

Subject Code No. JMC 511

An Introduction to Communication

Total Marks: 100

Pass Marks: 50

Credit hours:03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'An Introduction to Communication' through the centuries down to the present days. This course focuses on the dimensions and dynamics of 'communication as a field of study'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and relevant aspects of 'communication as a field of study'
- To enable students to critically analyze/interpret trends and issues of 'communication as a field of study'

MA in JMC First Semester

UNIT	CONTENT	HOURS
UNIT I	Human communication Definition of communication; Basic elements of communication process; Messages in communication; Interpersonal communication relationships, Power relationships in communication; Listening	5
UNIT II	Business communication: Understanding of organizational Communication; Communication processes in organization; Forms and	5

	Functions of Organizational Communication; Marketing; Advertising; Public opinion and public relation.	
UNIT III	International/Global communication International context ; International information flow; Freedom of international communication; Problems of global communication	5
UNIT IV	Intercultural communication Culture as communication; Nature of culture; Cultural context of communication; Ethnocentrism; Improving intercultural communication and cross-cultural communication	5
UNIT V	Gender and communication Development of gender role; Psychological gender orientation; Gender differences in Verbal communication; Gender differences in Non-verbal communication; Gender and interpersonal relationships	5
PRACTICUM		
UNIT VI	A content analysis report on the ratio of local issues coverage by local Vs. national news media in groups.	6
UNIT VIII	A term-paper on practices/impact of marketing; advertising; public opinion and public relations, intercultural communication and cross-cultural communication, Ethnocentrism or the issues assignment by the subject teacher	6
UNIT IX	Class assignment, Discussion, Presentation, Class test	5
UNIT X	Preparation of seminar paper and class presentation in groups on International information flow; Freedom of international communication; Problems of global communication or the related issues assigned by the subject teacher	6

References

- Stone, Singletary and Richmond. (2003). Clarifying Communication Theory. Surjeet Publication, India
1. Duck Steve and McMahan David. T. (2012). The Basics of Communication: A Relational Perspective. The Sage South Asia Edition. India
 2. McMcroskey, J. C., & Richmond, V.P. (1996). Fundamentals of Human Communication: An Interpersonal Perspective, Waveland Press, Inc. UAS.
 3. Hartley, J. (2004 3rd Edition). *Communication, Cultural and Media Studies: The Key Concepts*. London: Routledge
 4. Jean F. and Lacy S. (2004). The media in your life (3rd edition). Delhi: Pearson Education Inc.

Subject Code No. JMC 512

Communication and media theories

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'communication and media theories'. This course focuses on the dimensions and dynamics of 'communication and media theories'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and relevant aspects of 'communication and media theories'
- To enable students to critically analyze/interpret trends and issues of 'communication and media theories'

MA in JMC First Semester

UNIT	CONTENT	HOURS
UNIT I	CONCEPT, PARADIGMS AND MODELS OF COMMUNICATION Concept; The rise of a dominant paradigm for theory and research; The mass concept; Alternative and critical paradigm	5
UNIT II	MEDIA AND SOCIETY THEORIES Mass media as an institution of society; Mass communication as a society-wide process; Mass society; Marxism and political economy; Functionalism; Social constructionism	5

UNIT III	NORMATIVE THEORIES Four theories of press and beyond; The press as fourth estate; Hutchins Commission and Social Responsibility Theory; Mass media and public sphere; Normative media theory: models	5
UNIT IV	CULTURAL AND CRITICAL THEORIES Communication and culture; The Frankfurt School and critical cultural theories; The Birmingham School of Thought; Semiology; technology and culture; Mass media and postmodern culture	5
UNIT V	TECHNOLOGICAL THEORIES Hot and cool media; Toronto School of thought; Communication technological determinism; The information society; Computer mediated communication; Digital divide; New media theories	5
UNIT VI	PUBLIC OPINION; EFFECTS AND AUDIENCE THEORIES Gate keeping and agenda Setting; Spiral of silence theory; Diffusion theory; Media effect theory notion- powerful media effects to minimal media effects era; Uses and gratification approach	5
PRACTICUM		
UNIT VII	Assessment report in group on the current theories applied in Nepali media	4
UNIT VIII	A term-paper on the media effects and audience theories in local/national context	5
UNIT IX	Class assignment, Discussion, Presentation, Class test	4
UNIT X	Analysis report in groups on the role of Nepali Press as fourth estate, public sphere, political economy or the issues assigned by the subject teacher	5

References

1. Baran S.J. (2010). Introduction to mass communication media literacy and culture (5th Ed.). New Delhi: Tata McGraw Hill Education Pvt. Ltd.
2. Baran S.J. and Davis D.K. (2002). *Mass communication theory* (2nd Ed.). Singapore: Thomson Asia Pvt. Ltd.
3. DeFleur, M. L. & Margaret, D. (2009). *Mass Communication Theories: Explaining Origin, Processes & Effects*. USA: Pearson Education.
4. Eadie. W.F. (Ed). (2009). *21 Century Communication: A Reference Handbook* (Vol 1& 2). California: Sage Publications, Inc.

5. Littlejohn, S.W & Foss, K. A. (Eds). (2009). *Encyclopedia of Mass Communication*. California: Sage Publications, Inc.
6. McQuail, D. (2010). *McQuail's mass communication theory* (6th Ed.). London: Sage Publications, Inc.
7. Narula, U. (2012 Reprint). *Mass Communication: Theory and Practice*. Kathmandu: Bhrikuti Academic Publications.
8. Stone, G., Singletary, M & Richamond, R. V. (2003 First Indian Reprint). *Clarifying Communication Theories*. New Delhi: Surjeet Publication.

Subject Code No. JMC 513

Advance journalism

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'advance journalism'. This course focuses on the dimensions and dynamics of 'advanced journalism'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and impacts of 'advance journalism'
- To enable students to critically analyze/interpret trends and issues of 'advance journalism'

MA in JMC First Semester

UNIT	CONTENT	HOURS
UNIT I	Investigative Journalism The basics: how to investigate anyone and anything; Investigating individuals, institution and issues; writing and completing; Ethics and accuracy of investigative journalism	5
UNIT II	Specialized Reporting In-depth reporting; Gender reporting; Human trafficking reporting; Court reporting; Parliamentary reporting;	5

	Reporting people in special condition like HIV/AIDS, Social beliefs and taboos; Ethical consideration.	
UNIT III	Peace Journalism Understanding peace: evolution and principle; Difference between conflict, violence and peace; Approach and orientation of peace journalism; Visible and Invisible Effects of Violence; Role of journalists; Partisan perception; Conflict orientation and peace orientation journalism; Sustainable peace. Ethical consideration.	8
UNIT IV	Disaster Reporting Disaster risk reduction (DRR) and media; Type of disaster; Defining humanitarian response reporting; Covering disaster including gender perspective; Assessing Information need; Field reporting; Safety and security; Dealing with trauma; Ethical consideration in disaster coverage.	8
PRACTICUM		
UNIT V	A class seminar paper preparation and presentation on the trend of disaster reporting in local media	5
UNIT VI	A term-paper of 2500 words on gender reporting; human trafficking reporting; reporting people in special condition like HIV/AIDS, peace journalism practices of Nepali media.	6
UNIT VII	Class assignment, Discussion, Class test	5
UNIT VIII	Preparation a report of 2500 words in group after visiting a local news media discussing the editorial team on practices of investigative and specialized reporting; and peace journalism exploring their experiences, challenges and achievements.	6

References

5. Fleming, C., Emma, H., Gillian, M. & Dave, W. (2006). An Introduction to Journalism. New Delhi: Vistaar Publications.
6. Hodson, J & Watts, G. (2010). Beyond Basics: An Advanced Journalism Manual. Bangkok: The Indichina Media Memorial Foundation
7. Hough, G.A. (2004). News writing. New Delhi: Kanishka Publishers, Distributers
8. Huston, Bruzzese and Weinberg. (2002). The Investigative Reporter's Handbook: A Guide to Document, Databases and Techniques. Bedford/St. Martin's, USA.
9. Keir, G., McCombs, M. & Donald, L. S. 1991. Advanced Reporting: Beyond News Events. USA: Waveland Press.

10. Kharel, P. (2010). A Study of Journalism. Kathmandu: Nepal Association of Media Educators.
11. Lorenz, A. L. & John, V. (2006). News: Reporting and Writing. Delhi: Pearson.
12. Pant, N.C. (2004). Modern journalism principles and practice. New Delhi: Kanishka Publishers, Distributors

Subject Code No. JMC 514

Sustainable Development Journalism

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'sustainable development journalism'. This course focuses on the dimensions and dynamics of 'sustainable development journalism'.. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and impacts of 'sustainable development journalism'.
- To enable students to critically analyze/interpret trends and issues of 'sustainable development journalism'.

First semester

UNIT	CONTENT	HOURS
UNIT I	UNDERSTANDING SUSTAINABLE DEVELOPMENT The concept of sustainability in relation to the environment, economy and society; Why media coverage matters: framing, direction for public policy; Economic growth, equity and business challenges; Sustainable development reporting; Possibilities for alternative discourses.	5
UNIT II	ENVIRONMENTAL JOURNALISM	5

	An introduction to environmental journalism; Historical background of environmental journalism; Relationship with nature and society; Principles and methods of environmental journalistic skills; Ethics and legal aspects of environmental journalism	
UNIT III	SUSTAINABLE TOURISM AND MEDIA Concepts and definitions of sustainable tourism; History of conventional tourism, and sustainable tourism; Culture of tourism; Sustainable tourism in business; Media connectivity with sustainable tourism and development; Sustainable tourism in social media	5
UNIT IV	REPORTING MIGRATION, WITH FOCUS ON FOREIGN EMPLOYMENT Concept and definition of migration and foreign employment; History of Migration; Sociology of Migration; Issues of human trafficking and safe migration; Covering migrant worker; Ethical consideration	4
UNIT V	DIGITAL MEDIA AND THE CHANGING FACE OF JOURNALISM Current media landscape (Business models; Media products; Journalistic process); Culture of digital media; Understanding audiences of digital media; Crowd-sourcing and changing journalistic practices; Legal environment for digital/new media; Ethical challenges and considerations.	6
PRACTICUM		
UNIT VI	A content analysis report on local/national media coverage on safe migration/ human trafficking issues	6
UNIT VII	Preparation of a seminar paper and class presentation in groups on sustainable development issues covered by local/provincial/ national mass media	6
UNIT VIII	A term-paper on the media coverage issues on sustainable tourism and development or the issues assignment by the subject teacher	6
UNIT IX	Class assignment, Discussion, Class test	5

References

1. Bramwell, B. and Lane, B. 2012. 'Towards innovation in sustainable tourism research?' Journal of Sustainable

2. Butler, R. 1999. 'Sustainable tourism: A state-of-the-art review'. *Tourism Geographies*, Vol. 1, No. 1, pp. 7-25.
3. Mody, B. 2003. *International and Development Communication: A 21st century perspective*. Thousand Oaks, Calif.: Sage.
4. Shaw, I., Lynch, J. and Hacket, R.A. (eds.).2012. *Expanding Peace Journalism: Comparative and critical approaches*. Sydney University Press.
5. Tourism, Vol. 20, No. 1, pp. 1-7.
Buckley, R. 2012. 'Sustainable tourism: Research and reality'. *Annals of Tourism Research*, Vol. 39, No. 2, pp.528-546.
6. UNESCO. 2015. *Media in Support of Sustainable Development and a Culture of Peace*
http://www.unesco.org/new/fileadmin/MULTIMEDIA/FIELD/San-Jose/pdf/Book_UNESCO_Media_and_Development_May_2015_01.pdf.
7. United Nations. (2013). *Sustainable Development Challenges*. ISBN 978-92-1-109167-0 eISBN 978-92-1-056082-5
8. Wall, M. 2003. "Social Movements and the Net: Activist Journalism Goes Digital" in Kawamoto, K. (ed.) *Views from the horizon: perspectives on digital journalism*. Rowman & Littlefield, pp.113-122.
9. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford, Oxford University Press.

Subject Code No. JMC 515

Historical Development and Dynamics of Mass Media

Total Marks: 100

Pass Marks:50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'historical development and dynamics of mass media'. This course focuses on the dimensions and dynamics of 'historical development and dynamics of mass media'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, and development of 'historical development and dynamics of mass media'
- To enable students to critically analyze/interpret trends of 'historical development and dynamics of mass media'

First semester

UNIT	CONTENT	HOURS
UNIT I	PRE-MASS MEDIA AGE Origin of speech; Advent of writing culture: Cave writing, clay-tablet, parchment, papyrus, hand-written books; Traditional forms of distance communication.	4
UNIT II	MASS MEDIA AGE Advent of printing technology, newspapers, telegraph and Morse Code, news agencies, telephony, radio, TV and online; Impact of mass media on civilization.	5

UNIT III	PRINT MEDIA Growth and development of newspapers and magazines; Print media and reading culture; Future of print media in the digital age.	4
UNIT IV	RADIO Timeline of growth and development of radio broadcasting; impact of radio broadcasting in oral tradition; radio and global communication; radio communication at the times of emergencies.	5
UNIT V	TELEVISION Timeline of evolution of television; Television and Seeing is Believing Theory; Television as a global media; Future of television in the age of You Tube	4
UNIT VI	NEW MEDIA Growth and development of new media; Relationship between new media and traditional media; Global village; Informed citizenry and new media; digital divide	4
PRACTICUM		
UNIT VII	Assessment report in groups on the rise of mass media/media technology/in Nepal or local area.	5
UNIT VIII	Write a term-paper on growth and development of Newspaper, magazine, FM radios, television and online media in Nepal or the issues assigned by the subject teacher	6
UNIT IX	Class assignment, Discussion, Class test	5
UNIT X	Preparation of seminar paper and presentation on the historical trends of media in Rana period, Democratic period- I (2007-2017BS), Panchayat period, Democratic period- II (2007-2017BS), Maoist insurgency period (2052-2062), King's direct rule period (2061-2063) and Democratic period (2063-Up to now).	6

References

1. Aryal, K. (2075). Nepalma Kartoon Kalako Itihas. Kathmandu: Nepal Lalitkala Pragya Pratisthan
2. DeFleur, M. L., & Dennis, E. E. (2002). *Understanding mass communication*. (7th ed.) Boston: Houghton-Mifflin Co.
3. Devkota, G. B. (2002). *Nepalko Chhapakhana ra Patrakaritako Itihas*. (History of Nepal's Printing Press and Journalism). Kathmandu: Sajha Prakashan
4. Dominick, J. R. (1999). *The dynamics of mass communication*. New York: Mc. Graw-Hill College.

5. McLuhan, M. (1997). *Understanding media: The extension of man*. London: The MIT Press.
6. McQuail, D. (2010 6th Edition). *McQuail's mass communication theory*. London: Sage Publications, Inc.
7. Press Council Nepal. (2055 BS). *Nepali Patrakaritako Bikaskram* (Development of Nepali Journalism). Kathmandu: Press Council Nepal
8. Press Council Nepal. Annual Publications. Kathmandu: Press Council Nepal.
9. Rai, L.D., Kharel, P. and Khanal, C. (1998). *Nepali Patrakarita Byabastha Ra Byabahar*. Kathmandu: Department of Journalism, T.U. and Fredrich-Ebert-Stiftung
10. Sharma, B., Mainali R., Luitel, G. and Khanal J. (2018). *Patrokaritaka Satisal*. Kathmandu: Brajesh Raj Sharma
11. Shiva, R. & Kharel, P. (2002). *Nepalma Aamsancharko Vikash (Development of Mass Media in Nepal)*. Kathmandu: Nepal Association of Media Educators.
12. Stanley, B. J. (2006). *Introduction to mass communication: Media literacy and culture*. New York: McGraw-Hill Companies, Inc.
13. Thussu, D. K. (2012). *International communication- A reader*. London: Routledge.

Full Practical Subject- 1: In-house Journal Publication

(MA First Semester)

Code No. JMC 516

Full Marks: 100

Pass Marks: 50

Course descriptions

This course is designed to be attuned with practical aspects of journalism. It is constituted by 100 percent of practical activities. Students are required to produce TWO issues of **In-house Journal**.

Course Objectives

- To enable students to sharpen knowledge and skills on practical activities of journalism
- To enable students to produce **In-house Journal**.

Procedures

Students of First Semester in Masters' Level shall produce and publish **TWO Episodes** of an **In-house Journal** comprising the local development process, events, activities and discussion in groups.

Process:

The students shall do the following activities during the publication of **TWO Issues** of **In-house Journal** under the supervision and direction of the faculty member:

- Group division (If the number is bigger than a group)
- Selection of Editors and division of the role
- News/editorial meeting
- Assignment with deadline
- Students should frequently visit field for reporting the development events
- Students should scan the policies, laws and regulations to cover
- Students need to take interview with the stakeholders
- Students need to collect case study
- Students should actively participate in reporting, editing, Layout, designing and publication process

Structure and content:

- Main News
- Anchor news
- News
- Case study
- Editorial
- Interviews
- Best practices
- Articles
- Features

Issues:

- Development Policies
- Decisions of developments
- Resolutions of Parliament
- Budget
- Planning
- Implementation of development projects
- Community Efforts of development
- Achievements and problems
- Feeling
- Local development activities and issues

Evaluation:

Evaluation process is starts from the followings:

- Group division
- Editorial meeting
- Assignment
- Filed visit
- Reporting
- Writing
- Editing
- Layout and designing
- Publication of the House Journal

Marks distribution

- | | |
|------------------------------|---------------------|
| • Editorial meeting - | 5x2 issues = 10 |
| • Assignment – | 5x2issues =10 |
| • Filed Visit and reporting- | 10x2issues des = 20 |
| • Writing – | 5x2 episodes = 10 |
| • Editing – | 5x2 episodes = 10 |

- Layout and designing – 5x2 episodes = 10
 - Publication of the House Journal 15x2 episodes = 30
- Total: 100 Marks**

25 Marks for preparation and field visit

25 Marks for publication

15 Marks for well designing/layout, standard language and well copy editing

10 Marks for photo, graphics and illustrations

15 Marks for deadline maintenance

10 marks for the professionalism

Total Marks: 100

Pass Marks: 50

Requirement: A working lab/station Computer, printer and suitable furniture including table and chair for the production of the House Journal.

References

Wahl-Jorgenson, K. & Hanitzsch, T. (2009). *The Handbook of Journalism Studies*. New York: Routledge

Subject Code No. JMC 521

Civic education for media professionals

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'civic education for media professional'. This course focuses on the dimensions and dynamics of 'sustainable development journalism'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, and development of on 'civic education for media professional'.
- To enable students to critically analyze/interpret trends and issues of on 'civic education for media professional'.

Second semester

Unit	Content	Hours
I	MEDIA, CITIZEN PARTICIPATION & DEMOCRACY Concept of the Publics; Historical background and relevance of Public Sphere; Bourgeois Public Sphere and mass media; Normative roles and critical evaluation of mass media as public sphere	4
II	CIVIC JOURNALISM Concept and historical development of civic journalism; Defining and applying civic journalism; Rise of the civic	5

	journalism in Nepal; Critical evaluation the present condition and role of civic journalism in our context.	
III	DEMOCRACY & CITIZENSHIP Defining democracy; Defining citizenship; The status of the person in a political context; The role of the person in various forms of political system; Democracy and citizenship; The role of the citizen in a democracy; The rights and responsibilities of citizens in a democracy; Opportunities for citizen participation in civic life, politics and government	5
IV	MEDIA AS THE FOURTH ESTATE The role of the media in civic life; Overview of the status of civic culture in developing countries; Media as a forum of public grievances and public discourse; Role of media as the Fourth Estate empowering the citizen and fostering the democratic values, norms and culture - responsible government, good governance and transparency	6
V	THE INFRASTRUCTURE OF DEMOCRACY The institutional infrastructure of democracy & citizenship; institutionalisation of democracy and media; Institutions of democratic citizenship; Human rights, democracy and media; Scope of human rights and media as safeguard; The implementation of human rights; Democracy, development and the role of media to strengthen the democratic values civic rights	6
PRACTICUM		
UNIT VI	An assessment report in groups on critical evaluation of the role of Nepali mass media as Fourth Estate.	6
UNIT VII	A term-paper on the role of media as Public Sphere, empowering citizens or the issues assigned by the subject teacher	6
UNIT VIII	Class assignment, Discussion, Class test	5
UNIT IX	Preparation a seminar paper and presentation in groups on democratic values, culture, human rights and of media fostering democratic norms	5

References

1. Banda, F. (2009). *Civic Education for Media Professionals: A Training Manual*. Paris: UNESCO
2. Dahlgren, P. [as]. Internet and the Democratization of Civic Culture.
<http://depts.washington.edu/ccce/events/dahlgren.htm>
3. Giroux, HA. 1980. Critical Theory and Rationality in Citizenship Education. *Curriculum Inquiry* 10(4): 329-366.

4. Glasser, T. L.(Ed). (1999). The Idea of Public Journalism, The Guilford Press, USA.
5. Haas, T & Steiner, L. 2006. Public Journalism: a Reply to Critics. Journalism 7(2): 238-254.
6. Habermas, J. (1991). The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society. The MIT Press, USA.
7. Mills C. W. (1956). The Power Elite. Oxford University Press, UAS.

Subject Code No. JMC 522

Community media journalism

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'community media journalism'. This course focuses on the dimensions and dynamics of 'community media journalism'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, and development of on 'community media journalism'.
- To enable students to critically analyze/interpret trends and issues of on 'community media journalism'.

Second semester

UNIT	CONTENT	HOURS
UNIT I	CONCEPT OF COMMUNITY AND COMMUNITY MEDIA Concept and definition of community; Communication in Community; Need and types of community communication; Characters of community media	3
UNIT II	MODES OF COMMUNITY COMMUNICATION Traditional communication in community; signs and pictures in caves; tradition of communication in community: Tamrapatra, Shilalekh, Tadpatra,	4

	Bhojpatra, Gandharva, Katwal, Kachahari, Hatbazar; Social and cultural events and peoples' gatherings	
UNIT III	ADVENT OF MODERN COMMUNITY COMMUNICATION Rise of Wall-paper; Community tower; Evolution of community radio in brief – from Latin America, Africa to Asia and Europe; Community television; Features and functions of community media; Social Media and virtual community	4
UNIT IV	COMMUNITY MEDIA JOURNALISM AND DEVELOPMENT journalism by community; Practices and priorities of community media: local issues, reflection and promotion of local identities and culture, Promotion of open dialogue and democratic process; Diversities in voices and opinions; Vehicle of social change and development	4
UNIT V	COMMUNITY RADIO MOVEMENT IN SOUTH ASIA Community radio movement and rise of Radio Sagarmatha as the leader; Role of UNESCO to foster community radio movement; Role of Community Radio Support Center/NEFEJ to expansion and empower the community radio movement in Nepal and across South Asia; AMARC; Save Independent Radio movement and struggle for the freedom of community journalism; Role of community radio in local development	6
UNIT VI	LEGAL PARAMETERS AND SUSTAINABILITY OF COMMUNITY JOURNALISM Media policy and community media; Legal parameters; Ethical consideration; Sustainability of community media and management	4
PRACTICUM		
UNIT VII	Keeping record of the different modes of community media in Karnali/respective Province/Nepal	6
UNIT VIII	A term-paper on role of community radio in local development	6
UNIT IX	Produce wall paper in groups encompassing local issues and events	6
UNIT X	Class assignment, Discussion, Presentation, Class test	5

References

1. Devkota, G. B. (2002). *Nepalko Chhapakhana ra Patrakaritako Itihas. (History of Nepal's Printing Press and Journalism)*. Kathmandu: Sajha Prakashan.
2. Fraser C. and Estrada S. R. (2001) *Community radio handbook*. UNESCO

3. Gillmor, D. (2006). *We the Media: Grassroots Journalism by the People for the People*. Sebastopol: O'Reilly Media, Inc.
4. Howley, K. (2010). *Understanding Community Media*. Singapore: National University Singapore. Print ISBN: 9781412959056, Online ISBN: 9781452275017, DOI: 10.4135/9781452275017
5. Luitel G. and Acharya M. (2061 BS) *Nepalma Samudayik Radio Itibritanta* (Community Radio in Nepal). Kathmandu: CRCS/NEFEJ
6. Mainali R. (2008). *Community radio principles and prospects*. Kathandu: CRSC/NRFEJ
7. Mainali, R. (2015). *Radio Paddhati (2nd Edition)*. Kathmandu: Bhrikuti Academic Publication

Subject Code No. JMC 523

Development, Behavioral Change and Development Communication Theories

Total Marks: 100

Pass Marks: 50

Credit hours: 03

Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'development, behavior change and development communication theories'. This course focuses on the dimensions and dynamics of 'development, behavior change and development communication theories'. Along with its theoretical aspects, it comprise of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, and development of on 'development, behavior change and development communication theories '.
- To enable students to critically analyze/interpret trends and issues of on 'development, behavior change and development communication theories '.

Second semester

UNIT	CONTENT	HOURS
UNIT I	CONCEPT AND THEORIES OF DEVELOPMENT Concept; Approaches and models of development: dominant paradigm, Interdependency model, Dependency model, Basic needs model, Participatory Model; New paradigm of development; Millennium Goals of development and beyond; Human development indicators and right to development	5
UNIT II	DEVELOPMENT AND DEVELOPMENT COMMUNICATION	5

	Introduction; Historical background of development communication; Links of communication in development; Development efforts and politics in the Third World; Role of UN and other international partners in development; Globalization, development and cultural imperialism	
UNIT III	DEVELOPMENT JOURNALISM Concept; Historical development: International and domestic domain; Role of media in development journalism; Practice of Development Journalism in Nepal; Role of community media as the tool of development effort; Ethical aspects	5
UNIT IV	BEHAVIOUR CHANGE Social cognitive theory; Attitude change theory: Selective process; Social construction of reality; Cultivation analysis; Reinforce theory; Behaviour change through development communication	5
UNIT V	DEVELOPMENT EFFORT AND COMMUNICATION IN NEPAL Efforts of development from Rana period to the latest political system; Planned development effort; Practice of communication development; Objectives and Goals of the country in development; Rural development: and role and responsibilities of Local level	5
UNIT VI	PARTICIPATORY DEVELOPMENT AND COMMUNICATION Public participation in development; Popular participation; People's Participation in need assessment, selection and implementation of the development project; Environment perception and sustainable development	5
PRACTICUM		
UNIT VII	A report on the assessment of development communication practices in Nepal	4
UNIT VIII	A term-paper on issues of media development efforts in local/national level	5
UNIT IX	Publish a development journal in group at the end of the semester	5
UNIT X	Class assignment, Discussion, Presentation, Class test	4

References

1. Apostolides, A & Moncada, S. (2013). Development Theory and Development in Practice: A Dialogue. Nicosia (Cyprus): NGO Support Centre
2. Five Years Development Planning of Nepal Government (From first to up to now)

3. Melkote S.R. and Steeves H.L. (2001). Communication for development in the third world. (2nd ed.). New Delhi: Sage Publication
4. Narula U. (2012). Development communication theory and practice. Kathmandu: Har-Anand Publications Pvt. Ltd./Bhrikuti Academic Publications
5. Stanley, B. J. (2006). Introduction to Mass Communication: Media Literacy and Culture. New York: McGraw-Hill Companies, Inc.
6. Woods N., Lisa (2006). Behaviour Change Communication in Emergencies: A Toolkit . Kathmandu: United Nations Children's Fund. ISBN 99946-896-1-4.

Subject Code No. JMC 524

Political Economy of Mass Media

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'political economy of mass media'. This course focuses on the dimensions and dynamics of 'political economy of mass media'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and impacts of 'media management and ownership'.
- To enable students to critically analyze/interpret trends and issues of 'media management and ownership'.

Second semester

UNIT	CONTENT	HOURS
UNIT I	UNDERSTANDING POLITICAL ECONOMY OF MASS MEDIA Concept and definition of classical political economy and critical political economy; Differences between critical political economy and mainstream economy; Media and class relation.	5
UNIT II	MEDIA CAPTURE Media concertation; Corporate governance and the press. Commodification of media contents. Commercialization of journalism and the public interest; Creativity vs commerce in media; Organizational autonomy and editorial independence; Structure and power factor within media house.	6
UNIT III	THE IDEA OF THE PUBLIC AND THE MASS	5

	Concept of public; Concept of mass; Mass culture and mass deception; Culture and domination; Shaping people's imagination.	
UNIT IV	HISTORICAL DEVELOPMENT OF CRITICAL POLITICAL ECONOMY Origin of critical political economy; Evolution of political economy of mass media; Dimension of political economy of mass media	5
UNIT V	RICH MEDIA AND POOR DEMOCRACY Hyper-commercialized press vs uniformed and misinformed public; Commercial interpretation of free press and the notion of market; Freedom of expression vs corporatized society.	5
PRACTICUM		
UNIT VI	An assessment report in groups on critical evaluation of the level of editorial independence in local and national mass media	6
UNIT VII	A term-paper on commercialization of journalism and the public interest; creativity Vs commerce in media; or the issues assigned by the subject teacher	6
UNIT VIII	Class assignment, Discussion, Class test	5
UNIT IX	Preparation a seminar paper and presentation in groups on various dimensions of political economy in local/ national mass media	5

References

1. Herman, E. S. & Chomsky, N. (1988). *Manufacturing Consent: The Political Economy of Mass Media*. New York: Pantheon Books.
2. McChesney, R. W. (2008). *The Political Economy of Media: Enduring issues, Emerging dilemmas*. Monthly Review Press, USA.
3. Mills C. W. (1956). *The Power Elite*. Oxford University Press, UAS.
4. Sobbrío, F. (2014). The political economy of news media: Theory, evidence and open issues in *SSRN Electronic Journal*. March 2014. DOI:10.4337/978100471500021
5. Wasko, J. (2014). The study of the political economy of the media in the twenty-first century in *International Journal of Media and Cultural Politics*. Vol. 10, No. 3
6. WBI Development Studies. (2002). *The Right to Tell: The Role of Mass Media in Economic Development*. World Bank Institute, USA

Subject Code No. JMC 525

Media management and ownership

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'media management and ownership'. This course focuses on the dimensions and dynamics of 'media management and ownership'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

Almost 50 percent of the course content is constituted by theoretical lecture component and the same percentage of component is constituted by practical activities.

Course Objectives/Learning outcomes

- To enable students to be familiar with the growth, development, and impacts of 'media management and ownership'.
- To enable students to critically analyze/interpret trends and issues of 'media management and ownership'.

Second semester

UNIT	CONTENT	HOURS
UNIT I	CONCEPT OF MANAGEMENT Definition and process of management; Nature and functions; Scope of management; Leader Vs. Manager; Types and Role of management; Social Responsibility	4
UNIT II	CONCEPT OF MEDIA MANAGEMENT Concept; Modes of media management: Nature of media management; Areas and dimensions of media management (Managing vision; managing system and process, Managing people, Managing editorial, Managing self) ; Organizational environment and structure;	4
UNIT III	PRINCIPLES OF MEDIA MANAGEMENT Significance of media management, Management Vs. Administration; Levels of media management; Characteristics of media management;	4

UNIT IV	MEDIA MANAGEENT ISSUES IN NEPAL Corporate media houses and monopoly; Organizational goals; Media organization and social forces; Editorial administration and management; Staff recruitment; promotion and welfare; Issues of working journalists	5
UNIT V	MEDIA OWNERSHIP: CONCEPT AND ISSUES Concept of ownership; Media as industry; Media ownership and concentration; Types of media ownership;Issues of media ownership; Issues of foreign investment in media; Legal parameters;	5
UNIT VI	INTERNATIONAL MEDIA OWNERSHIP AND CONCENTRATION Global media barons/moguls;International media system; Global media companies: merging and concentration;Profit Vs. Service; International news flow, agenda setting and global influence	4
PRACTICUM		
UNIT VII	A report on the issues of local media ownership as per the supervision of subject teacher	5
UNIT VIII	A term-paper on challenges and opportunities of media management in provincial level/national level/local level or Literature review of the issues of media management	6
UNIT IX	A class room seminar paper presentation on the conditions and issues of working journalists in local level or national level	6
UNIT X	Class assignment, Discussion, Class test	5

References

1. Albarran, B.A.(Ed). (2006). *Handbook of Media Management and Economics*. London: Lawrence Erlbaum Associates
2. Baker, .C. E. (2002). *Media, Market and Democracy*. New York: Cambridge University Press
3. Herbert, J. (2001). *Practising global journalism*: Oxford: Focal Press
4. Kharel P. (2016). *Media medley issues and ideas*. Kathmandu: Mandap Books
5. Kharel P. (Ed.). (2001). *Media issues in Nepal*. Kathmandu: Mandap Books. Kathmandu: Nepal Association of Media Educators
6. Mainali, R. (2015). *Radio Paddhati* (2nd Edition). Kathmandu: Bhrikuti Academic Publication
7. Pringle, P.K. (2006). *Electronic management* (5th ed.) Oxford: Focal Presss
8. Rayudu, C.S. (2008). *Media and communication management* (3rd ed.). Mumbai: Himalaya Publishing house
9. Thussu, D.K (Ed.). (2012). *International communication a reader*. London: Routledge

Subject Code No. JMC 526

Full Practical Subject- II : Radio News and Programme Production (Second Semester)

Total Marks: 100

Pass Marks: 50

Course descriptions

This course is developed to be attuned with practical aspects of journalism. It is constituted by 100 percent of practical activities. Students are required to produce **News Bulletin and radio Programme**.

Course Objectives

- To enable students to sharpen knowledge and skills on practical activities of journalism
- To enable students to produce **News Bulletin and Radio Programme**.

Procedures

Students of Second Semester in Masters' Level shall produce News Bulletin and radio Programme incorporating the local, social and development issues, events/ activities in groups. The respective faculty member/department should start the procedure from the beginning of the session in order to complete the production process. There shall be followed the process of phases of radio production, i.e., pre-production, production and post-production during the practical work.

Process:

The students shall do the following activities during the production of News Bulletin and Radio Programme under the supervision and direction of the department/faculty member:

- Group division (A group comprises of 4-5 persons)
- Selection of Executive Producer and division of the role
- News/editorial/production meeting
- Assignment with deadline
- Students should frequently visit field for reporting and collection facts and voice pieces/ interview of the social and development issues/events.
- Students should produce the following programme forms individually and in group:
 - News bulletin of 10-15 minutes
 - Radio magazine of 30 minutes
 - Radio report of 3-4 minutes

- Radio interview of 7-15 minutes
- Testimony of 6-8 minutes
- Radio drama of 7-15 minutes
- Radio montage of 6-8 minutes
- Radio commercial (Ad.) of 30-60 seconds
- Public Service Announcement (PSA) of 30-60 seconds
- The radio programme and content shall be on the development and social issues, hence, it shall not touch the political issues.
- The students should produce radio news bulletins and radio programmes with contents in group and individually.
- Radio programmes and components to be produced in group are as follows:
 - Radio drama
 - News bulletin
 - Radio magazine
- Radio programmes and components to be produced individually are as follows:
 - Radio report
 - Radio interview
 - Testimony
 - Radio montage
 - Radio commercial (Ad.)
 - Public service announcement (PSA)
- The students shall produce and broadcast each radio programme and the popular radio programme form through the University radio/ a local radio station during the semester period.

Marks distribution

○ Radio drama (In group)	12
○ News bulletin (In group)	10
○ Radio magazine (In group)	12
○ Radio report	10
○ Radio interview	10
○ Testimony	10
○ Radio montage	12
○ Radio commercial (Ad.)	7
○ Public service announcement (PSA)	7
○ <u>Broadcasting from a radio station</u>	<u>10</u>

Total: 100 Marks

Requirements of a lab studio/radio with technical facilities: To achieve the objectives of the syllabus, there shall be a lab studio/University radio with sufficient computers and radio equipment including mixer, microphones, headphones, field recorders so that the students will be able to produce radio programmes and radio bulletins using the equipment and studio. In case of the availability of University radio station, the students need to work at the radio as internship/project work for the whole semester period (Six months).

References:

1. Kern, J. (2008). *Sound reporting*. Chicago: The University of Chicago Press
2. Luitel, G. (2009). *Radio Utpadan (Radio is magic)*. Kathmandu: Radio Sagarmatha/NEFEJ.
3. Mainali, R. (2015). *Radio Paddhati (2nd Edition)*. Kathmandu: Bhrikuti Academic Publication
4. Wenger, D.H. & Potter, D. (2012). *Advancing the Story: Broadcast Journalism in a Multimedia World*. Washington: CQ Press

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal



Master's Degree in
Journalism and Mass Communication
Third Semester Course of study
Prepared in 2078 (2021)

M.A. Journalism and Mass Communication Course of Study

Third Semester (18 credits)

Code No.	Subject	Full marks	Credit
Hours			
JMC 531	Intercultural Communication	100	3
JMC 532	Media Research	100	3
JMC 533	Media, Democracy and Political Communication	100	3
JMC 534	Public Relations	100	3
JMC 535	News Reporting, Writing and Editing	100	3
JMC 536	Full Practical Subject- III: New Media Production	100	<u>3</u>
Total Credit Hours			18

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 531
Level: Master
Semester: Third

Course Title: **Intercultural Communication**

Total Marks: 100

Pass Marks: 50

Credit hours: 03

Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Intercultural Communication'. This course focuses on the dimensions and dynamics of 'Intercultural Communication'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers course content verbally with relevant teachings aids, and the practical component delivers course content through reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and impacts of 'Intercultural Communication'
- To enable students to critically analyze/interpret trends and issues of 'Intercultural Communication'
- To encourage students to engage critically with the default 'large culture' approach to culture, cultural difference and intercultural communication.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Theoretical Approaches to Intercultural Communication	5
II	Understanding Cultural Literacy	5
III	Intercultural Communication and Public Relations	5
IV	Emotion and Intercultural Adjustment	5
V	Culture and Non-Verbal Communication	4
VI	Writing a Term Paper on Barriers to Intercultural Communication	6
VII	Project Work on Issues of Cultural Diversity in Nepal	6
VIII	Seminar on Cultural Literacy	6
IX	Class-work or Presentation on Culture and Emotional Intelligence	6

Course of Study in Detail

UNIT	CONTENT	HOURS
I	THEORETICAL APPROACHES TO INTERCULTURAL COMMUNICATION Social science approach, Interpretative approach, Dialectical approach, Critical approach	5
II	UNDERSTANDING CULTURAL LITERACY Concept of cultural literacy, Key features of cultural literacy, Human universalism, Cultural sensitivity and communication, Cultural iceberg, Intercultural awareness; Barriers of intercultural communication	5
III	INTERCULTURAL COMMUNICATION AND PUBLIC RELATIONS Understanding of the cultural context of stakeholders, Intercultural PR practices, PR and socio-cultural environment, Interpreting stakeholders' behaviors through the lens of their own, Enriching communication for varied audiences, PR and collectivistic culture, PR and individualistic culture.	5
IV	EMOTION AND INTERCULTURAL ADJUSTMENT	4

	Emotion Regulation (ER); Cultural differences in emotion regulation; Description, Interpretation, and Evaluation (DIE); Description, Feeling, Interpretation, and Evaluation (DFIE); Intercultural Adjustment Potential Scale (ICAPS).	
V	CULTURE AND NON-VERBAL COMMUNICATION Physical appearance, paralanguage (vocal cues), facial expressions, kinesics (body movements), tactile (touch), eye contact, and proxemics (space) as non-verbal behaviors (NVBs); Interpretations of NVBs in various cultural contexts.	6
PRACTICUM		
VI	Writing a term paper on Barriers to Intercultural Communication (the following aspects should be included in the paper) Anxiety, Assuming similarities instead of differences, Ethnocentrism, Stereotypes and prejudice, nonverbal misinterpretations, and language problems.	6
VII	Project Work on Issues of Cultural Diversity in Nepal	6
VIII	Seminar on Cultural Literacy	6
IX	Class-work or Presentation on Culture and Emotional Intelligence	6

Reference Books:

Brislin, R.W. (2000). *Understanding culture's influence on behavior* (2nd ed.). Harcourt Brace College Publishers.

E. D. Hirsch Jr. (1987). *Cultural literacy: What every American needs to know*. Houghton Mifflin.

Holliday, A.R. (2010). *Intercultural communication and ideology*. Sage Publication.

Jandt, F. (2004). *Intercultural communication: Identities in a global community* (4th ed.). Sage Publication.

Kharel P (2015). *The Wheel of communication: Himawatk and neighbourhood*. Kamala Kharel.

Matsumoto, D., & Hwang, H. C. (2013). Culture and nonverbal communication. In J. A. Hall & M. L. Knapp (Eds.), *Handbooks of communication science. Nonverbal communication* (p. 697–727). De Gruyter Mouton. <https://doi.org/10.1515/9783110238150.697>

Samovar, Larry A. et. al (2007). *Communication between cultures*, (7th ed.). Wadsworth.

Singer, M.H. (1998). *Perception and identity in intercultural communication*. Yarmouth, ME., Intercultural Press.

Ward, C., B., S. & Furnham, A. (2001). *The psychology of culture shock*. Routledge.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 532
Level: Master
Semester: Third

Course Title: **Media Research**

Total Marks: 100
Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Media Research'. This course focuses on the dimensions and dynamics of 'Media Research'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Instruction: Various practical activities should be assigned by a subject teacher for Units II, IV, V, VIII and X will carry cent percent of practical hours.

Course Objectives

- To enable students to be familiar with various issues and dimensions of 'Media Research'.
- To enable students to critically analyze/interpret trends and issues of 'Media Research'.
- To encourage students to carry out research work on different aspects media and communication research.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Introduction of research	4
II	Review of literature:	3
III	Research approaches and designs	4
IV	Research problem	3
V	Developing theoretical/conceptual framework	2
VI	Sampling	6
VII	Tools and methods of data collection	4
VIII	Implementing research plan	6
IX	Reporting and utilizing research findings	2
X	Final practical Assignment	14

Course of Study in Detail

UNIT	CONTENT	HOURS
I	INTRODUCTION OF RESEARCH • Methods of acquiring knowledge: problem solving and scientific method; • Research: definition, characteristics, purposes, types of research; • Historical evolution of research in media; • Basic research terms; • Philosophical worldviews of social/media research; • Scope of media research: areas, problems in media and social research; Ethical considerations in research.	4
II	REVIEW OF LITERATURE • Importance, purposes, sources, criteria for selection of resources and steps in reviewing literature, finding research gap through the review of literature.	3
III	RESEARCH APPROACHES AND DESIGNS • Type: Quantitative, Qualitative and Mixed Methodology • Historical, survey and experimental: Characteristics, types; problems and issues of qualitative, quantitative and mixed research designs, • Qualitative: Phenomenology, grounded theory, ethnography; issues of validity and reliability in qualitative research.	4
IV	RESEARCH PROBLEM • Identification of research problem • Formulation of problem statement, research questions and research objectives • Definition of terms • Assumptions and delimitations	3

	• Identification of variables • Hypothesis – definition, formulation and types.	
V	DEVELOPING THEORETICAL/CONCEPTUAL FRAMEWORK • Theories: Nature, characteristics, purpose and uses • Using, testing and developing conceptual framework, models and theories.	2
VI	SAMPLING: • Population and sample. • Types of sampling • Factors influencing sampling. • Sampling techniques. • Sample size. • Probability and sampling error. • Problems of sampling. • Characteristics of a good sampling design.	6
VII	TOOLS AND METHODS OF DATA COLLECTION • Concepts of data collection • Data sources, methods/techniques quantitative, qualitative and mixed approach • Tools for data collection – types, characteristics and their development • Unit analysis • Validity and reliability of tools	4
VIII	IMPLEMENTING RESEARCH PLAN • Planning for data collection, • Administration of tool/interventions, • Collection of data ANALYSIS AND INTERPRETATION OF DATA: • Plan for data analysis: quantitative and qualitative • Preparing data for computer analysis and presentation. • Statistical analysis • Interpretation of data • Conclusion and generalizations • Summary and discussion • Fundamentals of scientific writing, Format for scientific reporting: Preliminaries, preface and acknowledgement, table of contents, list of abbreviations, tables and illustration, the text, chapter and sub headings, quotations, use of numbers, footnotes, references, appendix, and index.	6
IX	REPORTING AND UTILIZING RESEARCH FINDINGS	2

	• Communication of research results; oral and written • Writing research report purposes, methods and style • Vancouver, APA, MLA, Chicago, Campbell etc. • Writing scientific articles for publication: purposes & style. • Utilization of research findings.	
PRACTICUM		
X	Research proposal development and presentation	14

Reference Books:

Bertand, I. & Hughes, P. (2005). *Media Research: Audience, institution and text*. Palgrave Macmillan.

Bhattacharjee, A. (2012). *Social science research: Principles, methods, and practices*. Text books Collection. Book 3.

Frey, L. R., & Cissna, K. N. (2009). *Routledge handbook of applied communication research*. Routledge.

Goode, W. J. and Hatt, P. K. (2006). *Methods in social research*. McGraw hill Book Company.

Hansen, A., et. al. (2004). *Mass communication research methods*. Macmillan Press.

Jensen, K. B. (2002). *A handbook of media and communication research: Qualitative and quantitative methodologies*. Routledge.

Koivisto, J., & Thomas, P. (2010). *Mapping Communication and media research: Conjunctures, institutions, challenges*. Tampereen yliopisto paino.

Patton, M.Q. (1990). *Qualitative evaluation and research methods*. Newberry Park, CA: Sage Publications.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 533
Level: Master
Semester: Third

Course Title: Media, Democracy and Political Communication

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Media, Democracy and Political Communication "Research'. This course focuses on the dimensions and dynamics of 'Media, Democracy and Political Communication'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with various dimensions of 'Media, Democracy and Political Communication',
- To enable students to critically analyze/interpret trends and issues of "Media, Democracy and Political Communication',
- To enable students to be fluent on issues of media and democracy creating a lot of healthy discourses in the society regarding media, democracy and political communication.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Understanding Democracy and Governance	5
II	Democratization and Free Flow of Information	5
III	New Media and Democratic Culture	5
IV	Diversity Management and Inclusive Democracy	5
V	Electioneering and Democracy	4
VI	Writing a Term Paper on Propaganda and Democracy	6
VII	Project Work on Media and Democratic Culture in Nepal	6
VIII	Seminar on Issues of Diversity Management in Nepal	6
IX	Class-work or Presentation on Free Flow of Information and Democratic Values	6

Course of Study in Detail

UNIT	CONTENT	HOURS
I	Understanding Democracy and Governance Concept of democracy, principles of democracy, traditional forms of government, theories of democratic government, governance, and its types; Role of media to strengthen democracy, transparency, good governance, and accountable government	5
II	Democratization and Free Flow of Information Concept of freedom of opinion and expression, right to information and informed citizenry, right to information as a fundamental human right; free and fair news media; new world information and communication order (NWICO)	5
III	New Media and Democratic Culture Concept of new media, characteristics of new media, digital democracy, new media and democratic culture, role of new media in strengthening democratic process; ethical issues.	5
IV	Diversity Management and Pluralistic Society Concept of diversity; Key issues of diversity management in heterogeneous societies; Role of media to maintain unity in diversity and promotion of pluralistic society; Legal provisions regarding inclusiveness; Challenges and opportunities of democracy in Nepal.	5
V	Periodic Election and Democracy Electoral Systems, Election Management Bodies (EMBs), political finance, role of media for free and fearless election and voting education, election campaign, electoral code of conduct, electoral dispute resolution.	4

PRACTICUM		
VI	Writing a Term Paper on Propaganda and Democracy The following aspects should be included in the paper: Misinformation, mal-information, and disinformation in politics; hate speech, counter-hate speech, fake news, deepfakes, propaganda, fighting inauthentic and inaccurate content.	6
VII	Project Work on Media and Democratic Culture in Nepal	6
VIII	Seminar on Issues of Diversity Management in Nepal	6
IX	Classwork or Presentation on Free Flow of Information and Democratic Values	6

Reference Books:

- Andrews, M. (2008) *The good governance agenda: Beyond indicators without theory*. Oxford Development Studies', 36(4). <https://doi.org/10.1080/13600810802455120>
- Bertrand, C. J. (2003). *The arsenal of democracy, media accountability systems*. Hampton Press.
- Birch, A. H. (1993). *The concepts and theories of modern democracy*. Routledge.
- Dahl, R. (1989). *Democracy and its critics*. Yale University Press.
- Brain, D.L,&Mercea, D. (2012). *Social media and democracy: Innovations in participatory democracy*. Routledge.
- Eester, J. &Stagstad, R., (Eds.). (1998). *Constitutionalism and democracy*. Cambridge University Press.
- Kharel, P. (2012). *Media for participatory democracy*. Kamala Kharel.
- Kharel, P. (2010). *Political Communication: Media, messages and meaning*. Sangam Institute.
- Thomassen, J., (2014). *Elections and democracy: Representation and accountability*. Oxford Press.<https://doi:10.1093/acprof:oso/9780198716334.001.0001>

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 534
Level: Master
Semester: Third

Course Title: Public Relations

Total Marks: 100

Pass Marks: 50

Credit hours: 03

Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Public Relations'. This course focuses on the dimensions and dynamics of 'Public Relations'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers course content verbally with relevant teachings aids, and the practical component delivers course content through reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and relevant aspects of Public Relations.
- To enable students to critically analyze/interpret trends and issues of Practices and principles of Public Relations.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Concept, origin and development of public relations	4
II	Theories and Principles of public relations	5
III	Public relations practices	5
IV	Models of public relations	3
V	Legal and ethical considerations	3
VI	Content production and media handling	3
VI	Preparation and submission of an analytical paper on PR practices and policies in small groups	6
VII	Preparation of press a release and conduct a demo press conference	6
VIII	Class assignment, discussion, presentation, class test	5
IX	Preparation and submission a term paper	7

Course of Study in detail

UNIT	CONTENT	HOURS
I	CONCEPT, ORIGIN AND DEVELOPMENT OF PUBLIC RELATIONS Definitions, concept, origin, and development of public relations in the western world; development of public relations in the Asian context; development of PR practice in Nepal from ancient to the modern era.	4
II	THEORIES AND PRINCIPLES OF PUBLIC RELATIONS Public and public opinion, Persuasion Theories, Social Exchange Theory, Social Learning Theory, and Diffusion Theory; Mass communication theories: Framing Theory, Agenda Setting Theory, Uses and Gratification Theory, and Cultural Theory;	5
III	PUBLIC RELATIONS PRACTICES Contemporary PR practice: from western to eastern world with special references to Nepal; processes of PR; relations with publics; professional skills of PR practitioners; corporate image and identity; Crisis management; Emergency PR	5

IV	MODELS OF PUBLIC RELATIONS Problem solving in PR: four models of Public Relations; Herman & Chomsky's propaganda model	2
V	LEGAL AND ETHICAL CONSIDERATIONS Legal principles of Public Relations; Social responsibility of Public Relations practitioners; Ethical considerations in Public Relations practices: from western world to eastern world with special references to Nepal	4
VI	CONTENT PRODUCTION AND MEDIA HANDLING Production of various materials for media: Press release and media kit; Organizing press conference; Media facility visit; Skills of dealing and handling media; New media as PR tools	4
PRACTICUM		
VII	Preparation and submission of an analytical paper on PR practices and policies of Provincial Government and public offices in small groups of two-three students.	6
VIII	Preparation of press a release and conduct a demo press conference on an organizational crisis in supervision of subject teacher.	6
IX	Class assignment, discussion, presentation, class test	5
X	Preparation and submission a term paper on practical application of modern PR theories.	7

Reference Books:

Lattimore, D, Baskin, O, Heiman, S. T. and Toth E.L. (2012). *Public Relations the profession and the practice* (3rd Ed.). Tata McGraw-Hill.

Rai, L. D. (2010). *An introduction of public relations*. Bhrikuti Academic Publications

Heath, R. L. (Ed.).(2013). *Encyclopedia of public relations* (2nded.). Sage Publication.

Watson, T. & Noble, P.(2005). *Evaluating Public Relations: A best practice guide to public relations and evaluation*. Kogan Page Limited.

Austin, E. W. &Pinkleton, B. E. (2008). *Strategic Public Relations Management*. (2nd ed.). Lawrence Erlbaum Associates, Publishers.

Lippmann, W. (1921). *Public Opinion*.

Herman, E. S.&Chomsky, N. (1988). *Manufacturing Public Consent*. Pantheon Books.

Grunig J. E. & Hunt, T. (1984). *Managing Public Relations*. Holt, Rinehart and Winston

Bernays, E. (1923). *Crystallizing Public Opinion*.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 535

Level: Master

Semester: Third

Course Title: News Reporting, Writing and Editing

Total Marks: 100

Pass Marks: 50

Credit hours: 03

Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'News Reporting, Writing and Editing'. This course focuses on the dimensions and dynamics 'News Reporting, Writing and Editing'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and issues of Reporting, Writing and Editing'
- To enable students to critically analyze/interpret trends and issues of Reporting, Writing and Editing'
- To encourage students to examine critically the issues of news reporting and editing.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Principles and standards of journalism	6
II	Reporting for the media	6
III	Writing for the media	6
IV	Editing the story	6
V	Writing a term paper on issues grammar and language in news editing	6
VI	Writing a term paper on issues grammar and language in news editing	6
VII	Carrying out a project on various issues of news reporting or editing a per direct by the subject teacher	6
VIII	Conducting a seminar on issues news editing and house style	6

Course of Study in Detail

UNIT	CONTENT	HOURS
I	PRINCIPLES AND STANDARDS OF JOURNALISM Journalistic Truth; Objectivity; Fairness; Impartiality and Accuracy; Teste and Decency; Confidentiality; Conflict of Interests; Editorial Independence; Journalism and Later years (Equality, Diversity and Plurality in content)	6
II	REPORTING FOR THE MEDIA Idea generation; Research; Information gathering; Field interview; Cross checking/verification; Sources of news; News worthiness, Election reporting; Covering disaster and tragedy; Parliamentary reporting; Crime reporting; Investigative reporting.	6
III	WRITING FOR THE MEDIA Fundamentals of writing news story - lead and body of the news story; News value; News angle and perspectives; News elements, Factors affecting news; Feature and other story type) Writing for print media (Language skills, structure; format and style; consistency; Using photos and sketches) Writing for radio (Storytelling; Scripting– Spoken language; structure; formats and style; consistency; using radiophonic	6

	elements) Writing for TV (Story telling; Scripting–Visuals; Spoken language; structure; format and style; Using effects – sound effects and music effects)	
IV	EDITING THE STORY Spelling and vocabulary; Elimination of unnecessary words and jargons; Simplification of words, sentences, paragraphs; avoidance of repetition; Making precision; Remaining objective; Consistency- Sequence, flow and combination of the story; Editorial correctness; Proofing; Audio and Visual editing.	6
PRACTICUM		
VI	Writing a term paper on issues grammar and language in news editing	6
VIII	Carrying out a project on various issues of news reporting or editing a per direct by the subject teacher	6
IX	Conducting a seminar on issues of news editing and house style	6
X	Class-work or presentation on emerging issues of news reporting and editing in the age of digital journalism	6

Reference Books:

- Fedler, F., Bender, J.R., Davenport, L. & Drager, M.W. (2005). *Reporting for the Media*(8thed.). Oxford University Press.
- Filak, V. F. (2019). *Dynamics of media writing: Adapt and connect*(2nded.). SAGE Publication.
- Filak, V. F. (2019). *Dynamics of news reporting and writing: Foundational skills for a digital age*. SAGE Publication.
- Hilliard, R. (2015). *Writing for television, radio, and new media*(11th ed.). Cengage Learning.
- Kovach, B & Rosenstiel, T. (2007). *The elements of journalism: What news people should know and the public should expect*. Three Rivers Press Publication.
- Kuehn, S.A. & Lingwall, A. (2018). *The basics of media writing: A strategic approach*. SAGE Publication.
- Kharel, P. (2010). *A study of journalism*. Nepal Association of Media Educator.
- Mainali, R. (2015). *Radio paddhati* (2nded.). Bhrikuti Academic Publication
- Khanal, C. (2059). *Sanchar jagat*. SuprabahaPrakashan.
- Luitel, G. R. (2009). *Radio utpadan (Radio is Magic.)*. NEFEJ/Radio Sagarmatha
- McLeish, R. (2005). *Radio production*,(5thed.). Focal Press.
- White, T. and Barnas, F. (2010). *Broadcast news: Writing, reporting, and producing*(5th ed.). Focal Press.
- Regmee, R. & Khanal C. (2059). *Samacharkarmi*. Nepal Association of Media Educator.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 536
Level: Master
Semester: Third

Course title: **Full Practical Subject- III: New Media Production**

Total Marks: 100

Pass Marks: 50

Credit hours: 03

Working Hours: 48

Course descriptions

This course is developed to harmonize practical aspects with theoretical aspects of media content production. It also aims at sharpening the practical skills of the students as a supplementary part of theoretical knowledge of media. This course constituted by 100 percent. Students are required to work with new media content constituting 100 percent of practical activities.

Course objectives:

- To enable students to sharpen knowledge and skills on practical activities of particular content production in journalism
- To enable students to produce digital content.

Procedures:

Students of Third Semester in Masters' Level will produce new media content incorporating the local, social and developmental issues, events/ activities in groups. The respective faculty member/department should start the procedure of content production from the beginning of the session in order to complete the production cycle. Students are required to conduct field works as per need of the production cycle.

Process:

First of all, all the students get instruction lectures by the subject teacher in class. After then, subject teacher divides students in small groups of 3-5 students. Class teacher can take some theoretical classes in between the semester period if they feel necessary. The students must go through the following processes under the direct supervision of the subject teacher:

- Selection of an Editor/ Executive Producer for each group, and assign the roles and responsibilities of each member in the group
- Editorial meeting
- Assignment to each group members mentioning deadline
- Students need to arrange field visits in group or individually for field reporting practice and interview on the social and developmental issues/events.

Production:

- **Procedure and protocol of new media production:**
 - Students in different groups should create and maintain an online news portal covering news, features, editorial and articles on social, economic, environment, education, rural development, sustainable development, urban planning, agriculture, irrigation, drinking water and drainage system, sanitization, public health, local cultural heritage, communities, industry, trade and commerce, and so on.
 - Students need to design a blog or webpage for the practice.
 - Students need to produce photos and audio-visual content for the news portal
 - The news portal needs to be update daily/weekly basis
 - The Subject teacher should assign responsibility to the groups in a week/fortnight/month basis to produce the contents for the news portal. Each group should take the responsibilities of editorship turn by turn.
 - The editors should assign a particular responsibility to the members of each group.
 - Each member should keep date-wise work records of their content. The editor needs to submit monthly progress report to the subject teacher. The subject teacher needs to closely monitor each group's performance and keep record for evaluation purpose.
- **Minimum Requirements:**
 - Each student needs to produce and post at least **10 news items** including **4 field reporting, 2 features, 2 articles** and **2 editorials** on the portal for the whole period of this semester.
 - Each student will be given opportunity to reporting, writing, editing and posting process.
 - Each student needs to obtain knowledge to post their content on the online portal.

Marks distribution:

○ Field reporting (4x5) and posting	20
○ Feature writing (2x5) and posting	10
○ Editorial writing (2x5) and posting	10
○ Article writing (2x5) and posting	10
○ Content editing (Lump sum)	10
○ Designing and technical skills(Lump sum)	10
○ Photo and audio/visual capturing, editing and posting	10
○ Updating the content(Lump sum)	10
○ <u>Language skill and presentation(Lump sum)</u>	<u>10</u>
Total	100

Total: 100 Marks

Requirements:

A computer-based newsroom-cum-lab with audio visual studio facilities: To achieve the objectives of this course of study, the department needs to establish an online news portal newsroom with enough computers, high speed broadband internet, telephone, movie and still camera, microphones, voice recorders and an audio-visual studio with mixer, and headphone.

Reference Books:

Allan, S. (2006). *Online news journalism and the internet*. Open University Press.

Hall, J. (2001). *Online journalism a critical primer*. Pluto Press.

Quinn, S. & Filak V. F., (Eds.). (2005). *Convergent Journalism: An introduction*. Focal Press.

Quinn, S. & Lambie, S. (2008). *Online newsgathering research and reporting for journalism*. Focal Press.

Ward, M. (2002). *Journalism online*. focal Press.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal



Master's Degree in
Journalism and Mass Communication
Fourth Semester Course of study
Prepared in 2078 (2021)

M.A. Journalism and Mass Communication Course of Study

Code No.	Subject	Full Marks	Teaching Credits
JMC 541	Global Journalism	100	3
JMC 542	Media Ethics: Philosophy, Issues and Concerns	100	3
JMC 543	Media, Political System and Laws	100	3
JMC 544 A (Elective 1)	Cinema	100	3
JMC 544 B (Elective 2)	Advertising: Principles and Practices	100	3
JMC 545	Thesis/dissertation Writing		6

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No: JMC 541
Level: Master
Semester: Fourth

Course Title: **Global Journalism**

Total Marks: 100
Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Global Journalism'. This course focuses on the dimensions and dynamics of 'Global Journalism'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers course content verbally with relevant teachings aids, and the practical component delivers course content through reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the global journalism practices and its latest trend
- To enable students to critically analyze/interpret trends and issues of global journalism

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Concept, Origin and Development of Global Journalism	3
II	Technological Development	3
III	Theoretical Discourse	6
IV	Global Broadcasting and Entertainment Industries	5
V	New Media and Global Journalism	4
VI	Global Media Ownership and Concentration	3
VII	Preparation and submission a research paper in small groups of 3-4 students.	6

VIII	Working paper	6
IX	Class assignment, discussion, presentation, class test	5
X	Preparation and submission a term paper	7

Course of Study in Detail

UNIT	CONTENT	HOURS
I	CONCEPT, ORIGIN AND DEVELOPMENT OF GLOBAL JOURNALISM Definition, origin of the globalization, development of global media technology and global journalism; global journalism as a modern phenomenon of blurring the frontiers; global media structure	3
II	TECHNOLOGICAL DEVELOPMENT Emergence of English as international language, development of global transportation networks (Boeing flight); evolution of satellite communication; evolution of global television and internet	3
III	THEORETICAL DISCOURSE International news flow: free flow of information vs. balanced flow of information; McBride Commission and its recommendations; Development of international ('Big Four') news agencies and alternative news agencies; global media as the tools of propaganda; terrorism as threat to global journalism	6
IV	GLOBAL BROADCASTING AND ENTERTAINMENT INDUSTRIES Global media flow and contraflow: dominant vs. alternative broadcasting; Global reach of American entertainment industry; Cultural imperialism; Influence and threat of global and regional broadcasting and entertainment industries towards poor and small countries' culture, language, and nationalism	5
V	NEW MEDIA AND GLOBAL JOURNALISM Computer network and reach of internet: beyond the frontiers; Online journalism getting popularity; Declining newspapers; Social media: global networking; Glocalisation; Reach and access.	4
VI	GLOBAL MEDIA OWNERSHIP AND CONCENTRATION Varieties of global media; Multinational media ownership and control; Media concentration/merger trends in global media industries; Global trade in media culture.	3
PRACTICUM		
VII	Preparation and submission a research paper of 3000-4000 words on the influence and threat of global and regional television/ newspaper/ magazine/ radio/ internet/ cinema/ cartoons/ tele-serials to Nepali local culture and nationality in small groups of 3-4 students.	6

VIII	Working paper on the opportunity to the local media to global reach.	6
IX	Class assignment, discussion, presentation, class test	5
X	Preparation and submission a term paper on contemporary global media issues.	7

Reference Books:

Herbert, J. (2001) *Practicisng global journalism*. Focal Press

Thusu, D. K. (Ed.). (2012). *International communication a reader*. Routledge

McQuail, D. (2010). *McQuail's mass communication theory* (6th Ed.). Sage Publications, Inc.

Parks, C. (2007). *Development, globalization, and the mass media*. Sage Publication

US Department of Commerce. (1993) *Globalization of the mass media*.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No.: JMC 542

Level: Master

Semester: Fourth

Course Title: **Media Ethics: Philosophy, Issues and Concerns**

Total Marks: 100

Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'media ethics'. This course focuses on the dimensions and dynamics of 'media ethics'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers verbally or in written form the theories, while the practice method enables to understand theories, by reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and impacts of 'media ethics'.
- To enable students to critically analyze/interpret trends and issues of 'media ethics'.
- To encourage students to examine critically ethical aspects media practices, and implement it their professional lives.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Philosophy of ethics	5
II	Media ethics, free speech, and democracy:	4
III	Ethical dilemmas, issues, and concerns in journalism	6

IV	The ethics of photo and video journalism	5
V	Bias, ideology, and the media	4
VI	Writing a term paper on ethical issues of Nepali media	6
VII	Carrying out a project work on issues of ethical dilemma that journalists are facing	6
VIII	Conducting a seminar on responsible journalism	5
IX	Class work or presentation in groups on media ethics, issues and concerns assigned by the subject teacher	7

Course of Study in Detail

UNIT	CONTENT	HOURS
I	PHILOSOPHY OF ETHICS Philosophy and definition of ethics, Concept of western and eastern philosophy of ethics, Historical development of ethics, Emergences of professional ethics.	5
II	MEDIA ETHICS, FREE SPEECH, AND DEMOCRACY Journalism, Offence, and Free Speech; Fake News and the limits of freedom of Speech; Assessment of ethical considerations in concurrent journalistic practice in Nepal.	4
III	ETHICAL DILEMMAS, ISSUES, AND CONCERNS IN JOURNALISM Defamation; Obscenity and decency; Contempt of court and parliament; Ethics for investigative journalists; Ethical concerns regarding advertisement; Ethics and new media; Gender, ethnicity, and media framing; Children and media framing.	6
IV	THE ETHICS OF PHOTO AND VIDEO JOURNALISM Covering pain and disaster; Photos/video and public outcry; Newsworthy photos and social standards; Ethical dimensions of art and entertainment;	5
V	IDEOLOGY, BIAS, AND THE MEDIA: False Consciousness; Partisan News, the Myth of Objectivity, and the standards of responsible journalism; Sourcing the news.	4
PRACTICUM		
VI	Preparation and submission a research paper of 3000-4000 words on ethical consideration in local media such as radio, television, local newspapers, online portals in small	6

	groups of 3-4 students.	
VII	Carrying out a project work on issues of ethical dilemma that journalists are facing.	6
VIII	Class assignment, discussion, presentation, class test	5
IX	Preparation and submission a term paper on contemporary issues of media ethics and its implementation. Students will finalize the issues under the supervision of class teacher.	7

Reference Books:

Belsey, A. & Chadwick, R. (1992). *Ethical issues in journalism and the media*. Routledge

Cristians, C.; Fackler, M and friends. (2017). *Media Ethics: Cases and moral reasoning*. Routledge.

Fox, C.; and Saunders, J (Ed.). (2019). *Media ethics, free speech, and the requirements of democracy*. Routledge.

Mainali, R. (2078 BS). *Radio Bachan: Historical development and practices of ethics*. Bhrikuti Academic Publication.

Patterson, P.; Wilkins, L; and Painter, C. (2019). *Media ethics: Issues and cases*. Rowman & Littlefield.

Steven Maras (2013). *Objectivity in journalism*. Polity Press

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No. JMC 543
Semester: Fourth

Course Title: **Media, Political System and Laws**

Total Marks: 100
Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Media, political system and laws'. This course focuses on the dimensions and dynamics of 'Media, political system and laws'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers course content verbally with relevant teachings aids, and the practical component delivers course content through reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the media regulation in various political systems
- To enable students to critically analyze/interpret trends of media laws in national as well as global contexts.

Course of Study in Brief

UNITS	UNIT TITLES	TEACHING HOURS
I	Different Political Systems and Media Regulation	3
II	Principles of Media Law	5
III	Contemporary Media Regulation Practices in the World	6
IV	CONCURRENT MEDIA REGULATION PRACTICE	4

	IN NEPAL	
V	Development of Media Regulations in Nepal	7
VI	Preparation and submission a research paper in small groups of 3-4 students.	6
VII	Working paper	6
VIII	Class assignment, discussion, presentation, class test	5
IX	Term paper	7

Course of Study in Detail

UNIT	CONTENT	HOURS
I	DIFFERENT POLITICAL SYSTEMS AND MEDIA REGULATION Definition, media regulation within various political systems in the world: democracy, autocracy, liberalism, socialism, and communism.	3
II	PRINCIPLES OF MEDIA LAW Concept of law, sources of laws; specific media laws and general laws related to media; contempt of court; defamation; privacy; privilege of parliament; concept of freedom of opinion & expression, and media freedom; media freedom vs. responsibilities	5
III	CONTEMPORARY MEDIA REGULATION PRACTICES IN THE WORLD Western world: UK, USA, France, and Sweden; Eastern world: Japan, China, and SAARC countries; situation of media freedom in the world.	6
IV	DEVELOPMENT OF MEDIA REGULATIONS Evolution of media regulation in the world; Historical development of media laws in Nepal: Evolution of media suppression and struggle for freedom; current situation of media freedom in Nepal; Media policies.	4
V	CONCURRENT MEDIA REGULATION PRACTICE IN NEPAL Constitutional provisions regarding to media and press freedom; concurrent media laws: Press and Publication Act 2048 BS, National Broadcasting Act 2049, Copyright Act, 2059 BS, Working Journalists Act, 2051 (first amendment, 2064), Right to information Act, 2064 BS, Press Council Act 2048 BS; Advertisement (Regulating) Act, 2076 BS; Regulation of new media and social media; media regulatory bodies in Nepal.	7
PRACTICUM		
VI	Preparation and submission a research paper of 3000-4000 words on the implementation situation of various acts such	6

	as copyright, working journalists, advertisement, film, defamation, contempt of court and broadcast in small groups of 3-4 students.	
VII	Presentation of a working paper on the media regulation and various local media such as print, broadcasting, cinema, online, social media.	6
VIII	Class assignment, discussion, presentation, class test	4
IX	Preparation and submission a term paper on contemporary issues of violation cases of media laws.	7

Reference Books:

Dahal, K (2011) *Aamsanchar ra kanun*. Nepal Press Institute.

Calvert, C., Kozlowski, D. V. & Silver, D. (2018). *Mass media law*. (20th ed.). McGraw Hill Education.

Birahi, H. (Ed.). *Prakashanko digdarshan*. Press Council Nepal.

Basu D. (2010). *Law of press (5th ed.)* New Delhi: Lexia-Nexis India.

Moore, R. L. & Murray M. D. (2008). *Media law and ethics* (3rd ed.). Taylor & Francis Group, LLC.

Zelezny, J. D. (2011). *Communications law: liberties, restraints, and the modern media* (6th ed.). Wadsworth, Cengage Learning.

Nepal Law Commission. <https://www.lawcommission.gov.np/en/> as the authentic source for the constitutions and laws regarding to media in Nepal.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No. JMC 544A (Elective 1)
Level: Master
Semester: Fourth

Course Title: Cinema

Total Marks: 100
Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Cinema'. This course focuses on the dimensions and dynamics of 'Cinema'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers course content verbally with relevant teachings aids, and the practical component delivers course content through reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with various issues and dimensions of 'Cinema'.
- To enable students to critically analyze/interpret trends and issues of 'Cinema'.
- To equip students with cinematic knowledge and skills.

Instruction: This is the practical based subject; therefore, the subject teacher is recommended to assign students in groups and conduct practical work according to the various units' theme.

Course of Study in Brief:

UNITS	UNIT TITLES	TEACHING HOURS
I	Historical Development of Cinema	2
II	Fundamental Theories of Cinema: Fundamental Theories of Cinema/Film	5
III	Folk Culture and Pop Culture	3

IV	Cinema Workflow- Pre-Production Phase	6
V	Cinema Workflow- Production Phase	4
VI	Cinema Workflow- Postproduction Phase	5
VII	Production of a Short Film/Cinema in Groups	23

Course of Study in Detail

UNIT	CONTENT	HOURS
I	HISTORICAL DEVELOPMENT OF CINEMA Evolution and development of cinema: from the western world to the eastern world; Cinema in Nepal	2
II	FUNDAMENTAL THEORIES OF CINEMA/FILM Formative Theory, Realist Theory, Materialist Theory; Structuralism and Semiology, Marxist and Feminist Theory, Current Film Theory; Non-Western Film Theories Time and Place; Audio and Visual - Scene Creation - Set; Basic Visual Theory; Visual Components; Sound Components; Storytelling; Cinema Genre.	5
III	FOLK CULTURE AND POP CULTURE Folk culture in Nepal and Karnali province; Pop culture and its impact on folk culture; Cultural commodification	3
IV	CINEMA WORKFLOW- PRE-PRODUCTION PHASE Financing & Budgeting for the Cinema Story and Screenplay: Stages of Screenplay; Screenplay Structure; Storytelling Structure and Elements; Costume and Production Design. Preparing for the Shoot: Casting and Audition; Equipment/Transportation Preparation; Location Scouting The Final Stages of Pre-production: Storyboards and Shot Breakdown; Discuss shots between Director/ Cinematographer/Editor; Shooting Schedule and Logistics; Rehearsals/Workshops.	6
V	CINEMA WORKFLOW- PRODUCTION PHASE Acting: Western and Eastern Acting Theory; Observation and Imagination. Cinematography: Camera and Camera Theory; Lights and Light Theory; Visual Composition; Colour Combination.	4
VI	CINEMA WORKFLOW- POST PRODUCTION PHASE Logging Footage. Editing Film: Editing Equipment; Editing Workflow; Basic Editing Theory; Visual Continuity / Transitions; Rhythm and Pace / Timelapse. Sound Design: Sound Workflow and Sound Equipment; Sound Theory and Sound Elements; Types of Cinema Sound; Dubbing -	5

	Foley - Background Scoring - Mixing. Cinema Sound Mixing: Color Grading; Visual Effects; Prepare/Encode for Distribution. Distribution: Promotional Materials; Agreement for the Distribution; Screening.	
PRACTICUM		
VII	Production of a short film/cinema in social issues of 15-30 minutes in groups	23

Reference Books:

- Arnheim, R. (1957). *Film as art*. Berkeley: University of California Press.
- Ascher, S.& Pincus, E. (2013). *Filmmaker's handbook*. Penguin Group.
- Bordwell, D; Thomson, K. and Smith, J. (2016). *Film Art: An introduction*. McGraw-Hill Education
- Braudy, L., & Cohen, M. (Eds.). (2004). *Film theory and criticism: Introductory readings* (6th ed.). New York: Oxford University Press
- Brown, B (2016). *Cinematography: Theory and practice: Image making for cinematographers and directors*. Routledge.
- Chaudhuri, D. (2015), Written by Salim-Javed: The Story of Hindi Cinema's Greatest Screenwriters. Penguin.
- Collier, J. (2009). Film theories. In Littlejohn, S. W. & Foss, K. A. (Eds.), *Encyclopedia of communication theory* (pp. 400-404). SAGE Publications, Inc.
- Cook, D. A. (2016). *History of narrative film* (Fifth edition). W. W. Norton & Company
- Field, S. (2008). *The definitive guide to screen writing*. Ebury Publishing
- Field, S. (2008). *The screenwriter's workbook*. Random House Publishing Group.
- Giannetti, L. (2007). *Understanding movies*. Prentice Hall.
- Guins, R. and Cruz. O. Z. (Eds.). (2005). *Popular Culture A Reader*. Sage Publications
- Horkheimer, M. and Adorno, T.W. (2002). *Dialectic of Enlightenment: Philosophical Fragments*. USA: Stanford University Press.
- Jackson, W. (2016). *Digital video editing fundamentals*. Apress.
- Ministry of Social Development, Karnali Province. (2019). *Karnali Pradeshka Jati, Bhasha Ra Sanskritik Abastha Ek Adhyayan (A Study on Tribes, languages, and Cultural Situation of Karnali Province)*.
- Murch, W. (2001). *In the blink of an eye*. Silman-James Pr

Nepal Government. *Cultural Policy 2068 BS*.

Parkinson, D. (2002). *The history of film*. Thames & Hudson World of Art.

Storey, J. (2018). *Cultural theory and popular culture: An introduction* (8th ed.). Routledge

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No. JMC 544B (Elective 2)
Level: Master
Semester: Fourth

Course Title: **Advertising: Principles and Practices**

Total Marks: 100
Pass Marks: 50

Credit hours: 03
Teaching hours: 48

Course descriptions

This course is developed to impart advanced knowledge on 'Advertising'. This course focuses on the dimensions and dynamics of 'Advertising'. Along with its theoretical aspects, it comprises of practical components.

Each unit carries components of lecture and practice. The lecture method delivers course content verbally with relevant teachings aids, and the practical component delivers course content through reading, writing and group discussion assignments.

The theoretical parts of the course content constitute lecture methods, and the practicum components constitute the practical activities.

Course Objectives

- To enable students to be familiar with the growth, development, and relevant aspects of Advertising.
- To enable students to critically analyze/interpret trends and issues of Practices and Principles of Advertising.

Course of Study in Brief:

UNITS	UNIT TITLES	TEACHING HOURS
I	Concept, Origin and Development of Advertisement	3
II	Scope and Theoretical Aspects of Advertising	4
III	Legal and Professional Responsibility of Advertising	5
IV	Production of Commercials and Public Service Announcement	5

V	Advertisement Outlet	3
VI	Advertisement Effects	5
VII	Preparation And Submission of an Analytical Paper on Advertisement Published and Displayed Provincial Mass Media in Small Groups of Two-Three Students.	5
VIII	Preparation of Script and Production of Media Advertisement in Supervision of Subject Teacher.	7
IX	Class Assignment, Discussion, Presentation, Class Test	4
X	Preparation and Submission a Term Paper on Legal/ Ethical/ Language/ Women Portrayal and Other Social Issues.	7

Course of Study in Detail

UNIT	CONTENT	HOURS
I	CONCEPT, ORIGIN AND DEVELOPMENT OF ADVERTISEMENT Definition of Advertisement; origin and historical development of advertisement in the world and SAARC region with special reference to Nepal; Importance and scope of advertisement.	3
II	SCOPE AND THEORETICAL ASPECTS OF ADVERTISING Advertisement as industry in the world as well as Nepal; Types of advertisement; Advertisement as a profession; Fundamental theories of advertisement; Advertisement agencies in Nepal and their role; Professional skills.	4
III	LEGAL AND PROFESSIONAL RESPONSIBILITY OF ADVERTISING National legal parameters: Advertisement Policy, Advertisement Act, Clean-feed Act, Advertisement Board and its duties and functions as the regulatory body, International and national ethical and professional standards of advertisement.	5
IV	PRODUCTION OF COMMERCIALS AND PUBLIC SERVICE ANNOUNCEMENT Planning and process of advertisement; Positioning and branding of product; creativity: concept development, scripting, and production technique; Knowledge about consumers, products, and market; Production of commercials and PSAs	5
V	ADVERTISEMENT OUTLET Advertisement as media support system; Media planning; print media; television, radio, cable, and satellite; Direct mail/marketing; Budget planning.	3
VI	ADVERTISEMENT EFFECTS Advertising research and media rating; Pretesting and testing; Media research institutions; Tracking advertising result; Advertisement and consumers: areas of controversy; Advertising and citizens: areas of controversy; Uses of web 2.0+ as research	5

	and rating tools.	
PRACTICUM		
VII	Preparation and submission of an analytical paper on advertisement published and displayed provincial mass media in small groups of two-three students.	5
VIII	Preparation of script and production of various media commercials and PSAs under supervision of the subject teacher.	7
IX	Class assignment, discussion, presentation, class test	4
X	Preparation and submission a term paper on legal/ ethical/ language/ women portrayal and other national and social issues.	7

Reference Books:

Hill. K. (Ed.). (2017). *Advertising management theory and practice*. Library press

Kotler, P. (2000). *Marketing management millennium edition*. Pearson Custom Publishing

Rai, L.D. (2014). *Introducing Advertising: History, Principles and Practice*. Bhrikuti Academic Publications.

Sachdeva, I. S. (2009). *Public Relations principles and practices*. Oxford University Press

Sandage, C. H., Fryburger, V. & Rotzoll, K. (2000). *Advertising theory and practice*. (11th ed.). A.I.T.B.S. Publishers & Distributors.

Armstrong J. S. (2010). *Persuasive advertising*. Palgrave Macmillan

Chris Hackley. (2005). *Advertising and Promotion*. Sage Publication

Wilmshurst, J. (1985). *The Fundamentals of Advertising*. William Heinemann Ltd.

Mid-West University
Faculty of Humanities and Social Sciences
Surkhet, Nepal

Subject Code No. JMC 545
Level: Master
Semester: Fourth

Course Title: **Thesis/dissertation Writing**

Total Marks: 100
Pass Marks: 50

Credit hours: 06

Course descriptions

Media student of Master level are required to carry out a research work and write a report as thesis on related issues following the philosophical principles, theories and methodologies of social research and mass communication. The students are required to select an issue as academic problem and prepare a proposal before carrying out research. After defending the proposal at the research committee of the department, students are allowed to go to the field to carry out their research under a supervisor designated by the department. Students need to follow the norms and principles of academic writing and styles and formats in dissertation writing.

Course Objectives

- To enhance students' capacity to carry out academic research work
- To familiarize students with academic writing and dissertation discipline
- To enable students to propose and carry out an academic research project and write a research report following the latest style and format.

Protocol of thesis writing:

- Students of master fourth semester are given a week-long orientation on the academic problem, academic writings, procedure, and methodologies of media research in between the course.
- After completion of orientation programme, students are assigned to pick up an academic issue (problem) to prepare a dissertation proposal under the structure and format designated by the university/department.
- Once the proposal passed, students get supervisor to guide them in carrying out research and writing dissertation.
- Students need to follow the structure approved by the university/department.

- Students must complete thesis within given deadline by the university/department.
- Students shall defend their proposal before to get supervisor.
- Students must defend their thesis before the research committee after receiving written approval from their thesis supervisor.
- Final draft of thesis needs to submit to the department in required binding copies only after incorporation of the suggestions and inputs that are received from the research committee members during the viva voce.
- Students may need to bear extra payment for thesis according to the rules of the University.
- Students and faculty members are recommended to the Media Research paper too in thesis research and writing process.

Reference Books:

Terrell, S. R. (2016). *Writing a proposal for your dissertation guidelines and examples*. The Guilford Press.

Roberts, C. M. (2010). *The dissertation journey: a practical and comprehensive guide to planning, writing, and defending your dissertation* (2nd ed). CORWIN a Sage Company.

Leavy, P. (2017). *Research design quantitative, qualitative, mixed methods, arts-based, and community-based participatory research approaches*. The Guilford Press

Mauch, J. E. & Park, N. (2003). *Guide to the successful thesis and dissertation a handbook for students and faculty* (5th ed.). Marcel Dekker, Inc.

Bailey, S. (2011). *Academic writing a handbook for international students*. (3rd ed.). Routledge

American Psychological Association. (2019). *Publication Manual of the American Psychological Association* (7th ed.).