing image formats for web
 - g) Working with images and their attributes
 - h) Working with Tables and their attributes
 - i) Using List (Ordered list and unordered list)
 - j) Working with Links (Internal, external and email)
 - k) Linking with Text and Images
 - l) Working with Forms (Text box, Radio button, Check box, Drop-down)
 - m) Defining attribute size, Max-length and Name attributes
 - n) Adding button
- 6) Web Design with Graphics (Adobe Photoshop Basics) 12**
- a) Defining page setup for web
 - b) Understanding file formats for web
 - c) Understanding Pixels and Resolution
 - d) Working with image size and orientation
 - e) Enhancing image for web
 - f) Creating web layout (Designing a homepage)
 - g) Creating web banners
 - h) Web animation in Photoshop
 - i) Converting Photoshop Layout to HTML
- 7) Developing website (using Advance HTML editor- Dreamweaver) 9**
- a) Exploring Dreamweaver Interface
 - b) Defining the web site structure and FTP settings
 - c) Working with panels
 - d) Using property inspector
 - e) Text formatting (Introduction to CSS)
 - f) Creating web pages
 - g) About hyperlinks and linking pages on text
 - h) Inserting hyperlinks on images
 - i) Working with Tables (Inserting tables and merging cells)
 - j) Working with Images (Understanding JPG, PNG and GIF file format)
 - k) Working with Forms (Inserting and Validating)

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- l) Working with Spry Menu Bar
- m) Creating Tabbed Panel
- n) Creating Collapsible panel
- o) Using Behaviors (Intro to JavaScript: Alert, Confirm and prompt)

8) Publishing a website (FTP) 2

- a) Learning to use FTP
- b) Setting FTP
- c) Uploading of site

9) Search Engine Optimization and Sitemap 1

Suggested Readings

1. Adobe (2012). *Adobe Dreamweaver CS6: Classroom in a Book*. Adobe Press
2. Fielding, Jonathan (2014). *Beginning Responsive Web Designing with HTML5 and CSS3*. Apress
3. Duckett, Jon (2014). *Java Script and JQuery: Interactive Front-End Web Development*. Wiley
4. Robbins, Jennifer Niederst (2012). *Learning Web Design: A Beginner's Guide to Html, CSS, Javascript, And Web Graphics*. O'Reolly Media.
5. Krug, Steve (2000). *Don't Make Me Think, Revisited: A Common Sense Approach To Web Usability*
6. Hunt, Randy J. (2013). *Product Design for the Web*. New Riders.
7. Madsbjerg, Christian (2014). *The Moment of Clarity: Using the Human Sciences to Solve Your Toughest Business Problems*. Harvard Business Review Press

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BAMCJ3506SOCIOLOGY –II

3 Credits

Objectives: This course is to familiarize students with theoretical perspectives in sociology and cultural anthropology while imparting the basic knowledge and structure of human society.

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

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Unit I: SOCIALIZATION:

6

Meaning of socialization, Process of socialization, the development of the self-agencies of socialization, Elements of Socialization, Role of Socialization, Socialization of Adults, individualization, aspects of individualization.

Unit II: THE PROCESS OF INTERACTION:

9

The meaning of Social Interaction, Socio Cultural Processes. Cooperation: Types, Meaning & Role of cooperation. Competition: Characteristics & Value of Competition. Conflict: Definition, Types, Role & Causes of Conflict. Cooperation and Conflict go together. Accommodation: Distinction between Acclimatization & Naturalization, Methods of Accommodation, Assimilation, Hindrances & Aids to Assimilation, Distinction between Accommodation & Assimilation.

Unit III: THE FAMILY:

9

The Meaning, Nature, Origin, Forms, The Patriarchal Family – The Matriarchal Family – Functions of the Family – Essential Functions – Non Essential Functions – The Modern Family – Causes of the Decay of Patriarchal Family – Features of Modern Family – Instability of Modern Family – Causes of Divorce – Reconstructing of the Family – Future of the Family – The Family and the State.

Unit IV: MARRIAGE:

6

Meaning, Forms of Marriage – Exogamy – Causes of Exogamy – Endogamy – Eugenic Considerations – Selection by Parents – Marriage in Nepal– Marriage of Marriage – Divorce in Nepal –Kinship: Types of Kinship – Degree of Kinship – Kinship Terms – Kinship Usages.

Unit V: SOCIAL STRATIFICATION:

6

The Meaning of Social Stratification – Meaning and Nature of Social Class – Development of Class – The Criteria of Class Distinctions – The Functions of Classes – Social Class and Style of Life – The Marxian Concept of Class – Veblen's Theory of the Leisure Class – Class Consciousness.

Unit VI: SOCIAL STRATIFICATION IN NEPAL & INDIA:

3

The Meaning of Class – Difference between Caste & Class, Origin of Caste System – Merits and Demerits of Caste System

Unit VII: SOCIAL DISORGANIZATION:

6

The meaning of Social Disorganization – Characteristics of Social Disorganization – Causes of Social Disorganization – The Nature of Social Problems – The causes of Social Problems

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Suggested Readings

- Chinoy, E. (1976). Society: An Introduction to Sociology. Random house, New York.
- Gidden, A & Sutton P. W. (2010). Sociology, (6th Edition) John and Sons, Delhi.
- Bhusan, Vidhya&D.R. Sachdeva (2005). An Introduction to sociology. KitabMahal, New Delhi.
- Jonathan H. Turner (1987) The structure of Socio-logical Theory- Rawat Publication, Jaipur, India.
- Allan, G. (1991) Family Life: Domestic Poles and Social organization, Blackwell, London
- Smart, N. (2015). The Science of Religion and sociology of knowledge, Princeton University College, London.

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BAMCJ3507 Language IV (ELECTIVE FRENCH or CHINESE)

3 Crs.

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.