

## Curriculum for Four-year Bachelor Level

# Journalism and Mass Communications



मानविकी तथा सामाजिक शास्त्र  
दैनिकी कार्यसिख  
वि. वि., कीर्तिपुर

प्राज्ञिक परिषद्को कार्यालय  
कीर्तिपुर  
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# Journalism and Mass Communications

Bachelor level curricula of journalism and mass communications under Tribhuvan University have undergone significant changes over the years. It has been modified to address the changing global as well as domestic media landscape from the beginning to a two-year programme in the 1980s. In the 1990 the course was upgraded to a three-year annual programme. Furthermore, from 2001 higher level of education on journalism and mass communications has been extended.

The University, in order to strengthen overall journalism and mass communication education in the country, has launched the four year bachelor degree course from the year 2019. The objective of the four years' journalism and mass communications education is to address the changing media landscape around the world. The students after completing this course will be able to comprehend and to address specific knowledge, skills of journalism and mass communications. In the broader spectrum this study also aims to apply the knowledge and skills of different levels human communication.

Some details of this Bachelor's course are as follows:

## Course Features

The main goal of this course is to acquaint students with the basic concepts and theoretical approaches to role of media and mass communication theories.

## Specific Objective

To enable students to explain the key concepts of and approaches to the importance of studying journalism, mass media including social media and mass communication in the historical, as well as its conceptual perspectives.

## Course Objectives

The course aims to enable students:

To explain the key concepts and explain the importance of studying journalism, mass communication and social media in relation to mass media institution;

To apply journalistic principles and have an insight into media issues arising out of the practical field of journalism;

To gain an understanding of development of media institution in its historical, legal and ethical perspective;

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Prof. Prasad

Central Department of Journalism & Mass Communication

To familiarize students with the nature and scope of media organization and management issues with special reference to social forces surrounding them;

To identify major trends in national and global media landscape with reference to social media and online journalism.

### **Elective Papers**

Journalism and Mass Communications (JMC 410) for non-major journalism students to acquaint them with the basic concepts, theory, principles, practices and history of journalism and mass communications as well as social media.

**Optional subjects have been introduced in the course with specific objectives as follows:**

Broadcast Journalism (JMC 426) aims at imparting the knowledge and experience based on both principles and practices of radio and television journalism, programme production and their application through internship and practical works on radio and television.

New Media and Online Journalism (JMC 426) aims at imparting the knowledge and experience based on both principles and practices of new media including online journalism, social media and their application through internship and practical works on online media.

Photo Journalism (JMC 426) aims at providing knowledge and understanding of photo journalism and demonstrating the applications of principles of photography, photo journalism, and visual reporting skills. It gives the students with know-how of capturing the moments through photography and understanding of visual reporting for print and online journalism through internship and practical works.



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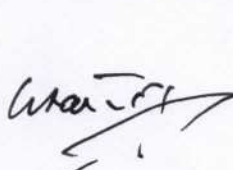
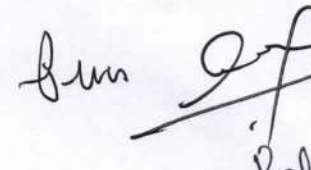


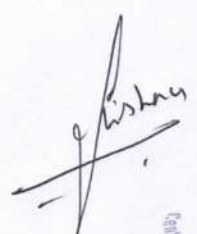
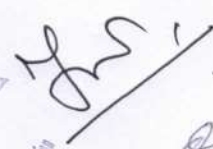
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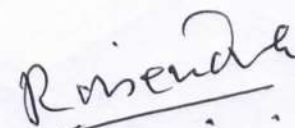
**2019**  
**Tribhuvan University**  
**Faculty of Humanities and Social Sciences**  
**Four-year Bachelor Course in Journalism and Mass Communication**

| Paper | Code No. | Title                                                                       | Full   | Marks     |
|-------|----------|-----------------------------------------------------------------------------|--------|-----------|
|       |          |                                                                             | Theory | Practical |
| I     | JMC-421  | <u>Compulsory Paper</u><br>Introduction to Mass Media and Communications    | 70     | 30        |
| II    | JMC-422  | <u>Compulsory Paper</u><br>Principles and Practices of Journalism           | 70     | 30        |
| III   | JMC-423  | <u>Compulsory Paper</u><br>Media History, Law and Ethics                    | 70     | 30        |
| IV    | JMC-424  | <u>Compulsory Paper</u><br>Basics of Media Research                         | 70     | 30        |
| V     | JMC-425  | <u>Compulsory Paper</u><br>Introduction to Public Relations and Advertising | 70     | 30        |
| VI    | JMC -410 | <u>Elective Papers</u><br>Journalism and Mass Communications                | 70     | 30        |
| VII   | JMC 426  | <u>Optional Paper</u><br>Broadcast Journalism                               | 70     | 30        |
| VIII  | JMC 426  | <u>Optional Paper</u><br>New Media and Online Journalism                    | 70     | 30        |
| "     | "        | <u>Optional Paper</u><br>Photo Journalism                                   | 70     | 30        |









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 दिनको कार्यालय  
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# Introduction to Mass Media and Communications

**Compulsory Paper**

**Paper:1**

**JMC-421**

**Full Marks: 100**

**Full Marks for Theory: 70**

**Pass Marks for Theory: 24.5**

**Full Marks for Practical: 30**

**Pass Marks for Practical: 12**

**Lecture Hours: 150**

## Objective of the Course

The overall objective of the paper is to impart knowledge on the evolution of human communication, mass communication and the means of mass communication and to explain the nature, scope and provide a brief history and key features of mass media and communications.

## Course of study in detail

| Unit       | Unit title and breakdown                                                                                                                                                                                                                                                                                                                                          | Teaching hours |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>I</b>   | <b>Introduction to Communication and Media</b><br><br>Defining communication, components of human communications, mass communication and communications: levels of communication: intrapersonal, interpersonal, group, public organizational and mass communication; models of communication, origin and evolution of mass media: print, broadcast and new media. | 25             |
| <b>II</b>  | <b>New Media and Social Media</b><br><br>Evolution of new media, distinctions between social media and mass media; salient features of social media; recent trends in social media                                                                                                                                                                                | 20             |
| <b>III</b> | <b>Mass Media as Social Institutions</b><br><br>Nature, perception and Functions of mass media institution ; driving force of fundamental rights; media as a platform for enabling participatory democracy; media for diversity; media as a                                                                                                                       | 20             |

|            |                                                                                                                                                                                                                                                                                                                   |    |
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|            | social mobilizer and industrial enterprise .                                                                                                                                                                                                                                                                      |    |
| <b>IV</b>  | <b>Mass Media, Culture and Society</b><br><br>Understanding relation of mass media, society and culture: continuum, maintenance and reformation; unity in diversity: role of media in the development and creation of social harmony.                                                                             | 20 |
| <b>V</b>   | <b>Applied Communication</b><br><br>Communication for various spheres: public, private and cooperative: structure of organisational communication; selected cases of social service and business communication; applied knowledge and skills of verbal and non-verbal communication and networking communication. | 20 |
| <b>VI</b>  | <b>Media Literacy</b><br>Concept and elements of media literacy: scope, purpose and practices.                                                                                                                                                                                                                    | 15 |
| <b>VII</b> | <b>Practical Exercises on Communication Process and Media Issues</b>                                                                                                                                                                                                                                              | 30 |

### Recommended Books

Devkota, G. (2059). Nepalko Chhapakhana Ra Patrapatrikako Itihas. Kathmandu: Sajha

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

Kamath, M.V. (1996). Professional Journalism. New Delhi: Vikas Publishing House.

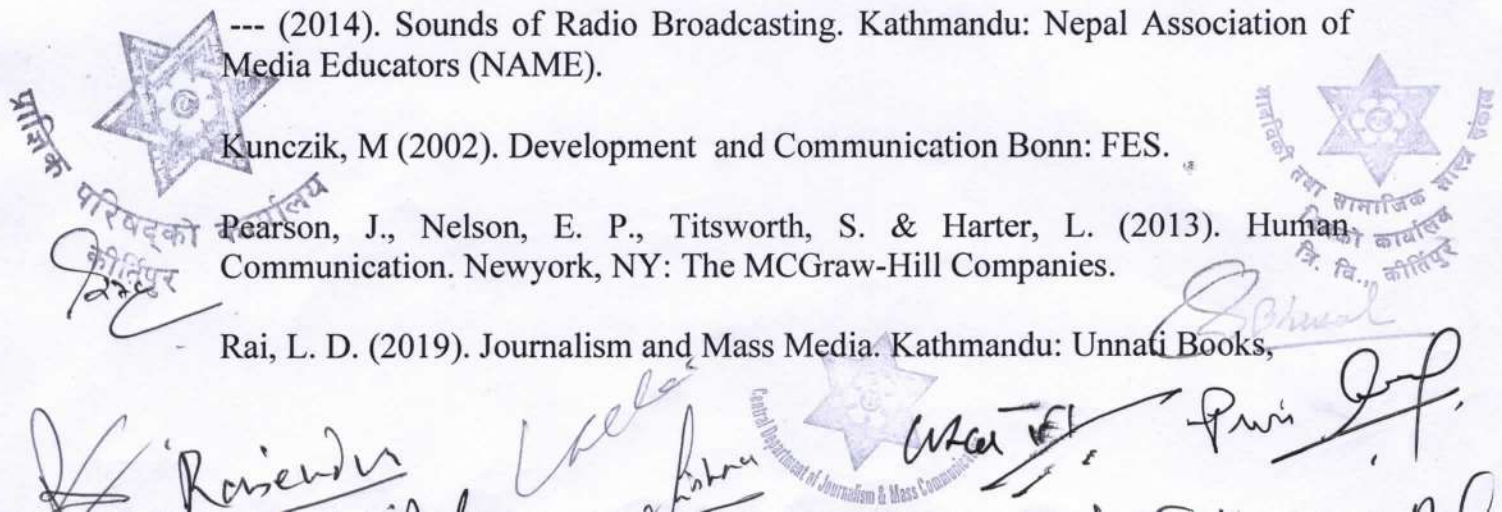
Kharel, P. (2014). Dimension of communication. Kathmandu: NAME Publication.

--- (2014). Sounds of Radio Broadcasting. Kathmandu: Nepal Association of Media Educators (NAME).

Kunczik, M (2002). Development and Communication Bonn: FES.

Pearson, J., Nelson, E. P., Titsworth, S. & Harter, L. (2013). Human Communication. Newyork, NY: The MCGraw-Hill Companies.

Rai, L. D. (2019). Journalism and Mass Media. Kathmandu: Unnati Books,



# Principles and Practices of Journalism

Paper: II  
JMC-422

Full Marks: 100  
Full Marks for Theory: 70  
Pass Marks for Theory: 24.5  
Full Marks for Practical: 30  
Pass Marks for Practical: 12  
Lecture Hours: 150

## Objective of the Course

To enable students to understand the principles and practice of professional journalism, particularly, key concepts on the journalistic process, including gathering, reporting, production, presentation and dissemination of news reports and comments etc related to news reports.

## Course of study in detail

| Unit | Unit title and breakdown                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Teaching hours |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| I    | <b>Introduction to Principles of Journalism</b><br><br>Journalism defined; origin and evolution of journalism; duties and accountabilities of a journalist; defining news; determinants of news; concept of reporting and editing;<br>5 Ws; lead and body; news writing for print, radio, television and online media; concept of hard news and soft news; human interest and features stories; maintaining accuracy and fairness in journalism; some forms of reporting: interpretative, depth, and investigative. Global Journalism practices | 30             |
| II   | <b>Dynamics of Journalism</b><br><br>Impact of news in society: some appropriate cases of news and events from Nepal and abroad, impact of news agencies news and feature services. Requisites of Advanced journalism practice.                                                                                                                                                                                                                                                                                                                 | 10             |
| III  | <b>News Sources and Cultivation</b><br><br>Sources of news: verification and cross-verification; cultivation - protecting and promoting- of news sources; ethical considerations while                                                                                                                                                                                                                                                                                                                                                          | 10             |



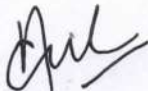
|             |                                                                                                                                                                                                                                                                                                                                                                                      |    |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|             | dealing with sources; press conference and interview as news sources.                                                                                                                                                                                                                                                                                                                |    |
| <b>IV</b>   | <b>News Reporting and Writings</b><br><br>News reporting: techniques of findings and collecting news; interviewing: prerequisites of a good interview, different forms of interview; angling and writing news; news features for print, broadcast and online media; nose for news: observation, news presentations, interview and use of documents including online based resources. | 20 |
| <b>V</b>    | <b>News Editing</b><br><br>Editing skills: appropriate order, emphasis on news judgment, fairness, accuracy, editorial balance, grammar, style, language fluency, legal concerns and ethics in the newsroom; writing headlines and cutline; ethical considerations in editing and maintaining deadline.                                                                              | 20 |
| <b>VI</b>   | <b>Editorial and Opinion</b><br><br>Writing an editorial for print: structure and basic elements; opinion: opinion-article, column, persuasive communication, letter to the editor, gossip writing; talk-shows in radio and TV.                                                                                                                                                      | 10 |
| <b>VII</b>  | <b>Graphics, Layout and Design</b><br><br>Basics of graphics and design: an overview from print to online media; photography and fundamental nature and feature of photo-journalism; concept of visual aspects from print to web-based journalism; cartoon and illustration as editorial expression.                                                                                 | 20 |
| <b>VIII</b> | <b>Practical Works: Classroom as Newsroom:</b><br><br>Reviewing published news: evaluating news and recommendation for improvement.<br><br>Holding seminar on media practices. Laboratory work and field experiences on news reporting and writing.                                                                                                                                  | 30 |

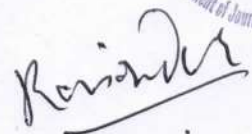
#### Recommended Books

Aryal, K. (2018). Nepalma kartoonekalako itihās. Kathamāndu: Nepal Fine Arts Academy.

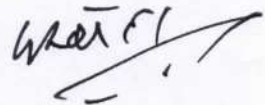
Devkota, G. (2059). Nepalko Chhapakhana Ra Patrapatrikako Itihās. Kathamāndu: Sajha


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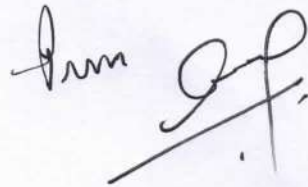
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Prabal 

## Media History, Law and Ethics

**Compulsory Paper**

**Paper: III**

**JMC: 423**

**Full Marks: 100**

**Full Marks for Theory: 70**

**Pass Marks for Theory: 24.5**

**Full Marks for Practical: 30**

**Pass Marks for Practical: 12**

**Lecture Hours: 150**

### Course Objectives

- To acquaint students with history, policy, law, ethics, organization and management of journalism and mass media.
- To enhance theoretical knowledge and understanding of students regarding laws, ethics and functioning of media.
- To equip students with critical knowledge on prospects and challenges of democratizing media, and making them responsible for broader social welfare.
- To develop practical skills in identifying the issues of media laws and ethics.

### Course Content:

| Unit | Unit title & breakdown                                                                                                                                                                                                                                                                                | Teaching hours |
|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| I    | <b>History and Development of Journalism and Mass Communication</b><br>Growth of mass media and journalism in the global context: UK, USA, Sweden, Japan, China and South Asian countries.                                                                                                            | 25             |
| II   | <b>Nepali Media and Historical Development</b><br>Stages on development of print, radio, television, online journalism and news agency in Nepal with reference to political and social circumstances; Contemporary communication scenario with the functions of traditional mass media and new media. | 20             |
| III  | <b>Organizational Structure and Management of Mass Media</b><br>Organizational structure and management in print, broadcast, news agency and online media with reference to Nepal; Role of Ministry of Communication and Information Technology and subordinate bodies in media management of Nepal.  | 20             |
| IV   | <b>Introduction to Media Laws</b><br>Historical development of media law in UK, France, Sweden, USA, China and South Asian countries with references to Nepal.                                                                                                                                        | 30             |

|    |                                                                                                                                                                                                                                                                                                                                                                      |    |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|    | <b>Contemporary Media Laws in Nepal:</b> Media policies in Nepal; Constitutional and legal provisions on freedom of expression, Press freedom and media operation; Right to information; Privacy and secrecy; Defamation and Contempt of Court; Copyright; Provincial provisions relating to the role and responsibilities of media.                                 |    |
| V  | <b>Media Ethics</b><br><br><b>Media Ethics:</b> Evolution and concept of media and journalism ethics; Sources of ethics: Eastern and Western values; Differences between ethics and law.<br><br><b>Practices:</b> Challenges towards implementation of media and journalism ethics in contemporary media scenario; Role and responsibilities of Press Council Nepal. | 25 |
| VI | <b>Practical Assignments</b><br><br>Each student will develop a seminar paper on any of the assigned topics related to this course and present it in the class.<br>Students shall produce a Journal that includes news and news related contents in a group of three to five as instructed by the teacher.                                                           | 30 |

### References and Suggested Readings

Basu, D. D. (2010). (5th edition). *Law of the press*. New Delhi: Prentice-Hall of India Private limited.

Chakravarty, S. (1997). *Press & media*. New Delhi: Kanishka Publishers.

Dahal, K.R. (2004). *Aam Sanchar Ra Kanoon. (Mass Communication and Law)*. Kathmandu: Nepal Press Institute.

Devkota, G. B. (2059). *Nepalko Chhapakhanara Patrakarita ko Itihas. (History of Nepali Printing System and Print)*. Kathmandu: Sajha Publication.

English, E. & Hach C. (1978). (6<sup>th</sup> edition). *Scholastic journalism*. USA: Iowa State University Press.

Fletcher, C. (2007). *Nepal Media Guidelines*. UK: Caledonia Media.

Guha, T.P. (2009). *Media Ethics*. New Delhi: Oxford publications.

Gunaratne, S. A. (Editor). *Handbook of the media in Asia*. (2000). New Delhi: Sage Publications.

Jesson, K. (1997). *A free and responsible Press*. USA: The University Chicago, Illinois.

Khanal, S. R. (2008). *Media Nitishastrara Kaanun*. Kathmandu: Vidyarthi Pustak Bhandar.

Kandwal, G. D., Shukla, Mishra, S. (2012). *Principles and practices of broadcasting*. New Delhi: Wisdom Publications.

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Acharya, B. B. (2075 BS). *AdmShanchar Ka PalrakaritaAdhyayan*. Kathmandu: NeemaPustakPrakashan.

# Basics of Media Research

Compulsory Paper

Paper: IV

JMC-424

Full Marks: 100

Full Marks for Theory: 70

Pass Marks for Theory: 24.5

Full Marks for Practical: 30

Pass Marks for Practical: 12

Lecture Hours: 150

## Objectives

1. To impart knowledge of media research and equip students with practical skills of conducting research on journalism and media discipline
2. To help understand the research process, application of journalism and mass communication research
3. To extend cognitive knowledge and develop the strategy for research on journalism and mass communication and current trends in media research.
4. To explain and enhance ethical values of media research

| Unit | Unit title and breakdown                                                                                                                                                                                                                                                                                                                                                                                                                                        | Teaching hours |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| I    | <b>Fundamental of Research</b><br><b>Social Scientific Research:</b> Concept, definition, features, functions of research in general;<br><b>Basics of Media Research:</b> Definition, nature and scope; Research approaches: Qualitative and quantitative.<br><b>Evolution of Media Research:</b> Contributing factors on the development of media research in the world and brief history of media research in Nepal.                                          | 30             |
| II   | <b>Stages of Research Process</b><br><b>Planning:</b> Literature review, identifying research problem, setting hypothesis, developing research questions and research objectives, determining research methods, developing research proposal, and developing the tools and formats for data collection such as survey questionnaire, data recording schedules and interview questions. Types and scope of data collection. Analysis and interpretation of data. | 30             |
| III  | <b>Research Methodology and Method</b><br><b>Introduction to methodology and method:</b> Concept of research methodology;<br><b>Key research methods:</b> Content analysis, observation, document study, case study and survey;<br><b>Sampling:</b> Concept, nature and types.                                                                                                                                                                                  | 25             |

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| IV | <b>Areas of Media Research</b><br><b>Print:</b> Readership, readability, circulation, management, page make-up and use of online version of print media;<br><b>Electronic:</b> Rating and non-rating research in radio and television; Concept and practice of TRP (Television rating point);<br><b>Research in Media Effects:</b> Short term and long term social effects of media contents; Uses and gratifications; Agenda setting; Cultivation and perceptions of social reality; Social impact of the Internet.<br><b>Research in Online Media:</b> Analyzing online media contents. | 25 |
| V  | <b>Research Ethics</b><br><b>Ethical Principles:</b> Ethics in data collection; Data analysis and presentation process.                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 10 |
| VI | <b>Practical Exercise</b><br>Every student shall conduct research in one area of study; Content analysis of selected media, status, reach, and the effects of media in a certain area. They are required to write separate proposals for the research and receive approval from the concerned Department for executing the actual study.                                                                                                                                                                                                                                                  | 30 |

### References and Suggested Reading

Wimmer, R. D. & Dominick, J. R. (2012). *Mass media research: An introduction*, New Delhi: Cengage learning publication India private Ltd...

Kothari, R. C. (2004). *Research methodology: methods and technique*, New Delhi: Sage international publication.

Priest S. H. (1996). *Doing media research: An introduction*. New Delhi: Sage publication.

Blaxter, L., Hughes, C. & Tight, M. (1998). *How to research*. Buckingham: Open University press.

Anderson, J.A. (1987). *Communication research: Issues and methods*. New York: McGraw-Hill.

Kerlinger, F.N. (2000). *Foundations of behavioral research*. New Delhi: Surjeet Publications.

Goode, W.J. & Hatt, P.K. (2006). *Method in social research*, New Delhi: Surjeet Publications.

Kumar, R. (2014). *Research Methodology: A step-by-step guide for beginners*. New Delhi: Sage publications.

Williams, F. (1988). *Research methods and the new media*. New York: Free Press.

Berger, A. (2019). *Media and communication research methods: An introduction in quantitative and qualitative approaches*. USA: Sage publications.

Upreti, T. (2016). *Sanchar Anusandhan: Padhatira Abhyas*. Kathmandu: Sajha Prakashan.

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**Tribhuvan University**  
**Faculty of Humanities and Social Sciences**

**Curriculum for Four-year Bachelor Level**

**(3rd Year)**

**in**

**Journalism and Mass Communication**



**2019**  
**Dean's Office**



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**2019**  
**Tribhuvan University**  
**Faculty of Humanities and Social Sciences**  
**Four-year Bachelor's Course in Journalism and Mass Communication**

| Paper | Code No. | Title                                                                       | Full Marks |           |
|-------|----------|-----------------------------------------------------------------------------|------------|-----------|
|       |          |                                                                             | Theory     | Practical |
| I     | JMC-421  | <u>Compulsory Paper</u><br>Introduction to Mass Media and Journalism        | 70         | 30        |
| II    | JMC-422  | <u>Compulsory Paper</u><br>Principles and Practices of Journalism           | 70         | 30        |
| III   | JMC-423  | <u>Compulsory Paper</u><br>Media History, Law, and Ethics                   | 70         | 30        |
| IV    | JMC-424  | <u>Compulsory Paper</u><br>Basics of Media Research                         | 70         | 30        |
| V     | JMC-425  | <u>Compulsory Paper</u><br>Introduction to Public Relations and Advertising | 70         | 30        |
| "     | JMC-410  | <u>Elective Paper</u><br>Introduction to Mass Communication                 | 50         | 50        |
| VI    | JMC-427  | <u>Optional Paper</u><br>New Media and Online Journalism                    | 70         | 30        |
| "     | "        | <u>Optional Paper</u><br>Photojournalism                                    | 70         | 30        |
| "     | "        | <u>Optional Paper</u><br>Broadcast Journalism                               | 70         | 30        |
| VII   | JMC-426  | Media Writing                                                               | 60         | 40        |

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# Introduction to Public Relations and Advertising

**Compulsory Paper**  
**Paper: V**  
**JMC-425**

**Full Marks: 100**  
**Full Marks for Theory: 70**  
**Pass Marks for Theory: 28**  
**Full Marks for Practical assignments: 30**  
**Lecture Hours: 150**

## Course Description

This course is designed to acquaint students with skills and strategies of maintaining of public relations and advertisement in professional settings. It incorporates contextual relevant topics from historical development, background, professional types, planning, usages and utilities of public relations and advertising from perspectives of journalism and mass communication. It provides students with usages, techniques, challenges, theories, management, education, ethics and research methods and methodology in public relations and advertisement in professional settings and interpersonal communication processes.

## Objectives of the Course

To equip students with knowledge and skills of public relations, advertising and acquaint them with contemporary trends in national and global contexts.

To identify multifaceted roles of media to an effective operation of public relations and advertising tasks through national and international perspectives.

### Course of Study in Detail

| Unit | Unit Title and Breakdown                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Teaching hours |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| I    | <b>Introduction to Public Relations</b><br>Introduction to public relations communication: definition, role, strategies, process, functions, scope; public opinion; planning in public relations; public relations research; tools of public relations practices: production of house journal; preparing and issuing press releases; organizing press conference and facility visits; production of audio and audio-visual materials for electronic and new media in public relations; recent trends in public relations. | 35             |

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|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| II  | <b>Introduction to Advertising</b><br>Definition, history, process, role and responsibilities of advertising; economic influences of advertising on the media; advertising business/agency set-up; advertising research and market research; laws on advertisement; production of advertisement for print, electronic and new media; changing world of advertising, new forms of advertising practices, digital marketing, new trends in advertising. | 35 |
| III | <b>Introduction to Media Support Services</b><br>Nature, scope, origin and status of media support services; news agencies, syndicate services, programme production houses, ratings and other research organizations; government information system; national and international press associations; advocacy and lobbying; and media education; uses of social media for public relations and advertising.                                           | 30 |
| IV  | <b>Ethics in Public Relations and Advertisement</b><br>Ethical principles: ethical considerations on public relations and advertising practices; major concerns and measures in maintaining ethical standards on public relations and advertising in Nepal.                                                                                                                                                                                           | 20 |
| V   | <b>Practical Exercises and Evaluation</b><br>Prepare a press release for a public organization.<br>Create an advertisement copy for a product or service.<br>Student will be assigned for six to eight weeks practical work in a production or service-based organization for public relations and advertising practices.<br>The report presented by the students will be evaluated by the external and internal examiners.                           | 30 |

### Recommended Books:

Ahuja, B. N. & Chhabra, S. S. (2015). *Advertising and public relations*. Surjeet Publications.

Brierley, S. (1995). *The advertising handbook*. Routledge.

Chunawalla, S. A. & Sethia, K. C. (2017). *Foundation of advertising* (8th ed.). Himalaya Publishing House.

Guth, D. W. (2017). *Public relations*. Pearson.

Kharel, P. (Ed). (2001). *Media issues in Nepal*. Nepal Association of Media Educators.

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Prof. Arun

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Kharel, P. (Ed). (2002). *Media in society*. Nepal Press Institute.

Lee, M. & Johnson, C. (2003). *Principles of advertising: A global perspective*. Viva Book.

Moore, F. & Kalupa, F. B. (1987). *Public relations*. Surjeet Publications.

Moriarty, S., Michell, N. & Wells, W. (2016). *Advertising & IMC* (10th ed.). Pearson.

Rai, L. D. & Bhattarai, B. (2002). *Advertising and public relations*. Nepal Association of Media Educators.

Sandagem, C. H. & Fryburger, V. (2000). *Advertising theory and practice*. A. I. T. B. S. Publishers and Distributors.

Seitel, F. P. (2017). *Practice of public relations*. Pearson.

Wilmschurst, J. & Mackay, A. (2002). *The fundamentals of advertising*. Routledge.



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# Introduction to Mass Communication

Elective Paper  
Paper IV  
JMC: 410

Full Marks: 100  
Full Marks for Theory: 50  
Pass Marks for Theory: 20  
Full Marks for Practical: 50  
Pass Marks for Practical: 20  
Lecture Hour: 150

## Course Description

The course is designed to introduce the subject of journalism and mass communication to non-major journalism and mass communication students only. The course deals with theoretical concepts and practical world of mass communication and journalism. It incorporates various issues and aspects of mass media, including issues of disaster communication and labor-associated communication. Besides, the course explores other dimensions of journalism, such as news reporting and editing, media production and management.

## Objectives of the Course

To offer students of other disciplines with theoretical concepts, practical knowledge and skills of mass communication, and practices of journalism in the contemporary society.

To equip students with knowledge and skills of news production, such as writing and editing.

## Course of Study in Detail

| Unit           | Unit Title and Breakdown                                                                                                                                                                                                                                            | Teaching Hour |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| I<br>प्राज्ञिक | <b>Characteristics of Journalism and Mass Communication</b><br>Concept, definition, types, processes and barriers of communication; functions of mass communication; definition and process of journalism; evolution of news media and support services focusing in | 15            |

|            |                                                                                                                                                                                                                                                                                                                                                                                                               |           |  |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|--|
|            | Nepal.                                                                                                                                                                                                                                                                                                                                                                                                        |           |  |
| <b>II</b>  | <b>Principles and Practices of Journalism</b><br>News: meaning, definition, elements, types, sources and news values; understanding of basic concept of headline, deadline, dateline, lead, use of photos, illustrations, cartoons, graphics, page-making, proof reading; news structure: qualities and roles of reporter and editor; principles of reporting and editing: accuracy, balance and credibility. | <b>25</b> |  |
| <b>III</b> | <b>Reporting and Writing on Special Issues</b><br>Reporting on social issues: environment, climate change, women, children and minorities, development, disaster- pre-disaster, during disaster, post disaster status; key issues for disaster, disaster management in Nepali context.<br>Reporting on the issues of migration, labor-communication and crisis management in Nepal.                           | <b>20</b> |  |
| <b>IV</b>  | <b>Legal and Ethical Considerations for Media</b><br>Introduction to media law; journalism ethics; code of conduct for journalists in Nepal; role of Press Council Nepal for implementation of journalist code of ethics.                                                                                                                                                                                     | <b>15</b> |  |



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|   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |    |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| V | <p><b>Practical Work and Evaluation</b></p> <p>Four to six week practical work in a news media under the supervision of class teacher.</p> <p>Each student has to submit a report on news and editing tasks during the practical work.</p> <p>Publishing a model newspaper by a group of five to seven students under the supervision of class teacher.</p> <p>Final evaluation of the students will be made in the presence of external and internal examiners.</p> | 75 |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

**Recommended Books:**

- Basnet, S. R. (2068 BS). *Patrakaritako aayam (Dimension of journalism)*. Pairabi Publication.
- Bista, M. (2017). *Nepalma press swatantrata (Press freedom in Nepal)*. Sangrila Books.
- Central Department of Journalism and Mass Communication (CDJMC). (2021). *Communicating disaster*. Abriti Chhapakhana Ltd.
- Chalise, B. (2057 BS). *Samachar sankalan tatha sampadan- "Khanda ka ra kha" (News reporting and editing - Part A and B)*. Sristi Prakashan.
- Devkota, G. (2059 BS). *Nepalko chhapakhana ra patrapatrikako itihās*. Sajha Prakashan.
- Hohenberg, J. (1999). *Professional journalists: A guide to the practices and principles of the news media*. Holt Rinehart and Winston.
- Khanal, S. R. (2021). *Prayogatmak patrakarita*. Vidyarthi Pustak Bhandar.
- Luitel, G. & Acharya, M. (2061 BS). *Nepalka samudayik radio itibritanta (Community radio in Nepal)*. Nepal Forum of Environmental Journalists (NEFEJ).
- Regmee, R. K. & Khanal, C. (1999). *Samacharkarmi*. Nepal Association of Media Educators (NAME).
- Wasti, S. C. (2006). *Haamro bhasa (Our language)*. Himal Kitab.

