

Tribhuvan University  
Faculty of Humanities and Social Sciences  
Central Department of Journalism and Mass Communication

Master's Level Semester Course

**Journalism and Mass Communication**

Submitted to  
Faculty of Humanities and Social Sciences  
Dean's Office  
TU, Kirtipur

Submitted by

**Journalism and Mass Communication Subject Committee**  
Camera Building  
Balkhu-Kirtipur  
January 2025



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## Master's Level Semester Course

### Journalism and Mass Communication

#### 1. Introduction

After more than a decade, the course has been revised to address the significant changes in the field of journalism and mass communication. Introduced at the dawn of the new millennium, the MAJMC program has been instrumental in producing highly skilled professionals for journalism and other branches of mass communication. Over time, the annual course was revised and converted into a semester-based system in 2014.

The current revision is necessitated by two key factors. First, the global and national communication and information ecosystems have undergone dramatic changes over the past decade, creating a demand for new forms of workforce and innovative working modalities. Second, the professional world now demands enhanced efficiency from MAJMC graduates, with a strong emphasis on analytical reasoning and practical, hands-on skills.

#### 2. Course Structure

The key distinction of this course from its predecessor lies in the expanded practicum, designed to address the evolving needs of the media and communication landscape. On the one hand, the course encompasses core journalistic and communication elements such as mass communication theories, media jurisprudence, and ethics, along with essential knowledge and skills in reporting and editing. On the other hand, it has significantly incorporated the realms of new media and digital media. Hence, the course is designed with a focus on the era of digital journalism, where news is published online, reflecting the shift from reading traditional newspapers to consuming news on smartphones and digital devices. The course is designed to equip journalists with the skills to navigate the challenges of today's information landscape, where news is increasingly perceived as coming directly from social media rather than being collected and vetted by professional journalists. The MAJMC programme is structured with a 60:40 ratio of theory to practical work. Each course carries 3 credit hours comprising of 48 teaching hours.

##### 2.1 Significance of the Programme

The significance of the MA JMC course lies in its outcomes. Upon completion, graduates will be prepared for careers in one of the following professional areas:

1. Journalism
2. Public Relations
3. Advertising and Marketing
4. Development Agencies
5. Multi-media and Documentary Production
6. Corporate Communications
7. Community Affairs Management

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8. Media Management
9. Social Media Curation
10. Digital Content Creation and Analysis
11. Fact-Checking
12. Research

### 3. General and Specific Objectives

The general objective of the course is to develop competent professionals equipped to excel as communication specialists, capable of addressing the challenges brought by emerging new media technologies. The program aims to develop insightful, ethical, and skilled communicators with strong expertise and a deep understanding of various levels of human communication, enabling them to contribute effectively to journalism and related fields. Graduates of this program will be equipped for careers in at least twelve different fields within the professional world.

The following are the specific objectives, encompassing both thematic and practical aspects:

- 3.1 To conduct an updated, advanced-level course aimed at deepening insights into the evolving information and communication ecosystem, both globally and within the national context.
- 3.2 To produce professionals equipped to thrive in various emerging fields of human communication, including both New Media and Legacy Media.
- 3.3 To explore communication theories across various traditions, critically examining their evolution, application, and relevance in contemporary media and communication practices.
- 3.4 To enhance journalistic reporting skills by equipping techniques for fact-checking and identifying deepfakes and disinformation, aligning with professional standards, and focusing on advancing the ability to deliver news with objectivity, accuracy, and excellence.
- 3.5 To enhance both theoretical knowledge and practical skills in structural and text editing, aiming to produce highly skilled copy editors and gatekeepers for media outlets and other communication professions.
- 3.6 To prepare students by enhancing both theoretical knowledge and practical skills in radio and television journalism.
- 3.7 To provide students with a deep understanding of the evolution and transformation of the communication world, exploring the emergence of mass media through historical milestones, challenges, and advancements from early to contemporary times.
- 3.8 To equip students with theoretical knowledge of various development concepts and their application in influencing public behavior, promoting the diffusion of innovations, and facilitating communication through mass media, as well as beyond mass media, including interpersonal communication.
- 3.9 To develop comprehensive strategies for political communication, focusing on the creation, dissemination, and impact of political messages through various media channels, as well as exploring the role of communication in shaping public opinion, influencing political behavior, and enhancing democratic participation.
- 3.10 To cultivate a profound understanding of the ontological and epistemological foundations of mass media research, equipping graduates with the ability to

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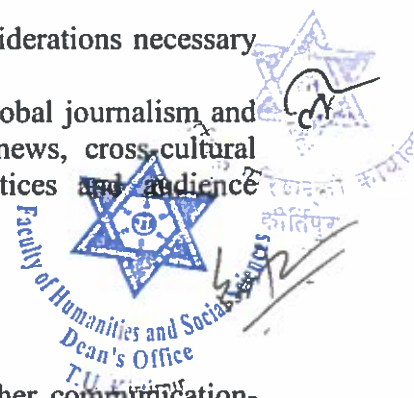
critically examine the performance of mass media within the philosophical frameworks.

- 3.11 To equip students with the skills required to produce radio and television programs, as well as documentaries, developing both technical proficiency and creative storytelling in media production.
- 3.12 To equip students with the knowledge and skills necessary for effective public relations practice, focusing on strategic communication, media relations, reputation management, crisis communication, and the use of various platforms to build and maintain positive relationships between organizations and their audiences.
- 3.13 To examine the current state of global communication and the emerging trends shaping the global landscape of information and communication.
- 3.14 To address the challenges of the mass media industry by promoting higher ethical standards and improving sensitivity, including gender and intercultural awareness, to enhance their ability to connect with a broader audience.
- 3.15 To equip students with an understanding of media economics, focusing on the financial structures, market dynamics, and business models of print and digital media, and analyzing the economic factors influencing media content and distribution.
- 3.16 To equip students with the technological expertise and deeper understanding of the digital landscape needed to combat misinformation.
- 3.17 To provide students with an understanding of New Media, focusing on digital platforms, social media, and emerging technologies, and their impact on communication practices, audience engagement, and content creation.
- 3.18 To equip students with the knowledge and skills required for effective advertising, focusing on strategy development, creative techniques, consumer behavior, and the use of various media platforms to craft impactful and persuasive campaigns.
- 3.19 To provide students with a clear understanding of media law and media jurisprudence, focusing on legal principles such as freedom of expression, intellectual property, defamation, and privacy, while exploring the media's interaction with the courts and its legal challenges.
- 3.20 To equip students with the skills and knowledge of photojournalism, focusing on the ethical, technical, and artistic aspects of capturing compelling images that tell powerful stories while adhering to journalistic standards.
- 3.21 To equip students with the knowledge, skills, and ethical considerations necessary to navigate the evolving landscape of AI in journalism.
- 3.22 To provide students with a comprehensive understanding of global journalism and communication, focusing on the dynamics of international news, cross-cultural reporting, and the impact of globalization on media practices and audience engagement.

#### 4. Beneficiaries

Students pursuing careers in journalism, media, public relations, or other communication-related fields will greatly benefit from the programme. Those interested in understanding the evolving landscape of media, including global journalism, new media, and advertising, will gain valuable insights into the practical and theoretical aspects of their fields. The course on media law will be particularly beneficial for aspiring journalists, and communication practitioners who seek to navigate the legal complexities of media practices. Likewise, those with a passion for photojournalism will acquire the skills necessary to capture impactful

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stories, while students of public relations and media economics will develop expertise in managing organizational or corporate communication and understanding the economic forces shaping the media industry. Overall, the programme MA JMC will empower students with the knowledge and skills to succeed in diverse and dynamic roles across the media and communication sectors.

## 5. Structure of the Programme

The program is structured over four semesters, with each semester covering five courses, except for the fourth, where students are required to complete a dissertation. Each course, including dissertation writing, is worth 3 credits and consists of 48 teaching hours. Classes are conducted exclusively in person, with no provision for online instruction, except for occasional lectures from foreign professors. Grading is based on 60% for theoretical knowledge and participation in practical exercises, and 40% for internal evaluation of achievements according to the course of study. Out of the 48 hours of coursework, students are required to complete 19 hours of practical classes and fulfil three practicum assignments.

## 6. Provision of Attendance

Students are required to attend at least 80% of the total classes for each course and complete all assignments, including class presentations, in order to be eligible to sit for the final exams.

25/11/2023  
Prof. Dr. J. K. Singh

Dr. J. K. Singh



## 7. Course Structure

### First Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
I	JMC 501	Mass Communication Theories	Compulsory	3	48
II	JMC 502	Comprehensive News Reporting	Compulsory	3	48
III	JMC 503	Innovative Editing	Compulsory	3	48
IV	JMC 504	Broadcast Journalism	Compulsory	3	48
V	JMC 505	Communication Revolutions	Compulsory	3	48

### Second Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
VI	JMC 551	Development Communication	Compulsory	3	48
VII	JMC 552	Political Communication	Compulsory	3	48
VIII	JMC 553	Methodology in Media Research	Compulsory	3	48
XIV	JMC 554	Digital Media	Compulsory	3	48
X	JMC 555	Public Relations	Compulsory	3	48

### Third Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
XI	JMC 601	Combating Misinformation	Compulsory	3	48
XII	JMC 602	Media Economics and Management	Compulsory	3	48
XIII	JMC 603-1	Radio Programme Production	Elective	3	48
XIII	JMC 603-2	Television Production and Documentary Film making	Elective		
XIV	JMC 604	Advertising and Marketing	Compulsory	3	48
XV	JMC 605	Mass Media Research	Compulsory	3	48



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### Fourth Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
XVI	JMC 651	Media Law	Compulsory	3	48
XVII	JMC 652	Photo Journalism	Compulsory	3	48
XVIII	JMC 653-1	AI in Journalism	Elective	3	48
XVIII	JMC 653-2	Sociology of Nepali Mass Media	Elective		
XIV	JMC 654	Global Journalism	Compulsory	3	48
XX	JMC 655	Dissertation Writing	Compulsory	6	-



# First Semester

## Mass Communication Theories

Course Code: JMC 501

Credit Hours: 3  
Teaching Hours: 48

### Course Description

This course focuses on mass communication theories, highlighting both normative and critical perspectives. It examines media and communication theories that emerged with modernity and in the era of postmodernism. Additionally, the course explores the seven traditions of communication theories, analyzing theoretical statements on the influence of cultural, social, political, and economic contexts on media performance.

### Specific Objectives

1. To equip students with the ability to explore communication theories across various traditions, critically examining their evolution, application, and relevance in contemporary media and communication practices, fostering a critical mindset toward mass media functioning.
2. To familiarize students with the evolution of different types of media emerging from technological innovations, analyzing their development and impact on human behavior and society.
3. To enable students to analyze theoretical perspectives on mass media, emphasizing their role within cultural, social, political, and economic contexts by building a strong foundation in communication theories.

### Course of Study in Brief

Units	Titles	Teaching Hours
I	Understanding Mass Communication Theory	5
II	Seven Traditions of Mass Communication Theories	4
III	Critical Theory of Communication	4
IV	Modernity and Medium Theory	4
V	Postmodernity and the Information Society	4
VI	Media, Society and Culture Theories	4
VII	Feminism and Gender	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

### Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	Understanding Mass Communication Theory	5

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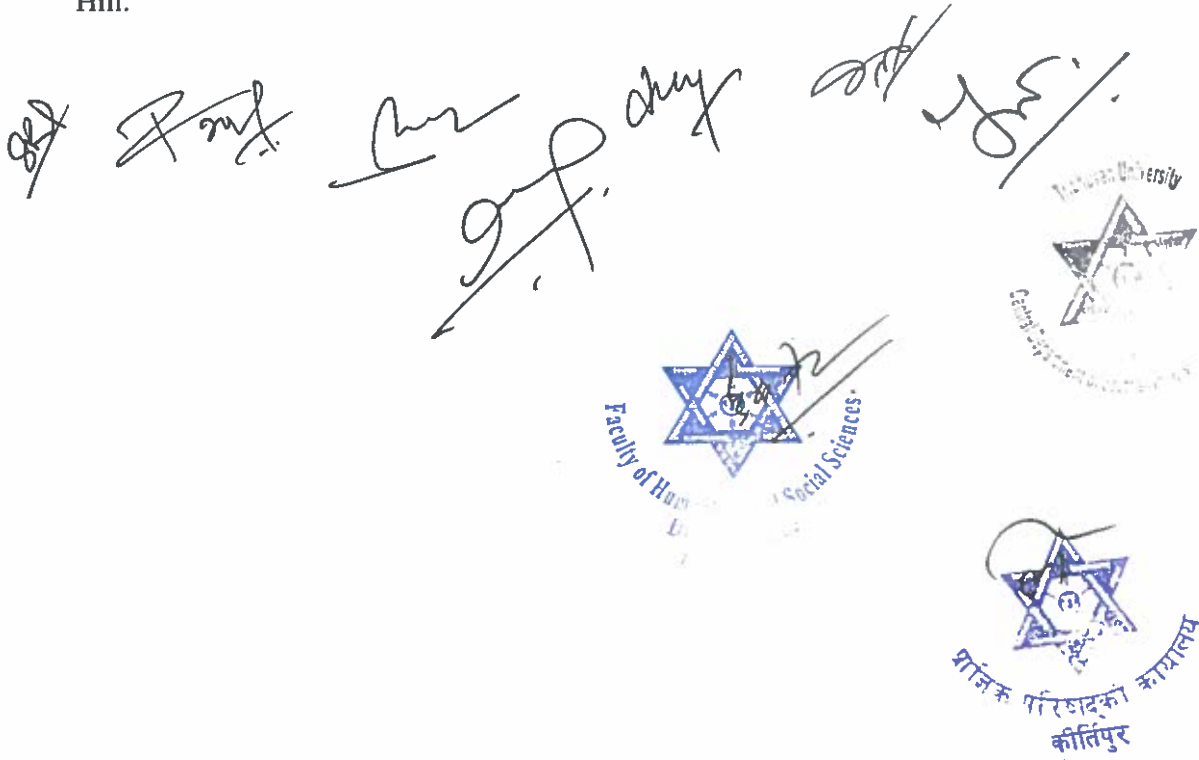
	Flexible Definition of Social Science in Mass Communication Theory: Postpositivist Theory, Hermeneutic Theory, Critical Theory and Normative Media Theory; Normative Theories of Journalism: Hallin and Mancini's Three Models of Media: a) Polarized Pluralistic Model, b) Democratic Corporatist Model, and c) Liberal Model.	
II	<b>Seven Traditions of Mass Communication Theories</b> The Socio-psychological Tradition; Cybernetic Tradition; Rhetorical Tradition; Semiotic Tradition; Socio-cultural Tradition; Critical Tradition; and Phenomenological Tradition.	4
III	<b>Critical Theory of Communication</b> Frankfurt School to the realms of communication; Habermas's Theory of Communicative Action; Dialectical Critical Theory of Communication; Political Economy and Postcolonial Theory; Adorno: culture industry or cultural industries? Media and Cultural Imperialism; Herman and Chomsky: Manufacturing Consent; Critical Political Economy; Marxist Theory of Media.	4
IV	<b>Modernity and Medium Theory</b> Innis: The Bias of Communication; McLuhan: the medium is the message; Benjamin: art and mechanical reproduction, Habermas: media and the Public Sphere.	4
V	<b>Postmodernity and the Information Society</b> Baudrillard: hyperreality and simulation; Debord: Society of Spectacle; Lyotard: the decline of metanarratives; The Information Society	4
VI	<b>Media, Society and Culture Theories</b> Information Diffusion Theory; Social Marketing Theory; Media System Dependency Theory; The Knowledge Gap; Agenda Setting; The Spiral of Silence; Media Intrusion Theory; Symbolic Interactionism; Pragmatism and the Chicago School, Social Constructionism; Framing and Frame Analysis.	4
VII	<b>Feminism and gender</b> Radical Feminism; Mulvey: The Male Gaze; Modleski and Radway: Mass-produced Fantasies for Women; McRobbie: The Ideology of Teenage Femininity; Ang: Pleasure and the Ideology of mass culture; Butler: Gender Trouble; Post-feminism and the third wave; Masculinity in crisis.	4
VIII	<b>Practicum I</b> <b>Preparation of an Analytical Report:</b> observing and analyzing the performance of any form of Nepali media with the theoretical lens of framing.	6
IX	<b>Practicum II</b> <b>Examination of Semiotics:</b> Take any public event or social phenomenon and examine it with the theoretical concept of semiotic traditions of communication theories.	
Unit X	<b>Practicum III</b> <b>Seminar on a key Theme:</b> Take one of the four themes from Unit V or anyone from Unit VI and present the findings as per the close observation of the society (Individual level).	

### Recommended Readings

Baran, S. J. & D. K. Davis (2021). *Mass communication theory: Foundations, ferment, and future* (8th ed.). Oxford University Press.

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- Baudrillard, J. (1988). Simulacra and simulation, the precession of simulacra. In M. Poster (Ed.), *Selected Writings*. Stanford University Press.
- Benjamin, W. (1969). *The work of art in the age of mechanical reproduction*. Schocken Books.
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- Emery, E., Agee, W. K. & P. H. Ault (1979). *Introduction to mass communication* (6th ed). Oxford & IBH.
- Fiske, J. (2010). *Introduction to communication studies*. (3rd ed.). Routledge.
- Fuchs, C. (2016). *Critical theory of communication: New readings of Lukács, Adorno, Marcuse, Honneth & Habermas in the Age of the Internet*. University of Westminster Press.
- Fuchs, C. (2014). *Social media: A critical introduction*. Sage.
- Griffin, E., Ledbetter, A., & Sparks, G. (2022). *A first look at communication theory* (11th ed.). McGraw-Hill.
- Hallini C. D., & P. Mancini (2004). *Comparing media systems: Three models of media and politics*. Cambridge.
- Latzer, M. (2013). Media convergence. *SSRN Electronic Journal*.  
<https://doi.org/10.2139/ssrn.2271508>
- Laughey, D. (2007). *Key themes in media theory*. McGraw-Hill.
- Marris, P. & S. Thornham (Eds.). (2005). *Media Studies: A reader*. Edinburgh University Press.
- McQuail, D. & Deuze, M. (2020). *McQuail's media & mass communication theory* (7th ed.). Sage Publications.
- McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage.
- Severin, W. J., & Tankard, J. W., Jr. (2014). *Communication theories: Origins, methods, and uses in the mass media* (5th ed.). Longman.
- Taylor, P. A., & Harris, J. L. (2007). *Critical theories of mass media: Then and now*. Tata McGraw-Hill.



## Comprehensive News Reporting

Subject Code: JMC 502

**Credit Hours: 3**  
**Teaching Hours: 48**

### Overall Objective

The course provides the students with comprehensive interpretative reporting skills, combining journalistic principles with modern digital and data-driven techniques. It equips students with the changing media landscape with a challenging scenario of misinformation.

### Specific Objectives

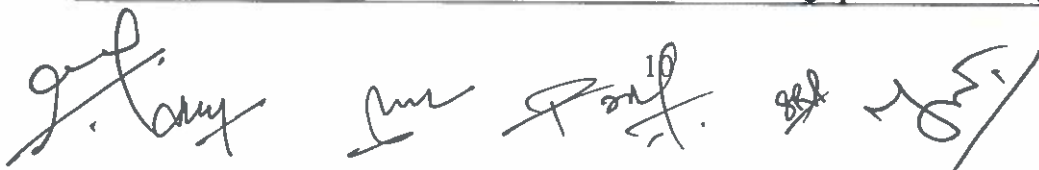
1. To impart proficiency in long-form news reporting
2. To make students skilled in utilizing data-driven journalism techniques
3. To impart knowledge and skills to create multimedia content, beat reporting, and engage in practical journalism activities.

### Course of Study in Brief

Units	Titles	Teaching Hours
I	Foundation of Reporting	5
II	Reporting Tools and Techniques	4
III	Data-driven Journalism	4
IV	Multimedia Journalism and Ethics	5
V	Reporting Politics and Political Affairs	4
VI	Beat Based Reporting	4
VII	Handling Information	3
VIII	Practicum I	6
IX	Practicum II	7
X	Practicum III	6

### Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	<b>Foundation of Reporting</b> Fundamentals of reporting; Pitching idea for news-story; Human and document trail, cultivating sources and maintaining confidentiality; Reporting ground-zero.	5
II	<b>Reporting Tools and Techniques</b> Reporting tools and techniques; Arts and crafts of long-form narratives including anecdotes and news-peg; in-depth, interpretative, and investigative reporting; feature stories.	4
III	<b>Data-driven Journalism</b> Basics of data sourcing, cleaning, and analysis; tools for data visualization; in-depth, interpretative, and investigative reporting using open-source data and right to information; data-driven narratives.	4
IV	<b>Multimedia Journalism and Ethics</b> Content production for legacy media and multimedia platforms, from text to audio-visual and social media; balancing speed in breaking news;	5





	and navigating ethical and legal issues in reporting- including privacy, bias, and inclusivity.	
V	<b>Reporting Politics and Political Affairs</b> Reporting Legislative; Judiciary, and three tiers of Executives; Elections, finance and budgets.	4
VI	<b>Beat Based Reporting</b> Art & Entertainment; Sports; Crisis and conflicts; Science and technology; Environment and issues on climate change; Business; Health; Education etc.	4
VII	<b>Handling Information</b> Understanding of infodemic environment; Cycle of miss/dis-information; Handling propaganda and spin-doctors; Fact-checking.	3
VIII	<b>Practicum I</b> <b>Interpretative Reporting:</b> Interpretative reporting derived from statistics of governmental and non-governmental organizations with data visualization, court judgments and rulings, parliamentary debates, sports records, and other authentic sources, book and cinema reviews.	6
IX	<b>Practicum II</b> <b>Case Study:</b> Case study of long-form, in-depth, investigative, interpretative or award-winning news stories; Paper presentation on the topics of newsroom crisis management for reporting.	7
X	<b>Practicum III</b> <b>Pitching Stories:</b> Pitching in-depth news stories with substantial observation, anecdotes and news-peg.; Generate a multimedia report with text, audio, video and info-graph.	6

### Recommended Readings

- Adam, G. S., & Clark, R. P. (2006). *Journalism: The democratic craft*. Oxford University Press.
- Adornato, A. (2022). *Mobile and social media journalism*. Routledge.
- Bounegru, L., & Gray, J. (Eds.). (2021). *The data journalism handbook*. Amsterdam University Press.
- Cover, R., Haw, A., & Thompson, J. D. (2020). *Fake news in digital cultures: Technology, populism and digital misinformation*. Emerald Publishing Limited.
- Harcup, T. (2022). *Journalism: Principles and practice*. SAGE.
- Kharel, P. (2010). *A study of journalism*. Mandap Books.
- Mencher, M. (2012). *News reporting and writing* (12th ed.). McGraw-Hill.
- Center for Media Research Nepal. (2024). *Bhrastachar ra media [Media in combating corruption]*. CMR Nepal.
- Dixit, K. (2010). *Dateline earth journalism as if the planet mattered*. IPS-Asia Pacific.
- Frost, C. (2010). *Reporting for journalists*. Routledge.
- Hohenberg, J. (2007). *The professional journalist*. Surjeet Publications.
- Samsadiya Mamila Patrakar Samaj. (2024). *Parliamentary reporting: Principles and practices*.

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# Innovative Editing

Course Code: JMC 503

Credit Hours: 3  
Teaching Hours: 48

## Course Description

Editing is essential to journalism, and this course provides a comprehensive understanding and innovative skills of its principles and practice. Students will learn the theory behind news editing for diverse media channels, explore its evolution, and examine current trends in the field. Through practical exercises and assignments, including homework and seminar presentations, students will develop their editing skills and produce detailed reports based on each unit of study.

## Course Objectives

1. To enable students to understand the fundamental and advanced principles of editing.
2. To explore innovative approaches to editing across multimedia platforms.
3. To develop the ability to critically analyze and refine content for diverse audiences.

## Course of Study in Brief

Units	Editing	Teaching Hours
I	Introduction to Editing	6
II	Fundamentals of Editing	6
III	Copy Editing	4
IV	Editing Techniques and Changing Scenario	4
V	Audience Awareness	3
VI	Consideration of Law and Ethics	3
VII	Cultural and Regional Influence on Editing	3
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

## Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	<b>Introduction to Editing</b> Essence of editing: refining, improving and adding value of content; Principles of editing; Types of editing: copy editing, line editing, news editing, developmental editing- structure, plot, character development often in long read and book.	6
II	<b>Fundamentals of Editing</b> Editing news and various columns of media content including structure, headline, lead, editorial, opinion, column, and review; Copy editing: language, legal consequences, verification of facts and sources; Rhythm	6

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	and consistency; Checklist for accuracy, balance and clarity; Style and tone.	
III	<b>Copy Editing</b> Roles of editor, copy editor, reporter, content producer, and general public: user-generated content.	4
IV	<b>Editing Techniques in Changing Scenarios</b> Innovation in editing: Technology, trend and challenges; AI and automation in editing; Ethics of editing in a post-truth era.	4
V	<b>Audience Awareness</b> Medium and audience; Audience consideration: fragmented audience, target audience, accessibility, engagement.	3
VI	<b>Consideration of Law and Ethics</b> Legal considerations: Libel and defamation, copyright, and other legal regulations; Ethical responsibilities: privacy, Sensitivity.	3
VII	<b>Cultural and Regional Influence on Editing</b> International, national and local context: language, culture, and sensitivity; Style books and production guidelines of major international and national media organizations.	3
VIII	<b>Practicum I</b> <b>Editing Multimedia Story:</b> spotting errors, rewriting text with a focus on improving grammar, style, verification of facts, and clarity.	6
IX	<b>Practicum II</b> <b>Comparative Review:</b> Comparative review of style sheet and production guidelines of local, national, and international media.	6
X	<b>Practicum III</b> <b>Seminar on Observation of Various Media Outlets:</b> Presentation and preparation of term paper reviewing at least 10 days contents of assigned media outlets.	7

### Recommended Readings

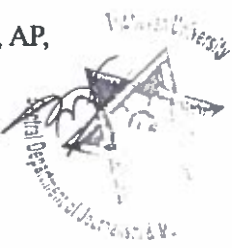
- Collins, R. F. (Ed.) (2013). *Editing across media: Content and process in a converged world*. McFarland.
- Ginna, P. (Ed.) (2017). *What editors do: The art, craft, and business of book editing*. University of Chicago Press.
- Harcup, T. (2022). *Journalism: Principles and practice*. Sage.
- Harris, M. & Bane, J. (2024). *Everybody needs an editor*. In M. Jacob (Ed.). Simon Element.
- Kharel, P. (2010). *A study of journalism*. Mandap Books.
- Mencher, M. (2012). *News reporting and writing* (12th ed.). McGraw-Hill.
- Kovach, B. & Rosenstiel, T. (2021). *The elements of journalism* (4th ed.). Crown.
- Sanders, K. (2003). *Ethics & journalism*. Sage.
- Wahl-Jorgensen, K. & Hanitzsch, T. (Eds.) (2009). *The handbook of journalism studies*. Routledge.
- Wasti, S. C. (2072 B.S.). *Hamro bhasa [Our language]*. FinePrint Publications.
- (Style Books/ Guidelines: Gorkhapatra, Radio Nepal, NTV, RSS, Radio Sagarmatha, BBC, AP, Economists and other national and international media outlets)



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# Broadcast Journalism

Course Code: JMC 504

Credit Hours: 3  
Teaching Hours: 48

## Course Description

This course offers a comprehensive understanding of broadcast journalism, exploring radio and television programming along with digital platforms as both supplements and complements. It covers key principles, formats, and technological advancements in the field. Students will explore programme production, emerging digital media platforms, ethical considerations, and practical applications through hands-on projects. The course also examines current trends and challenges in industry, including media convergence, misinformation, and audience engagement.

## Overall Course Objective

To equip students with the skills required to design and produce radio and television programs, as well as documentaries, developing both technical proficiency and creative storytelling in media production.

## Specific Objectives

1. To equip students with knowledge of broadcast journalism principles, programme development, and technological evolution in media dissemination.
2. To develop students' practical skills in news reporting, programme designing, and analysis of broadcast content through observational and hands-on projects.
3. To foster critical thinking about ethical issues, challenges, and emerging trends in broadcast media, including the impact of digital transformation and AI.

## Course of Study in Brief

Units	Broadcast Journalism	Teaching Hours
I	Introduction to Broadcast Journalism	5
II	Programme Design in Broadcast Media	4
III	Art of Programme Production	4
IV	Current Trends and Challenges of Radio and Television	4
V	Digital Media Landscape	4
VI	Technological Acceleration and Advancement	4
VII	Ethics in Broadcast Journalism	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

## Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
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I	<b>Introduction to Broadcast Journalism</b> Fundamentals of broadcast journalism: nature of audio and visual, principles, and significance; Language and content dissemination in broadcast media; Broadcast systems and formats.	5
II	<b>Programme Design in Broadcast Media</b> Concept and process of programme design; Scoping and content planning; Selecting formats and broadcast platforms; Cost estimation and technical considerations; Style; Creativity, innovation, and programme proposal development.	4
III	<b>Art of Programme Production</b> Identifying audience needs and expectations; Understanding programme formats and structures; Concept of radio and television production: programme, news and other content production and presentation techniques.	4
IV	<b>Current Trends and Challenges of Radio and Television</b> Emerging trends: media convergence, multimedia storytelling, mobile journalism (MoJo) and artificial intelligence (AI); Rise of one-man-band journalism; Competition and audience fragmentation; Challenges in media growth and sustainability.	4
V	<b>Digital Media Landscape</b> Evolution and impact of digital platforms; Digital content distribution; Audience engagement and content strategies in digital broadcasting; Misinformation, disinformation and deepfake content vs. fact-checking.	4
VI	<b>Technological Acceleration and Advancement</b> Transition from analogue to digital broadcasting; Evolution of terrestrial, cable, DTH, AM/FM, and satellite streaming; Transforming audience reception habit and style: from traditional to smart receivers/mobile.	4
VII	<b>Ethics in Broadcast Journalism</b> Core journalistic values: responsibility, accuracy, and objectivity; Privacy, consent, and ethical challenges; Regulatory framework: Role of Press Council Nepal; Legal considerations: defamation and contempt of court.	4
VIII	<b>Practicum I</b> <b>Preparation of an Analytical Report:</b> observing and analyzing programme schedules of two radio/TV stations; Identifying gaps (strengths, weaknesses) and areas for improvement; Developing revised programme grids/schedules based on findings (Individual level).	6
IX	<b>Practicum II</b> <b>Proposal of Programme Design:</b> creating an original programme concept for radio or television; Incorporating audience analysis, format selection, costing (budgeting), and technical aspects; Presenting and justifying the proposal in class (Individual level).	6
Unit X	<b>Practicum III</b> <b>Seminar on Radio/Television Station Observation:</b> Conducting field visits to a radio/television station; Analyzing newsroom operations, workforce structure, and production processes; Interviewing industry professionals and presenting findings in a seminar (Individual level).	6

### Recommended Readings

Birks, J. (2019). *Fact-checking journalism and political argumentation*. Palgrave Macmillan.

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15



- Black, J., Steele, B., & Barney, R. D. (2022). *Doing ethics in media: Theories and practical applications* (5th ed.). Routledge.
- Ess, C. (2020). *Digital media ethics* (3rd ed.). Polity Press.
- Hilliard, R. L. (2014). *Writing for television, radio, and new media*. Cengage Learning.
- Jenkins, H. (2008). *Convergence culture: Where old and new media collide*. NYU Press.
- Jones, J. & Salter, L. (2012). *Digital journalism*. Sage.
- Jukes, S., McDonald, K., & Starkey, G. (2018). *Understanding broadcast journalism*. Routledge.
- Khanal, A. B., & Paudyal, B. (1999). *Radio: Boliko bhasha lekhta [Radio: Writing in spoken language]*. Nepal Press Institute.
- Kharel, P. (2005). *Sounds of radio broadcasting*. Nepal Association of Media Educators.
- Lugmayr, A., & Dal Zotto, C. (Eds.). (2016). *Media convergence handbook – Vol. 1: Journalism, broadcasting, and social media aspects of convergence*. Springer.
- Luitel, G. R. (2009). *Radio is Magic: Tips for radio production*. NEFEJ/Radio Sagarmatha.
- Mainali, R. (2015). *Radio paddhati [Radio norms: Broadcasting, system, media management, art of programme production]* (2nd ed.). Bhrikuti Academic Publications.
- Pavlik, J. V. (2021). *Journalism in the age of virtual reality and artificial intelligence*. Columbia University Press.
- Siapera, E. (2018). *Understanding new media* (2nd ed.). SAGE.
- Stewart, P., & Alexander, R. (2021). *Broadcast journalism: Techniques of radio and television news* (8th ed.). Routledge.
- Wahl-Jorgensen, K., & Hanitzsch, T. (Eds.). (2019). *The handbook of journalism studies* (2nd ed.). Routledge.
- Ward, S. J. A. (2019). *Ethics and the media: An introduction* (2nd ed.). Cambridge University Press.
- White, T. & Barnas, F. (2010). *Broadcast news: Writing, reporting, and producing* (5th ed.). Focal Press.
- Annual reports and periodic publications of Press Council Nepal and concerned organizations.

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## Course Title: Communication Revolution

Course Code: JMC 505

Credit Hours: 3  
Teaching Hours: 48

### Course Descriptions

This course is designed to equip students with an understanding of the development of mass media over time, from its origins to the present. It explores the evolution of human civilization from a communication perspective, focusing on the progression of print, broadcast, and new media across different eras. The course provides insights into the development of mass media as a dynamic process shaped by both upheavals and advancements.

### Course Objectives

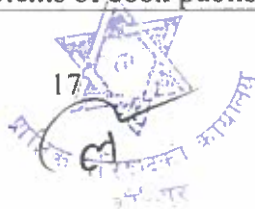
1. To provide students with a deep understanding of the evolution and transformation of the communication world,
2. To explore the emergence of mass media through historical milestones
3. To aware students of the challenges, and advancements of mass media from early to contemporary times.

### Course of Study in Brief

Unit	Communication Revolution	Teaching Hours
I	Six Eras of Communication Revolution	6
II	History of Book Media	3
III	History of Newspaper and Magazine	4
IV	History of Radio	4
V	History of Television	3
VI	History of Digital Media	3
VII	Mass Media in Nepal: Evolution and Dynamics	6
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

### Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
I	<p><b>Six Eras of Communication and Information Revolution</b></p> <p>The First Era: development of writing; The Second Era: invention of printing press; The Third Era: telegraph and telephone; The Fourth Era: radio and television; The Fifth Era: digital revolution; The Sixth Era: AI and big data. The Eight Attributes of media across different Eras: accessibility, privacy, fidelity, volume, velocity, range, persistence and searchability.</p>	6
II	<p><b>History of Book Media</b></p> <p>History and growth of book media; functions and scope of book; Impact of book on civilization; Impact of new technology on book; Contemporary issues and problems of book publishing business.</p>	3



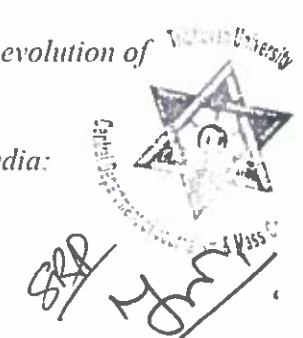
III	<b>History of Newspaper and Magazine</b> History and growth of Newspapers; Types and functions; Nature and scope of newspaper; Impact of new technology on newspaper industry. Future of newspapers; History and growth of magazine and its scope.	4
IV	<b>History of Radio</b> Evolution and growth of radio broadcasting; Types and functions; Nature and scope of radio broadcasting industry; Impact of new technology on Radio broadcasting.	4
V	<b>History of Television</b> Evolution and growth of television broadcasting; Types and functions; Impact on civilization; Impact of new technology; Popular culture and television; Nature and scope of the television broadcasting industry.	3
VI	<b>History Digital Media</b> Evolution and growth of digital media; Different types of social media, Impact of digital media on cultural behavior, Nature and scope of the digital media industry; Contemporary issues in the digital environment and the communication ecosystem.	3
VII	<b>Mass Media in Nepal: Evolution and Dynamics</b> Traditional communication in Nepal; Evolution of media during the Rana period; After the establishment of democracy; the Panchayat Era up to the referendum; From the Referendum to 1990; After the restoration of democracy to the Constituent Assembly elections and the era of the Republic.	6
VIII	<b>Practicum I</b> <b>Term Paper:</b> writing a term paper on issues related to the historical revolution in communication and media, both globally and in the context of Nepal.	6
IX	<b>Practicum II</b> <b>Seminar Paper:</b> paper presentation in classroom seminar on national issues of broadcast media	6
Unit X	<b>Practicum III</b> <b>Project Work/Profile Writing:</b> project work/profile writing between 1500 to 3000 words in A-4 size paper with double line space.	7

### Recommended Readings

- Arnold, D. B. (2011). *Global journalism topical issues & media systems*. Pit Learning.
- Aryal, D., KC, B., & Pathak, T. (Eds.). (2013). *Media reader*. Jagadamba Parkashan.
- Aryal, K., (2021). A Social history of the printing press in Nepal: Struggle and Advances in breaking the monopoly of knowledge. *Print Culture*, 2(1), 156-171.
- Devkota, G. B. (2002). *Nepalko chhapakhana ra patrakaritako itihās [History of Nepal's printing press and publications]*. Sajha Prakashan.
- Poe, M. T. (2011). *A history of communications: Media and society from the evolution of speech to the Internet*. Cambridge.
- Press Council Nepal (2025). *Nepali Media: From print to digital [Nepali Media: Chhapadekhi digitalsamma]*.



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Fang, I. (1997). *A history of mass communication: Six information revolutions*. Focal Press.

McLuhan, M. (1962). *The Gutenberg galaxy*. University of Toronto Press.

Shiva, R. & Kharel, P. (2002). *Nepalma aamsancharko vikash [Development of mass media in Nepal]*. Nepal Association of Media Educators.

Turow, J. (2020). *Media today: Mass communication in a convergence world*. Routledge.

UNESCO. (2013). *Assessment of media development in Nepal*.

