

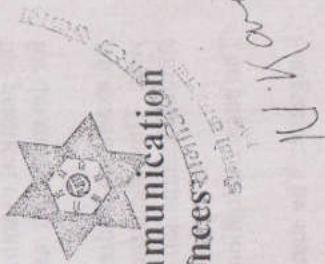
*Queso*

Tribhuvan University  
Faculty of Humanities and Social Sciences

Master Level Curriculum  
Second Year

Journalism and Mass Communication

Central Department Journalism and Mass Communication  
Faculty of Humanities and Social Sciences  
Exhibition Road, Kathmandu,  
Nepal



2011 A. D. / 2067 B. S.

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Master's Level Second Year Course in Journalism and Mass Communication

### **Stipulated objectives**

- a) Aims to disseminate a comprehensive in-depth academic knowledge on multifaceted aspects of journalism and mass communication education, broadcast, development communication, media tools and technology, intercultural communication practices.
  - b) It aims to prepare students of journalism and mass communication for the multidimensional aspects of journalism and mass communication education as well as the writings of a thesis with a special focus on journalism and mass communication in commensurate with the master's [level] academic study.

## Equipment

Journalism and mass communication education is directly associated with the setting in of an well equipped MEDIA AIR Lab that is linked up with the basic components as print, audio, audio-visual, photography, film making, Internet, advertisements and public relations facilities.

These tools and technology of modern means of teaching equipments and material resources should be maintained for an effective conduct of journalism and mass communication education at the master level of study.

#### Evaluation normative criteria

Each subject shall carry forth a full fledged work of 100 marks and pass marks of 40. In respect to the practical examinations an average of 45% of the total marks shall bear the basic requirements or the minimum marks.

An examinee student is obliged to attend at least 70% of the total teaching days in one academic year. This phenomenon will assist to prepare the student to qualify for an appearance at the final examination.

The basic evaluation criteria of the examinee are based on the following criteria:

Language: The standard of the grammar

**core knowledge:** Decipher the course in terms of the expression, analysis, an in-depth vocabulary and the subject knowledge acquired

practical: Students are obliged to acquire a comprehensive knowledge on the tools, techniques and the practical dimension of journalism and mass communication suitable both to the contextual requirements that meet the national as well as international level and covering multidimensional varieties of the subject area.

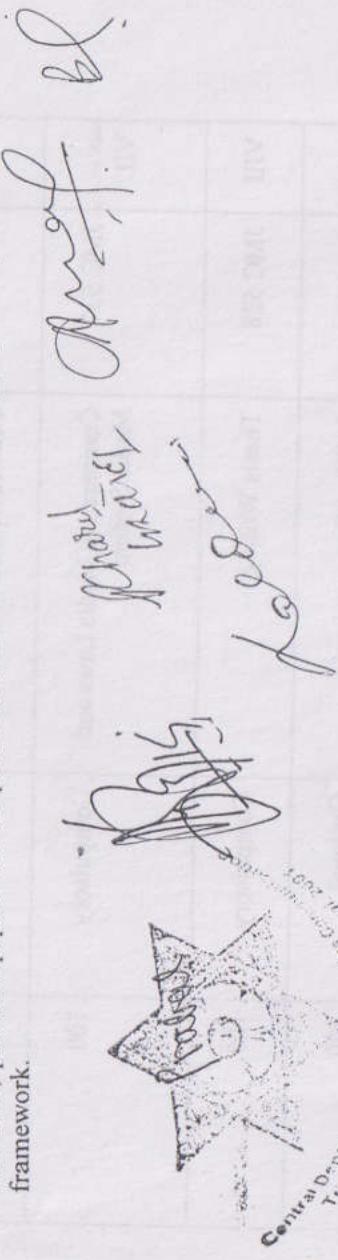
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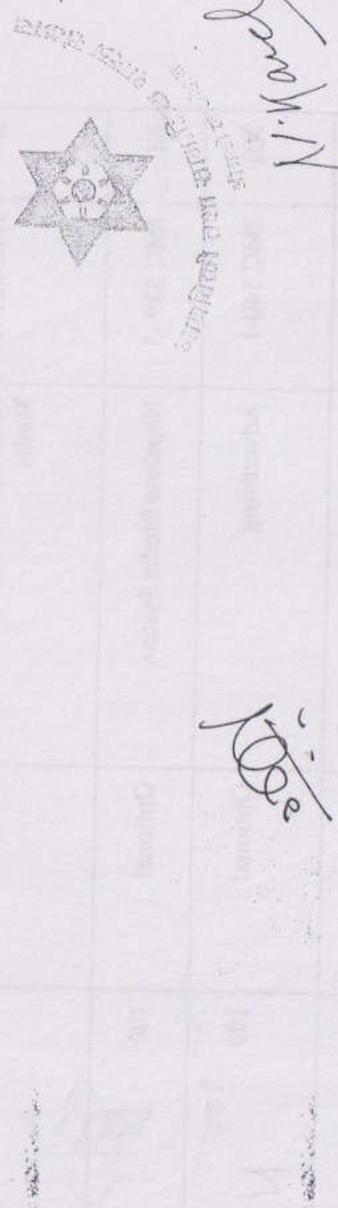


In the second year, the papers JMC 536, JMC 537 and JMC 538 are compulsory and code number JMC 539-1, JMC 539-2, JMC 539-3, JMC- 540-1, JMC-540-2, JMC 540-3 and JMC-540-4 are elective.

Students shall make a choice of two subjects from amongst the elective subjects. Each part of the subject will cover a stipulated academic year of 150 teaching hours for an individual subject. Each paper scheduled time frame is 150 lecture hours representing at the rate of one hour a day. However, practical papers will be practiced at suitable hours of the appropriated practical time framework.



Central Department of Journalism & Mass Communication  
Tribhuvan University, Kathmandu



M. K. Ray

K. K. Ray



## Second Year

Paper	Code number	Subject	Status	Full Marks
VI	JMC 536	Development Communication and Intercultural Communication	Compulsory	100
VII	JMC 537	Comparative Media Laws and Media System	Compulsory	100
VIII	JMC 538	Thesis Writing	Compulsory	100
IX	JMC 539-1	Political Communication	Optional	100
X	JMC 539 -2	Broadcast Journalism and Media	Optional	100
XI	JMC 539 -3	Nepalese Media System	Optional	100
XII	JMC 540-1	Advertising	Optional	100
XIII	JMC 540-2	Public Relations	Optional	100
XIV	JMC 540-3	Science and Environmental Media	Optional	100
XV	JMC 540-4	Business Journalism	Optional	100

N. K. Patel  
Prof. N. K. Patel  
Date: 10/10/2017

## Development Communication and Intercultural Communication (Compulsory)

JMC 536

Paper VI  
Full Marks: 100  
Pass Marks: 40  
Teaching Hours: 150

### Objectives

- To appraise and comprehend on the status of development communication through emphasis on the theoretical and practical dynamics of journalism and media.
- To position development communication to pave its work as a vehicle to the growth of a vibrant society.
- To practice communication associated with intercultural and international communication policy and practices.

### Units

#### I) Development Communication Scenario

Teaching Hrs. 30

- a) Key general concepts and models including that of dynamics of development communication, which help explore meaningfully the scholarly and practice of communication for development
- b) A survey of the entire period of evolution of development communication thinking and approaches
- c) A critical appraisal of emerging development communication scenario - challenges and opportunities; and a vibrant agenda for the future

#### II. Development Communication Perspectives

Teaching Hrs. 30

### Theoretical underpinnings of Development Communication

- a) A historical discourse approach to Communication and Development -- dominant and alternative -- meaning of development and the role of communication in development theory-  
- changing theories of development
- b) Development communication approaches in an international perspective - Critique of communication approaches in Western perspective -

Vrinda

Certified Department of Journalism and Mass Communication  
University of Jammu  
the diffusion model and participatory model - changes in the field of communication for development which may have considerable consequences for communication policy and plan making

- c) Development Communication values in Asian perspective - Media cooperation in South Asian perspective
- d) Evolution of development communication approaches in Nepal with special reference to developmental, environmental and climate change issues.
- e) Communication strategies and policies of some governmental and non-governmental agencies with special reference to Nepal - some evidence-based results in Nepal

### III) Communication for Development

Teaching Hrs. 25

Place of the State in studies of communication and development

- a) Evolution of Communication in the real life context of agricultural, health, environment, education, gender, rural and community development in contrast to theoretical picture in abstract of this evolution with reference to the examples of successes of communication and development, and the Millennium Development Goals (MDGs) and the World Summit on Information Society (WSIS)

- b) Seven practical approaches which have gone into the making of an information society

- c) A set of characteristics that can be said to help define what development communication stands for the twenty-first century

- d) The issues of New Communications Technology and some strategies towards resolving these issues related particularly to Asia

### IV) Development Communication Approaches

Teaching Hrs. 25

- a) Indigenous Communication Systems in development
- b) Development Communication campaigns: history, approaches, effectiveness and issues for the future
- c) Communication research in Asia - study of some case studies related to communication for development projects in Nepal

### V) Media Development Environment and Culture

Teaching Hrs. 20

- a) Media environment in developing countries - general profile with emphasis on policy and legal framework and ethical control systems



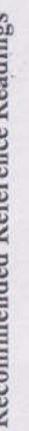
- b) Some significant trends in the development of communication media especially in individual Asian countries

  - Multimedia access, press freedom, government and politics, economy, media structure, organization, ownership, media policies, financial aspects and core issues of development

## VI) Intercultural Status and Diversity

Teaching Hrs. 20

- a) Intercultural and international media scope, quality, theory, UN, technology, Western and developing world culture and development pattern
  - b) Bridging cross cultural diversity, uniformity practices with an analysis of communication and miscommunication



- 1) Adam, G. Stuart & Clark, Roy Peter. (2006). *Journalism : The Democratic Craft*. New York Group.

2) Dua, M.R. & Gupta, V. S. (1994). *Media and Development*. Singapore: AMIC.

3) Kerare, Kevin & Yagoda, Ben. (1997). *Intimate Journalism*. Sage Publication.

4) Lerner, Daniel & Schram, Wilbur. (1972). *Communication and Change in the Developing Countries*. Hawaii: Honolulu University Press of Hawaii.

5) Mahajan, Gupreet. (2002). *The Multicultural Path Issues of Diversity and Discriminations in Democracy*. Sage Publication.

6) Melkote & Steeves. (2001). *Communication for Development in the Third World*. (Second Edition). India: Sage Publication.

7) Narula, Uma & Baner Pearce. (1986). *Development as Communication-A Perspective on India*. W. Carbondale & Edwardsville: Southern University Press.

8) Parish, Steven M. (1997). *Hierarchy and its Discontents: Culture and the Politics of Consciousness in Caste Society*. Oxford University Press.

9) Rao, Y.V. Lakshmana. (1966). *Communication and Development . A Study of Two Indian Villages*. Minneapolis: University of Minnesota.

10) Riley, Joanthan, Ferejohn, J., & Rakova, J. (2001). *Constitutional Culture and Democratic Rule*. Cambridge University Press.

11) Schram, Wilbur. (1964). *Mass Media and National Development. The Role of Information in the Developing Countries*. UNESCO/Stanford University Press.

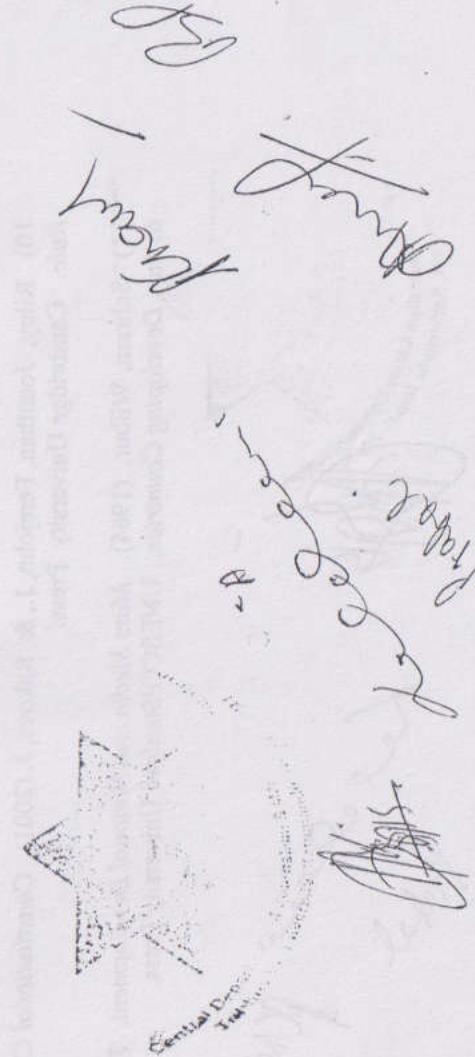
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- 13) Sen, Amartya. *Inequality Re-examined*. Clarendon Press.
- 14) Tuler, David. (2002) Chapter Reporting Diversity Manual. London : A Media Diversity Institute Publication.
- 15) UNESCO. (1988). *Many Voices, One World*. Paris: UNESCO.
- 16) United Nations Economics and Social Commission (2006). *Annual Review of Development in Globalization and Regional Integration in the Countries of Various Regions*. UN publications.
- 17) World Bank Institute. (2002). *The Right to Tell. The Roll of Mass Media in Economic Development*. Washington, D.C. : World Bank Institute.
- 18) Zinser, William K. (2006). *On Writing Well*. New York: Harper Collins.



N. K. Patel

S. S. Patel





JMC 537

## Comparative Media Laws and Media System (Compulsory)

Paper VII

Full Marks: 100

Theory Full Marks: 80+ Practical Full Marks 20

Pass Marks Theory: 32 + Practical: 9

Teaching hours: 150

### Objective

- To oversee and to enable the students to critically gain a comprehensive and an advanced knowledge about media laws and systems throughout a comparative structural and organizational perspectives.
- To undertake to make and equip the students with an extensive and a critical knowledge on media laws and system that is deemed a necessary component to the various media experts and communicators.

### Units

Teaching Hrs. 30

#### I) Structure of State and Press Relationship

- Institutional approaches and status of media law of UK, USA, ASEAN, SAARC and other countries with special reference to Nepal.

M. K. O'R

- Relationship of media with organs of the State

Teaching Hrs. 30

#### II) Approaches to the Application of Press System

- Public communication system and the first amendment
- Convention and modern theories relating to media laws, freedom of speech and public interest
- Right to know, access to information and censorship

Teaching Hrs. 30

#### III) Media Practices Laws of Advanced and Developing Nations

Teaching Hrs. 30

- Media publication Laws
- Working journalist Act

H. M. S. / Phau



- c) Libel and contempt of Court, invasion of privacy and personal security
  - d) Intellectual property and copyright law
  - e) Obscenity
  - f) Prior restraint

IV) Press Council, Media System and Judiciary  
Teaching Hrs. 30

- a) Principles of Press Council system in Asia, Europe and USA

b) Press Council history, development structure and the functions of Press Council in Nepal

c) Media Ombudsman

d) Journalist Code of Ethics

e) Working Journalist Act

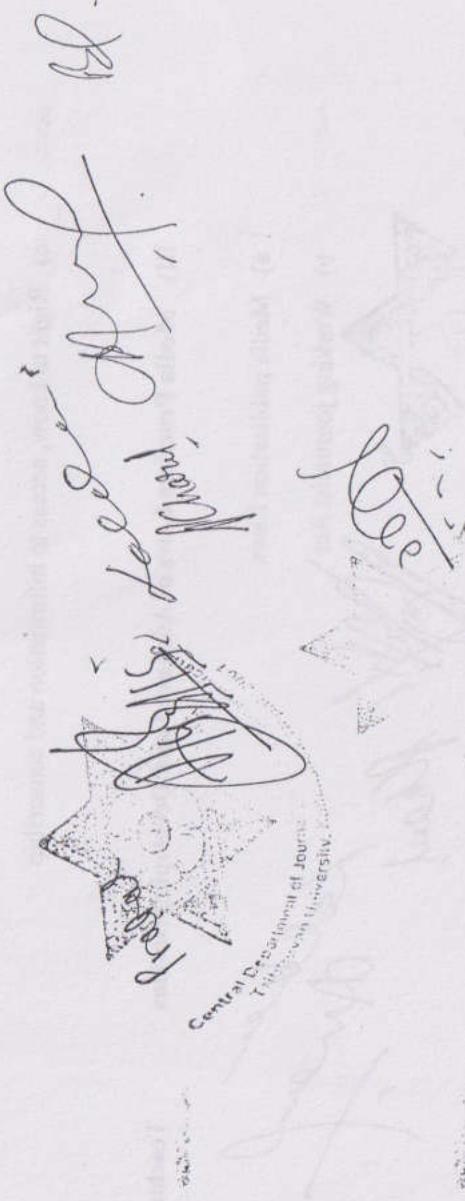
f) The Journalists privileges and their significance to confidentiality

g) Media and relationship with judiciary

Teaching Hrs 30  
Media Systems  
Production Media Systems

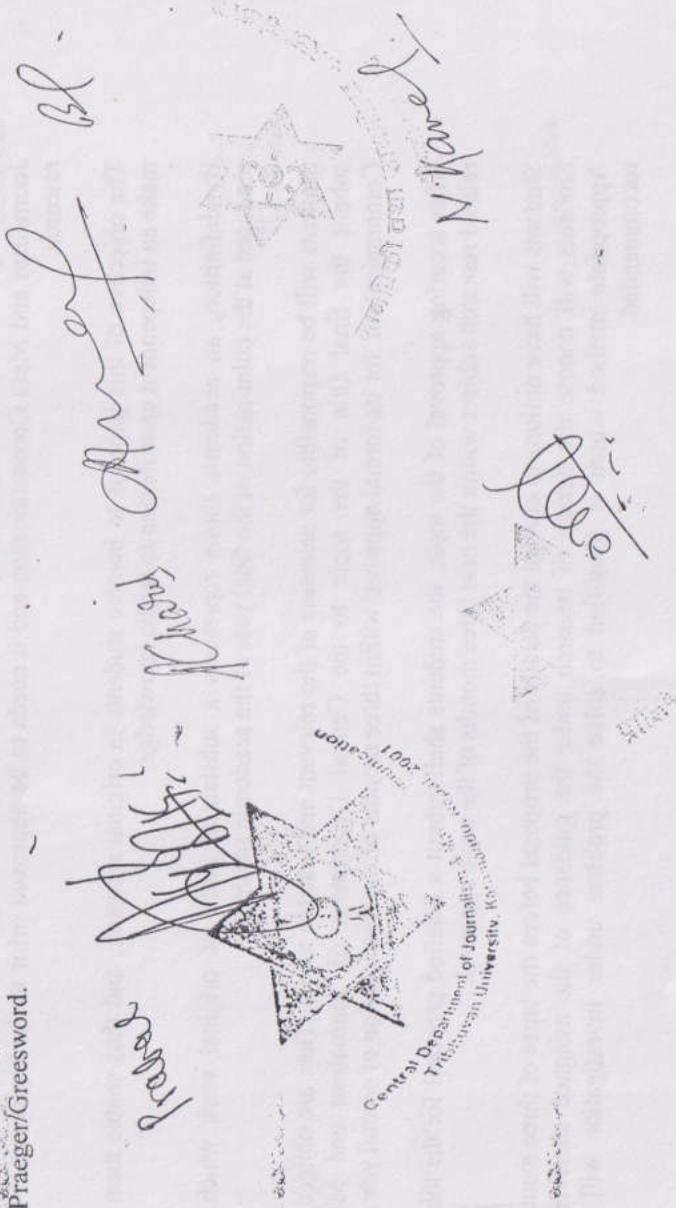
- a) Critical approaches of media system from Nepalese, Asian and Western perspectives
  - b) Regulation of advertising
  - c) The market of ideas in an information society

VI) Practical exercises, assignments, seminar and viva cover this unit Teaching Hrs. 30



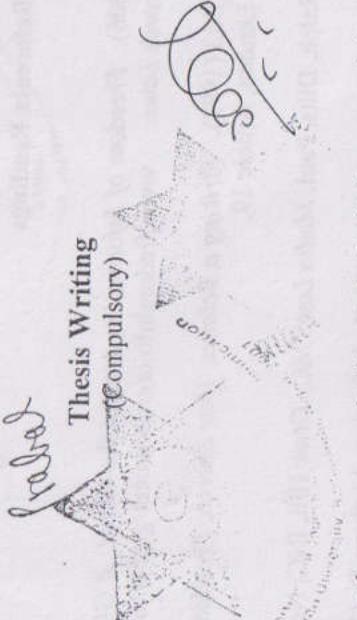
### Recommended Reference Readings

- 1) Banisar. (2006). *Freedom of Information Around the World: A Global Survey of Access to Government Records Laws.* [www.freedominfo.org/document/global](http://www.freedominfo.org/document/global). Survey 2006. pdf.
- 2) Coliver, S. (Ed.) (1992). *Striking a Balance. Hate Speech, Freedom of Expression and Non-discrimination.* London, Article 19.
- 3) Holsinger, Ralph, Dilts, Paul. *Media Law*. MC. Graw Hill, INC; New York, USA.
- 4) Middleton, Kent, R Chamberlin, Bill, F. & Bunker. Mathew D. (1997). USA: *The Law of Public Communication.* Longman.
- 5) Pokhrel, Prabal Raj. ( 2009). *Media Institutions at a Crossroads.* Kathmandu: Wanmaya Publication.
- 5) Swanson, David & Mancini Paolo. (1996). *Politics, Media and Modern Democracy.* Praeger/Greeword.



Thesis Writing  
(Compulsory)

JMC 538



Paper VIII  
Full Marks: 100  
Pass Marks: 45

A focus on journalism and mass communication study thesis is proposed in view of the urgency of meeting the scheduled syllabus requirements of Second Year Master's level course on journalism and mass communication.

All eligible students enrolled for Master's degree in Journalism and Mass Communication are compulsorily required to submit a thesis on the subject area relevant to their two years' course of study. The thesis research proposal needs to be submitted to the Central Department of Journalism and Mass Communication and it needs to be approved prior to the beginning of the research.

The objective of this paper is to involve students in original research; and thus enable them to make an independent contribution to media knowledge.

By definition, an academic thesis represents a substantial piece of original work which is produced at the culmination of the final year of the academic session.

Students will be responsible for selection of the relevant and feasible topic. They are obliged to submit the final title of the topic to the Central Department of Journalism and Mass Communication for its formal approval within three months of the final session of second year.

After securing approval of the topic, the students shall submit a detailed proposal for the thesis related research subject within the next three months of the topic approval.

Students will have options to change the details of the proposal before the lapse of three months. Students will choose the design of research under the guidance of the assigned supervisor. Appropriate method which is identified to solve the problem under investigation will be recommended.

Broadly speaking, analytical studies are recommended for conduct of thesis research in liberal arts type subjects primarily interconnected with journalism and mass communication. A clear line of argument is pursued, making clear statement of the argument by substantiating it with valid scientific grounds.

Most useful outline for writing a thesis consists of 1) Introduction 2) Body and thematic analysis  
3) Conclusion /Recommendations.

The introduction should provide all the necessary information of what is to follow. So, it should give clear statement of the problem. It should define the terms to be used indicate the limits of the study, set the problem within a context of relevant background, and include literature review, time dimension etc.



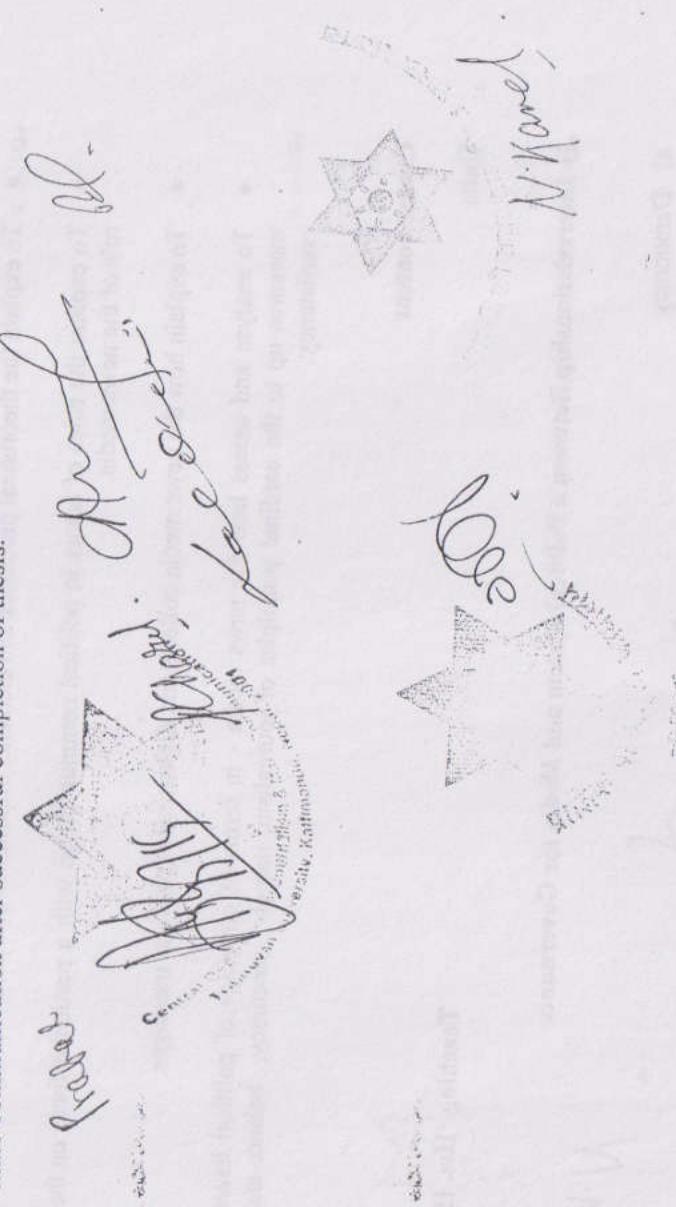
## Proposal

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Body contains a logical development of an argument or particular point of view leading to a progressive solution to the problem, stated in the introduction. Conclusion should present the findings of the study, and the recommendations help to devise mechanism to solve the problems initially stated. A chapter outline should guide planning of the thesis. To ensure readability and ease for furnishing scientific reference, the chapters of theses are usually divided into sections and subsections with headings and sub headings.

In presenting the final thesis in typeset form, conventional general format, namely, preliminaries, the text and the reference materials sequence should be followed.

All eligible thesis students should submit the final draft of their theses to the supervisor before required number of final bound copy is prepared. Theses are produced for final presentation that eventually leads to the completion of Master's level course. Central Department, Journalism and Mass Communication, TU will form an examination committee to evaluate the examination of the student's thesis. The examinee shall be eligible to earn a Master's degree in journalism and mass communication after successful completion of thesis.





JMC 539-1

## Political Communication (Elective)

Paper IX

Full Marks: 100

Theory Full Marks: 70 + Practical Full Marks: 30

Theory Pass Marks: 28 & Practical Pass Marks: 13.5

Teaching Hours: 150

### Objectives

- To explain the theoretical processes and elements of political communication.
- To explain the roles of actors in political communication with a particular focus on the role of the news media.
- To explain how the news media collects and disseminates political messages.
- To analyse and assess how the news media - in terms of coverage of political issues measures up to the cardinal principles of journalism, namely, accuracy, balance and consistency.

### Course content

#### Units

Teaching Hrs. 15

### i) Interrelationship Between a Political System and Media for Governance

M. Karan /



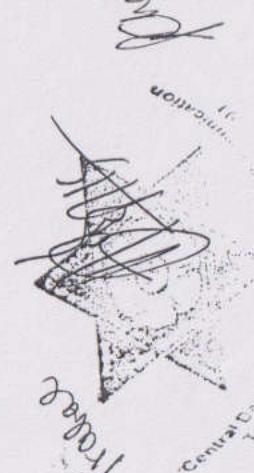
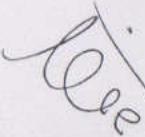
- a) Democracy
- b) Governance
- c) Concepts of freedom of expression
- d) Free and fair news media

### ii) Conditions for Better Public Discourse

- a) Publicity seekers and information hounds
- b) Meaning of messages
- c) Significance of media literacy
- d) Access to information

Teaching Hrs. 15

Lokendra Singh /



*Prasad*

### III) Public Space and Media Practices

- a) Public trust
- b) Political participation
- c) Media policies

Teaching Hrs. 15

### IV) Accessibility, Sensitivity and Credibility of Public Forums

- a) Propaganda
- b) Media ownership
- c) Manipulation

Teaching Hrs. 15

### V) Inclusiveness in Messages and Media Channels

- a) Channel choices and participatory voices (print, radio, TV, online)
- b) Staggered loss of voice (the village loses to urban centers, the average individual loses to the elite, the small loses to the big and small states lose out to big states)
- c) Diversity, geographical reach, distribution, reach, coverage

Teaching Hrs. 20

### VI) Image, Impressions, Impact Implications

- a) Commerce
- b) Media bosses are voracious and an ambitious lot
- c) Various types of biases
- d) WikiLeaks disclosures

Teaching Hrs. 20



Teaching Hrs. 15

*N. K. Prakash /*

Teaching Hrs. 15

### VII) Trends in Communication Practices in Nepal

- a) Competition to be first
- b) Competition for advertisement
- c) Code of ethics
- d) Personal safety and professional security of journalists

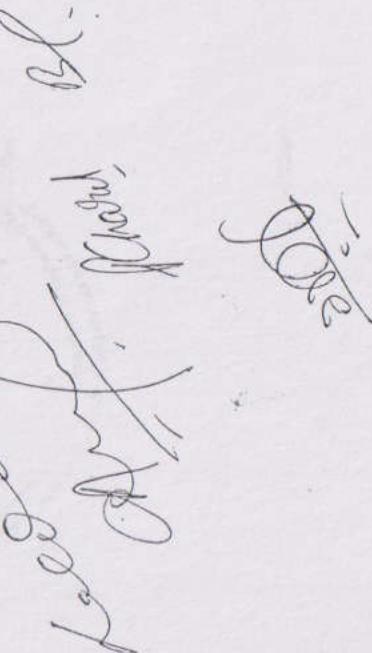
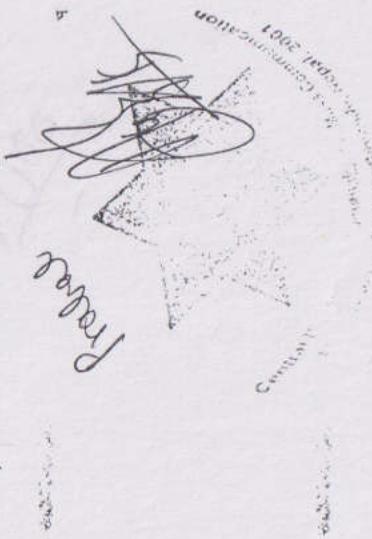
Teaching Hrs. 15

### IX) Contemporary Media Issues

Studies and presentation on major issues concerning news media, particularly in Nepal and the rest of South Asia. This paper will be inter-disciplinary.  
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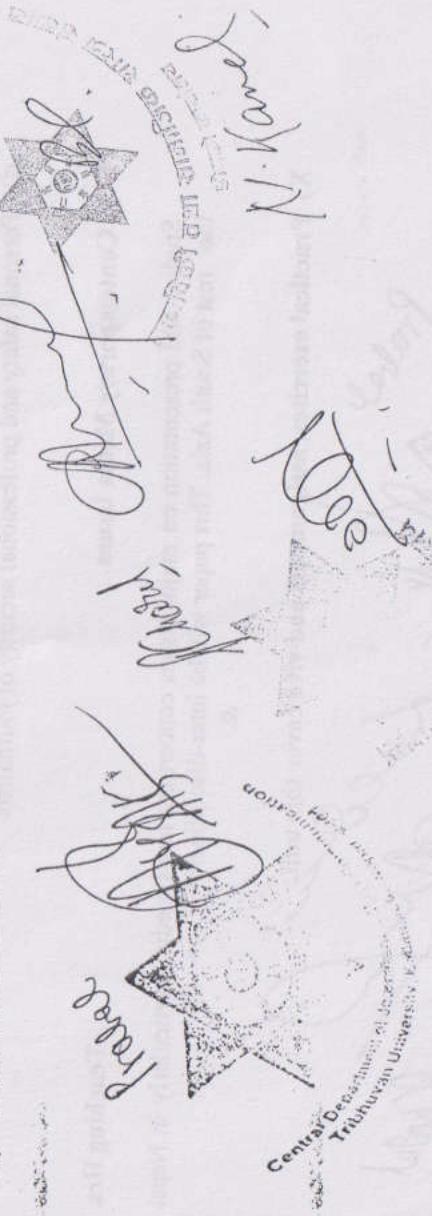
Teaching Hrs. 35

### X) Practical exercises, assignments and viva cover this unit.



Prasad  
Central  
Library  
Recommended Reference Readings

- 1) Adam, G. Stuart & Roy, Peter Clark. (2006). *Journalism: The Democratic Craft*. New York: Oxford University Press.
- 2) Anokwa, Kwando, Carolyn A. Lin & Salwen. (2003). *Mass Communications: Concepts-Case Approach*. Delhi: Cengage Learning India.
- 3) Bertrand, Claude Jean. (2003). *The Arsenal of Democracy. Media Accountability Systems*. Hampton Press.
- 4) Black, Jay, Jennings Bryant & Thompson, Susan. (1998). *Introduction to Media Communication*. Fifth Edition. USA: Mc. Graw-Hill.
- 5) Dahl, Robert A. & Steinbrickner. (2003). *Modern Political Analysis*. (Sixth Edition). Delhi: Pearson Education.
- 6) Downing, John, Ali, Mohammadi & Srebreny Annabelle-Mohammadi (Eds.). (1995). *Questioning the Media: A Critical Introduction*. (Second Edition). New Delhi: Sage Publications.
- 7) Eester, Jon & Stagstad, Rune, (Eds.). (1998). *Constitutionalism and Democracy*. Cambridge University Press and Universitiesforlagat.
- 8) Hulteng, John L.(1981). *Playing it Straight*. Connecticut: The Globe Pequot Press.
- 9) Kharel, Parsuram. (2010). *Political Communication: Media, Messages and Meaning*. Kathmandu: Sangam Institute.
- 11) Monroe E. Price, Beate Rozumilowics & Stefam Verhulst (Eds.) ( 2002). *Media Reform, Democratizing the Media, Democratizing the State*. London and New York: Routledge.
- 12) Potter, W. James. (1998). *Media Literacy*. New Delhi: Sage Publications.





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- 1) Adam, G. Stuart & Roy, Peter Clark. (2006). *Journalism: The Democratic Craft*. New York: Oxford University Press.
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  - 7) Eester, Jon & Stagstad, Rune, (Eds.). (1998). *Constitutionalism and Democracy*. Cambridge University Press and Universitesforlagat.
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  - 12) Potter, W. James. (1998). *Media Literacy*. New Delhi: Sage Publications.



## Broadcast Journalism and Media (Elective)

JMC 539-2

Paper X  
Full Marks: 100  
Theory Full Marks: 80 &  
Practical Full Marks: 20  
Pass Marks: 40  
Pass Marks Theory: 32 +  
Practical: 9  
Teaching hours: 150

### Objectives

- To familiarize students with the concepts and theories of broadcast journalism and media.
- To explain the basic characteristics and features of radio, TV, online and film media.
- To analyse the role and power of broadcast journalism and media in the society-national and international arena.
- To develop a critical sense for the evaluation of broadcast journalism and media.

Course content  
Units

N. K. Wagle

### I) The Concept and Theories of Broadcast Media

- Teaching Hrs. 20
- a) Broadcast media theories- mass communication theories and concepts on broadcast media
  - b) Theoretical concepts and distinct characteristics of radio, television, online and film media
  - c) The emergence and significance of radio, television, online and film as mass media
  - d) Differences between a newspaper, radio, television and online media.

### II) Principles and Practices of Radio Journalism

- Teaching Hrs. 20
- a) Basic requirements of writing for the ear
  - b) Distinguishing various features of radio news styles: types of lead, body structure and mechanics of the copy; radio news; topical features; interview, talk and commentaries; sports coverage

B. J. Chowdhury  
H. L. Ghosh

Central Department of Journalism and Media,  
Tribhuvan University, Nepal

- c) Functioning of radio news organization  
d) Sources of news, with reference to monitoring  
e) Radio stations of Nepal: basic types, programming, role in development activities and educating the masses, and dissemination of socio-cultural values and preservation of national integrity  
f) Economy of the radio station  
g) Radio technology  
h) Radio programme production houses  
i) Radio audiences

III) Principles and Practices of Television Journalism      Teaching Hrs: 20

Basic requirements of writing for visuals:

- a) Importance and impact of television news and programmes
- b) Planning, preparing and compiling television news bulletin
- c) Basic considerations in arranging and supporting visuals for use in the news bulletins
- d) Visual coverage of an event of local, regional, national and international significance; out-door broadcast, reporting on camera, studio programmes as part of the news and current affairs
- e) Role of television in global context
- f) International television networks and their contribution on news gathering and exchange
- g) TV stations of Nepal: basic types, programming, role in development activities and educating the masses through dissemination of socio-cultural values and preservation of national integrity
- h) Economy of TV station
- i) TV technology
- j) TV programme production houses
- k) Cable TV
- l) TV audiences

IV) Principles and Practices of Online Journalism

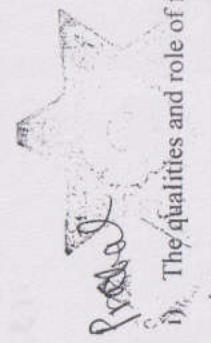
Teaching Hrs: 10

- a) Online journalism and media
- b) Use of multimedia as news portals
- c) Blog and journalism.

V) Principles and Practices of Film Media

Teaching Hrs: 20

- a) Introduction to cinema
- b) Theme selection
- c) Image, sound and light
- d) Film editing
- e) Film script, film genres and film technology
- f) Documentary films
- g) Beginning, current status and trends of cinema in Nepal
- h) Film production, distribution and exhibition system



D) The qualities and role of film critic

#### Vi) The Golden Age of Radio and its Impact

- a) Radio before and after the Second World War
- b) Radio in the contemporary era of satellite communication
- c) Impact of radio on global and national context

Teaching Hrs. 15

#### VII) The Golden Age of Television and its Impact

- a) TV before and after the Second World War
- b) TV in the contemporary era of satellite communication
- c) Impact of TV on global and national context

Teaching Hrs. 15

#### VII) Practical Exercises

- a) Classroom project: Production and broadcast of radio magazines in groups for TU FM Radio.
- b) Field work: Familiarization with programme production process in a radio and TV station, radio and TV programme production house, or online news media.

Teaching Hrs. 30

#### Recommended Reference Readings

- 1) Casey, B. (2004). *Key Concepts in Television Studies*. London: Routledge.
- 2) Paudyal, Badri. *Radio Karyakram Upadhan (Radio Programme Production)*. (2001). Community Radio Support Centre. Kathmandu : Nepal Forum of Environmental Journalists.
- 3) Khanal, A. B. & Paudyal, Badri. (2006 B.S.). *Radio: Boliko Bhasa Lekha (Radio: Writing Spoken Word)*; Kathmandu: Nepal Press Institute.
- 4) Bhatta, S. C. (1993). *Broadcast Journalism Basic Principles*. New Delhi: Har-Anand Publications.
- 5) Mc. Quail, D. (2000). *Mass Communication Theory*. New Delhi: Sage India.

M. Karan

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## Nepalese Media System (Elective)

JMC 53923

Paper XI  
Full Marks: 100  
Pass Marks: 40  
Teaching hours: 150

### Objectives

- To provide students an extensive critical knowledge and information to understand the situation of Nepalese journalism and media.
- To enable students critically analyze and evaluate media development trends in Nepal.
- To provide comparative knowledge of Nepalese journalism and media with that of neighbouring and other countries.
- To develop thorough understanding of media law, ethics and issues in Nepal.

### Course content

#### Units

##### I) Components of a Media System

Teaching Hrs. 25

- a) Definition and concept of a media system
- b) Models of a media system
- c) Power Role Framework and its components: producer, authority, investor, client, auxiliary, creator, union, distributor, exhibitor, linking pin, facilitator, public advocacy and public

##### II) Nepalese Mass Media and Journalism in Historical Perspectives

Teaching Hrs. 25

- a) The environment and growth of Nepalese mass media: books, newspapers, magazines, radio, television, online media, and film
- b) The development of Nepalese mass media system in historical and global comparative perspectives

##### III) State of Nepalese Mass Media and Journalism after Restoration of Multiparty Democracy in 1990

Teaching Hrs. 25

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- The status of Nepalese journalism and mass media before and after 1990s
- Critical analysis of the role and impact of Nepalese journalism and media on contemporary socio-economic, cultural and political system of the country

#### IV) Critical Analysis of Media Policies and Programmes in Nepal      Teaching Hrs. 25

- Survey of media policies and programmes before 1990s and their relevance in corresponding periods of Nepalese history
- Contemporary media policies and programmes after 1990s and their relevance in present day Nepal

#### V) Legal and Ethical Frameworks of Nepalese Media      Teaching Hrs. 25

- Critical analysis of the major legal provisions regulating Nepalese media before and after 1990s
- Development of the codes of conduct for Nepalese media professionals and their relevance

#### VI) Issues in Contemporary Nepalese Media      Teaching Hrs. 25

- Issues relevant for media coverage in Nepal in different historical period and system of governance
- Issues pertinent to the Nepalese media sector
- Contemporary trends in Nepalese media sector

#### Recommended Reference Readings

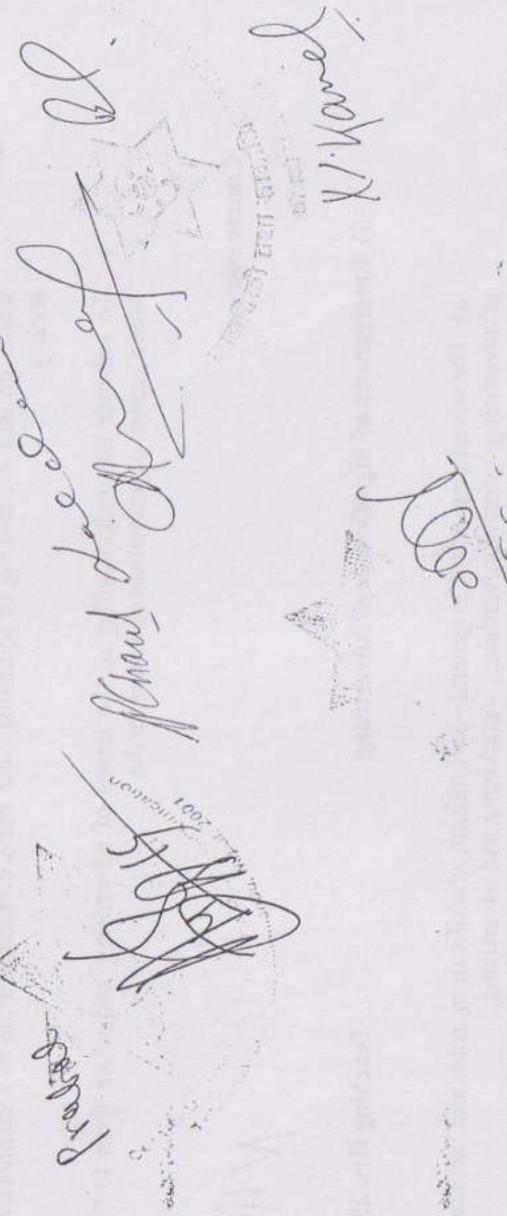
- Aditya, Ananda. (Ed.). (1988). *Mass Media and Democratization: A Country Study on Nepal*. Kathmandu: Institute for Integrated Development.
- Banerjee, Indrajit & Seneviratne, Kalinja. (Eds.). (2005). *Public Service Broadcasting: A Best Practices Sourcebook*. Paris: UNESCO.
- Brown, Little, Ruby Jay, Larry P. & John S. Kats. (Eds.). (1991). *Writing Tools: 50 Essential Strategies for Every Writer*.
- Carol, Rich. (2007). *Writing and Reporting News*. Thomson Publishing.
- Carl Sessions, Stepp. (2000). *The Magical Craft of Media Writing*. Chicago: NTC.
- Devkota, Grishma Bahadur. (2024 B.S.). *Nepalko Patrikarita ra Chhaphakhamko Itihas (The History of Newspapers and Magazines and Printing Press of Nepal)*; Kathmandu: Sajha Prakashan.

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*S. D.*  
*P. K. Karki*  
*D. K. Karki*  
*M. Karanj*  
*S. D.*  
*P. K. Karki*  
*D. K. Karki*

# Project

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- 7) Gowh, Howard. (1982). *Planning, Producing, Presenting the Radio Program*. Malaysia: An AIBD Manual for Media Travelers. (pp.175-177).
- 8) *Image Ethics: The Moral Might of Subjects in Photographs, Film and Television*. New York: Oxford University Press.
- 9) Nepal, Kishor. (2055 B.S.). *Nepali Patrakaritako Bikashram*. (*Development of Nepalese Journalism*). Kathmandu: Press Council Nepal.
- 10) *Patrakarita ra Yaska Chumantiharu*. (2055 B.S.). (*Journalism and its Challenges*).
- 11) Rai, Lal Deosa et. al; (2054 B.S.). *Bahulbadi Nepali Samajima Aam Sanchar (Mass Communication in the Pluralistic Society of Nepal)*. Department of Journalism and Mass Communication. Kathmandu; Tribhuvan University & Friederich Ebert Stiftung.
- 12) Rai, Lal Deosa et. al; (2055 B.S.). *Nepali Patrakarita: Byabastha ra Byabahar (Nepalese Journalism: System and Practices)*. Department of Journalism and Mass Communication. Kathmandu: Tribhuvan University & Friederich Ebert Stiftung.
- 13) Tabling, Louie. (2002). *How to Do Community Radio*. New Delhi: UNESCO Publication.



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Advertising  
(Elective)

JMC 540-1

Paper XII  
Theory Full Marks: 80  
Pass Marks: 32  
Practical Full Marks: 20  
Practical Pass Marks: 9  
Teaching Hrs. 150

## Objectives

- To enable students with knowledge and insight into issues and forces of advertising which go into the making of journalism and mass communication in a competitive society.
  - To enhance the understanding of the issues of advertising and relate them to the future growth of journalism and mass media.

Course content

1

D) Emergence and Significance of Advertising

Teaching Hrs. 25

M. V. (cont'd.)

- a) The advertising world in general – definitions, classification, roles and functions of advertising- creative advertising - marketing and advertising

b) The players in the field of advertising

c) The evolution of advertising

d) Current advertising issues

### III) Advertising Planning and Strategy

- a) Advertising plan
  - b) Market plan

Teaching Hrs. 25

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# Marketing

## c) Strategic planning

### 2) Advertising Media Planning and Buying

- a) Setting media objectives
- b) Developing media objectives
- c) Media selection procedures and buying functions

### 3) Creative Advertising

- a) Strategy and execution
- b) Effective creativity
- c) Evaluation process - role of research

## III) The Advertising Environment

### 1) The Regulation of Advertising

- a) By natural market forces
- b) By organized market forces
- c) By non-market forces of law and ethics

### 2) History of legal and ethical controls of advertising – enforcement procedures

### 3) Advertising ethics in South Asian perspectives

## IV) How Advertising Works

- a) Defining advertising effectiveness
- b) Models and modes of advertising communication
- c) Effectiveness of media decisions
- d) Importance of the media

Teaching Hrs. 25

N. Karay



Teaching Hrs. 25

L. S. Chowdhury



Teaching Hrs. 25

M. A. M. Md. Sharif



e) Role of advertising research  
D. IMC and its eight steps

V) Practice of Advertising in the 21<sup>st</sup> century

- a) Contemporary issues in advertising policy
  - b) Prevailing techniques in advertising
  - c) History and growth of advertising in Nepal

Teaching Hrs. 25

Teaching Hrs. 25

VI) Practical exercises, assignments and viva cover this unit  
Teaching Hrs. 25

- a) Current advertising issues in Nepal  
b) Advertising practice in Nepal

## Recommended Reference Readings

- 1) Chunawala, S. A. & K.C. Sethia. (1994). *Foundations of Advertising Theory and Practices*. Delhi: Himalaya Publishing House.
  - 2) Lawson, R. G. (1978). *Advertising Law*. Plymouth: Mc. Donald & Evans.
  - 3) Nelson, Roy Paul. (1994). *The Design of Advertising, Brown and Benchmarks*. England.
  - 4) Mooij, Marieke. (1997). *Global Marketing and Advertising: Understanding Cultural Paradoxes*. USA: Sage Publications, Inc.
  - 5) Rai, Lal Deosa. (2010). *An Introduction to Advertising*. Kathmandu: Bhrikuti Academic Publications.
  - 6) Sandage, C. H., V.R. Fryburger & Kim B. Rotzoll. (1996). *Advertising: Theory and Practice*. Delhi: ATBS Textbook Publishers.

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Public  
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Public Relations  
(Elective)

JMC 540-2

Paper XIII	
Theory Full Marks: 80	
Pass Marks: 32	
Practical Full Marks: 20	
Practical Pass Marks: 9	
Teaching Hrs. 150	

## Objectives

- To improve the understanding of the realities of public relations (PR)
  - To inculcate knowledge about PR in its historical, theoretical and regulatory aspects.
  - To enable students to understand the significance of PR in contemporary Nepal.

Course Content

Units

#### D) PR Practices

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- a) Origins and evolution of PR in Asian and Western perspectives
  - b) The rise of modern PR practice in a new era of technology and multicultural activities -- Contemporary PR in the context of current communication revolution—the integrated marketing of communication international PR -- and the changing face of PR in Asia with special reference to Nepal

## II) PR Status

Teaching Miss. 25

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# Program

- a) The nature of PR - definitions, scope and dimensions.
- b) PR publicity, promotion, propaganda and advertising
- c) Concepts of publics and public opinion. Development of theories of PR
- d) Professionalism in PR

## III) PR Strategy

Teaching Hrs. 25

- a) PR organizations and principles of management of PR
- b) PR processes
- c) The process in defining Public Relations problems
- d) The process of planning and programming strategies
- e) PR research processes, procedures and techniques

## IV) PR Practices

Teaching Hrs. 25

- a) Law, ethics and theory affecting PR practice
- b) General areas of normal involvement with law for PR practitioners
- c) Complexities in ethical decision-making
- d) Persuasion and communication theories



## V) PR in Action

Teaching Hrs. 25

- a) Models of communication channels and media to operationalize the strategies
- b) Tactics and techniques that make strategy work: local, national and international perspective
- c) Tools of PR : publicity, oral communications, corporate advertising, special events, management, employees and agency service
- d) Campaigns, case studies, and crisis management studies with special reference to Nepal
- e) Problem-solving Practice operation of PR

*Nirankar Bhattacharya  
Loyola Mary Mount School  
Dhaka, Bangladesh*

# Practical

- f) This paper will be inter-disciplinary. The services of advertising management experts or PR professionals will be needed
- \* VI) Practical exercises, assignments and viva cover this unit      Teaching Hrs. 25
- a) Practical dimension of the present, past and future dimension of PR

## *Recommended Reference Readings*

- 1) Cutlip, Scott M., Allen H. Center & Glen, M. Broom. (1985). *Effective Public Relations*. New Jersey: Prentice Hall.
- 2) Lippman, Walter. (1996). *Public Opinion*. New York: Macmillan.
- 3) Moore, H. Frazier & Kalupa, Frank B. (1987). *Public Relations: Principles Cases and Problems*. Delhi: Surjeet Publications.
- 4) Rai, Lal Deosa. (2010). *An Introduction of Public Relations*. Kathmandu: Bhrikuti Academic Publications.
- 5) Raymond Simon. (Ed.). (1980). *Public Relations: Concepts and Practices*. Columbus, Ohio: Grid Publications.
- 6) Reilly, Robert T. (1987). *Public Relations in Action*. Eaglewood Cliffs, New Jersey: Prentice Hall.

*Lal Deosa  
Prof.  
Lal Deosa*

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# PROPOSAL

## Science and Environmental Media (Elective)

JMC 540-3

### Paper XIV

Full Marks: 100

Theory Full Marks: 80 + Practical Full Marks 20

Pass Marks Theory: 32 + Practical : 9

Teaching hours: 150 hours

#### Unit

##### I) Concept and Scope of Science and Environment Journalism

- Teaching Hrs. 25
- a) Science communication and environment journalism definition and their roles in the modern age
  - b) Portrayal of science journalism and environmental journalism in the modern age
  - c) Science and environmental challenges and impact on mass communication
  - d) Integrated science and environmental concerns towards development

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##### II) Historical Cultural Development

- Teaching Hrs. 25
- a) Historical development of science and journalism and its impact on the society
  - b) Growing environmental concerns and changing dynamics of the society
  - c) Creative presentation style on science and environmental issues
  - d) Science and environmental issues and information technology in the media frontiers

##### III) Journalism Profession and Science

- Teaching Hrs. 25
- a) Choice of science and environment news
  - b) Priority areas of science and environment beat news as global warming, natural resource depletion.

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- c) Ways and approaches to the dissemination of science/ environmental news and features
- d) Challenges to broadcasting science and environmental issues

IV) Operation and Regulator Perspectives

Teaching Hrs. 25

- a) Status of science journalism and audience interests
- b) Science and environmental issues in the national perspective
- c) Science and environmental issues in the international perspective
- d) Ethical and legal aspects of professional development of science and environmental media performances

V) Professional Challenges to Science and Environment journalism

Teaching Hrs. 25

- a) General and specific challenges in the working of science and environmental journalism practices
- b) Making science and environmental journalism human and development oriented
- c) Science and environment issues related to policy concerns
- d) Professional journalism challenges in science and environment
- e) Science and environment journalism yesterday, today and tomorrow

VI) Practical

Teaching Hrs. 25

- Presentation of research paper on globalization problems and perspectives in science and environmental themes

*N. Karthik  
Karthik, N.  
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Paul

Recommended Reference Readings

- 1) Babbie, Earl. (1979). *Media Technology and Society: A History from the Telegraph to the Internet.*

2) Bordon B. Davis. (1974). *Management Information System: Conceptual Foundation, Structure and Development.*

3) Brian, Greene. & Tim Folgar (Ed.). (Series edition). (2006). *The Best American Science and Nature Writing.*

6) Chapman, Graham, Kumar, Keval Fraser, Caroline & Gaber, Ivor. (1997). *Environmentalism and the Mass Media.* New York and London: Routledge.

7) Hanson, Anders. (Ed.). (1993). *The Mass Media and Environmental Issues.* London and New York: Leicester University Press.

8) Lovelock, James. (2007). *The Revenge of Gaia: Why the Earth is Fighting Back and How We Can Still Save Humanity.* Penguin.

9) Meisner, Mark. (2005). "What is Environmental Communication?" The Environmental Communication Network. State University of New York College of Environmental Science and Forestry. <http://www.esf.edu/ecn>

10) Neuzil, Mark & Kovairk, William. (1996). *Mass Media and Environmental Conflict: America's Green Crusades.* London and New Delhi: Thousand Oaks: SAGE Publication.

13) Robert P. Hawkins, John, M. Weijmann, Suzanne Pingree, (1988). *Advancing Communication Science Merging Mass and Interpersonal Processed.*

14) Satellite Technology: *The Communication Equaliser.* (1985). AMIC, Singaporee Combination

### **Business Journalism (Elective)**

JMC: 540-4

Paper XV

Full Mark: 100  
Full Mark theory: 80  
Pass Mark theory: 32  
Full Mark practical: 20  
Pass Mark practical: 9  
Teaching Hrs: 150

## Objectives

Business Journalism has emerged as an important segment of modern journalism. It encourages the students to understand about the important fundamentals of business, finance and economy. It helps to make them able to produce reports, news and articles useful for both print and electronic media.

Course Content

Teaching Hrs. 40  
I) Introduction to Business Journalism and Nepali Economy

- a) Concept of business journalism, tools, techniques and history, development of business journalism in Nepal. Recent trends on institutionalization of business journalism in Nepal and factors that make business journalism different from other segments
  - b) Contemporary study of economic policies and journalism: Fiscal and monetary policies their objectives, major tools, limitations on Nepali context, fiscal budget and major challenges in its implementation, inflation, deflation and stagflation, their impacts on the economy and methods to control them
  - c) Introduction to national accounts: GDP and its structure, equilibrium of the economy, total investment, consumption and saving, per capita income and its journalistic interpretation
  - d) Introduction to other important dimensions of the economy and economic reforms in Nepal and journalism. Labor, industry, foreign trade, agriculture, banking, WTO and Nepal. A study on the emerging economies like India and China: liberal economic policy and economic reforms in Nepal

D Understanding and Reporting Capital Commodity Market Teaching Hrs 20

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- a) Understanding Securities Board of Nepal as a regulator: Acts, laws, bylaws, directives and various other instruments that the board uses to regulate market features and challenges of Nepal's stock and commodity market
- b) Nepal Stock Exchange, its functions and importance, introduction to commodity market, its functioning and importance to developing economies and the role of media

**II) Reporting Financial Institutions and Insurance** Teaching Hrs. 30

- a) Understanding central bank as a regulator, Acts, laws, bylaws, directives and various other instruments that the Central Bank practices in Nepali prospective to achieve the target in its annual Monetary Policy
- b) Understanding banks and financial institutions: Various categories of financial institutions reading financial statements their role and importance in the economy and journalism

**III) Presentation of News and Newsroom Management** Teaching Hrs. 30

- a) Tracking important statistics and developing business news sense: Obtaining important statistics and making news on issues like foreign trade, inflation, foreign currency reserve, balance of payment, share market operations, insurance policies, and treasury position of the government
- b) Preparation and presentation of news, newsroom management and business journalism ethics

*N. Karmal*

- c) Understanding the importance of business news and corporate interests, making attractive leads and headlines, types of leads and writing that are used in business reporting, use of quotes, number and graphs, beats in business news

**IV) Practical (any one of the following)** Teaching Hrs. 30

- a) A three-week assignment to prepare a report on coverage of business news in selected media like print, radio or television during a specific period of time and analysis of their trends and its impacts  
*or*
- b) A three-week assignment to prepare a report on coverage of business news of specific issues carried by media and analysis of their impacts  
*or*
- c) A three-week assignment to prepare a report on specific case study highlighting how business news influences policy change of the government  
*or*
- d) A month-long internship in a business institution or a bureau of a media

### Recommended Readings

- 1) Khanal, Prem. Institute. (2010). *Arthik Patrakarita ko Hate Kitab.* Kathmandu: Nepal Press
- 2) Thompson, Terri. (2000). *Writing About Business*. New York: Columbia University Press
- 3) Roush, Chris. (2004). *Mediating Business: Show Me the Money*. London: Lawrence Erlbaum Associates
- 4) Livingston, Charles & Voakes, Paul. (2005). *The Expansion of Business Journalism: A Handbook for Journalists*. London: Lawrence Erlbaum Associates
- 5) Dahal, Madan Kumar. (2003). *Nepalese Economy: Central Department of Economics, Nation-state*. Kathmandu: Central Department of Economics, TU and New Hira Books
- 6) Dahal, Madan Kumar, Paul. (2005). *Working with Numbers and Statistics – A Guide to Nepali Statistical Terms*. Kathmandu: Central Department of Economics, TU and New Hira Books
- 7) Dahal, Madan Kumar. (2007). *Understanding Nepali Politics: Towards a Strong Economic Development*. Copenhagen: Lawrence Erlbaum Associates
- 8) Dahal, Madan Kumar. (2005). *Annual Monetary Policy*. Kathmandu: Institute for Policy Research and other publications related to Ministry of Finance, Nepal Rastra Bank
- 9) Dahal, Madan Kumar. (2005). *Building a Strong Economic*. Kathmandu: Institute for Policy Research and other publications related to Ministry of Finance, Nepal Rastra Bank

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1) Khanal, Prem. Institute. (2010). *Arthik Patrakarita ko Hate Kitab.* Kathmandu: Nepal Press

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6) Dahal, Madan Kumar, Paul. (2005). *Working with Numbers and Statistics – A Guide to Nepali Statistical Terms*. Kathmandu: Central Department of Economics, TU and New Hira Books

7) Dahal, Madan Kumar. (2007). *Understanding Nepali Politics: Towards a Strong Economic Development*. Copenhagen: Lawrence Erlbaum Associates

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9) Dahal, Madan Kumar. (2005). *Building a Strong Economic*. Kathmandu: Institute for Policy Research and other publications related to Ministry of Finance, Nepal Rastra Bank

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1) Khanal, Prem. Institute. (2010). *Arthik Patrakarita ko Hate Kitab.* Kathmandu: Nepal Press

2) Thompson, Terri. (2000). *Writing About Business*. New York: Columbia University Press

3) Roush, Chris. (2004). *Mediating Business: Show Me the Money*. London: Lawrence Erlbaum Associates

4) Livingston, Charles & Voakes, Paul. (2005). *The Expansion of Business Journalism: A Handbook for Journalists*. London: Lawrence Erlbaum Associates

5) Dahal, Madan Kumar. (2003). *Nepalese Economy: Central Department of Economics, Nation-state*. Kathmandu: Central Department of Economics, TU and New Hira Books

6) Dahal, Madan Kumar, Paul. (2005). *Working with Numbers and Statistics – A Guide to Nepali Statistical Terms*. Kathmandu: Central Department of Economics, TU and New Hira Books

7) Dahal, Madan Kumar. (2007). *Understanding Nepali Politics: Towards a Strong Economic Development*. Copenhagen: Lawrence Erlbaum Associates

8) Dahal, Madan Kumar. (2005). *Annual Monetary Policy*. Kathmandu: Institute for Policy Research and other publications related to Ministry of Finance, Nepal Rastra Bank

9) Dahal, Madan Kumar. (2005). *Building a Strong Economic*. Kathmandu: Institute for Policy Research and other publications related to Ministry of Finance, Nepal Rastra Bank

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