

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

**Curriculum for Four-year Bachelor Level**

**in**

**Journalism and Mass Communications**

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



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# Journalism and Mass Communications

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

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

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

## Course Features

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

### Specific Objective

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

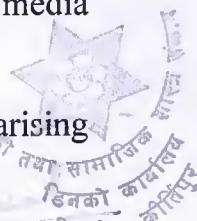
## Course Objectives

The course aims to enable students:

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

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

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



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

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

### **Elective Papers**

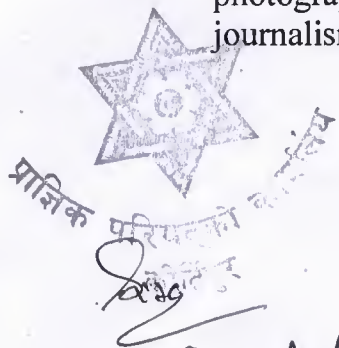
Journalism and Mass Communications (JMC 410) for non-major journalism students to acquaint them with the basic concepts, theory, principles, practices and history of journalism and mass communications as well as social media.

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

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

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

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



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

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

  
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# Introduction to Mass Media and Communications

**Compulsory Paper**

**Paper:1**

**JMC-421**

**Full Marks: 100**

**Full Marks for Theory: 70**

**Pass Marks for Theory: 24.5**

**Full Marks for Practical: 30**

**Pass Marks for Practical: 12**

**Lecture Hours: 150**

## Objective of the Course

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

## Course of study in detail

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

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

### Recommended Books

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

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

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

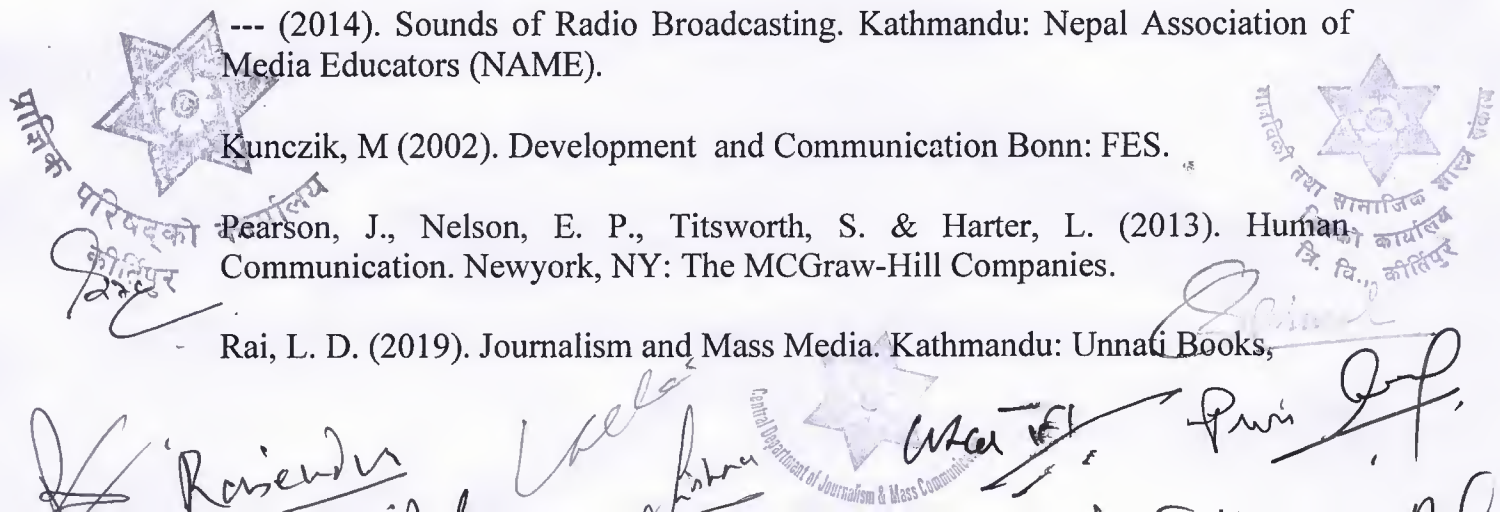
Kharel, P. (2014). Dimension of communication. Kathmandu: NAME Publication.

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

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

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

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





# Principles and Practices of Journalism

Paper: II  
JMC-422

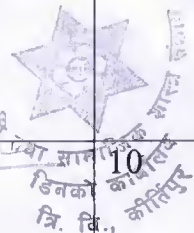
Full Marks:100  
Full Marks for Theory: 70  
Pass Marks for Theory: 24.5  
Full Marks for Practical: 30  
Pass Marks for Practical: 12  
Lecture Hours: 150

## Objective of the Course

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

## Course of study in detail

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



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

#### Recommended Books

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

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



  
राष्ट्रिय प्रसारण विभाग  
काठमाडौं



Anil

  
National Department of Journalism & Mass Communication



Rameshwar



Prabal

  
शिक्षा तथा विज्ञान विभाग  
काठमाडौं



Gopal



Manoj



Niraj

## Media History, Law and Ethics

**Compulsory Paper**

**Paper: III**

**JMC: 423**

**Full Marks: 100**

**Full Marks for Theory: 70**

**Pass Marks for Theory: 24.5**

**Full Marks for Practical: 30**

**Pass Marks for Practical: 12**

**Lecture Hours: 150**

### Course Objectives

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

### Course Content:

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

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

### References and Suggested Readings

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

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

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

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

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

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

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

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

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

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

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

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Kharel, P. (2013). *Select media topics*. Kathmandu: Central Department of Journalism and Mass Communication, Tribhuvan University.

Lesikar, R. V. & Pettit, J. (2006). *Business communication. news reporting & writing*. USA: Pearson Education.

Mainali, R. (2072 BS). *Radio Paddhati. (Radio Norms)*. Kathmandu: Vrikuti Publication.

Nepal, K. (2055). *Nepali Patrakaritako Bikashkram (The development of Nepali journalism)*. Kathmandu: Press Council Nepal.

Press Council Nepal. (2076). *Media & Ethics*. Kathmandu: Press Council Nepal.

Rai, L.D., Kharel, P., Khanal, C., Pokhrel, P. R., Poudel, B. (2054). *Bahulbadi Nepali Samajma Aam Sanchar (Mass media in pluralistic society)*. Kathmandu: Department of Journalism and Mass Communication, TU & Friedrich Ebert Stiftung.

Rai, L.D. & et al. (1998). *Nepali Patrakarita: Byabasthara Byabhakar (Nepali journalism & practices)*. Kathmandu: Central Department Journalism and Mass Communication, TU/ Friedrich Ebert Stiftung.

Ray, T. (2006). *Online Journalism*. New Delhi: Foundation.

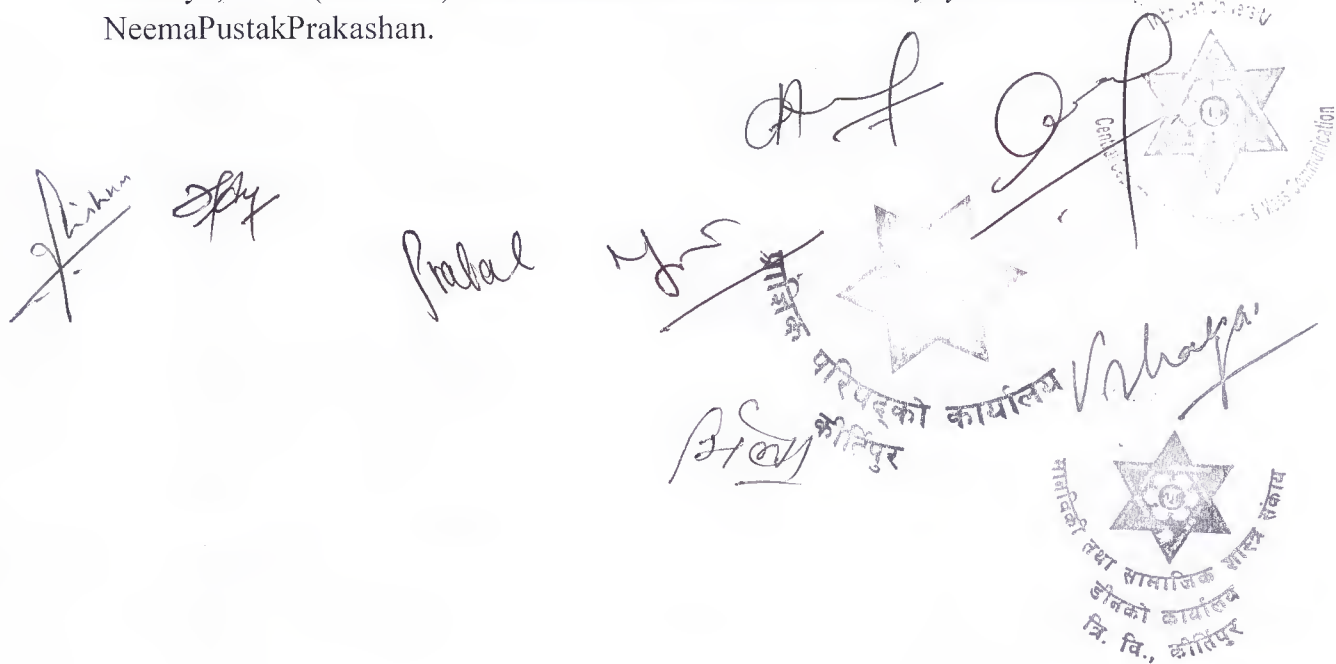
Regmi, S. and Kharel, P. (2002). *Nepalma Aam Sancharko Bikas (The Development of Nepali Mass Communication)*; Kathmandu: Nepal Association of Media Educators.

Sanjeev B. (Editor). (October 1997-March 1998). Vol 2. No. 4 & 5. *Communication today*. Jaipur: Popular printers.

Timalsena, R. K. (2003). *Right to information. philosophy, law and practice*. Kathmandu: Express Colour.

Winston, B. (1998). *Media technology and society*. London and New York.

Acharya, B. B. (2075 BS). *Aam Sanchar Ra Patrakarita Adhyayan*. Kathmandu: Neema Pustak Prakashan.



# Basics of Media Research

Compulsory Paper

Paper: IV

JMC-424

Full Marks: 100

Full Marks for Theory: 70

Pass Marks for Theory: 24.5

Full Marks for Practical: 30

Pass Marks for Practical: 12

Lecture Hours: 150

## Objectives

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

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

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

### References and Suggested Reading

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

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

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

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

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

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

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

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

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

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

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

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

**Curriculum for Four-year Bachelor Level**

**(3rd Year)**

**in**

**Journalism and Mass Communication**



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



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

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

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# Introduction to Public Relations and Advertising

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

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

## Course Description

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

## Objectives of the Course

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

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

### Course of Study in Detail

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

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

### Recommended Books:

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

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

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

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

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

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

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

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

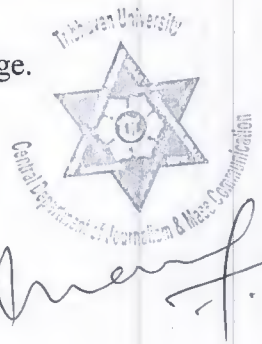
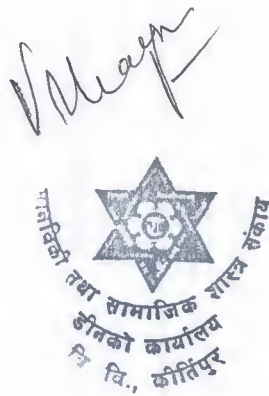
Moriarty, S., Michell, N. & Wells, W. (2016). *Advertising & IMC* (10th ed.). Pearson.

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

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

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

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



# Introduction to Mass Communication

Elective Paper  
Paper IV  
JMC: 410

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

## Course Description

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

## Objectives of the Course

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

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

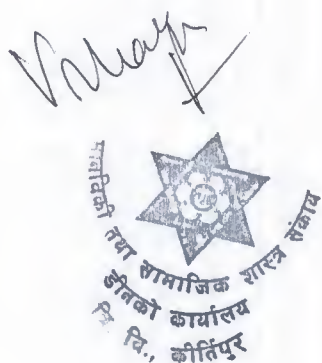
## Course of Study in Detail

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

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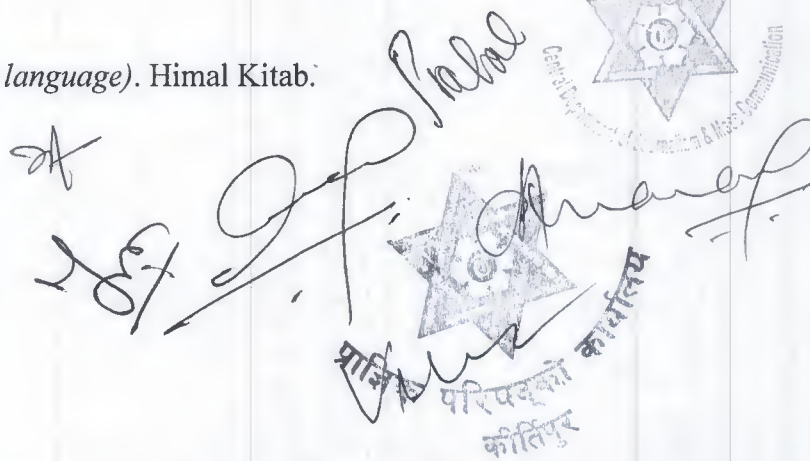
	Nepal.		
<b>II</b>	<b>Principles and Practices of Journalism</b> News: meaning, definition, elements, types, sources and news values; understanding of basic concept of headline, deadline, dateline, lead, use of photos, illustrations, cartoons, graphics, page-making, proof reading; news structure: qualities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



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

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



Tribhuvan University  
Faculty of Humanities and Social Sciences

## Curriculum for Four-year Bachelor Level

in

## Journalism and Mass Communication



2019

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# Journalism and Mass Communication

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

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

## Course Features

This course carries fundamental values of journalism and mass communication theories and practices, and intends to acquaint the students with ever-changing communication phenomena.

## Course Objectives

The course aims to enable students to enhance their knowledge and practical skills of journalistic writing, broadcast journalism, online journalism, and photo journalism in the context of growing new media practices. The following are the specific objectives:

- To equip students with the knowledge of fundamental concepts, and practices of various types of mass media and emerging trends of journalism;
- To enable students to apply journalistic principles, and have an insight into media issues arising out of the practical field of journalism;
- To support students gain an understanding on the development of media institution in their historical, legal and ethical perspectives;
- To familiarize students with the nature and scope of media organization and management issues with special reference to social forces surrounding them;
- To help the students identify major trends in the national and global media landscape with reference to traditional, as well as social media and online journalism.

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

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

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

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Central Department of Journalism & Mass Communication

Photojournalism (JMC 426) aims at providing knowledge and understanding of photojournalism and demonstrating applications on principles of photography, photojournalism, and visual reporting skills. It imparts the students with required know-how of capturing moments through photography, and an understanding of visual reporting for print and online journalism through internship and practical works.

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

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

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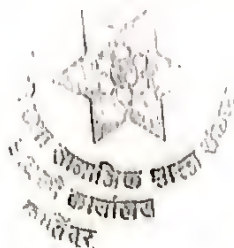
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# New Media and Online Journalism

Optional Paper  
Paper: VII  
JMC-426 A



Full Marks: 100  
Full Marks for Theory: 70  
Pass Marks for Theory: 28  
Full Marks for Practical: 30  
Pass Marks for Practical: 12  
Lecture Hours: 150

## Objective of the Course

The overall objective of this paper is to prepare students with the knowledge and skills on the newly developed digital and converged mode of mass communication and journalism, its evolution, and ongoing trends in the world, particularly in Nepal.

## The course of study in detail

Unit	Unit Title and Breakdown	Teaching hours
I	<b>Introduction to New Media</b> Understanding new media: Defining new media, online journalism, web pages, social media. Traditional vs. digital media.	15
II	<b>Evolution of New Media and Online Journalism</b> Development of digital media: The era of a computer network, from ARPA to www, era of PC, laptops, smart phones/tablets/phablets/iPad. The growth of social media, shift from the bulletin board to new social media platforms. Evolution and development of online journalism in the world, web 2.0 and beyond.	20
III	<b>Scope of Online Journalism</b> Importance of online journalism: Convergence nature, blurring traditional demarcation, new trends in traditional media and online journalism. Production and distribution of content: Opportunities and challenges of citizen involvement in producing content for online journalism, and changing trends in news dissemination.	20
IV	<b>New Media and Online Journalism in Nepal</b> Emergence of new media and online journalism in Nepal: Digitalization and growth of web pages, online journalism, and social media. Current status of online journalism, and social media in Nepal. Legal and ethical considerations: regulatory provisions, legal and ethical issues. Fake news. Hate speech. Disinformation. Viral contents. Trending and cyber bullying. Cybercrime and cyber security. New media literacy.	25
V	<b>Practices of Online Journalism</b> Online newsroom operation: Editorial meetings, assignments, news reporting, news writing and production of multimedia content, editing, posting and updating	25

	Online page designing and layout: Handling audience-generated content, crowdsourcing, hypertext, CAR, MoJo, breaking news, and live streaming.	
VI	<b>Principles and Practices of New Media</b> Fundamental principles of online journalism. Opportunities and challenges of new media in the Nepali context. Contemporary issues of social media. Freedom of speech vs. privacy and defamation. Contempt of Court. Intellectual property, plagiarism and copyright.	15
VII	<b>Practical Work</b> a. Students shall produce a series of news, editorial, analysis, feature story and multimedia content for an online news portal and post it in groups under the supervision of a subject teacher. b. Every student will develop a seminar paper on an issue of new media and online journalism in Nepal, and present it in class seminar. External evaluator will be appointed by Examination Controller Office, TU.	30

#### Recommended Books:

- Balbi, G. & Magaouda, P. (2018). *A history of digital media an intermedia and global perspective*. Routledge.
- Barclay, D. A. (2018). *Fake news, propaganda, and plain old lies: How to find trustworthy information in the digital age*. Rowman & Littlefield.
- Bull, A. (2010). *Multimedia journalism: A practical guide*. Routledge
- Dewdney, A. & Ride, P. (2006). *The new media handbook*. Rutledge.
- Dhungel, B. (Ed.). (2021). *Online journalism handbook*. Ministry of Internal Affairs and Law, Office of the Communication Registrar, Bagmati Province, Nepal.
- Green, L. (2010). *The internet an introduction to new media*. Oxford Press.
- Pen America. (2017). *Faking news: Fraudulent news and the fight for truth*.
- Quinn, S. & Filak, V. F. (Eds.). (2005). *Convergent journalism: An introduction*. Focal Press
- Siapera, E. & Veglis, A. (Eds.). (2010). *The handbook of global online journalism*. Wiley Blackwell.
- Taprial, V. & Kanwar, P. (2012). *Understanding social media*. Bookboon.com.

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# Photojournalism

Optional Paper  
Paper: VII  
JMC-426 B



Full Marks: 100  
Full Marks for Theory: 70  
Pass Marks for Theory: 28  
Full Marks for Practical: 30  
Pass Marks for Practical: 12  
Lecture Hours: 150

## Objectives

To enable the students to gain knowledge and understanding of photojournalism.

To equip the students with an application on principles of photography and photojournalism, visual reporting and editing, and advanced 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 on general and specialized interest.

## The course of study in detail

Unit	Unit title and breakdown	Teaching hours
I	<b>History and Développement of Photojournalism</b> Development of photo technology. A brief history of photojournalism. Analogue and digital photography. Processing of B/W film and photo. Digital photo processing technology.	20
II	<b>Photography and its Role in Photojournalism:</b> Photography as an art of communication and its importance in journalism. Principles and theories of photojournalism. Types of photographs for publication in newspapers, magazines, journals and online portals. News photo, photo stories, photo feature/essay. Global opportunity for market and access in photojournalism. Freelance vs. In-house photojournalism. Legal and ethical consideration of photojournalism. Social responsibility of photojournalists.	30
III	<b>Camera and Photo Reporting (Storytelling)</b> Functions of a camera. Major parts and accessories. Light and exposure. Camera handling technique. Privileges and rights. Public and private issues. Imagination, creativity and photo presentation. Expressive photograph vs. filler photo. Importance of a photojournalist in news media. Basic photo knowledge for a journalist in digital age. Taking and editing a photograph through smartphone/ iPad/ phablets/ tablets.	25
IV	<b>Visual Literacy</b> Concept, elements and scope of visual literacy. Pictorial culture. Archiving of analogue and digital photography. Knowledge of photo resolution and technical quality of a photograph. Line illustrations, cartoons and manipulated images.	20
V	<b>Photo Editing</b> Selection of photo. Basic knowledge and skill of computer and photo editing	25



	software. Minor reformation of a photo: Photo cropping, maintenance of light, and colour for clarity and sharpness of a photo. Editing vs. manipulation. Limitations of editing, legal and ethical consideration in photo editing.	
VI	<b>Practical Exercises</b> <ol style="list-style-type: none"> <li>Field exercise for photography.</li> <li>Editing and minor reformation of photography using editing software.</li> <li>Six to eight-week fieldwork that includes photo assignments or internships in a news media organisation. External evaluator will be appointed by Examination Controller Office, TU.</li> </ol>	30

#### Recommended Books:

Caple, H. (2013). *Photojournalism: A social semiotic approach*. Palgrave and Macmillan.

Clark, T. (2011). *Digital photography composition for dummies*. Wiley Publishing, Inc.

Gervais, T. & Morel, G. (2017). *The making of visual news: A history of photography in the press*. Bloomsbury.

Good, J. & Lowe, P. (2017). *Understanding photojournalism*. Routledge.

Lister, M. (2013). *The photographic image in digital culture* (2nd ed.). Routledge.

Rai S. (2005). *Photography digdarshan (Overview of photography)*. Photo Concern.

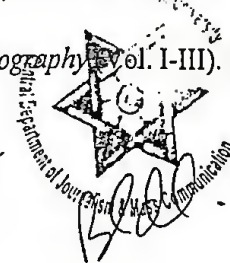
Roscnblum, N. (2006). *A world history of photography* (3rd ed.). Abbeville Press.

Warren, L. (Ed.). (2006). *Encyclopedia of twenty-century photography* Vol. I-III. Routledge.

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# Broadcast Journalism

Optional Paper  
Paper: VII  
JMC-426 c

Full Marks:100  
Full Marks for Theory: 70  
Pass Marks for Theory: 28  
Full Marks for Practical: 30  
Pass Marks for Practical: 12  
Lecture Hours: 150

## Objectives

To enable the students to gain specific knowledge on the principles and practices of broadcast journalism.

To familiarise students with professional skills and standards for preparation of news/current affairs and other programme contents in broadcast media.

This course of study is divided into two streams of broadcast media: "Radio Journalism" and "Television Journalism" options. Students shall choose one stream (Radio journalism or Television journalism) out of these two which are separated by "Or".

## RADIO JOURNALISM (Optional)

Unit	Unit Title and Breakdown	Teaching hours
I	<b>Introduction to Radio Journalism</b> Introduction to the radio. Evolution of radio broadcasting, radio equipment in field and studio. Role and relevance of radio in comparison with print, television and online media. Differences between print, television and radio journalism. Effectiveness of radio media in developing countries like Nepal.	40
II	<b>Basic Elements and Formats of Radio Programme Production</b> Types and formats of radio programmes. Popular radio programme formats in Nepal. formal/public events, disasters and emergency situations. Streaming from social media and various digital apps. Special programmes on children, women, senior citizens, minorities, and differently-abled people. Commercials and Public Service Announcements.	40
III	<b>News Reporting, Editing and Presentation</b> News operation in radio. News/editorial meeting. Assignment. Sources of broadcast, and balance in the news story. Ethical considerations on news process. Sustainable development perspectives of radio news and current affairs programme.	30
IV	<b>Ethics and Law in Radio Journalism</b> Constitutional and legal provisions regarding radio broadcasting in Nepal. Right to information, privacy, defamation and Contempt of Court. Ethical considerations in radio journalism.	10



## Practical Exercises

30

- a. Classroom assignments to cover current events and issues, conduct interviews, research assignments and writing script.
- b. The students will produce radio features, radio vox-pop, radio magazines and radio news bulletins under the supervision of subject teacher.
- c. The students will work as an intern in a broadcast station, and develop a progress report for final evaluation. Each student will present the products they made during the internship. Their evaluation will be made by internal and external evaluators. External evaluator will be appointed by Examination Controller Office, TU.

## Recommended Books:

Fleming, C. (2010). *The radio handbook*. (3rd ed.). Routledge.

Kharel P. (2005). *Sounds of radio broadcasting*. Nepal Association of Media Educators.

Kharel, P. & Deuja, D. K. (2003). *Radiokarmi: Awadharana ra abhyas* (Radioperson: Concept and practice). Nepal Press Institute.

Luitel, G. R. (2009). *Radio utpadan (Radio production: Radio is magic)*. Nepal Forum of Environmental Journalists/Radio Sagarmatha.

Mainali, R. et al. (2002). *Samudayik radio: Prasharan nirdeshika* (Community radio: Broadcasting guidelines). Community Radio Support Center/Nepal Forum of Environmental Journalists.

Paudyal B. (2059 BS). *Radio karyakram* (Radio Programme). Community Radio Support Centre/Nepal Forum of Environmental Journalists.

Want P. et al. (Eds.). (2004). *Radio Nepalko samajik itihis* (Social history of Radio Nepal). Martin Chautari.

Bhandari, T. (2017). *Radio patrakarita* (Radio journalism). Heritage Publishers and Distributors Pvt. Ltd.

Want, P., Parajuli, S., Adhikari, K. (Eds.). (2005). *Radio patrakarita: FM ma samachar ra sambad*. (Radio journalism: News and dialogue in FM radio). Martin Chautari.

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**TELEVISION JOURNALISM (Optional)**

Unit	Unit Title and Breakdown	Teaching hours
I	<b>Introduction to Television Journalism</b> Introduction to broadcast journalism. Medium of sound and visual in historical, as well as technological perspectives. Familiarisation with television equipments. Role and relevance of broadcast media in comparison with other media. Differences between print and broadcast journalism. Television journalism as a career. Relevance and effectiveness of television journalism in the world with special references to Nepal.	40
II	<b>Basic Elements of Television Programme Production</b> Types and formats of television programmes. Techniques of writing and preparing news, report and current affairs programmes. Scriptwriting for television in connection with visual footage. Interviews, talk shows and panel discussions on current affairs issues. Production of documentary and newsreels. Live coverage on from social media and various digital apps, Vox-pops and interviews on the spot. Special programmes on children, women, senior citizens, minorities and differently-abled people. Commercials and Public Service Announcements.	40
III	<b>News Reporting, Editing and Presentation</b> Sources of television news. News collection techniques. Role of camera and shots in television reporting. Television news writing and editing. Television news presentation. Authenticity, diversity, balance and completeness in a news story. Ethical considerations on television journalism. Social, cultural and developmental perspective of television news reporting.	30
IV	<b>Broadcasting Ethics and Law</b> Ethical considerations on television journalism. Ethical values for television media and journalists. Constitutional and legal provisions for television broadcasting in Nepal.	10
V	<b>Practical Exercises</b> <ol style="list-style-type: none"> <li>Classroom assignments to cover current events and issues, conduct interviews, research and writing script.</li> <li>The students shall produce documentaries, vox-pops, talk shows and television news bulletins under the supervision of subject teacher.</li> <li>The students shall work as an intern at a television station and develop a progress report for the final evaluation. Each student will present his/her performance report in class and internal examinations where external evaluators will evaluate it. External evaluator will be appointed by Examination Controller Office, TU.</li> </ol>	30

**Recommended Books:**

Donald, R. (2004). *Fundamental of television production*. Surjeet.

Gormly, E. K. (2005). *Writing and producing television news*. Surjeet.

Millerson, G. & Owens, J. (2009). *Television production* (14th ed.). Focal Press.

Rosenthal, A. & Eckhardt, N. (2016). *Writing, directing, and producing documentary films and digital video* (5th ed.). Southern Illinois University Press.

Shook, F. (2006). *Television field production and reporting*. Pearson Education.

Shook, F., Larson, J. & DeTarsio, J. (2018). *Television field production and reporting* (7th ed.). Routledge.

White, T. & Barnas, F. (2010). *Broadcast news: Writing, reporting, and producing* (5th ed.). Focal Press.

Wolff, M. (2015). *Television is the new television: The unexpected triumph of old media in the digital age*. Portfolio/Penguin

Zettl, H. (2006). *Television production handbook* (9th ed.). Thomson/Wadsworth.

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# Journalistic Writing

Compulsory Paper  
Paper: VIII  
JMC-427

Full Marks:100  
Full Marks for Theory: 60  
Pass Marks for Theory: 24  
Full Marks for Practical: 40  
Pass Marks for Practical: 16  
Lecture Hours: 150

## Objectives

- To enhance understanding and practical skills of writing for media.
- To equip the students with innovative methods and techniques of media writing and presentation.
- To prepare students for specific skills of summarizing, paraphrasing, and reviewing various types of media content.

## The course of study in detail

Unit	Unit Title and Breakdown	Teaching hours
I	<b>Introduction to Writing for Journalism</b> Preparing for writing. Understanding persuasion strategies, identifying facts and claims, generating angles, and developing a critical approach to writing.  Writing approaches for key journalistic areas. News, feature, commentaries, columns, editorial, and opinion. Profile writing of prominent media persons and media educators covering their life, struggle, and contribution to journalism sector.  Language ingredients for journalistic writing: Structure, coherence, transition, and parallelism.	40
II	<b>Writing for Distinct Media Genres</b> Writing for different media: Newspapers, magazines, radio, television, and online media.  Writing ingredients for specific content types: Preparing notes and formats for interviews, panel discussions, and talk programs, and writing styles for specialized stories.  Content visualization: Using infographics in the form of charts, diagrams, cartoons, statistics, images, and animations.	40
III	<b>Preparing Draft</b> Stages in planning: Organizing information under certain themes and finding over proper angle.  Approaches in drafting: Writing lead and body paragraphs. Following the principles of sourcing. Avoiding misrepresentation and biases, and supporting facts with quotes and transitions.	20



IV	<p><b>Reviewing the Draft</b> Considering possible effects: Assessing the prospective meaning and effect of the story. Scanning ethical and, legal considerations.</p> <p>Revising the draft stories. Improving the story by avoiding possible harmful effects, biases, under and over-representation of the story components such as facts, sources, and supporting details.</p>	10
V	<p><b>A. Practical Exercises</b></p> <ol style="list-style-type: none"> <li>Writing and producing various forms of diverse media content (newspaper, magazine, radio, television and online).</li> <li>Writing profiles of prominent media persons and media educators covering their life, struggle, and contribution made to journalism sector.</li> </ol> <p><b>B. Evaluation</b></p> <ol style="list-style-type: none"> <li>Each student will make a presentation in the class about the assignment.</li> <li>Every student will work under the supervision of the class teacher.</li> <li>The final evaluation will be made in presence of external and internal examiners. An external evaluator will be appointed by Examination Controller Office, TU.</li> </ol>	40

#### Recommended Books:

- Alfano, C., & Alyssa, O. (2017). *Envision in depth: Reading, writing, and researching arguments*. Pearson.
- American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.).
- Belcher, W. L. (2009). *Writing your journal article*. Sage.
- Brooks, B. S. Kennedy, G., Moen, D. R. & Ranly, D. (2014). *News reporting and writing* (11th ed.). Bedford/St. Martin's.
- Greene, S., & Lidinsky, A. (2016). *From inquiry to academic writing* (3rd ed.). Bedford/St Martin's.
- Hilliard, R. L. (2015). *Writing for television, radio, and new media*. Cengage Learning.
- Jha, S. C. (2016). *Chandralal Jha: Kalamko swabhimani sipahi* (Chandralal Jha: Dignified fighter of pen). Sunil Chandra Jha.
- Lunsford, A. A., Ruskiewicz, J. H., & Walters, K. (2019). *Everything's argument with readings* (8th ed.). Bedford/St. Martin's.
- Mencher, M. (2011). *Melvin Mencher's news reporting and writing* (12th ed.). McGraw Hill.
- Regnee, R. & Khanal, C. (20002). *Samacharkarmi*. Nepal Press Institute. NAME.
- Sharma, B., Mainali, R., Luitel, G. R. & Khanal, J. (Eds.). (2017). *Patrakaritaka satishat* (A pioneer of journalism). Brajesh Raj Sharma.
- Williams, J. (2016). *Style: Lessons in clarity and grace*. (12th ed.). Pearson.

