

**Far Western University**  
**Mahendranagar, Kanchanpur**  
**Faculty of Humanities and Social Sciences**



**Bachelor in Journalism and Mass Communication**

**Far Western University**  
**Faculty of Humanities and Social Sciences**  
**B. A. Journalism and Mass Communication**  
**Course Structure**

<u>Course Code</u>	<u>Course Title</u>	<u>Credit</u>
<b><u>Semester I</u></b>		
JMC 101	Introduction to Mass Communication	3
JMC 102	Media Industry in Nepal	3
<b><u>Semester II</u></b>		
JMC 121	Historical Outlines of Journalism	3
JMC 122	News Reporting and Editing	3
<b><u>Semester III</u></b>		
JMC 231	Theories and Models of Communication	3
JMC 232	Management and Entrepreneurship in Media	3
<b><u>Semester IV</u></b>		
JMC 241	Media in Public Relation and Advertising	3
JMC 242	Media Law, Ethics, and Press Freedom	3
<b><u>Semester V</u></b>		
JMC 351	Electronic Media	3
JMC 352	Newspaper and Magazine	3
<b><u>Semester VI</u></b>		
JMC 361	Research in Mass Media	3
JMC 362	Photo Journalism	3
<b><u>Semester VII</u></b>		
JMC 471	Development Communication and Journalism	3
JMC 472	News Media, Social Media, and Alternative Media	3
<b><u>Semester VIII</u></b>		
JMC 481	Multimedia and Convergence in Communication	3
JMC 482	Media Research Project	3

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Introduction to Mass Communication**

**Course Code: JMC 101**

**Nature of the Course: Introductory**

Level: B.A.

Year First, Semester First

Full Marks: 100

Pass Marks: 45

Credit Hours: 3

Total Hours: 48

**1. Course Description**

This is introductory course on Mass Communication. It consists of foundation knowledge on Mass Communication thereby imparting descriptive as well as analytical understanding of the field. Its focus is on the basics of human communication with special reference to mass communication. In this course, various types of communication are discussed along with various types and forms of media used in different communication context. And, the nature and function of mass communication media, media institutions, and media support systems are also included. It also consists of an overview of the social, cultural, political, and economic aspect of mass communication in order to orient the students towards forthcoming courses on communication and media theories.

**2. Course Objectives:**

This course has following objectives:

- To acquaint students with basics of human communication
- To acquaint students with various types of communication and respective media forms
- To acquaint students with mass communication and media industry
- To acquaint students with media support systems

Thus, upon completion of the course, the students are expected to be acquainted with basics of human communication with special reference to mass communication, various types and forms of media used in different communication context and the nature and function of mass communication media, media institutions, and media support systems.

**3. Specific Objectives and Contents**

(Total hrs. 48)

Unit	Specific Objectives	Contents	Hrs	References
Unit I: Basics of Human Communication	<u>Discuss and Explain:</u> 1.1. Communication	1.1.1. The significance of communication in human life  1.1.2. Defining communication  1.1.3. Various uses of the word communication	12	1.1.1. DeFleur, Kearney & Plax, 1993, Chapter 1 (pp. 6-9).  1.1.2. DeFleur, Kearney & Plax, 1993, Chapter 1 (pp. 9-12).  1.1.3. Beatty and

	<p>1.2. Elements in the communication process</p> <p>1.3. Communication process</p> <p>1.4. Communication and its effectiveness</p>	<p>1.2.1. Source or Sender</p> <p>1.2.2. Encoding</p> <p>1.2.3. Message or Information</p> <p>1.2.4. Channel or Medium</p> <p>1.2.5. Decoding</p> <p>1.2.6. Receiver</p> <p>1.2.7. Feedback</p> <p>1.2.8. Noise</p> <p>1.2.9. Context</p> <p>1.3.1. Communication as process: Linear and Interactive Approaches</p> <p>1.3.2. Structure of communication</p> <p>1.4.1. Achieving accurate communication</p> <p>1.4.2. Misconceptions about human communication</p>		<p>Takahashi, 2003, Chapter 1 (pp. 2-3).</p> <p>1.2. Dominick, 1999, Chapter 1 (pp. 5-10);</p> <p>Stone, Singletary &amp; Richmond, 2003, Chapter 6 (pp. 51-53).</p> <p>Also refer to DeFleur, Kearney &amp; Plax, 1993, Chapter 5 (pp. 130-132) for discussion on basic features of a communication context.</p> <p>1.3.1. DeFleur, Kearney &amp; Plax, 1993, Chapter 1 (pp. 12-25).</p> <p>1.3.2. Beatty and Takahashi, 2003, Chapter 1 (pp. 3-11).</p> <p>1.4.1. DeFleur, Kearney &amp; Plax, 1993, Chapter 1 (pp. 25-28).</p> <p>1.4.2. Stone, Singletary &amp; Richmond, 2003, Chapter 7.</p>
Unit II: Various Types of communication and Media	<p><u>Discuss and Explain:</u></p> <p>2.1. Verbal and Non-verbal communication</p> <p>2.2. Direct and Mediated</p>	<p>2.1.1. Verbal communication</p> <p>2.1.2. Non-verbal communication</p> <p>2.2.1. Codes, channels and media as variables</p>	12	<p>2.1.1. DeFleur, Kearney &amp; Plax, 1993, Chapter 2.</p> <p>2.1.2. Beatty and Takahashi, 2003, Chapter 5; DeFleur, Kearney &amp; Plax, 1993, Chapter 3.</p>

	<p>communication</p> <p>2.3. Levels of communication</p> <p>2.4. Expressive, Rhetorical and Accidental communication</p> <p>2.5. Oral tradition and communication</p> <p>2.6. Folk communication and Traditional media</p> <p>2.7. New trends in mediated communication</p>	<p>2.2.2. Face-to-face and Mediated communication</p> <p>2.3.1. Intra-personal and Interpersonal communication</p> <p>2.3.2. Group communication</p> <p>2.3.3. Organizational communication</p> <p>2.3.4. Mass communication</p> <p>2.4. Expressive, Rhetorical and Accidental communication</p> <p>2.5. Oral tradition and Communication (with special reference to Far-Western region)</p> <p>2.6. Folk communication and Traditional media (with special reference to Far-Western region)</p> <p>2.7. Use of new media and its impact</p>	<p>2.2.1. Beatty and Takahashi, 2003, Chapter 4 (pp. 50-53)</p> <p>2.2.2. Beatty and Takahashi, 2003, Chapter 4 (pp. 53-57); DeFleur, Kearney &amp; Plax, 1993, Chapter 8.</p> <p>2.3. For general overview of the levels of communication, refer to McQuail, 2001, Chapter 1 (pp. 10-15). And, refer to following for particular sub-heads:</p> <p>2.3.1. DeFleur, Kearney &amp; Plax, 1993, Chapter 5 (pp. 132-151); Dominick, 1999, Chapter 1 (pp. 10-15).</p> <p>2.3.2. DeFleur, Kearney &amp; Plax, 1993, Chapter 6.</p> <p>2.3.3. DeFleur, Kearney &amp; Plax, 1993, Chapter 7; Stone, Singletary &amp; Richmond, 2003, Chapter 15.</p> <p>2.3.4. Dominick, 1999, Chapter 1 (pp. 15-24).</p> <p>2.4. Singletary &amp; Richmond, 2003, Chapter 6 (pp. 48-49).</p> <p>2.5. Insights from discussions, group</p>
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				<p>activities, individual assignments, field-based studies etc.</p> <p>2.6. Insights from discussions, group activities, individual assignments, field-based studies etc.</p> <p>2.7. Insights from discussions, group activities, individual assignments, field-based studies etc.</p>
Unit III: Mass Communication and Media Industry	<p><u>Discuss and Explain:</u></p> <p>3.1. The evolution of mass communication</p> <p>3.2. The mass communication process</p> <p>3.3. The media industry</p> <p>3.4. Mass communication and journalism</p>	<p>3.1.1. The rise of mass media</p> <p>3.1.2. Mass society, mass culture and mass communication</p> <p>3.2. General overview of mass communication process</p> <p>3.3.1. General overview of media industry</p> <p>3.3.2. Print Media</p> <p>3.3.2.1. Book</p> <p>3.3.2.2. Newspaper</p> <p>3.3.2.3. Magazine</p> <p>3.3.3. Electronic media</p> <p>3.3.3.1. Broadcasting: Radio and Television</p> <p>3.3.3.2. Film</p>	16	<p>3.1.1. Baran &amp; Davis, 2012, Chapter 3; McQuail, 2001, Chapter 2</p> <p>3.1.2. McQuail, 2001, Chapter 3 (pp. 36-42)</p> <p>3.2. DeFleur, Kearney &amp; Plax, 1993, Chapter 14 (pp. 410-413).</p> <p>3.3.1. Vivian, 2009, Chapters 1 &amp; 2.</p> <p>3.3.2.1. Dominick, 1999, Chapter 6; Vivian, 2009, Chapter 3.</p> <p>3.3.2.2. Dominick, 1999, Chapter 4; Vivian, 2009, Chapter 4.</p> <p>3.3.2.3. Dominick, 1999, Chapter 5; Vivian, 2009, Chapter 5.</p> <p>3.3.3.1. Dominick, 1999, Chapters 7 &amp;</p>

	<p>3.5. New trends in mass communication</p> <p>3.6. Functions of mass media</p>	<p>3.3.3.3. Online</p> <p>3.4. Understanding interrelationship between mass communication and journalism</p> <p>3.5.1. Redefining mass communication</p> <p>3.5.2. Information society and mass media</p> <p>3.5.3. New trends such as video games as new form of mass media, Demassification, symbiosis, convergence etc.</p> <p>3.6. Critical understanding of functions of mass media</p>		<p>10; Vivian, 2009, Chapters 8 &amp; 9.</p> <p>3.3.3.2. Dominick, 1999, Chapter 9; Vivian, 2009, Chapter 7.</p> <p>3.3.3.3. Dominick, 1999, Chapter 11; Vivian, 2009, Chapter 10.</p> <p>3.4. Vivian, 2009, Chapter 11.</p> <p>3.5.1. Baran and Davis, 2012, Chapter 1 (pp. 5-7)</p> <p>3.5.2. Williams, 2003, Chapter 9 (pp. 227-233)</p> <p>3.5.3. McQuail, 2001, Chapter 6.</p> <p>And, insights from discussions, group activities, individual assignments, field-based studies etc.</p> <p>3.6. Dominick, 1999, Chapter 2 (pp. 31-43)</p>
Unit IV: Media Support Systems	<p><u>Discuss and Explain:</u></p> <p>4.1. Selected media support systems</p>	<p>4.1.1. Public Relations</p> <p>4.1.2. Advertising</p> <p>4.1.3. Music Industry</p> <p>4.1.4. Entertainment</p>	8	<p>4.1.1. Vivian, 2009, Chapter 12.</p> <p>4.1.2. Vivian, 2009, Chapter 13.</p> <p>4.1.3. Vivian, 2009, Chapter 6.</p> <p>4.1.4. Vivian, 2009, Chapter 14.</p>

#### 4. References

- Baran, S. J., and Davis, D. K. (2012). *Mass communication theory: Foundations, ferment and future* (6<sup>th</sup> ed.). Boston: Wadsworth, Cengage Learning.
- Beatty, J., and Takahashi, J. (2003). *Intercultural communication*. USA: Atomic Dog Publishing.
- DeFleur, M. L., Kearney, P., and Plax, T. G. (1993). *Fundamentals of human communication*. Mountain View, California: Mayfield Publishing.
- Dominick, J. R. (1999). *The dynamics of mass communication* (International edition). McGraw-Hill Inc.
- McQuail, D. (2001). *McQuail's mass communication theory* (4<sup>th</sup> ed.). London: Sage.
- Stone, G., Singletary, M., and Richmond, V. P. (2003). *Clarifying communication theories*. Oxford: Blackwell.
- Vivian, J. (2009). *The media of mass communication* (9<sup>th</sup> ed.). Boston: Allyn and Bacon.
- Williams, K. (2003). *Understanding media theory*. London: Arnold.

#### 7. Books Prescribed for Further Reading from Nepali Perspective:

- Adhikary, N. M. (2008). *Communication, media and journalism: An integrated study*. Kathmandu: Prashanti Prakashan.
- Adhikary, N. M. (2009). *Amsanchar ra patrakarita: Sanchar, midiya ra patrakaritako samashti adhyayan*. Kathmandu: Prashanti Prakashan.
- Kharel, P. *Dimensions of Communication*. Kathmandu: NAME, 2007.
- Pant, L. D. (2009). *Introduction to journalism and mass communication*. Kathmandu: Vidyarthi Prakashan.



**Far-western University**  
**Faculty of Humanities and Social Sciences**

Course Title: **Media Industry in Nepal**  
Course No.: JMC 102  
Nature of the Course: Theory and Practical  
Year: First  
Semester: First  
Level: Bachelor of Arts (Journalism and Mass Communication)

Full Marks: 100  
Pass Marks: 45  
Period per Week: 3  
Time per Period: 1 hour  
Total Period: 48

### 1. Course Description

This course provides foundational concepts for media operating system with reference to Nepal's Media Industry. The course examines a broad range of practices, from media economics /traditional media outlets to contemporary media operating system; and a range of contexts. This course aims to acquaint the students with basic concepts of Nepal's Media Industry (Theory and Practical).

The course incorporates Five Units. First Unit deals with the fundamentals of media structures and industry. Unit second introduces students with basics of media economics. Unit Third deals with media business, media services and government regulations in Nepal. Unit Four deals with historical growth of media outlets in Nepal. Unit Five introduces students with current situation of media outlets in Far western region.

### 2. Course Objectives

The general objectives of the course are to acquaint the students about the basics of media structure in Nepal, the media industry in Nepal, media economics, media operating system, media business and government regulation and media in Far western region.

### 3. Specific Objectives and Contents

Specific Objective	Contents/ Periods	Books and Chapters/Units
<ul style="list-style-type: none"> <li>To examine the basics of media operating system/economy.</li> </ul>	<p><b>Unit I: The Fundamentals of Media Structure and Industry (12)</b></p> <p>1.1 Forms, Functions, Content and Audiences</p> <p>1.2 The Media System</p> <p>1.3 Media Sector/Outlets,</p> <p>1.4 Ownership and Control</p> <p>1.5 The Print Media</p> <p>1.6 The Electronic Media</p> <p>1.7 The Movies</p> <p>1.8 The New Technologies and New Media</p> <p>1.9 Mass Media Support</p>	<ul style="list-style-type: none"> <li>DeFleur/Dennis, Understanding Mass Communication, The Communication Industries, Chapters 5, 6, 7 &amp; 8</li> <li>L. D. Pant, Introduction to Journalism and Mass Communication, Chapter 3</li> <li>अधिकारी, निर्मलमणि, आमसञ्चार र पत्रकारिता, परिच्छेद.....</li> </ul>

	System	
<ul style="list-style-type: none"> <li>• To assess the growth of media in Nepal.</li> </ul>	<b>Unit II : Media Economics and Governance (8)</b> 2.1 Comparing Media and other Businesses 2.2 The Basics of Media Structure and levels of Analysis 2.3 Economic Principles of Media Structure 2.4 Mass Media and Governance	<ul style="list-style-type: none"> <li>• Denis McQuail, Media Economics and Governance, Chapter 9</li> </ul>
<ul style="list-style-type: none"> <li>• To analyze the different dimensions of media businesses and regulations in Nepal</li> </ul>	<b>Unit III: Media Business, Media Service and Government Regulation in Nepal (10)</b> 3.1 Establishment and Operations of the Media Institutions 3.2 Government Institutions : The RSS, The Radio Nepal, The NTV and the Gorkhapatra 3.3 Electronic Media, Frequency Modulation, Satellite, Cable and Earth Station 3.4 Advertising and Music Industry in Nepal	<ul style="list-style-type: none"> <li>• N. M. Adhikary, Advertising, Public Relations and Media Issues, Chapter 1.15</li> <li>• काशिराज दाहाल, आमसञ्चार र कानुन, .....</li> </ul>
<ul style="list-style-type: none"> <li>• To analyze the historical development of media in Nepal</li> </ul>	<b>Unit IV: Historical Development of Media in Nepal (10)</b> 2.1 Printing Press in Nepal 2.2 Publications of Newspapers and Magazines : Traditional to Modern Time (Before Unification, During Rana Regime, After the Establishment of Democracy, During Panchayat Period, During Referendum Period, After the Restoration of Democracy, Current Situation) 2.3 Radio Broadcasting in Nepal : History and Current Situation 2.4 Television Broadcasting in Nepal : History and Current Situation 2.5 Online Media in Nepal: History and Current Situation	<ul style="list-style-type: none"> <li>• ग्रीष्मबहादुर देवकोटा, नेपालको छापाखाना र पत्रपत्रिकाको इतिहास ,परिच्छेद -२, ३ र ७।</li> <li>• अधिकारी, निर्मलमणि, आमसञ्चार र पत्रकारिता, परिच्छेद.....</li> <li>• P. Onta, Mass Media in Post-1990 Nepal, Chapter 3 &amp; 4</li> </ul>
<ul style="list-style-type: none"> <li>• To analyze regional media operating system.</li> </ul>	<b>Unit V: Media in Far Western Region (8)</b>	<ul style="list-style-type: none"> <li>• देविप्रसाद ओझा, सुदूरपश्चिममा पत्रकारिता</li> </ul>

	5.1 Evolution of Media in Far Western Region : Folk Culture and Media 5.2 Current Situation of Media in far Western Region	
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### **Recommended Readings**

१. अधिकारी, निर्मलमणि, आमसञ्चार र पत्रकारिता, .....

1. Adhikary, N. M. Advertising, *Public Relations and Media Issues*, Kathmandu : Prashanti Pustak Bhandar, 2007.
2. Pant, L. D. *Introduction to Journalism and Mass Communication*, Kathmandu: Vidyarthi Prakashan,, 2009.
3. McQuail, Dennis, *McQuail's Mass Communication Theory*, New Delhi: SAGE Publications, 2010 (6th Ed.) .
4. DeFleur, M. L., Dennis, E. E. *Understanding Mass Communication*, New Delhi: Goyl Saab, 1991.
5. Onta, P., *Mass Media in Post-1990 Nepal*, Kathmandu: Martin Chautari, 2006.
७. देवकोटा, ग्रीष्मबहादुर, *नेपालको छापाखाना र पत्रपत्रिकाको इतिहास*, काठमाण्डौ : साभ्रा प्रकाशन, २०५१ ।
८. ओझा देविप्रसाद, *सुदूरपश्चिममा पत्रकारिता*, काठमाण्डौ : मार्टिन चौतारी , २०६० ।

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Historical Outlines of Journalism**  
**Semester:** Second  
**Nature of the Course:** Theoretical cum practical  
**Course Code: JMC 121**  
**Hours: 48 Level: B.A.**

**Full Marks: 100**  
**Pass Marks: 45**  
**Credit Hours: 3**  
**Total**

**1) Course Description**

This course is to deliver the brief outline of journalism that carries the national and international scenario of journalism and media history. Similarly, this course reflects an in-depth knowledge of Nepalese journalism and media history.

**2) Course objectives:**

This course has following objectives:

- To enhance students' understanding on historical perspectives of journalism and mass media
- To understand the development and growth of national and international media history
- To broaden students' capacity in analyzing the trends of media dynamism in the world
- To provide comparative outline of mass media during the different political and socio-economic phases in Nepal

**3) Expectation to the course**

After the completion of the course, student should be able to:

- Describe the evolution of journalism in the world
- Know about the development of human communication
- Draw out the picture of media and journalism in South Asian Countries
- Identify the organizational structure of Nepalese media institutions
- Explain the detail about the major news agencies in the world

**4) Specific Objectives and Contents**

(Total hrs. 48)

Unit	Specific Objectives	Contents	Hrs	References\Remarks
1	To impart knowledge on historical evolution of communication and development of mass media and journalism in different contexts.	<b>I) Evolution of communication:</b> the age of signs and signals; the age of speech & language; the age of texts; the age of printing press; the age of mass communication; the age of information society; the age of new media, internet and smart phone <b>II) Development of journalism in global context:</b> Origin, evolution,	12	Defleur L. Melvin and Ball-Rokeach Sandra (1989). <i>Theories of Mass Communication</i> 5 <sup>th</sup> edition. Longman Publisher, New York and London (Page No 03 to 26) Conboy, Martin (2004). <i>Journalism a Critical History</i> . Sage publication, London and New Delhi (Page No 109 to 118) )Gunaratne, Shelton A.

		<p>traditions and most significant models of journalism and mass media paying special attention to USA, UK, Sweden, France, Japan and China.</p> <p><b>III) Brief History of media in SAARC Countries</b></p>		<p>(2000). <i>Handbook of the Media in Asia</i>. New Delhi: Sage Publications. Koirala, Achyut Babu, Ph.D. (2060 BS). <i>World History of Journalism</i>. Tahachal, Kathmandu, J.K.G Books &amp; Stationary, Distributors: Teku Kathmandu, Bani Offset Press</p> <p>Fang, Irving E. (1997). <i>A History of Mass Communication</i>. Michigan: Focal Press.</p>
2	To acquire an understanding about the news agencies in the global context	<p><b>I) Introduction to the development of agency journalism in the world:</b> history of news agency, major news agencies in the world (Reuters, AFP, AP, AAP, Xinhua, Kyodo &amp; South Asian news Agencies PTI, BSS etc.), recent practices of news agencies (Photo, audio, video and online services)</p>	8	<p>Pathak, Yak Raj and Adhikari, Krishna . <i>Rasasako Itihas</i>. Kathmandu: Rastriya Samachar Samati.</p> <p>Basnet, Shreeram <i>et.al.</i> (ed.) (2012). <i>News Agency Journalism</i>. Federation of Nepalese Journalist, RSS chapter</p>
3	To understand and analyze the relationship between press, politics and society with special focus on historical aspects of Nepalese journalism	<p><b>I) Press, politics and society:</b> the discourse of the fourth estate</p> <p><b>II) Historical perspectives of media and journalism in Nepal:</b> traditional communication system, Gorkhapatra and Rana period (1903-2007 Bs.), democratic decade (2007-2017 Bs.), Panchayat period (2017-2046 Bs.), period of restoration of democracy (2047 to 2051), during the period of insurgency (2051 to 2061), period during the direct rule under the King (2061-2063 Bs.), period of Peoples' Republic (2063 Baisakh Onwards)</p> <p><b>III) Role of the Nepalese media during freedom movement of Nepal 2062/63 Bs.</b></p>	12	<p>Conboy, Martin (2004). <i>Journalism a Critical History</i>. Sage Publication, London, (Page No. 127 to 148)</p> <p>Devkota, Grishma Bahadur (2051 Bs.). <i>Nepalko Chhapakhana ra Patrakaritako Itihas</i>. Kathmandu: Sajha Prakashan.</p> <p>Regmi, Shiva and Kharel, P. (2002). <i>Nepalma Aam Sanchaarko Bikas</i>. Kathmandu: Nepal Aam Sanchar Prashikshak Sangh. Distributors: United Graphics</p>

4	To become familiar with the organizational structure and trends of public and private media institutions of Nepal	<b>I) Organizational Structures and brief history of state run media of Nepal:</b> newspaper, television, radio and , news agency <b>II) Media institutions of Nepal:</b> Ministry of Information and Communication, Department of Information, Press Council Nepal, FNJ, National Information Commission etc. <b>III) Involvement of private sector in media business</b>	8	Pande, Yubraj (ed.) (2055 Bs.). <i>Nepalma Patrakaritako Bikaskram</i> . Kathmandu: Press Council Nepal.
5	To make students familiar with how the news operates and strengthen their capacity while studying mass communication with applied sense.	<b>Practical Assessment</b> Production of students laboratory journal in groups, focusing on news operation and editorial team management Seminar on status of press freedom in Nepal	8	

#### 5) Prescribed Books and References

1. Koirala, Achyut Babu, Ph.D. (2060 BS). *World History of Journalism*.Tahachal ,Kathmandu, J.K.G Books and Stationary, Distributors: Teku, Kathmandu, Bani Offset Press.
2. Regmi, Shiva and Kharel, P. (2002). *Nepalma aam Sanchaarko bikas*. Kathmandu: Nepal Aam Sanchar Prashikshak Sangh.Distributors : United Graphics Printers,Newplaza,Kathmandu.
3. Devkota, Grishma Bahadur (2051 BS). *Nepalko Chhapakhana ra Patrakarita ko Itihas*. Kathmandu: Sajha Prakashan.
4. Fang, Irving E. (1997). *A history of Mass Communication*. Michigan: Focal Press.
5. Gunaratne, Shelton A. (2000). *Handbook of the Media in Asia*. New Delhi: Sage Publications.
6. Pathak, Yek Raj and Adhikari, Krishna. *RaSaSako Itihas*. Kathmandu: Rastriya Samachar Samati.
7. Pande, Yubraj (ed.) (2055 B.S.). *Nepalma Patrakaritako Bikaskram*. Kathmandu: Press Council Nepal.
8. Melvin L. Defleur and Sandra Ball-Rokeach (5th Edition) *Theories of Mass communication* ,Longman 1989,Newyork and London.(Page no 3 to 26)
9. Conboy, Martin (2004). *Journalism a Critical History*. Sage publication, London and New Delhi (Page No 109 to 118 )

#### 6) Books Prescribed for Further Reading

1. A social History of Media :From Gutenberg to the internet (Second edition 2005) Asa Briggs and Peter Burke, Polity Press, USA
2. Boyce George, Curran James and Wingate Pauline 1978. *Newspaper History from the 17th century to the present day*, Sage Publication, Beverly Hills, California (Page No: 223 to 264 )

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: News Reporting and Editing**  
**Semester:** Second  
**Nature of the Course:** Theoretical cum practical  
**Course Code: JMC 122**  
**Level:** Bachelor

**Full Marks:** 100  
**Pass Marks:** 45  
**Credit Hours:** 3  
**Total Hours:** 48

**1. Course Description**

**News Reporting and Editing** is a theoretical cum practical course designed aiming at producing quality human resource for journalism sector. News Reporting and Editing is an essential skill for any form of journalism. A reporter can be successful journalist only when s/he understands and follows good reporting practices. In order to impart basic knowledge on journalistic writing and produce qualified communication professionals in both journalism and in the industry of public relations, management, corporate and organizational communications sectors in addition to fulfilling government agencies' expectation to get qualified Information Officers. The course consists of foundation knowledge on information collection, writing and editing by imparting theoretical as well as practical understanding of the field. It focuses on the day-to-day activities of journalist such as what they do in their profession and how they do reporting and editing.

**2. Course Objectives:**

This course has following objectives:

- To acquaint students with basics of news reporting, writing and editing,
- To acquaint students with various techniques of attractive presentation of news,
- To acquaint students to the Code of Conduct of the journalism and its significance in journalistic writing, and
- To acquaint students with the nature of media organizations and functions of different dignitaries in media houses

**3. Expectation to the course**

After the completion of the course, the student should be able to:

- Understand the skills of new reporting, writing and editing.
- Develop skills of news reporting, writing and editing.
- Report and write news following the stylebook and structure of good news writing.
- Write for different mediums.
- Explore news stories concerning various aspects of society

**4. Specific Objectives and Contents**

(Total hrs. 48)

Unit	Specific Objectives	Contents	Hrs.	References/Remarks
1.	<ul style="list-style-type: none"> <li>• To understand the basic concept of news and its components</li> </ul>	<p><b>The News</b></p> <ul style="list-style-type: none"> <li>• Meaning and definition of news value</li> <li>• News: what, why and how ?</li> </ul>	8	Chapter 1 (News and the News Industry) of George A. Hough's <i>News Writing</i> Chapter 3 (Making the Story) of Melvin Mencher's <i>Basic</i>

		<ul style="list-style-type: none"> <li>• Elements of news</li> <li>• Characteristics of news</li> <li>• Nature and types of news: hard and soft ; investigative and in-depth, feature</li> <li>• Parts of the news: headline, byline, dateline, lead/intro, body and deadline</li> <li>• Types of headline</li> <li>• Types of lead</li> </ul>		<p><i>News Writing</i> Chapter 14 (Media Genres and Texts of Denis MCQuail's <i>Mass Communication Theory</i> Chapter 1 (The Concept of News) &amp; 3 (The News Story) of K. M. Shrivastava's <i>News Reporting and Editing</i></p>
2.	<ul style="list-style-type: none"> <li>• To introduce the basics of news reporting and different techniques of news reporting with special focus on theoretical as well as practical aspects</li> </ul>	<p><b>News Reporting</b> Concept, definition, scope, &amp; principles of news reporting</p> <ul style="list-style-type: none"> <li>• Types &amp; techniques of news reporting: Investigative, In-depth, beat reporting - crime, court, health, administration, culture, politics, education and civic issues</li> <li>• Information collection and verification: field reporting, document review, covering press conferences, public speeches and interview for reporting, techniques of interviews</li> <li>• News sources: Nature and types of news sources: 3P (paper, person, and place); formal and informal, predicted and unpredicted, witness and experts etc.; Reaching the appropriate source; protection of the source: off the record, right to privacy, embargo etc.</li> </ul>	10	<p>Chapter 2 (The Reporter), 7 (Finding Information and Gathering Facts) &amp; 8 (How Reporter Work) of Melvin Mencher's <i>Basic News Writing</i> Chapter 2 (Gathering the News) of George A. Hough's <i>News Writing</i>.</p> <p>Chapter 4 (News Gathering) of K. M. Shrivastava's <i>News Reporting and Editing</i>.</p> <p><b>Chapter 3 (Determine What's newsworthy) of Jason Salzman's <i>Making the News</i> is also relevant to the chapter.</b></p>



		<ul style="list-style-type: none"> <li>• People in reporting (chief reporter, reporters, stringers, liners, amateur informants) and their roles; qualities &amp; responsibilities of a good reporter</li> <li>• follow-up in reporting</li> <li>• Importance and challenges of news reporting</li> <li>• Practical exercises: assignments and joint reporting exercises</li> </ul>		
3.	To introduce the basic techniques of writing and format to be used in journalistic writing	<p><b>News Writing</b></p> <ul style="list-style-type: none"> <li>• Rules and principles of news writing</li> <li>• Hard, soft and feature</li> <li>• Different styles of news writing: 5 Ws &amp; H, feature, story telling</li> <li>• Writing for print media (daily, weekly and magazine)</li> <li>• Reporting for electronic media (Radio and TV)</li> <li>• Reporting for news agency and online media</li> <li>• News reporting in national and international media</li> <li>• Writing editorials, news analysis, columns and comments</li> </ul>	10	Chapter 3 (Making the Story) of Melvin Mencher's <i>Basic News Writing</i> Chapter 3 (Writing the lead), 4 (Style and the Stylebook) & 5 (Writing the story) of George A. Hough's <i>News Writing</i>
4.	<ul style="list-style-type: none"> <li>• To introduce the basic ethical and legal provisions to be considered while writing and editing</li> </ul>	<p><b>Code of Conduct and ethical issues in news reporting</b></p> <ul style="list-style-type: none"> <li>• Legal and ethical concerns on news reporting and writing</li> <li>• The Journalist code of conduct</li> <li>• Right to privacy versus</li> </ul>	4	Chapter 15 (Libel, Ethics and Taste) of Melvin Mencher's <i>Basic News Writing</i> Chapter 10 (Legal and ethical considerations) of George A. Hough's <i>News Writing</i> <b>Current code of conduct of Nepalese journalist and the book Mass Communication and Law (In Nepali</b>

		<p>right to information</p> <ul style="list-style-type: none"> <li>• Some legal provisions: contempt of court, libel and defamation act etc.</li> </ul>		<p><b>Language written by Kashi Raj Dahal are also relevant to the chapter.</b></p>
5	<ul style="list-style-type: none"> <li>• To impart knowledge on basics of editing</li> <li>• To enable students about the various editing skills</li> </ul>	<p><b>News editing</b></p> <ul style="list-style-type: none"> <li>• Introduction to editing: Meaning, Importance</li> <li>• Rules and principles of editing</li> <li>• Preparing good copies for newspaper, magazine &amp; others</li> <li>• Role and responsibilities of the editor in chief, copy editors and other editors</li> <li>• Qualities of a successful editor</li> <li>• Skills of editing: norms of editing, language skills for editing job, techniques of news editing, rewriting, copy editing</li> <li>• Editing opinion articles</li> </ul>	8	<p>Chapter 2 (Purveyors of Words) of T.J.S. George's <i>Editing, a handbook for journalists</i></p> <p>Chapter 8 (Editing, Revising, Rewriting) of George A. Hough's <i>News Writing</i></p> <p>Chapter 6 (Fine Tuning the Story) of Melvin Mencher's <i>Basic News Writing</i></p> <p>Chapter 2 (Words, glorious words: editing body text) of Stephen Quinn's <i>Digital Sub editing and Design</i></p>
6	<p>To impart basic writing skills and make them usual to work in a team</p>	<p><b>Practical exercise</b></p> <ul style="list-style-type: none"> <li>• Writing clinic: 3/4 days close camp for preparing news on the base of press releases, speeches, secondary sources and field visits; editing exercises by exchanging copies of group of students.</li> <li>• Field reporting once in a semester to prepare investigative story in a team of students with the guidance of the teacher</li> <li>• Home assignments: prepare at least a five news stories covering different beats.</li> </ul>	8	<p>A Resource person can be hired</p>

## **5. Prescribed Books and References**

Mencher *Melvin*. *Basic News Writing*: third edition 2002. Universal Book Stall, New Delhi.

Hough George A. *News Writing*: first Indian edition 1998. Kaniska Publishers, Distributors, New Delhi.

George T.J.S. *Editing, a handbook for journalists*, 1989. Indian Institute of Mass Communication, New Delhi.

Shrivastava K.M. *News Reporting and Editing: Revised edition* 2003. Sterling Publishers Private Limited, New Delhi.

McQuail, Denis. *Mass Communication Theory*: the 6<sup>th</sup> edition. SAGE Publications India Pvt. Ltd. New Delhi.

### **Books Prescribed for Further Reading**

Ambrish Saxena. *Fundamentals of Reporting & Editing*. Kanishka Publishers, New Delhi.

Strentz Herbert (1989). *News Reporters and News Sources: Accomplices in Shaping and Misshaping the news*. Iowa: Iowa State University Press.

Adhikari, Dhruvahari (2058 Bs.). *Patrakarita ra Patrakaritako Hate Kitab*. Kathmandu: Nepal Press Institute

Allen, Robert (1990). *Art of Writings*. Mensa Publications.

Judith Butcher (2006). *Butcher's Copy-editing: The Cambridge Handbook for Editors, Copy-editors and Proofreaders* (Fourth Edition). Cambridge.

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Theories and Models of Communication**

**Semester:** Third

**Nature of the Course:** Theoretical cum practical

**Level:** B.A.

**Course Code:** JMC 231

**Full Marks:** 100

**Pass Marks:** 45

**Credit Hours:** 3

**Total Hours:** 48

**1. Overview**

As the introductory theory course for communication undergraduate students, is designed to expose the scope of theories and models of communication. The Student will be benefited through this course via readings, discussion, research, writing and in-class activities, and how communication theories and models are developed, analyzed, evaluated and applied.

**Objectives**

1. become aware of the scope of major communication theories
2. understand major communication theories and models of communication
3. analyze the process of theoretical inquiries
4. compare and contrast major communication theories and models
5. apply communication theory to first-hand experience
6. evaluate strengths and limitations of various communication theories and models.

Unit	Specific Objectives	Contents	Hrs	References\Remarks
1	To impart knowledge on Classical four theories of press with Special reference of two modern theories of communication introduced by Danish MaQuail in different contexts.	Classical Theories of Press ; Authoritarian Theory Libertarian Theory Soviet Communist Theory Social Responsibility Theory and McQuails's Theories; Theory of development communication and Democratic participation Theory Criticism on Sibert's Four Theories of Press	12	<ul style="list-style-type: none"> <li>• Chalise,Bijay.2064 .Aam Sancharka Sidantaharu (Mass Communication Theories).Sajha Prakashan.</li> <li>• Mcquail, Denis (2010), McQuails's Mass Communication Theory (sixth edition</li> <li>• Sibert,Fredrick S TheodorePeterson and Wilbur Schramm.(1963), Four Theories of thePress.Urbana: University of Illinois Press.</li> </ul>
2	Mass communication theory seeks to explain the effects of mass communication on	Mass Communication Theories; Information Flow Theory Diffusion Theory Two Step Flow Theory	14	<ul style="list-style-type: none"> <li>• Robert Charles(1992), A first look at Communication Theory.East</li> </ul>

	society, audiences and people. These effects can either be intended or unintended by those sending the message or messages.	Mass Entertainment Theory Cultural Imperialism Theory Social Marketing Theory Agenda Setting Theory The Spiral of Silence Theory Cultivation Analysis Theory Medium is Message Theory Uses and Gratification Theory Media dependency Theory Play Theory		Tennessee State University, McGraw-Hill, Inc, New York <ul style="list-style-type: none"> <li>• McQuail, Denis (ed.) (2002), McQuail's reader in mass communication theory Sage, London</li> </ul>
3	It reflects the pictorial presentation of communication process.  A model can be defined as a visual presentation that identifies, classifies and describes various parts of a process in the communication	Models of Communication; Aristotle's Model of Communication Lasswell's Model of Communication Shanon and Weaver's Model of Communication Action Model of Communication Interaction Model of Communication Transactional Model of Communication Convergence Model of Communication HUB Model Linear and non-linear models	<b>14</b>	<ul style="list-style-type: none"> <li>• Narula, Uma 2001. Mass Communication : Theory and Practice. New Delhi : Har-Ananda Publications.</li> <li>• McQuail, Denis. McQuail's Mass Communication Theory. Fourth edition. 2000. New Delhi: Sage Publications</li> </ul>
4		Seminar on Communication theories and its practice in modern journalism. For the better understanding of every communication model Student will do general practices	<b>8</b>	

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Management and Entrepreneurship in Media**  
**Semester: III**  
**Nature of the Course:** Theoretical cum practical  
**Level: B.A.**  
**Course Code: JMC 232**

**Full Marks: 100**  
**Pass Marks: 45**  
**Credit Hours: 3**  
**Total Hours: 48**

**1. Course Description :**

This Course is designed to provide students a sound critical understanding of media management and entrepreneurship. This innovative and dynamic course covers areas such as management of media organization, ownership patterns, modern media work place, concept, nature and enterprises with other related areas. In addition, this course provides in-depth knowledge of entrepreneurship and marketing strategies of media industry. This course prepares students for leadership roles in a wide variety of communications fields, ranging from marketing and entrepreneurship to media management.

**2. Course objectives:**

- To make students familiar with the concept of media management and entrepreneurship
- To strengthen students' understanding on media management and entrepreneurship
- To enable the media students have the applied concept of management

**3. Expectation to the course :**

By the end of the course, students should have the knowledge of:

- Theoretical concept of media management and its relevance in media industries.
- An ability to interpret and the importance of media management and demonstrate the theories of media management.
- Interpret activities and discourse in the field of media entrepreneurship
- Should be prepared for managerial level in any media organization and boost the skill of entrepreneurship.

**4. Specific Objectives and Contents :**

(Total hrs. 48)

<b>Unit</b>	<b>Specific Objectives</b>	<b>Contents</b>	<b>Hrs</b>	<b>References\Remarks</b>
<b>Unit 1</b>	To provide information about management science  To make students familiar with the media management system in Nepal	<b>Introduction to media management :</b> <ul style="list-style-type: none"> <li>• General Introduction to media management</li> <li>• Evolution of Management thought</li> <li>• Features of Management</li> <li>• Importance of Management in Media industry.</li> </ul>	<b>14</b>	Herrick, Dennis F. Media Management in the Age of Giants. Blackwell. UK. 2005.  Harold Koontz, Heniz  Weihrich : Essentials of

		<ul style="list-style-type: none"> <li>• Role of management in media Industry</li> <li>• Why management matters</li> <li>• Challenges before Media management in Nepal</li> </ul>		<p>Management</p> <p>Redmond, James and Robert Trager. Balancing on the Wire: the Art of Managing Media Organizations. 1998</p>
<b>Unit 2</b>	To make familiar with the concepts of management	<p><b>Concept of media management :</b></p> <ul style="list-style-type: none"> <li>• Planning, organizing, leading and controlling</li> <li>• Approaches to managing media</li> <li>• Media management and leadership</li> <li>• Emerging new challenges in media entrepreneurship.</li> <li>• Traditional Organization Vs New Organizations</li> </ul>	<b>10</b>	<p>Houseley, William, Tom Nicholls and Ron Southwell. Managing in the Media. 2001. Davies</p> <p>P.C. Tripathy, P.N Reddy: Principles of Management</p>
<b>Unit 3</b>	To enable media students with the applied concept of entrepreneurship	<p><b>Understanding Entrepreneurship :</b></p> <ul style="list-style-type: none"> <li>• Nature and Purpose</li> <li>• Entrepreneurship, ownership and operations</li> <li>• Media is a part of business and Vice Versa</li> <li>• Defining media economics</li> <li>• Media business and new technology</li> <li>• The media entrepreneurship frontier of the future</li> </ul>	<b>12</b>	<p>Media Entrepreneurship: Definition, Theory and Context. Anne Hoag and Sangho Seo The Pennsylvania State University 201. Carnegie Building. University Park, PA 16803</p> <p>Jones, Gereth R., Jennifer R. George and Charles W. L. Hill. Contemporary Management. 2000.</p>
<b>Unit 4</b>	To inform students the basic tools of Marketing	<p><b>Media Marketing :</b></p> <ul style="list-style-type: none"> <li>• Management of public enterprises</li> <li>• 4 P's of marketing</li> <li>• Marketing and public relation</li> </ul>	<b>6</b>	<p>Ace, Cathy. Successful Marketing Communications. Butterworth Heinemann. UK. 2001</p>

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Media in Public Relations and Advertising**  
**Semester: Fourth**  
**Nature of the Course: Theoretical cum practical**  
**Level: Bachelor**  
**Course Code: JMC 241**

**Full Marks: 100**  
**Pass Marks: 45**  
**Credit Hours: 3**  
**Total Hours: 48**

**1. Course Description**

**Media in Public Relations and Advertising** is designed with the aim to produce mid career human resources in public relations and advertising sector. Public relations especially deal with the enhancing goodwill and reputation of specific organization or high profile people through various means of PR activities. Mass media is one of the major tools of the public relations and hence, this course is designed to fulfill the gap in between the communicators and the public relation practitioners. Similarly, this course also aims to familiarize the concept of advertisement and role of advertisement in promotion of product or service capacitating students with skills on production of advertisement for print, electronic and web media. This course also lays the foundation for an understanding of how public relations practices are effectively mobilized with media. Students will acquire knowledge about the history of public relations in modern organizations and gain skills in the practical arts of developing media tools, organizing PR events, developing media relations, effective handling of PR in critical situation, and applying ethical values and standards in day-to-day practice.

**Course Objectives:**

This course has following objectives:

- To acquaint students with basics of using media in public relations and advertising;
- To acquaint students with various aspects and techniques of public relations and advertising and the interrelation in between;
- To acquaint students with basic of advertising i.e. advertisement design, production and marketing of advertisement etc.

**2. Expectation to the course**

After the completion of the course, the student shall be able to:

- Understand the basics of public relations and advertising;
- Use basic skills of public relations, strategies of media mobilization;
- Understand skills on public relation management and advertisement design;
- Serve as public relation official at any organization, firm or company;
- Gain knowledge and skills of conducting PR events;
- plan, develop and implement PR campaign in media sector and to tackle media problems through PR dimension.

**3. Specific Objectives and Contents**

(Total hrs. 48)

Unit	Specific Objectives	Contents	Hrs.	References/Remarks
1.	<ul style="list-style-type: none"> <li>• To understand the concept and basic</li> </ul>	<p><b>The Public Relations</b></p> <ul style="list-style-type: none"> <li>• Concept, meaning and definition of public relations</li> </ul>	10	Relevant chapters from Lal Deosa Rai and Binod Bhattarai's <i>Advertising</i>



	techniques of public relations	<ul style="list-style-type: none"> <li>• Process/steps of PR</li> <li>• Publics of public relations</li> <li>• Growth of public relations in global and national context</li> <li>• Function and scope of PR</li> <li>• Public relations ethics</li> <li>• Public relation and market promotion</li> <li>• Essential qualities of public relations practitioner ;</li> <li>• functions of PR practitioner</li> <li>• Public relation as Profession</li> </ul>		<i>and Public Relations</i> Relevant chapters of Edward L. Bernays's <i>Public Relations</i>
2.	<ul style="list-style-type: none"> <li>• To introduce techniques of public relations and use of mass media in public relations</li> </ul>	<b>Media and Public Relations</b> <ul style="list-style-type: none"> <li>• Mass media for effective PR</li> <li>• Public relations writing</li> <li>• Public relations planning</li> <li>• Audience and medium selection in public relation</li> <li>• Audio-visual production for public relations</li> <li>• Public relations research</li> </ul>	8	Relevant chapters of Lal Deosa Rai and Binod Bhattarai's <i>Advertising and Public Relations</i>  Relevant chapters of Edward L. Bernays's <i>Public Relations</i>
3.	To enhance capacity of student for better understanding of public relations event	<b>Organizing PR Events</b> <ul style="list-style-type: none"> <li>• Conceptualize PR event</li> <li>• Selecting stakeholders</li> <li>• Conducting/organizing event</li> <li>• Preparing good write-up of the event</li> <li>• Selecting media and making known the event</li> <li>• PR for crisis management</li> </ul>	5	Relevant chapters of Jason Salzman's <i>Making the News</i>
3.	To introduce basic ideas on advertising	<b>Advertising</b> <ul style="list-style-type: none"> <li>• Meaning, concept and definition of advertisement</li> <li>• Role and functions of Advertising</li> <li>• Type, nature and functions of advertising</li> <li>• Historical perspectives: national and international evolution of advertising</li> <li>• Market promotion and advertisement</li> <li>• Merits and demerits of advertisement</li> <li>• Historical development of advertisement</li> <li>• Advertising ethics</li> <li>• Advertising laws</li> <li>• Concept of advertising</li> </ul>	10	Relevant chapters of Lal Deosa Rai and Binod Bhattarai's <i>Advertising and Public Relations</i>  Relevant chapters of Sandage C H, Fryburger Vernon's <i>Advertising Theory and Practice</i>  Relevant chapters of B.N. Ahuja and S.S. Chhabra's <i>Advertising and Public Relations</i>

		agencies, role and functions of the agencies		
4.	<ul style="list-style-type: none"> <li>To introduce techniques of advertisement design and ad production</li> </ul>	<b>Advertisement Design</b> <ul style="list-style-type: none"> <li>Advertising as a communicative art, as information tool, as a profession, as a creative production</li> <li>AIDA model of advertisement</li> <li>Advertisement for social cause</li> <li>Advertising research</li> <li>Models of Advertising Communication</li> <li>Advertising as a social process- consumer welfare, standard of living and cultural values</li> </ul>	5	Relevant chapters of Lal Deosa Rai and Binod Bhattarai's <i>Advertising and Public Relations</i>  Relevant chapters of Sandage C H, Fryburger Vernon's <i>Advertising Theory and Practice</i>  Relevant chapters of B.N. Ahuja and S.S. Chhabra's <i>Advertising and Public Relations</i>
5	<ul style="list-style-type: none"> <li>To impart knowledge on relationship between media and advertising sector</li> </ul>	<b>Advertisement and Media</b> <ul style="list-style-type: none"> <li>Relation of media and advertisement</li> <li>Editorial policy of advertising</li> <li>Economic influence of advertising in media</li> <li>Advertising in print, broadcast and in the Web</li> <li>Use of alternative mediums in advertising</li> <li>Selection of right media in Advertising</li> </ul> Propaganda and misinforming ads, false, provocative and misleading information	5	Relevant chapters of Lal Deosa Rai and Binod Bhattarai's <i>Advertising and Public Relations</i>  Relevant chapters of Sandage C H, Fryburger Vernon's <i>Advertising Theory and Practice</i>  Relevant chapters of B.N. Ahuja and S.S. Chhabra's <i>Advertising and Public Relations</i>
6	To impart basic writing skills and make them usual to work in a team	<b>Practical exercise</b> <ul style="list-style-type: none"> <li>Students in a small group (2 to 5) required to produce a report studying public relations in one of the organization analyzing PR techniques adopted by the organization using methods of field visit, interview, website review, and review of publications and promotional materials and/or through internship.</li> </ul>	5	Subject teacher shall provide tips and guideline for the study. Needful coordination and other support will be provided by the university/college.

#### 4. Prescribed Books and References

Rai, Lal Deosa and Bhattarai Binod (2002). *Advertising and Public Relations*. Nepal Association of Media Educators, Kathmandu.  
Sandage C H, Fryburger Vernon *Advertising Theory and Practice*: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi

Bernays, Edward L. (2004). *Public Relations*. Oklahoma: University of Oklahoma Press.

B.N. Ahuja & S.S. Chhabra. *Advertising and Public Relations*. Surjet Publications, New Delhi, India.

Rowse, Edward J. & Fish, Luise J. (2005) *Fundamentals of Advertising*. Ohio: South-Western Publishing Company.

**Books Prescribed for Further Reading**

Devkota, Grishma Bahadur (2051 BS). *Nepal ko Chhapakhana ra Patrapatrikako Itihas*, Kathmandu: Sajha Prakashan.

Salzman, Jason (2004). *Making the News*: Viva Books Private Limited, New Delhi, India.

Guth, David W. & Marsh, Charles (2012) *Public Relations. A Values-Driven Approach*. Boston: Pearson.

Menon, A. Sreekumar (1990). *Reading Emerging Challenges in Management*. pp. 175-182.

Oliver, Sandra (2009). *Public Relations Strategy*. London: Kogan Page Limited.

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Media law, Ethics & Press freedom**  
**Semester:** Fourth  
**Nature of the Course:** Theoretical cum practical  
**Level:** Bachelor  
**Course Code:** JMC 242

**Full Marks:** 100  
**Pass Marks:** 45  
**Credit Hours:** 3  
**Total Hours:** 48

**1. Course Description**

The subject aims to familiarize students with the broad scope of legal regulations covering various aspects of the media. The course will cover the Nepalese legal provision relating to the media. The course also includes right to information, right to privacy, contempt of court, defamation and censorship. The rest of the course will be devoted to ethics and policy, including current policy issues and the policy-making process. Students will be taught problem-solving skills for ethical issues. At the end of the course, students are expected to possess a better appreciation of the legal and ethical constraints in making management decisions.

**2. Course Objectives:**

This course has following objectives:

- To acquaint students with basics of media laws, ethics and press freedom;
- To acquaint students with various media laws at national and international scenario; and
- To acquaint students with ethical concerns and best ethical practices in media sector.

**3. Expectation to the course**

After the completion of the course, the student shall be able to:

- Understand the basics of media laws.
- Analyze the ethical concerns of the media.
- Understand relationship between media ethics and medial laws.
- Practice media freedom.

**4. Specific Objectives and Contents**

(Total hrs. 48)

Unit	Specific Objectives	Contents	Hrs.	References/Remarks
1	<ul style="list-style-type: none"> <li>• To provide information on media and its relationship to law</li> <li>• To make students familiar with the media law and major legal systems in Nepal</li> </ul>	<p><b>Introduction to Media Law :</b></p> <ul style="list-style-type: none"> <li>• Meaning, nature and sources of Law</li> <li>• Definition of Media law</li> <li>• Media law &amp; code of ethics</li> <li>• Why media law ?</li> <li>• Media law in the context of Nepal &amp; South Asian Region.</li> </ul>	10	Khanal, Shree Ram, <i>Media Ethics and Law</i> , Vidyarthi Pustak Bhandar, Bhotahiti, Kathmandu, 2068.
2	<ul style="list-style-type: none"> <li>• To make familiar with the concepts of</li> </ul>	<b>Media law in the global context</b>	<b>10</b>	Dahal Kashi Raj, <i>Mass Media and law</i> , Nepal

	media law in terms of global context.	<ul style="list-style-type: none"> <li>• Development of press law and Journalism in global context</li> <li>• Evolution of journalist code of conduct in the world</li> <li>• Cannons of International Journalist Federation</li> <li>• Present scenario of media code of conduct in the world (USA, Britain, Sweden, France and Japan)</li> </ul>		<p>Press Institute, 2002, Page No ( 127-168)</p> <p><i>World History of Press and Mass Media</i>, Gyan Jyoti Pustak Pasa, Bagbazar, Kathmandu, 2012</p>
3	<ul style="list-style-type: none"> <li>• To familiarize students with the applied concept of major legal system and constitutional remedies</li> </ul>	<p><b>Laws regarding media</b></p> <ul style="list-style-type: none"> <li>• Right and duties of media</li> <li>• Basic constitutional provisions : separation of power and rule of law</li> <li>• Right and freedoms relating to the media and limitations of Nepalese media</li> <li>• Right to opinion and expression</li> <li>• Right to information</li> <li>• Right to Privacy</li> <li>• Contempt of court and judicial remedy</li> <li>• Libel and slander</li> <li>• Copy right law</li> <li>• Cyber law</li> <li>• Development of press law and journalism in Nepal</li> <li>• Freedom of press and its underlying principles :</li> <li>• Universal Declarations of Human Rights 1948</li> <li>• Article 19</li> <li>• Special regulations for broadcast media</li> <li>• Censorship</li> <li>• Licensing</li> <li>• Press freedom</li> </ul>	15	<p>Khanal Shree Ram, <i>Media Ethics and Law</i>, Vidyarthi Pustak Bhandar, Bhotahiti, Kathmandu</p> <p>Dahal Kashi Raj, <i>Mass Media and Law</i>, Nepal Press Institute , 2002, Distributor : Suprabhaha Publications Pvt. Ltd. Kuleshwor, Kathmandu</p>
4	<ul style="list-style-type: none"> <li>• To inform students the basic concept of ethics and their values</li> <li>• To familiarize them</li> </ul>	<p><b>Media Code of Conduct and Ethics:</b></p> <ul style="list-style-type: none"> <li>• Introduction to code of conduct and ethics</li> <li>• Basic ethical theories</li> </ul>	8	<p>Dahal Kashi Raj, <i>Mass Media and Law</i>, Nepal Press Institute, 2002, Distributor: Suprabhaha Publications Pvt. Ltd. Kuleshwor, Kathmandu</p>

	about the code of conduct	<ul style="list-style-type: none"> <li>• Historical perspectives of ethics</li> <li>• Press council and journalist code of conduct</li> <li>• Media institutions and their role and duties</li> <li>• Source protection</li> <li>• Truth telling and objectivity</li> <li>• Social justice</li> <li>• Sources and reporters</li> <li>• Content regulation</li> </ul>		<p>Khanal Shree Ram, <i>Media Ethics and Law</i>, Vidyarthi Pustak Bhandar, Bhotahiti, Kathmandu, 2068</p> <p>BN Ahuja <i>History of Press laws and Communications</i>, Surjeet Publications, 2002. Kamla Nagar Delhi, India</p> <p>Sharma Anup Raj (ed) <i>Essays on Constitutional Law</i>, 2001, Nepal Law society, Anamnagar, Kathmandu</p>
5	<ul style="list-style-type: none"> <li>• To provide the practical knowledge of media law and ethics</li> </ul>	<ul style="list-style-type: none"> <li>• Project work on effective implementation of media law in media houses</li> </ul>	5	Students are required to make a report analyzing the trend analysis and implication of media law into newsroom through a content observation and analysis. Subject teacher will determine the rules for the project work.

##### 5. Prescribed Books and References

- Khanal, Shree Ram, *Media Ethcis and Law*, Vidyarthi Pustak Bhandar, Bhotahiti, Kathmandu, 2068
- Dahal Kashi Raj, *Mass Media and law*, Nepal Press Institute, 2002
- World History of Press and Mass Media*, Gyan Jyoti Pustak Pasal, Bagbazar, Kathmandu, 2012
- BN Ahuja *History of Press laws and Communications*, Surjeet Publications, 2002. Kamla Nagar Delhi, India
- Sharma Anup Raj (ed) *Essays on Constitutional Law*, 2001, Nepal Law society, Anamnagar, Kathmandu

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Electronic Media**

**Course Code: JMC 351**

Nature of Course: Introductory

Level: B.A.

Year: Third

Semester: Fifth

Full Marks: 100

Pass Marks: 45

Credit Hours: 3

Total Hours: 48

**1. Course Description**

This is an introductory course on Electronic Media. It incorporates radio, television, documentary and film as its major components. A solid understanding of these components is a basic requirement for the students as well as practitioners of journalism and media in the present context of societies that are overwhelmingly being digitalized. Considering the role of medium in delivering any message, this course has been designed to make students critically understand and analyze how social, cultural, political and economic sectors are impacted by communication through electronic media.

**2. Course Objectives:**

- To help students understand the basics of electronic media; radio, television, documentary and film
- To facilitate students in developing the ability to critically analyze the impact of message delivered through radio, television and film media in the society.
- To provide students with a solid understanding of ongoing trends in electronic media; radio, television, documentary and film.
- To make student able to appreciate the documentaries and films
- To acquaint students with skills required to create contents of electronic media.

**3. Specific Objectives and Contents**

Unit	Specific Objectives	Contents	Hrs.	References
Unit I: Introduction to Electronic Media	<u>Discuss and Explain:</u> 1.1. Electronic Media  1.2. Characteristics of Electronic media	1.1.1. Meaning and types of electronic media 1.1.2. Brief history of Radio, Television and film media 1.1.3. Overview of Asian films and documentaries 1.2.1. Characteristics of radio, television, documentary and film 1.2.2. Differences between radio and television 1.2.3. Difference	04	(Orlik, 2003) (Siepmann, 2006), (Film Art and Film History) The Conscience of Cinema.(Waugh, 2016), (Documentary Film and History) (New Electronic Media, 2016) (Characteristics of the Radio medium ) (The Comparision between Radio and Television) (A Guide to a study of

		between storytelling through documentary and fiction film		Documentary films) (Radio and Television)
Unit II: Radio	<u>Discuss and Explain:</u> 2.1. Radio as a single channel medium  2.2. Types of Radio Ownership in Nepal  2.3 State of radio broadcasting in Nepal  2.4 Traditional vs. internet radios	2.1.1. A channel for the ears 2.1.2. elements of radio; human voice, music, sound effect, silence, ambience 2.2.1. Different types of radios; community, private, government, cooperatives, education institutes, local bodies like Traffic Police. 2.2.2. Role of private and community radios in developing countries. 2.3.1. Statistics about registered and operating radios in Nepal. 2.3.2. National vs. Local production, criticisms about networking among radios 2.3.3. Strengths and weakness of traditional radio production and broadcasting. 2.3.4. Opportunities of internet radios. 2.3.5 Future of radios: Hybridization of internet and traditional radios; how they benefit each other in content production as well as distribution	10	(Mainali, 2015)  (Mainali, 2015) relevant chapters.  (Tabing) (Community Radio Handbook)  Relevant articles from the web  Relevant and updated statistics from various sources.  (ACORAB, 2012)  (Strength and Weakness of different media)  (Introduction to Internet Radio)  (Introduction to Internet Radio) as relevant.
Unit III: Television	<u>Discuss and Explain:</u> 3.1. A medium for eyes and ears  3.2. Types of Television	3.1.1. Vision media; primarily for eyes. 3.1.2. elements of television; Visuals (moving images) human voice, music, natural sound 3.2.1. News broadcasting 3.2.2. Entertainment programs; soap, sitcoms, talent shows,	10	(What is happening to Television News)  (from internet as relevant)  (Television Genre)  (Television Program



	<p>broadcasting</p> <p>3.3. Visual Grammar</p> <p>3.4. Television News</p>	<p>etc.</p> <p>3.2.3. Broadcast technology: UHF, SimTV, terrestrial, etc.</p> <p>3.3.1. Television discourse: Agenda Setting Theory, Framing and cultivation theory</p> <p>3.3.2. Schema theory, Reader Response criticism</p> <p>3.4.1. News, bulletins, headlines, Types of News Scripts. News PKG.</p>		<p>Production)</p> <p>Several sources from the internet</p> <p>(Television Production) (Mass Communication Theory, 2010) (Mass Communication Theory, 2010) (Mass Communication Theory, 2010) (Presentation of News Bulletin) (Writing TV News Script)</p>
Unit IV: Documentary and Film	<p><u>Watch, Appreciate, Discuss:</u></p> <p>4.1. Documentary Storytelling</p> <p>4.2. Types of Documentary</p> <p>4.3. Fiction films</p> <p>4.4. Film debates</p>	<p>4.1.1. Understanding documentarians and journalists</p> <p>4.1.2. Documentary vs. Feature film, Non-fiction cinema, cinema verite</p> <p>4.2.1 Six different modes of documentaries; expository, participatory, observational, poetic, reflexive, performative</p> <p>4.3.1. Film beginnings, language of cinema, Film Genre, Film movements/Realism</p> <p>4.4.1. Feminism, post-modernism, race, representation, Indian cinema/ Stardom, Nepali Films</p>	10	<p>(Understanding documentarians and journalists)</p> <p>(A guide to the study of documentary films)</p> <p>(The 6 types of Documentary films)</p> <p>(Film Beginnings) (The Language of Cinema) (Cinema Literature) (Film Realism) (Feminist films) (Fear of the dark) (Stardoms and films) Relevant sources from internet.</p>
Unit V: Writing for Electronic media film	<p><u>Writing practice:</u></p> <p>5.1. Radio News</p> <p>5.2. Television News</p> <p>5.3. Film reviews</p>	<p>5.1.1 Writing for radio</p> <p>5.2.1 Writing Headlines</p> <p>5.2.2. Writing OCVOSOTOC news</p> <p>5.2.3. Writing PKG</p> <p>5.3.1. Writing multiple reviews on (Hindi, Nepali, English movies or documentary films) reviews on a Nepali <i>Some movies for</i></p>	08	<p>5.1.1. News writing lessons, producing cue sheets, headlines, news bulletins, interviewing and presentations to be facilitated by the instructor. (See. Paul Chantler and Peter Stewart. Basic Radio</p>

		<i>reviews:</i> Citizen Kane (1941)/ Orson Welles, singing in the rain (1952) / Arthur Freed, Rear window (1955)/ Alfred Hitchcock, Inglorious Basterds (2009)/ Quentin Tarantino, Germany Year Zero (1948)/ Roberto Rosellini, Don't Look Back (1967) / D.A Pennebaker.		Journalism. 2003) 5.2.1. Broadcast writing: <a href="http://www.icfj.org/sites/default/files/Broadcast_English.pdf">http://www.icfj.org/sites/default/files/Broadcast_English.pdf</a>
Unit VI	<u>Online Journalism:</u>	6.1 Internet & Journalism:An Introduction 6.2 Preparing online Packages 6.3 Revenue, Ethics & Law	04	
Unit VII: Field Visits	<u>Observation</u> 7.1 Visit to available electronic media:	7.1 Visit to Community, private radios 7.2 Visit to Television Stations	02	7. Facilitated/coordinated by the instructor

**Main textbooks:**

मैनालीरघु।२०७२रेडियोपद्धति।भुकुटीएकेडेमिकपब्लिकेसन्स।काठमाडौं। (दोस्रोसंसोधितसंस्करण)

देवराजहुमागाई, कोमलभट्टरहर्षमानमहर्जनरेडियोनेटवर्क, अभ्यास, अन्तरवस्तुस्थानीयप्रभाव।

Charles A. Siepmann. Radio Television and Society

Paul Chantler and Peter Stewart. Basic Radio Journalism

Andrew Boyd. Broadcast Journalism Techniques of Radio and Television 5th edition

Bordwell, David and Thompson, Kristin, Film Art: an Introduction, 7th ed. New York: McGraw-Hill Co., 2004.

Cook, David A., A History of Narrative Film, 4th ed. New York: W.W. Norton & Co., 2004.

Bordwell, David and Thompson, Kristin, *Film Art: an Introduction*, 8th ed. New York: McGraw-Hill Co., 2004.

Bazin, Andre, *What is Cinema* Vol II Berkeley, Los Angeles and London: University of California Press: 1971.

Rick Altman Smith, *The Oxford History of World Cinema*, Oxford University Press: 1996.

Bordwell, David and Thompson, Kristin, *Film History: An Introduction*,

**References:**

A Guide to a study of Documentary films. (n.d.). Retrieved from <http://www-rohan.sdsu.edu/~mfreeman/images/DOCFILMS.pdf>

*A guide to the study of documentary films*. (n.d.). Retrieved from <http://www-rohan.sdsu.edu/~mfreeman/images/DOCFILMS.pdf>

- ACORAB. (2012). *Community Radios in Nepal*. Retrieved from <http://www.acorab.org.np/docs/publicationManagement/ca9e53e919d3b1d0700405a76114a103.pdf>
- Characteristics of the Radio medium . (n.d.). Retrieved from [http://muele.mak.ac.ug/pluginfile.php/247434/mod\\_resource/content/1/Radio%20as%20Electronic%20Media.pdf](http://muele.mak.ac.ug/pluginfile.php/247434/mod_resource/content/1/Radio%20as%20Electronic%20Media.pdf)
- Cinema Literature*. (n.d.). Retrieved from <http://www.jstor.org/stable/pdf/10.1525/j.ctt1ffjnb3.10.pdf>
- Community Radio Handbook*. (n.d.). Retrieved from [http://www.unesco.org/webworld/publications/community\\_radio\\_handbook.pdf](http://www.unesco.org/webworld/publications/community_radio_handbook.pdf)
- Documentary Film and History. (n.d.). Retrieved from <https://www.qub.ac.uk/sites/media/Media,396697,en.pdf>
- Fear of the dark*. (n.d.). Retrieved from <http://www.jstor.org/stable/pdf/10.1525/j.ctt1ffjnb3.10.pdf>
- Feminist films*. (n.d.). Retrieved from <http://www.annekesmelik.nl/TheCinemaBook.pdf>
- Film Art and Film History*. (n.d.). Retrieved from [www.sandiegounified.org](http://www.sandiegounified.org): [https://www.sandiegounified.org/schools/sites/default/files\\_link/schools/files/Domain/7724/Film%20history.pdf](https://www.sandiegounified.org/schools/sites/default/files_link/schools/files/Domain/7724/Film%20history.pdf)
- Film Beginnings*. (n.d.). Retrieved from <https://muse.jhu.edu/article/364733/pdf>
- Film Realism*. (n.d.). Retrieved from <http://tonymckibbin.com/course-notes/film-realism>
- Introduction to Internet Radio*. (n.d.). Retrieved from [https://tech.ebu.ch/docs/techreview/trev\\_304-webcasting.pdf](https://tech.ebu.ch/docs/techreview/trev_304-webcasting.pdf)
- Mainali, R. (2015). *Radio Paddhati*. Kathmandu.
- Mass Communication Theory*. (2010). Retrieved from <https://masscommtheory.com/>
- New Electronic Media. (2016). Retrieved from <http://www-rohan.sdsu.edu/~mfreeman/images/DOCFILMS.pdf>
- Orlik, e. B. (2003). *The Electronic Media*. Delhi: Surjeet Publications.
- Presentation of News Bulletin*. (n.d.). Retrieved from [http://www.zeepedia.com/read.php?presentation\\_of\\_news\\_bulletin\\_tv\\_news\\_reporting\\_and\\_production&b=82&c=20](http://www.zeepedia.com/read.php?presentation_of_news_bulletin_tv_news_reporting_and_production&b=82&c=20)
- Radio and Television*. (n.d.). Retrieved from [https://www.academia.edu/4068242/NOTES\\_ON\\_RADIO\\_TV\\_JOURNALISM\\_II](https://www.academia.edu/4068242/NOTES_ON_RADIO_TV_JOURNALISM_II)
- Siepmann, C. A. (2006). *Radio, Television and Society*. Delhi: Surjeet Publications.
- Stardoms and films*. (n.d.). Retrieved from <http://www.inter-disciplinary.net/probing-the-boundaries/wp-content/uploads/2014/04/leespaper.pdf>
- Strength and Weakness of different media*. (n.d.). Retrieved from <http://invisiblecustomers.blogspot.com/2012/04/strengths-and-weaknesses-of-different.html>
- Tabing, L. (n.d.). *How to do Community Radio*. Retrieved from [http://portal.unesco.org/ci/en/files/17593/11014593681Com\\_radio.pdf/Com\\_radio.pdf](http://portal.unesco.org/ci/en/files/17593/11014593681Com_radio.pdf/Com_radio.pdf)
- Television Genre*. (n.d.). Retrieved from <http://www.esolcourses.com/content/topics/tv/tv-show-genres.html>
- Television Production*. (n.d.). Retrieved from <http://download.nos.org/srsec335new/ch16.pdf>
- Television Program Production*. (n.d.). Retrieved from <http://download.nos.org/srsec335new/ch16.pdf>
- The 6 types of Documentary films*. (n.d.). Retrieved from <https://www.premiumbeat.com/blog/6-types-of-documentary-film/>
- The Comparison between Radio and Television. (n.d.). Retrieved from [http://www.zeepedia.com/read.php?comparison\\_between\\_radio\\_and\\_tv\\_broadcast\\_the\\_difference\\_script\\_introduction\\_to\\_broadcasting&b=77&c=42](http://www.zeepedia.com/read.php?comparison_between_radio_and_tv_broadcast_the_difference_script_introduction_to_broadcasting&b=77&c=42)

- The Language of Cinema*. (n.d.). Retrieved from  
<http://www.mccc.edu/pdf/cmnl107/the%20evolution%20of%20the%20language%20of%20cinema.pdf>
- Understanding documentarians and journalists*. (n.d.). Retrieved from  
<http://www.documentary.org/magazine/message-medium-difference-between-documentarians-and-journalists>
- Waugh, T. (2016). Southeast Asia 1966-1970: Reinventing the Solidarity Film. *The Conscience of Cinema*. Retrieved from  
<http://www.jstor.org/stable/pdf/j.ctt1kft8nj.15.pdf>
- What is happening to Television News*. (n.d.). Retrieved from  
<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/What%20is%20Happening%20to%20Television%20News.pdf>
- Writing TV News Script*. (n.d.). Retrieved from  
<http://harwoodp.people.cofc.edu/MRCh10and11VideoStories.pdf>  
[http://www.universityofcalicut.info/SDE/Electronic%20Media%20Sem%20I\\_25april2015.pdf](http://www.universityofcalicut.info/SDE/Electronic%20Media%20Sem%20I_25april2015.pdf)

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Newspaper and Magazine**  
**Semester: V**  
**Nature of the Course:** Theoretical cum practical  
**Level: B.A.**  
**Course Code: JMC 352**

**Full Marks: 100**  
**Pass Marks: 45**  
**Credit Hours: 3**  
**Total Hours: 48**

**Objectives:**

- a. To acquaint the students with the print media industry with special reference to newspapers and magazines,
- b. To develop critical understanding of recent trends and practices in print media,
- c. To impart professional/technical skills required for newspaper and magazine industry.

**Brief outline of the course:**

General overview of the print media industry, revisiting print journalism, books as mass media, magazines as mass media, print media production.

**Course details**

[48 hrs.]

**Unit 1: General overview of the print media**

[8 hrs.]

Print media as an industry

Different types of print media: book, periodicals, and other printed media

Characteristics of print media

Economics of print media

Political economy of print media

Regulation, ownership and other issues

Intra-industry and inter-industry competitions, electronic media and print media, new media and their impact on print media

Recent trends: symbiosis, demassification, convergence

Future of print media

Print media in Nepal

**Unit 2: Reporting and Editing for Newspaper**

[16 hrs.]

Newspapers as mass media

The newspaper industry

General assignment reporting and beat reporting in action:

Reporting by observation, Reporting by interview, Reporting press releases, Reporting press conferences, Reporting public speech, Using Quotes and so on; and News writing

News editing

Specialized reporting

Print journalism in the age of new media: Paradigm shifts in newsroom operation, production process, contents, and others

Recent trends in print journalism

Practicum: News reporting

**Unit 4: Reporting and Editing for Magazines**

[12 hrs.]

Magazines as mass media

The magazine industry

News reporting for magazines

Feature writing

Recent trends

**Unit 5: Print media production**

[12 hrs.]

Print production process: pre-press, press, and post-press

Basic designs using different design softwares

Printing technology

Production assignments

**References**

1. Missouri Group, The. *News Reporting and Writing* (9th ed.). Boston: Bedford/St. Martin's, 2008.
2. Mencher, Melvin. *Basic News Writing*. New Delhi: Universal Bookstall, 1989.
3. Neal, James M. and Suzanne S. Brown. *News Writing and Reporting*. Delhi: Surjeet Publications, 2013.
4. Harcup, Tony. *Journalism Principles and Practice*. New Delhi: Vistaar Publications, 2004.
5. Hough, George A. *News Writing*. New Delhi: Kanishka, 1998.
6. Friedlander, E. J., and Lee, J. (2011). *Feature Writing* (7th ed.). New Jersey: Pearson Education Inc.
7. Barthelemy, S., Bethell, M., Christiansen, T., Jarsvall, A., and Koinis, K. (2011). The future of print media (Capstone Report 2011). Retrieved from <http://sipa.ias-drupal7-test.cc.columbia.edu/sites/default/files/World%20Newsmedia%20Innovations%20Study%20-%20Capstone%20Workshop%20Spring%202011%20-%20ABRIDGED.pdf>

For further reading:

1. Kharel, P. *A Study of Journalism*. Kathmandu: NAME, 2006.
2. Adhikary, Nirmala Mani. *Communication, Media and Journalism An Integrated Study*. Kathmandu: Prashanti Prakashan, 2008.
3. Adhikary, Nirmala Mani. *Amsanchar ra Patrakarita: Sanchar, Media Ra Patrakaritato Samasti Adhyayan*. Kathmandu: Prashanti, 2066 B.S. (2009).
4. Annual reports of the Press Council Nepal

**Far-western University  
Faculty of Humanities and Social Sciences**

**Course Title: Research in Mass Media**

**Course Code:** JMC 361

Nature of Course: Introductory

Level: B.A.

Year: Third

Semester: Sixth

Full Marks: 100

Pass Marks: 45

Credit Hours: 3

Total Hours: 48

**Course objectives:**

- To introduce and acquaint with research methodology and methods
- To acquaint with various approaches to research
- To acquaint with research applications in social sciences generally and in media studies particularly
- To develop basic research skills

**Course in brief:**

Introduction to research methodology, various approaches and types of research, research procedure, research applications

**Course details:**

Unit I	Introduction	8 hrs.
	Various methods of knowing: tenacity, authority, intuition, science	
	Research as scientific method	
	Social science research	
	Communication research	
	Mass media research	
	Characteristics, objectives and significance of mass media research	
	Research jargons	
	Various steps in research (outline only)	
Unit II	Various Approaches and Types of Research	6 hrs.
	Two World Views	
	Quantitative and qualitative approaches	
	Conventional and participatory approaches	
	Message- or Artifact-oriented research and People- or Behavior-oriented research	

	Basic types of research	
	Some other types of research	
Unit III	Research Procedure	8 hrs.
	Various steps in research in detail	
	<ul style="list-style-type: none"> <li>- The research problem</li> <li>- Reviewing the literature</li> <li>- The hypothesis/ Research question</li> <li>- The research design</li> <li>- Census and sampling</li> <li>- Data collection</li> <li>- Data processing, analysis and interpretation</li> <li>- Presenting research</li> </ul>	
	New trends in research procedure	
Unit IV	Research Applications I	12 hrs.
	Survey	
	Content analysis	
	Focus group	
	Experiment	
	Case study	
Unit V	Research Applications II	12 hrs.
	Research in the print media	
	Research in the electronic media	
	Research in advertising	
	Research in public relations	
	Research in media effects	
	New trends and new avenues in media research	
Unit VI	Evolution of Mass Media Research	2 hrs.
	Evolution of mass media research in the World	
	Evolution of mass media research in Nepal	
	Current state and prospects of mass media research in Nepal	

Practicum:



- (i) Group assignment: conducting a survey
- (ii) Individual assignments: proposal writing, conducting content analysis, focus group discussion, and case study, writing profile of media institutions, book review, film review, conducting field-based research on selected aspects of print and electronic media, etc.
- (iii) Electronic publishing and multimedia presentation of assigned research works

**Prescribed Book:**

Wimmer, R. D., and Dominick, J. R. (2013). *Mass media research: An introduction* (10th edition). Belmont, CA: Wadsworth.

**References:**

Berger, A. A. (2010). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (2nd ed.). Sage Publications, Inc.

Booth, W., Colomb, G. G., and Williams, J. M. (2009). *The craft of research* (3rd ed.). Chicago: University of Chicago Press.

Buddenbaum, J. M., and Novak, K. B. (2005). *Applied communication research*. Delhi: Surjeet Publications.

Dean, C. (2009). *Am I making myself clear: A scientist's guide to talking to the public*. Cambridge: Harvard University Press.

Rubin, R. B., Rubin, A. M., and Piele, L. J. (2010). *Communication research: Strategies and sources* (7th ed.). Belmont, CA: Wadsworth.

**For Further Reading:**

Adhikary, N. M. (2006). *Understanding mass media research*. Kathmandu: Prashanti.

Adhikary, N. M. (Ed.). (2007). *MBM anthology of media studies*. Kathmandu: Communication Study Center.

Agrawal, B. C. (1986). *Communication research for development: The ISRO experience*. New Delhi: Concept Publishing.

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

Babbie, E. R. (2010). *The practice of social research* (12th ed.). Belmont, CA: Wadsworth.

Baily, K. D. (1994). *Methods of social research*. New York: The Free Press.

Baker, T. L. (1999). *Doing social research*. Boston: McGraw-Hill.

Cresswell, J. W. (2003). *Research design: qualitative and quantitative approaches*. Thousand Oaks, CA: Sage.

DeBeer, A. S. (2009). *Global journalism: Topical issues and media systems* (5th ed.). New Jersey: Pearson Education.

- Fink, A. (2010). *Conducting research literature reviews: From the Internet to paper*. Thousand Oaks, CA: Sage.
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- McQuail, D. (Ed.). (2002). *McQuail's reader in mass communication theory*. London: SAGE.
- Priest, S. H. (2009). *Doing media research: An introduction*. Sage Publications, Inc.
- Reinard, J. C. (2007). *Introduction to communication research* (4th ed.). New York: McGraw-Hill.
- Riffe, D., Lacy, S., and Fico, F. G. (2005). *Analyzing media messages: Using quantitative content analysis in research*. New Jersey: Lawrence Erlbaum.
- Sparks, G. (2011). *Media effects research: A basic overview* (4th ed.). Belmont, CA: Wadsworth.
- Taylor, L., and Willis, A. (1999). *Media studies: Texts, institutions and audiences*. Oxford: Blackwell.
- Young, P. V. (1984). *Scientific social surveys and research*. New Delhi: Prentice-Hall.
- अधिकारी, निर्मलमणि । वि.सं. २०६३ (सन् २००७) । सञ्चार शोध र मिडिया पर्यवेक्षण । काठमाडौं : प्रशान्ति पुस्तक भण्डार ।

Different journals on the discipline

[NOTE: THE LIST OF BOOKS MAY BE FURTHER UPDATED DURING THE SEMESTER.]

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Photo Journalism**

**Course Code: JMC 362**

Nature of Course: Introductory

Level: B.A.

Year: Third

Semester: Sixth

Full Marks: 100

Pass Marks: 45

Credit Hours: 3

Total Hours: 48

**1. Course Description**

This is an introductory course on Photo Journalism. It incorporates conceptual and practical aspect of visual media particularly photography. A solid understanding image as a tool for storytelling is a basic requirement for the students as well as practitioners of journalism and media in the present context of societies that are overwhelmingly being digitalized. Considering the role of medium in delivering any message, this course has been designed to make students critically understand and analyze how visual media hold significant place in the discipline of journalism and mass communication studies.

**2. Course Objectives:**

- To acquaint the students with basic knowledge of photography in technical aspect
- The student will get knowledge of International History of Photojournalism
- To acquaint the students with how change in news after photographs
- To acquaint the students with print media and online journalism
- To develop critical understanding of ethics of photojournalism
- To acquaint the students with different known photojournalist from domestic, international

**3. Specific Objectives and Contents**

Unit	Specific Objectives	Contents	Hrs	References
Unit I: Basics of Image	<u>Discuss and Explain:</u> 1.1. Introduction to Photography  1.2 History  1.3. Photojournalism in digital world	1.1.1. History of Photography 1.1.2. Know Your Camera 1.1.3. Writing with lights 1.1.4. Lens 1.2.1. News Photography 1.2.2. History of Photojournalism 1.2.3 History of Photojournalism in Nepal  1.3.1 Importance of Photos in the age of digital media	10	<a href="http://faculty.georgetown.edu/irvinem/theory/Osterman-Romer-history-of-photography-ex.pdf">http://faculty.georgetown.edu/irvinem/theory/Osterman-Romer-history-of-photography-ex.pdf</a>  <a href="http://www.shortcourses.com/store/7D/7D-01.pdf">http://www.shortcourses.com/store/7D/7D-01.pdf</a>  <a href="http://1e9svy22oh333mryr83l4s02.wpengine.netdna-cdn.com/wp-content/uploads/2014/03/NRSpring2010.pdf">http://1e9svy22oh333mryr83l4s02.wpengine.netdna-cdn.com/wp-content/uploads/2014/03/NRSpring2010.pdf</a>  <a href="http://paulmartinlester.info/Visual_Ethics/Maenpa_a_Photojournalism.pdf">http://paulmartinlester.info/Visual_Ethics/Maenpa_a_Photojournalism.pdf</a>

		1.3.2 Applications of Images in the field of communication and journalism		
Unit II: Composition	<u>Discuss and Demonstrate:</u>  2.1. Composing a photograph  2.2. Manual vs. Auto	2.1.1. Framing 2.1.2. Different types of frames; triangle, lead, etc. 2.1.3 Lines, perspectives, angles 2.1.4 Introduction to camera controls; shutter speed, aperture or focal length, ISO 2.2.1. Color temperature 2.2.2. Over and underexposed photographs. 2.2.3 Setting best exposure 2.2.4 Outdoor vs indoor 2.2.5 Night Photography 2.2.6 Depth of field	20	फोटोग्राफी दिग्दर्शन  फोटोग्राफी दिग्दर्शन  फोटोग्राफी दिग्दर्शन
Unit III: Writing with the Lights	<u>Discuss and Demonstrate:</u> 3.1 Telling Stories  3.2. Caption  3.3. Types of Photography  3.4 Format and Quality	3.1.1. Introduction to Photo Essay. 3.1.2. Illustrations 3.1.3 Photo features 3.2.1. Writing Caption for the context (5WH & more) 3.2.2. Tell what is not seen 3.3.1. Portraits vs Landscape 3.3.2. Candid 3.4.1. JPEG, TIFF, Bitmap 3.4.2 Quality; resolution 3.4.3 DPI vs PPI	10	<a href="http://cecilrhhs.weebly.com/uploads/7/0/1/9/7019781/photographicessay.pdf">http://cecilrhhs.weebly.com/uploads/7/0/1/9/7019781/photographicessay.pdf</a> Examples of Photo Essays: <a href="http://photo.journalism.cuny.edu/week-5/">http://photo.journalism.cuny.edu/week-5/</a>  फोटोग्राफी दिग्दर्शन  फोटोग्राफी दिग्दर्शन
Unit IV: Practicum	<u>Practicum:</u> 4.1 Shooting  4.2 Editing	4.1.1 Taking a photograph with different camera controls 4.1.2 Editing photographs using Photoshop, Lightroom	8	(Tutorials from the instructor. Also refer to online tutorials)

### Major References (Books)

फोटोग्राफी दिग्दर्शन. शरद राई. प्रकाशकफोटो कन्सर्न प्र लि पाको न्युरोड :, काठमाण्डौ, प्रथम प्रकाशन :

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### Online Resources

The Basics of Photography

<http://www.jeffdavies.luxipics.com/media/files/THE%20BASICS%20OF%20PHOTOGRAPHY.pdf>

Introduction to Photography

<https://carleton.ca/healthy-workplace/wp-content/uploads/Intro-to-Photo-presentation-20112.pdf>

Basic principles of photography

<http://vision.cse.psu.edu/courses/CompPhoto/PhotoIntro.pdf>

The Textbook of Digital Photography

<http://www.photocourse.com/download/Textbook-of-Digital-Photography-samples.pdf>

Photo Journalism

<http://download.nos.org/srsec335new/ch27b-opt.pdf>

Good Photos in Bad Light

<http://oopoomoo.com/wp-content/uploads/2012/01/BadLight.pdf>

<http://faculty.georgetown.edu/irvinem/theory/Osterman-Romer-history-of-photography-ex.pdf>

<http://www.shortcourses.com/store/7D/7D-01.pdf>

<http://1e9svy22oh333mryr8314s02.wpengine.netdna-cdn.com/wp-content/uploads/2014/03/NRSpring2010.pdf>

[http://paulmartinlester.info/Visual\\_Ethics/Maenpaa\\_Photojournalism.pdf](http://paulmartinlester.info/Visual_Ethics/Maenpaa_Photojournalism.pdf)

<http://cecilrhhs.weebly.com/uploads/7/0/1/9/7019781/photographicessay.pdf>

Examples of Photo Essays:

<http://photo.journalism.cuny.edu/week-5/>

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Development Communication and Journalism**

**Course Code:** JMC 471

Nature of Course:

Level: B.A.

Year:

Semester: Seventh

Full Marks: 100

Pass Marks: 45

Credit Hours: 3

Total Hours: 48

**Objectives:**

- To acquaint the students with the concept of **communication for development**
- To acquaint the students with the theories, approaches, tools and techniques of development communication
- To acquaint the students with the operational framework of development communication and develop skill of developing communications strategy
- To develop the skill of development reporting

**Broad outline:**

Introduction to development communication, Development communication theories and practices, Development communication operational framework and applications, Development journalism in practice

**Course Details:**

**Unit 1: Introduction to Development Communication**

[12 hrs.]

Development concepts

Development models

Development and communication

Communication for development

Functions of communication in development

Role of mass media for development: functions and dysfunctions

Communication in the dominant paradigm, dependency paradigm and participatory paradigm

Evolution of the field of development communication and development journalism

**Unit 2: Development Communication theories and practices**

[12 hrs.]

An overview of communication theories and models relevant for development

Theoretical frameworks for development

*Modernization/Dominant paradigm*

Communication effects approach;

Diffusion of innovations research

Social marketing

Health promotion & Health education

Entertainment-education

*Dependency paradigm*

NWICO

*Participatory paradigm*

Media advocacy

Community mobilization

PRA

PAR

Communication in the dominant paradigm, dependency paradigm and participatory paradigm

Dialogue as a constructive communication

Safe environment in dialogue

Outcome of dialogue

Mediation as collaborative communication

Dialogue in difficult public issues

**Unit 3: Development Communication Operational Framework and Applications [12 hrs.]**

Communication-Based Assessment (CBA);

Communication Strategy Design;

Communication Implementation in the Development Project;

Monitoring and Evaluation of the Communication Program

Case studies in developing countries and Nepal

**Unit 4: Development Journalism in Practice [12 hrs.]**

Concept of development journalism

Newsroom as an active agent for development agenda

Reporting the development issues and projects

**Reading Materials:**

*Text Books:*

**Melkote, S. R., and Stevens, H. L.** (2001) *Communication for Development in the Third World: Theory and Practice for Empowerment (2<sup>nd</sup> Ed.)*, New Delhi, India: Sage Publications.

**Mefalopulos, P.** (2008) *Development Communication Sourcebook: Broadening the Boundaries of Communication*. Washington, D.C.: World Bank Publications.

**Stephen W. L., and Kathy, D.** (2001) *Engaging Communication in Conflict: Systemic Practice*. New Delhi: Sage Publications.

**Emile, G. M.** (2012) *A Brief History of Communication for Development and Social Change*. University of Illinois Press. Chicago.

*Reference Books:*

**Melkote, S. R.** (2015) *Communication for Development, Theory and Practice for Empowerment and Social Justice (3<sup>rd</sup> Ed.)*, New Delhi, India: Sage Publications

**Morris, N.** (2003) A Comparative Analysis of the Diffusion and Participatory Models in Development Communication. *In Communication Theory 13: 225-48*. Blackwell Publishing

**Servaes, J.** (1999) *Communication of Development: One world, Multiple Cultures*. Cresskill, NJ: Hampton Press

**Gerald, S., Michael, S. and Virginia, P. R.** (2003) *Clarifying Communication Theories: A Hands-On Approach*. Published by S. S. Chhabra for Surjeet Publications, India.

**Baran, S. J. & Davis, D. K.** (2006) *Mass Communication Theory: Foundations, Ferment, and Future*. Wadsworth, New Delhi

Dixit, K (2016) ...

*Reference Articles:*

**Kumar, R.** (2011) Development Communication: A Purposive Communication with Social Conscience – An Indian Perspective, *Global Media Journal, Vol. 2/ No. 2*

**Jacobson, T. L.** (2003) *Participatory Communication for Social Change: The Relevance of the Theory of Communicative Action*. In *Communication Year book 27*, ed. P. Kalbfleisch, 87-124. Beverly Hills, CA: Sage Publications.

**Pruitt, B., and Thomas, P.** (2007) *Democratic Dialog – A Handbook for Practitioners*. Stockholm, Sweden: CIDA, IDEA, OAS, and UNDP.

**White, A. Robert** (2004) Is 'Empowerment' the Answer? Current Theory and Research on Development Communication. *In Gazette: The International Journal for Communication Studies*, Sage Publication, Vol 66(1):7-24



**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: New Media, Social Media and Alternative Media**

**Course Code:** JMC 472

Full Marks: 100

Nature of Course:

Pass Marks: 45

Level: B.A.

Credit Hours: 3

Year:

Total Hours: 48

Semester: Seventh

Objectives:

- To acquaint the students with new media, social media and alternative media
- To acquaint the students with various issues with regard to new media and contemporary society
- To acquaint the students with media and convergence
- To develop skills of using social media and alternative media

**Unit 1: Introduction to New Media, Social Media and Alternative Media [12 hrs.]**

The concepts of new media and social media

Why social media?

Social networking tools and applications

Social media as the marketplace

The concept of alternative media

Conventional alternative media

New media/Social media as alternative media

The erosion of alternative and mainstream media dichotomy

**Unit 2: New Media and Contemporary Society [12 hrs.]**

New media, culture and society

Origins and structures of the networked age, Structures of Social Life

The public sphere in the new age

Networked media, information and democratic discussion

Digital youth culture

Personal branding in social media

The issue of privacy in the networked age

Networked media and social movements

**Unit 3: Media and Convergence [12 hrs.]**

Convergence concept

Industrial convergence

Technological convergence

Regulatory convergence

Industry consolidation, media convergence, democracy

Broadband convergence, Web 2.0 and network convergence

The Internet, advertising and search businesses

Internetization and mediatization

Video and the new 'distribute-it-yourself' ethos

Net neutrality and Digital delays

Information infrastructures, diversity, scale

Informationalism and democracy

Mediatizing convergence and cultural change

**Unit 4: Using Social Media and Alternative Media [12 hrs.]**

Journalism in the age of social media

Facebook, Twitter, YouTube as alternative media tools  
Blogging/Vlogging in practice  
Organizing activism through social media  
Social campaigns and Crowd funding

References:

- Castells, Manuel. *Networks of Outrage and Hope: Social Movements in the Internet Age*. Polity, 2012.
- Dwyer, Tim. *Media Convergence*. New York: Open University Press. 2010.
- Earl, Jennifer, and Kimport, Katrina. *Digitally Enabled Social Change: Activist in the Internet Age*. MIT Press, 2011.
- Kanter, Beth, and Fine, Allison. *The Networked Nonprofit: Connecting with Social Media to Drive Change*. 2010.
- Missouri Group, The. *Telling the story: The convergence of print, broadcast and online media*. New York: Bedford/St. Martin's, 2008.
- Newton, Eric.. [\*Searchlights and Sunglasses: Field Notes from the Digital Age of Journalism\*](#) Miami, FL: Knight Foundation, 2018.

For further reading:

- Andrew Chadwick, *The Hybrid Media System*. Oxford University Press, 2013.
- Lynn. S. Clark, *The Parent App: Understanding Families in the Digital Age*. Oxford University Press, 2012.
- Susan P. Crawford, *Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age*. Yale University Press, 2013.
- Kenneth Cukier, Viktor Mayer-Schonberger, *Big Data: A Revolution That Will Transform How We Live, Work and Think*. John Murray, 2013.
- Laura deNardis, *Protocol Politics: The Globalization of Internet Governance*. Cambridge University Press, 2009.
- Siva Vaidhyanathan, *The Googlization of Everything (and Why We Should Worry)*. University of California Press, 2012.

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Multimedia and Convergence in Communication**

**Course Code:** JMC 481

Nature of Course: Introductory

Level: B.A.

Year:

Semester: Eighth

Full Marks: 100

Pass Marks: 45

Credit Hours: 3

Total Hours: 48

**1. Course Description**

This is an introductory course on multimedia components and media convergence. The course covers contemporary, interactive multimedia technology systems, focusing on types, applications, and theories of operation. It will assess the major cultural, social and political changes that have occurred as a result of increased media convergence. The course analyses how this major technically-driven cultural shift is impacting and fundamentally transforming audience participation, interaction and consumption of mediated content. Basic technologies such as multimedia data representation, compression, retrieval and communication will be covered in an integrated manner.

**2. Objectives:**

Students will be introduced the concept of multimedia and media Convergence.

Students will understand its various implications in the world of journalism.

Students will be able to understand the fundamental concepts and make critique to the technologies associated with various multimedia data types such as image, video, audio, graphics and animation.

**3. Specific Objectives and Contents**

Unit	Specific Objectives	Contents	Hrs	References
Unit I: Multimedia Communication	<u>Discuss and Explain:</u> 1.1 Introduction of Multimedia  1.2.Components of Multimedia System  1.3. Internet and Application	1.1.1. Definition, History 1.1.2 Applications of Multimedia, Characteristics of Multimedia 1.1.3. Elements of Multimedia Text, Still Images, Graphics, Audio, Video and Animation;  1.2.1 Static and Continuous Media; Analog and Digital Signals; Analog to Digital and Digital to Analog Conversion; 1.2.2 Data Compression; Introduction to various Compression Techniques Shannon Fano, Huffman Coding, LZW Coding	12	Tay Vaughan, <i>Multimedia: Making It Work</i> Ninth Edition, Tata Mc Graw Hill Education, 2014  Jennifer Coleman <i>Dowling, Multimedia Demystified</i> First Edition, Mc Graw Hill, 2012.  Ze-Nian Li and Mark S.Drew, <i>Fundamentals of Multimedia</i> , First Edition, Eastern Economy Edition, PHI Learning Pvt. Ltd.

		<p>1.3.1. Overview of the Internet; Web Browsers, Internet Services URL, Dial ups, ISDN, E-mail, Chat, Cross Platform Features, Audio &amp; Video Streaming;</p> <p>1.3.2. Internet Applications , Audio &amp; Video conferencing, Internet telephony, World Wide Web, Computer Networks,</p> <p>1.3.3. Introduction to Virtual Reality; VR Systems; VR Tools</p>		<p>Patrick Buckley, Frederic Lardinois and DODO case, <i>Virtual Reality Beginner's Guide</i> +Google Cardboard Inspired VR Viewer, Regan Arts, 2014, ISBN10:1941393101, ISBN-13:978-1941393109</p>
<p>Unit II: Multimedia Design Rules</p>	<p><u>Discuss and Practice</u></p> <p>2.1 Multimedia Design Fundamentals</p> <p>2.2 Multimedia Product Possibilities</p> <p>2.3 Designing and Producing;</p>	<p>2.1.1. Need for Multimedia; Present and Future Market Potential;</p> <p>2.1.2. Dimensions of Multimedia –Functionality, Aesthetics, Content and Usability;</p> <p>2.2.1. Understanding Authoring Tools; Building and Efficient Team; Stages of creating a Multimedia Project;</p> <p>2.3.1. Design Aesthetics - Interface Design, Graphical User Interface; Target Audience;</p> <p>2.3.2. Social Media; Designing for the World Wide Web.</p>	12	<p>Vic Costello with Susan A. Young blood and Norman E. Youngblood, <i>Multimedia Foundations: Core Concepts for Digital Design</i>, Focal Press, 2013.</p> <p>Tay Vaughan, <i>Multimedia: Making It Work</i>, Ninth Edition, Mc-Graw Hill Education, 2014.</p> <p>Gary Olsen, <i>Getting Started in Multimedia Design</i>, First Edition, North Light Books, 1997</p>
<p>Unit III: Media Convergence</p>	<p><u>Discuss and Describe</u></p> <p>3.1 Introduction to Media Convergence</p>	<p>3.1.1. Concept and significance of Convergence,</p> <p>3.1.2. Process and effects of Convergence,</p>	10	<p><i>Convergent Journalism: An Introduction</i> by Stephen Quinn and Vincent Filak</p>

	3.2. Convergence Model	3.2.1 Models of media convergence— Convergence Continuum, Lawson Borders model, Flynn & Gordon model		<i>Understanding Media Convergence</i> by August E Grant
Unit IV: New Media	<u>Discuss and Explain</u> 4.1. New Media and Digitalization  4.2 Age of Media Convergence	4.1.1. Network Society, 4.1.2 Understanding New Media concept—Social and digital; Digital storytelling, Wiki Journalism, 4.1.3 Need for multi-media/multi-skilled journalists, Blogging & journalism 4.2.1 Age of Information Journalism- Existential journalism, 4.2.2. Regulatory challenges to media convergence 4.2.3 Convergence in Cinema and Broadcasting, Concept of Web 2.0, Communication Convergence Bill	10	<i>Journalism and New Media</i> by John V Pavlik  <i>Digital Media &amp; Society: An Introduction</i> by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013
Unit V: Practicum		Allocation of tasks on relevant topic, Create a 2- minute screen cast presentation that synthesizes information you have learned, Develop a creative multimedia project, exploring a topic relevant to the themes of the course, a specific target audience and your goals or purpose.	04	6. Facilitated/coordinated by the instructor

#### 4. Instructional Techniques

This course is a combination of lectures, simulations, videos, class discussions, presentation and viewing of multimedia examples. Various combinations of students working to complete formal assignments, workshops exercises will be done. Criticisms and theoretical part encourages student’s participation in the discussion. Likewise, most of the classes will be aided by audio-visual slides. The instructor should guide and check the works of students and provide feedback as appropriate.

#### 5. Evaluation

This course is of 3 credit hours for one semester duration and it carries 100 marks. The distribution of marks is as follows:

Internal Evaluation: 40% (40 marks)

External Evaluation: 60% (60 marks)

### 5.1. Internal Evaluation

This is a continuous evaluation process, which carries 40% marks. Assuming it as 100%, the base of the internal evaluation will be as follows:

- |   |     |
|---|-----|
| a. Attendance and participation in the classes:     | 10% |
| b. First-term exam                                  | 20% |
| c. Mid-term exam                                    | 20% |
| d. Class assignments (writing for electronic media) | 20% |
| e. Take home exams (Film reviews)                   | 20% |
| f. Presentation (visual grammar)                    | 10% |

**Attendance in Classes:** Students should regularly attend and participate in discussions in the classes. 90% attendance in the classes is mandatory for the students to enable them to appear in the End-Term Examination. Below 80% in attendance will signify NOT QUALIFIED (NQ) to attend the End-Term Examination in the subject (course).

**First- and Mid-Term Exams:** These are written exams in order to assess students' comprehension of the subject matters taught during the session. The model of the question papers for these exams also will be similar to that for the End-Term Exam.

**Class assignments:** Class assignments are done in the computer lab (media lab) where students will demonstrate the student's skill using a variety of digital journalism formats, including written materials, sound bites, digital photos and a short video clips.

**Take home assignment:** Homework assignments including some writing about journalism, multimedia and media convergence, but also several assignments doing practical work with digital media formats. These assignments include capturing and editing photos and sound. There will be 6-7 of them depending upon speed through the curriculum.

**Presentation:** Students will be divided into groups (2-3 members) and each group will be facilitated to choose a topic from the course contents. The groups will get an opportunity for formal presentation with multimedia tools. The presentation skill of the students will be evaluated group-wise as well as on the basis of students' individual performance in the group setting.

**Note:** *Each student must secure 45% marks with 80% attendance in internal evaluation in order to qualify to attend the End-Term Examination. Failing to get such score will be given NOT QUALIFIED (NQ) and the student will not be eligible to appear the End-Term Examination.*

### 5.2. End-Term/External Examinations

This is a written examination and the question will be set covering all the topics in the session of the course. It carries 60% marks. The question model, full marks, time and others will be as per the following grid.

.....(University format)

**Main texts**

Tay Vaughan, *Multimedia: Making It Work* Ninth Edition, Tata Mc Graw Hill Education, 2014

Jennifer Coleman Dowling, *Multimedia Demystified* First Edition, Mc Graw Hill, 2012.

Patrick Buckley, Frederic Lardinois and DODO case, *Virtual Reality Beginner's Guide* +Google Cardboard Inspired VR Viewer, Regan Arts, 2014, ISBN10:1941393101, ISBN-13:978-1941393109

Ze-Nian Li and Mark S. Drew, *Fundamentals of Multimedia*, First Edition, Eastern Economy first Edition, PHI Learning Pvt. Ltd.

Vic Costello with Susan A. Young blood and Norman E. Youngblood, *Multimedia Foundations: Core Concepts for Digital Design*, Focal Press, 2013.

Gary Olsen, *Getting Started in Multimedia Design*, First Edition, North Light Books, 1997

*Digital Media & Society: An Introduction* by Athique, Adrian, First edition, Paperback, Polity; Cambridge Sep 2013

**Reference Materials:**

*Convergent Journalism: An Introduction* by Stephen Quinn and Vincent Filak

*Understanding Media Convergence* by August E Grant

*Convergence Journalism: Writing and Reporting across the News Media* by Janet Kolodzy

*Convergence culture: Where old and new media collide* by Henry Jenkins New York University Press

**Far-western University**  
**Faculty of Humanities and Social Sciences**

**Course Title: Media Research Project (Thesis)**

**Course Code:** JMC 482

Nature of Course:

Level: B.A.

Year:

Semester: Eighth

Full Marks: 100

Pass Marks:

Credit Hours: 3

Total Hours:

**Objectives**

The objective of the course is to stream the students to gain the necessary communication research methodology, knowledge and skills, which will help them to design, implement and report research findings with ease.

Students will work under the supervision of a faculty member during their research. Each student shall work individually on a topic related to Media and agreed on equally by both the faculty in charge and the student. The thesis work has to be an original piece of work in **APA format**, not exceeding 10,000 words limits.

**Structure of the Thesis**

: Introduction, Objective, Methodology, Review of Literature, Research analysis  
Findings, Conclusion, Bibliography

**Mode of Evolution:** Thesis, and Viva Voce

- |   |                    |
|---|--------------------|
| 1. Introduction/ Review of literature/ Objectives- 30 | 2. Methodology- 10 |
| 3. Research Analysis- 10                              | 4. Conclusion-10   |
| 5. Bibliography/ References- 10                       |                    |

**Viva- 30**

Evaluation to be done by three external examiners

Best thesis can be encouraged for publication

Data generated in the research is property of the department

**Select Read**

Roger D. Wimmer& Joseph R. Dominick. (2005). Mass media research: An introduction: Wadsworth Pub Co.

Klaus Bruhn Jensen. (2002). A handbook of media and communication research. Rutledge

Arthur Asa Berger. (2000). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage

Denzin, N.K., & Lincoln, Y.S. (Eds.). (2000). Handbook of qualitative research. Sage



Anselm L. Strauss & Juliet M. Corbin. (1998). Basics of qualitative research; techniques and procedures for developing grounded theory, (2nd Revised Edition). Sage

Anders Hansen et al. (1998). Mass communication research methods. Macmillan Dennis Mc Quail. (1997). Audience analysis. Sage

Shearon A. Lowery & Melvin De Fleur. (3rd ed 1995). Milestones in mass communication research. Longman William J. Goode & Paul K.Hatt. (1952). Methods in Social Research. McGraw Hill