

04 August 2013

Dean
Faculty of Humanities and Social Sciences
Purbanchal University
Biratnagar, Nepal

Re: Submission of the updates in the Master of Arts in Mass Communication and Journalism (MAMCJ) curricula

Dear Sir,

In the capacity of the Subject Committee for Humanities and Social Sciences under Purbanchal University, I have hereby submitted the signed updates collectively made in the four-semester curricula of the Master of Arts in Mass Communication and Journalism (MAMCJ) program through an extensive review and deliberations over one year.

The MAMCJ program launched in 2001 and taught for 12 years without any formal updates has now been improved to a considerable extent. However, we are aware that there always is much room to improve in this context as the world is highly characterized by the accelerating information and communication technologies (ICTs), with global repercussions.

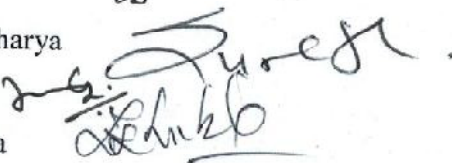
The signing members (present at the venue) are as follows:

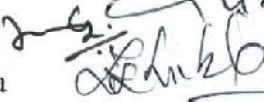
1. Dr. Manju Mishra
2. Mr. Mohan Nepali
3. Mr. Sneha Sayami
4. Mr. Suresh Acharya
5. Mr. Tanka Upreti
6. Mr. Tapanath Sukla

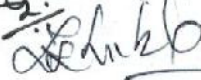






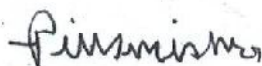






We look forward to hearing from you.

Yours truly,



Dr. Pius Mishra

Chair

The Subject Committee (Humanities and Social Sciences)

Cc: (i) Vice-Chancellor

(ii) Controller of Examinations

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Purbanchal University

MA MCJ
First Semester

Courses of Study

The syllabus for the 1st Semester

SUB CODE NO	COURSE TITLE	CREDIT	LECTURES (hrs)	PRACTICAL (hrs)
MCJ 501 MC	Mass Communication Theories and Practices	3	3	0
MCJ 502 JOU	Modern Journalism: Principles and Trends	3	3	0
MCJ 503 JOU	Advanced Reporting and Editing	3	3	0
MCJ 504 JOU	Broadcast Media: History and Modern Trends	3	3	0
MCJ 505 MC	Media Laws	3	3	0
MCJ 506 NUM	Fundamentals of Information System	3	1	2
MCJ 507 PROJ	Project I	3		3
		21	16	5

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MAMCJ FIRST SEMESTER OVERALL OBJECTIVES

Knowledge about the universally adopted mass communication theories, including the prevalent professional and research practices in this discipline, helps the prospective students to investigate political and socio-economic phenomena and produce critical and analytical analyses, using mass media and audience perspectives. The First Semester is the first step to enter the multidisciplinary realm of mass communication and journalism studies from a media-society linkage perspective. The First Semester students are advised to build their theoretical infrastructures by utilizing this foundation level. Students' previous background of journalism study background at +2 and undergraduate levels can be an asset but cannot be a tool to lower their seriousness. The following overall objectives of the First Semester are:

- To enable students to grasp the very idea of mass communication in human society, familiarizing them with the mass communication theories in vogue.
- To impart fundamentals on the current journalistic principles and practices, enabling them to understand what journalism is in essence and how it works generally in the present world.
- To familiarize students with core journalistic areas of reporting and editing as a whole, facilitating an environment for developing their skills.
- To make students familiar with the global historical evolution and current trends of broadcast media.
- To enable students to know the most relevant media laws and their application for a practical purpose.
- To familiarize them with the basics of computer applications so that they will be able to use tools and applications (may sound too basic for those educated in well-facilitated cities).
- To encourage them to objectively observe media coverage for critical and analytical writing.

Prerequisites

Students should have a general interest in picking up academic and professional knowledge on mass communication and journalism dimensions. Since the former background in this discipline is not sought to pursue the MAMCJ program, they are expected to have a studious and research-oriented attitude to cope with the challenges of the First Semester modules in case they are from a non-media academic background.

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Curriculum in Detail

FIRST SEMESTER

1. MCJ 501 MC Mass Communication: Theories and Practices - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
20	20	60	-	

Specific Objectives

1. Let students know the concept of communication and the development of mass media in the human society.
2. Make students familiar with the functions and importance of mass communication.
3. Enable them to grasp the relevancy of various mass communication theories in understanding mass communication process and its impact on the human society.
4. Develop in them information perspectives, relating them to media work.
5. Encourage them to adopt a critical and analytical approach as to mass media functions.

Course in Detail

1. Understanding Human Communication:

5 hrs.

- 1.1 Concepts of communication (human vs. non-human),
- 1.2 Definitions
- 1.3 Evolution of communication
- 1.4 communication elements and process
- 1.5 Levels of Communication
 - 1.5.1 Intrapersonal Communication
 - 1.5.2 Interpersonal Communication
 - 1.5.3 Extrapersonal Communication
 - 1.6.4 Transpersonal Communication
 - 1.5.5 Group Communication
 - 1.5.6 Organizational Communication
 - 1.5.7 Public Communication
 - 1.5.8 Mass communication
- 1.6 Nonverbal Communication
 - 1.6.1 Meta communication
 - 1.6.2 Time as Nonverbal Communication
 - 1.6.3 Silence as Loud Communication (Strategic Silence; Majority Silence; Spiral of Silence; Conversational Silence)
 - 1.6.4 Paralanguage as Nonverbal Communication

2. Mass Communication:

5 hrs.

- 2.1 Concept of 'mass' and mass communication process
- 2.2 Functions of Mass Communication

- 2.3 Information Traffic Patterns
2.4 Mass Communication and Culture
2.5 Mass audience
2.6 Mass media institutions
2.7 Mass culture and popular culture
2.8 Mass communication paradigms: Dominant Paradigm; Alternative/ critical paradigm

3. Mass Media:

10 hrs.

- 3.1 Concept and definitions of Mass Media
3.2 Evolution of Mass Media: print; radio; music; television; film and documentary; Internet; mobile
3.3 Alternative and community media
3.4 Transnational media flow
3.5 Global Vs local media practices
3.6 Media convergence
3.7 Mass Media and Society
3.8 PSB and Commercial Media
3.9 Civil society and public sphere
3.10 Media and the public interest.
3.11 Media Freedom, Media Equality and Media Diversity

4. Information Society:

10 hrs.

- 4.1 Concept of information (definitions, types, and characteristics of information, importance, process and life-cycle of information)
4.2 Critical study on information policies
4.3 Theories of Information Society: Defining information society, Post industrial society, information society and the market, information, democracy and postmodernism; Six ways to distinguish an information society (technological innovation and diffusion; occupational change; economic value; information flows; the expansion of symbol and signs), Information society as the third wave

5. Mass Communication Models and Theories:

15 hrs

- 5.1 Models of Mass Communication: Transmission Model, Reception Model, Publicity Model, and Ritual Model
5.2 Mass Communication Theories: Mass Society Theory, Marxist Theory, Functionalist Theory, Cultivation Theory, Agenda Setting Theory, Spiral of Silence Theory, Hypodermic Needle Theory, Uses and Gratifications Theory, Social Constructionist Theory, Media Dependency Theory, Cultural Imperialism Theory and Normative Theories (Four Theories of the Press, Development Theory of Media and Democratic Participant Theory of Media)

Practical: Students should produce a critical write-up of 1500 words on a particular theory approved by the faculty concerned.

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Recommended Readings

- Carolyn A. Lin/David J. Atkin. (2007). *Communication Technology and Social Change: Theory and Implications*. New Jersey: Lawrence Erlbaum Associates, Inc. Publishers.
- Charles R. Wright. (1981). *Mass communication: A Sociological Perspective*. New York: Random House.
- DeFleur, Melvin L. and Denis, Everette E. (1991). *Understanding Mass Communication*. (4th edition). USA: Houghton Mifflin Company.
- Curran, J. and Gurevitch. M. (eds.) (2000). *Mass Media and Society*. London: Arnold.
- Kharel, P. (2007). *Dimensions of Communication*. Kathmandu: Nepal Association of Media Educators.
- Kharel, P. (2010) *Political Communication: Media Message and Meaning*, Kathmandu: Sangam Institute.
- McQuail, Denis (2010). *Mass Communication Theory* (6th edition). New Delhi: Sage Publication Ltd.
- Narula, Uma. (1994). *Mass Communication Theory and Practice* (Reprint 2012). New Delhi: Har-Anand-Bhikuti Academic Publications.
- Thussu, Daya Kishan. (2000). *International Communication: Continuity and Change*. New York: Oxford University Press.
- Thussu, Daya Kishan. (eds.) (2010). *International Communication: A Reader*. Oxon: Routledge.
- Webster, Frank. (2006). *Theories of the Information Society*. New York: Routledge.
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2. MCJ 502 JOU Modern Journalism: Principles and Trends - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
25	15	60	-	

Specific Objectives

1. To make students with the fundamental history of journalism.
2. To impart knowledge on the academic concept of journalism.
3. To familiarize students with the prospects and challenges of journalism.
4. To let them know about the global trends of journalism, including the ones in the developing countries.
5. To help students closely observe the relationship between journalism and society.
6. To acquaint them with the idea of professional journalism, along with necessary ethics for professionalism.

Course Contents

1. Basic concepts of journalism: 5 hrs.

Origin, definitions, elements, function, principles, evolution (Guttenberg press, penny press, yellow journalism, Hutchins Commission, technology and journalism), modern trends

2. Prospects and Challenges: 5hrs

Professional structure, status and functions, employment opportunities, journalistic skills, professional challenges (technical, political, economic, socio-cultural, ethical, etc.)

3. Concepts of Right to Information and Privacy: 10 hrs.

Right to freedom of expression, right to information (right to know, access, protection of source, use of information), Right to privacy, Fourth Estate role and challenges (watchdog function, govt. and non government challenges).

4. Journalism and Society: 5 hrs.

Society and press, bridging news sources and media users, formal and informal control, journalism and formation of public opinion, Journalists' responsibility,

5. Professional Journalist: 5 hrs.

Competence and Characteristics (education, skills, ethics, research, exposure, decision making, update, challenges, and deadline), Gatekeeping, Access to Information, Protection of news source, Information handling, Roles of journalist.

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6. Journalism in Developing Countries: 5 hrs.

Concepts of the third world, free flow of information, Prospects and Challenges (technology, resources, security, socio-cultural aspects, education and literacy).

7. Journalistic ethics: 10hrs.

Need of ethics, historical background, international practices (ASNE, SPJ, IPC, IFJ, RTNDA, etc.), ethics of news agencies, national practices, code of conduct of Nepali journalists, Information ethics in organizations.

Practical: Students should produce a critical write up of 1500 words on a specific issue approved by the faculty concerned.

Recommended Readings

Astar, J.J. (1991). *Art of Modern Journalism*. New Delhi: Akashdeep Publishing House.

Ferguson, Donald and Patten, Jim. (1993). *Modern Journalism Workbook*. US: National Textbook Company.

Fiske, John. (1990). *Introduction to Communication Studies*. (reprint 2010) Noida: Routledge.

Fleming, Carole et al. (2006). *An Introduction to Journalism*. New Delhi: Vistaar Publishers.

Harcup, Tony. (2004). *Journalism: Principles and Practices*. New Delhi: Vistaar Publications

Hohenberg, John. (1973). *The Professional Journalist*. New York: Holt, Rinehart and Winston, Inc.

Kharel, P. (2012). *Media for Participatory Democracy*. Kathmandu: Kamala Kharel Pant,

N.C. and Kumar, Jitender. (1995). *Dimension of Modern Journalism*. New Delhi: Kaviskha Publisher.

Regmee, Ramkrishna and Khanal, Chiranjibi. (2059 BS). *Samacharkarmi (Newsmakers)*. Kathmandu: Nepal Association of Media Educators.

Ryan, Buck and O'Donnell, Michael. (2001). *The Editor's Toolbox: A Reference Guide for Beginners and Professionals*. Blackwell Publication.

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Stein, M. L., F. Paterno, Susan and Burnett, R. Christopher. (2006). *The Newswriter's Handbook Introduction to Journalism*. Blackwell Publishing.

Wasti, Sharachchandra. (2006). *Hamro Bhasha (Our Language)*. Kathmandu: Center for Investigative Journalism.

Fortner, S. and Fackler, Mark P. (eds.). *A The Handbook of Global Communication and Media Ethics* (Volumes 1 & 2). West Sussex: Blackwell Publishing.

Wilkins, Lee and Christians, Clifford G. (eds.). (2009). *The Handbook of Mass Media Ethics*. New York: Routledge.

MCJ 503 MC Advanced Reporting and Editing - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
20	20	40	20	100

Specific Objectives

1. To acquaint students with the concept of news.
2. To impart knowledge and skills in news gathering.
3. To familiarize them with various specialized areas of news reporting.
4. To provide knowledge and skills in media writing, covering different media.
5. To provide knowledge and skills in news editing.

Course Content

Part A: News Reporting

1. News: 5 hrs.

Concepts and definitions of news, news story and feature, types, structure and elements, analysis of news values, changing nature of news, impact analysis (headlines, leads, quotes, sources, lay-out, picture and cartoons, follow-up news, etc.), news analysis.

2. News gathering skills: 5 hrs.

Concept and definitions of news reporting; news operation; stages of reporting and gate keeping, investigative and research-oriented reporting, publicity releases, speeches, formal programmes, collection and verification of information, live reporting.

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3. Interviews: 5 hrs.

Concept and definitions, principles of journalistic interview, types and methods, importance, preparation, conducting interviews (do's and don'ts), handling hostile sources, interviewing problems, constraints and challenges, interview-questions, comparative analysis (with samples).

4. Specialized Reporting: 5 hrs.

Development reporting, environment reporting, human rights reporting (Gender Reporting, Conflict Reporting, Marginalized Reporting), court and legal reporting (including contempt of court), political and parliamentary reporting, crime reporting, international affairs reporting, news agency reporting, sports reporting, news reporting and public relations, reporting and public opinion, polling and election.

5. Media writing skills: 5 hrs.

Journalistic writing and other forms of writing; editorial, column, op-ed page, feature, commentary, book review, report writing caption writing, assignments.

Part B: News Editing

1. Introduction: 5 hrs.

Concept and definitions; principles, newsroom operation, basic tools, electronic editing,

2. Art of Sub-editing: 5 hrs.

Accuracy, objectivity and fairness; appropriateness (exact sentence, word, save space, etc.), sharpening the headline, lead editing, checking news values, Editing to serve meaning

3. Visual elements editing: 5 hrs.

Typography, make-up and lay-out design, front-page and other pages, words and pictures, illustrations and graphics,

4. Editor's role and responsibilities: 5 hrs.

Gatekeeping; managerial and administrative functions, PR making, Policy and strategy formulation, Decision making.

Practical: Students should produce a Camera Ready Copy of a leaflet or Brochure and submit to the faculty concerned. It carries 20 marks.

Recommended Readings

Ellis, Barbara. (2007). *The Copy Editing and Headline Handbook*. Basic Books.

F. Smith, Ron and M. O'Connell, Loraine (2004). *Editing Today*. New Delhi: Surjeet Publications

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Stein, M.L. and Paterno, Susan F. (2003). *The Newswriter's Handbook*. New Delhi: Surjeet Publications.

4. MCJ 504 JOU Broadcast Media: History and Modern Trends - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
30	10	60	-	

Specific Objectives

1. To provide a broad knowledge in the international historical background of radio and radio journalism.
2. To provide a broad knowledge in the international historical background of television and television journalism.
3. To acquaint students with various broadcast systems and trends.
4. To familiarize them with the common glossary of radio and television journalism.

Course Content

1. Introduction: 4 hrs

Definition, evolution (technology, coverage, practices), types, importance of broadcasting (radio and TV); different ages/stages of radio and television broadcasting in the world including UK, US, Canada, Germany, Italy, Japan, Australia, USSR/Russia and China (radio and television); differences between radio and television broadcasting, convergence of new technologies.

2. Broadcasting in SAARC: 4 hrs

Evolution, colonial and post colonial era, comparative study of SAARC radios and televisions; technology (tube, valve, transistor, satellite/ fiber optics, analogue/digital age), trends and practices; SAARC broadcast institutions, development of television and radio movements in Nepal.

3. Broadcasting System and Trends: 7 hrs

Concept and definitions, major broadcasting systems (State-run, PSB, commercial, community radio/television); B&W to colour/satellite TV broadcasting, networking of radio and TV, influence and manipulations in radio and television newsroom; ethical issues in broadcasting; impact of broadcasting on politics, behavior and culture.

4. Radio Journalism: 7 hrs

Concept and practices, importance, equipments and technology handling (studio vs. field), different radio journalistic forms, importance and uses of variety of sound (sound effect, music, signature tune, bridge and break tune, voice clip, narration), radio news operation (reporting, writing, editing, bulletin packaging, presentation)

5. **Radio programme Production: 8 hrs**

Programme formats; stages of program production (pre-production, production, post-production), script writing (structure, style, language, sound management), production tactics (mixing, editing, packaging, live and pre-recorded presentation, OB), quality of sound, feedback and audience participation; special radio programmes; basic terminologies.

6. **Television journalism: 15hrs**

Concept and practices, importance, equipments and technology handling (studio vs. live reporting), television news, importance and uses of visual and sound footages, different stages of production, TV news operation (assignment, camera handling and different poses of shooting, reporting, script writing, visual editing, packaging, presentation-facing the camera with heavy light), special TV programmes (documentary, commentary, current affairs, hard talk, panel discussion, etc), basic terminologies.

Recommended Readings:

Belavedi, Vasuki. (2008). *Video Production*. New Delhi: Oxford University Press.

Boyd, Andrew. (1990). *Broadcast Journalism*. Oxford: Heinemann Professional Publishing.

Bhatt, S.C. (2012). *Broadcast Journalism: Basic Principles*. New Delhi: Har-Aandanda-Bhrikuti Academic Publications.

Briggs, Asa. (1985). *The BBC: The First Fifty Years* Oxford: Oxford University Press.

Davis Anthony (1976). *Television: The First Forty Years*. London: Severn House.

Hilliard, Robert L. and Keith, Michael C. (1997). *The Broadcast Century* (2nd Edition). London: Focal Press.

Holland, Patricia. (1997). *The Television Handbook*. London: Routledge.

Fang, Irving. (1997). *Hisotry of Mass Communication: Six Information Revolutions*. Boston: Focal Press.

Luitel, Ghamaraj. (2009). *Radio is Magic: Tips for Radio Production*. IJJB Berlin and Radio Sagarmatha/ NEFEJ.

Mainali, Raghu. (2003). *Radio Paddhati*. Kathmandu: Nepal Press Institute.

McLeish, Robert. (1999). *Radio Production* (Fourth Edition). London: Focal Press.

Onta, Pratyush, et. al. (2004). *Radio Nepalko Samajik Itihans (Social History of Radio Nepal)*. Kathmandu: Martin Chautari.

Onta, Pratyush, et. al. (2005). *Radio Patrakarita (Radio Journalism)*. Kathmandu: Martin Chautari.

Parajuli, Shekhar and Onta, Pratyush. (2005). *Radio Sanga Hurkada (Growing with the Radio)*. Kathmandu: Martin Chautari.

Paudyal, Badri. (2059 BS). *Radio Karyakram (Radio Programme)*. Kathmandu: NEFEJ.

Upreti, Tanka. (2069 B.S.) *Nepalma Television: Vikas ra Bahas (Television in Nepal: Development and Debates)*. Kathmandu: Brikuti Academic Publications.

Wilby, Peter. (1996). *The Radio Handbook*. London: Routledge.

Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa State University Press.

Zbar, Paul B. & Orne, Peter W. (1988). *Basic Television Theory and Servicing*. New Delhi: Tata McGraw Hill Publishing Co.

5. MCJ 505 Media Laws

3 credits.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
40	-	60	-	

Specific Objectives

1. To introduce the concept of law to students.
2. To equip students with a rich concept in right to freedom of expression.
3. To make them familiar with the major trends of international media laws, with special reference to a few countries.
4. To make them familiar with the existing media laws in Nepal.

Course Contents

1. Introduction to the Concept of Law: 5hrs.

Concept and definitions, nature and sources, major legal systems of the world (including Nepalese system), concept of rights and duties; basic constitutional principles (constitutionalism, rule of law, separation of power/ check and balance), concept of media law.

2. Right to Freedom of Expression: 5hrs.

Concepts and definitions, UN Charter, Article 19 of the Universal Declaration of Human Rights, International Covenant on Civil and Political Rights, International provisions and practices, responsibilities and limitations, editorial independence, protection of information sources, libel issues, contempt of court, .

3. Right to Information and Privacy: 10hrs.

Right to information (Concept and Development of RTI, Constitutional and Legal Provisions on RTI in Nepal, International provisions on RTI, Role of Judiciary); Right To privacy (Concept, Constitutional and Legal Provisions, Role of Judiciary, International provision and practices), comparative study.

4. International Practices of Media Law: 10hrs

USA, UK, Norway, Finland, Denmark, Japan, South Africa, China, South Asia,

- Constitutional and legal provisions,
- Status of media freedom,
- Provisions for information and privacy,
- Control and limitations

5. Media Laws in Nepal: 10 hrs.

Evolution of media law in Nepal, provisions of past and present constitutions (including govt. privilege of secrecy, right to remedy); establishment and operations of the Media institution; legal provisions for State-run media (RSS, Radio Nepal, NTV, Gorkhapatra, etc.) and private media; legal provisions for press, publication and electronic media (AM/FM radios, TV, film, cable TV, earth station and satellite, network broadcasting, cyber, etc.); provisions for advertising, programme production and distribution.

6. Professional Protection in Nepal Laws: 5 hrs.

Role and responsibilities of Press Council Nepal, Intellectual property and copyright, media ownership and liabilities; provisions for working journalists; provisions for foreign journalists; foreign investment in Nepali media.

Recommended Readings

Acharya, Bhimarjun & Dahal, Taranath (2065 BS). *Patrakarita Neeti tatha Kanoon (Adhyan Pratibedan)*. Kathmandu: Freedom Forum.

Carter, Barton T. et al. (1997). *The First Amendment and the Fourth Estate* (7th edition). Westbury: NY Foundation Press.

Dahal, Kashiraj and Sharma, Bishnu Prasad. (2066 BS). *Patrakar Achar Samhita ra Byakhyatmak Tippi*. Kathmandu: Press Council Nepal.

Dahal, Kashiraj. (2002). *Aam Sanchar Ra Kanoon*. Kathmandu: Nepal Press Institute.

Dahal, Taranath & Jha, Dharmendra. (2008). *Adalati Patrakarita* (Court Journalism). Kathmandu: Freedom Forum.

Feb. 2010
Dahal, Taranath and Jha, Dharmendra (eds.). (2008). *Adalati Patrakarita*. (Court Journalism). Kathmandu: Freedom Forum.

Devkota, Grishma Bahadur. (2051 BS). *Nepalko Chhapakhana Ra Patrapatrika Itihas* (2nd edition). Lalitpur: Sajha Prakashan.

Franklin, M. A. and Anderson, D. A. (1990). *Mass Media Law: Cases and Material* (4th edition). New York: ...

Kink, Convad C. (1995). *Media Ethics*, Allyn and Bacon.

Pokhrel, Gokul Prasad and Koirala Bharat Dutta. (1995). *Mass Media Laws and Regulations in Nepal*. Kathmandu: Nepal Press Institute and Asian Mass Communication Research and Information Centre, Singapore.

Robertson, Geoffrey, Q. C. and Nicol, Andrew. (1992). *Media Law* (3rd edition). London: Penguin Publication.

Sangraha, Ek (2008). *Abhiyakti Swatantrata Sambandhi Antarasriya Mapdanda*. Kathmandu: Freedom Forum.

Feb. 2010
Dahal, Taranath and Jha, Dharmendra (eds.). (2008). *Adalati Patrakarita*. (Court Journalism). Kathmandu: Freedom Forum.

6. MCJ 506 CM Fundamentals of Information Systems - 3 Cr.

Teaching Schedule Hours/Week			Examination Scheme			
Theory	Tutorial	Practical	Internal Assessment		Final	
			Theory	Practical	Theory	Practical
3	1	-	-	40	60	
						100

Specific Objectives

1. To let students know about the basic concept of computer and its application areas.
2. To provide them basics in Windows.
3. To enable them to use the most common applications.

Course Contents

1. Introduction of Computer: 2 hrs.

Application areas of computer, components of a computer (hardware, software, data)

2. Hardware: 8 hrs

Input device, output device, storage device, components of hardware present in a computer, (motherboard, hard disk, processor, memory, monitor, LCD, CRT), classification of computer on the basis of size and speed (Supercomputer, mainframe computer, minicomputer, micro computer).

3. Software: 5 hrs.

System Software (Introduction of Windows & Linux), Application Software, Utility Software, Virus, Attacks; Operating Systems (Importance & Functions of Operating system), Networking (Introduction, Types of network), Introduction to Internet; Database Management System (Introduction, Advantage, Use, Knowledge of tables, records, etc.)

4. Practical: Additional hrs.

Windows (Creating Folders, Using Recycle bin, Add remove programs, Using Disk Defragmenter, Using Backup and Restore, Using Antivirus Software)

5. Microsoft Word: 10 hrs

Formatting documents (changing fonts, size, paragraphs alignment, paragraph spacing, using margins, letter spacing), Mail merge, Formatting style (Creating custom styles, Applying styles), Using automated bullet list and number list, Auto correct, Document Tracking, Protecting document (password, read only), Using header, footer, endnote, footnote while creating documents, Creating different header and footer within a same document, Inserting graphics, OLE (object linking and embedding) – features of MS Paint, MS Excel from MS Word.

6. **Microsoft Excel:6 hrs**

Knowledge of cell and its address; Managing records using excel; Using formulas to perform simple calculations (SUM, Average, IF, If (and...), Sorting records in excel, Prepare a result sheet of students.

7. **PowerPoint :6 hrs**

Introduction to PowerPoint; Importance of PowerPoint; Creating slides; Using design from templates; Inserting pictures, audio and videos in slides; Using custom animation to different elements present in slide.

8. **PageMaker: 8hrs**

Importance of PageMaker; Using margins and adjusting document size; Creating Advertisements; Importing text and graphics from other documents in PageMaker; Using Master Pages to define layouts, header and footers; Create a sample daily newspaper.

Project work to be done as assignments:

- Create a document in word using endnote, header, footer, table of contents, list of tables, and list of figures. The document should contain at least 7 pages.
- Create a mark-sheet for your class using formulas.
- Create a PowerPoint presentation on any topic with at least 7 slides using custom animations.
- Create a newspaper in PageMaker and at least 3 different types of advertisements.
- News writing in MS Word. A few important points will be given and students have to use those points to compose news based on the prescribed layout.

Recommended Readings

Campbell, Marc. (2006). *Pagemaker 7.0: From A-Z* New Delhi: Firewall Media.

Cox, Joy and Joan Lambert. (2010). *Step by Step: Microsoft Word 2010*. Washington: Microsoft Press.

Evans, P. (2006). *Information Technology for Everybody* (vol. I). New Delhi: BPB Publications.

Filkstein, Ellen. (2003). *Microsoft Office Powerpoint 2003*. New York: McGraw-Hills.

Hart-Davis, Guy. (2007). *How to do everything with Microsoft Office Word 2007*. New York: McGraw-Hills.

Heathcote, R.S.U. (2002). *Successful Projects in Computing*. New Delhi: BPB publications.

McFedries, Paul. (2005). *Formulas and Functions with Microsoft Excel 2003*. Indiana: Sams Publishing.

Pensrose, B. and Pollard, B. (2007). *Complete a-Z ICT and Computing Handbook*. London: Hodder & Stoughton.

Stephen, Moira. (2006). *Presentations with Powerpoint*. Oxford: Elsevier.



Project Work I: 3 credits

The project work which is a component of the curriculum of MA MCJ Semesters is a scheme to make students familiar with the practical work in professional field. Thus their specific objectives, ways of handling and format of end-product have been mentioned in the Project Work for Semesters concerned.

The first Semester Project Work is basically a compilation plus –issue-probe scheme undertaken in the field in accordance with the preliminary observation method of communication-technicality research. The end product is a computer type set long essay of 3,000 words.

The Project Work I must be submitted before the University Final Examinations of the semester. Failure to do so will compel the concerned students to re-try it as a University back paper next time.

Objectives: It aims at


- encouraging students to pick up issues in practical fields of media
- developing a project work on individual basis independently
- making students undertake study on the topic in accordance with the plan they have chalked out
- motivating them to develop questionnaire for interview and contacting people or experts in the field
- Enabling students to compile information and draw meanings from collected facts.

Ways of handling

Since it is an academic exercise designed to motivate students to find ways of study on their own –from conception to presentation, they are encouraged to undertake the study on their own individual initiative. The college concerned should make provision for research guides for just helping them in their study, should they need assistance in probing the issue. The guide will have to confine to the role of brief counseling on request only.

Format of End Product

The end product is a report presented in long essay form (there should be Introduction, Main body, Conclusion and Reference within computer type set A-4 size –3,000 words). The students should make sure that they are consistent in presentation and systematic in the approach they have followed.



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Evaluation

The report should be evaluated on the basis of the following criteria classified into three sections- study (30 marks), Insight (20 marks), Approach (15 marks), Analysis (20 marks) and Presentation (15 marks)

Study

- theme chosen
- methods used
- consistency in addressing the issue

Insight

- Wisdom demonstrated in the performance.
- Clear and deeper perception of an issue or event as shown by the students in their work.

Approach

- linkage between objective and methods
- conceptual framework of study
- communication style
- range of information –sources
- inclusion of latest information

Analysis

- a way of examining issues and events part by part in a surgical manner so as to find out the functioning system of each part. In this project, students need to be judged in their meaning construction based on the available facts and data.

Presentation

- language and style
 - organization of the report
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