

The syllabus for the 1st Semester

SUB NO	CODE	COURSE TITLE	CREDIT	LECTURES (hrs)	PRACTICAL (hrs)
MCJ 501	MC	Mass Communication Theories and Practices	3	3	0
MCJ 502	JOU	Modern Journalism: Principles and Trends	3	3	0
MCJ 503	JOU	Advanced Reporting and Editing	3	3	0
MCJ 504	JOU	Broadcast Media: History and Modern Trends	3	3	0
MCJ 505	MC	Media Laws	3	3	0
MCJ 506	NUM	Fundamentals of Information System	3	1	2
MCJ 507	PROJ	Project I	3		3
			21	16	5

MAMCJ FIRST SEMESTER OVERALL OBJECTIVES

Knowledge about the universally adopted mass communication theories, including the prevalent professional and research practices in this discipline, helps the prospective students to investigate political and socio-economic phenomena and produce critical and analytical analyses, using mass media and audience perspectives. The First Semester is the first step to enter the multidisciplinary realm of mass communication and journalism studies from a media-society linkage perspective. The First Semester students are advised to build their theoretical infrastructures by utilizing this foundation level. Students' previous background of journalism study background at +2 and undergraduate levels can be an asset but cannot be a tool to lower their seriousness. The following overall objectives of the First Semester are:

- To enable students to grasp the very idea of mass communication in human society, familiarizing them with the mass communication theories in vogue.
- To impart fundamentals on the current journalistic principles and practices, enabling them to understand what journalism is in essence and how it works generally in the present world.
- To familiarize students with core journalistic areas of reporting and editing as a whole, facilitating an environment for developing their skills.
- To make students familiar with the global historical evolution and current trends of broadcast media.
- To enable students to know the most relevant media laws and their application for a practical purpose.
- To familiarize them with the basics of computer applications so that they will be able to use tools and applications (may sound too basic for those educated in well-facilitated cities).
- To encourage them to objectively observe media coverage for critical and analytical writing.

Prerequisites

Students should have a general interest in picking up academic and professional knowledge on mass communication and journalism dimensions. Since the former background in this discipline is not sought to pursue the MAMCJ program, they are expected to have a studious and research-oriented attitude to cope with the challenges of the First Semester modules in case they are from a non-media academic background.

Curriculum in Detail

FIRST SEMESTER

1. MCJ 501 MC Mass Communication: Theories and Practices - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
20	20	60	-	

Specific Objectives

1. Let students know the concept of communication and the development of mass media in the human society.
2. Make students familiar with the functions and importance of mass communication.
3. Enable them to grasp the relevancy of various mass communication theories in understanding mass communication process and its impact on the human society.
4. Develop in them information perspectives, relating them to media work.
5. Encourage them to adopt a critical and analytical approach as to mass media functions.

Course in Detail

1. Understanding Human Communication: 5 hrs.

- 1.1 Concepts of communication (human vs. non-human),
- 1.2 Definitions
- 1.3 Evolution of communication
- 1.4 communication elements and process
- 1.5 Levels of Communication
 - 1.5.1 Intrapersonal Communication
 - 1.5.2 Interpersonal Communication
 - 1.5.3 Extrapersonal Communication
 - 1.6.4 Transpersonal Communication
 - 1.5.5 Group Communication
 - 1.5.6 Organizational Communication
 - 1.5.7 Public Communication
 - 1.5.8 Mass communication
- 1.6 Nonverbal Communication
 - 1.6.1 Meta communication
 - 1.6.2 Time as Nonverbal Communication
 - 1.6.3 Silence as Loud Communication (Strategic Silence; Majority Silence; Spiral of Silence; Conversational Silence)
 - 1.6.4 Paralanguage as Nonverbal Communication

2. Mass Communication: 5 hrs.

- 2.1 Concept of 'mass' and mass communication process
- 2.2 Functions of Mass Communication

- 2.3 Information Traffic Patterns
- 2.4 Mass Communication and Culture
- 2.5 Mass audience
- 2.6 Mass media institutions
- 2.7 Mass culture and popular culture
- 2.8 Mass communication paradigms: Dominant Paradigm; Alternative/ critical paradigm

3. Mass Media: 10 hrs.

- 3.1 Concept and definitions of Mass Media
- 3.2 Evolution of Mass Media: print; radio; music; television; film and documentary; Internet; mobile
- 3.3 Alternative and community media
- 3.4 Transnational media flow
- 3.5 Global Vs local media practices
- 3.6 Media convergence
- 3.7 Mass Media and Society
- 3.8 PSB and Commercial Media
- 3.9 Civil society and public sphere
- 3.10 Media and the public interest.
- 3.11 Media Freedom, Media Equality and Media Diversity

4. Information Society: 10 hrs.

- 4.1 Concept of information (definitions, types, and characteristics of information, importance, process and life-cycle of information)
- 4.2 Critical study on information policies
- 4.3 Theories of Information Society: Defining information society, Post industrial society, information society and the market, information , democracy and postmodernism; Six ways to distinguish an information society (technological innovation and diffusion; occupational change; economic value; information flows; the expansion of symbol and signs), Information society as the third wave

5. Mass Communication Models and Theories: 15 hrs

- 5.1 Models of Mass Communication: Transmission Model, Reception Model, Publicity Model, and Ritual Model
- 5.2 Mass Communication Theories: Mass Society Theory, Marxist Theory, Functionalist Theory, Cultivation Theory, Agenda Setting Theory, Spiral of Silence Theory, Hypodermic Needle Theory, Uses and Gratifications Theory , Social Constructionist Theory, Media Dependency Theory, Cultural Imperialism Theory and Normative Theories (Four Theories of the Press, Development Theory of Media and Democratic Participant Theory of Media)

Practical: Students should produce a critical write-up of 1500 words on a particular theory approved by the faculty concerned.

Recommended Readings

Carolyn A. Lin/David J. Atkin. (2007). *Communication Technology and Social Change: Theory and Implications*. New Jersey: Lawrence Erlbaum Associates, Inc. Publishers.

Charles R. Wright. (1981). *Mass communication: A Sociological Perspective*. New York: Random House.

DeFleur, Melvin L. and Denis, Everette E. (1991). *Understanding Mass Communication*. (4th edition). USA: Houghton Mifflin Company.

Curran, J. and Gurevitch. M. (eds.) (2000). *Mass Media and Society*. London: Arnold.

Kharel, P. (2007). *Dimensions of Communication*. Kathmandu: Nepal Association of Media Educators.

Kharel, P. (2010) *Political Communication: Media Message and Meaning*, Kathmandu: Sangam Institute.

McQuail, Denis (2010). *Mass Communication Theory* (6th edition). New Delhi: Sage Publication Ltd.

Narula, Uma. (1994). *Mass Communication Theory and Practice* (Reprint 2012). New Delhi: Har-Anand-Bhikuti Academic Publications.

Thussu, Daya Kishan. (2000). *International Communication: Continuity and Change*. New York: Oxford University Press.

Thussu, Daya Kishan. (eds.) (2010). *International Communication: A Reader*. Oxon: Routledge.

Webster, Frank. (2006). *Theories of the Information Society*. New York: Routledge.

2. MCJ 502 JOU Modern Journalism: Principles and Trends - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
25	15	60	-	100

Specific Objectives

1. To make students with the fundamental history of journalism.
2. To impart knowledge on the academic concept of journalism.
3. To familiarize students with the prospects and challenges of journalism.
4. To let them know about the global trends of journalism, including the ones in the developing countries.
5. To help students closely observe the relationship between journalism and society.
6. To acquaint them with the idea of professional journalism, along with necessary ethics for professionalism.

Course Contents

1. Basic concepts of journalism: 5 hrs.

Origin, definitions, elements, function, principles, evolution (Guttenberg press, penny press, yellow journalism, Hutchins Commission, technology and journalism), modern trends

2. Prospects and Challenges: 5hrs

Professional structure, status and functions, employment opportunities, journalistic skills, professional challenges (technical, political, economic, socio-cultural, ethical, etc.)

3. Concepts of Right to Information and Privacy: 10 hrs.

Right to freedom of expression, right to information (right to know, access, protection of source, use of information), Right to privacy, Fourth Estate role and challenges (watchdog function, govt. and non government challenges).

4. Journalism and Society: 5 hrs.

Society and press, bridging news sources and media users, formal and informal control, journalism and formation of public opinion, Journalists' responsibility,

5. Professional Journalist: 5 hrs.

Competence and Characteristics (education, skills, ethics, research, exposure, decision making, update, challenges, and deadline), Gatekeeping, Access to Information, Protection of news source, Information handling, Roles of journalist.

6. Journalism in Developing Countries: 5 hrs.

Concepts of the third world, free flow of information, Prospects and Challenges (technology, resources, security, socio-cultural aspects, education and literacy).

7. Journalistic ethics: 10hrs.

Need of ethics, historical background, international practices (ASNE, SPJ, IPC, IFJ, RTNDA, etc.), ethics of news agencies, national practices, code of conduct of Nepali journalists, Information ethics in organizations.

Practical: Students should produce a critical write up of 1500 words on a specific issue approved by the faculty concerned.

Recommended Readings

Astar, J.J. (1991). *Art of Modern Journalism*. New Delhi: Akashdeep Publishing House.

Ferguson, Donald and Patten, Jim. (1993). *Modern Journalism Workbook*. US: National Textbook Company.

Fiske, John. (1990). *Introduction to Communication Studies*. (reprint 2010) Noida: Routledge.

Fleming, Carole et al. (2006). *An Introduction to Journalism*. New Delhi: Vistaar Publishers.

Harcup, Tony. (2004) *Journalism: Principles and Practices*. New Delhi: Vistaar Publications

Hohenberg, John. (1973). *The Professional Journalist*. New York: Holt, Rinehart and Winston, Inc.

Kharel, P. (2012). *Media for Participatory Democracy*. Kathmandu: Kamala Kharel Pant,

N.C. and Kumar, Jitender. (1995). *Dimension of Modern Journalism*. New Delhi: Kaviskha Publisher.

Regmee, Ramkrishna and Khanal, Chiranjibi. (2059 BS). *Samacharkarmi* (Newsmakers). Kathmandu: Nepal Association of Media Educators.

Ryan, Buck and O'Donnell, Michael. (2001). *The Editor's Toolbox: A Reference Guide for Beginners and Professionals*. Blackwell Publication.

Stein, M. L., F. Paterno, Susan and Burnett, R. Christopher. (2006). *The Newswriter's Handbook Introduction to Journalism*. Blackwell Publishing.

Wasti, Sharachchandra. (2006). *Hamro Bhasha (Our Language)*. Kathmandu: Center for Investigative Journalism.

Fortner, S. and Fackler, Mark P. (eds.). *A The Handbook of Global Communication and Media Ethics (Volumes 1 & 2)*. West Sussex: Blackwell Publishing.

Wilkins, Lee and Christians, Clifford G. (eds.). (2009). *The Handbook of Mass Media Ethics*. New York: Routledge.

MCJ 503 MC Advanced Reporting and Editing - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
20	20	40	20	100

Specific Objectives

1. To acquaint students with the concept of news.
2. To impart knowledge and skills in news gathering.
3. To familiarize them with various specialized areas of news reporting.
4. To provide knowledge and skills in media writing, covering different media.
5. To provide knowledge and skills in news editing.

Course Content

Part A: News Reporting

1. News: 5 hrs.

Concepts and definitions of news, news story and feature, types, structure and elements, analysis of news values, changing nature of news, impact analysis (headlines, leads, quotes, sources, lay-out, picture and cartoons, follow-up news, etc.), news analysis.

2. News gathering skills: 5 hrs.

Concept and definitions of news reporting; news operation; stages of reporting and gate keeping, investigative and research-oriented reporting, publicity releases, speeches, formal programmes, collection and verification of information, live reporting.

3. Interviews: 5 hrs.

Concept and definitions, principles of journalistic interview, types and methods, importance, preparation, conducting interviews (do's and don'ts), handling hostile sources, interviewing problems, constraints and challenges, interview-questions, comparative analysis (with samples).

4. Specialized Reporting: 5 hrs.

Development reporting, environment reporting, human rights reporting (Gender Reporting, Conflict Reporting, Marginalized Reporting), court and legal reporting (including contempt of court), political and parliamentary reporting, crime reporting, international affairs reporting, news agency reporting, sports reporting, news reporting and public relations, reporting and public opinion, polling and election.

5. Media writing skills: 5 hrs.

Journalistic writing and other forms of writing; editorial, column, op-ed page, feature, commentary, book review, report writing caption writing, assignments.

Part B: News Editing

1. Introduction: 5 hrs.

Concept and definitions; principles, newsroom operation, basic tools, electronic editing,

2. Art of Sub-editing: 5 hrs.

Accuracy, objectivity and fairness; appropriateness (exact sentence, word, save space, etc.), sharpening the headline, lead editing, checking news values, Editing to serve meaning

3. Visual elements editing: 5 hrs.

Typography, make-up and lay-out design, front-page and other pages, words and pictures, illustrations and graphics,

4. Editor's role and responsibilities: 5 hrs.

Gatekeeping; managerial and administrative functions, PR making, Policy and strategy formulation, Decision making.

Practical: Students should produce a Camera Ready Copy of a leaflet or Brochure and submit to the faculty concerned. It carries 20 marks.

Recommended Readings

Ellis, Barbara. (2007). *The Copy Editing and Headline Handbook*. Basic Books.

F. Smith, Ron and M. O'Connell, Loraine (2004). *Editing Today*. New Delhi: Surjeet Publications

Fox, Walter. (2001). *Writing the News: A Guide for Print Journalists*, Iowa State University Press.

Hough, George A. (2004). *News Writing*. New Delhi: Kanishka Publishers and Distributors.

Kharel, P. (2006). *A Study of Journalism*. Kathmandu: Nepal Association of Media Educators.

Mencher, Melvin. (2004). *Basic News Writing*. New Delhi: Universal Book Stall

Shook, Frederick, Lattimore, Dan and Redmond James (1996). *The Broadcast News Process* (5th Edition). Colorado: Morton Publishing Company.

Stein, M.L. and Paterno, Susan F. (2003). *The Newswriter's Handbook*. New Delhi: Surjeet Publications.

4. MCJ 504 JOU Broadcast Media: History and Modern Trends - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
30	10	60	-	100

Specific Objectives

1. To provide a broad knowledge in the international historical background of radio and radio journalism.
2. To provide a broad knowledge in the international historical background of television and television journalism.
3. To acquaint students with various broadcast systems and trends.
4. To familiarize them with the common glossary of radio and television journalism.

Course Content

1. Introduction: 4 hrs

Definition, evolution (technology, coverage, practices), types, importance of broadcasting (radio and TV); different ages/stages of radio and television broadcasting in the world including UK, US, Canada, Germany, Italy, Japan, Australia, USSR/Russia and China (radio and television); differences between radio and television broadcasting, convergence of new technologies.

2. Broadcasting in SAARC:4 hrs

Evolution, colonial and post colonial era, comparative study of SAARC radios and televisions; technology (tube, valve, transistor, satellite/ fiber optics, analogue/digital age), trends and practices; SAARC broadcast institutions, development of television and radio movements in Nepal.

3. Broadcasting System and Trends:7 hrs

Concept and definitions, major broadcasting systems (State-run, PSB, commercial, community radio/television); B&W to colour/satellite TV broadcasting, networking of radio and TV, influence and manipulations in radio and television newsroom; ethical issues in broadcasting; impact of broadcasting on politics, behavior and culture.

4. Radio Journalism:7 hrs

Concept and practices, importance, equipments and technology handling (studio vs. field), different radio journalistic forms, importance and uses of variety of sound (sound effect, music, signature tune, bridge and break tune, voice clip, narration), radio news operation (reporting, writing, editing, bulletin packaging, presentation)

5. Radio programme Production: 8 hrs

Programme formats; stages of program production (pre-production, production, post-production), script writing (structure, style, language, sound management), production tactics (mixing, editing, packaging, live and pre-recorded presentation, OB), quality of sound, feedback and audience participation; special radio programmes; basic terminologies.

6. Television journalism: 15hrs

Concept and practices, importance, equipments and technology handling (studio vs. live reporting), television news, importance and uses of visual and sound footages, different stages of production, TV news operation (assignment, camera handling and different poses of shooting, reporting, script writing, visual editing, packaging, presentation-facing the camera with heavy light), special TV programmes (documentary, commentary, current affairs, hard talk, panel discussion, etc), basic terminologies.

Recommended Readings:

Belavedi, Vasuki. (2008). *Video Production*. New Delhi: Oxford University Press.

Boyd, Andrew. (1990). *Broadcast Journalism*. Oxford: Heinemann Professional Publishing.

Bhatt, S.C. (2012). *Broadcast Journalism: Basic Principles*. New Delhi: Har-Aandanda-Bhrikuti Academic Publications.

Briggs, Asa. (1985). *The BBC: The First Fifty Years* Oxford: Oxford University Press.

Davis Anthony (1976). *Television: The First Forty Years*. London: Severn House.

Hilliard, Robert L. and Keith, Michael C. (1997). *The Broadcast Century* (2nd Edition). London: Focal Press.

Holland, Patricia. (1997). *The Television Handbook*. London: Routledge.

Fang, Irving. (1997). *History of Mass Communication: Six Information Revolutions*. Boston: Focal Press.

Luitel, Ghamaraj. (2009). *Radio is Magic: Tips for Radio Production*. IJJB Berlin and Radio Sagarmatha/ NEFEJ.

Mainali, Raghu. (2003). *Radio Paddhati*. Kathmandu: Nepal Press Institute.

McLeish, Robert. (1999). *Radio Production* (Fourth Edition). London: Focal Press.

Onta, Pratyush, et. al. (2004), *Radio Nepalko Samajik Itihans (Social History of Radio Nepal)*. Kathmandu: Martin Chautari.

Onta, Pratyush, et. al. (2005). *Radio Patrakarita (Radio Journalism)*. Kathmandu: Martin Chautari.

Parajuli, Shekhar and Onta, Pratyush. (2005). *Radio Sanga Hurkada (Growing with the Radio)*. Kathmandu: Martin Chautari.

Paudyal, Badri. (2059 BS). *Radio Karyakram (Radio Programme)*. Kathmandu: NEFEJ.

Upreti, Tanka. (2069 B.S.) *Nepalma Television: Vikas ra Bahas (Television in Nepal: Development and Debates)*. Kathmandu: Brikuti Academic Publications.

Wilby, Peter. (1996). *The Radio Handbook*. London: Routledge.

Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa State University Press.

Zbar, Paul B. & Orne, Peter W. (1988). *Basic Television Theory and Servicing*. New Delhi: Tata McGraw Hill Publishing Co.

5. MCJ 505 Media Laws

3 credits.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
40	-	60	-	100

Specific Objectives

1. To introduce the concept of law to students.
2. To equip students with a rich concept in right to freedom of expression.
3. To make them familiar with the major trends of international media laws, with special reference to a few countries.
4. To make them familiar with the existing media laws in Nepal.

Course Contents

1. Introduction to the Concept of Law: 5hrs.

Concept and definitions, nature and sources, major legal systems of the world (including Nepalese system), concept of rights and duties; basic constitutional principles (constitutionalism, rule of law, separation of power/ check and balance), concept of media law.

2. Right to Freedom of Expression: 5hrs.

Concepts and definitions, UN Charter, Article 19 of the Universal Declaration of Human Rights, International Covenant on Civil and Political Rights, International provisions and practices, responsibilities and limitations, editorial independence, protection of information sources, libel issues, contempt of court, .

3. Right to Information and Privacy: 10hrs.

Right to information (Concept and Development of RTI, Constitutional and Legal Provisions on RTI in Nepal, International provisions on RTI, Role of Judiciary); Right To privacy (Concept, Constitutional and Legal Provisions, Role of Judiciary, International provision and practices), comparative study.

4. International Practices of Media Law: 10hrs

USA, UK, Norway, Finland, Denmark, Japan, South Africa, China, South Asia,

- Constitutional and legal provisions,
- Status of media freedom,
- Provisions for information and privacy,
- Control and limitations

5. Media Laws in Nepal: 10 hrs.

Evolution of media law in Nepal, provisions of past and present constitutions (including govt. privilege of secrecy, right to remedy); establishment and operations of the Media institution; legal provisions for State-run media (RSS, Radio Nepal, NTV, Gorkhapatra, etc.) and private media; legal provisions for press, publication and electronic media (AM/FM radios, TV, film, cable TV, earth station and satellite, network broadcasting, cyber, etc.); provisions for advertising, programme production and distribution.

6. Professional Protection in Nepal Laws: 5 hrs.

Role and responsibilities of Press Council Nepal, Intellectual property and copyright, media ownership and liabilities; provisions for working journalists; provisions for foreign journalists; foreign investment in Nepali media.

Recommended Readings

Acharya, Bhimarjun & Dahal, Taranath (2065 BS). *Patrakarita Neeti tatha Kanoon (Adhyan Pratibedan)*. Kathmandu: Freedom Forum.

Carter, Barton T. et al. (1997). *The First Amendment and the Fourth Estate* (7th edition). Westbury: NY Foundation Press.

Dahal, Kashiraj and Sharma, Bishnu Prasad. (2066 BS). *Patrakar Achar Samhita ra Byakhyatmak Tippani*. Kathmandu: Press Council Nepal.

Dahal, Kashiraj. (2002). *Aam Sanchar Ra Kanoon*. Kathmandu: Nepal Press Institute.

Dahal, Taranath & Jha, Dharmendra. (2008). *Adalati Patrakarita (Court Journalism)*. Kathmandu: Freedom Forum.

Dahal, Taranath and Jha, Dharmendra (eds.). (2008). *Adalati Patrakarita*. (Court Journalism). Kathmandu: Freedom Forum.

Devkota, Grishma Bahadur. (2051 BS). *Nepalko Chhapakhana Ra Patrapatrikako Itihas* (2nd edition). Lalitpur: Sajha Prakashan.

Franklin, M. A. and Anderson, D. A. (1990). *Mass Media Law: Cases and Material* (4th edition). New York: ...

Kink, Convad C. (1995). *Media Ethics*, Allyn and Bacon.

Pokhrel, Gokul Prasad and Koirala Bharat Dutta. (1995). *Mass Media Laws and Regulations in Nepal*. Kathmandu: Nepal Press Institute and Asian Mass Communication Research and Information Centre, Singapore.

Robertson, Geoffrey, Q. C. and Nicol, Andrew. (1992). *Media Law* (3rd edition). London: Penguin Publication.

Sangraha, Ek (2008). *Abhiyakti Swatantrata Sambandhi Antarastriya Mapdanda*: Kathmandu: Freedom Forum.

6. MCJ 506 CM Fundamentals of Information Systems - 3 Cr.

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

Specific Objectives

1. To let students know about the basic concept of computer and its application areas.
2. To provide them basics in Windows.
3. To enable them to use the most common applications.

Course Contents

1. Introduction of Computer: 2 hrs.

Application areas of computer, components of a computer (hardware, software, data)

2. Hardware: 8 hrs

Input device, output device, storage device, components of hardware present in a computer, (motherboard, hard disk, processor, memory, monitor, LCD, CRT), classification of computer on the basis of size and speed (Supercomputer, mainframe computer, minicomputer, micro computer).

3. Software: 5 hrs.

System Software (Introduction of Windows & Linux), Application Software, Utility Software, Virus, Attacks; Operating Systems (Importance & Functions of Operating system), Networking (Introduction, Types of network), Introduction to Internet; Database Management System (Introduction, Advantage, Use, Knowledge of tables, records, etc.)

4. Practical: Additional hrs.

Windows (Creating Folders, Using Recycle bin, Add remove programs, Using Disk Defragmenter, Using Backup and Restore, Using Antivirus Software)

5. Microsoft Word: 10 hrs

Formatting documents (changing fonts, size, paragraphs alignment, paragraph spacing, using margins, letter spacing), Mail merge, Formatting style(Creating custom styles, Applying styles), Using automated bullet list and number list, Auto correct, Document Tracking, Protecting document (password, read only), Using header, footer, endnote, footnote while creating documents, Creating different header and footer within a same document, Inserting graphics, OLE (object linking and embedding) – features of MS Paint, MS Excel from MS Word.

6. Microsoft Excel:6 hrs

Knowledge of cell and its address; Managing records using excel; Using formulas to perform simple calculations (SUM, Average, IF, If (and..), Sorting records in excel, Prepare a result sheet of students.

7. PowerPoint :6 hrs

Introduction to PowerPoint; Importance of PowerPoint; Creating slides; Using design from templates; Inserting pictures, audio and videos in slides; Using custom animation to different elements present in slide.

8. PageMaker: 8hrs

Importance of PageMaker; Using margins and adjusting document size; Creating Advertisements; Importing text and graphics from other documents in PageMaker; Using Master Pages to define layouts, header and footers; Create a sample daily newspaper.

Project work to be done as assignments:

- Create a document in word using endnote, header, footer, table of contents, list of tables, and list of figures. The document should contain at least 7 pages.
- Create a mark-sheet for your class using formulas.
- Create a PowerPoint presentation on any topic with at least 7 slides using custom animations.
- Create a newspaper in PageMaker and at least 3 different types of advertisements.
- News writing in MS Word. A few important points will be given and students have to use those points to compose news based on the prescribed layout.

Recommended Readings

Campbell, Marc. (2006). *Pagemaker 7.0: From A-Z* New Delhi: Firewall Media.

Cox, Joy and Joan Lambert. (2010). *Step by Step: Microsoft Word 2010*. Washington: Microsoft Press.

Evans, P. (2006). *Information Technology for Everybody* (vol. I). New Delhi: BPB Publications.

Filkelstein, Ellen. (2003). *Microsoft Office Powerpoint 2003*. New York: McGraw-Hills.

Hart-Davis, Guy. (2007). *How to do everything with Microsoft Office Word 2007*. New York: McGraw-Hills.

Heathcote, R.S.U. (2002). *Successful Projects in Computing*. New Delhi: BPB publications.

McFedries, Paul. (2005). *Formulas and Functions with Microsoft Excel 2003*. Indiana: Sams Publishing.

Pensrose, B. and Pollard, B. (2007). *Complete a-Z ICT and Computing Handbook*. London: Hodder & Stoughton.

Stephen, Moira. (2006). *Presentations with Powerpoint*. Oxford: Elsevier.

Project Work I: 3 credits

The project work which is a component of the curriculum of MA MCJ Semesters is a scheme to make students familiar with the practical work in professional field. Thus their specific objectives, ways of handling and format of end -product have been mentioned in the Project Work for Semesters concerned.

The first Semester Project Work is basically a compilation plus –issue-probe scheme undertaken in the field in accordance with the preliminary observation method of communication-technicality research. The end product is a computer type set long essay of 3,000 words.

Objectives: It aims at

- encouraging students to pick up issues in practical fields of media
- developing a project work on individual basis independently
- making students undertake study on the topic in accordance with the plan they have chalked out
- motivating them to develop questionnaire for interview and contacting people or experts in the field
- Enabling students to compile information and draw meanings from collected facts.

Ways of handling

Since it is an academic exercise designed to motivate students to find ways of study on their own –from conception to presentation, they are encouraged to undertake the study on their own individual initiative. The College concerned should make provision for research guides for just helping them in their study, should they need assistance in probing the issue. The guide will have to confine to the role of brief counseling on request only.

Format of End Product

The end product is a report presented in long essay form (there should be Introduction, Main body, Conclusion and Reference within computer type set A-4 size –3,000 words). The students should make sure that they are consistent in presentation and systematic in the approach they have followed.

Evaluation

The report should be evaluated on the basis of the following criteria classified into three sections- study (10 marks), approach (10 marks) and presentation (5 marks -language and compilation arrangement),:

Study

- theme chosen
- methods used
- consistency in addressing the issue

Approach

- linkage between objective and methods
- conceptual framework of study
- communication style
- range of information –sources
- inclusion of latest information

Presentation

- language and style
- compilation

MCJ 521 MC Mass Media Industry and Society - 3 Cr.

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

Objectives

The course intends to

- make students familiar with how the media industry operates
- provide them with knowledge of audiences
- develop analytical capacity of studying media in relation to society
- prepare to measure effects of mass media
- strengthen the foundation of studying mass communication with applied sense
- widen the theoretical perspective of study of mass media organizations and society

Course

1. The basics of media structure and levels of analysis
2. The Media organization in a field of social forces
3. Media audiences: concepts and theories
4. The audience as an active social group
5. Media effects: concepts and theories
- 6.. News diffusion and learning from news

Topics to cover during 45 lecture hours:

1. Industry concepts: application to media industry
2. The basics of media structure and levels of analysis
3. Ownership and control
4. Competition and concentration
5. Editorial freedom and media ownership; responsibility and norms
6. Distinctive features of media economics
7. Inter-country differences
8. International communications
9. The Media organization in a field of social forces
10. Internal diversity of communicator goals
11. Pressure and Interest Groups
12. Propaganda and media
13. Media –organizational activity: processing and presentation
14. Standardization and organizational logics
15. Access to the media for society: media content, national need for information

16. Media audiences
17. Theory and research traditions
18. Audience structure and composition
19. Audience formation and flow
20. From mass to market
21. Multi-channel: future
22. The audience as an active social group
23. The concept of audience activity
24. Audience involvement and entertainment
25. Audience response and feedback
26. Media effects
27. Processes of media effect
28. News diffusion and learning from news
29. Socialization
30. Reality defining and constructing
31. Social control and consciousness formation
32. Continuation of mass communication; Power, influence and effect; changing landscape of mass communication

Practicals: Two institutionally facilitated student-run in-house seminars for the MAMCJ students' critical and analytical exercises with regard to media-society perspectives in the context of Nepal.

Evaluation

Internal 40%

External 60%

Teaching Manual should be developed by the faculty concerned.

Books and References

Alexander, Alison, Owers, James, Carbeth, Rod, Hollifield, Ann C. and Greco, Albert N. (eds.). (2004). *Media Economics: Theory and Practice*. New Jersey: Lawrence Erlbaum Associates.

Mcquail, Denis. 2010). *Mass Communication Theory* (6th Edition). London: Sage Publications Ltd.

Curran, James, Gurevitch Michael and Woollacott, Janet. (1979). *Mass Communication and Society*. London: Sage.

Altheide, David.L. (1985). *Media Power*. London: Sage.

Narula, Uma. (2001). *Mass Communication Theory and Practice*. New Delhi: Har-Anand Publications Pvt. Limited.

Lichtenberg, Judith. (1990). *Democracy and Mass Media: A Collection of Essays*.

Wells, Allan and Ernest A. Hakanen (eds.). (1996). *Mass Media and Society*_ London: JAI

Press Ltd.

Sterling, Christopher H. and Timothy R. Haight. (1978). *The Mass Media: Aspen Institute guide to communication industry trends*. Praeger,

Barker, Martin and Petley, Julian (ed.). (1997). *Ill-Effects: The Media/Violence Debate*. London: Routledge.

Bryant, Jennings and Zillman, Dolf. (2002). *Media Effects: Advances in Theory and Research*. New Jersey: Lawrence Erlbaum Associates, Inc.

Further Readings

Rozell, Mark J. *Media Power, Media Politics* (ed.). New York: Rowman and Littlefield Publishers.

Christophers, Brett.(2009). *Envisioning Media Power: On Capital and Geographies of Television*. New York: Lexington Books.

Couldry, Nick and Curran, James. *Contesting Media Power: Alternative Media in Networked World*.

MCJ 522 News Products Marketing - 3 Cr.

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

Objectives

The course aims at

- developing perspective of looking at news as a product
- familiarizing with marketing process and salesmanship
- enhancing knowledge of market from the standpoint of information
- disseminating skills and techniques of news circulation
- providing background for perceiving media as a business
- shaping attitude for taking media as entrepreneurship
- developing a sense of professionalism in news concept

Course

1. The Market and News Products
 - Concept of Market
 - Production process
 - News Products
2. News circulation-print, radio and TV
3. News product as a social product
4. News product as a Business
5. The Scope of circulation

A sales, delivery, collection system
 A measure of sales, readership, and audience figures
 Comparisons to broadcast audience figures
 circulation as a profession
 circulation as an index of commercial value

Details

1. **Introduction to Marketing** **10hrs.**
 - 1.1 Concept
 - 1.2 Process
 - 1.3 Functions

1.4 Marketing Mix (Products)

2. Auxiliary Marketing Functions 5hrs.

- 2.1 Distribution
- 2.2 Promotion
- 2.3 Salesmanship

3. Introduction to customers 4hrs.

2.1 Buying and selling (Buyers' Behaviour and Organizational Behaviour)

4. Marketing Communication System, Marketing Information 12hrs.

- 4.1 Product concepts and marketing considerations
- 4.2 Product life cycle
- 4.3 Marketing strategies
- 4.4 New Product Development
- 4.5 Marketing Strategy Development
- 4.6 Test marketing

5. News Circulation 10hrs.

- 5.1 News circulation-print, radio and TV
- 5.2 The Scope of circulation
- 5.3 A sales, delivery, collection system
- 5.4 A measure of sales, readership, and audience figures
- 5.5 Comparisons to broadcast audience figures
- 5.6 Impact of news quality on its circulation
- 5.7 circulation as a profession
- 5.8 circulation as an index of commercial value

6. Business Ethics and the Mass Media 4hrs.

- 6.1 News Product as a Business
- 6.2 News Product as a Social product
- 6.3 Corporate social Responsibility of the News Media

Evaluation
Internal 40%
External 60%

Note:” Teaching Manual should be developed by the faculty concerned. Concerned faculty member can give assignments as desirable.

References

Croteau, David and Hoynes, William. (2006). *The Business of Media: Corporate Media and the Public Interest*. New Delhi: Sage Publications India Pvt. Ltd.

Denis Adcock, Ray Bradfield, Al Halborg and Ross, Caroline Ross. (2001). *Marketing Principles and Practice*. Essex: Pearson Education Limited.

Evans, Fred J. (1987). *Managing the Media*. Connecticut: Greenwood Press Inc.

Kotler, Philip and Lee, Nancy. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Cause*. New Jersey: John Wiley & Sons, Inc.

Kotler, Philip. (2009). *Principles of Marketing*. New Delhi: Dorling Kindersley (India) Pvt. Ltd.

Picard, Robert G. (2004). *Strategic Responses to Media Market Changes*. Jonkoping, Sweden: Jonkoping International Business School.

Rankin, W. Parkman. (1986). *The Practice of Newspaper Management*. New York: Praeger.

Thorn, William and Pfl, Mary Pat. (1987). *Newspaper Circulation: Marketing the News*. News. York: Longman.

MCJ 523 MC Research in Mass Communication - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
15	25	60	-	100

Objectives

The course intends to:

- Acquaint students with general research principles
- Provide a comprehensive overview of the steps necessary to begin communication research
- Enable them to understand research approaches relevant in mass communication field.
- Familiarize students with the concept of media effects research
- Develop a mindset of an independent communication research worker

Course Contents

1. Introduction to Communication Research: 10 hrs.

- 1.1 Meaning and definition of research
- 1.2 Research in Mass Communication
- 1.3 Scope of communication research
- 1.4 Nature of communication discipline and research
- 1.5 Nature of data; Quantitative Vs Qualitative; Primary Vs Secondary
- 1.6 The Fundamental worldviews about knowing
- 1.7 Necessity and Tradition of theoretical approaches in research (Positivism, Interpretive Social Sciences and Critical Social Sciences)
- 1.8 Types of research

2. Research Methodology: 10 hrs.

- 2.1 Meaning
- 2.2 Research methodology vs. research methods
- 2.3 Research process (Stating the problem; Selecting the topic; Developing the objectives; Formulating research questions/ hypothesis; Reviewing the literature; Designing the research; Collecting the data; Processing the data; Presenting and analyzing the data; Drawing conclusion; generalizing the results; Writing up the report)

3. Sampling Design: 5 hrs.

- 3.1 Meaning of sampling
- 3.2 Sample Vs. Census
- 3.3 Necessity of sampling
- 3.4 Types and process of Sampling
- 3.5 Sampling error
- 3.6 Features of an effective sample design

4. Communication Research Methods: 12 hrs.

- 4.1 Analysing media output
- 4.2 Content analysis method
- 4.3 Semiotics/Semiology
- 4.4 Discourse Analysis
- 4.5 Analysing media audience
- 4.6 Survey method
- 4.7 Focus group discussion
- 4.8 People or behavior oriented research
- 4.9 Observational research
- 4.10 Experimental research
- 4.11 Viewership research
- 4.12 Readership research
- 4.13 Interview method
- 4.14 Case study method

5. Ethical Practices in Doing Media Research: 4 hrs.

- 5.1 Meaning
- 5.2 Need of Ethics in research
- 5.3 Ethical theories and Principles
- 5.4 Major ethical issues and problems

6. Writing of research report: 4 hrs.

- 6.1 Structure of academic report
- 6.2 Use of academic language and style

Evaluation

Practical: Students are required to produce independently a research work of 2,500 words. This mandatory assignment carries 25 percent marks. The topic of the research should be approved by the module convenor. The internal practical work will be evaluated by the faculty concerned.

Recommended readings

Berger, Arthur Asa. (1998). *Media research techniques*. New Delhi: Sage Publications Ltd.

Buddenbaum, J. and Novak, K. (2005). *Applied communication research*. New Delhi: Surjeet Publications.

Gunter, Barrie. (2000). *Media research methods*. London: Sage Publications Ltd.

Hansen et al. (1998). *Mass Communication Research Methods*. London: Macmillan.

Stokes, Jane. (2003). *How to Do Media and Cultural Studies*. London: Sage Publications.

Upreti, Tanka. (2010). *Sanchar anusandhan: Paddhati ra abhyas* (Communication Research:

Methodology and Practice). Lalitpur: Sajha Prakasan.

Wimmer, R. D. and Dominick, J. R. (2003). *Mass media research: An introduction*, Belmont: Wadsworth.

Further readings

Desai, Bandana and Potter Robert (eds) (2006). *Doing development research*, New Delhi: Vistaar Publication and Bhrikuti Academic Publications.

Kothari, C.R.(1992). *Research Methodology*. New Delhi: Wiley Eastern Limited

Humagain, D.R., Bhatta, K. & Adhikari, K. (eds) (2007). *Media anusandhan: Prajnik purbadhar nirmanka kehi abhyas* (in Nepali), Kathmandu: Martin Chautari.

Rubin, R.B., Rubin A. M. & Piele, L.J. (1996). *Communication research: Strategy and sources* (4th Ed.)Belmont, CA: Wardsworth.

MCJ 524 MC Photojournalism: Principles and Practices

- 3 Cr.

Teaching Hours/Week		Schedule	Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	2	Theory	Practical	Theory	Practical	100
			40	60	60	-	

Objectives

The course intends to

- familiarize students with concepts and practices of photo journalism
- develop the capability of using photography, handling camera and studio for the cause of journalism
- have the perspective of pictures in media products
- enhance knowledge and skills of photography for practical use in newsroom
- strengthen the perspective of communicating through pictures
- widen the horizon of journalism through a general comparative study of photography and digital image

The course is divided between practical and theoretical components. They should be conducted in ordinary class room and a laboratory consisting of studio and darkroom. The subject teacher may decide the way to handle the whole course in the Class room and laboratory. A teaching manual and a practical lab manual

should be prepared by the teacher in course of the class. The teacher should be assisted by a technician in the lab.

Theory

Course

Photojournalism

1. Introduction

Camera

Indoor shooting, outdoor shooting, portrait

Events shooting, natural scene, fast events, slow events

Film, Light adjustment techniques

Darkroom, Enlarger

Chemicals

2. Handling pictures in news room, close-up, medium shot, long shot

3. Pictures for magazines, caption

4. Role of photo-editor

5. Page make up, photo cropping, lay - out , and photo features

Course Details

Brief History of Photography

Concept of Camera

3hrs.

Pinhole cameras

Simple cameras

Compact cameras

35 mm single lens reflex SLR cameras

Autofocus cameras

Medium format cameras

Large format cameras

Camera technique

5hrs.

Indoor shooting, outdoor shooting,

Disciplines: Portraiture, Landscapes, Buildings, Action and Movement, Still life and close-up,

Photo essay, Natural scene (Natural history)

Events shooting, fast events, slow events

Functions of Camera

5hrs.

Lenses

Film

Exposure

Light

Composition
Flash
Filters and accessories

Photojournalism

6hrs.

- (a) Introduction
- (b) Importance of visual communication
- (c) Modern trends in visual communication
- (d) Visual communication in Nepal
- (e) Handling pictures in news room
- (f) Pictures for magazines, caption

Photo Editing

6hrs.

- (a) Role of photo-editor
- (b) Page make up
- (c) photo cropping
- (d) lay -out
- (e) photo features

Practical

3.The Dark room

Film processing

5hrs.

Printing

Finishing and presentation

Events shooting, fast events, slow events
Film, Light adjustment techniques
Darkroom, Enlarger
Chemicals

4.Latest technology

15hrs.

Introduction to Digital photography

Photoshop

Digital camera handling

World Photo Agencies

Digital Photo Transmission

20 specific activities (to be determined by subject teacher) to be undertaken under the supervision of the lab technician in the lab.

Evaluation

The subject teacher will evaluate the students on the basis of the following:

Internal Examination: 40%

- a) Mid-Term test (40 marks – theory)
- b) End-Term test (40 marks: theory 20%; practical 20%)
- c) Practical assignments (as determined by the teacher)

University Final: 60%

Theory: 30%

Practical:30% [three practical situations to be given; weightage of each practical situation to be made 10 marks each.]

Essential facilities

Lab: Darkroom, Studio, with all essential gadgets + One lab technician

Books and References

Wright, Terence. (1999). *The Photography Handbook*. London: Routledge.

Lister, Martin. (1995) *The Photographic Image in Digital Culture*. London: Routledge.

Freeman, John. (1993). *Practical Photography: How to Get the Best Picture Every Time*. London: Ultimate Editions.

Hedgecoe, John. (2001). *How to Take Great Photographs*. London: Brown Limited.

Keene, Martin. (1993). *Practical Photojournalism: A Professional Guide*. London: Focal Press.

Busch, David D. (2005) *Mastering SLR Digital Photography*. Boston: Thomson.

Evans Harold. (1978). *Pictures on a Page: Photojournalism and Picture Editing*. California: Wadsworth Publishing.

MCJ 525 MC Evolution of Nepali media and trends - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
40	-	60	-	

Objectives

The course intends to:

- make students acquainted with media history of Nepal
- enable students analyse media events in the country systematically
- develop skills of researching the past media trends
- familiarize students with overall media exercises undertaken in the country
- enhance the ability of localizing media research in the country
- get students introduced to media institutions operating in the country

Course in Detail

1. Evolution of Print Journalism in Nepal

5hs.

- A critical study of Gorkhapatra: realities and expectations
- Democratic movement and Contributions of Newspapers
- Print journalism in Panchayat Era
- Media booming in the Post-nineties
- People's Movement II and Media Role
- Current trends and challenges

2. Printing Press in Nepal

5hrs.

- Evolution of Printing Press: strengths and weaknesses
- Offset and letter press: Evolution and Devolution
- Critical analysis of State policy on printing system
- Prospects of Digital Printing Technology in Nepal
- Printing Entrepreneurship in Nepal

3. Books as mass media

3hrs.

- Books in Nepal: history, technology and trends
- Expansion of readership and publishing industry
- National book policy
- Nepali publications in the wider global market: challenges and opportunities

4. Film as mass media

5hrs.

- Films in Nepal: history, technology and trends
- Expansion of viewership and film industry

- National film policy
- Nepali film in the wider global market: challenges and opportunities
- Social responsibility, market and modern practices in film making

5. Development of Radio

7hrs.

- Radio in Nepal: history, technology and trends
- Radio Nepal and Society
- Shift in broadcasting policy and private radio
- Community radio: development, challenges and opportunity

6. Development of Television

5hrs.

- Television in Nepal: history, technology and trends
- Nepal Television and Society
- Shift in broadcasting policy and arrival of private television
- Emerging trends in Nepali television industry
- Community Television: development, challenges and opportunity

7. Web Journalism: Practice and Promise

5hrs.

- History and modern scenario of web journalism in Nepal
- Opportunity and challenges created by web journalism
- Practice and potential of citizen journalism
- Digital divide and online journalism in Nepal
- Government and IT policy: things done and to be done

8. Media Institutions and Current Status

10hrs.

- Ministry of Information and Communication and its contribution to Nepali media
- State-owned media organizations (Gorkhapatra, RSS, Press Council Nepal, NTV, Radio Nepal): prospects and challenges
- Private media organizations: dichotomy of social responsibility and free market
- Role of Federation of Nepalese Journalists and other professional organizations
- Democracy, mass media and journalism in Nepal
- Media Education in Nepal: challenges and opportunities

Evaluation

Internal 40%

External 60%

Teaching Manual should be developed by the Faculty members concerned.

Recommended Readings:

Devkota, Grishma Bahadur. (2051 B.S.). *Nepal Ko Chhapakhana Ra Patra Patrika ko Itihas* (A History of Printing Press and Newspapers in Nepal (2nd ed.)). Lalitpur: Sajha Prakashan.

Luitel Ghamaraj and Acharya, Madhu (2061 BS). *Nepal ma Samudayik Radio ko Itibrittanta*. Kathmandu: Community Radio Support Center and Nepal Forum for Environment Journalists.

Onta, Pratyush, et. al. (2005). *Radio Patrakarita (Radio Journalism)*. Kathmandu: Martin Chautari.

Onta, Pratyush, et. al. (eds)(2004), *Radio Nepalko Samajik Itihans(Social History of Radio Nepal)* . Kathmandu: Martin Chautari.

Parajuli, Shekhar and Onta, Pratyush (2005). *Radio Sanga Hurkada (Growing with the Radio)*. Kathmandu: Martin Chautari.

Pathak, Yek Raj and Adhikari, Krishna. (2011). *Ra sa sa ko itihans* (History of RSS). Kathmandu: RSS.

Regmi, Shiva and Kharel, P. (2058 B.S.) *Nepal Ma Aam Sanchar Ko Bikas*, Kathmandu: Nepal Association of Media Educators.

Upreti, Tanka (2069 B.S.) *Nepalma Television: Vikas ra Bahas (Television in Nepal: Development and Debates)*. Kathmandu: Brikuti Academic Publications.

Wilmore, Michael (2008) *Developing Alternative Media Traditions in Nepal*, Kathmandu: Martin Chautari.

MCJ 526 MC Advanced Concepts in Electronic Publication - 3 Cr.

Teaching Hours/Week		Schedule	Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
1	-	4	Theory	Practical	Theory	Practical	100
			-	40	-	60	

Objectives

This course is a practical course. However, there is a provision for some objective test. Some 20 marks have been allocated for this. A general evaluation from the Subject Teacher accompanied by internal assessment is a prerequisite.

The subject teacher will create a teaching manual and a practical lab manual. The teacher will be assisted by a lab assistant.

The course intends to

- **make students familiar with creating website using HTML and CSS.**
- **make students familiar with XML and its use.**
- **get acquainted with photo editing using Photoshop**
- **have information about information presentation**
- **exposed to skills of personalization and localization**
- **be familiar with user interaction**
- **enable students to understand blog, forums and its importance**
- **prepare news, features and advertisement in electronic media**

1. Web Production Overview
 - Internet (how Internet works) - 1 Hr
 - Ecommerce (introduction only)
 - Introduction - 1 Hr
 - HTTP
 - WWW
 - Domain name
 - Url
 - FTP
 - Webserver
 - Browser
 - HTML – (Theory 6 hrs, Practical – 12 hrs)
 - Using html to create website.
 - Head, title, body
 - Text formatting tags

- Heading tags, paragraphs, bold, italic, underline
 - Image tag and its properties
 - Creating links (hyperlink, intralink, email links)
 - Div and Span
 - Creating forms
 - Using Tables
 - Character entities
 - CSS (Theory - 3 hrs, Practical – 5 hrs)
 - Use styles to html tags
 - Types of styles
 - Creating classes
 - Applying styles to html
 - Graphics (practical – 4 hrs)
 - Editing pictures using Photoshop
 - Format of pictures used in web and creating them using Photoshop
 - Changing the size, resolution of pictures.
 - Changing colors
 - Color Mode (CMYK, RGB)
- Practical: Photoshop, Dream Weaver

- Facilities given by Internet – 2 Hrs
 - World Wide Web
 - Email (SMTP, POP protocols introduction only)
 - Ftp
 - Instant Messaging
 - Video Conferencing
 - Concepts of http, domain name, URL
- 2. XML (Theory 2 Hrs, Practical 2 Hrs)
 - Introduction
 - Importance
 - Application Area of XML
 - RSS and XML

Practical: Creating XML documents only.

- 3. Information Presentation (1 Hr)
 - Laws and Regulations
 - UI design
 - Usability Issues
 - Accessibility
 - Personalization
 - Localization
 - Internationalization
- 4. User Interaction (Usage only) (8 Hrs)
 - Forums – 3 Hrs
 - Blog – 3 Hrs
 - Chat – 15 mins

- Online Polls – 15 mins
- Video conferencing – 30 mins
- Advertisement (1 Hr)
 - o Generating revenue using online advertisements e.g. Google Ads, banner ads.
- Podcasting

Projects work to be done as assignments

- Create a website using HTML and all the styles should be given using CSS. There should be at least 10 HTML files.
- Configure BLOG software locally and use it. Note: use any open source software.
- Configure Forum locally and use it. Note: use any open source software.

Evaluation

Internal 40%

External 60%

Essential facilities

A lab for students should be prepared and teaching needs to be done in the same. Access to the computer should be guaranteed. A minimum of sixty hours practice in the lab is essential.

Reference Material

Bates, Chris. (2003). *XML in Theory and Practice*. West Sussex: John Wiley & Sons Ltd.

Beaird, Jason. (2010). *The Principles of Beautiful Web Design*. Sitepoint Pty Ltd.

Huddleston, Rob. (2008). *HTML, XHTML, and CSS*. Indianapolis: Wiley Publishing Inc.

Morrison, Michael. (2001). *XML and HTML for Beginners*. Washington: Microsoft Press.

Whittaker, Jason.(2000). *Producing for the Web*. London: Routledge.

Project Work II

3 credits

All students should prepare and submit a report under Project Work II under the guidance and supervision of Faculties assigned by the College. The theme for the Project Work will be determined by the College Faculty.

Project work for the Second Semester

Students are required to write a profile of media institutions or bodies that have communication function as part of the project work in the second semester. The Project Work carries 25 marks and will be evaluated externally after the second semester final. It should be submitted within a week of the end of the second semester final in the computer –typeset form. The profile should be written in at least 3,000 words.

Objectives of the Project Work

- to make students undertake practical efforts to study media institutions
- to encourage them to collect facts in the field on their own
- to provide them exposure to the professional arena through the study
- to develop attitude of research and search and independent study among students
- to let students have the feel of how media institutions are running at present

Specific objectives:

- to enable students to work out a plan for studying media institutions
- to make them pursue practical study of institutions related to media or communication
- to encourage them to prepare a profile in a professional manner
- to provide them with skills of collecting facts and figures for finalizing institutional profile
- to guide them to work independently from conception to finish in profile preparation

The following criteria should be considered for the preparation of the profile:

1. Background
2. Goal: short term, long term
3. Organization: organogram
4. Functions
5. Principles, rules and regulations
6. Source of income, expenditure
7. Present status
8. Overall performance: from the angle of the institution and that of the researcher: any specific case tackled in a remarkable manner or any specific case that has been left unattended for over two years
9. Challenges: ways to tackle them
10. Future direction

The profile should be written keeping in view the following points:

- fulfillment of formalities including timely submission
- appropriate quotations of facts and figures
- interview with head of institutions, officials and grass-root workers
- analysis of the plans, programmes, and reports of institutions
- originality in language, title, presentation, and graphics,
- creativity in judgment of overall performance, challenges, and future direction
- summary - presentation

Evaluators should consider the points mentioned here while examining the project work..

Purbanchal University

updated 2013

MA in Mass Communication and Journalism
Curriculum

3rd Semester

Subject Committee

of

Mass Communication and Journalism

MA MCJ Curriculum

MAMCJ 3rd Semester

THIRD SEMESTER

SUB CODE NO	COURSE TITLE	CREDIT	LECTURE (Hrs.)	TUTORIAL (Hrs.)	PRACTICAL
MCJ 601MC	Mass Communication and Advertising	3	3	1	0
MCJ 602 JOU	Mass Media and Public Relations	3	3	1	0
MCJ 603 NUM	Multimedia applications	3	1	0	2
MCJ 604 JOU	Internship	3	0	0	3
MCJ 604 JOU	Project Work III (Case Study)	3			3
MCJ 605 MC	SAARC Media Practices and Institutions	3	3		
MCJ 606 JOU or MCJ 607 JOU	Print Journalism or Broadcast Journalism	3	3	1	3
		21	13	3	11

The Third Semester of MA MCJ is actually an attempt to make students prepared for independent research and studies with skills and knowledge acquired through two previous Semesters.

Overall Objectives

The 3rd Semester intends to

- make students familiar with the advertisement sector and enable them to make the maximum use of the same for the media.
- inform students about public relations and make them capable of using their skills for promotion of the cause of both media and public relations.
- impart skills and knowledge of application of multi-media discipline
- expose students to the realities of job environment

- introduce the media scenario of SAARC countries
- allow students to have practical knowledge of the print or broadcast media.
- encourage students to have project work on problem solving techniques through case-studies

Prerequisites

Students should have completed the study of the Second Semester of MA MCJ. The main components of the Second Semester are:

- Mass Media Industry and Society
- News Products Marketing
- Research in Mass Communication
- Advanced Electronic Media (Photo Journalism)
- Comparative Study of Media and Journalism of Nepal
- Advanced Concepts in Electronic Publication
- Project Work II

MCJ 601 Mass Communication and Advertising

Teaching Hours/Week		Schedule	Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			40	-	50	10	

MA MCJ THIRD SEMESTER

MCJ 601 MC Mass Communication and Advertising

1. Introduction to Advertising -8 hrs

- Definitions of Advertising
- Advertising as Mass Communication
- History of Advertising (Global & Nepalese Context)
- Functions of Advertising
- Types of Advertising
- Classification of advertising
- Elements of Effective Advertisements

2. Five Players of Advertising – 5 hrs

- Advertisers
- Advertising Agencies
- Media
- Target Audiences
- Purveyor and Vendors

3. Consumer Behavior and Advertising- 7 hrs

- The Consumer Economic Theories (micro-economic theory, macro economic theory, psycho-analytical theory, cognitive dissonance theory,
- External Influences on Consumer Behavior
- Psychocultural influences of advertising on consumers

4. Current Advertising Issues- 4 hrs

- Interactive Advertising
- Integrated Marketing Communication
- Consumer Power
- Globalization and emerging issues of advertising in Nepal
- Advertising Approaches

5. Advertising Media-6 hrs

- Print media advertising: Characteristics, merits and demerits
- Broadcast media advertising: Characteristics, merits and demerits
- Online advertisement: Characteristics, merits and demerits
- Overall process of developing media strategies

6. Copywriting and Creativity- 9 hrs

- Layout (Balance, proportion, movement, unity, mood, photography, illustrations, color psychology and typography)
- The art of copywriting
- Copywriting for print and electronic media (including web) (copy elements/print media requirements/characteristics of radio and TV advertising/tools of radio and TV copywriting/)

7. Advertising Ethics, Laws and Society- 6 hrs

- Advertising and Social Responsibility
- Advertising and Citizens: Areas of Controversy Advertising Ethics and self-regulation
- Advertising Laws
- Key Issues in Advertising

Additional Teaching Tools

Seminar: Advertising practices in Nepal
Practicum

Project Work: Designing of advertisement (print/radio/TV/online)

Internal Evaluation: 40%

Periodic tests: Mid-term and end-term 15%

Designing of advertisement 25%

Note: A mandatory question of Ten (10) marks will be based on given situation to be produced by students in final examination.

References:

- Wells, William et all. (2005). *Advertising Principles and Practice*. New Delhi: Prentice-Hall of India Private Limited.
- Sandage, C. H. et all. (2004). *Advertising Theory and Practice*: New Delhi: AITBS Publishers & Distributors: New Delhi.
- Jefkins, Yadin et all. (2000). *Advertising* (4th edition). New Delhi: Prentice Hall.
- Dr. Jaishri, N Jethwaney. (1999). *Advertising*. New Delhi: Phoenix Publishing House pvt Ltd.

- Koirala, Kundan Dutta. (2008). *Advertising Theory and Practice*. Kathmandu: Benchmark Educational Support.
- Wilmshurst, John and Mackay, Adrian. (1999). *The Fundamentals of Advertising*. New York: Taylor & Fancis.
- Powell, Helen, Hawkin, Sarah, Macrury, Iain and Hardy, Jonathan. (2009). *The Advertising Handbook*. London: Routledge.
- Lee, Monley, and Johnson, Carla. (2005). *Principles of Advertising: A Global Perspective*. New York: Haworth Press, Inc.
- Steel, Jon. (1998). *Truth, Lies and Advertising: The Art of Account Planning*. New York: John Wiley & Sons, Inc.

MCJ 602 JOU Mass Media and Public Relations

Teaching Hours/Week		Schedule	Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	-	20	20	60	-	100

The objectives of the Course:

- to make students familiar with knowledge and skills of Public Relations
- to enable them to use communication skills in enhancing public relations
- to encourage them to have a perspective of PR in media operation
- to strengthen students' understanding the correlation between the Media and PR

Specific objectives:

- to introduce and make students capable of analysing the role of PR in media
- to enable students to plan, develop and implement PR campaign in media sector
- to develop students' capacity to tackle media problems through PR dimension
- to inform students about ethics of PR
- to make students knowledgeable about the status of PR in Nepali media arena

Courses in Detail

1. Introduction to Public Relations

6hrs.

- Definitions
- Essential qualities of a PR Practitioner
- Differences between Public Relations and concepts and practices of marketing, advertising, sales promotion, publicity, and propaganda

2. Public Relations and media

6hrs.

- Media's watchdog role: custodian of public interest
- Highlighting positive aspects of development
- Media: an important tool of PR
- Critical media and Promoter of Relations: Paradox
- Creating well-informed public: one mission for both media and PR

3. Planning Programmes

6hrs.

- Problem Analysis
- Defining Objectives
- Defining Publics

4. Public Relations Practices and Professionalism **6hrs.**

- (i) Ethics in Public Relations
Conduct towards the Public, the media and other professionals
- (ii) Conduct towards employers and clients
- (iii) Conduct towards colleagues
- (iv) Interpreting the code of professional conduct

5. Tools of Public Relations **6hrs.**

- (i) Press, Radio TV
- (ii) Press or News Release, Mechanics of News Release
- (iii) Feature Article, Press Conference, Press Meet and Facility Visit
- (iv) House Journals, Media Interview, Exhibitions, Sponsorship

6. Specialized Areas of Public Relations **7hrs.**

- (i) Crisis PR
- (ii) Corporate PR
- (iii) Government PR
- (iv) Lobbying PR
- (v) Financial PR
- (vi) PR in Media, commercial and non-commercial organisations, charitable, voluntary and educational bodies

7. Public Relations practices in the Media sector of Nepal **2hrs.**

8. Practicum: **6hrs.**

Assignments to write press releases, product features and classroom presentations

References

1. Theaker, Alison. (2001). *The Public Relations Handbook*. London: Routledge.
2. Foster, John. (2001). *Effective Writing Skills in Public Relations*. London: Kogan Page.
3. Parsons, Patricia. (2008). *Ethics in Public Relations: A Guide to Best Practice*. London: Kogan Page.
4. Moss, Danny, Vercic, Dejan and Warnaby, Gary. (eds.). (2000). *Perspectives Public Relations Research*. London: Routledge.
5. Morris, Trevor and Goldsworthy, Simon. (2008). *Public Relations for Asia*. New York: Palgrave-MacMillan.
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8. Seital, Frase P. (2004). *The Practice of Public Relations*. New Jersey: Pearson Prentice-Hall.
9. Wilcox, Dennis L., Cameron, Glenn T. and Ault, Philip. (2004). Boston: *Public Relations: Strategies and Tactics*. Allyn and Bacon.

Further Readings

Mackenzie, Margaret A. (2007). *Courting the Media: Public Relations for the Accused and the Accuser*. London: Praeger.

Oliver, Sandra. (2010). *Public Relations Strategy*. London: Kogan Page.

Austin, Erica Weintraub and Pinkleton, Bruce E. (2006). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. London: Lawrence Erlbaum Associates.

Lerbinger, Otto. (2006). *Corporate Public Affairs: Interacting with Interest Groups, Media, and Government*. London: Lawrence Erlbaum Associates.

**MCJ 603 NUM Multimedia Applications
(ONLY MODE OF EVALUATION CHANGED)**

Teaching Hours/Week		Schedule	Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
2	1	1	Theory	Practical	Theory	Practical	100
			20	20	30	30	

The subject Multimedia Application has been designed for the 3rd Semester in MA MCJ to offer its knowledge and develop some skills related to it. It has been developed basically with academic contents, keeping in view the multimedia revolution and the change it has brought in work and life particularly in the information superhighway, communication, and media. Unlike in other disciplines, the multimedia application in MA MCJ has been developed not entirely as a practical subject. The rationale behind this is to spread more information than skill about the subject. It includes 75 percent theoretical components and 25 percent practical work in computer lab.

The evaluation of theoretical components will be undertaken entirely by the University at the final exam through a paper of 75 marks. Objective questions of 25 marks should also be included in the final evaluation. The practical work will be evaluated internally through scheme of 25 marks and this constitutes the internal assessment of the paper as a whole.

The objectives of the subject are given below:

- To Analyse the relation the modern communication and mass media have with the digital media and offer basic information on fundamental multimedia concepts,
- To familiarize students with the rationale, issues, and directions facing the development of global multimedia information and communication systems,
- To provide an academic survey of current results and research directions in the field of multimedia systems,
- To enable students have an assessment of open issues and future directions,
- and to have practical skills in

Specific objectives

- To make students informed about the multimedia and their applications
- To help them analyse the multimedia practices in Nepal
- To expose students to immense potentiality of computers and communication
- To explain multimedia file system, teleconferencing, their present status and future
- To impart practical skills to handle multimedia system in professional media fields

Theoretical

1. Concept of Multimedia

9hrs

- (a) Introduction to Multimedia
- (b) Early Hypertext and collaborative research
- (c) Multimedia and personalized computing
- (d) Emerging applications
- (e) Multimedia systems: challenge before them
- (f) Multimedia practices in Nepal
- (g) Some case studies of multimedia applications in Nepal
- (h) Growth of Multimedia in Nepal
- (i) Practical challenges before the use of Multimedia in Nepal

The Convergence of computers, communications and entertainment products

7hrs.

- (a) Brief history
- (b) Technology trends
- (c) Multimedia appliances, hybrid devices
- (d) A designer's view of multimedia appliances
- (e) Industry perspectives for the next decade
- (f) A forward view
- (g) Key challenges ahead: technical, regulatory, social

Multimedia file systems and information models

4hrs.

- (a) The case for Multimedia Information Systems
- (b) File System Support for Continuous Media
- (c) Data models for multimedia and hypermedia information
- (d) Content-based retrieval of unstructured data

Multimedia conferencing

4hrs.

- (a) Teleconferencing systems
- (b) Requirements for multimedia communications
- (c) Multimedia conferencing architectures
- (d) A call model for multimedia communications

Knowledge-based multimedia systems

5hrs.

- (a) Introduction
- (b) Problems facing multimedia systems
- (c) The anatomy of an intelligent multimedia system
- (d) Related research
- (e) Future directions

Practicals for Multimedia Application

6hrs.

1. Microsoft PowerPoint.
2. Familiarization with video editing tool. (E.g., Adobe Premiere)
3. Familiarization with animation tool. (E.g., Macromedia Flash)
4. Case study of a simple multimedia presentation (e.g., a presentation on company profile).
5. To identify the components of a presentation used as speech, sound, video, text, graphics and animation.
6. To prepare a multimedia presentation on any topic using Microsoft PowerPoint.

Procedures of Evaluation

Students have to complete college-based mid-term and end-term internal examinations amounting to 40% of marks. The University will examine them for the remaining 60% of marks that are divided between practical and written tests consisting of 50% each.

They will have to finally give a practical presentation on any case or theme by using speech, sound, video, text, graphics and animation. This presentation, amounting to 50% of marks (of University Final), has to be assigned and evaluated by the multimedia teaching faculty member (an expert in the field). The remaining 50% evaluation under the University Final will belong to written examination.

References

1. Bhatnager, Gaurav, Mehta, Shikha, and Mitra, Sugata (eds.). (2001). *Introduction to Multimedia Systems*. New York: Academic Press.
2. Botto, Francis .(1999). *Dictionary of Multimedia and Internet Applications: A Guide for Developers and Users*. New York: John Wiley & Sons Ltd.
3. DiMarco, John. (2004). *Computer Graphics and Multimedia: Applications, Problems and Solutions*. London: Idea Group Publishing.
4. Ditsa, George. (2003). *Information Management: Support Systems and Multimedia Technologies*. London: IRM Press.
5. Furht, Borko (ed.). (2009). *Handbook of Multimedia for Digital Entertainment and Arts*. New York: Springer.
6. Haskell, Barry G., Puri, Atul, and Netravali, Arun N. (2002). *Digital Video: An Introduction to MPEG-2*. New York: Kluwer Academic Publishers.
7. Li, Ze-Nian and Drew, Mark S. (2004). *Fundamentals of Multimedia*. New Jersey: Pearson Education Inc.

8. McAdams, Mindy. (2005). *Flash Journalism: How to Create Multimedia News Packages*. London: Focal Press.
9. Sylvia, Tony and Anzul, Terry. (2011). *Power Performance: Multimedia Storytelling for Journalism and Public Relations*. Oxford: Wiley-Blackwell.
9. Rahman, Syed Mahbubur. (2008). *Multimedia Technologies: Concepts, Methodologies, Tools, and Applications (Vol I)*. New York: IGI Global.
10. Bhutia, Karma Tshering and Martin, Kirsty. (2007). *Community Multimedia Centres in Nepal*. New Delhi: UNESCO.

MCJ 604 Internship**3 Cr.**

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

Internship is a professional cum academic scheme designed to provide students with first hand knowledge of workplace and the challenge it represents in real life. Students should fulfill the following requirements in Internship during the 3rd Semester.

1. They should work in the place of internship for four weeks in accordance with the rules and schedule developed for them in those areas.
2. They should prepare a daily diary for all tasks they perform in the place of internship.
3. They should make a study of the organization on a specific area and submit a five- page (A4) report to the College. The report should be signed by the In- Charge of the Internship Organization. The report constitutes part of Internship performance.
4. Two forms – one by the Internship guide and the other by Internship In-Charge should be filled.
5. Internship has five basic components which carry marks in the following way:

a) Performance in the Internship – Organization	10
b) Internship Report	35
c) Daily Performance	35
d) Evaluation by Internship Guide	10
e) Evaluation by Internship In-Charge	10

Internship form

(To be filled in by Internship In-Charge of College)

- Name
- Level
- Professional performance
- Area of responsibility
- Individual commitment to the job assigned
- Individual skill in performance
- Specialty if any
- General Observation

Internship form

(To be filled in by Internship guide of concerned institution)

- Name
- Level
- Assignment
- Professional performance
- Area of responsibility
- Individual commitment to the job assigned
- Individual skill in performance
- Specialty if any
- General Evaluation
- Recommendation if any

MCJ 605 MC The SAARC and the Media

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

The objectives of the subject are

- To make students familiar with the SAARC media and their practices
- To help them have understanding of the media operating in South Asia
- To encourage them to learn from the best practices in the print, audio, audio-visual media in all eight countries such as Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.
- To enable students have regional outlook in the media sector
- To assist them to explore potentiality of furthering regional cooperation in the mass communication sector.

Specific objectives

- To pass on information of SAARC countries' media and their practices
- To help students compare the SAARC media from various dimensions
- To impart the knowledge of regional cooperation in SAARC countries
- To develop SAARC perspective in media study particularly the regional cooperation in media
- To help students study SAARC schemes which have media - linkage

Course Detail

1. The South Asian Association for Regional Cooperation (SAARC)
 - 1.1 The SAARC – History and evolution, Principles and objectives
 - 1.2 Institutional set-up: Regional Centers, Professional Associations and areas of Cooperation
 - 1.3 SAARC and Communication, Information and Media
 - 1.3.1 Technical Committee on Communications and Transport
 - 1.3.2 SAARC Audio Visual Exchange Program
 - 1.3.4 The SAARC Secretariat and its communication initiatives
 - 1.3.5 Problems and prospects of regional cooperation in SAARC countries
 - 1.4 SAARC Countries on the Global Map
 - 1.5 SAARC Countries and Asia
 - 1.6 Asian Perspective and values
 - 1.7 Structural View of Asia and the south Asia
2. Brief History of Media in SAARC countries
 - 1.1 History of Print, Radio and Television media in Afghanistan
 - 1.2 History of Print, Radio and Television media in Bangladesh
 - 1.3 History of Print, Radio and Television media in Bhutan
 - 1.4 History of Print, Radio and Television media in India
 - 1.5 History of Print, Radio and Television media in Pakistan
 - 1.6 History of Print, Radio and Television media in Maldives
 - 1.7 History of Print, Radio and Television media in Nepal

1.8 History of Print, Radio and Television media in Sri Lanka

3. Brief history and evolution of News Agencies in SAARC countries
4. Situation of New Media in SAARC Countries
5. Constitutional and Legal Provisions for Press in SAARC Countries
6. Media ownership and control Pattern of SAARC Countries
7. Challenges of Journalism in South Asia
 - 7.1 Press freedom scenario in SAARC Countries

Reference Books

- Babb, Lawrence A. (1995). *Media and the Transformation of Religion in South Asia*. Philadelphia: University of Pennsylvania Press.
- Brown, Judith M. (2006). *The Global South Asians: Introducing the Modern Diaspora*. Cambridge: Cambridge University Press.
- Chu, Yingchi. (2007). *Chinese Documentaries: From Dogma to Polyphony*. London: Routledge.
- Gunaratne, Shelton A. (ed.). (2000). *Handbook of the Media in Asia*. London: Sage Publications.
- Hardy, P. (1972). *The Muslims of British India*. Cambridge: Cambridge University Press.
- Independent South Asian Commission on Poverty Alleviation (ISACPA). (2007). *Development Goals: Taking SDGs Forward*. Kathmandu: SAARC Secretariat.
- Jalal, Ayesha. (1995). *Democracy and Authoritarianism in South Asia: A Comparative and Historical Perspective*. Cambridge: Cambridge University Press.
- Jalal, Ayesha. (2008). *Partisans of Allah: Jihad in South Asia*. Massachusetts: Harvard University Press.
- Johnson, Rob. (2005). *A Region in Turmoil: South Asian Conflicts Since 1947*. London: Reaktion Books Ltd.
- Kaur, Ramindar and Mazzarella, William. (2009). *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Bloomington: Indiana University Press.
- Lloyd, Fiona and Howard, Ross. (2005). *Gender, Conflict and Journalism: A Handbook for South Asia*. ? : UNESCO.
- Mehta, Nalin (ed.). (2008). *Television in India: Satellites, Politics and Cultural Change*. London: Routledge.

Ollapally, Deepa M. (2008). *The Politics of Extremism in South Asia*. Cambridge: Cambridge University Press.

RSS. (2003). *SAARC in the RSS*. Kathmandu: RSS.

1. <http://www.saarc-sec.org/>
2. <http://www.saarc-sic.org/>

MCJ 606 JOU Print Journalism

Teaching Hours/Week		Schedule	Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
		-	Theory	Practical			100
			40	20		40	

The Subject Print Journalism helps students to have highly analytical study of the discipline from both academic and professional point of view.

The subject is divided into two halves: theoretical and practical, carrying 40 and 20 marks respectively for the purpose of the internal assessment. The former is taught straight through class -room while the latter has to be undertaken as practical exercise or practicum. The University at the final examination with 40 marks will evaluate the students, who passed the internal assessment.

The objectives are:

- to provide specialized and analytical study of Print Journalism
- to offer an opportunity to learn skills of producing print journalism products
- to sharpen writing skills specially news, editorials and feature articles
- to familiarize students with techniques of covering events and using them in print
- to equip students with the latest knowledge and skill of the discipline for coping with the challenge of the profession after completion of study

Specific objectives:

- to develop students' capacity to analyze newspapers from various dimensions
- to expose students analysis of magazines
- to provide the in-depth study of Nepali print media
- to impart practical skills of newspaper journalism for handling it independently
- to develop specific skills in various types of newspaper writing particularly front page, editorial feature and follow-up

Courses

Unit I: Book-The oldest Media (5 hrs)

The History of Book: a Communication Revolution, Effects of the Gutenberg Revolution: The Printed Books, Book Industries in Nepal: Problems and Prospects.

Practical exercise: Review a book, of your choice, within 700 words.

Unit II: History of the Newspaper as a Series of Struggles and Advances, 8 hrs

Three trend setters of the history: Acta Diurna (59 BC), Publick Occurrences both Foreign and Domestick (1690), Daily Courant (1702); Journalism in Early America: The Political Press (1790-1833), Birth of the Mass Newspapers, The Penny Press (1833-1860), Yellow Journalism (1880-1905); Mass Society Theory; Two Step Flow Theory and Emergence of Limited Effect Paradigm.

Practical exercise: Group discussion on any news item from one of the daily newspaper and its impact.

Unit III: Evolution of the Modern Mass Newspaper, 8 hrs

Emergence of Inverted Pyramid and Five Components of Objectivity, CP Scott's Doctrine (Comment is free, facts are sacred), Content diversity: News and Views; Purposes of pages and depth; Seven Qualifications of a newspaper; Modern Newspaper Industry: Dimensions, The Newspaper Organization: Human as well as Financial Resources; Economics; Newspapers: National Dailies, Hometown Newspapers, Weekly Newspapers, Special Supplements; State of Print Journalism in Nepal.

Practical exercise: Analyze objectivity on at least three new-stories, from different newspapers, based on same event or incident.

Unit IV: Era of the Social Responsibility Theory [8 hrs]

Concept of Self regulation Vs Government regulation, Lippmann's Theory of Public Opinion, ASNE's Canons of Journalism, Hutchins's Commission, Theodore Peterson's interpretation of the Social Responsibility Theory of the Press, Ethics in Newspaper journalism: Ethical Foundations and Perspective, Code of conduct in Nepal.

Practical exercise: Examine at least three news-stories from different dailies, based on same event or incident, with the lens of Aristotle's mean.

Unit V: The Magazines: Vehicle for Deeper Voices of Contemporary Society [8 hrs]

Magazines as media innovators; Functions, Verities and models of Magazines: Influence, Audience, Variety, Contents; Consumer, News and Business magazine, Magazines Online; Trend towards specialization; Magazines in Nepal.

Practical exercise: Present a specimen of one of the Magazines from Nepali media market including short comments on its language and presentation style, layout and design and price.

Unit VI: Practicum (8 hrs)

Front and Inside Page news writing; Opinion and Editorial Page; Writing skills: News (Hard and Soft News as well as Running Story and Follow-up news writing), Feature, Opinion Piece, Editorial; Skills on Journalistic Interview: Research on Subject Matter and Personality, Preparing Questions, Performing Interview; Interview Vs Press Conference.

References:

Baran, Stanley J. and Davis, Dennis K. (2000). *Mass Communication Theory: Foundations, Ferment, and Future*. Australia: Thomson Wadsworth.

Christians, Clifford G. et al. *Media Ethics: Cases and Moral Reasoning*. London: Pearson Education.

Dominick, Joseph R. (2005). *The Dynamics of Mass Communication*. New York: McGraw-Hill College, 1999.

Folkerts, Jean and Lacy, Stephen. (2004). *The Media in Your Life: An Introduction to Mass Communication*. Delhi: Pearson Education.

Gordon, A. David and Kittross, John Michael. (1999). *Controversies in Media Ethics*. New York: Longman.

Hennessy, Brendan. (1997). *Writing Feature Articles: A Practical Guide to Methods and Markets*. Oxford: Focal Press.

McQuail, Denis. (2000). *McQuail's Mass Communication Theory*. London: Sage Publication.

Siebert, Fred S., Theodore Peterson and Wilbur Schramm. (1972). *Four Theories of the Press*. Chicago: University of Illinois Press. 1972.

MCJ 607 JOU Broadcast Journalism

Teaching Hours/Week			Schedule		Examination Scheme		
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
2	1	1	20	20	30	30	100

The subject is a practical subject to be taught in studio and classroom. The theoretical portion consists of 20 marks and the practical aspect has 80 marks divided evenly between audio and audio –visual sector. As for evaluation, the University will take the final practical exam for 50 marks. The internal assessment of 50 marks has been distributed thus: 20 marks for practical audio, 20 marks for practical audio –visual and 10 marks for theoretical portion. Each student should produce five minute broadcast programme for the studio and this will be evaluated under internal assessment.

The objectives of the subject are:

- to provide specialized and analytical study of Broadcast Journalism
- to offer an opportunity to learn skills of producing broadcast journalism products in studio atmosphere
- to sharpen broadcasting skills specially anchoring, general programme production and handling the overall media show business
- to familiarize students with techniques of covering events and using them in broadcast
- to equip students with the latest knowledge and skill of the discipline for coping with the challenge of the profession after completion of study

The College should provide studio facilities and all equipments essential for producing and recording both audio and audio-visual programs. To teach this module, three resource persons are required: one for audio portion, one for audiovisual portion and one for film portion. In addition to this, at least two lab technicians meant for the audio and audiovisual purposes are necessary.

UNIT 1

15hrs.

Radio

- Chronology of Radio Broadcasting
- Basics of Broadcasting and its forms (AM +FM)
- Broadcasting/ Receiving chain
- Importance of Sound Broadcasting

- (e) Radio Programs: News, Talk Shows, Interviews, Vox Pop, Radio Features, Radio Drama, Jingles etc
- (f) Microphones and Recording Techniques
- (g) Recording and Editing Sound in Analog and Digital Technology
- (h) Preservation and Archiving

UNIT 2

15hrs.

Television

- (a) Chronology of Television Broadcasting
- (b) Television news
- (c) Television news operation
- (d) Interviews and Talkshows
- (e) TV programmes- Documentary, Fiction, Reality Shows, Music Video, Commercials and PSAs.
- (f) Scripted and unscripted commentary
- (g) Performance skills and Audience Rapport
- (h) Instructions and Sues
- (i) Broadcast Campaign
- (j) Broadcast ethics and self-regulations

UNIT 3

15hrs.

Film

- (a) History of cinema
- (b) Technical and conceptual development
- (c) Film as a mass communication medium
- (d) Conceptualization and writing for film- research, characterization, screenplay, Language
- (e) Production
- (f) Functions of Various crews
- (g) Shooting
- (h) Promotional techniques
- (i) Distribution
- (j) Theatrical and TV market
- (k) Problems and Prospects of film in Nepal

Evaluation:

Internal: 40%

University Final: 60%

[Answer sheets of Radio, Television and Film portions must be distributed separately and examined separately by concerned resource persons.]

References

Belavedi, Vasuki (2008). *Video Production*, New Delhi: Oxford Publication.

- Dimaggio, Madeline. (1990). *How to Write for Television*. New York: Rockefeller Center.
- Hyde, Stuart W. Hyde. (2008). *Television and Radio Announcing*. Los Angeles: Allyn & Bacon, Incorporated.
- Meeske, Milan D. Meeske. (2008). *Copywriting For the Electronic Media – A Practical Guide*. London: Wadsworth Publishing.
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- Pirie, David. (1981). *Anatomy of the Movies*. New York: Windward.
- Selby, Keith, and Cowdery, Ron. (1995). *How to Study Television*. London: Palgrave Macmillan Limited.
- Stephen, Neale. (1995). *Cinema And Technology: Image, Sound, Colour*. Indiana: Indiana University Press.
- Turner, Graeme. (1988). *Film As Social Practice*. London: Taylor & Francis.
- Upreti, Tanka (2012). *Nepalma television: Vikash ra Bahas* (Television in Nepal : Development and Debates) Kathmandu: Brikuti Academic Publication.
- Weaver, J. Clark. (1984). *Broadcast Copywriting as Process: A Practical Approach to Copywriting for Radio and Television*. London: Longman.
- Wilby, Peter, and Conroy, Andy. (1994). *The Radio Handbook*. London: Routledge.

Project Work III

3 Cr.

Case study

Objectives:

- to enable students to focus study on particular case and analyse it
- to develop problem analysis skill
- to practise investigation of causes and identifying consequences
- to impart skills of preparing a report of a case
- to consolidate the skills acquired during the 1st Project Report and 2nd Project Report of the past two semesters.

Specific objectives

- to make students able to detect a case
- to enable them to introduce it, provide a suitable rationale, identify the problem and analyze the cause
- to develop skills to explain the consequences of a case
- to make students familiar with techniques of recommending measures
- to equip students with skills of handling a case-study independently

Modality: The case –study should be pursued in accordance with the following modality. The theme should be related to mass communication and journalism. If the topic is remotely related to the subject, reasons should be mentioned satisfactorily to show linkage with the subject. The reports should be written in about 3,000 words using the following steps.

Project work III : Case Study Outlines

1. Abstract
2. Introduction
3. Case Statement
4. Objectives
5. Rationale of the case study
6. Limitations
7. Methodology
8. Findings and Analysis
9. Conclusions and Recommendations

Evaluation: Project report writing = 60% (content/ presentation/ interpretation)
Project seminar/presentation = 40% (content/ presentation/ interpretation)