

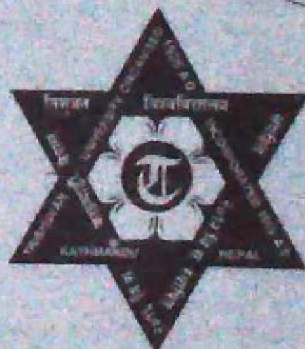
Faculty of Humanities & Social Sciences

Journalism and mass Communication

M.A. in Journalism and mass Communication

Curriculum

2002



Curriculum Development Centre

Tribhuvan University

Kirtipur, Kathmandu

Nepal

TEXT BOOK

Faculty of Humanities & Social Sciences

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2002



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Nepal

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M.A. in Journalism and Mass Communication

Effective from 2002

Office of the Dean

Faculty of Humanities & Social Sciences

Tribhuvan University

Kathmandu, Nepal

M.A. in Journalism and Mass Communication

Level Objectives

- a) To impart advanced and adequate knowledge and training about Journalism and Mass Communication theories and research practices.
- b) To prepare the students intellectually to meet new and greater challenges in the field of journalism and mass communication of the 21st century.

In order to fulfil the above objectives the following course of study has been designed. As the course has been harmonized with the three-year Bachelor program offered by Tribhuvan University, its content has been structured to strengthen the knowledge and research needs of those completing the Bachelor's level.

Equipments

TV lab, radio lab, photo lab and newspaper lab should be maintained to introduce this course.

Likewise the internet and E-mail facilities should be provided.

The list of essential teaching equipments and materials for M.A. in Journalism are attached in the curricula.

Evaluation Criteria

Each paper will carry a full work of 100 mark and pass mark of 40. In respect of practical examination 45 % of the total marks shall be the minimum requirement to pass the examination.

Each examinee will have to attend 70 per cent of the total teaching days in one academic year in order to qualify for appearance at the annual examination.

Each script will be examined on the basis of the following criteria:

Language	: Grammatical standards
Expression	: Quality of expression and style of writing
Special knowledge	: Knowledge of communication and journalism terms and range of vocabulary.
	: Use of facts and figures pertaining to media and journalism
Practical	: Knowledge of communication techniques & journalism practice, both of national & International varieties.

Admission Criteria

For entrance, the students should have the following pre-requisites:

B.A. or any equivalent examination with Journalism as major subject of study.

Entrance Test: The students must pass the entrance test to qualify for admission.

The test will be confined to the subject of journalism and mass communication and it will carry a total of 100 marks. Special emphasis will be given to the ability of writing.

Course Structure

All the five papers in Part I (First Year) are compulsory. In Part II (Second Year), papers VI (JMC. 506) and VII (JMC. 507) are compulsory and Code No. JMC. 511 - JMC. 518 are elective.

Among the elective subjects students should choose any three subjects.

Each Part will cover one academic year of 150 teaching days. Each paper will be allotted 150 lectures hours at the rate of one hour a day but the paper with practical courses may be allotted at different hours.

First Year

Paper	Code No.	Subject		Full Marks
I	JMC.501	Mass Communication Theories	Compulsory	100
II	JMC.502	Principles of Journalism	..	100
III	JMC.503	Historical Development of Mass Communication	..	100
IV	JMC.504	Research Methodology	..	100
V	JMC.505	Global Systems and International Journalism	..	100

Second Year

VI	JMC.506	International and Inter-cultural Communication and Media		100
VII	JMC.507	Thesis		100
VIII			Optional	
IX		Any three from JMC.511-JMC. 518		
X				

Elective Courses

JMC.511	Comparative Press Laws and Media System	100
JMC.512	Newspaper Management and Business	100
JMC.513	Public Relations	100
JMC.514	Electronic Media and Technology (Including Film)	100
JMC.515	Nepalese Media System and Journalism	100
JMC.516	Science and Environmental Journalism	100
JMC.517	Development, Communication, and Journalism	100
JMC.518	Advertizing Studies	100

**Mass Communication Theories
(Compulsory)**

JMC.501

Paper: I
Full Marks: 100
Pass Marks: 40
Teach. Hrs. 150

Objectives:

- a) To enable the students to gain comprehensive and advanced knowledge about mass communication theories in historical, sociological, cultural, structural and organizational perspectives.
- b) To impart adequate and practical knowledge about theories research, knowledge and procedural practices related to the mass media research.

Course Content

Units

Teach. Hrs.

- | | | |
|----|---|----|
| I | <i>Mass Communication Theories in 'Historical Perspectives</i> | 30 |
| | <ol style="list-style-type: none">a) The reality of communication and significance of the study of mass communication theories.b) A survey of mass communication theories and research efforts in developmental perspectives.c) Studies of trends relevant to mass communication.d) The Asian perspective on communication theories. | |
| II | <i>Structures and Approaches to the Mass Communication Theories</i> | 30 |
| | <ol style="list-style-type: none">a) Structure of Communication Theories.b) Perspectives and types of communication theories.<ul style="list-style-type: none">- Perspectives in media, society and culture. Types of perspectives, and of dimensions.- Main categories of communication theories: general and special-mass media; inter-personal and traditional communication; social, scientific, normative, operational and commonsense theories. | |

III **The Communication Process Theories-growth, types and functions; critical evaluation of various models** 30

Types of models:

- a) Hannemen and Mc Even Taxonomy
- b) Lasswell model
- c) Berlo model
- d) Shannon and Weaver model
- e) Graph models.
- f) New Alternative model
- g) Borde wijk and Van Kaan model, and other recent models.

IV **Mass Communication – a sociological perspective:** 30

theoretical orientations, organizations of mass communication in societies; research on the sociology of the mass communication; sociology of audience, studies of message content; social consequences of mass communication of news, views and entertainment; mass communication and socialization; sociological significance of media technology.

V **Theoretical approaches to the issues of the media society theory,** 30

- a) **Types of Media Society Theory**
 - i) mass society theory ii) Marxist theory, iii) Functionalist theory, iv) Critical theory, v) Mass media and development theory, and f) Information society theory.
- b) Normative and economic theories of the mass media.
- c) Theories about media structures and performance in light of economic criteria.
- d) Theories about media institutions and organizations.

Recommended Readings

1. Wright, Charles R., *Mass Communication: A Sociological Perspective*. Random House. New York, 1981.
2. Dissanayake, Wimal (ed), *Communication Theories; The Asian Perspective*. AMIC Singapore, 1988.
3. Curran, J. and Gurevitch (ed), *Mass Media and Society*. London. 1991.

4. Quail, Denis Mc, *Mass Communication Theory. (3rd edition)*. Sage Publication Ltd. 1994.
5. Berger, Arthur Asa, *Essentials of Mass Communication Theory*. Sage Publication, 1998.
6. Stevenson, Nick, *Understanding Media Cultures; Social theory & Mass Communication*. University of Sheffield. 1995.
7. Schramm, Wilbur, and Lerner, Daniel, *Communication and Change: The last ten years - the next*. University Press of Hawaii, Honolulu. 1976.
8. Tan, Alexis S., *Mass Communication Theories and Research*. New York John Wiley, 1985.
9. Severin, Werner J. and James W. Tankard Jr., *Communication Theories: Origins, Methods, and Uses in the Mass Media*, Longman, 1993.
10. Edited N.R. Blyler and C. Thralls, *Professional Communication: The Social Perspective*, Sage publication, 1993.

Principles of Journalism

(Compulsory)

JMC.502

Paper: II

Full Marks: 100(Theo:50+Prac:25)

Pass Marks: 40(Theo:30+Prac:11)

Teach. Hrs. 150

Objectives:

- a) To trace the evolution of journalism from early times and understand the development of theoretical concepts of journalism.
- b) To understand the principles of print media journalism as distinct from those of other media.
- c) To learn to draw distinction between "hot and cold media" and the strengths as well as weaknesses of broadcast journalism-Radio, TV, and other audio-visual media.
- d) To learn about the principles of magazine journalism
- e) To learn about the range and diversities of the practice and application of journalism in various societies.
- f) To make an assessment of the emerging philosophical trends in the practice of journalism.

Course Content

Units

Teach. Hrs.

- | | | |
|----|---|----|
| I | <i>Modern Theories of Journalism</i> | 30 |
| | a) Development of journalism as an integral element of a democratic society during the last five centuries since John Guternberg's era of print journalism. | |
| | b) Dichotomy of the Press system with different value systems until the end of the 20th century. | |
| | c) The theories about journalism as an integral part of a free press, human rights, democracy and social responsibility. | |
| | d) Impact of technologies on the scope and range of modern journalism. | |
| II | <i>Principles of Newspaper Journalism</i> | 30 |
| | a) The basic principles of newspaper journalism in developmental perspectives. The photo journalism and its implications in newspaper journalism | |
| | b) The characteristics of various categories of print media, and the specific principles governing each type of the media. | |

- c) Newspapers as gate-keepers
- d) Newspapers as custodians of the society: business vis-a-vis social service role.

III ***Principles of Electronic Journalism*** 30

- a) The basic principles of broadcast journalism
- b) The characteristics of various kinds of electronic media, including video and films.
- c) The effectiveness and limitations of broadcast media: medium is the message.
- d) Professionalism and standards.
- e) Monopolistic trends and regulatory mechanism.

IV ***Principles of Magazine Journalism*** 30

- a) Magazines - a specialized discipline of journalism, its range and applications
- b) Use of illustrations and graphics.
- c) Various kinds of magazines, their strength as well as limitations.
- d) The style, effects and subject-matter of magazines.
- e) Professionalism, ethics and standards.

V ***Philosophical Approaches to Journalism in Asian and Western Perspectives*** 30

Constraints and Challenges that confront the principles of journalism:

- a) Journalism as watch-dog and lap-dog of the society.
- b) Social services role of journalism, sensationalism and influence of commercial interest groups.
- c) Ownership and monopoly.
- d) Free press vis-a-vis propaganda and manipulation.
- e) Debate over value systems: interpolation of development journalism and the susceptibilities of state control. Licentiousness vs. social responsibility.

Recommended Readings

1. Anthony Smith, *Goodye Gutenberg*. Oxford University Press, 1980.
2. N.C. Pant and Jitender Kumar, *Dimension of Modern Journalism*. Kaviskha Publisher, New Delhi, 1995.

3. S.C. Bhall *Broadcast Journalism: Basic Principles*. Har-Anand Publication, 1993.
4. N.S. Biryokov, *Television in the West and its Doctrines*. Progress Publishers Moscow. 1977.
5. M.I. Khan and Kaushel Kumal, *Studies in Modern Mass Media* (vol. I. II.III.), Kavishka Publishers, Delhi, 1993.
6. Jams M. Neal and Suzanne S. Brown, *News Writing and Reporting*.
The Iowa State University Press, Surjeet Publication, 1982.
7. J.J. Astar, *Art of Modern Journalism*, Akashdeep Publishing House
Delhi, 1991.
8. William Ruehlmann, *Stalking the Feature Story*. *Writer's Digest Books*, Ohio, 1978.
9. Adarsha Kuwar Varma, *Advanced Journalism*, Har-Anand Publications, 1993.
10. Swati Chauhan and Navin Chandra, *Journalism Today: Principles, Practices and Challenges*, Kavishka Publishers, New Delhi, (vol. I. II. III. & IV), 1997.
11. Michael Kunezik, *Concepts of Journalism*. FES. Bonn. 1995.
12. Rose Mary Righter, *WHOSE NEWS*. Burnett Books Ltd. London. 1978.
13. Wilbur Schramm, Freds Siebert and T. Peterson, *Four Theories of the Press*, University of Illinois Press, Urbanar London.

Historical Development of Mass Communication (Compulsory)

JMC.503

Paper: III
Full Marks: 100
Pass Marks: 40
Teach. Hrs. 150

Objectives:

- 1) To comprehend the history of Nepalese journalism and understand the reasons of emergence of the Nepalese Press in modern age. With special reference to the world history of journalism and mass communication.
- 2) To underline the problems and prospects of modern Nepalese Press.
- 3) To analyze the situation of journalism in various development regions of Nepal and in other specific parts of the world.
- 4) To make an assessment of origin and growth of news agency, radio, TV and book publication in Nepal and in the world.

Course Content

Units

Teach. Hrs.

- | | | |
|-----|--|----|
| I | The origin and development of modern media and journalism – a comparative perspective: contemporary dimensions of mass media and journalism with special reference to Nepalese media and journalism. | 30 |
| II | <i>The books – The Oldest Media</i>
Introduction, role of books in modern society. Recent trends of the book industries. Problems of publication sector. Need for clear-cut policy on book publication. Critical approaches to the production and distribution of books. | 30 |
| III | <i>The Newspaper - the first medium for the mass society and journalism – and the support systems</i>
a) History of newspapers in the USA, UK and some other European countries, Asean Countries China, and Japan.
b) Emergence of newspaper journalism in SAARC countries
c) History of printing press and Journalism in Nepal. Various periods of Nepalese and trends in contemporary Nepal. | 30 |

- IV ***The Magazines – Vehicle for deeper voices of contemporary society*** 30
- a) History of magazine journalism in the world and in Nepal
 - b) Search for ideas about contents of magazine journalism, balancedness, comprehensiveness, subject-matter treatment, principles of effective writing, processing of the manuscript, role and leadership of a magazine editor.
 - b) Issues and contents of magazines.
- V a) The broadcast media and journalism – The Future of broadcast media and journalism. 30
- b) TV in Nepal, problems of satellite communication, private sector's role and participation in electronic media.
 - c) Radio broadcasting in Nepal, FM radio stations: Problems and prospects

Recommended Readings

1. Olivia Bennel Belt and Hyman, *A History of the Mass Media*, Sage publication, 1987.
2. Grisham Bahadur Devkota, *Nepal Ko Chhapakhana Ra Patrapatrikako Itihas*, Kathmandu, 1967.
3. Press Council, Nepal, *Nepali Patrakaritako Bikaskram*, Kathmandu 1998.
4. Lal Deosa Rai, *Mass Media in Nepal*. (work under India-Nepal B.P. Koirala Foundation Fellowship) 1997.
5. Press Council Nepal, *Nepalma Jana Sanchar* 1996.
6. Grishma Bahadur Devkota, *Nepal Ko Rajnaitik Darpan*, Kathmandu 1980, Nepal.
7. Lal Deosa Rai, Parshuram Kharel, and Chiranjivi Khanal, *Nepali Patrakarita: Byabastha Ra Byabhar*, FES, and Department of Journalism and Mass Communication, 1998.
8. L. D. Rai, C. Khanal, B. Paudyal, and P. Pokhrel, *Bahulbadi Nepali Samajma Aam Sanchar*. FES, and Department of Journalism and Mass Communication, 1998.
9. Aditya Anand (ed), *Mass Media and Democratizaion*, IIDC, Nepal, 1994
10. Press Council, Nepal, *Patrakarita Ra Yeska Chunautiharu*. Press Council Annual Reports, 1998.
11. Sadhan Mukherjee South Asia Media Handbook. International Organisation of Journalist, New Delhi, 1998.
12. Ram Kumar Pandey. *Nepalese Cartoon*. Ratna Pustak Bhandar. 1997.

Research Methodology
(Compulsory)

JMC.504

Paper: IV
Full Marks: 100
Pass Marks: 40
Teach. Hrs. 150

Objectives:

- a) To equip the student with the knowledge of advance theories and practices of mass media research.
- b) To provide opprotunities to application of research the area of methodologies by mass media.

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
<p>I</p> <ol style="list-style-type: none"> a) Introduction to social science research The scientific method. Characteristics of good research design. b) Origin and development of media research. Identification of research problems, formulation of concept. c) Communication research, kinds of communication research, research procedures, audience studies, advertising research, public opinion research, content analysis, communication effects research, research on the communicator. Design of experimental and survey research. 	<p>30</p>
<p>II</p> <p><i>Characteristics of media and journalism research</i> Choosing the research problems; factors affecting problems selection-examples of current research applied vs pure research. Didactical and Methodological Aids- Meta Plan. Constructing social explanations. Descriptive studies- explanatory studies-concepts and variable; operational definitions; relationship between variables; theoretical propositions and hypothesis; hypotheses testing.</p>	<p>30</p>
<p>III</p> <p>Media research processes and fields of applications. Development media research-participatory approach and application. Techniques of attitude scaling.</p>	<p>30</p>

Measurement: Quantitative vs qualitative measurement, levels of measurement, problems of measurement.

Sampling: The meaning, types and size of sampling.

IV **Research on print and electronic media journalism.** 30

Techniques of data collection: The observation, the interview, the questionnaire the experimental method, case study method, statistical method, content analysis method, data analysis.

V Advertising, public relations and media support system research - Principles, methodologies and applications, reliability and validity of research. 30

Recommended Readings

1. Adams, Gerald R. and Schvaneveldt, Jay D., *Understanding Research Methods*, New York: Longman Inc. 1995.
2. Stampel, G.H. and Westly (eds.), *Research Method in Mass Communication*, New Jersey: Prentice Hall, 1991.
3. Backstrom, Chales H. and Gerald D. Hucsh, *Survey Research*. Chicago: North Western University, Press, 1983.
4. Sellitez Claire et.al., *Research Methods in Social Relations*. New York: Henry Hold & Co. 1995.
5. Goode, William J. and Hatt K. Paul, *Methods in Social Research*. New Yorks: McGraw Hill Book Co. 1982.
6. Maser, C.A. *Survey Methods in Social Investigation*. London: Heinemann Educational Books.
7. Wimmer, Roger D. and Joseph R. Dominick, *Mass Media Research. Belmonts: Wadsworth*, 1994.
8. Smith, Mary John, *Contemporary Communication Research. Methods*, Belmonts: Wadsworth, 1988.
9. Young, Pauline, V., *Scientific Social Surveys and Research*. Engle Wood Cliffs; Prentice Hall, 1996
10. Kerlinger, F.N., *Foundations of Behavioral Research*, Wordsworth publication, 1992.
11. Defleur, Melvin L., *Milestones in Mass Communication Research: Media Effects*, Longman inc, 1983.

12. Mecheal ArmerAllen D. Grimshaw (ed.), *Comparative Social Research: Methodological Problems and Strategies*, John Wiley & Sons 1993
13. Jean Johnson, *The Bedford Guide to the Research Process*. Bedford Books, Boston, 1997.

Global Systems and International Journalism
(Compulsory)

JMC 505

Paper V

Full Marks: 100

Pass Marks: 40

Teach. Hrs 150

Objectives:

- a) To understand the principles and practice of journalism in the context of international media systems and the developing societies of the world
- b) To impart knowledge about the world press structures and functions.

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
I Foreign Policy and the Press	30
Evaluation of the world systems in the context of political, economic, social and cultural identities. Evolution of international journalism in global context.	
II New Technology and the Press	30
Contemporary journalism in global perspectives:	
a) Print media journalism	
c) Electronic media journalism	
III Reporting SAARC Countries	30
a) Philosophy and principles of International journalism.	
b) Internationalization of news and flow of information debate.	
c) International news and propaganda - scope, categories and practices.	
d) Reporting different continents or regions of the world.	
IV International Advertising, Public Relations and Journalism	30
Study of international coverage, some specific issues of international implications-regional wars, terrorism, drug trafficking, AIDS, foreign policy,refugech, etc.	

V ***The challenges and opportunities of cultural communication***

30

- a) Research trends in international journalism and media.
- b) Communication tomorrow and international journalism.

Recommended Readings

- 1 Waller Stein I., *The Modern World System (vol. I and II)* New York, 1980
- 2 Smith Anthony, *Goodbye Gutenberg*, Oxford University Press, New York, 1980
- 3 Merrill, John C. I., *Global Journalism - Survey of International Communication*. New York, Longman.
- 4 Thomes. George, Kurian (ed), *World Press Encyclopedia*. Facts on File. Inc. New York, 1982.
- 5 Richstad. Jim and Anderson (ed.), *Crisis in International News: Policies and Prospects*. Columbia University Press New York. 1981.
- 6 Mowland. Hannid *Global Information and World Communication*. The American University, Washington D.C. 1996.
- 7 Flourscoy Don M. and Sicterst (eds.), *World Communication: A Handbook*. University press, New York, 1997.
- 8 Ginnekan, Jappvan, *Understanding Global News*. Amsterdam University. 1997.
- 9 Martin. L. John and Eldon, H. Ray, *Current Issues in International Communication*. London, Routledge and New York, Longman.

**International and Inter-Cultural Communicaiton and Media
(Compulsory)**

JMC.506

Paper: VI
Full Marks: 100
Pass Marks: 40
Teach. Hrs. 150

Objectives:

- a) To enable the students to understand nature and scope of international as well as inter-cultural communication in broad sense of the terms
- b) To acquaint the students with the implications of mass media and journalism studies in the context of international as well as inter-cultural communication perspectives.

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
I <i>Culture of the world and the nation's communication systems</i> Nature and scope of the study of international as well as intercultural communication, and their relevance as a discipline to the study of journalism and mass communication.	30
II <i>International communication in contradiction to inter-cultural communication</i> The world cultures and the channels of international communication in a historical perspective. <ul style="list-style-type: none">- The Western cultures and communication- The non-Western culture and communication	30

- III ***Dimension of inter-cultural and international communication. International and Inter-cultural communication processes and tensions*** 30
 The role of United Nations Agencies, and various public and private international organizations in the field of international communication.
 The emerging patterns of world culture in terms of communication.
- IV ***Implications of international and inter-cultural communication for mass media journalism in developed and developing countries.*** 30
- a) Impact of modern international media technology and economy on international and inter-cultural communication.
- b) Media internationalization
- c) Transnational corporation and communication systems in traditional societies.
- V ***Emergence and significance of international and intercultural communication; globalization perspectives*** 30
 Evolving directions; and problems and issues in international and inter-cultural communication.
Cross- cultural study will be the practical exercises for this paper.

This will be an interdisciplinary subject.

Recommended Readings

1. Asante, M.K. Gudykunst and Newmark, *Handbook of International and Inter-Cultural Communication*, Temple University, California State University. 1989
2. Wiseman Richard (ed.), *Intercultural Communication Competence*, California State, University Sacramente, 1993
3. " " " *Inter-cultural Communication Theory*, California State University, Fullerton, 1995.
4. Ali Mohammadi (ed.), *International Communication and Globalization*. Nottingham, Trent University, 1997.
5. Unesco, *Many Voices, One World*. Oxford & IBH Publishing Co. New Delhi, 1982.
6. Slevenson, R.L., *International Communication: Four Trends of the 1990s*. (A Paper) PINA. Honiara, Sromon Island, 1989.

7. " " *Global Communication in the 21st century (A Paper), for organization of new Ombudsman meeting in Williamsburg, Va. 1990.*
8. Samovar, L.A. and Panter (ed), *Intercultural Communication: A Reader*, Wadsworth Publishing Co. California, 1982.

Thesis
(Compulsory)I

JMC/507

Paper: VI
Full Marks: 100
Pass Marks: 40

Objectives

Thesis will be a compulsory subject for the Master level in Journalism and Mass Communication. The title of the research projects should be submitted by the student for approval to the Department through the Chairman of the Department within one month of the commencement of the second academic year. The study for thesis will be confined to the media related issues and topics. Before going to field study the students should submit a brief proposal. Thesis study should be field-based and research oriented.

Each Thesis shall be jointly examined by one Internal (who shall be Supervisor), and one external examiner. The Department shall conduct a viva-voce examination of the students.

Paper: VIII - X

Elective Courses

Any Three for JMC. 511 - JMC. 518

JMC.511	Comparative Press Laws and Media System	100
JMC.512	Newspaper Management and Business	100
JMC.513	Public Relations	100
JMC.514	Electronic Media and Technology (Including Film)	100
JMC.515	Nepalese Media System and Journalism	100
JMC.516	Science and Environmental Journalism	100
JMC.517	Development, Communication, and Journalism	100
JMC.518	Advertizing Studies	100

Comparative Press Laws and Media System
(Elective)

JMC.511

Full Marks: 100
Pass Marks: 40
(Theory: 80 +Pract. 20)
(Pass Marks: Theo. 32+Pract. 9)
Teach. Hrs. 150

Objectives:

- a) To enable the students to gain comprehensive and advanced knowledge about press laws and media system in comparative, structural and organizational perspectives.
- b) To equip the students with extensive critical knowledge deemed necessary to the media experts and journalists.

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
<p>I Origin and history of press law. Principles and features of the USA and the UK media systems and press laws. ASEAN and SAARC media and legal systems with special references to Nepal.</p>	30
<p>II Theories of press laws Conventional and modern theories. Provisions relating to the press in other laws.</p>	30
<p>III Press laws of select Western and developing countries. Press and publication laws. Libel and contempt of court. Law of copy right. Press freedom and censorship. Prior restraint and the print and electronic media. Contempt by publications. Defamation acts of UK, USA, India, China in comparison to Nepal. Privacy and liability for physical harms. Access to news gathering. Journalistic Privilege and their significance.</p>	30
<p>IV History, development and significance of Press Councils Press council system in Europe, Asia and USA. Press: history and concept. Historical development, structure and functions of Press Council in Nepal.</p>	30

G. Umacc.

- Western media system and the press.
- Asian media system and the press.
- Nepalese media system and the press.

This paper will be inter-disciplinary. The vices of legal experts will be needed

Recommended Readings

1. Basu, Durga Das, *Law of the Press*, Prentice-Hall, 1996
2. Carter, Barton T. , etal, *The First Ammendment and the Fourth Estate*, 7th ed. Westbury, Ny Foundation Press, 1997.
3. Joseph, M. K., *Freedom of the Press*, Anmol Publication New Delhi, India.
4. Kurian, *World Press Encyclopadea*, Facts on File, New York, 1982.
5. Press Council, *Prakashan ko Digdarshan*, Press Council, 1983.
6. Kink, Convad C., *Media Ethics*, Allyn and Bacon, 1995.
7. Dahal, Kashiraj, *Press Vidhi Shastra*, 1995.

Newspaper management and business
(Elective)

JMC.512

Full Marks: 100
Pass Marks: 40
Teach. Hrs. 150

Objectives:

To enable students to understand the specific management skills needed by the media as industry and media business.

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
I <i>Emergence of newspaper as one kind of media industry.</i> Newspaper organizations and other organizations. Types of business units, general management. Economic systems and the Press/Media organizations.	30
II <i>The business of newspaper publishing and printing.</i> Methods of distribution of newspapers, circulation improvement methods. Organization of other mass media in Nepal and in other countries, types of ownership, types and functions of media personnel. Managerial decisions and the print media. Production and cost analysis, advertising sales. Market structure, price and newspaper price	30
III <i>Essential law and ethics for newspaper publishing</i> Press laws, copyrights, income-tax and print media code of conduct. Case studies of newspapers from the view-point of ethics Case studies of newspapers from the view-point of laws	30

IV	<i>Newspaper in the new multimedia age</i> Newspaper and TV; circulation and reach Newspaper and radio Newspaper and Industry	30
V	<i>Newspaper management research and the newspaper publishing</i> Investment in media industry Employment in media industry Marginal analysis and newspaper management	30

Recommended Readings

1. Salvatore, J. Iacone, *Modern Business Report Writing*
2. Moti, V.C. Poul Samnd, and G.S. Gupta, *Managerial Economics*
3. Jhingan, M. L., *Micro Economic Theory*
4. W. Parkman Rankih, *The Practice of Newspaper Management*
5. Herbert Lee, Williams, *Newspaper Organization and Management*. Delhi, Surjeet Publication, 1978.
6. Regmee, R.K. , *Media Management (unpublished working paper)*

**Public Relations
(Elective)**

JMC.513

Full Marks: 100

Pass Marks: 40

(Theory: 80 +Pract. 20)

(Pass Marks: Theo. 32+Pract. 9)

Teach.Hrs. 150

Objectives:

- a) To enable the students to understand the significance of public relations in contemporary Nepal.
- b) To equip with extensive knowledge for the practice of public relations.

Course Content

Units

Teach. Hrs.

- | | | |
|----|--|----|
| I | <ul style="list-style-type: none">a) Definition, scope, and ethics of public relationsb) Public relations in Nepal and abroad: history and current perspectivesc) Public relations, publicity, propaganda and advertisingd) The emergence of a new philosophy and function of management in the context of the age of dependence.e) Stages in the development of revolution and post - industrial revolution phases.f) Reasons for the rapid growth of public relations and its problems.g) Contemporary public relations in the context of current communication revolution - the integrated marketing communication, international public relation - public relations efforts for third world and the changing face of public relations in Asia. | 30 |
| II | <ul style="list-style-type: none">a) Communication and public opinion, behaviour prediction, publics of public relations, formation of public opinion, influencing public opinion, personality and attitude change.b) The Process: defining public relations problems.c) The Process: planning and programming | 30 |

III	<i>Process, Practice and Regulations of public relations. Concepts and Models.</i>	30
	<ul style="list-style-type: none"> - Models of programmes and processes - The operational aspect of public relations - Public relations in practice - Legal and ethical considerations in Public Relations. - Issues in contemporary public relations. - The future of public relations. 	
IV	<ul style="list-style-type: none"> a) External publics and mass media. - The Process: Taking action and communication. - The Process: Evaluating the programmes - Internal public and internal communication media. b) Public relations in business and industry. d) Government and military public relations. 	30
V	<ul style="list-style-type: none"> a) Press and tools of public relations: handouts, press releases, trade fairs, special events, etc. b) International public relations and diplomacy. 	30

Recommended Readings

1. Raymond, Simon (ed), *Public Relations: Concepts and Practices*. Columbus, Ohio, 1980.
2. Pavlik John V, *Public Relations*. Pennsylvania State University (vol. 16) 1987.
3. Moore, M. Frazier & Kalupa, *Public Relations – Principles, cases and problems*. Surjeet Publications, Delhi, 1987.
4. Lippmann, Walter, *Public Opinion*. Macmillan, New York, 1996
5. Berneys, Edward, *The Engineering of Consent*. Oklahoma Press, 1955.
6. Hill and Knowiton, *Handbook on International Public Relations (vol. I, II)*. Praeger Publishers, New York, 1968.
7. Reilly, Robert T., *Public Relations in Action*, Eaglewood Cliffs New Jersey: Prentice Hall, 1987
8. Scott, Cutlip M.A.H. Center and Broom G.M., *Effective Public Relations* New Jersey: Prentice Hall Inc. 1985.
9. Childs, Harwood L., *Public Opinion, Nature, Formation and Role*, Princeton, New Jersey: D. Van Nostrand Co. 1993.
10. Hennessy, B.C., *Public Opinion*. Belmont: Wadsworth, 1966.
11. Stephenson, Howard (ed), *Handbook of Public Relations*. McGraw Hill, 1971.

12. Sam, Black, *Practical Public Relations*. London: Sir Issac Pitman's Sons.
13. Kally, *Professional Public Relations and Political Powers*. Baleimaere: The John Babking Press. 1966.
14. Moore, Canfield, *Public Relations: Case and Problems*. Homewood: Richard D. Graw, 1966.
15. Berriman, J.P., *Public Relations in Business Management*. London University Press. 1994.
16. Ellis, N. and Bowman P. *Public Relations Handbook*. Harrep. 1963.
17. Finn, David, *Public Relations and Management*. Reinhold, 1960.
18. Morris, Janowitz and Hirsh Paul, *Reader in Public Opinion and Mass Communication*. New York: Free Press. 1981.

References

Media Asia. An AMIC Publication, Singapore
Vidura, Journal of the Press Institute of India, New Delhi.
Journalism & Mass Communication Quarterly.
 University of South Carolina, Columbia. SC. 29208. USA.

**Electronic Media and Technology
(including Film)**

(Elective)

JMC.514

Theory FM: 75
PM: 30
Practical FM:25
Practical PM:11.25
Teach.Hrs.:150

Objectives:

- a) To develop a critical sense for evaluation of electronic media. To familiarize with media technology and its application in the field of journalism.

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
I The concept and theories of broadcasting media	30
- The Radio	
- The television and The Film.	
The emergence and significance of radio and television, and of film as mass media.	
II Principles	30
Radio:	
Basic requirements of writing for the ear, distinguishing features of radio news styles; types of lead, body structure mechanics of copy, radio newsreel, topical features, talk and commentaries, sports coverage, interview techniques; functioning of radio news organisation, sources of news with reference to monitoring.	
Television:	
Difference between a newspaper, radio bulletin and a television newscast. Planning, preparing and compiling television bulletin. Basic considerations in arranging the supporting visuals for use in the bulletins. How to plan a visual coverage of an event (local, regional, national, international, significance). Fundamental requisites in determining the duration of a spoken word and visual stories.	

Editing and scripting for a visual story, how to synchronize the commentary with visual, out-door broadcast, reporting on camera, production of newscast, news documentaries and brief reports for use in newscast, studio programs as part of news and current affairs, importance and impact of television newscasts, role of television in the present-day world, international television networks and their contribution towards news gathering and exchange.

Radio Nepal/Nepal Television: Basic objective, role in educating the masses, dissemination of social values and national integrity through radio/television.

Film:

Conceptual approach: Theme selection, visual composition, lighting.

III ***The golden ages of radio and its impact the world over.*** 30

- Before the second World War.
- After the second World War.
- The contemporary era of satellite communication.

IV ***The golden ages of television and its impact the world over*** 30

The age film media: Between the wars. After the second world war to date. The impact of emerging technology and world power on broadcast organizations and journalism.

V **Class room projects with field work in production of radio, television, film programme documentaries**

30

This unit will be evaluated as classroom practical work carrying a full work of 25. This project will be conducted under the supervision class teacher in consultation and cooperation with the experts concerned. The student will have to produce records of their work in the form of laboratory practical work files and necessary comments and authentication of the supervisor.

The works of the students will be evaluated by the external and interval examiner as the end of the academic year.

This paper will be inter-disciplinary. The services of Communication Technology experts and / or Engineer will be needed

Recomended Readings

1. Zettl, Herbert, *Television Production Handbook*, words worth publishing Co. inc., 1984.
2. Hewitt, John, *Air words; writing for broadcast News*, Mayfields publishing company, 1988.
3. Brown, Les, *Television; the business behind the box*, Loster, Brown, 1971.

Nepalese Media System and Journalism

(Elective Subject)

JMC.515

Full Marks: 100

Pass Marks: 40

Teach. Hrs. 150

Objectives:

To equip the students with extensive critical knowledge and information for advanced original study of Nepalese media and journalism

Course Content

<u>Units</u>		<u>Teach. Hrs.</u>
I	<i>Nepalese mass media and journalism in historical perspective</i> a) The environment for origin and growth of Nepalese mass media. b) The development of Nepalese mass media system and journalism in world comparative perspectives.	30
II	Critical analysis of the media policies and programmes in Nepal in historical perspectives.	30
III	The state of the Nepalese mass media system after the restoration of democracy in 1990. The state of Journalism in Nepal after the restoration of democracy in 1990.	30
IV	Legal and ethical aspects of Nepalese Press in comparative perspectives.	30
V	Issues in contemporary Nepalese mass communication.	30

Recommended Readings

1. Rai, Lal Deosa, *Mass Media in Nepal: Origins and Growth* (Unpublished MSS), Kathmandu, Nepal, 1997.
2. FES, *Nepali Patrakarita: Vyawastha ra Vyawahar*. Department of Journalism and Mass Communication, Tribhuvan University, Kathmandu, Nepal, 2055 B.S.
3. Press Council, *Patrikarita ra Yaska Chunuwatiharu*. Press Council, Nepal, 2055 B.S.

4. *Nepali Patrakarit ko Bikaskram*. Kathmandu. 2055 B.S
5. Devkota.Grisma Bahadur, *Nepal ka Patra Patrika Ra Chappakhana Ko Itihash*. Kathmandu, Nepal 2024 B.S.
6. Aditya. Anand (ed.). *Mass Media and Democratization - A Country Study on Nepal*. Institute for Intergrated Development. Kathamandu. Nepal, 1988
7. Maslog. Crispin C (ed.). *Communication Education in Asia*. Press Foundation of Asia, 1990
8. Rai, Lal Deosa and Khanal, Chiranjivi et.al., *Bahulvadi Nepali Samaj Ma Aam Sanchar (Mass Communication in Pluralistic Society of Nepal)* Department of Journalism & Mass Communication & FES, Kathmandu, Nepal, 2054 B.S.
10. Lent, John A., *Newspapers in Asia. Contemporary Trends & Problem*. Heinemann Asia, Hognkong, Singapore, 1982.

Recommended Reading

1. ESCAP and UNCTAD, *Journalism and the Environment*, Vol. 1, 1981
2. The Asian Forum of Environmental Journalists and the Environment Department of the United Nations
3. World Commission on Environment and Development, *Our Common Future*
4. Gurukul, *Journalism and the Environment*
5. Asian Forum of Environmental Journalists, *Journalism and the Environment*
6. *The Culture of Journalism and the Environment*
7. *Journalism and the Environment*
8. *Journalism and the Environment*
9. *Journalism and the Environment*

Science and Environmental Journalism

(Elective)

JMC.516

Full Marks: 100

Pass Marks: 40

Teach. Hrs. 150

Objectives:

To develop a critical sense of journalism to be applied in the field of science with emphasis in environmental concern

Course Content

<u>Units</u>	<u>Teach. Hrs.</u>
I Concepts and Theories	30
a) The mystique of science in the press and the press in the scientific frontiers.	
b) The relationship between scientists and journalists-definitions of their roles and functions	
c) Features of science journalism and the environmental journalism-definitions-science and environmental news values.	
c) "Our Common Future" and "Human Development" approaches to the understanding of the environmental concerns.	
II Culture and Evolution	30
a) Science and journalism in historical perspectives-evolution of science journalism.	
b) The State of the Environment – Environmentalism.	
c) The culture of science journalism, including environmental journalism.	
d) The development of the content and style of science news, including environmental news.	
III Crafts and Profession	30
a) Choosing science and environment news.	
b) Beats and gathering science and environment news.	
c) Sources of distortion and remedies of avoiding distortion.	
d) Rules for reporting the science and environment news.	
d) Broadcasting science and environment news.	

- IV Controls and Conflicts 30
- a) Science journalism and public interest.
 - b) Legal controls and conflicts.
 - c) National (Nepalese) perspectives.
 - d) International perspective.
 - e) Ethical dimension of environmental journalism.
- V **Constraints and Challenges** 30
- a) Constraints - general and specific constraints in the practice of environmental journalism
 - b) National and international policies, and mass media and the environmental concerns
 - c) Professional ideas and challenges of environmental journalism.
 - d) Humanizing science through journalism.
 - e) Perils of progress and the future of science and environmental journalism, and the journalists of tomorrow.

Recommended Readings

1. ESCAP *State of the Environment in Asia and Pacific*, Bangkok, Vol. I, 1989.
2. The Asian Forum of Journalists and ECOSOCO, *Reporting on the Environment*, Bangkok, 1988
3. World Conference on Environment, *Reports on the State of Environment, 1972-1982, 1982-1995*.
4. Burkett, Warren, *Science Writing*, The Sixth Conference of Asian Forum of Environmental A Code of Ethics for Environmental Journalists, 1998.
5. Ahamad, Yusef J. and Sammy, George K., *Guidelines to Environmental Impact Assessment in Developing Countries*. Hodder and Stoughton, London, 1985.
6. Amor, Adlai J. & Mina Paul M. Ica and Laing, Mack, *Science writing in Asia: The Craft and the issues*, Press Foundation of Asia, 1987.
7. Brundtland, Gro Harlem, *Our Common Future*, Oxford University Press, 1987.
8. Friedman, Sharon M., Dunwoody, Rogers, Carol L. (eds), *Sharon and Scientists & Journalist: Reporting Science on News*, The Free Press, New York, 1986.
9. Dixit, Kunda, *Dateline Earth: Journalism as if the Planet Mattered*, Inter-Press Service. Asia-Pacific, Manila, 1997.

References

1. *Issues of 'Media Asia' AMIC, Singapore*
2. *Issues of 'Environment', USA.*
3. *'Vidura' June 1986, New Delhi and other issues.*

Development Communication and Journalism.

JMC.517

Full Marks:100
Pass Marks: 40
Teach. Hrs. 150

Objectives:

To enable the students to comprehend the meaning and purpose of development communication with emphasis on development journalism.

Course Content

<u>Units</u>		<u>Teach. Hrs.</u>
I	a) Conceptual growth of development-social, political and economic perspectives of development as a process. b) Development communication in theoretical perspectives c) Dynamics of development and Role of communication in development theory. d) Approaches to development communication, including journalism. Models of communication, communication in the developed and Third World countries like Nepal. f) Emerging development communication scenario - a continuing guest.	30
II	a) Historical approaches to development - paradigmatic changes b) A Western approach to development and communication world. c) A non-Western approach to development and communication media. b) Historical analysis of Nepalese development perspective.	30
III	a) Approach to development journalism in contrast to environmental journalism. b) Development journalism values in Asian perspective. c) Historical analysis of emergence of development journalism in Asian perspectives.	30

- d) The Press and Asian Society.
- c) Nepalese model of development communication in South Asian perspectives.
- IV a) The problem of development and the promise of the media. Case studies, methodologies and findings of the rural communication. 30
- b) Issues in contemporary print media communication with emphasis on development communication. Planning for communication development-message construction for social change in specific areas like agriculture, health, nutrition, education, population planning, sanitation and environment protection.
- c) Broadcasting in contemporary world with emphasis on third world development communication.
- d) Research perspectives for development communication.
- V a) Control system for development communication 30
- b) Legal aspects of development journalism.
- c) Ethical dimension of development journalism.
- d) Constraints and challenges of development communication.
- e) Dynamics and future of development journalism.

Recommended Books

1. Pool, I.de. Sola and Schramm, W. (ed), *Handbook of Communication*. Chicago. Rand McNally, 1973.
2. Schramm W., *Mass Media and National Development*. Stanford. Stanford University Press, 1964.
3. Narule. Uma & Banet Pearce, *Development as Communication-A Perspective on India*. W. Carbondale and Edwardsvilles. Southern Illinois University Press, 1986.
4. Rogers, E.M. (ed), *Communication and Development-Critical Perspective*. Beverly Hills: Cal, Sage Publication, 1993.
5. Danial, Lerner, and Schram, Wilber, *Communication and Change in the Developing Countries*. Honolulu: University Press of Hawaii, 1972.

6. Budd, Richard w. and Ruben, Brent D. (ed.), *Approaches to Human Communication*. New Jersey: Haden Book Co. 1995.
7. Rao, Y.V. Sakshmana, *Communication and Development. A Study of two Indian Villeges*. Minneapolis. University of Minnesota Press 1966
8. Unesco, *Many Voices, One World*. Paris 1988..
9. Dessanayke, Wimel, *Development and Communication: Four Approaches*. Media Asia 8(4), 1981.
10. Dua. M.R. & Gupta V.S., *Media and Development* . AMIC-FES Singapore. 1994.
11. Journals, *Media Asia*. AMIC, Singapore.

Teach this

Topic	Objectives
1. Emergence and significance of advertising to mass media and journalism: a historical perspective.	
2. The evolving world of advertising and the role of mass media associated with it.	
3. The evolution of advertising and the evolution of advertising as a profession.	
4. The evolution of advertising and the evolution of advertising as a profession.	
5. The evolution of advertising and the evolution of advertising as a profession.	
6. The evolution of advertising and the evolution of advertising as a profession.	
7. The evolution of advertising and the evolution of advertising as a profession.	
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18. The evolution of advertising and the evolution of advertising as a profession.	
19. The evolution of advertising and the evolution of advertising as a profession.	
20. The evolution of advertising and the evolution of advertising as a profession.	

Advertising Studies

(Elective)

JMC.518

Theory FM:75

PM: 30

Practical FM:25

Practical PM: 11.25 Teach. Hrs.150

Objectives:

- a) To enable to gain some knowledge and insight into the forces of advertising which go into the making of mass communication and journalism.
- b) To enable the students to understand the issues of advertising and relate them to the future growth of mass media and journalism.

Course Content

Units

Teach. Hrs.

- I ***Emergence and significance of advertising to mass media and journalism: a historical perspective.*** 50
 - a) The advertising world in general
 - b) The role of ideas associated with the institutions of traditions, authority and the market in evolution of advertising, the role of advertising in modern society.
 - c) Stages in the development of advertising - Importance of international advertising.
 - e) Some types of controversial advertising by contemporary Western and non-Western standards and practices.
- II ***The Institutions of advertising and the process of advertising. The complexities of advertising*** 50
 - a) By users
 - b) By consumers
 - c) By producers & products; markets, media and purposes at national and international levels.
 - d) Functions of advertising and functional relationships between the decision variables
 - f) Planning and process in advertising.

III ***The regulation of advertising and critical approach to advertising***

50

1. The regulation of advertising
 - a) By natural market forces.
 - b) By organized market forces.
 - c) By non-market forces of law and ethics.
2. History of legal controls of advertising.
 - a) In Western countries.
 - b) In Non-Western countries.
 - c) Contemporary legal dimension of advertising in Western and non-Western countries.
3. Practice of advertising in modern times - the issues of contemporary advertising - the future trends and projections.

This paper will be inter-disciplinary. The services of advertising management experts or professionals will be needed

Recommended Readings

1. Sandage, A.C.H. Fryburger and Rotzoll, *Advertising. Theory and Practice*. A.I.T.B.S. Textbook Publishers Delhi 1996
2. Chuniwalla S.A. and Sethia, *Foundations of Advertising Theory and Practices*. Himalaya Publishing House. Delhi, 1994
3. Dunn and Lorimor Ohio, *International Advertising and Marketing*. Grid Publishing Inc. Columbus.
4. Lawson R.G., *Advertising Law*. Macdonald & Evans. Plymouth. 1978
World Press Encyclopedia. Facts on File Inc. New York, 1982.
5. Nelson, Roy Paul, *The Design of Advertising*. Brown and Benchmarks. Oxford, England, 1994
6. Marieke De Mooij, *Global Marketing and Advertising. Cross Cultural Communication*. New York, 1997.

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