

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

SUBJECT CODE	SUBJECT	Cr. Hr.	COURSE TYPE	F MARK	UNIVERSITY	EVALUATION	
					Theory	Practical	Internal
BAMCJ 1101	Introduction to Journalism and Mass Communication	3	Core	100	80		20
BAMCJ 1102	News Reporting I	3	Core	100	60	20	20
BAMCJ 1103	Compulsory Nepali I	3	Applied	100	80		20
BAMCJ 1104	Compulsory English II	3	Applied	100	80		20
BAMCJ 1105	Introduction to Literature	3	Core	100	80		20
BAMCJ 1106	Interpersonal Communication	3	Core	100	60	20	20

BAMCJ 1101 Introduction to Journalism and Mass Communication 3cr.

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

Objective:

The main objectives of introducing this course are to give students the insights about journalism. The importance of the course is to introduce the students with basic principles and practices in Journalism and Mass Communication.

Unit I Introduction to Mass Communication

Communication and mass communication
 Definition, type, characteristics, functions and elements
 Process and selected models of communication

Unit II Journalism: Principles and Practices

Definition, journalistic functions, principles of journalism and professionalism
 Definition of news and news values
 News structure, types of news, feature writing
 Interviewing, specialized reporting,
 Editorial and opinion, journalism ethics

Unit III Media and Society

Functions of media
 Role of journalism in today's world
 Normative theories of the press
 Media audiences, social responsibility
 Public opinion and information society

Unit IV Concept of Publication Design and Layout Concept

Feature writing
 Specialized reporting
 Typography, photographs and graphic
 Illustrations; and electronic layout with desktop publishing

Recommended Readings

1. Ahuja B.N.; Theory & Practice of Journalism; Surjeet Publications, New Delhi; 2006

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2. Franklin B. and et al; Key Concepts: Journalism Studies; Vistaar Publications, New Delhi/Bhrikuti Academic Publications, Kathmandu; 2006
3. Folkerts J; and Lacy S.; The media in your life: An Introduction to Mass Communication; Pearson Education India; 2005
4. Kharel P.; A Study of Journalism; Nepal Association of Media Educators, Kathmandu; 2006
5. McQuail D.; Mass Communication Theory; Vistaar Publications, New Delhi / Bhrikuti Academic Publications, Kathmandu; 2005
6. Narula U. Mass Communication Theory & Practice; Har-Anand Publishers, New Delhi; 2005
Lorenz A.L. & Vivian J.; News: Reporting & Writing; Pearson Education, India; 2005

BJMC1102 News Reporting 3cr.

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

Objective:

This course introduces the students with the building blocks of effective news stories. Students learn how to gather information and write on deadline for the news media. Course instructors will be familiar with the modern practice of journalism, including ethics and standards. They will teach the students: what makes news, the basics of covering a news story, how to generate story ideas, how to interview people, how to make observations, how to take notes effectively, how to organize materials, how to write news articles on deadline, and how to edit the news.

Course Introduction

1. What is news?

News as a product

News as a point of view

Functions of news in a democracy

The reporting process

The journalistic process – information gathering, planning, and writing as news

The reporting process – generating ideas, locating sources, collecting information, verifying claims and counterclaims, telling the story, etc

2. Where do we get the news?

The Mass Media: The nature of newspaper, television, radio and online news

Other media: Social media, mobiles, friends and family members

What news do the mass media give us?

General news – Press release, meeting and news conference, speech, visit, etc

Special topic news -- Sports, business and finance, science, environment, medicine and technology, lifestyle, reviews, consumer news, human rights, constitution making, international affairs, politics and elections, etc

Special technique news -- Investigative reporting, news feature, etc

3. Who bring us the news?

The Big Picture

Social, political, economic and organizational context of the news

The professional communication context

Specific roles and sub-roles influencing the news

4. The News Reporters

The professionals – the traits and training of reporters, as the foot soldiers, and the storytellers

Organization of their newsroom
Pleasures and pressures of their work

5. Where do the professionals get their ideas for news?

The expected news, e.g. meetings, elections, and speeches
The unexpected news, e.g. fires and accidents
The made news, e.g. profiles and interviews

6. What are their sources of information for news?

People—spoken words as inputs for news – quote, attribution, paraphrase, etc, ii. Interviewing—how to ask good questions, preparing for, conducting and ending interviews, types of encounters (practice in class)

Documents – i. written words as inputs for news -- quote, attribution, paraphrase, etc, ii. How to look for information in documents, common documents (practice in class)

Observation – bringing stories alive (practice in class)

Database – data journalism (practice in class)

Polls – opinion as source of news (practice in class)

News writing

Reporters as the first authors

The pyramid and other structure of a news story

Writing from a press release and writing for online. Writing for broadcast (practice in class)

Who, What, When, Where, Why, How, and So What? (Practice in class)

Leads, nuts and pyramids (practice in class)

The inverted pyramid and its alternatives

Recommended Readings

1. Fundamentals of Journalism – Spencer Crump
2. Theory and Practice of Journalism – B. N. Ahuja
3. Professional Journalism – M. V. Kamath
4. Basic News Writing – Melvin Mencher
5. News Writing – George A. Hough 3rd Edition
6. Shressa Bhandari- Advance Journalism Publisher: Access World 2009

BAMCJ1103 Elective Nepali 3cr.

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

पाठ्यांश विवरण

यो पाठ्यांश तिन बर्से पत्रकारितामा स्नातक तह अध्ययन गर्ने विद्यार्थीहरूका लागि तयार पारिएको हो । पत्रकारिताका क्षेत्रमा नेपाली भाषाको सम्प्रेणात्मक क्षमता अभिवृद्धि गरी शुद्ध, स्तरीय र परिष्कृत नेपाली भाषाको प्रयोगमा विद्यार्थीहरूको ध्यान जाओस् भन्ने उद्देश्यका आधारमा प्रस्तुत पाठ्यांश दुई पत्रमा विभाजित छ । प्रथम पत्रको अध्ययन प्रथम सेमेस्टरका लागि हुने छ भने द्वितीय पत्रको पढाइ दोस्रो सेमेस्टरमा हुने छ ।

पत्र:एक

उद्देश्य

यस पाठ्यांशको अध्ययनपछि विद्यार्थीहरू निम्न लिखित कुरामा सक्षम हुने छन् :

- क) नेपाली शब्दको उच्चार्य विन्यास र लेख्य विन्यासबिचको भिन्नता ख्याल गरी शुद्ध रूपमा नेपाली वर्णविन्यासको प्रयोग गर्न,
- ग) नेपाली शब्दको वर्ग, व्युत्पादन, रूपायन र सन्धिसम्बन्धी प्रक्रियाको ज्ञान हासिल गरी तिनलाई समुचित रूपमा प्रयोगमा ल्याउन,
- घ) वाक्यतत्वका बारेमा विस्तृत ज्ञान प्राप्त गरी त्यसका आधारमा अभिव्यक्तिलाई परिष्कृत र स्तरीय बनाउन,
- ङ) विभिन्न प्रयोजनपरक क्षेत्रका स्तरीय पाठ्यसामग्री पढी तिनको बोध गर्न ।

पत्र एक : व्याकरण र बोध

एकाइ १ - नेपाली वर्णविन्यास

- (क) देवनागरी लिपिका विशेषता
- (ख) नेपाली उच्चार्य र लेख्य वर्णमा भिन्नता
- (ग) तत्सम शब्दहरूको वर्णविन्यास सम्बन्धी नियमहरू र अभ्यास
- (घ) तद्भव तथा आगन्तुक शब्दहरूको वर्णविन्यास सम्बन्धी नियमहरू र अभ्यास
- (ङ) पदयोग र पद वियोग
- च) वर्णविन्यासका लागि शब्दकोशको प्रयोग

एकाइ २ - शब्द, व्युत्पादन, रूपायन र सन्धि

(क) नेपाली शब्दको स्रोत एवं कार्यका आधारमा शब्दको पहिचान

(ख) व्युत्पादन

(अ) उपसर्ग प्रक्रिया र शब्दनिर्माण सम्बन्धी अभ्यास

(आ) प्रत्यय प्रक्रिया र शब्दनिर्माण सम्बन्धी अभ्यास

(इ) समास प्रक्रियाबाट शब्द निर्माण, समास प्रक्रियाको पहिचान र अभ्यास

(ई) द्वित्वप्रक्रिया र शब्दनिर्माणको अभ्यास

(ग) रूपायन

शब्द रूपायनका आधारहरूको ज्ञान तथा नाम, सर्वनाम, विशेषण र क्रियाको रूपावली तयार पार्ने अभ्यास

(ङ) सन्धि प्रक्रिया र सन्धि नियमहरूको सामान्य परिचय

एकाइ ३ : वाक्यतत्त्व र वाक्यान्तरण

(क) कालको परिचय

(ख) पक्षको परिचय र पक्षपरिवर्तन सम्बन्धी अभ्यास

(ग) भावको परिचय र भावपरिवर्तन सम्बन्धी अभ्यास

(घ) वाच्यको परिचय र वाच्यपरिवर्तन सम्बन्धी अभ्यास

(ङ) सङ्गतिको परिचय र अभ्यास

(च) कारकको परिचय, पहिचान र त्यससम्बन्धी अभ्यास

(छ) विभक्तिको प्रयोगसम्बन्धी अभ्यास

(ज) लिङ्ग, वचन, पुरुष, आदर, ध्रुवीयताका आधारमा वाक्यहरूको वाक्यान्तरण अभ्यास

(झ) वाक्यसंश्लेषण र विश्लेषण सम्बन्धी अभ्यास

एकाइ ४ : सामान्य र प्रयोजनपरक बोध

(क) ज्ञानविज्ञानका विभिन्न क्षेत्रसँग सम्बन्धित स्तरीय गद्यांशहरूको पठनबोध र अभ्यास ।

(ख) विस्तारित अभिव्यक्ति भएका गद्यांशबाट बुँदाटिपोट र सङ्क्षेपीकरण गर्ने अभ्यास ।

शिक्षण विधि

प्रयोगात्मक र अभ्यासात्मक विधि नै यस पत्र शिक्षणको मूल विधि हुनेछ । यस बाहेक आवश्यकता अनुसार व्याख्यान, प्रश्नोत्तर, छलफल, पुस्तकालय, गृहकार्य अवलोकन, क्षेत्रीय कार्य जस्ता विधिहरूको पनि प्रयोग गर्न सकिनेछ ।

सन्दर्भ सामग्री

शब्द रचना र वर्णविन्यास, वाक्यतत्त्व र अभिव्यक्ति, मोहनराज शर्मा
प्रयोगात्मक सरल नेपाली व्याकरण, हेमाङ्गराज अधिकारी

विशेष नेपाली : प्रयोजनपरक बोध तथा लेखन, देवीप्रसाद गौतम र ब्रतराज आचार्य

मूल्याङ्कन योजना

पत्र : एक

पाठ्यभार - ४५ पूर्णाङ्क

- १०० (आन्तरिक परीक्षाको २० अङ्क सहित)

पाठयांश	प्रश्नको किसिम	अङ्कभार	प्रश्नसङ्ख्या		जम्मा अङ्क
			सोधिने	उत्तर दिनुपर्ने	
एकाइ १ वर्णविन्यास	प्रयोगात्मक / पहिचानात्मक	१०	१	१	१०
एकाइ २ शब्दवर्ग, उपसर्ग र प्रत्यय समास रूपायन द्वित्व / सन्धि	प्रयोगात्मक / पहिचात्मक	५ ५ ५ ५	१ १ १ १	१ १ १ १	२५
एकाइ ३ पक्ष र भाव वाच्य सङ्गति कारक र विभक्ति वाक्यान्तरण संश्लेषण / विश्लेषण	प्रयोगात्मक / पहिचात्मक	५ ५ ५ ५ ५	१ १ १ १ १	१ १ १ १ १	३०
एकाइ ४ पठनबोध बुँदाटिपोट / सङ्क्षेपीकरण	बोधात्मक	१० ५	१ १	१ १	१५
					८०

BAMCJ1104 Compulsory English 3cr.

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

Objective:

The course aims to make students able to read, write, listen and communicate confidently and correctly in English language. This course develops the students' confidence and capacity to use correct practices of English language in their communication.

1. Use of English Grammar

- Parts of speech : The Introduction
- Grammar mistakes.
- Redundancy
- Tense
- Clauses
- Agreement
- Gerund and infinitives
- Articles
- The Phrases

2. Group Discussion and Interview (Reading)

- Concept
- Methodology
- Components
- The role players
- Positive and negative traits
- Suggestions
- Success in-group discussion
- Technique for evaluation (a few models)

3. Interview (Speaking Discuss)

- Perspective
- Major objectives

- Importance of the interview method
- Types of interview
- Techniques of interviewing
- Advantages of an interview
- Disadvantages of an interview
- Appearing for an interview
- Types of questions expected
- The interview process
- Writing a resume of the interview
- Qualities of a candidate for an interview
- Criteria for evaluating a candidate (some models)

4. Communication Skills (Writing)

- Effective writing
- Extension workers communication skills
- Media's role in modernizing agriculture in Nepal
- Female Community Health Volunteer / TA / JTA
- Mass media and society
- Rural broadcasting
- TV in rural communication
- Tax Clearance

5. Face to Face

- Official letters
- Faxes and memoranda's
- Minutes and summaries
- Reports

Recommended Readings

1. English for Journalists – Wynford Hicks
2. English Grammar and Composition Wren and Martin
3. How to propose for Group Discussion and Interview- H. M. Prasad
4. English for Business Communication (student book) Suman Smumey, Cambridge University
5. Effective Communication – Dovests Kishore
6. New International Business English (teacher book) – Leo Jones, Richard Alexander

BAMCJ1105 Introductions to Literature 3cr.

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

Objective:

This course introduces the study of English Literature as an academic subject at Bachelor's level. Based on modern critical approaches to understand and critique literary texts, the course enables students to get acquainted with major literary theories at introductory level with illustrations from a selected poem, a short story, a novel and a play.

1. Reading Literature: Getting Started

*a. Introduction to key texts:
To His Coy Mistress*

Everyday use: for your grandmamma

Hamlet

Huckleberry Finn

- b. Setting*
- c. Plot*
- d. Character*
- e. Structure*

- f. *Style and atmosphere*
- g. *Theme*

2. Traditional Approaches to Literature

- a. Nature and scope of traditional approaches
- b. Traditional approaches in practice

To His Coy Mistress

Everyday Use: For Your Grandmama

- c. Traditional approaches to the (further) key texts:

Hamlet

Huckleberry Finn

3. The Formalistic Approach

- a. Brief history of formalistic criticism
- b. Constraints of the formalistic approach:
- c. Some key concepts, terms and devices
- d. The formalistic approach in practice:
- e. Application to the key texts

4. The Psychological Approach

- a. Aims and principles of the psychological approach
- b. Freud's theories
- c. The psychological approach in practice
- d. Application to the key texts

6. The Feminist Approaches

- a. Feminism and feminist criticism
- b. Major themes in feminist criticism
- c. Four Significant current practices
- d. Feminist literary studies: problems and limitations
- e. Application to the key texts

Recommended Readings

1. Guerin, W.L. et al. *A Handbook of Critical Approaches to Literature*. Fourth Edition. New York: Oxford University Press, 1992.
2. Shakespeare, William. *Hamlet*. Any standard edition.
3. Twain, M. *The Adventures of Huckleberry Finn*. Any standard edition.

BAMCJ 1106 Interpersonal Communication 3cr.

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

Objectives:

Students will be able to identify key principles of interpersonal communication and evaluate their effects on the communication process after taking this course.

This course enables students to employ communication concepts in one-to-one and small group communication.

Students will understand the relationship between the self and interpersonal communication.

Students will be able to employ strategies for establishing and sustaining interpersonal communication after completing this course.

1 Interpersonal Communication

- 1.1 Communication defined
- 1.2 Levels of communication
- 1.3 Components of interpersonal communication
- 1.4 Process of interpersonal communication
- 1.5 Principles of interpersonal communication
- 1.6 Goals of interpersonal communication

2 Message and Meaning

- 2.1 Messages: codes, signs
- 2.2 Verbal and non-verbal messages
- 2.3 Meaning
- 2.4 Semantics
- 2.5 Denotative and connotative meaning

3 Group Process and Decision-Making

- 3.1 Group, group dynamics, group process
- 3.2 Group decision making: process and techniques
- 3.3 Group discussion

4 Communication and Relational Dynamics

- 4.1 Defining interpersonal relationships
- 4.2 Principles and characteristics of interpersonal relationships

- 4.3 Types of interpersonal relations
 - Romantic Relationships, friendship, family
 - Workplace relationships
- 4.4 Relationship development and maintenance
- 4.5 Relational messages

- 5 Intercultural Communication**
 - 5.1 Culture defined
 - 5.2 ICC and uncertainty
 - 5.3 Barriers of ICC
 - 5.4 ICC strategies and ICC competence

- 6 Managing Interpersonal Conflicts**
 - 6.1 Conflict defined
 - 6.2 Types and causes of conflict
 - 6.3 Approaches to management

- 7 Interpersonal Communication Competencies**
 - 7.1 Competence defined
 - 7.2 Competent communication styles
 - 7.3 Listening Vs hearing
 - 7.3.1 Functions of listening
 - 7.3.2 Listening process and listening skills

Recommended Readings

Hargie, Owen (1994). *Social Skills in Interpersonal Communication* 3rd Edition London: Routledge.

Narula, Uma (2000). *Communication Perspective, Cultural Diffusion: Dynamics and Challenges*. New Delhi: Har-Anand.

Adler, Ronald B. & Proctor, Russel F. (2007). *Communication Goals and Approaches*.

New Delhi: Wadsworth.

Beatty, John & Takahashi, Junichi (2003). *Intercultural Communication*.

New Delhi: Biztantra.