Tribhuvan University
Faculty of Humanities and Social Sciences

Curriculum for Four-year Bachelor Level

in

Journalism and Mass Communications

2019
Dean's Office

Journalism and Mass Communications

Bachelor level curricula of journalism and mass communications under Tribhuvan University have undergone significant changes over the years. It has been modified to address the changing global as well as domestic media landscape from the beginning to a two-year programme in the 1980s. In the 1990 the course was upgraded to a three-year annual programme. Furthermore, from 2001 higher level of education on journalism and mass communications has been extended.

The University, in order to strengthen overall journalism and mass communication education in the country, has launched the four year bachelor degree course from the year 2019. The objective of the four years' journalism and mass communications education is to address the changing media landscape around the world. The students after completing this course will be able to comprehend and to address specific knowledge, skills of journalism and mass communications. In the broader spectrum this study also aims to apply the knowledge and skills of different levels human communication.

Some details of this Bachelor's course are as follows:

Course Features

The main goal of this course is to acquaint students with the basic concepts and theoretical approaches to role of media and mass communication theories.

Specific Objective

To enable students to explain the key concepts of and approaches to the importance of studying journalism, mass media including social media and mass communication in the historical, as well as its conceptual perspectives.

Course Objectives

The course aims to enable students:

To explain the key concepts and explain the importance of studying journalism, mass communication and social media in relation to mass media institution;

To apply journalistic principles and have an insight into media issues arising out of the practical field of journalism;

To gain an understanding of development of media institution in its historical, legal and ethical perspective;

To familiarize students with the nature and scope of media organization and management issues with special reference to social forces surrounding them;

To identify major trends in national and global media landscape with reference to social media and online journalism.

Elective Papers

Journalism and Mass Communications (JMC 410) for non-major journalism students to acquaint them with the basic concepts, theory, principles, practices and history of journalism and mass communications as well as social media.

Optional subjects have been introduced in the course with specific objectives as follows:

Broadcast Journalism (JMC 426) aims at imparting the knowledge and experience based on both principles and practices of radio and television journalism, programme production and their application through internship and practical works on radio and television.

New Media and Online Journalism (JMC 426) aims at imparting the knowledge and experience based on both principles and practices of new media including online journalism, social media and their application through internship and practical works on online media.

Photo Journalism (JMC 426) aims at providing knowledge and understanding of photo journalism and demonstrating the applications of principles of photography, photo journalism, and visual reporting skills. It gives the students with know-how of capturing the moments through photography and understanding of visual reporting for print and online journalism through internship and practical works.

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Four-year Bachelor Course in Journalism and Mass Communication

Paper	Code No.	Title	Full Marks	
			Theory	Practical
I	JMC-421	Compulsory Paper Introduction to Mass Media and Communications	70	30
II	JMC-422	Compulsory Paper Principles and Practices of Journalism	70	30
III	JMC-423	Compulsory Paper Media History, Law and Ethics	70	30
IV	JMC-424	Compulsory Paper Basics of Media Research	70	30
V	JMC-425	Compulsory Paper Introduction to Public Relations and Advertising	70	30
VI	JMC -410	Elective Papers Journalism and Mass Communications	70	30
VII	JMC 426	Optional Paper Broadcast Journalism	70	30
VIII	JMC 426	Optional Paper New Media and Online Journalism	70	30
"	"	Optional Paper Photo Journalism	70	30

Introduction to Mass Media and Communications

Compulsory Paper
Paper:1
JMC-421

Full Marks: 100
Full Marks for Theory: 70
Pass Marks for Theory: 24.5
Full Marks for Practical: 30
Pass Marks for Practical: 12
Lecture Hours: 150

Objective of the Course

The overall objective of the paper is to impart knowledge on the evolution of human communication, mass communication and the means of mass communication and to explain the nature, scope and provide a brief history and key features of mass media and communications.

Course of study in detail

Unit	Unit title and breakdown	Teaching hours
I	**Introduction to Communication and Media** Defining communication, components of human communications, mass communication and communications: levels of communication: intrapersonal, interpersonal, group, public organizational and mass communication; models of communication, origin and evolution of mass media: print, broadcast and new media.	25
II	**New Media and Social Media** Evolvement of new media, distinctions between social media and mass media; salient features of social media; recent trends in social media	20
III	**Mass Media as Social Institutions** Nature, perception and Functions of mass media institution ; driving force of fundamental rights; media as a platform for enabling participatory democracy; media for diversity; media as a	20

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	social mobilizer and industrial enterprise .	
IV	**Mass Media, Culture and Society** Understanding relation of mass media, society and culture: continuum, maintenance and reformation; unity in diversity: role of media in the development and creation of social harmony.	20
V	**Applied Communication** Communication for various spheres: public, private and cooperative: structure of organisational communication; selected cases of social service and business communication; applied knowledge and skills of verbal and non-verbal communication and networking communication.	20
VI	**Media Literacy** Concept and elements of media literacy: scope, purpose and practices.	15
VII	**Practical Exercises on Communication Process and Media Issues**	30

Recommended Books

Devkota, G. (2059). Nepalko Chhapakhana Ra Patrapatrikako Itihas. Kathmandu: Sajha

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

Kamath, M.V. (1996). Professional Journalism. New Delhi: Vikas Publishing House.

Kharel, P. (2014). Dimension of communication. Kathmandu: NAME Publication.

--- (2014). Sounds of Radio Broadcasting. Kathmandu: Nepal Association of Media Educators (NAME).

Kunczik, M (2002). Development and Communication Bonn: FES.

Pearson, J., Nelson, E. P., Titsworth, S. & Harter, L. (2013). Human Communication. Newyork, NY: The MCGraw-Hill Companies.

Rai, L. D. (2019). Journalism and Mass Media. Kathmandu: Unnati Books,

Principles and Practices of Journalism

Paper: II
JMC-422

Full Marks:100
Full Marks forTheory: 70
Pass Marks for Theory: 24.5
Full Marks for Practical: 30
Pass Marks for Practical: 12
Lecture Hours: 150

Objective of the Course

To enable students to understand the principles and practice of professional journalism, particularly, key concepts on the journalistic process, including gathering, reporting, production, presentation and dissemination of news reports and comments etc related to news reports.

Course of study in detail

Unit	Unit title and breakdown	Teaching hours
I	**Introduction to Principles of Journalism** Journalism defined; origin and evolution of journalism; duties and accountabilities of a journalist; defining news; determinants of news; concept of reporting and editing; 5 Ws; lead and body; news writing for print, radio, television and online media; concept of hard news and soft news; human interest and features stories; maintaining accuracy and fairness in journalism; some forms of reporting: interpretative, depth, and investigative. Global Journalism practices	30
II	**Dynamics of Journalism** Impact of news in society: some appropriate cases of news and events from Nepal and abroad, impact of news agencies news and feature services. Requisites of Advanced journalism practice.	10
III	**News Sources and Cultivation** Sources of news: verification and cross-verification; cultivation - protecting and promoting- of news sources; ethical considerations while	10

	dealing with sources; press conference and interview as news sources.	
IV	**News Reporting and Writings** News reporting**:** techniques of findings and collecting news; interviewing: prerequisites of a good interview, different forms of interview; angling and writing news; news features for print, broadcast and online media; nose for news: observation, news presentations, interview and use of documents including online based resources.	20
V	**News Editing** Editing skills: appropriate order, emphasis on news judgment, fairness, accuracy, editorial balance, grammar, style, language fluency, legal concerns and ethics in the newsroom; writing headlines and cutline; ethical considerations in editing and maintaining deadline.	20
VI	**Editorial and Opinion** Writing an editorial for print: structure and basic elements; opinion: opinion-article, column, persuasive communication, letter to the editor, gossip writing; talk-shows in radio and TV.	10
VII	**Graphics, Layout and Design** Basics of graphics and design: an overview from print to online media; photography and fundamental nature and feature of photo-journalism; concept of visual aspects from print to web-based journalism; cartoon and illustration as editorial expression.	20
VIII	**Practical Works: Classroom as Newsroom:** Reviewing published news: evaluating news and recommendation for improvement. Holding seminar on media practices. Laboratory work and field experiences on news reporting and writing.	30

Recommended Books

Aryal, K. (2018). Nepalma kartoonkalako itihas. Kathamandu: Nepal Fine Arts Academy.

Devkota, G. (2059). Nepalko Chhapakhana Ra Patrapatrikako Itihas. Kathmandu: Sajha

Frank Barton.(1991) The Newsroom. Germany: IIJ Berlin, FES.

Geoffrey, H. & David, S. (1998). Practical newspaper reporting, 3rd ed. London: Focal Press.

Harris, J. & Stanley J. (1981). The complete Reporter, 2nd ed. New York: The Macmillan.

Hough, G. A. (1991). News writing (4th ed). Delhi: Goyal Saab.

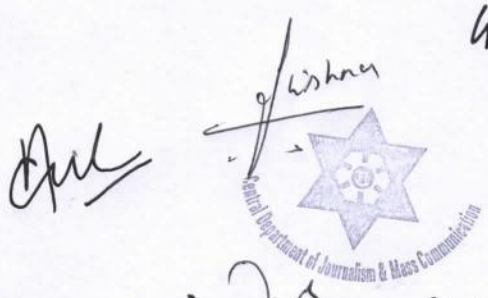
Kharel, P.(2010). *A study of journalism*. Kathamandu: NAME.

Mencher, M. (2003). Basic News Writing, 3rd ed. New Delhi: Universal Books Stall.

Paudel, R. (BS 2027). Patrakarita. Kathmandu: Lunkaran Chaudhary and Vinayakumar Agarwal.

Stephens, M. (2007). A history of news, 3rd Ed. New York: Oxford University press.

Stone, G. (2005). News writing. USA: Harper Collins Publishers.

Strentz, H. (1992). News reporters and news sources: Accomplices in shaping and misshaping the news, 2nd ed. New Delhi: Prentice-Hall of India.

Westley, Bruce H (1980). News Editing. New Delhi: Oxford & IBH Publishing.