

Tribhuvan University
Faculty of Humanities and Social Sciences

Three-year Bachelor Course

in

Journalism and Mass Communication

2006

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in

Journalism and Mass Communication

Paper	Code No.	Title	Full		Marks
			Theory	Practical	
I	JMC-301	<u>Compulsory Paper</u> Introduction to Journalism and Mass Communication	70	30	
II	JMC-302	<u>Compulsory Paper</u> Media Research	70	30	
III	JMC-303	<u>Compulsory Paper</u> History Law, Ethics and Management of Mass Media	70	30	
IV	JMC-304	<u>Compulsory Paper</u> Advertising, Public Relations and Media Issues	70	30	
V	JMC-305	<u>Optional Paper</u> Photo Journalism and Advanced Journalism	70	30	
"	"	<u>Optional Paper</u> Radio Journalism	70	30	
"	"	<u>Optional Paper</u> Television Journalism	70	30	
VI	JMC-306	<u>Functional Paper</u> Media, Journalism and Mass Communication	80	20	

Journalism and Mass Communication

Course Objectives

The course aims to enable students:

- To appreciate and discuss the importance of studying journalism and mass communication in relation to mass media;
- To apply mass communication principles and have insight into communication issues through application in the practical fields;
- To gain insight into the history, laws and ethical issues of media functioning, including management and organisation, understanding of news operation and editing; and
- To identify major trends in national and global media, raise issues with information flow system and define systems that govern the role and operation of journalistic activity.

Three optional subjects have been introduced in the course at third year of study with specific objectives as follows:

Photo Journalism and Advanced Journalism (JMC 305) aims to provide knowledge and understanding of photo journalism and to demonstrate the application of principles of photography, photo journalism, visual reporting and editing; and advanced techniques of news reporting, editing and opinion writing.

Radio Journalism (JMC 305) aims to impart principles and practices of radio journalism, radio programme production skills and their application through internship or practical work.

Television Journalism (JMC 305) aims to impart principles and practices of television journalism, television programme production skills and their application through internship or practical work.

A Functional Paper, Media, Journalism and Mass Communication (JMC 306), is introduced for the non-major journalism students to acquaint them with the basic concepts, theory, principles and practices of journalism and mass communication, historical development of mass media, and media issues in the society.

Introduction to Journalism and Mass Communication

Compulsory Paper

Paper:1

JMC-301

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

To enable students to appreciate and discuss the importance of studying journalism and mass communication in historical as well as theoretical perspective covering different aspects of mass media.

Unit

Lecture Hours

- I Introduction to Mass Communication, Journalism and Mass Media: 20**
Communication, mass communication and journalism: concepts, definitions, characteristics, types and functions; Journalism and mass communication in national and global contexts; Professionalism in communication and news operation; Communication and social change; Concept and theory of development communication and development journalism; and Media and society.
- II Theories of Mass Communication: 20**
Select theories of communication pertaining to the mass media and journalism; Approach to mass communication theory; Communication process; and Select models of mass communication.
- III Functions and Operation of Mass Media and their Role in National Development: 20**
Theories of the press; Media content; Media audiences; Traditional media; Paradigm shift; and Behavioural change.
- IV Journalist and Society: 20**
Role of journalism in today's world: Role of newspaper, magazine, radio, TV, film and other media; News agency and other information industries.
- V Principles and Practices of Journalism: 20**
The journalist; Journalistic process; News operation; Definition and types of news; Basic news structure, Basic practices in journalism; Principles of print and electronic news reporting and feature writing; Interviewing; Specialised reporting; Parliamentary reporting; Court reporting; Investigative reporting; Editing; and Handling the opinion and editorial page.

- VI Basic Concept of Publication Design and Layout:** 20
 Traditional and electronic typography; Foundation of good newspaper make-up with text, photographs and graphic illustrations; and Electronic layout with desktop publishing.
- VII Practical Exercises for Reporting in the Print Media:** 10
 Preparation of news and feature on development projects with quotes from beneficiaries and measurement of benefits or otherwise and its presentation in the print media.
- VIII Practical Exercises for News and Feature Writing for the Electronic Media:** 10
 Writing news and feature for radio and television; Review of radio and television news, features and video documentaries.
- IX Practical Exercises for Newspaper Design and Layout:** 10
 Production of a laboratory journal.

Text Books

1. Narula U.; Mass Communication Theory & Practice; Har-Anand Publishers, New Delhi; 2005
2. McQuail D.; Mass Communication Theory; Vistaar Publications, New Delhi/Bhrikuti Academic Publications, Kathmandu; 2005
3. Lorenz A.L. & Vivian J.; News: Reporting & Writing; Pearson Education, India; 2005
4. Kharel P.; A Study of Journalism; Nepal Association of Media Educators, Kathmandu; 2006

Reference Books

1. Franklin B. and et al; Key Concepts: Journalism Studies; Vistaar Publications, New Delhi/Bhrikuti Academic Publications, Kathmandu; 2006
2. Fleming C. and et al; An Introduction to Journalism; Vistaar Publications, New Delhi/Bhrikuti Academic Publications, Kathmandu; 2006
3. Folkerts J. and Lacy S.; The media in your life: An Introduction to Mass Communication; Pearson Education India; 2005
4. Burns I.S.; Understanding Journalism; Vistaar Publications, New Delhi; 2002
5. Stone G. and et al; Clarifying Communication Theories: A Hands-on Approach; Surjeet Publications, New Delhi; 2003
6. Kumar K.J.; Mass Communication in India; Jaico Publishing House, India; 2005
7. Vilanilum J.V.; Mass Communication in India; Sage Publications, New Delhi; 2005
8. Watson J. and Hill A.; A Dictionary of Communication and Media Studies; Universal Book Stall, New Delhi; 1991
9. Ahuja B.N.; Theory & Practice of Journalism; Surjeet Publications, New Delhi; 2006
10. Ahuja B.N. and Chhabra S.S.; Development Communication; Surjeet Publications, New Delhi; 2006
11. Shrivastava K.M.; News Reporting and Editing; Sterling Publishers, New Delhi; 2004
12. Kamath M.V.; Professional Journalism; Vikas Publishing House, New Delhi; 2002
13. Westley B.; News Editing; IBH, New Delhi
14. Devkota G.B., *Nepalko Chappakhana ra Patrapatrikako Itihas* (History of Nepal's Printing Press and Journalism); Sajha Prakashan, Kathmandu; 2059 BS
15. Rai L.D.; *Akhabari Patrakarita* (Newspaper Journalism); Sajha Prakashan, Kathmandu; 1994

16. Regme R.K. and Khanal C.K.; *Sancharkarni* (News Workers); Nepal Association of Media Educators, Kathmandu; 2002
17. Chalise V.; *Samachar Sankalan tatha Sampadan* (News Reporting and Editing); Shristi Prakashan, Kathmandu; 2057 BS
18. Adhikari D.H. (Ed); *Patrakarita Hate Kitab* (Journalism Handbook); Nepal Press Institute; Kathmandu; 2058 BS
19. Pokhrel P.R.; *Patrakaritako Samanya Parichaya* (A General Introduction of Journalism); Nirmala Pokhrel, Kathmandu; 2051 BS
20. Wasti S.C.; *Haamro Bhasa* (Our Language); Himal Books, Lalitpur; 2006

Media Research

Compulsory Paper

Paper: II

JMC-302

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

To enable students to apply basic mass media research principles and have insight into the communication issues and their impact on political, social, cultural and educational spheres and development of the media.

Unit	Lecture Hours
I Introduction to Media Research: Introduction to research in general with particular focus on media research; Concepts, definitions, disciplines and types; Methodology-- approaches, methods, tools and techniques of research; and Research ethics.	30
II History and Development of Media Research: Brief history and current situation of the media research in Nepal and world.	20
III Research Process: Identifying research problem; Literature review; Developing hypothesis or research questions; Methodology and design; Samples; Data collection; Data analysis and interpretation; Presentation of findings and recommendations; and Report writing.	30
IV Media Research and Its Application: Print media Research-- readership, circulation, management, make-up/design, and readability; Electronic media research-- ratings and non-ratings research; Research in media effects; Areas for media research-- culture, society, development and policy.	30
V Practical exercises: Content analysis of any aspects of two weeks daily newspaper or two months weeklies. Field research of six weeks on the reach, access or impact of mass media in a given area.	40

Text Books

1. Wimmer R. and Dominik S.D.; Mass Media Research: An Introduction; Thomson/Wadsworth; 2005
2. Young P.V.; Scientific Social Surveys and Research; Prentice-Hall India, New Delhi; 2004
3. Sharma M.R. and Luitel K.P.; *Shodhibidhi* (Research Methodology); Sajha Prakaashan, Kathmandu; 2062 BS

Reference Books

1. Hansen A. and et al; Mass Communication Research Methods; MacMillan Press; 2004
2. Buddenbaum J.M. and Novak K.B.: Applied Communication Research; Surjeet Publications, New Delhi; 2005
3. Kothari C.R.; Research Methodology; Wishwa Prakashan, New Delhi; 1997
4. Kumar R.; Research Methodology; Pearson Education, New Delhi; 2005
5. Kharel P. (Ed): Media Issues in Nepal; Nepal Association of Media Educators, Kathmandu; 2001
6. Parajuli S. and et al (Ed); *Nepali Media Sandarbh Grantha* (Nepali Media Bibliography); Martin Chautari, Kathmandu; 2003

History, Laws, Ethics and Management of Mass Media

Compulsory Paper

Paper: III

JMC 303

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

To enable students to gain an insight into the history, laws and ethical process, and media management and organisation.

To provide an opportunity to gain practical knowledge and understanding of the news operation as well as news reporting and editing in realistic media situation.

To acquaint with the theoretical and practical aspects of Nepalese press laws and ethics on the issues of current interest for media in the country.

Unit

Lecture Hours

- | | | |
|------------|---|-----------|
| I | History and Evolution of Journalism and Mass Media:
Growth of journalism and mass media industry with special reference to the UK, the USA and South-Asian countries. | 20 |
| II | History of Nepalese Journalism and Mass Media:
Political and other circumstances experienced by Nepalese journalism; Print and broadcasting media management and organization in Nepal with special reference to South-Asian countries; History of evolution and growth of the print and broadcasting media in Nepal; Role of the print and other media in Nepalese freedom movement and revolutions; and State of media at present in Nepal. | 30 |
| III | Organisational Structure and Management of Mass Media:
Newspapers; Radio; Television; News agency; and other media in Nepal and other countries. | 20 |
| IV | Press Laws:
Nepal; South-Asia; China, UK; USA; Sweden; France; and Japan. | 20 |
| V | Ethics:
Meaning and role of ethics; Sources of ethical standards; Ethical dilemmas; Norms of Journalist Code of Conduct in Nepal; Ethics and technology; Journalist codes of conduct abroad; Objectivity and protection of sources; and Ethics and the law. | 20 |

VI Practical exercises:

40

Production of a students laboratory journal in groups, focusing on news operation and editorial team management..

Class room seminar on issues relating to Nepalese press law, ethics and media situation in Nepal, SAARC or western countries.

Text Books

1. Herbert L. W.: Newspaper Organisation and Management; Surjeet Publications, New Delhi; 2004
2. Christians C.G. and et al; Media Ethics; Pearson Education, New Delhi; 2006
3. Dahal K.R.; *Am Sanchar ra Kanoon* (Mass Communication and Law); Nepal Press Institute, Kathmandu; 2004
4. Regmi S. and Kharel P.; *Nepalima Aamsancharko Bikas* (The Development of Mass Communication in Nepal); Nepal Association of Media Educators, Kathmandu; 2002
5. Nepal K. (Coordinator); *Nepali Patrakaritako Bikaskram* (The Development of Nepalese Journalism); Press Council Nepal, Kathmandu; 2055 BS

Reference Books

1. Herrick D.F.; Media Management in the Age of Giants; Surjeet Publications, New Delhi; 2005
2. Albarran A.B.; Media Economics; Surjeet Publications, New Delhi; 2003
3. Birahi H. (Ed); *Prakashanko Digidarshan* (An Overview of Periodicals); Press Council Nepal, Kathmandu; 2062 BS
4. Annual Reports; Press Council Nepal, Kathmandu
5. Devkota G.B.; *Nepalko Chhappakhana ra Patrapatrikako Itihas* (History of Nepal's Printing Press and Journalism); Sajha Prakashan, Kathmandu; 2059
6. Devkota G.B.; Nepalko Rajnitik Darpan - Part I & II; Kathmandu
7. Rai L.D. and et al; *Nepali Patrakarita Byabastha ra Byabahar* (Nepalese Journalism: Systems and Practices); Department of Journalism and Mass Communication, TU/Friedrich Fibert Stiftung, Kathmandu; 1998
8. Mainali, R.; *Radio Bachan* (Radio Ethics); Community Radio Support Centre/Nepal Forum of Environmental Journalists, Kathmandu; 2059 BS

Advertising, Public Relations and Media issues

Compulsory Paper

Paper:IV

JMC-304

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

To enable the students to identify the major trends of advertising and public relations in the global media.

To define the various systems that govern the role and operations of journalistic activity throughout the world and to raise media issues with national and international information flow system.

Unit

Lecture Hours

I Introduction to Advertising:

30
Definition, history, institution, process, role and responsibilities; Economic influences of advertising on the media; Advertising business/agency set-up; Advertising research and market research; Laws on advertisement; Production of advertisement copies for print and electronic media; Production of visuals for print and electronic media.

II Introduction to Public Relations:

30
Definition, history, process, role, functions, ethics and scope of public relations as a profession; Public opinion; Planning in public relations; Public relations research; Introduction to political communication and its role and strategies; Production of house journal; Preparing and issuing press releases; Organizing press meeting and facility visits; Production of audio and audio-visual materials for electronic media.

III Introduction to Media Support Services:

30
Nature, scope, origin and present status of media support services; The wire services, the syndicates, ratings and other research organisations; Government information system and national/international press associations; Advocacy and lobbying; and Media education.

IV Media Issues in the Global Village:

20
National/international media issues; News flow in the third world; Portrayal of women and other marginalised groups in media; Sex and violence in media; Transborder flow of information; Globalisation and information flow; Ownership and management of media; and Research studies on media issues.

V Practical:

40
Study on different aspects of advertisements, public relations and other related issues.

Text Books

1. Rai L.D. and Bhattarai B.; Advertising and Public Relations; Nepal Association of Media Educators, Kathmandu; 2002
2. Ahuja B.N. and Chhabra S.S.; Advertising and Public Relations; Surjeet Publications, New Delhi; 2005
3. Wilimshurst J. and Mackay A.; The Fundamentals of Advertising; Butterworth Heinemann; 2002.
4. Moore and Kalupa; Public Relations; Surjeet Publications, New Delhi; 1987

Reference Books

1. Sandage C.H. and et al; Advertising Theory and Practice; A.I.T.B.S. Publishers and Distributors, New Delhi; 2000
2. Brierley S.; The Advertising Handbook; Routledge; 1995
3. Lee M. and Johnson C.; Principles of Advertising: A Global Perspective; Viva Books, New Delhi; 2003
4. Russel T.J. and Lane R.; Kleppner's Advertising Procedure; Prentice Hall, New Jersey; 1990
5. Noilte L. W.; Fundamentals of Public Relation; Pergamon Publication; 1979
6. Shelburne M.; Effective Public Relations; Biztantra, New Delhi; 2003
7. Parsons P.J.; Ethics in Public Relations, The Institute of Public Relations; 2005
8. Dua M.R. and Gupta V.S. (Ed); Media and Development; AMIC, Singapur/Har-Ananda Publications, New Delhi; 1994
9. Kharel P. (Ed); Media Issues in Nepal; Nepal Association of Media Educators, Kathmandu; 2001
10. Kharel P. (Ed); Media in Society; Nepal Press Institute, Kathmandu; 2002

Photo Journalism, Advanced News Reporting and Editing

Optional Paper

Paper: V

JMC-305

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

To enable the students to gain thorough knowledge and understanding of photo journalism.

To demonstrate the application of principles of photography and photo journalism, or visual reporting and editing and advance techniques of news reporting and editing.

To familiarize the students with advanced professional skills for preparation of news stories and news photo for publication in newspapers, magazines and journals of general and specialised interest.

Unit

Lectures

I Photo Journalism:

30

Photography as an art of communication and its importance in terms of journalism; Principles and ethics of photography; Photographic techniques and types of pictures for publication in newspapers, magazines and journals; Line illustrations and cartoons; and Single photo story and photo features.

II History and Development of Photo Journalism:

10

Brief history of photography; Development of photo technology; Analogue and Digital photography; and Photography and electronic media.

II Camera and Photo Processing:

20

Functions of a camera and its parts and accessories; Handling of a camera; The processing of film for various purpose; Black and white and colour films; Contact print and enlargement; and Digital photo processing techniques.

V Advanced News Reporting:

30

Dimensions of advanced journalism; In-depth, investigative, interpretative and development reporting; Diversity and specialisation; and Cross verification and reliability of news sources.

III Advanced News Editing:

20

Focus on depth and follow-up news stories; Preparation of special issues; Topicality; Density; Principles and practice of re-writing; and Opinion page handling.

Application of the photo journalism in newspaper and magazine journalism.

Reporting, writing and editing exercise for investigative news on contemporary social issues; Researching a story; Reporting and editing techniques matching ethical principles, constraints and influences on journalists.

Six to eight week field work assignment or internship in a news media organisation.

Text Books

1. Hohenberg J.; *The Professional Journalist*; Oxford and IBH Publishing, New Delhi; 1998
2. Wells L.; *Photography: A Critical Introduction*; Routledge; 2000
3. Varma A.K.; *Advanced Journalism*; Har-Anand Publications, New Delhi; 1993
4. Rai S.; *Photography Digdarshan (Overview of Photography)*; Photo Concern, Kathmandu; 2005
5. Mainali M. and Bhattarai B.; *Khoj Patrakarita (An Investigative Journalism)*; Centre for Investigative Journalism, Lalitpur; 2058 BS

Reference Books

1. Kharel, P.; *A Study of Journalism*; Nepal Association of Media Educators, Kathmandu; 2006
2. Thapa B. and Mainali M. (Ed); *Dharaap (Trap)*; Centre for Investigative Journalism, Lalitpur; 2058 BS
3. Evans H.; *Photo Journalism Picture on a Page*; Heinemann, London; 1982
4. George T.G.S.; *Editing*; Indian Institute of Mass Communication, New Delhi; 1989
5. Westley B.; *News Editing*; IBH, New Delhi
6. Chalkley A.; *A Manual of Development Journalism*; Vikas Publications, New Delhi; 1970
7. Keir G. and et al; *Advanced Reporting: Beyond News Events*; Waveland Press, Illinois; 1991
8. Wasti S.C.; *Huamro Bhasa (Our Language)*; Himal Books, Lalitpur; 2006

Radio Journalism

Optional Paper

Paper: V

JMC-305

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

To enable the students to gain specific knowledge of the principles and practices of radio journalism and radio programme production.

To familiarise students with professional standards for preparation of the news and other radio programmes.

Unit

- | | Lectures |
|---|-----------------|
| I Introduction to Radio Journalism: | 40 |
| The medium of sound in historical as well as technological perspectives; Familiarisation with radio equipments; Role and relevance of the radio in comparison to television and print media; Difference between print, television and radio journalism; and effectiveness of radio in developing countries. | |
| II Basic Elements of Radio Programme Production | 40 |
| Types and formats of radio programmes; Techniques of writing and preparing news and current affairs programmes, features and documentaries, talk shows, drama, music and comedies; Children, women and ethnic programmes; and Commercials and public service announcements. | |
| IV Radio News Reporting, Editing and Presentation | 30 |
| Sources of radio news; News collection techniques; Radio news editing; Radio news presentation; Ethical considerations. | |
| V Practical Exercises | 40 |
| Six to eight weeks field reporting assignment or internship in a radio station; | |
| Class room assignments to cover current events and issues, conduct interviews, take-up research, write script, and produce a development radio programme. | |

Text Books

1. Hillard R. L.; Writing for Television and Radio; Wadsworth Publications; 2004
2. Maesneer P.D.; Here's the News: A Radio News Manual; Asian Books, New Delhi; 1989
3. Bhatt S.C.; Broadcast Journalism: Basic Principles; Har-Anand Publications, New Delhi; 2004
4. Paudyal B.; *Radio Karyakram* (Radio Programme); Community Radio Support Centre/Nepal Forum of Environmental Journalists, Kathmandu; 2059 BS
5. Kharel P.; Sounds of Radio Broadcasting; Nepal Association of Media Educators, Kathmandu; 2005

Reference Books

1. Alten A.; *Audio in Media*; Wadsworth; 2001
2. Wilby P. and Conroy A.; *The Radio Handbook*; Routledge; 1999
3. Masani M.; *Broadcasting and People*; National Book Trust, New Delhi
4. Khanal A.B. and Paudyal B.; *Radio: Boliko Bhasa Lekhta* (Radio: Writing Spoken Language); Nepal Forum of Environmental Journalists/Nepal Press Institute, Kathmandu; 2056 BS
5. Mainali R. and et al; *Samudayik Radio: Prasharan Nirdeshika* (Community Radio: Broadcasting Guidelines); Community Radio Support Service/Nepal Forum of Environmental Journalists, Kathmandu; 2058 BS
6. Onta P. and et al (Ed); *Radio Nepalko Samajik Itihas* (Social History of Radio Nepal); Martin Chautari, Kathmandu; 2004

Television Journalism

Optional Paper

Paper: V

JMC-305

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

To enable the students to gain specific knowledge and understanding of the principles and practices of television journalism and television programme production.

To familiarise students with professional practices and standards for preparation of news and current affairs and other television programmes.

Unit

Lectures

I Introduction to TV Journalism

30

Medium of sound and sight; Historical and technological perspectives; Differences between news reporting and writing for print, radio and television; and Satellite communication.

II Basic Requirements for Television Programme Production

30

Programme preparation details; Studio lighting; Audio-visual equipments; Camera works and video editing;

III Basic Elements of Television Programme Production

30

Types and formats of television programmes; Techniques of writing and preparing news and current affairs programmes, features and documentaries, panel discussion, drama, music and comedies; Children, women and ethnic programmes; and Commercials and public service announcements.

IV Television News Reporting, Editing and Presentation

20

Sources of the news; News collection techniques; Television news editing; Video editing; Television news presentation; Ethical considerations; Social and cultural impacts; and Development perspective.

V Practical Exercises

40

Six to eight week field reporting assignment or internship in a television station;

Class room assignments to cover current events and issues, conduct interviews, take-up research, write script, and produce a development TV magazine;

Text Books

1. Casey B., et al; Key Concept in Television Studies, Routledge, 2004
2. Shook F.; Television Field Production & Reporting, Pearson Education, India, 2006
3. Donald R.; Fundamental of Television Production, Surjeet, 2004

Reference Books

1. Holland P.; The Television Handbook; Routledge; 1997
2. Gormly E.K.; Writing & Producing Television News; Surjeet; 2005
3. Hillard R.L.; Writing for Television and Radio; Wardsworths; 2004
4. Dua M.R.; Programming Potential of Television; Metropolitan Book Co., New Delhi
5. Berger A.A.; Seeing is Believing: An Introduction to Visual Communication; Mayfield Publishing; California; 1998

Media Journalism and Mass Communication

Functional Paper

Paper: VI

JMC-306

Full Marks:100

Full Marks for Theory: 80

Pass Marks for Theory: 28

Full Marks for Practical: 20

Pass Marks for Practical: 8

Lecture Hours: 150

Course Description

The course is designed to introduce the subject of journalism to the non-major journalism students only. The course deals with theoretical concepts of mass communication and journalism, various issues or aspects of mass media, news reporting and editing, and media production and management. It also teaches briefly the history of journalism and mass media.

Objectives

To acquaint students with the theoretical concepts of mass communication and history, principles and practices of journalism, and media issues in the modern society.

Unit

Unit	Lectures
I Introduction to Media	30
Concepts, definitions and functions of journalism and mass communication; Communication revolution in terms of technology; Role and importance of journalism and mass media; and Brief history of the development of journalism and mass media with special reference to Nepal.	
II Journalistic Process	30
Duties and responsibilities of a journalist; Journalistic tools and their uses; News and its structure, types and style; News language; News operation; Basic principles of print and broadcast journalism; and Principles of press law and journalistic ethics.	
III Typography, Graphics and Page Design	20
Printing methods and typefaces; Art and illustrations; Principles of layout and design; Designing in the computer.	
IV News Reporting and Writing	25
News reporting; Conducting interviews; and Writing news, feature, news analysis, reviews, editorial, and opinion article.	
V News Editing	25
Traditional and Electronic editing.	

Production of a newspaper in the field, and practical aspects of different units.

Text Books

1. Narula U.; Mass Communication Theory & Practice; Har-Anand Publishers, New Delhi; 2005
2. Kamath M.V.; Professional Journalism; Vikas Publishing House, New Delhi; 2002
3. Ahuja B.N.; Theory & Practice of Journalism; Surjeet Publications, New Delhi; 2006
4. Shrivastava K.M.; News Reporting and Editing; Sterling Publishers, New Delhi; 2004
5. Chalise V.; *Samachar Sankalan tatha Sampadan-Khandla 'ka' ra 'kha* (News Reporting and Editing- Part 'A' and 'B'); Shristi Prakashan, Kathmandu; 1994
6. Adhikari D.H. (Ed); *Patrakarita Hate Kitab* (Journalism Handbook), Nepal Press Institute, Kathmandu, 1994
7. Regmi S. and Kharel P.; *Nepalma Aamsancharko Bikas* (Development of Mass Communication in Nepal); Nepal Association of Media Educators, Kathmandu; 2002
8. Nepal K. (Coordinator); *Nepali Patrakaritato Bikaskram* (Development of Nepalese Journalism); Press Council Nepal, Kathmandu; 2055 BS

Reference Books

1. Rai L.D.; *Akhbari Patrakarita* (Newspaper Journalism); Sajha Prakashan, Lalitpur; 1994
2. Rai L.D. and et al; *Nepali Patrakarita Byabastha ra Byabastha* (Nepalese Journalism: Systems and Practices); Department of Journalism and Mass Communication, TU/Friedrich Ebert Stiftung, Kathmandu; 1998
3. Pokhrel P.R.; *Patrakarita Ko Samanya Parichaya* (General Introduction to Journalism); Nirmala Pokhrel, Kathmandu; 1994
4. Devkota G.B., *Nepal ko Chappakhana ra Patrapatrika ko Itihas* (History of Nepal's Printing Press and Journalism); Sajha Prakashan, Kathmandu; 2059 BS
5. Dahal K.R.; *Aam Sanchar ra Kanoon* (Mass Communication and Law); Nepal Press Institute, Kathmandu; 2004
6. Birahi H. (Ed); *Prakashanko Digdarshan* (Overview of Periodicals); Press Council Nepal, Kathmandu; 2062 BS.
7. Kharel P. (Ed); *Media Issues in Nepal*; Nepal Association of Media Educators, Kathmandu; 2001.
8. Kharel P. (Ed); *Media in Society*; Nepal Press Institute, Kathmandu; 2002
9. Wasti S.C.; *Haamro Bhasa* (Our Language); Himal Kitaab, Lalitpur; 2006