### 15. Journalism and Mass Communication

<table>
<thead>
<tr>
<th>Paper</th>
<th>Code No.</th>
<th>Type</th>
<th>Title</th>
<th>Full Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Theory</td>
</tr>
<tr>
<td><strong>First Year Paper</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>JMC.3H</td>
<td>Compulsory</td>
<td>Introduction to Journalism and Mass Communication</td>
<td>70</td>
</tr>
<tr>
<td><strong>Second Year Paper</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>JMC.312</td>
<td>Compulsory</td>
<td>Media Research</td>
<td>70</td>
</tr>
<tr>
<td>III</td>
<td>JMC.313</td>
<td>Compulsory</td>
<td>History, Law and Management of Mass Media</td>
<td>70</td>
</tr>
<tr>
<td><strong>Third Year Paper</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>JMC.314</td>
<td>Compulsory</td>
<td>Public Relations, Advertising and Media Issues</td>
<td>70</td>
</tr>
<tr>
<td>V</td>
<td>JMC.315</td>
<td>Optional</td>
<td>Photography and Advanced Journalism</td>
<td>70</td>
</tr>
<tr>
<td>V</td>
<td>JMC.315</td>
<td></td>
<td>Radio Journalism</td>
<td>70</td>
</tr>
<tr>
<td>V</td>
<td>JMC.315</td>
<td></td>
<td>Television Journalism</td>
<td>70</td>
</tr>
<tr>
<td>VI</td>
<td>JMC.316</td>
<td>Functional</td>
<td>Journalism and Mass Communication</td>
<td>80</td>
</tr>
</tbody>
</table>
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 identifying 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 objective as follows:

Photography 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 technique 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 and practices of television journalism, television programme production skills and their application through internship or practical work.

A Functional Paper, Media and Mass Communication (JMC.305), is introduced for the non-major journalism students to acquaint them with the basic concepts, theories, 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

JMC.311
Paper: I

Full marks: 100
(Theory: 70/Practical: 30)
Pass Marks: 36 (Theory: 24/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 Lectures
I: Introduction to Mass Communication, Journalism and Mass Media: 20
Communication, mass communication and journalism; concepts, definitions, characteristics, types and function; journalism and mass communication in national and global contexts; Professional in communication and news operation; Communication and development journalism; Media and society.
II: Theories of Mass Communication:
Select theories of communication pertaining to the mass media and journalism; Approach to mass communication theory; Communication process; and models of mass communication including communication process models, linear and non-near models.

III: Functions and operation of Mass Media and Their Role in National Development:
Theories of the press; Media content; Media audience; Traditional media; Paradigm shift; and Behavioural change.

IV: Journalism and Society:
Role of journalism in today's world; Role of newspaper, magazine, radio, TV films and other media; News agency and other information industries.

V: Principles and Practices of Journalism:
The journalist; Journalistic process; News operation; Definition and types and 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 and Layout:
Traditional and electronic typography; Foundation of good newspaper make-up with text, photographs and graphic illustrations; Electronic layout with desktop publishing.

VII: Practical Exercises for Reporting in the Print Media:
Preparation of news and feature in development projects including quotes from beneficiaries with measurement of benefits or otherwise and its presentation in the print media.

VIII: Practical Exercises for News and Features Writing for the Electronic Media:
Writing news and features for radio and television; Review of radio and television news, features and video documentaries.

IX: Practical Exercises for Newspaper Design and Layout
Production of a laboratory journal

Textbooks:
Reference Books:
1. Adhikari, D.H. (Ed.), *Patrakarita Hale Kitab* (Journalism Handbook), Nepal Press Institute, Kathmandu; 2058 B.S.
6. Chalise V.; *Sainachar Sankalan tatha Sampadan* (News Reporting and Edition); Shristi Prakashan, Kathmandu: 2057 B.S.
14. Pokhrel, P.R., *Patrakaritako Samanya Parichaya* (A General Introduction to Journalism); Nirmala Pokhrel, Kathmandu: 2051 B.S.
MEDIA RESEARCH

Paper: 111
Lecture Hours: 150
Pass Marks (Theory: 24.5/ Practical: 12)

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 education spheres and development of the media.

Unit

Lectures 30

I Introduction to Media Research: 30
Introduction to research in general with particular focus on media research; Concepts, definition, disciplines and types; Methodology-approaches, methods, tools and techniques of research and Research ethics.

II History and development of media research:
20
Brief history and current situation of the media research in Nepal and world

III Research Process:
30
Identifying research problems; Literature review; Developing hypothesis or research questions; Methodology and design; Samples; Data collection;

Data analysis and interpretation; Presentation of finding and recommendations; and report writings;

IV Media Research and Its Application:
30
Print media Research-readership, circulation, Management, makeup/design, and readability. Electronic media research-ratings and non-ratings, research; research in media effects; Areas of media research culture, society, development and policy.

V Practical Exercises:
40
Content analysis of any aspect 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.

Text Books

1. Sharma M. R: ad Luitel K. P; Shodhbidhi (research Methodology); Sajha Prakashan, Kathmandu; 2062 BS.
3. Yung. P.V.; Scientific Social Survey and research; Prentice-Hall India, New Delhi.

Reference books

7. Sankatkalma Samachar/News in Emergency.
8. Sjanasanghar Ra Prajatantrikaran, IIDS, Kathmandu; 1996.
9. Pokhrel P.; Unmesh Challenges to Media Research Practices on Master's Level Students; p. 106-111, Kathmandu; 2064 BS.
HISTORY, LAWS AND MANAGEMENT OF MASS MEDIA

JMC: 313

Paper: III
Full Marks: 100
(Theory: 70/ Practical: 30)
Pass Marks (Theory: 24.5/ Practical: 12)
Lecture Hours: 150

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

Lectures

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.

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 media Nepal; Role of the print and the media in Nepalese freedom movement and revolution; and contemporary state of the media in Nepal.

III Organization Structures and Management of Mass Media:
Newspapers; Radio, Television; News agency; and other media in Nepal and other countries.

IV Press laws:
Brief history of press law; State of press freedom; Major legal provisions for the print and broadcast media of Nepal, South-Asian countries, China, UK, USA, Sweden, France and Japan.

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; Ethics and the law.

V Practical Exercises:
Production of a student’s laboratory journal in groups focusing on news operation and editorial team management.
Class room seminar in issues to Nepalese press law, ethics and media situation in Nepal, SAARC or Western countries.
Text Books
7. Nepal K. (coordinator); Nepali Patrakaritaka Bikashma The Development of Nepalese Journalism; Press Council Nepal, Kathmandu: 2055BS.

Reference Books
7. Mainali, R.; Radio Bachan (Radio Ethics); Community Radio support Centre/Nepal Forum of Environmental Journalists, Kathmandu; 2059 BS.
JOURNALISM AND MASS COMMUNICATION
PUBLIC RELATIONS, ADVERTISING AND MEDIA ISSUES

JMC: 314
Papers: IV
Full Marks: 100 (Theory: 70+Practical: 30)
Pass Marks (Theory: 24.5+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 operation of journalistic activity throughout the world; and raise to media issues with national and international information flow system.

Unit

I. Introduction to Public Relations:
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 meetings and facility visits; Production of audio and audio visual materials for electronic media.

II. Introduction to Advertising:
Definition, history, process, role and responsibilities; Economic influences of advertising on the media; Advertising business/agency set-up; Advertising research and market research; Lawson advertisement; Production of advertisement copies of print and electronic media; Production of visuals of print and electronic media.
III. Introduction to Media Support Services:
Nature, scope origins and present status of media support services; The wire services, the syndicates, ratings and other research organizations; the syndicates, ratings and other research organizations; Government information system and national/international press associations; Advocacy and lobbying and media education.

IV. Media Issues in the Global Village:
National/International media issues; New's flow in the third world; Portrayal of women and other marginalized groups in media; sex and violence in media; Trans border flow of information; Globalization and information flow; Ownership and management of media; and Research studies on media issues.

V. Practical:
Study on different aspects of public relations, advertisement and to the related issues minimum two months duration of filed study in a certain given area covering stipulated topic and issue.

Text Books
2. Humagain, Devraj Media Adhayan, Martin Chautrai; 2006.

Reference Books
RADIO JOURNALISM
(Optional)

JMC: 315

Paper: V

Full Marks: 100 (Theory: 70/Practical: 30)
Pass Marks (Theory: 24.5/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 familiarize students with professional standards for preparation of the news and other radio programmes.

Unit

I. Introduction to Radio Journalism: 40
The medium of sound in historical as well as technological perspectives; Familiarization 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; Commercials and public service announcements.

IV. Radio News Reporting, Editing and Presentations 30
Sources of radio News; News collection techniques; Radio news editing; Radio news presentation; Ethical considerations

V. Practical Exercises 30
Six to eight weeks field reporting assignment or internship in a radio station; Classroom assignments etc. to cover current events and issues, conduct interviews, take-up research, write script, and produce a development radio programme.

Text Books

Reference Books
1. Alexander P.; Broadcasting Glossary; Asia-Pacific Institute, Singapore; 1994.