FOURTH SEMESTER

SUB CODE NO	COURSE TITLE	CREDIT	LECTURE (Hrs.)	TUTORIAL (Hrs.)	PRACTICAL (Hrs.)
MCJ 611 MC	Media Management	3	3	1	0
MCJ 612 MC	Thesis	6	0	0	6

Any two courses from the list:

SUB CODE NO	COURSE TITLE	CREDIT	LECTURE (Hrs.)	TUTORIAL (Hrs.)	PRACTICAL (Hrs.)
MCJ 613 MC	Media and Gender	3	3	1	0
MCJ 614 JOU	Development Journalism	3	3	1	0
MCJ 615 JOU	Science and Environmental Journalism	3	3	0	0
MCJ 616 JOU	Court Reporting	3	3	1	0
MCJ 617 JOU	Public Journalism: Theories and Practices	3	3	1	0
MCJ 618 MC	International Communication and Comparative Journalism	3	3	1	0
MCJ 619 MC	Alternative Media practices	3	3	1	0
MCJ 620 NUM	Cyber publishing	3	3	1	2

The 4th Semester is the final step to cap the studies and research skills acquired by students through three previous semesters.

Objectives

The 4th Semester seeks to
- impart knowledge and skills of managing the media sector
- enable students to undertake independent research
- make students familiar with some contemporary issues and studies (gender, development journalism, science and environment journalism) and their relations to media
- inform students about some modern sectors such as public communication practices, international communication, alternative media and cyber publishing.

Prerequisites
Students should have completed the study of the Third Semester of MA MCJ. They should have fulfilled the requirement of Internship as well. The subjects taught in the Semester include:

Thesis
- Media Management
- Thesis
- Media and Gender
- Development Journalism
- Science and Environment Journalism

- Public Communication Practices
- International Communication Journalism and Comparative Journalism
- Alternative Media Practices
- Cyber Publishing

MCJ 611MC Media Management

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

Objectives of the Course:
- to enable media students have the applied concept of management
- to inform students about the general principles and process of management
- to help students develop management skills in media installations
- to make students familiar with management practices
- to provide the students with the tool of management to steer media institutions

Specific objectives:
- to provide fundamental concept of management
- to develop concepts of management specially responsibility, planning, organizing, staffing, leading and control
- to make students familiar with the linkage between communication and management
- to make students informed about the media management system in Nepal
- to enable students to look at human resource, technology and other media resources from management perspective

MCJ 611MC Media Management

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

Objectives of the Course:
- to enable media students have the applied concept of management
- to inform students about the general principles and process of management
- to help students develop management skills in media installations
- to make students familiar with management practices
- to provide the students with the tool of management to steer media institutions

Specific objectives:
- to provide information about management science
- to develop concepts of management specially responsibility, planning, organizing, staffing, leading and control
- to make students familiar with the linkage between communication and management
- to make students informed about the media management system in Nepal
- to enable students to look at human resource, technology and other media resources from management perspective

1. **Introduction to Management Concept**
(i)   Definitions of management
(ii)   Significance of Management Discipline in Human Society
(iii)   Objectives of Management
(iv)   Basics of management theories

2. **Management and communication**
(i)   Role of Communication in Management
(ii)   Communication Process
(iii)   Communication barriers in organizations

3. **Functions of Management**
(i)   Planning
(ii)   Organizing and staffing
(iii)   Leading and Coordinating
(iv)   Motivation and Controlling
(v)   Evaluating

4. **Financial management of media**
(i) Financial concepts
(ii) Income statement
(iii) Budgeting
(iv) Revenue patterns of media in Nepal
(v) Financial management of Nepali media

5. **Social Dimension of Management**
(i)   Mass Media and the Concept of Corporate Social Responsibility
(ii)   Media Ownership, Concentration and Journalistic Principles of Social Responsibility
(iii)   Media Enterprises and Public Interests

6. **Newsroom Management**
Journalist as a Manager
Time Management
Defining Roles and Mobilization of journalists
Managing Change (media industry should change along with people's change aspirations)

7. Media Management in Nepal

7.1 Management of Government Media
7.2 Management of Private Media Houses in Nepal
7.3 Management of Community Media in Nepal
7.4 Challenges before and Problems of Media Management in Nepal: Human Resources, Technology and Finance

[Guest Lectures (at least three events on some of these topics: Management and social responsibility; organizational communication and work modalities; corporate communication culture; media conglomeration and existence of local media, critical evaluation of Nepalese media management]

Assignments to be decided by the faculty concerned.

References

DuBrin, Andrew J. (2012). *Essentials of Management*. Ohio: Cengage Learning.

Albaran, Alan B., Chan-Olmsted, Sylvia M. and Wirth, Michael O. (Eds.). (2006). *Handbook of Media Management and Economics.* New Jersey: Lawrence Erlbaum Associates, Inc.

Tyson, Shaun. (2006). *Essentials of Human Resource Management.* Oxford: Elsevier

Jeffcut, Paul (ed.). (2004). *The Foundations of Management Knowledge:* London: Routledge.

Prince, Peter K. and Starr, Michael F. (2006). *Electronic Media Management.* Oxford: Elsevier.

Block, Peter, Southwell, Ron and Houseley, William. (2001). *Managing in the Media.* Oxford: Focal Press.

W. Parkman Rankin, The Practice of Newspaper Management

Herrick, Dennis F. (2003). *Media Management in the Age of Giants: Business Dynamics of Journalism.* Iowa: Blackwell Publishing Company.

Lavine, John M. and Daniel B. Wakeman. (year). *Managing media organization: effective leadership of media.* London, Longman.

MCJ 612 MC: **Thesis**

Introduction
The thesis is a major part of the master's course; for this reason, it carries six credits equivalent to 200 marks. It must be conducted under the supervision of an academically qualified resource person approved by the college. It allows students to conduct an extended investigation into a topic of their choice within the field of mass communication and journalism. It could be a major test of the academic skills and strength that the students have developed during their career to date on the Master's course in particular.

Learning Objectives
The module has the following learning outcomes

- To encourage students to develop their interest in particular aspects of mass communication and journalism.
- To encourage students to brainstorm into various research questions.
- To facilitate an environment for students to equip themselves through extensive review.
- To raise awareness of, and competence in, the use of academic and applied research methodologies.
- To enable the students to develop and demonstrate their ability to plan and organize an overall research design.
- To help them develop their critical and analytical power.

Submission of the Research Proposal
Students should submit their research proposals for the thesis within the second month of the fourth semester. There must be title, aims, research problem, context, methodology, indicative timetable and reference in the research proposal. The concerned college should provide necessary orientation to students for developing the research proposal. The college should approve students' appropriate proposals within the deadline and allocate expert supervisors within a week to guide them.

Components of the thesis
The thesis should contain minimum 15,000 words, including references but excluding appendices.

The candidates must follow the University-prescribed thesis structure though slight variations may be possible under the advice of the concerned supervisor.

Thesis Structure of MA MCJ prescribed by the university

Preliminaries

Title Page [Topic heading of the thesis]

Letter of Recommendation [to be prepared by the college]

Approval Sheet [to be prepared by the college]

Viva Voce Sheet [to be prepared by the college]

Declaration [Thesis candidates before the binding time must produce this statement to assure the thesis committee of their originality and honesty. The main purpose of this declaration page is to state the researcher has worked independently and honestly.]

Preface [with this you can open the gate of the thesis report. Briefly state what led you to take up the topic for your thesis and briefly mention how you have completed it. State the purpose of your research. It would be relevant to state the major hurdles and difficulties met during the research work at different stages.]

Abstract [Produce the juice of your thesis here. It's just a brief statement containing the essence of your thesis matter. State what you did, why you did it, how you did it, what you found and what you recommend. Try to maintain a length from 150-200 words.]

Acknowledgement [Although thesis is original by principle, the raw materials used for it are derived from varieties of sources. Similarly, various kinds of help are taken in the process. Any direct and indirect help and goodwill must be admitted and thanked. In other words, you express your recognition and appreciation to those who helped you during the process of research and writing.]

Table of Contents [It provides an overview of what lies in the thesis report. It indicates pagination as well.]

List of Tables/Charts/Diagrams/Graphs [Show the overview of the pagination of any tables, charts, diagrams and graphs used in the report body.]

Abbreviations [Show the overview of the pagination of abbreviations and their full forms used in the report body.]

[Body of thesis report]
1. Introduction [Here you have the duty to present the introductory remarks about your research. The introductory section will provide background information about the research issue, will clarify the proposed theme, state the specific or pinpointed research objectives, justify the theme involvement in it, refer to the relevant areas that the research outcome can relate to,

expose some major limitations or constraints of the study, and finally brief about the chapters sequentially.]

1.1 Background

[Go to foundations and roots of the problem. It even consults historical sources based on preserved information. It shows the relationships between the established patterns and the existing problems.]

1.2 Research Problem [It gives an overview of the research theme. It discusses the general dimensions of the research issue. It tries to focus the readers' attention on the particular matter interpreted in the research outcome.]

1.3 Objectives [Your overall vision of research will clarify your objectives. Research is a specific mission. One cannot reach or do everything. Human beings have limitations. Therefore, specifying one's thematic objectives is very important. The researchers may lose their path should the objectives be unclear. In essence, the specific research objectives mediated and constructed by the researchers can guide them to a logical end of their research mission. But note that research objectives must be compatible with the research methods.]

1.4 Rationale of the Study [Try to convince your audience why your research work matters for different individuals and institutions.]

1.5 Scope of the Study [Convincingly state that your research outcome will be useful in other sectors as well.]

1.6 Limitations of the Study [No research can be free from constraints. Admitting limitations is good. Informing the audience beforehand about the justifiable limitations is an act worth doing.]

1.7 Chapter Plans [Let the readers briefly smell what has been included in each chapter.]

2 Review of Literature [This section is for brief information about what particular methods you have used for gathering research information. The methods you use should match the objectives of your research.]

3 Methodology

4 Data Presentation and Analysis (In this section, present your facts and data obtained in the process of your research work and analyze and interpret them. No personal opinions. No bias. Expose implications of the research findings. Make vigorous efforts to draw the core underlying meaning out of the findings.]

5 Summary of Findings [Summarize the findings obtained from the data presentation and analysis section.]

6 Conclusion and Recommendations [Conclusion should be founded on the information contained in the body of the report. No new information should be included in the conclusion. It is a brief restatement of the research findings.]

References [This section is for systematically listing all the reference tools that you have used in the process of your research.

Appendices [Any additional material or supporting evidence should be put here so as to avoid the clumsiness in the body of the report. Primary data portion should be presented in the body of the report if it is not too lengthy. Please include the questionnaire in this section.]

Referencing System and Formats
Students should follow the APA (American Psychological Association) System.

Deadline of Submission of the Final Report
Students must defend their thesis within two years of the completion of their final semester University examination. If the thesis finalists can justify stating some valid causes in written form, an extension of one more year is possible. If they cannot submit their thesis even within the extended one-year period, **no other extension is allowed.**

Evaluation Process
There will be three-member evaluation committee comprised of the supervisor, the external expert appointed by the university and head of concerned department of the college. The committee evaluates the thesis on the basis of the student's written work and oral interview. The written work carries 70 percent and the oral interview carries 30 percent weightage.

The evaluation committee will specially focus on the following points while evaluating the thesis:
- Appropriateness of the topic for the Master's thesis
- Standards for the content of the research work under Development Communication
- Appropriateness of the methodology used
- Research design skills
- Originality
- Analytical skills
- Reflection of the range of the study particularly in the review of literature
- Quality of the research report
- Use of referencing system
- Overall consistency and organization of the report

Basic readings
Berger, Arthur Asa (1998). *Media Research Techniques*. New Delhi: Sage Publications.

Desai, Bandana and Potter Robert (eds.). (2006). *Doing Development Research*. New Delhi:Vistaar Publication.

Gunter, Barrie. (2000). *Media Research Methods.* London: Sage Publications.
Upreti, Tanka. (2010). Sanchar anusandhan: Paddhati ra abhyas (in Nepali), Lalitpur: Sajha Prakasan.

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

Humagain, D.R., Bhatta, K. & Adhikari, K. (eds.). (2007). *Midia 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*. California: Wadsworth.

Buddenbaum, J. & Novak, K. (2005). *Applied communication Research*. New Delhi: Surjeet Publication.

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Optional Subjects

Students need to choose two optional subjects listed in Group A and Group B. The two optional subjects must not be from the same group:

GROUP A			GROUP B		
S.N.	SUBJECT CODE	SUBJECT TITLE	S.N.	SUBJECT CODE	SUBJECT TITLE
1.	MCJ613JOU	Media and Gender	1.	MCJ614JOU	Development Journalism
2.	MCJ615JOU	Science and Environmental Journalism	2.	MCJ616JOU	Court Reporting
3.	MCJ617MC	Public Journalism: Theories and Practices	3.	MCJ618MC	International Communication and Comparative Journalism
4.	MCJ619MC	Alternative Media practices	4.	MCJ620NUM	Cyber Publishing

MCJ 613 MC Media and Gender

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

The objectives of the course:
- to make students aware of gender balanced press
- to acquaint them with gender concepts and gender friendly approach in media
- to encourage them to practice journalism with gender in focus
- to help them advocate the cause of gender balanced media practices
- to enable them to discuss analytically the gender issues

Specific objectives
- to help students develop concepts of gender, gender discrimination and gender equality
- to make them familiar with gender and media practices in Nepal
- to enable students produce media products from gender perspective
- to provide them with information on discriminating laws in Nepal
- to help them grasp the issue of violence against women in proper perspective and without gender bias

Course in details

1.Introduction to Gender concept   7hrs.

Patriarchy and its impact on media and other sectors of the society
Inequality in society
Gender discrimination
Discrimination and violence
Gender and Human Rights Treaties

2. Gender and Development   7hrs.

Gender inequality at work, Gender Gap in Wages
Women's health, and income economic activities
Gender and Compensation
Women and Authority

Women in Trade Unions

3.Media practitioners and the themes: Gender, Community, Globalisation and Nation
                                                                                    7hrs.

Women's Movement and status of women: a global scenario
Women's Movement and status of women: a national scenario of Nepal
Women's Movement and status of women: a SAARC scenario in Asia

4. Media and Gender: Trends and practices in Nepal   10hrs.

Images of men and women in Nepali media
Role of media in behaviour change, women's empowerment
Production of media programmes with gender equality content
(this is a practical theme and should be so taught that students can produce scripts for at least two programmes for newspapers or magazines, radio and TV each.)

5.Media and violence against women   5hrs.

"Women and Media" as per The Fourth World Conference on Women in Beijing
The Beijing Platform for Action (BPFA)
Abortion, Property Rights of Women

6.The Constitution of Nepal 1990 and Gender Equality, Reproductive Rights of Women
                                                                                    3hrs.
Forms of violence against women in Nepal: Rape, Domestic Violence, child marriage, witch -hunting polygamy
Girl Trafficking, Prostitution

7. Discriminatory laws in Nepal and their Impact on Women   4hrs.
Impact of Discriminatory laws
Initiatives and Challenges to Amend Discriminatory Laws
State Accountability and Obligation to Eliminate Discriminatory Laws

8. Women in Media   2hrs.
Nepali women in media
Media organizations and women

References

Barret Mary and Davidson, Marlyn J. (eds.). (2000). *Gender and Communication at Work.* Hampshire: Asgate Publishing Limited.

Jacobs, Susie, Jacobson, Ruth and Marchbank, Jennifer (ed.). (2000). *States of Conflict, Gender, Violence, and Resistance.* London: Palgrave MacMillan.

Kotthoff, Helga and Wodak, Ruth (eds.). (1997). *Communicating Gender in Context.* John Benjamins Publishing Company.

Sancharika Samuha. (2005). *Mother, Sister, Daughter: Nepal's Press on Women.* Kathmandu: Sancharika Samuha.

Tannen, Deborah. (1996). *Gender and Discourse.* New York: Oxford University.

MCJ 614 JOU Development Journalism

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

The objectives of the course:
- to make students familiar with the concept, trends and practices of development journalism
- to help students develop skills to interpret development schemes and flow information about them
- to equip students with capacity to undertake development journalism in its proper spirit and as a comfortable alternative to political journalism
- to inform students about the status of development journalism in Nepal against the background of development efforts at the national level
- to make the media conscious of their responsibility towards development activities in the country

Specific objectives:
- to inform students about the development concept and development awareness
- to enable students have development perspective in producing media products
- to enable students have communication perspective in development programmes
- to make students have a thorough study of development journalism
- to educate students about the development efforts in Nepal from communication point of view

1. Development: Concept
2. Dynamics of Development
3. Framework of Development (Dominant Paradigm, Passing models and New paradigm)
Theories with particular reference to communication components
4. Role of development journalism, practices in development journalism
- Development journalism in Third World
- Development journalism in Asia with special reference to SAARC
- Planned Strategy for Development Journalism
5. Tools and Techniques of Development Journalism
- Print, broadcast and new media

References

Kagina, Ruth (ed.). (2005). *Balancing the Development Agenda*. Washington: The World Bank.

Servaes, Jan (ed.). (2008). *Communication for Development and Social Change*. New Delhi: Sage Publications India Pvt. Ltd.

McMichael, Philip. (2004). *Development and Social Change: A Global Perspective.* New Delhi: Sage Publications India Pvt. Ltd.

Deneulin, Severine, Shahani, Lila (eds.). (2009). *An Introduction to Human Development and Capability Approach. Freedom and Agency.* London: Earthscan.

Mefalopulos, Paolo. (2008). *Development Communication Sourcebook: Broadening the Boundaries of Communication.* Washington: World Bank.

Alan, Fogel, King, Barbara J. Shankar, Stuart J. (2008). *Human Development in the 21st Century: Visionary Ideas from Systems Scientists.* Cambridge: Cambridge University Press.

McPhail, Thomas L. *Development Communication: Reframing the Role of the Media*.

Narula, Uma. (2004). *Development Communication: Theory and Practice*. New Delhi: Har-Anand.

Narula, Uma and Pearce Barnett. (1986). *Development as Communication: A Perspective on India.* Illinois: Southern Illinois University Press.

[*Also read human development reports and Nepal's Ninth and Tent Development Plan*]

MCJ 615 JOU Science and Environmental Journalism

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

MCJ 615 JOU Science and Environmental Journalism

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

Specific objectives
- to impart information on the conceptual framework on relation between science communication and development
- to inform the students about the latest state of reporting science, technology and environment
- to make themselves familiar with the current issues of the three sectors
- to teach journalistic skills of covering the three subjects
- to update the students' knowledge about the skills of handling the three sectors for journalistic purposes.

1. Science and Human Life   8hrs
1.1 Understanding the Meaning of Science: Science and Nature, Laws of Nature and Laws of Discovery
1.2 The Applications of Science and Human Development
1.3 Science, Technology and Society
1.4 Concept of Sustainable Development
1.5 Policies of Science and Technology in Nepal

2. Understanding Science Communication   10hrs.
2.1 Definitions
2.2 Rationale
2.3 Objectives
2,4 Limitations
2.5 Pre-requisites
2.6 Observation of Science Information Dissemination at global and local levels
2.7 Common Terminologies in Science Journalism
2.8 Skills in Science Journalism

3. Understanding Environment   10hrs.
3.1 Understanding the Core Meaning of Environment
3.2 Concept of Nature Conservation in the Human Society

3.3 Global Environmental Issues in Debate
3.4 A Human Right to Environment
3.5 Environmental Issues in Nepal
3.6 Environmental Policies and Laws in Nepal

4. Understanding Environmental Communication   **9hrs.**
hrs.
4.1 Definitions
4.2 Rationale
4.3 Objectives
4.4 Limitations
4.5 Pre-requisites
4.6 Observation of Environmental Information Dissemination at global and local levels
4.7 Common Terminologies in Environmental Journalism
4.8 Skills for Environmental Journalism

5. Science and Environmental Reporting Assignments   **8hrs.**
5.1 Science Reporting – 2
5.2 Environmental Reporting - 4
5.3 Technology Reporting – 2
(Concerned faculty members will assign particular assignments and monitor the output and provide feedback.)

References

Vilanilam, John. V. (1993). *Science Communication and Development*. London: Sage.

Cambell, Norman. (1991). *What is Science*? London: Methuen & Co. Ltd.

Yearley, Steven. (2005). *Making Sense of Science: Understanding the Social Study of Science.* London: Sage Publications.

Acharya, Keya and Noronha, Frederick. (2010). *The Green Pen: Environmental Journalism in India and South Asia*. New Delhi: Sage Publications India Pvt. Ltd.

Hiskes, Richard P. (2009). *The Human Right to a Green Culture. Environmental Rights and Intergenerational Justice.* Cambridge: Cambridge University Press.

Frome, Michael. (1998). *Green Ink: An Introduction to Environmental Journalism.* Utah: University of Utah Press.

Kirby, Alex. (?). *Kick the Habit: a UN Guide to Climate Neutrality.* New York: UNEP.

Ward, Burd. (2008). *Communicating on Climate Change: An Essential Resource for Journalists, Scientists, and Educators.* Rhode Island: Metcalf Institute for Marine & Environmental Reporting.

Asian Forum of Environmental Journalists, United Nations. Economic and Social Commission for Asia and the Pacific. (1988). *Reporting on The Environment: A handbook for Journalists*. Singapore: AFEJ.

Cox, Robert. (2010). *Environmental Communication and the Public Spher*e. New Delhi: Sage Publications India Pvt. Ltd.

Friedman, Sharon M. (1986). *Scientists and Journalists: Reporting Science as News.* (?): Free Press.

Further Readings

News Reporting: Science, Medicine and High Technology, Ames, Jawa, Iowa State University Press

Santos, Filipe Duarte. (2012). *Humans on Earth: From Origins to Possible Futures.* New York: Springer.

Kemp, David D. (2004). *Global Environmental Issues: A Climatological Approach.* London: Routledge.

Light, Andrew and de-Shalit, Avner. (2003). *Moral and Political Reasoning in Environmental Practice.* Cambridge: MIT Press.

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MCJ 616 JOU Court Reporting

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

Objectives of the course:
- to help students develop media practices with legal perspective
- to provide students with appropriate knowledge of laws and their application
- to enable students to look at issues from the view-point of rule of law
- to encourage students to cover courts from the perspective of mass media
- to motivate students to cover crime in –depth in a standard manner with a sense of responsibility

Specific objectives:
- to make students educated about the legal practices from media-point of view
- to inform students about various ways of covering crime in the society
- to help students explore possibility of covering courts appropriately for the public
- to make students familiar with the status of crime reporting in Nepal
- to help students develop a standardized style of covering the courts particularly the crime

The course has been divided into four sections:

A. The Media and the law

B. Crime Reporting

C. Media and the Courts

D. Crime reporting in Nepal: some 4 crime cases handled by the Supreme Court and the media between 2000 and 2002 with special reference to the following (the teacher concerned could specify them):

- beginning
- the issue
-how court handled the case
-how media handled the case
-how the media could have better handled the case
-the media perspective of the case
-the court perspective of the case
- lessons to be learnt from the case

The objectives of the course:
- to enable students handle courts cases properly for professional presentation in the media
- to inform them about principles and philosophy behind laws which determine court cases
- to prepare students for handling news on crime with responsibility
- to help them explore in the courts the potentiality of media products useful for citizens
- to develop in the media a legal perspective of issues related to State and citizens

1. Media and the Laws   16hrs.

1.1 Freedom – and responsibiity
1.2 Reputation and Libel
1.3 Court activism and Media activism
1.4 The media person and the law
1.5 The right to gather information and the right to circulate
1.6 The right to everyone's best evidence/confidential news
1.7 Defenses against libel
1.8 Partial defenses against libel
1.9 The right of privacy, reporting and privacy invasion

2. Media Laws and National Security   5hrs.

2.1   National security dimension in court reporting
2.2 The official secrets Act
2.3 Prior restraints on publication and broadcasting and the responsibility after the publication and broadcasting

3. Crime Reporting   10hrs.

3.1 Sources of crime news
3.2 Policies in crime news
3.3 Crime reporters
3.4 How crime reporters work
3.5 The crime story
3.6 Guide to crime reporting
3.7 Civil unrest
3.8 Civic issues and the court
3.9 Sex cases and the obscenity

4. Media and the courts   8hrs.

4.1 Their status, functioning, decision – making
4.2 Court proceedings, Defamation, The Contempt issue
4.3 The judicial pyramid in Nepal and handling of crime cases
4.4 How courts are covered by media
4.5 How crime cases are covered
4.6 Trial stories: free press vs fair trial
4.7 Juvenile delinquency

5. Review of Court News (*as assigned by the concerned faculty member*)   6hrs.

References

Alexander, S. L. (2003). *Covering the Courts: A Handbook for Journalists.* Oxford: Rowman & Littlefield Publishers, Inc.

Dahal, Kashi Raj. (2002). *Aamsanchaar ra kaanoon* (Mass Communication and Laws). Kathmandu: Nepal Press Institute.

Dahal, Ram Prasad and Sharma, Subash. (2008). *Kanooni samachar (*Legal News). Kathmandu: Freedom Forum.

Dahal, Taranath and Ghimire, Rishiraj (eds.). (2013). *Sarbochcha bata bhayeka suchana tatha sanchar sambandhi phaisalaharu* (Supreme Court Verdicts on Information and Communication Issues – second edition). Kathmandu: Freedom Forum.

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

Hindman, Elizabeth Blanks. (1997). *Right Vs. Responsibilities: The Supreme Court and the Media.* Connecticut: Greenwood Press.

Nepal Government. (2007). The Interim Constitution of Nepal. Kathmandu: www.lawcommission.gov.np.

Okrent, Cathy J. (2009). *Legal Terminology for Transcription and Court Reporting* New York: Cengage Learning.

Watson, John C. (2008). *Journalism Ethics by Court Decree: The Supreme Court on the Proper Practice of Journalism.* New York: LFB Scholarly Publishing LLC.

MCJ 617 JOU Public Journalism: Theory and Practices

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

The objectives of the course:
- to help students have concepts of public service journalism as a tool to promote the public communication practices
- to inform students about the principles, trends and practices of public service journalism
- to help students develop the spirit of using journalism for public services
- to make students aware of media practitioners' duty towards society, citizens, their health and social cause
- to enable students create media products for the broad public service

Specific objectives:
- to inform students about the importance of public service journalism for public communication
- to develop a sense of public service in the practice of media profession
- to make students familiar with methods of campaigning for public cause through media
- to educate students about the areas of public service journalism
- to enable students to analyse the public service journalism in various countries of Asia

1. Introduction to Public Journalism   5hrs.
1.1 Concept of Public Journalism
1.2 Emergence of Public Journalism
1.2 Rationale of Public Journalism
1.4 Functions of Public Journalism

2. Principles of Public Journalism: Philosophical Foundations   10hrs.

2.1. Elements of Journalism: Journalism's first obligation to truth; first loyalty to citizens, verification as journalism's essence; Journalism as an independent monitor of power; journalism as a forum for public criticism and compromise; Comprehensive and Proportional Representation; Exercising self-conscience; Effective Presentation
2.2 Statecraft and Statesmanship: Major Qualities of Political Leadership
2.3 Social Responsibility Approach
2.4 The Buddhist Theory of the Noble Eightfold Path
2.5 Immanuel Kant's Categorical Imperative
2.6Utilitarianism
2.7 Egalitarianism
2.8 Marxist Approach
2.9 Religion: Use of Essential Norms and Values for Social Transformation
2.10 Pragmatism

3.   Major Parameters of Public Journalism   10hrs.

3.1 **Moral transformation**: Moral Strength in Democracy; Moral Empowerment of citizens for a Happy Society; Moral Crisis the Primary Root of Other Crises; Moral Sense of Responsibility as the Greatest Tool to Control Crimes; Honesty as the Best Policy;

3.2. **Political Transformation**: Politics as a Science of Public Wellbeing; Scientific politics; Collectivism vs Individualism; Political Wisdom; Statesmanship; People as Leaders' University for leadership development; Transparency of Politics and Political Credibility; Political Management

3.3 **Economic Transformation:**

3.4 **Social Transformation**

3.5 **Religious Transformation**

3.6 **Cultural Transformation**

4. Major Areas of Public Journalism   12hrs.

4.1 Public Money and Character of Governance

4.2 Public Right to Food and Shelter

4.3 Public Security (Right to Life)

4.4 Public Education (education as a human right; Education for All;)

4.5 Public Health (health as a human right; maternal health; child health, hygiene and sanitation)

4.6 Social Security (Rationale of Social Security; Long-term impact of social security)

4.7 Public Transport: Public Transport for Public Good; Public Transport and National Productivity

4.8 Consumer Rights

5. Tools of Public Journalism   8hrs.

5.1 Front Pages

5.2 Editorials

5.2 Columns

5.3 Comments

5.4 Op Ed Page

5.5 Letters to the Editor

5.6 Television news bulletins

5.7 Television talk shows

5.8 Radio news bulletins

5.9 Radio talk shows

5.10 online portals

[The concerned faculty member should issue relevant class assignments to enhance students' critical and analytical capacity.)

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Blumler, Jay G. and Gurevitch, Michael. (1995). *The Crisis of Public Communication*. London: Routledge.

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Chomsky, Noam. (1999). *Profit Over People: Neoliberalism and Global Order.* New York: Seven Stories Press.

Coleman, Stephen and Ross, Karen. (2010). *The Media and the Public: 'Them" and "Us" in Media Discourse.* West Sussex: Wiley-Blackwell.

Craig, Geoffrey. (2004). *Media, Politics and Public Life*. New South Wales: Allen & Unwin.
Daily, Catherine A. (2008). *Implementing public journalism in newspaper newsrooms.*

ECMT. (2006). *Improving Transport Accessibility for All: Guide to Good Practice.* Paris: ECMT.
Eksterowicz, Anthony J. and Roberts, Robert N. (2000). *Public Journalism and political knowledge.* Boston: Rowman & Littlefield Publishers, Inc.

Glasser, Theodore Lewis (ed.). (1999). *The idea of public journalism*. New York: Guildford Publications, Inc.

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Habermas, Jurgen. (2005). *Democracy and the Public Sphere.* London: Pluto Press.
Haynes, Jeff (ed.). (2001). *Democracy and Political Change in the 'Third World'*. London: Routledge.

Iggers, Jeremy. (1999). *Good News, Bad News: Journalism Ethics and the Public Interest.* Oxford: Westview Press.
Kovach, Bill and Rosenstiel, Tom. (2001). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. New York: Crown Publishers.

Lambeth, Edmund B., Meyer, Philip E. and Thorson, Esther. (1998). *Assessing Public Journalism*. Columbia: University of Missouri Press.

Lange, Hellmuth and Meier, Lars. (2009). *The New Middle Classes: Globalizing Lifestyles, Consumerism and Environmental Concern.* New York: Springer.

Laura, Chapman and West-Burnham, John. (2010). *Education for Social Justice: Achieving Wellbeing for All.* London: Continuum International Publishing Group.
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Nichols, Sandra L. (2003). *Public Journalism: Evaluating the Movement's Trajectory Through Institutional Stages of Development in the Journalistic Field*. Wisconsin: University of Wisconsin-Madison.

Rao, Digumarti Bhaskara (ed.). (1999). *Education for All: the Global Consensus.* New Delhi: APH Publishing Company.

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Simpson, Barry J. (1994). *Urban Public Transport Today.* London: E & FN Spon. Wisconsin: University of Wisconsin-Madison.

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MCJ 618 MC International Communication and Comparative Journalism

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

Objectives:

The course intends

    a) To understand the principles and practice of journalism in the context of international media system and the developing societies of the world

    b) To impart knowledge about the global communication structures and functions

    c) To consider the economic and political factors which underlie the communications structure

Course Content

Unit One

Introduction to International Communications

a) Meaning and philosophies of International Communication

b) Evaluation of the world systems in relation to the global media

Unit Two

International Flow of Communications and Development

a) Free flow of information debate

b) Non-Aligned movement (NAM) and demand for New World Information and Communication Order (NWICO)

c) Sean MacBride Commision and its recommendations

d) Division between the world

e) Contra-flow in the global media

Unit Three

The Economics of the International Communication

a) Shifting in economic thoughts, Basics of Classical, Neo-classical, Keynsian and Monetary Economics

b) Deregulation, market- based economy and their impacts on global media

c) International advertising

d) Media ownership and concentration

e) Sources of media income and their effect on content

Unit Four

New Technology and Communication

a) Major information revolutions in the world

b) Major technological innovations and their impact on global journalism

c) Control over communication infrastructures

d) Practices and promises of Web Journalism

Unit Five

Studying Global Journalism

a) Leading theoretical approaches in global communication research including Modernization Theory, Dependency Theory, Structural Imperialism, Hegemony, Critical Theory, The Public Sphere, Theory of Information Society and Cultural Studies Perspectives

b) Influence of Global media on culture: Opportunities and challenges; issues of cultural imperialism; acculturation; multiculturalism; globalisation; localisation and hybridity

c) Freedom of expression in international law

Unit Six

Philosophy and Production Process of Global News Contents

a) News values and world views
b) News production process
c) The politics of the world's prime news makers
d) Reporting different continents or regions of the world

Unit Seven

International Journalism Practices in SAARC Countries

a) Study of most reported issues such as terrorism, drug trafficking and human trafficking
b) Working environment for international journalists
c) The trends of sparse and omission in coverage of global media
d) Problems within the region and better South Asia

Basic Readings

Boyd-Barrett, O. And Rantanen, T. (eds) (1998) *The Globalization of News*, London: Sage.

Ginneken, J. V. (1998) Understanding Global News-A Critical Introduction, London,:Sage.

Narula, U. (2005) *Communication Perspectives-Cultural Diffusion: Dynamics and Challenges,* New Delhi: Har-Ananda Publications.

Stovall, J. G. (2004) *Web Journalism-Practice and Promise of a New Medium*, USA:Pearson

Thussu, D. K. (eds) (2010) *International Communication: A Reader*, London, New York: Routledge .

Thussu, D. K. (2007) *Media on the Move- Global Flow and Contraflow*, London, New York: Routledge .

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Further readings

Hamelink, C. (1994) *The Politics of World Communication*, London,:Sage.

Hebert, J. (2001) *Practising Global Journalism-Exploring Reporting Issues Worldwide*, Focal Press.

Mowlana, H. (1997) *Global Information and World Communication*, London: Sage.

Webster, F. (1995) *Theories of Information Society*, London:Routledge.

MCJ 619 MC Alternative Media Practices

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

Community Journalism

Objectives of the course:
- to enable students have a perspective of alternative media
- to inform them about the use and practice of community journalism
- to educate them about the special way of community newspapers, and radio
- to explore the status of the traditional media specially folk media
- to help the students have an alternative dimension of mass media

Specific Objectives
- to make students familiar with the traditional media
- to make students informed about the complementary or alternative functions of some media particularly community journalism
- to enable them to explore the possibility of modernizing traditional media
- to impart information about various types of complementary media
- to let them have the field study of alternative media

UNIT 1
1.   Introduction to Alternative Media   6hrs.
1.1 Conceptualizing Alternative Media
1.2 Historical Background of Alternative Media
1.3 Rationale of Alternative Media
1.4 Perspectives of Alternative and Radical Media

2.   Forms of Alternative Media   12hrs.

2.1 Folk Media: Utility, Practices, Relevance
2.2 Mobile Singers
2.3 Audio Tower
2.4 Bill Boards
2.5 Wallpapers
2.6 Festival Shows
2.7 Theater
2.8 Street Theater
2.9 Puppetry

3.   Theories of Alternative Media   15hrs.

3.1 Marxism and Alternative Paradigm of Media
3.2   Approaches to Alternative Media
3.3 Social Media as Alternatives to the Mainstream
3.4 Alternative Journalism and Ethnic, Minority and Religious Issues
3.5   Alternative Features of Community Media
3.6   Student Media Practices

4. Alternative Media in Nepal   **6hrs.**

4.1   Traditions of Alternative Media in Nepal
4.2   The Majority as Minority and the Concept of the Voice of the Voiceless
4.3   Status of Local Print and Broadcast Media and the Question of Their Alternative
Representation
4.4   Mainstream Media and Alternative Contents
4.5   Alternative Media Practices Through Documentary-making

5. Analysis of Three Cases of Alternative Media and Journalism in Nepal   **6hrs.**

References

- Atton, Chris. (2002). *Alternative Media*. London: Sage Publications.

- Bailey, Olga Guedes, Cammaerts, Bart and Carpentier, Nico. (2007). *Understanding Alternative Media*. New York: Open University Press.

- Waltz, Mitzi. (2005). *Alternative and Activist Media.* Edinburgh: Edingurgh University Press.

- Coyer, Kate, Dowmunt,Tony and Fountain, Alan. (200). *The Alternative Media Handbook.* London: Routledge.

- Couldry, Nick and Curran, James. (2003). *Contesting Media Power: Alternative Media in a Networked World.* Oxford: Rowman & Littlefield Publishers, Inc.
- Wilmore, Michael. (2008). *Developing alternative media traditions in Nepal*. Kathmandu: Martin Chautari.

- Wilmore, Michael. (2009). *Developing Alternative Media Traditions in Nepal*. Kathmandu: Martin Chautari.

- *Other Relevant publications and websites.*

MCJ 620 NUM Cyber Publishing

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

It is a 25 percent theoretical and seventy five percent practical study.
The evaluation pattern is: 25 percent objective question and 75 percent practical test.
40 percent marks have been allocated for internal test and 60 percent for University exam.
Objectives of the course:
- to inform students about the basics of cyber publishing and its link with communication
- to transmit skills of cyber publishing, text formatting for media and general users

- to help students understand Web architecture, Site's policies, Writer's penmanship
- to develop understanding of dot.com communities and their impact on communication sector
- to help students have the grasp of emerging relation between cyber citizenry and media

Specific objectives
- to enable students have overall understanding of cyber publishing
- to expose students to the world of digital audio representation
- to acquaint students with video technology
- to inform them about high definition television, and desktop computing

MCJ 620 NUM Cyber Publishing

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Project	Practical	
3	1	20	32	8	40	20	100

This syllabus is designed with the objective that students going through this course will be able to use computer as a tool for the following purposes.:
- Research and Collaboration for content

- Development of content

- Publishing of content

So the course will focus fully on tools and tool chains available for computers that will aid the students in the above mentioned tasks.

Basic Theory:

1. About Fonts
ASCII, UNICODE, Internationalization, Localization   (1 Lecture + 2 practicals)

2. Monitor Display vs Printing (Color models --> rgb, cmyk, hsv)   (1 Lecture)

3. Web browsers what they do, how they render content, introduction to css, introduction to html
                                                                         (1 Lecture)

4. Servers

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what they do, how they serve content   (1 Lecture)

5. Mobile networks
what they do, how they serve content   (1 Lecture)

6. Types of content and data formats (text vs binary) Prac : audio, video, text, text binary

                                                        (1 Lecture)

7. Research and Collaboration   (2 Lectures + 6 practicals)

        -- How to conduct research through Internet

        -- Search strategies

        -- Using email for verification and permissions

        -- Communication for Collaboration

        -- Tools to Learn : Zotero, Scrapbook - for research organization

                        : Thunderbird, Wiki for Collaboration (suggested tool mediawiki)

                        : Fring, Skype, Pigdin

8. Development of Content   (2 Lectures +
7 practicals)

        -- Arranging content from various media

        -- Integrating audio and video contents

        -- Podcast

        -- Photo Gallery

        -- Video Gallery

        -- Tools to Learn : Audacity - for audio and podcasts

                        : Pitivi - for video

                        : Digikam - for photos

                        : Imagination - for photo slideshow

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9. Publishing of Content   (2 Lectures + 9 practicals)

    -- Publishing to Web

        -- Publishing through own website

        -- Publishing through other well known sites

    -- Publishing to Mobile Media

    -- Sending to Print

    -- Tools to Learn : Scribus - for printing to press

     : Wordpress - for personal web site

     : Flickr - for photos

     : Youtube, Google Video - for videos

     : Facebook - for integrated publishing

     : FourSquare - for travelogue

10. Social Web as a tool for journalist and mass communication media   (1 Lecture)

    → Twitter, Facebook, Youtube, FourSquare, Gowalla

11. Disaster Management   (1 Lecture + 1 Practical)

    -- This class to be run in coordination with OTRC and HLCIT

Lab Works:
- A complete four page electronic paper published in Internet.
- A case study on complete News portals. Examples, www.cnn.com, www.bbc.co.uk, www.foxnews.com, www.abcnews.com, www.nepalnews.com, etc.
- A case study on various technologies used in news presentation in Internet. Eg: news ticker, news reader etc.

Evaluation Procedures
1. Internal Examination (Theoretical + Practical) 40 [80% theoretical + 20% practical)
2. Final Examination in the form of Final Project Work based on Internet exploration 40

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3. University-supervised Practical   20

References

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Pfiffner, Pamela. (2003). *Inside the Publishing Revolution. The Adobe Story.* California: Peachpit Press.

Salwen, Michael B., Bruce, Garrison and Driscoll, Paul D. (2005). *Online News and Public.* London: Lawrence Erlbaum Associates, Inc.

Lemay, Laura and Colburn, Rafe. (2003). *Teach Yourself Web Publishing with HTML and XHTML in 21 Days.* Indiana: Sams Publishing.

Web References

Collaborative Futures : http://en.flossmanuals.net/collaborativefutures/

Wordpress   : http://en.flossmanuals.net/wordpress

Audacity   : http://en.flossmanuals.net/audacity/

Zotero   : http://www.zotero.org/support/

Translation   : http://en.flossmanuals.net/opentranslationtools

MCJ 621MC: Audiovisual Project   3 Cr.

[This paper is geared towards motivating aspiring students to make a short documentary. Students interested in this option must choose one more subject from Group A or B. The Audiovisual Project, in line with the documentary norms, must be minimum 15 minutes in duration; it must be accompanied by a 1,000-word report containing an **Abstract**, the **Introduction**, the **Rationale**, a few specific **Objectives**, and a **Summary of Findings** available in the documentary**.]**

MCJ 622 MC: Photo Storytelling   3 Cr.

[This paper is geared towards motivating aspiring students to sharpen their photojournalism and photographic skills in using photos instead of words to effectively tell stories about various themes. Those interested in this option must choose one more subject from Group A or B. The project, in line with the journalistic norms, must contain minimum 50 photos (of applicable sizes) that communicate logically about a chosen theme; it must be accompanied by a 1,000-word report containing an **Abstract**, the **Introduction**, the **Rationale**, a few specific **Objectives**, and a **Summary of Findings** available in the series photographs.]

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