

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 4701	TV Program Production	3	Core	100	60	20	20
BAMCJ 4702	Film Studies	3	Core	100	80		20
BAMCJ 4703	Development journalism	3	Core	100	80		20
BAMCJ 4704	Advanced Photo and Visual Communication	3	Core	100	60	20	20
BAMCJ 4705	Media Management	3	Core	100	80		20
BAMCJ 4706	English for Journalism	3	Applied	100	80		20

BAMCJ4701 Television program production

3crs.

Objective:

After completing this course the students will be acquainted with the television room, will be familiar with the equipment and they will come to know about the impact of television as a medium to convey the message to the people.

Teaching Schedule Hours / Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
3	–	Theory	Practical	Theory	Practical	100
		10	10	60	20	

Unit I - Introduction to TV Journalism

3

- a) Evolution of television
- b) Models of broadcast (Terrestrial, Satellite, Cable, Internet)
- c) Television Systems

Unit II-Understanding the camera, Lighting, and Audio

6

- a) Studio and ENG camera set up,
- b) Picture composition
- c) Propose and types of lighting
- d) Microphone and sound recording

Unit III - News Gathering

6

- a) ENG news gathering
 - b) News sources
 - c) Newsroom
 - c) Editorial Meeting
 - d) News Assignment
 - e) News Shooting

Unit IV -Writing for TV

6

- a) The fundamentals of writing for television
- b) Script
- c) Language
- d) Objectivity
- e) Clarity

Unit Five -Visual Editing **6**

- a) The art of editing
- b) Linear and non-linear

Unit Six – News Storyformat **3**

- a) Types of News story
- b) Writing format

Unit Seven - Program Production **6**

- a) Types and formats of television programs
- b) Major production elements
- C) Steps and process of production
- d) Art of interviews (Studio and field)
- e) Documentary
- f) Talk show
- g) TV Magazine

Unit eight –Major Production Crew **3**

- a) Role of producer/ Director
- b) Role of Camera person
- c) Role of visual editor
- d) Presenter/News reader

Unit Nine -Practical **6**

- a) Writing
- b) Production
- c) Presentation

Suggested Readings

- Hilliard, Robert L. (2011). Writing for Television, Radio and New Media. Wadsworth Publishing
- Bhatt, S.C. (1995). Broadcasting Journalism, New Delhi: Har-Anand Publications,
- Mencher, Melvin (1989). Basic News Writing. William C. Brown Publication
- Donald,Ralph and Thomas Spann(2000). Fundamentals of Television Production. Wiley-Blackwell

BAMCJ4702 Film Studies

3crs.

OBJECTIVES: To introduce the phenomenon of film and verifies film as an art form and a communication medium to the graduates of media technology.

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

Unit I: History of Cinema:

3

Chronology, Technical developments, Conceptual developments

Unit II: Film as an art form and mass communication medium:

6

Development of film as an art form, Relation of film with the other arts, Film as mass communication medium, The social, political, economic impact of film

Unit III: The language of film:

3

Space, time, picture and sound

Unit IV: The Script:

6

The idea, the outline, The treatment, The screenplay, the shooting script

Unit V: Conceptualization & writing for film:

3

Character and characterization, Relation to other people, Individual character, Conflict and solution

Unit VI: Research and scriptwriting:

6

Research and story, Selection of form: Documentary, Docu-drama, fiction.

Unit VII: Budgeting:

6

Hire of equipments and facilities, Production Time, Cost of materials (set, dress and property film stock), Salaries and remunerations, Traveling, lodging and fooding expenses, Music scoring and music royalties, Insurance, Overheads

Unit VIII: Production:

6

Picture shooting and lighting, Sound (location sound, dubbing), Editing (picture and sound) – conventional and modern, Lab techniques (work print, sound optical, special effects, release print),

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

Track making and synchronization, Re-recording (mixing), Titling and animation Color correction and print making

Unit IX: Distribution: 3

Theatrical market, TV market, Criticism and appreciation

Unit X: Problem & Prospects: 3

Status and problem of film industry in Nepal, Films in SAARC countries

Unit XI: Practicum: 3

Cinema House Visits

Suggested Reading:

- Dancyger, Ken (2010). *The Technique of Film and Video Editing: History, Theory, and Practice*. Focal Press, London
- Samuelson, David W. (1985). *Motion Picture Camera Data*. Focal Press, London & Boston
- Burder, John (1986). *16mm Film Cutting*. Focal Press, London & Boston
- Anderson, Gary H. (1999). *Video Editing and Post-Production: a professional guide*. Focal Press, Boston.
- Benedetti, Robert; Michael Brown, Bernie Laramie, Patrick Williams (2004). *Creative Postproduction: editing, sound, visual effects, and music for film and video*. Pearson/Allyn and Bacon, Boston.
- Bordwell, David; Janet Staiger, Kristin Thompson (1985). *The Classical Hollywood Cinema: film style and mode of production to 1960*. Routledge, New York.
- Bowen, Christopher J.; Roy Thompson (2013). *Grammar of the Edit*, 3rd ed. Burlington, Focal Press, MA.
- Karel, Reis (1966). *The Technique of Film Editing*. Focal Press, London and New York.

BAMCJ4703 Development Journalism

3crs.

OBJECTIVES: To make students well versed in the concept of development communication and use its skills in their professions.

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

Unit1. Introduction & Scope

6

- Introduction to Development Journalism
- Historical perspective of Development Journalism
- Scope and importance of Development Journalism

Unit 2. Development Reporting

6

- Introduction to Development Reporting
- Role of Development Journalist in rural development and Development programs
- Development News versus Government Publicity
- Community Media

Unit 3. Principles and techniques of writing development

9

- The News features, columns, articles and others
- Editorials and letters to the Editor
- Research in development journalism
- The investigative report

Unit 4. The Content

6

- Poverty
- The Environment
- Health
- Right based approaches

Unit 5. Rural development programs in Nepal

9

- Community development and National development system
- Different approaches of RD
- Different RD programs in Nepal.

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

- RD projects and its impact in social system
- Rural reporting

Unit 6. The Challenges of Globalization 6

- Global Issues
- Globalization and Media
- Development writing on Globalization

Unit 7. Development Journalism Ethics 3

- Ethics of journalism in general
- Ethics of journalism with rural perspectives

Suggested Readings

1. Sharma, D. C. (2007). *Development Journalism: An Introduction*. Asian Center for Journalism, Manila.
2. Narula, Uma (2002). *Development Communication: Theory and Practice*. Har-Anand Publications, New Delhi.
3. Hancock, Alan (1980). *Communication Planning for Development: An Operational Framework*. UNESCO Publication
4. Rogers, E. M. Beverly Hills (1976). *Communication and Development: Critical Perspective*. SAGE Publication
5. Menon, Mridula (2007). *Development Communication and Media Debate*. Kaniska Publishers, New Delhi.
6. Dahama, O. P. & O.P. Bhatnagar (1980). *Education and Communication for Development*. Oxford & IBH Publishing Co., New Delhi
7. Vilaynilayam, J. V.(2011). *Development Communication in India*, Sage Publication, India.
8. Melkote, Srinivas R, and H. Leslie Steeves, (2001). *Communication for Development in the Third World: Theory and Practice for empowerment*. Sage Publication.
9. McChesney, Robert W. (2001). "Global Media, Neo-liberalism and Imperialism" *Monthly Review*. Volume 52, Number 10, March 2001.
10. Waisbord, Silvio PhD. "*Family Tree of Theories, Methodologies and Strategies in Development Communication" Convergences and Differences*, Prepared for the Rockefeller Foundation (Source: communicationforsocialchange.org)

Objective: Advanced Photo journalism teaches students how to think and see journalistically, more importantly, this course will teach students how to create still images for newspapers, magazines and the web in the digital age. This course familiarizes students with the fundamentals of photography and enables them to think creatively with a camera. During this course they learn how to conceive, photograph, edit, scan and display journalistic photographs in color and black and white mode.

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

1. Digital Technology: 6

- a. Introduction of Digital Technology
- b. Digital and Analog Technology
- c. Advantages and Disadvantages of Digital shooting
- d. Significations of digital camera
- e. Digital Pathways
- f. Digital Sensor, Pixel, Bits, Resolution
- g. Digital Images (What is digital images?, Capturing digital images and Types)
- h. Digital File Formats and its' properties
- i. Bitmap and Vector image

2. Visual Process: 15

- a. Subjective and Objective recording
- b. Identifying good photographs
- c. Visual story telling
- d. Current trends in visual communication
- e. Describing Color of photographs
- f. Boosting Color saturation

3. Advanced Photojournalism: 15

- a. Photojournalism: Introduction and Development
- b. Photo-illustration: Making good and bad photo-illustration
- c. Bylines and Credit lines
- d. Photo cutouts
- e. Visual variety
- f. Catching Candid
- g. Spot and General News photographs
- h. Human Interest, Pictorial, Picture Story Assignment

4. Publication Design: 9

- a. Newspaper design
- b. Magazine design

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

- c. Photo Story
- d. Writing good caption
- e. Maps and charts
- f. Important tools of image editing software

Practical

Students must participate in the photo competition within the group and submit short documentary films as part of their practical to the faculty member. **Photojournalism Assignment:**

Using a photo essay found in a newspaper or magazine, assess the type and use photographs, the photographs relationship to the story, and the effectiveness of the visuals.

Visual Communication:

Use the digital cameras provided and spend time during class taking feature shots. 1) Open it in Photoshop and crop it. 2) Use Create a mini web page-using HTML you are to create a special edition newspaper front page that focuses on a single issue. You will be given a folder with photographs and text.

Final Project

You will be given a feature story, written by student another class. You must provide the art for the story (you need to do the photograph) and you should layout the text and art for a magazines story and create a web page using html, publisher or any other web publishing software you know.

Suggested Readings:

1. Evans Harold (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
4. Roberts, Gordon (1995). Mastering Photography. Macmillan Press Ltd, London.
5. Bernard Grob, Bernard, Charles E. Herndon (1999) *Basic Television and Video System* Glencoe/McGraw-Hill,
६. राई, शरद (२०६१)। फोटोग्राफीदिग्दर्शन (A Photography Book)। फोटो कन्सर्न प्रा. लि., काठमाण्डु ।

Objectives: The course features the structures of the media in Nepal and abroad, identifies present and emerging technologies, defines the role of a manager in a media setup. The course discusses the principles of management, features of media in business management and also the managing of media houses and production divisions.

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

Unit I: Understanding of media organization: 3

Media companies as manufacturers, Unique characteristics of media companies.

Unit II: Responsibilities of media companies: 3

Media Company's mission and goals, Prioritized goals of a media company.

Unit III: Functions of media managers: 6

Major approaches to managerial functions, Classical management theories, Primary functions of managers (Planning, organizing, controlling and leading)

Unit IV: Planning and Decision making: 6

Mission & goal setting, Creating a strategy, Action plan

Unit V: Organizing media companies: 3

Major elements and functions of organizing, Basic forms of organization (vertical vs. Horizontal structure)

Unit VI: Financial Management: 3

Department Budgets, Income and expenditure accounting

Unit VII: Personnel management: 6

Human resource planning, Job analysis, job description, job specification, Recruitment, Training and development, Performance appraisal, Motivation

Unit VIII: Communication in the organization: 6

Communication skills for effective communication, Management information system (MIS)

Unit IX: Leadership: 3

Leadership qualities, Leadership styles, Competencies of leadership

Unit X: Promotion & marketing of media products: 6

Promotion strategies, Promotional tools for attracting audiences, Tools for reaching advertisers, Business objectives and social responsibilities

Suggested Readings:

1. John M. Lavine/Daniel B. Wackman (1988). *Managing Media Organization*. Longman
2. Dr. Bhatta, BhimDev (1979). *Development Administration in Nepal*. Kathmandu: Indira Bhatta
3. K.C., PhatteBahadur. *Principles of Management*,
4. Dhungel, Binod(2069). *Media Byabasthapan: ChunauditathaAvasar*. Equal Access Nepal, Lalitpur.

BAMCJ4706 English for Journalism

3crs.

Objectives:

This course aims at acquainting students with different varieties and styles of English, especially used in journalism and mass communication, along with other features of the media discipline. It further whets their critical and creative faculties as it informs them about varied functions and features of language. Above all, it prepares them to confront the world with better reasoning and rhetoric and keener perception. The students will be well versed in making inferences and deducing facts and meanings.

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

- 1. English for Specific Purpose** **9**
 - a. Grammar: the rules
 - b. Speech
 - c. Punctuation
- 2. Varieties of Style** **6**
 - a. House style
 - b. Words
 - c. Figures of speech
 - d. Glossary of terms used in journalism
- 3. Creative Thinking** **6**
 - a. Observation and inference
 - b. Perception
 - c. Creative thinking
- 4. Critical Thinking** **6**
 - a. An Introduction to critical thinking:
 - b. Critical reading
 - c. Critical thinking
- 5. Language** **6**
 - a. The functions of language
 - b. The Features of Discourse

- 6. The Methods of Logic** **6**
- a. A common mistake
 - b. What is logic?
 - c. Reason and truth
 - d. Deduction and induction
 - e. Fallacies

- 7. Student Writing** **6**
- A Term Paper (2,000 typed words on a topic approved by the instructor)

Suggested Readings

1. Wynford, H. (2003). English for Journalists. London: Rutledge,
2. Lohani, S.et al. (editors) (2000).Critical and Creative Thinking. Katmandu: EducationalEnterprise