

Introduction to Mass Communication

Elective Paper
Paper IV
JMC: 410

Full Marks: 100
Full Marks for Theory: 50
Pass Marks for Theory: 20
Full Marks for Practical: 50
Pass Marks for Practical: 20
Lecture Hour: 150

Course Description

The course is designed to introduce the subject of journalism and mass communication to non-major journalism and mass communication students only. The course deals with theoretical concepts and practical world of mass communication and journalism. It incorporates various issues and aspects of mass media, including issues of disaster communication and labor-associated communication. Besides, the course explores other dimensions of journalism, such as news reporting and editing, media production and management.

Objectives of the Course

To offer students of other disciplines with theoretical concepts, practical knowledge and skills of mass communication, and practices of journalism in the contemporary society.

To equip students with knowledge and skills of news production, such as writing and editing.

Course of Study in Detail

Unit	Unit Title and Breakdown	Teaching Hour
I	Characteristics of Journalism and Mass Communication Concept, definition, types, processes and barriers of communication; functions of mass communication; definition and process of journalism; evolution of news media and support services focusing in	15

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	Nepal.		
II	<p>Principles and Practices of Journalism</p> <p>News: meaning, definition, elements, types, sources and news values; understanding of basic concept of headline, deadline, dateline, lead, use of photos, illustrations, cartoons, graphics, page-making, proof reading; news structure: qualities and roles of reporter and editor; principles of reporting and editing: accuracy, balance and credibility.</p>		25
III	<p>Reporting and Writing on Special Issues</p> <p>Reporting on social issues: environment, climate change, women, children and minorities, development, disaster- pre-disaster, during disaster, post disaster status; key issues for disaster, disaster management in Nepali context.</p> <p>Reporting on the issues of migration, labor-communication and crisis management in Nepal.</p>		20
IV	<p>Legal and Ethical Considerations for Media</p> <p>Introduction to media law; journalism ethics; code of conduct for journalists in Nepal; role of Press Council Nepal for implementation of journalist code of ethics.</p>		15



V	<p>Practical Work and Evaluation</p> <p>Four to six week practical work in a news media under the supervision of class teacher.</p> <p>Each student has to submit a report on news and editing tasks during the practical work.</p> <p>Publishing a model newspaper by a group of five to seven students under the supervision of class teacher.</p> <p>Final evaluation of the students will be made in the presence of external and internal examiners.</p>	75
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Recommended Books:

- Basnet, S. R. (2068 BS). *Patrakaritako aayam (Dimension of journalism)*. Pairabi Publication.
- Bista, M. (2017). *Nepalma press swatantrata (Press freedom in Nepal)*. Sangrila Books.
- Central Department of Journalism and Mass Communication (CDJMC). (2021). *Communicating disaster*. Abriti Chhapakhana Ltd.
- Chalise, B. (2057 BS). *Samachar sankalan tatha sampadan- "Khanda ka ra kha" (News reporting and editing - Part A and B)*. Sristi Prakashan.
- Devkota, G. (2059 BS). *Nepalko chhapakhana ra patrapatrikako itihās*. Sajha Prakashan.
- Hohenberg, J. (1999). *Professional journalists: A guide to the practices and principles of the news media*. Holt Rinehart and Winston.
- Khanal, S. R. (2021). *Prayogatmak patrakarita*. Vidyarthi Pustak Bhandar.
- Luitel, G. & Acharya, M. (2061 BS). *Nepalka samudayik radio itibritanta (Community radio in Nepal)*. Nepal Forum of Environmental Journalists (NEFEJ).
- Regmee, R. K. & Khanal, C. (1999). *Samacharkarmi*. Nepal Association of Media Educators (NAME).
- Wasti, S. C. (2006). *Haamro bhasa (Our language)*. Himal Kitab.

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पत्रकारिता तथा सामाजिक भास्य संकाय
 बुबिचो कार्यालय
 सि. वि., कीर्तिपुर

Palae
Sharma



पत्रकारिता परिषद्को कार्यालय
 कीर्तिपुर