August 4, 2013

Purbanchal University

Master of Arts in Mass Communication and Journalism Curriculum

3rd Semester

Subject Committee

of

Mass Communication and Journalism

MA MCJ Curriculum

THIRD SEMESTER

SUB CODE NO	COURSE TITLE	CREDIT	LECTURE (Hrs.)	TUTORIAL (Hrs.)	PRACTICAL
MCJ 601MC	Mass Communication and Advertising	3	3	1	0
MCJ 602 JOU	Mass Media and Public Relations	3	3	1	0
MCJ 603 NUM	Multimedia applications	3	1	0	2
MCJ 604 JOU	Internship	3	0	0	3
MCJ 608 JOU	Project Work 1II (Case Study)	3			3
MCJ 605 MC	SAARC Media Practices and Institutions	3	3		
MCJ 606 JOU or MCJ 607 JOU	Print Journalism or Broadcast Journalism	3	3	1	3
		21	13	3	11

The Third Semester of MA MCJ is actually an attempt to make students prepared for independent research and studies with skills and knowledge acquired through two previous Semesters.

Overall Objectives

The 3rd Semester intends to
- make students familiar with the advertisement sector and enable them to make the maximum use of the same for the media.
- inform students about public relations and make them capable of using their skills for promotion of the cause of both media and public relations.
- impart skills and knowledge of application of multi-media discipline
- expose students to the realities of job environment
- introduce the media scenario of SAARC countries
- allow students to have practical knowledge of the print or broadcast media.
- encourage students to have project work on problem solving techniques through case-studies

Prerequisites

Students should have completed the study of the Second Semester of MA MCJ. The main components of the Second Semester are:

2

- Mass Media Industry and Society
- News Products Marketing
- Research in Mass Communication
- Advanced Electronic Media (Photo Journalism)
- Comparative Study of Media and Journalism of Nepal
- Advanced Concepts in Electronic Publication
- Project Work II

MCJ 601 Mass Communication and Advertising

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
3	1	-	40	-	50	10	100

MA MCJ THIRD SEMESTER

MCJ 601 MC Mass Communication and Advertising

1. **Introduction to Advertising -8 hrs**
- Definitions of Advertising
- Advertising as Mass Communication
- History of Advertising (Global & Nepalese Context)
- Functions of Advertising
- Types of Advertising
- Classification of advertising
- Elements of Effective Advertisements

2. **Five Players of Advertising – 5 hrs**
- Advertisers
- Advertising Agencies
- Media
- Target Audiences
- Purveyor and Vendors

3. **Consumer Behavior and Advertising- 7 hrs**
- The Consumer Economic Theories (micro-economic theory, macro economic theory, psycho-analytical theory, cognitive dissonance theory,
- External Influences on Consumer Behavior
- Psychocultural influences of advertising on consumers

4. **Current Advertising Issues- 4 hrs**
- Interactive Advertising
- Integrated Marketing Communication
- Consumer Power
- Globalization and emerging issues of advertising in Nepal
- Advertising Approaches

5. **Advertising Media-6 hrs**
- Print media advertising: Characteristics, merits and demerits
- Broadcast media advertising: Characteristics, merits and demerits
- Advertising Approaches
  - The Networking Approach

4

- o Program Sponsor Approach
- o The spot broadcasting approach
- o The photograph approach
- Film as an advertisement medium
- Participation shows
- Announcement campaign
- Online advertisement: Characteristics, merits and demerits
- Overall process of developing media strategies

6. Copywriting and Creativity- 9 hrs
- Layout (Balance, proportion, movement, unity, mood, photography, illustrations, color psychology and typography
- The art of copywriting
- Copywriting for print and electronic media (including web) (copy elements/print media requirements/characteristics of radio and TV advertising/tools of radio and TV copywriting/

7. Advertising Ethics, Laws and Society- 6 hrs
- Advertising and Social Responsibility
- Advertising and Citizens: Areas of Controversy Advertising Ethics and self-regulation
- Advertising Laws
- Key Issues in Advertising

Additional Teaching Tools

Seminar: Advertising practices in Nepal
Practicum

Project Work: Designing of advertisement (print/radio/TV/online)

Internal Evaluation: 40%

Periodic tests: Mid-term and end-term 15%
Designing of advertisement   25%
Note: A mandatory question of Ten (10) marks will be based on given situation to be produced by students in final examination.

References:

- Wells, William et all. (2005). *Advertising Principles and Practice*. New Delhi: Prentice-Hall of India Private Limited.
- Sandage, C. H. et all. (2004). *Advertising Theory and Practice*: New Delhi: AITBS Publishers & Distributors: New Delhi.
- Jefkins, Yadin et all. (2000). *Advertising* (4th edition). New Delhi: Prentice Hall.
- Dr. Jaishri, N Jethwaney. (1999). Advertising. New Delhi: Phoenix Publishing House pvt Ltd.

5

- Koirala, Kundan Dutta. (2008). *Advertising Theory and Practice*. Kathmandu: Benchmark Educational Support.
- Wilmshurst, John and Mackay, Adrian. (1999). *The Fundamentals of Advertising*. New York: Taylor & Fancis.
- Powell, Helen, Hawkin, Sarah, Macrury, Iain and Hardy, Jonathan. (2009). *The Advertising Handbook*. London: Routledge.
- Lee, Monley, and Johnson, Carla. (2005). *Principles of Advertising: A Global Perspective*. New York: Haworth Press, Inc.
- Steel, Jon. (1998). *Truth, Lies and Advertising: The Art of Account Planning*. New York: John Wiley & Sons, Inc.

MCJ 602 JOU Mass Media and Public Relations

Teaching Schedule Hours/Week			Examination Scheme				Total
Theory	Tutorial	Practical	Internal Assessment		Final		
			Theory	Practical	Theory	Practical	
3	1	-	20	20	60	-	100

The objectives of the Course:
- to make students familiar with knowledge and skills of Public Relations
- to enable them to use communication skills in enhancing public relations
- to encourage them to have a perspective of PR in media operation
- to strengthen students' understanding the correlation between the Media and PR

Specific objectives:
- to introduce and make students capable of analysing the role of PR in media
- to enable students to plan, develop and implement PR campaign in media sector
- to develop students' capacity to tackle media problems through PR dimension
- to inform students about ethics of PR
- to make students knowledgeable about the status of PR in Nepali media arena

Courses in Detail

1. Introduction to Public Relations   6hrs.
(i) Definitions
(ii) Essential qualities of a PR Practitioner
(iii) Differences between Public Relations and concepts and practices of marketing, advertising, sales promotion, publicity, and propaganda

2. Public Relations and media   6hrs.
(i) Media's watchdog role: custodian of public interest
(ii) Highlighting positive aspects of development
(iii) Media: an important tool of PR
(iv) Critical media and Promoter of Relations: Paradox
(v) Creating well-informed public: one mission for both media and PR

3. Planning Programmes   6hrs.
(i) Problem Analysis
(iii) Defining Objectives
(iii) Defining Publics

4. Public Relations Practices and Professionalism   6hrs.
(i) Ethics in Public Relations
Conduct towards the Public, the media and other professionals
(ii) Conduct towards employers and clients
(iii) Conduct towards colleagues

7

(iv) Interpreting the code of professional conduct

5. Tools of Public Relations 6hrs.
(i) Press, Radio TV
(ii) Press or News Release, Mechanics of News Release
(iii) Feature Article, Press Conference, Press Meet and Facility Visit
(iv) House Journals, Media Interview, Exhibitions, Sponsorship

6. Specialized Areas of Public Relations 7hrs.

(i) Crisis PR
(ii) Corporate PR
(iii) Government PR
(iv) Lobbying PR
(v) Financial PR
(vi) PR in Media, commercial and non-commercial organisations, charitable, voluntary and educational bodies

7. Public Relations practices in the Media sector of Nepal 2hrs.

8. Practicum: 6hrs.
Assignments to write press releases, product features and classroom presentations

References
1. Theaker, Alison. (2001). *The Public Relations Handbook*. London: Routledge.
2. Foster, John. (2001). *Effective Writing Skills in Public Relations*. London: Kogan Page.
3. Pasons, Patricia. (2008). *Ethics in Public Relations: A Guide to Best Practice*. London: Kogan Page.
4. Moss, Danny, Vercic, Dejan and Warnaby, Gary. (eds.). (2000). *Perspectives Public Relations Research*. London: Routledge.
5. Morris, Trevor and Goldsworthy, Simon. (2008). *Public Relations for Asia*. New York: Palgrave-MacMillan.
6. Baines, Paul, Egan, John and Jefkins, Frank. (2004). *Public Relations*. Oxford: Elsevier Butterworth-Heinman.
7. Rai, Lal Deusa and Bhattarai, Binod. (2002). *Advertising & Public Relations*. Kathmandu: Nepal Association of Media Educators (NAME).
8. Seital, Frase P. (2004). *The Practice of Public Relations*. New Jersey: Pearson Prentice-Hall.
9. Wilcox, Dennis L., Cameron, Glenn T. and Ault, Philip. (2004). Boston: *Public Relations: Strategies and Tactics*. Allyn and Bacon.

Further Readings
Mackenzie, Margaret A. (2007). *Courting the Media: Public Relations for the Accused and the Accuser*. London: Praeger.

Oliver, Sandra. (2010). *Public Relations Strategy*. London: Kogan Page.

Austin, Erica Weintraub and Pinkleton, Bruce E. (2006). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs.* London: Lawrence Erlbaum Associates.

Lerbinger, Otto. (2006). *Corporate Public Affairs: Interacting with Interest Groups, Media, and Government.* London: Lawrence Erlbaum Associates.

MCJ 603 NUM Multimedia Applications
(ONLY MODE OF EVALUATION CHANGED)

Teaching Schedule Hours/Week			Examination Scheme				Total
Theory	Tutorial	Practical	Internal Assessment		Final		
			Theory	Practical	Theory	Practical	
2	1	1	20	20	30	30	100

The subject Multimedia Application has been designed for the 3rd Semester in MA MCJ to offer its knowledge and develop some skills related to it. It has been developed basically with academic contents, keeping in view the multimedia revolution and the change it has brought in work and life particularly in the information superhighway, communication, and media. Unlike in other disciplines, the multimedia application in MA MCJ has been developed not entirely as a practical subject. The rationale behind this is to spread more information than skill about the subject. It includes 75 percent theoretical components and 25 percent practical work in computer lab.

The evaluation of theoretical components will be undertaken entirely by the University at the final exam through a paper of 75 marks. Objective questions of 25 marks should also be included in the final evaluation. The practical work will be evaluated internally through scheme of 25 marks and this constitutes the internal assessment of the paper as a whole.

The objectives of the subject are given below:
- To Analyse the relation the modern communication and mass media have with the digital media and offer basic information on fundamental multimedia concepts,
- To familiarize students with the rationale, issues, and directions facing the development of global multimedia information and communication systems,
- To provide an academic survey of current results and research directions in the field of multimedia systems,
- To enable students have an assessment of open issues and future directions,
- and to have practical skills in

Specific objectives
- To make students informed about the multimedia and their applications
- To help them analyse the multimedia practices in Nepal
- To expose students to immense potentiality of computers and communication
- To explain multimedia file system, teleconferencing, their present status and future
- To impart practical skills to handle multimedia system in professional media fields

Theoretical

10

1. Concept of Multimedia   9hrs
(a) Introduction to Multimedia
(b) Early Hypertext and collaborative research
(c) Multimedia and personalized computing
(d) Emerging applications
(e) Multimedia systems: challenge before them
(f) Multimedia practices in Nepal
(g)Some case studies of multimedia applications in Nepal
(h)Growth of Multimedia in Nepal
(i) Practical challenges before the use of Multimedia in Nepal

The Convergence of computers, communications and entertainment products   7hrs.

(a) Brief history
(b) Technology trends
(c) Multimedia appliances, hybrid devices
(d) A designer's view of multimedia appliances
(e) Industry perspectives for the next decade
(f) A forward view
(g) Key challenges ahead: technical, regulatory, social

Multimedia file systems and information models   4hrs.
(a) The case for Multimedia Information Systems
(b) File System Support for Continuous Media
(c) Data models for multimedia and hypermedia information
(d) Content-based retrieval of unstructured data

Multimedia conferencing   4hrs.

(a) Teleconferencing systems
(b) Requirements for multimedia communications
(c) Multimedia conferencing architectures
(d) A call model for multimedia communications

Knowledge-based multimedia systems   5hrs.

(a) Introduction
(b) Problems facing multimedia systems
(c) The anatomy of an intelligent multimedia system
(d) Related research
(e) Future directions

Practicals for Multimedia Application   6hrs.
1. Microsoft PowerPoint.
2. Familiarization with video editing tool. (E.g., Adobe Premiere)
3. Familiarization with animation tool. (E.g., Macromedia Flash)
4. Case study of a simple multimedia presentation (e.g., a presentation on company profile).

11

5. To identify the components of a presentation used as speech, sound, video, text, graphics and animation.
6. To prepare a multimedia presentation on any topic using Microsoft PowerPoint.

Procedures of Evaluation

Students have to complete college-based mid-term and end-term internal examinations amounting to 40% of marks. The University will examine them for the remaining 60% of marks that are divided between practical and written tests consisting of 50% each.

They will have to finally give a practical presentation on any case or theme by using speech, sound, video, text, graphics and animation. This presentation, amounting to 50% of marks (of University Final), has to be assigned and evaluated by the multimedia teaching faculty member (an expert in the field). The remaining 50% evaluation under the University Final will belong to written examination.

References

1. Bhatnager, Gaurav, Mehta, Shikha, and Mitra, Sugata (eds.). (2001). *Introduction to Multimedia Systems*. New York: Academic Press.

2. Botto, Francis .(1999). *Dictionary of Multimedia and Internet Applications: A Guide for Developers and Users*. New York: John Wiley & Sons Ltd.

3. DiMarco, John. (2004). *Computer Graphics and Multimedia: Applications, Problems and Solutions*. London: Idea Group Publishing.

4. Ditsa, George. (2003). *Information Management: Support Systems and Multimedia Technologies*. London: IRM Press.

5. Furht, Borko (ed.). (2009). *Handbook of Multimedia for Digital Entertainment and Arts*. New York: Springer.

6. Haskell, Barry G., Puri, Atul, and Netravali, Arun N. (2002). *Digital Video: An Introduction to MPEG-2*. New York: Kluwer Academic Publishers.

7. Li, Ze-Nian and Drew, Mark S. (2004). *Fundamentals of Multimedia*. New Jersey: Pearson Education Inc.

8. McAdams, Mindy. (2005). *Flash Journalism: How to Create Multimedia News Packages*. London: Focal Press.

9. Sylvia, Tony and Anzul, Terry. (2011). *Power Performance: Multimedia Storytelling for Journalism and Public Relations*. Oxford: Wiley-Blackwell.

9. Rahman, Syed Mahbubur. (2008). *Multimedia Technologies: Concepts, Methodologies, Tools, and Applications (Vol I)*. New York: IGI Global.

10. Bhutia, Karma Tshering and Martin, Kirsty. (2007). *Community Multimedia Centres in Nepal*. New Delhi: UNESCO.

12

MCJ 604 Internship .   3 Cr.

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
		-		-		-	100

Internship is a professional cum academic scheme designed to provide students with first hand knowledge of workplace and the challenge it represents in real life. Students should fulfill the following requirements in Internship during the 3rd Semester.

1. They should work in the place of internship for four weeks in accordance with the rules and schedule developed for them in those areas.
2. They should prepare a daily diary for all tasks they perform in the place of internship.
3. They should make a study of the organization on a specific area and submit a five- page (A4) report to the College. The report should be signed by the In-Charge of the Internship Organization. The report constitutes part of Internship performance.
4. Two forms – one by the Internship guide and the other by Internship In-Charge should be filled.
5. Internship has five basic components which carry marks in the following way:

   a) Performance in the Internship – Organization   10
   b) Internship Report   35
   c) Daily Performance   35
   d) Evaluation by Internship Guide   10
   e) Evaluation by Internship In-Charge   10

Internship form
(To be filled in by Internship In-Charge of College)
- Name
- Level
- Professional performance
- Area of responsibility
- Individual commitment to the job assigned
- Individual skill in performance
- Specialty if any
- General Observation

13

Internship form
(To be filled in by Internship guide of concerned institution)
- Name
- Level
- Assignment
- Professional performance
- Area of responsibility
- Individual commitment to the job assigned
- Individual skill in performance
- Specialty if any
- General Evaluation
- Recommendation if any

MCJ 605 MC The SAARC and the Media

Teaching Schedule Hours Week			Examination Scheme				Total
Theory	Tutorial	Practical	Internal Assessment		Final		
			Theory	Practical	Theory	**Practical**	
3	1	-	20	-	80	-	100

The objectives of the subject are
- To make students familiar with the SAARC media and their practices
- To help them have understanding of the media operating in South Asia
- To encourage them to learn from the best practices in the print, audio, audio-visual media in all eight countries such as Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.
- To enable students have regional outlook in the media sector
- To assist them to explore potentiality of furthering regional cooperation in the mass communication sector.

Specific objectives
- To pass on information of SAARC countries' media and their practices
- To help students compare the SAARC media from various dimensions
- To impart the knowledge of regional cooperation in SAARC countries
- To develop SAARC perspective in media study particularly the regional cooperation in media
- To help students study SAARC schemes which have media - linkage

Course Detail

1. The South Asian Association for Regional Cooperation (SAARC)
    1.1 The SAARC – History and evolution, Principles and objectives
    1.2 Institutional set-up: Regional Centers, Professional Associations and areas of Cooperation
    1.3 SAARC and Communication, Information and Media
        1.3.1 Technical Committee on Communications and Transport
        1.3.2 SAARC Audio Visual Exchange Program
        1.3.4 The SAARC Secretariat and its communication initiatives
        1.3.5 Problems and prospects of regional cooperation in SAARC countries
    1.4 SAARC Countries on the Global Map
    1.5 SAARC Countries and Asia
    1.6 Asian Perspective and values
    1.7 Structural View of Asia and the south Asia

2. Brief History of Media in SAARC countries
    1.1 History of Print, Radio and Television media in Afghanistan
    1.2 History of Print, Radio and Television media in Bangladesh
    1.3 History of Print, Radio and Television media in Bhutan
    1.4 History of Print, Radio and Television media in India
    1.5 History of Print, Radio and Television media in Pakistan
    1.6 History of Print, Radio and Television media in Maldives
    1.7 History of Print, Radio and Television media in Nepal
    1.8 History of Print, Radio and Television media in Sri Lanka

3. Brief history and evolution of News Agencies in SAARC countries

15

4. Situation of New Media in SAARC Countries
5. Constitutional and Legal Provisions for Press in SAARC Countries
6. Media ownership and control Pattern of SAARC Countries
7. Challenges of Journalism in South Asia
7.1 Press freedom scenario in SAARC Countries

Reference Books

Babb, Lawrence A. (1995). *Media and the Transformation of Religion in South Asia*. Philadelphia: University of Pennsylvania Press.

Brown, Judith M. (2006). *The Global South Asians: Introducing the Modern Diaspora*. Cambridge: Cambridge University Press.

Chu, Yingchi. (2007). *Chinese Documentaries: From Dogma to Polyphony*. London: Routledge.

Gunaratne, Shelton A. (ed.). (2000). *Handbook of the Media in Asia*. London: Sage Publications.

Hardy, P. (1972). *The Muslims of British India*. Cambridge: Cambridge University Press. Independent South Asian Commission on Poverty Alleviation (ISACPA). (2007). *Development Goals: Taking SDGs Forward*. Kathmandu: SAARC Secretariat.

Jalal, Ayesha. (1995). *Democracy and Authoritarianism in South Asia: A Comparative and Historical Perspective*. Cambridge: Cambridge University Press.

Jalal, Ayesha. (2008). *Partisans of Allah: Jihad in South Asia*. Massachusetts: Harvard University Press.

Johnson, Rob. (2005). *A Region in Turmoil: South Asian Conflicts Since 1947*. London: Reaktion Books Ltd.

Kaur, Ramindar and Mazzarella, William. (2009). *Censorhip in South Asia: Cultural Regulation from Sedition to Seduction*. Bloomington: Indiana University Press.

Lloyd, Fiona and Howard, Ross. (2005). *Gender, Conflict and Journalism: A Handbook for South Asia*. ?: UNESCO.

Mehta, Nalin (ed.). (2008). *Television in India: Satellites, Politics and Cultural Change*. London: Routledge.

Ollapally, Deepa M. (2008). *The Politics of Extremism in South Asia*. Cambridge: Cambridge University Press.

RSS. (2003). *SAARC in the RSS*. Kathmandu: RSS.

1. http://www.saarc-sec.org/
2. http://www.saarc-sic.org/

16

MCJ 606 JOU Print Journalism

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical			
		-	40	20		40	100

The Subject Print Journalism helps students to have highly analytical study of the discipline from both academic and professional point of view.

The subject is divided into two halves: theoretical and practical, carrying 40 and 20 marks respectively for the purpose of the internal assessment. The former is taught straight through class -room while the latter has to be undertaken as practical exercise or practicum. The University at the final examination with 40 marks will evaluate the students, who passed the internal assessment.

The objectives are:
- to provide specialized and analytical study of Print Journalism
- to offer an opportunity to learn skills of producing print journalism products
- to sharpen writing skills specially news, editorials and feature articles
- to familiarize students with techniques of covering events and using them in print
- to equip students with the latest knowledge and skill of the discipline for coping with the challenge of the profession after completion of study

Specific objectives:
- to develop students' capacity to analyze newspapers from various dimensions
- to expose students analysis of magazines
- to provide the in-depth study of Nepali print media
- to impart practical skills of newspaper journalism for handling it independently
- to develop specific skills in various types of newspaper writing particularly front page, editorial feature and follow-up

Courses

Unit I: Book-The oldest Media (5 hrs)
The History of Book: a Communication Revolution, Effects of the Gutenberg Revolution: The Printed Books, Book Industries in Nepal: Problems and Prospects.
Practical exercise: Review a book, of your choice, within 700 words.

Unit II: History of the Newspaper as a Series of Struggles and Advances, 8 hrs
Three trend setters of the history: Acta Diurna (59 BC), Publick Occurrences both Foreign and Domestick (1690), Daily Courant (1702); Journalism in Early America: The

17

Political Press (1790-1833), Birth of the Mass Newspapers, The Penny Press (1833-1860), Yellow Journalism (1880-1905); Mass Society Theory; Two Step Flow Theory and Emergence of Limited Effect Paradigm.

Practical exercise: Group discussion on any news item from one of the daily newspaper and its impact.

Unit III: Evolution of the Modern Mass Newspaper, 8 hrs

Emergence of Inverted Pyramid and Five Components of Objectivity, CP Scott's Doctrine (Comment is free, facts are sacred), Content diversity: News and Views; Purposes of pages and depth; Seven Qualifications of a newspaper; Modern Newspaper Industry: Dimensions, The Newspaper Organization: Human as well as Financial Resources; Economics; Newspapers: National Dailies, Hometown Newspapers, Weekly Newspapers, Special Supplements; State of Print Journalism in Nepal.

Practical exercise: Analyze objectivity on at least three new-stories, from different newspapers, based on same event or incident.

Unit IV: Era of the Social Responsibility Theory [8 hrs]

Concept of Self regulation Vs Government regulation, Lippmann's Theory of Public Opinion, ASNE's Canons of Journalism, Hutchins's Commission, Theodore Peterson's interpretation of the Social Responsibility Theory of the Press, Ethics in Newspaper journalism: Ethical Foundations and Perspective, Code of conduct in Nepal.

Practical exercise: Examine at least three news-stories from different dailies, based on same event or incident, with the lens of Aristotle's mean.

Unit V: The Magazines: Vehicle for Deeper Voices of Contemporary Society [8 hrs]

Magazines as media innovators; Functions, Verities and models of Magazines: Influence, Audience, Variety, Contents; Consumer, News and Business magazine, Magazines Online; Trend towards specialization; Magazines in Nepal.

Practical exercise: Present a specimen of one of the Magazines from Nepali media market including short comments on its language and presentation style, layout and design and price.

Unit VI: Practicum (8 hrs)

Front and Inside Page news writing; Opinion and Editorial Page; Writing skills: News (Hard and Soft News as well as Running Story and Follow-up news writing), Feature, Opinion Piece, Editorial; Skills on Journalistic Interview: Research on Subject Matter and Personality, Preparing Questions, Performing Interview; Interview Vs Press Conference.

References:

Baran, Stanley J. and Davis, Dennis K. (2000). *Mass Communication Theory: Foundations, Ferment, and Future.* Austrelia: Thomson Wadsworth.

Christians, Clifford G.et al. *Media Ethics: Cases and Moral Reasoning.* London: Pearson Education.

Dominick, Joseph R. (2005). *The Dynamics of Mass Communication.* New York: McGraw-Hill College, 1999.

Folkerts, Jean and Lacy, Stephen. (2004). *The Media in Your Life: An Introduction to Mass Communication.* Delhi: Pearson Education.

Gordon, A. David and Kittross, John Michael. (1999). *Controversies in Media Ethics.* New York: Longman.

Hennessy, Brendan. (1997). *Writing Feature Articles: A Practical Guide to Methods and Markets*. Oxford: Focal Press.

McQuail, Denis. (2000). *McQuail's Mass Communication Theory*. London: Sage Publication.

Siebert, Fred S., Theodore Peterson and Wilbur Schramm. (1972). *Four Theories of the Press*. Chicago: University of Illinois Press. 1972.

MCJ 607 JOU Broadcast Journalism

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
			Theory	Practical	Theory	Practical	
2	1	1	20	20	30	30	100

The subject is a practical subject to be taught in studio and classroom. The theoretical portion consists of 20 marks and the practical aspect has 80 marks divided evenly between audio and audio –visual sector. As for evaluation, the University will take the final practical exam for 50 marks. The internal assessment of 50 marks has been distributed thus: 20 marks for practical audio, 20 marks for practical audio –visual and 10 marks for theoretical portion. Each student should produce five minute broadcast programme for the studio and this will be evaluated under internal assessment.

The objectives of the subject are:

- to provide specialized and analytical study of Broadcast Journalism
- to offer an opportunity to learn skills of producing broadcast journalism products in studio atmosphere
- to sharpen broadcasting skills specially anchoring, general programme production and handling the overall media show business
- to familiarize students with techniques of covering events and using them in broadcast
- to equip students with the latest knowledge and skill of the discipline for coping with the challenge of the profession after completion of study

The College should provide studio facilities and all equipments essential for producing and recording both audio and audio-visual programs. To teach this module, three resource persons are required: one for audio portion, one for audiovisual portion and one for film portion. In addition to this, at least two lab technicians meant for the audio and audiovisual purposes are necessary.

UNIT 1   15hrs.

Radio

(a) Chronology of Radio Broadcasting
(b) Basics of Broadcasting and its forms (AM +FM)
(c) Broadcasting/ Receiving chain
(d) Importance of Sound Broadcasting
(e) Radio Programs: News, Talk Shows, Interviews, Vox Pop, Radio Features, Radio Drama, Jingles etc
(f) Microphones and Recording Techniques

20

(g) Recording and Editing Sound in Analog and Digital Technology
(h) Preservation and Archiving

UNIT 2   15hrs.

Television

(a) Chronology of Television Broadcasting
(b) Television news
(c) Television news operation
(d) Interviews and Talkshows
(e) TV programmes- Documentary, Fiction, Reality Shows, Music Video, Commercials and PSAs.
(f) Scripted and unscripted commentary
(g) Performance skills and Audience Rapport
(h) Instructions and Sues
(i) Broadcast Campaign
(j) Broadcast ethics and self-regulations

UNIT 3   15hrs.
Film
(a) History of cinema
(b) Technical and conceptual development
(c) Film as a mass communication medium
(d) Conceptualization and writing for film- research, characterization, screenplay, Language
(e) Production
(f) Functions of Various crews
(g) Shooting
(h) Promotional techniques
(i) Distribution
(j) Theatrical and TV market
(k) Problems and Prospects of film in Nepal

Evaluation:
Internal: 40%
UniversityFinal: 60%

[There must be separate question-setters for Question-settingAnswer sheets of Radio, Television and Film portions must be distributed separately and examined separately by concerned resource persons.]

References

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

Dimaggio, Madeline. (1990). *How to Write for Television*. New York: Rockfeller Center.

21

Hyde, Stuart W. Hyde. (2008). *Television and Radio Announcing*. Los Angeles: Allyn & Bacon, Incorporated.

Meeske, Milan D. Meeske. (2008). *Copywriting For the Electronic Media – A Practical Guide*. London: Wadsworth Publishing.

Onta, P et al.(2005). *Radio Patrakarita: FMma Samachar ra Sambaad* (Radio Journalism: News and Dialogue in FM). Kathmandu: Martin Chautari.

Pirie, David. (1981). *Anatomy of the Movies*. New York: Windward.

Selby, Keith, and Cowdery, Ron. (1995). *How to Study Television*. London: Palgrave Macmillan Limited.
Stephen, Neale. (1995). *Cinema And Technology: Image, Sound, Colour*. Indiana: Indiana University Press.

Turner, Graeme. (1988). *Film As Social Practice*. London: Taylor & Francis.

Upreti, Tanka (2012). *Nepalma television: Vikash ra Bahas* (Television in Nepal : Development and Debates) Kathmandu: Brikuti Academic Publication.

Weaver, J. Clark. (1984). *Broadcast Copywriting as Process: A Practical Approach to Copywriting for Radio and Television*. London: Longman.

Wilby, Peter, and Conroy, Andy. (1994). *The Radio Handbook*. London: Routledge.

Project Work III   3 Cr.

Case study

Objectives:
- to enable students to focus study on particular case and analyse it
- to develop problem analysis skill
- to practise investigation of causes and identifying consequences
- to impart skills of preparing a report of a case
- to consolidate the skills acquired during the 1st Project Report and 2nd Project Report of the past two semesters.

Specific objectives
- to make students able to detect a case
- to enable them to introduce it, provide a suitable rationale, identify the problem and analyze the cause
- to develop skills to explain the consequences of a case
- to make students familiar with techniques of recommending measures
- to equip students with skills of handling a case-study independently

22

Modality: The case –study should be pursued in accordance with the following modality. The theme should be related to mass communication and journalism. If the topic is remotely related to the subject, reasons should be mentioned satisfactorily to show linkage with the subject. The reports should be written in about 3,000 words using the following steps.

Project work III : Case Study Outlines
1. Abstract
2. Introduction
3. Case Statement
4. Objectives
5. Rationale of the case study
6. Limitations
7. Methodology
8. Findings and Analysis
9. Conclusion and Recommendations

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 avaiable facts and data.

Presentation
- language and style

23

- organization of the report

The Project Work III 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.

24