

## **Forth Semester**

### **1.Master in Development Communication 519 Development Theory**

<b>Teaching Schedule Hours / Week</b>			<b>Examination Scheme</b>				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	–	20	–	80	–	100

#### **Aims:**

To provide students with an insight into the theoretical approaches to development issues through reference to classic texts and to case studies from the recent past

#### **Objectives:**

To equip students with an overview of the major theoretical bases of the various and often conflicting approaches to the issues of development and to provide them with an historical overview of the political and intellectual debates which have helped shape the modern context.

#### **Lectures will explore:**

##### **1. The Historical Context to Development Theory**

The nature of social theorizing

Classical social theory

Adam Smith and market theories

Karl Marx and the dialectics of historical change

Durkheim and divisions of labor

Weber's analysis of capitalism

##### **2. Contemporary Theories of Development**

Legacies of the colonial era

The Construction of modernization theory

Structuralism and Dependency – the Latin American experience

The Pursuit of Nationhood – Institutionalism Development Theories

Contemporary Marxism debates

Third World Solidarity – Global Development approaches

The Market re-emerges - Neo-liberalism in the 1980s

##### **3. New Analyses of Complex Change**

The dynamics of industrial capitalism – a new structural analysis

Agent centered analyses of diversity

A new approach to development – the dynamics of complex change in a tripolar industrial-capitalist system

##### **4. Portfolio**

Students will prepare a developmental communication campaign in one of the following areas: health, women's issues, childcare, education, agriculture, literacy, environment, poverty and employment. They should present a report on the design of the campaign and examples of suitable approaches in an appropriate medium.

**Text Books**

1. Development Theory – An introduction. P W Preston – Blackwell
2. The New Media & Education – Peter H. Rossi & Education
3. Development Theory, Deconstructions/Reconstructions – Jan Nederveen Pieterse, Vistar Publication

## 2.Master in Development Communication 520 Communication for Development in The Third World

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	–	20	–	80	–	100

### Aims:

To provide students with an understanding of the theory and practice of development communication.

### Objectives:

To present a detailed analysis of the nature and practice of communication skills in the various contexts created by the developmental process.

- 1.Introduction to Communication
- 2.An over View of Nature and Practice of Communication
- 2.Development and Employment in the Third World
- 3.Evolution of Theory and Practice of Development Communication
- 4.an exploration of the possible technological, financial and political constraints on communication media
- 5.Constraints in Communication Sector in Third World Countries
- 6.an examination of the spread of IT and web-based information and its potential as a tool for communicating development issues
- 7.Revolution in ICT and its Influence in Third World Countries
- 8.Communication Approach in the Modernization of the Third World. Communication strategies employed to encourage modernization among under-developed societies
- 9.Communication Strategies for Empowerment
10. An examination of the techniques employed to allow and encourage communities to manage their own development.
11. Liberation Theology and Development
12. Communication and Spirituality in Development
13. An exploration of the communication issues in respecting and understanding the role of people's spirituality in a developmental situation.
14. Development and Employment in the Third World - an examination of the relationship between development and employment implicit in a move away from peasant and piece work economies - and the communication issues that generates.

### Text Books

- 1 Communication for Development in the 3<sup>rd</sup> world – Shrinivas R. Melkote, H Leslie Steeves, SAGE Publication
- 2.Rural Development – Dr. Satya Sundaram Himalaya Publishing House.
- 3.Information and Communication Technology in Development – Suhas Bhatnagar & Robert Schware.

### 3. Master in Development Communication 521 Television and Video

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

#### Aims:

To equip students with an understanding of the impact communication through television and video can have in promoting development and to introduce them to the techniques involved.

#### Objectives:

To train students to handle television technologies and equipment and to understand the relationship between those technologies and the production of television and video and to explore the uses of video and television in promoting development issues.

#### The lecture programme will focus on:

1. The uses of video and TV in delivering development messages
2. Examine case studies of the use of video in particular in encouraging communities to accept Progressive change as part of health, education and agricultural development programmes
3. Uses of the modern TV station and the technologies employed in it and look to the future by Examining current advances in digital technology.
4. Introduce students to the issues, which professional broadcasters consider when designing Programme content
5. Examine the concept of the "viewer", identifying a "market" and selecting and designing content for that market
6. Look at the techniques available to producers in a range of formats for attracting and maintaining Viewer interest and at the importance of using a variety of "visual experiences"
7. Consider the conflict implicit in reducing complex issues to sound and vision.
8. Explore role of graphics, cartoons in programme making and their impact in development Communication

The lecture programme will include a series of discussion groups in which students will be asked to consider what makes a good TV programme in relation to a number of formats including documentaries, news programmes, entertainment, music and drama programmes. They will be asked to produce a report on their opinions and to deliver that report to the rest of the class – for further discussion.

#### Practical

1. Produce a Story on Development-15 minutes
2. Produce a Human Interest story – 4 minutes

#### Text Books

1. Audio – Visual Materials and Techniques – James S. Kinder.
2. Television in Contemporary Asia – David French & Michael Richard

#### 4. Master in Development Communication 522 Role of NGOs, Civil Society and Communication

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

#### **Aims:**

Students will be introduced to the concept of the civil society and to the key factors, which promote good governance in such a society including the role of communication.

#### **Objectives:**

To give students an insight into the organizations which contribute to the creation of a civil society and to the issues of good governance, with particular reference to Nepal

#### **1. Role of NGOs and Civil Society**

The Institutions of a Civil Society

Definitions of The "Civil Society" and "Good Governance"

Emergence of Civil Society

The role nature of Government - an exploration of the forms of government and their relationship to the people

Politics - the growth and nature of political parties

Their responsibilities for a civil society

Freedom of Information –

An examination of the issues of transparency in Government

International influences on government

The impact of transnational institutions and businesses on national decision-making

NGO Movement

The role of the media in a civil society

Reporting government to the people and the people to the government

The growth and role of the media in Nepal

#### **2. Attributes of Good Governance**

Importance of the Role of Media in Nepal

Yellow Journalism and Good Governance

The impact of 'Yellow Journalism' on Good Governance

Role of Public and Press Relations in Promoting Good Governance

Role of Transparency International

Role of Pro Public for Good Governance

The Impact of Public Opinion in a Civil Society –a Consideration of Public Opinion as a Force for and against change

Need for stable Public Opinion

Nature of Public Opinion in Democracy

Television as an Educational Tool

#### **3.Role of NGOs in Nepal after the establishment of Democracy**

The Growth and Nature of NGOs  
NGOs in Nepal before and after 1990s  
Report Writing and Documentation  
Ways to Plan and Produce Leaflets, Brochures,  
Principles and Practices of Editing  
Feature Writing and Rural Reporting

**Practical**

1. Develop a Development Slogan / Slide / Poster / Caption (Individual Assignment)
2. Produce a Capsule on the Message of Health / Agriculture / Population / Education
3. Take an Interview with a Social Worker on His / Her Achievement

**Text Books**

1. NGO Management- Michael Edwards and Alan Fowler, Earth Scan Publication
2. Development Studies, Self –Help Organization, NGOs and Civil Society – Heinz Bongartz, Dev Raj Dahal, F.E.S
3. Issues of Governance in Nepal, The Role of Civil Society and Democratization in Nepal, 1998
4. Development Theories – NGOs and Self-help Organizations (1998), Foreign Aid, The Role of NGOs in the Development Process of Nepal
5. Television and Social Change in Rural India – Kirk Johnson

## 5. Master in Development Communication 523 Linguistic Theory or How Language Works

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	1	–	40	60	–	100

### Aims:

To introduce students to linguistic theory and the study of meaning and messages.

### Objectives:

To make students aware of and sensitive to the ways in which meaning may reflect or influence cultural assumptions so that they may take account of linguistic theory in framing their messages.

1. An introduction to linguistics
2. Signifier and signified – an introduction to semiology
3. Structuralism theories of language – Roland Barthes
4. Words and cultures – how meaning changes
5. The photographic "message"
6. The Post-structuralisms
7. Derrida and De-construction
8. A structuralism view of film
9. Context is all – language and reality
10. How to do things with words – the theories of J A Austin
11. Audience studies
12. A Marxist theory of language
13. Elaborated and restricted codes – Basil Bernstein
14. Class and language
15. The work of Mark Holliday
16. Semiotics – Pierce and Eco
17. Linguistics theory and the mass media

### Text Books

1. Development Theory – An Introduction P.W. Preston - Blackwell
2. Development Theories – NGOs and Self-help Organization (1993) Foreign Aid and the role of NGOs is the Development Process of Nepal 1994.
3. Development Theory, Deconstructions/Reconstructions – Jan Nederveen Pieterse, Vistar Publication

## 6. Master in Development Communication 524 International Communication

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	–	20	–	80	–	100

### Course Description:

This course examines the role of communication in two areas this world development and international relation. In the area of development communication we will study the evolution of major theories of development current problems facing development communicators and concrete application of communication to problems in development. In the area of international relation, we will study theoretical and practical concepts of communication from both contemporary and historical perspectives, particularly as they relate to issues of cultural autonomy, political rights and social justice.

The first half of the course constitutes a historical survey of development communication a sub field of international communication. The second half of the course is an introductory venture into contemporary issues and debates in international communication. During this part of the course we will be reading two books that provide contrasting viewpoints of the current state of international communication. Students will be asked to engage in classroom analysis and debate concerning these contrasting viewpoints.

### 1. Information society

#### 2. International communication and tools of international communication

- a) International news agencies
- b) International and regional satellite TV channels,
- c) International radio stations,
- d) Internet
- e) International printed media and printed media influential internationally

#### 3. International flow of information, history, present and future

- a) Division between the countries in the world
- b) Problems of developing countries
- c) Developing Journalism
- d) Free flow of information and NWIO
- e) Consequences of discussion about NWIO

#### 4. Implications of modern international communication processes for mass media in developed and developing countries

- a) Globalization (Multimedia ownership, Transnationalization Localization Media Internationalization)
- b) Localization (globalization, diversification, resistance, subversion, hybridization)
- c) Challenges for developing Journalism in modern world and journalist practicing international journalism in developing countries

#### 5. Reality created by Multimedia

- a) Events becoming news
- b) Pictures of reality
- c) Deformations of reality

## **6.Freedom of international news flow**

- a) Freedom of expression in international law
- b) Limitation of international news flow in developing and authoritarian countries.
- c) Introduction: Issues in Intl. Communication
- d) Theoretical frameworks in international communication
- e) International institutions and regulation
- f) Flow of cultural products Assignment: News monitoring
- g) News monitoring this week world news, propaganda, censorship
- h) Cultural relations / cultural diplomacy
- i) NWICO
- j) Persistent questions in international communication / Review

## **Text Books**

- 1.Global Journalism, Merrill, John, C.I
- 2.Crisis in International News: Policies and Prospects, Richstad, Jim and Anderson (ed)
- 3.The Modern World System, Walter Stein
- 4.Understanding Global News, Flourscoy Don M and Sicterst (ed)

## 7. Master in Development Communication 525 Science and Environmental Journalism

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	–	20	–	80	–	100

### Objectives:

- To make students familiar with techniques of reporting science, Technology and environment.
- To make students informed about the importance of reporting science, technology and environment
- To transmit basic information on contemporary themes of the three sectors
- To enable students understand the relation between society, development and the three areas.
- To encourage students to serve the society by reporting extensively the issues related to science, technology and environment

### Specific objectives

- To impart information on the conceptual framework on relation between science communication and development
  - To inform the students about the latest state of reporting science, technology and environment
  - To make themselves familiar with the current issues of the three sectors
  - To teach journalistic skills of covering the three subjects
  - To update the students knowledge about the skills of handling the three sectors for journalistic purposes.
1. Science communication and development: a conceptual framework.
  2. Science, technology, and environment and their relevance in journalism
  3. Defining science reporting, technology reporting, environment reporting
  4. State of science reporting in Nepali Media
  5. Collection of facts, interviewing, and developing sources for science reporting.
  6. Status of Science, technology and environment in Nepal
  7. Development Plans on Nepal and science, technology and environment
  8. Techniques of science reporting; editing science stories; handling beat related to science, technology and environment
  9. Guidelines for reporting on environmental issues
  10. Dealing with journalistic constraints on science writing

### Text Books

1. Science Communications and Development, J.V Vilanilam
2. Reporting on the environment: A handbook for journalistic, The Asian Forum for Environment Journalists.
3. News Reporting: Science, Medicine and High Technology, Ames, Iowa, Iowa State University Press.
4. Scientists and Journalists: Reporting Science as News Friedman Sharon M. Ed
5. Reflections on the Science and Media Good field. J.

## 8. Master in Development Communication 524 Thesis / Dissertation

Teaching Schedule Hours / Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1						100

Students are required to write a dissertation in the fourth semester. It consists of weight of 100 marks and will be evaluated externally on the basis of the written work. Which is allotted 70 marks, and oral interview, that carry 30 marks.

Students should chalk out a work-plan for about 100 days or 3 months to undertake research for the dissertation. They should get the proposal for the same endorsed by the Department of the College prior to starting the study under the direction of a guide assigned by the College. Should they opt for topic not having such relevance or linkage, they are required to provide justification for their study in the very proposal.

The dissertation should have the following components in line with general standards of research work:

- Research problem
- Review of related literature
- Collection of data
- Interpretation of data
- Other general components including synopsis, summary and graphical presentation
- Style of a general research report including appropriate ways of using quotations, footnotes and bibliography.

Students should particularly consider the following criteria for making their dissertation meet the Master in Development Communication criteria.

1. Appropriateness of the topic for the Master's dissertation, specification of the same.
2. Quality of research report.
3. Standards for the content of a research work under Development Communication
4. Language, style of presentation and originality
5. Field work for generating data, interview, questionnaire
6. Appropriateness of methodology
7. Relevance of references
8. Title treatment of topic, data, conclusion
9. General tone
10. Evaluators will follow the direction mentioned here in examining the dissertation and undertaking oral interviews.

### Evaluation

There will be five-tier system – two subjects wise and two semesters – wise, one performance – based project report – for the Internet evaluation of Master in Development Communication class per Semester. The internal assessment mark is the composite of each one of them.

1	Class assignment by teacher concerned	10 marks
2	Class test by teacher concerned	15 "
3	Mid Term by College before the end of third month	75 "

4	End Term by College at Semester – end	50 " + (1+2=25)
5	Performance – based Project report	25 "

### **Class Assignment**

The class assignment aims at testing the skills of comprehension and expression. It should, therefore, be subjective for all non – practical subjects. In the case of practical subjects, In the case of practical subjects, the teacher concerned may assign the students appropriately by the teacher concerned. The teachers are advised to provide the students with class assignment keeping the following points into consideration:

- The topics recently taught in the class
- The basic contemporary issues related to the topic
- The assignment should not be less than 1000 words. It should be appropriately computer type set.
- It should be submitted on a given date. Failure to do so should be considered as weakness and penalized appropriately.
- The total mark for the assigned is 10

### **Class Test**

The Class test intends to test all the students at the same time through the same tool. It wants to examine the whole performance of students regarding a subject in a given period. Its timing should correspond with the usual timing of class. The teacher will have to set a question or questions for the test well in advance and give it to the examination section of the college. The College could facilitate the teacher in undertaking the test on request.

As for practical subjects, the teacher concerned will have to design the test. The total mark for the test is 15.

### **Mid Term**

The College will hold the Mid Term Exam before the end of the three months. Each subject taught in the semester will be covered by it. It will be of two-hour duration for each subject. Special examination period should be allocated for this test. The total mark for the Term is 75.