

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 3601	Media Law	3	Applied	100	80		20
BAMCJ 3602	English Poetry	3	Applied	100	80		20
BAMCJ 3603	Environment Journalism	3	Core	100	80		20
BAMCJ 3604	Social Media and Modern Practices	3	Core	100	100		0
BAMCJ 3605	Right to Information	3	Core	100	80		20
BAMCJ 3606	Media & Communication	3	Applied	100	80		20
BAMCJ 3607	Language V (Elective French or Chinese)	3	Applied	100	60	20	20

BAMCJ3601 Media Laws

3cr.

Objectives: Teach Media Graduates the media laws and its values in media. Also make them understand and practice in their professional career the ethics of media as a journalist.

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

Unit I: Introduction: 3

Introduction of Law, Media Laws, Print Media, Broadcast Media

Unit II: History: 3

Historical background of press law

Unit III: Constitution & Laws: 6

Constitution of Nepal 2015, Fundamental Rights, Right to freedom & expression, Right to press & publication, Right to information, Right to Privacy, And others fundamental right as given in part -3 of constitution

Unit IV: Role of Media in Constitutional Crisis: 3

Press & Media during State of Emergency

Unit V: Code of Conduct and Ethics: 6

National and International Practices

Unit VI: Some Media Related Acts : 12

छापाखाना तथा पत्रपत्रिका सम्बन्धी ऐन २०४८, श्रमजीवीपत्रकार सम्बन्धी ऐन २०५१, राष्ट्रिय प्रसारण ऐन २०४९, सञ्चार संस्थान ऐन २०२८, प्रतिलिपि अधिकार ऐन २०२२, लिखतहरूको गोप्यता सम्बन्धी ऐन २०३९, गाली बेइज्जती ऐन २०१६, रा. स. स. ऐन २०१९, गोरखापत्र ऐन २०१९, विद्युतीयकारोवार ऐन २०६३ ।

Unit VII: Legal & Social Responsibilities of Journalist: 9

Protection of source, Contempt of court, Defamation, Libel, Consequence of misreporting, Media and Parliamentary privilege, State secrets and National Security

Unit VIII: Media Practices:

3

Registration procedure of media organization and Newspapers

Suggested Readings

1. KanoonKitabByabasthaSamiti (2015). *The Constitution of Nepal*. KanoonKitabByabasthaSamiti, Kathmandu.
2. Mehra, Achal (Ed.) (1989). *Press System in ASEAN states*. Asian Mass Communication Research & Information Center, Singapore.
3. Press Council Nepal (1992). *PrakashanKoDigdarshan*, Press Council Nepal Kathmandu,
4. Kress, Garry L. (1990). *Organizational Communication*. Pearson, ISBN-10: 0801301556 ISBN-13: 978-0801301551
5. Press Council Nepal (2058), *Nepalma Jana Sanchar*. Press Council Nepal, Kathmandu,
6. Dr. Timalisina, R. K. (2003). *Right to Information: Philosophy, Law and Practice*. Mrs. BigyaTimalsena, Kathmandu.
7. Pathak, Y. R. (2015). *सूचनाको हक : प्राप्ति र प्रयोग (Right to Information: Attainment and Practices)*. PairaviPrakashan, Kathmandu.
८. नेपालपत्रककार महासंघ र राष्ट्रिय सूचनाआयोगकाआवधिकप्रकाशन ।

BAMCJ3602 English Poetry

3cr.

Objectives:

This course is designed to enable students to develop spoken and written communicative skills, acquaint themselves with different varieties of English (especially rhetorical and figurative speech) and different genres of English and American literature as well as learn and use journalistic registers. It will acquaint them with different trends in poetry in different periods and elements and modes of poetry and poetic writing. Besides, it will develop their critical faculty like paraphrasing, textual and critical analyses, character sketch, and explanation and so on.

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

Unit I: The Elements of Poetry

6

- a. Introduction
- b. Expression
- c. Word Games
- d. Music
- e. Approaching a poem

Unit II: A Selection of Poets

3

- a. Introduction: Ballads
- b. A Note on the Ballad
- c. Anonymous: The Unquiet Grave

Unit III: Elizabethan Period and Age of Restoration

9

- a. William Shakespeare: A Note on the Sonnet
Shall I compare thee?
- b. John Donne: A Note on Metaphysical Poetry
Love Poem: The Relic
- c. A Note on Cavalier Poetry
- d. Andrew Marvell: The Fair Singer
- e. Alexander Pope: Self-portrait, from *Epistle to Dr. Arbuthnot*

Unit IV: The Romanticists

6

- a. William Blake: A Note on Romantic Poetry "The Tyger"
- b. William Wordsworth: Three Years She Grew in Sun and Shower
- c. John Keats: Ode to a Nightingale

Unit V: Victorian Age **9**

- a. Lord Alfred Tennyson: Tears, Idle Tears
- b. Robert Browning: My Last Duchess
- c. American Poetry
- d. Emily Dickinson: Because I Could Not Stop for Death
- e. Gerard Manley Hopkins: God's Grandeur

Unit VI: Modern Era **9**

- a. W. B. Yeats: Leda and the Swan
- b. American Poetry
- c. Robert Frost: Stopping by Woods . . .
- d. William Carlos Williams: This Is Just to Say
- e. E. E. Cummings: Buffalo Bill's
- f. Langston Hughes: I, Too
- g. W. H. Auden: The Unknown Citizen
- h. Dylan Thomas: Do not go gentle into That Good Night

Unit VII: Second World War and After **3**

- a. Gwendolyn Brooks: The Mother
- b. Adrienne Rich: Moving in Winter
- c. Sylvia Plath: Daddy
- d. Shelly

Suggested Readings

- Scholes, R. et al. (editors) (1997). *Elements of Literature*. Delhi: Oxford University Press.

BAMCJ3603 Environment Journalism

3cr.

Objectives:

This course will help the students to become a better thinker, and a wiser, more critical consumer of the media and make aware about global environmental issues and debates. Practical application of journalism techniques, from writing a news story to interview, using observation and construction, from preparing a draft to editing a final version, and the translation of a story idea into a written article of a standard ready for publication, through their own writing and through peer editing of their colleagues work.

Teaching Schedule Hours/Week		Examination Scheme				
Theory	Practical	Internal Assessment		Final		Total
2	1	Theory	Practical	Theory	Practical	100
		20		80		

Unit 1: Definition, scope and importance: 3

Environmental studies and Environmental Journalism; Concept of Biosphere – Lithosphere, Hydrosphere, Atmosphere; Need for public awareness

Unit 2: Natural Resources: 9

Renewable and non-renewable resources; Natural resources and associated problems; Forest resources: use and over exploitation, deforestation and its impact; Water resources: use and overutilization of surface and ground water and its impact; Mineral resources: use and effects on environment on over exploitation; Food resources: Effects modern agriculture, fertilizer-pesticide problem, water logging and salinity; Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources.

Unit 3: Ecosystem: 3

Ecosystems and its components

Unit 4: Biodiversity and conservation: 6

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts; Endangered and endemic species; Conservation of Biodiversity.

Unit 5: Environmental Pollution: 6

Its causes, effects and control measures of a) Air pollution b) Water pollution c) Soil pollution d) Noise pollution; Role of an individual in prevention of pollution; Waste management; Disaster management : Floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment:

9

Urban problems related to energy; Water conservation rain water harvesting, water shed management; Resettlement and rehabilitation of people: its problems and concerns; Climate changes, global warming, acid rain, ozone layer depletion; Population explosion

Unit 7: The role of advocacy in environmental journalism and nature writing:

3

Advocacy, awareness, activism and issues of objective writing while reporting environmental stories.

Unit 8: Environmental Protection Initiatives in Nepal :

6

Role of Nepal Federation of Environmental Journalists (NEFEJ) in environmental journalism in Nepal, RastrapatiChure Conservation Program; The Bagmati Cleaning Campaign; Role of Ministry of Science and Environment in Nepal.

Suggested Readings

- Acharya, K., Noronha, F. (2010). *The Green Pen: Environmental Journalism in India and South Asia*. India: Sage Publications.
- Agarwal, K.C. (2001). *Environmental Biology*. India: Nidi Publications Ltd.
- Allen, S. (2000). *Environmental Risks and the Media*. Routledge.
- Frome, M. (1998). *Green Ink: An Introduction to Environmental Journalism*. University of Utah Press.
- Koirala, M. and R. Bhatta(2010). *Communities Challenging Climate Change*. Kathmandu: CSRC / NEFEJ,
- Neuzil, M. (2008). *The Environment and the Press: From Adventure Writing to Advocacy*. Northwestern University Press.
- Simon, J., Valenti, J., Sachsman, D. (2010). *Environmental Reporters in the 21st Century*. Transaction press.

BAMCJ3604 Social Media and Modern Practices

3cr.

Objective:

The course aims to expose students towards new forms of social media and enable them to use them for a positive change in diverse areas of the society.

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

Unit I New Media and Society

15

History of New Media: Evolution and Contributing factors for growth
 Perspectives on Internet Use: Access, Involvement and Interaction
 Regulation of Digital Content with Special Reference to Nepal
 New Media and the Economics of Information
 Universal Access to the New Information Infrastructure

Unit II Blog and Personal Homepage

15

Making a Blog; Techniques Available Options
 Content Formation and Effective Uses of Blog
 Ethical and Moral Issues of Blogging
 Blogging: Tool of Freedom of Expression
 Personal Homepages: Method of Making Personal Homepage. Reality Construction and Self-Representation on Personal Homepages

Unit III Social Media and Internet

15

The virtual geographies of social networks
 Evolution, Impact, Uses of Facebook, Twitter and LinkedIn
 Role of Social Media in Social Revolution with Reference to Arab Revolution
 Facebook's Privacy Train wreck Exposure, Invasion, and Social Convergence
 Google Earth and the nation state: Sovereignty in the age of new media
 The Mobile Phone and the Public Sphere
 New Media and Citizen Journalism

Suggested Readings:

- Danah Boyd. (2008) 'Facebook's Privacy Train wreck Exposure, Invasion, and Social Convergence' In *Convergence: The International Journal of Research into New Media Technologies*, Sage Publications.
- David Bell and Barbara M. Kennedy (eds). (2007) *The Cyber cultures Reader*, Second edition, Routledge, London and New York.
- Janey Gordon (2007) 'The Mobile Phone and the Public Sphere Mobile Phone Usage in Three Critical Situations' *Convergence: The International Journal of Research into New Media Technologies*, Sage Publications.
- Leah A. Lievrouw and Sonia Livingstone (eds). (2006) *Handbook of New Media*, Sage Publication.
- Terry Flew, Richard Keith Smith (2011). *New Media: An Introduction*, Oxford University Press, London.
- Papacharissi, Zizi(2009). The virtual geographies of social networks: a comparative analysis of Face book, LinkedIn and a Small World', *New Media Society* (11: 199). Sage Publication.

BAMCJ 3605 RIGHT TO INFORMATION

3cr.

Objectives: Teach Media Graduates the laws on Right to Information and its values in media. Also make them understand and practice in their professional career the roles of RTI as a citizen as well as a media person.

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

Unit I: Definition and concepts of Information

9

Freedom of expression

Article 19 of UDHR and Nepal

Right to Information

Importance of information

Knowledge and information

Right to know

Unit II: Fundamental rights of people

9

Rights and duties

Right to information

Importance of RTI

RTI and other rights

Unit III: The evolution of RTI in the world

9

RTI in Developed Countries

RTI in South Asian countries

Success of RTI in India

Unit IV: The evolution of RTI in Nepal

9

Constitution of Nepal 2073 and RTI

RTI Act 2064 and its features

Right to privacy in Nepal

Information acquiring process

Public bodies, NIC, things not under RTI, proactive disclosure

Unit V: RTI and good governance

9

RTI and transparency

RTI and accountability

RTI as anti corruption tool

Success stories in Nepal

Status of RTI Act implementation in Nepal

Challenges to RTI in Nepal

Suggested Reading

- Pathak, Y.R. (2073 B.S.). सूचनाको हक : प्राप्ति र प्रयोग (*Right to Information Attainment and Application*). PairaviPrakashan, Kathmandu.
- Timalsena, Ram Krishna (2003). *Right to Information: Philosophy, Law and Practice*. BigyaTimalsena, Kathmandu.
- Nepal KanoonKitabByabasthaSamiti. (2072 B.S.). *Constitution of Nepal, 2072*. Nepal KanoonKitaabByabasthaSamiti, Kathmandu.
- National Information Commission. (2015). *Right to Information Act, 2007*. National Information Commission, Kathmandu.
- DahalT.N and Y.R. Pathak (2013). *Empowering Citizen through Right to Information, Success Stories from Nepal*. Freedom Forum, Kathmandu.
- *Annual Reports of Federation of Nepali Journalists and National Information Commission*.

BAMCJ3606 MEDIA & COMMUNICATION

3 Credits

OBJECTIVES: To make students able to understand processes of thinking about the interaction among all development agents involved and analyze reviews of development and communication theories and thereby practice both from international and Nepalese perspectives.

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

Unit I: Definition, scope, sociological and psychological perspective of Mass Media	3
Unit II: Communication as building blocks for personality and culture. Theories of mass communication, Rise of Mass Media industries and mass society. Lippmann's theory of Public Opinion formation, Mass communication and culture, Social Transformation and Development	6
Unit III: Role of Mass Media in society	3
Unit IV: Communication and society in modernization	3
Unit V: Verbal and non verbal Communication	3
Unit VI: Mass communication and individual; access, habits, information needs, comprehension, credibility	3
Unit VII: Nature of communication and its explanation	3
Unit VIII: Elements of communication process	3
Unit IX: Communication functions and effects	3
Unit X: Audience differentiations in terms of: Literacy rate and media literacy, Gender, Access to information, Income and Profession	6
Unit XI: Magazines and periodicals: Miscomprehension, Comprehension Levels, Socio-demographics, Specialization, Definitional characteristics, Trend Origin	3
Unit XII: Media Globalization through Localization	3
Unit XIII: Cultural Diversity and Communication for Development communication	3

Suggested Readings:

1. Frey F.W. (1973). *Communication and development in Handbook of Communication*, EdsIthiel Pool, Rand McNally Chicago.
2. Ganesh, S. (2001). *Studies in Modern Mass Media and Communication*, Radha publications, New Delhi
3. Hakemulder, J. R., Fay Ac De Jonge and P. P. Singh (1998). *Print Media Communication*, Anamol Publications, New Delhi
4. Narula, Uma (1983). *Dynamics of Development in Indian Society: Awareness, Motivation and Participation* Ph.D. Dissertation University of Massachusetts Amherst.
5. Schramm, Wilbur (1964). *Mass Media and National Development: The Role of Information in Developing Countries*. Stanford University, Stanford.
6. Tehranian, Mazid (1979). *Development Theory and Communication Policy: changing Paradigms in Programs in Communication Sciences*, Vol. I. Ed Melvin J, Voigt and Gerhard J. Hanneman Norwood Ablex.
7. Jan Servaes (ed.) (2002). *Approaches to Development Communication*. Paris: UNESCO
8. Adhikarya, Ronny; Colle, Royal D. (1983). *Reaching Out: The Role of Audio Cassette Communication in Rural Development*. Occasional Paper 19. Asian Mass Communication Research and Information Centre, Singapore. REPORT NO ISBN-9971-905-07-8

BAMCJ 3607 Language V (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