

Tribhuvan University
Faculty of Humanities and Social Sciences
Central Department of Journalism and Mass Communication

Master's Level Semester Course

Journalism and Mass Communication

Submitted to
Faculty of Humanities and Social Sciences
Dean's Office
TU, Kirtipur

Submitted by

Journalism and Mass Communication Subject Committee
Camera Building
Balkhu-Kirtipur
January 2025



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Master's Level Semester Course

Journalism and Mass Communication

1. Introduction

After more than a decade, the course has been revised to address the significant changes in the field of journalism and mass communication. Introduced at the dawn of the new millennium, the MAJMC program has been instrumental in producing highly skilled professionals for journalism and other branches of mass communication. Over time, the annual course was revised and converted into a semester-based system in 2014.

The current revision is necessitated by two key factors. First, the global and national communication and information ecosystems have undergone dramatic changes over the past decade, creating a demand for new forms of workforce and innovative working modalities. Second, the professional world now demands enhanced efficiency from MAJMC graduates, with a strong emphasis on analytical reasoning and practical, hands-on skills.

2. Course Structure

The key distinction of this course from its predecessor lies in the expanded practicum, designed to address the evolving needs of the media and communication landscape. On the one hand, the course encompasses core journalistic and communication elements such as mass communication theories, media jurisprudence, and ethics, along with essential knowledge and skills in reporting and editing. On the other hand, it has significantly incorporated the realms of new media and digital media. Hence, the course is designed with a focus on the era of digital journalism, where news is published online, reflecting the shift from reading traditional newspapers to consuming news on smartphones and digital devices. The course is designed to equip journalists with the skills to navigate the challenges of today's information landscape, where news is increasingly perceived as coming directly from social media rather than being collected and vetted by professional journalists. The MAJMC programme is structured with a 60:40 ratio of theory to practical work. Each course carries 3 credit hours comprising of 48 teaching hours.

2.1 Significance of the Programme

The significance of the MA JMC course lies in its outcomes. Upon completion, graduates will be prepared for careers in one of the following professional areas:

1. Journalism
2. Public Relations
3. Advertising and Marketing
4. Development Agencies
5. Multi-media and Documentary Production
6. Corporate Communications
7. Community Affairs Management

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8. Media Management
9. Social Media Curation
10. Digital Content Creation and Analysis
11. Fact-Checking
12. Research

3. General and Specific Objectives

The general objective of the course is to develop competent professionals equipped to excel as communication specialists, capable of addressing the challenges brought by emerging new media technologies. The program aims to develop insightful, ethical, and skilled communicators with strong expertise and a deep understanding of various levels of human communication, enabling them to contribute effectively to journalism and related fields. Graduates of this program will be equipped for careers in at least twelve different fields within the professional world.

The following are the specific objectives, encompassing both thematic and practical aspects:

- 3.1 To conduct an updated, advanced-level course aimed at deepening insights into the evolving information and communication ecosystem, both globally and within the national context.
- 3.2 To produce professionals equipped to thrive in various emerging fields of human communication, including both New Media and Legacy Media.
- 3.3 To explore communication theories across various traditions, critically examining their evolution, application, and relevance in contemporary media and communication practices.
- 3.4 To enhance journalistic reporting skills by equipping techniques for fact-checking and identifying deepfakes and disinformation, aligning with professional standards, and focusing on advancing the ability to deliver news with objectivity, accuracy, and excellence.
- 3.5 To enhance both theoretical knowledge and practical skills in structural and text editing, aiming to produce highly skilled copy editors and gatekeepers for media outlets and other communication professions.
- 3.6 To prepare students by enhancing both theoretical knowledge and practical skills in radio and television journalism.
- 3.7 To provide students with a deep understanding of the evolution and transformation of the communication world, exploring the emergence of mass media through historical milestones, challenges, and advancements from early to contemporary times.
- 3.8 To equip students with theoretical knowledge of various development concepts and their application in influencing public behavior, promoting the diffusion of innovations, and facilitating communication through mass media, as well as beyond mass media, including interpersonal communication.
- 3.9 To develop comprehensive strategies for political communication, focusing on the creation, dissemination, and impact of political messages through various media channels, as well as exploring the role of communication in shaping public opinion, influencing political behavior, and enhancing democratic participation.
- 3.10 To cultivate a profound understanding of the ontological and epistemological foundations of mass media research, equipping graduates with the ability to

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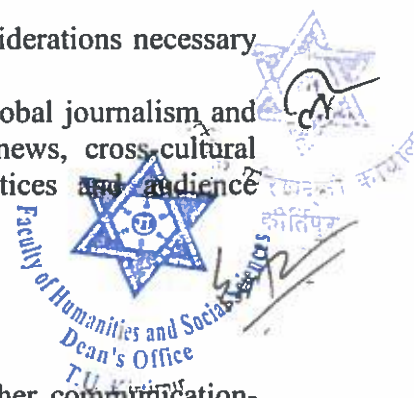
critically examine the performance of mass media within the philosophical frameworks.

- 3.11 To equip students with the skills required to produce radio and television programs, as well as documentaries, developing both technical proficiency and creative storytelling in media production.
- 3.12 To equip students with the knowledge and skills necessary for effective public relations practice, focusing on strategic communication, media relations, reputation management, crisis communication, and the use of various platforms to build and maintain positive relationships between organizations and their audiences.
- 3.13 To examine the current state of global communication and the emerging trends shaping the global landscape of information and communication.
- 3.14 To address the challenges of the mass media industry by promoting higher ethical standards and improving sensitivity, including gender and intercultural awareness, to enhance their ability to connect with a broader audience.
- 3.15 To equip students with an understanding of media economics, focusing on the financial structures, market dynamics, and business models of print and digital media, and analyzing the economic factors influencing media content and distribution.
- 3.16 To equip students with the technological expertise and deeper understanding of the digital landscape needed to combat misinformation.
- 3.17 To provide students with an understanding of New Media, focusing on digital platforms, social media, and emerging technologies, and their impact on communication practices, audience engagement, and content creation.
- 3.18 To equip students with the knowledge and skills required for effective advertising, focusing on strategy development, creative techniques, consumer behavior, and the use of various media platforms to craft impactful and persuasive campaigns.
- 3.19 To provide students with a clear understanding of media law and media jurisprudence, focusing on legal principles such as freedom of expression, intellectual property, defamation, and privacy, while exploring the media's interaction with the courts and its legal challenges.
- 3.20 To equip students with the skills and knowledge of photojournalism, focusing on the ethical, technical, and artistic aspects of capturing compelling images that tell powerful stories while adhering to journalistic standards.
- 3.21 To equip students with the knowledge, skills, and ethical considerations necessary to navigate the evolving landscape of AI in journalism.
- 3.22 To provide students with a comprehensive understanding of global journalism and communication, focusing on the dynamics of international news, cross-cultural reporting, and the impact of globalization on media practices and audience engagement.

4. Beneficiaries

Students pursuing careers in journalism, media, public relations, or other communication-related fields will greatly benefit from the programme. Those interested in understanding the evolving landscape of media, including global journalism, new media, and advertising, will gain valuable insights into the practical and theoretical aspects of their fields. The course on media law will be particularly beneficial for aspiring journalists, and communication practitioners who seek to navigate the legal complexities of media practices. Likewise, those with a passion for photojournalism will acquire the skills necessary to capture impactful

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stories, while students of public relations and media economics will develop expertise in managing organizational or corporate communication and understanding the economic forces shaping the media industry. Overall, the programme MA JMC will empower students with the knowledge and skills to succeed in diverse and dynamic roles across the media and communication sectors.

5. Structure of the Programme

The program is structured over four semesters, with each semester covering five courses, except for the fourth, where students are required to complete a dissertation. Each course, including dissertation writing, is worth 3 credits and consists of 48 teaching hours. Classes are conducted exclusively in person, with no provision for online instruction, except for occasional lectures from foreign professors. Grading is based on 60% for theoretical knowledge and participation in practical exercises, and 40% for internal evaluation of achievements according to the course of study. Out of the 48 hours of coursework, students are required to complete 19 hours of practical classes and fulfil three practicum assignments.

6. Provision of Attendance

Students are required to attend at least 80% of the total classes for each course and complete all assignments, including class presentations, in order to be eligible to sit for the final exams.

25/11/2023
Prof. Dr. J. K. Singh

Dr. J. K. Singh



7. Course Structure

First Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
I	JMC 501	Mass Communication Theories	Compulsory	3	48
II	JMC 502	Comprehensive News Reporting	Compulsory	3	48
III	JMC 503	Innovative Editing	Compulsory	3	48
IV	JMC 504	Broadcast Journalism	Compulsory	3	48
V	JMC 505	Communication Revolutions	Compulsory	3	48

Second Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
VI	JMC 551	Development Communication	Compulsory	3	48
VII	JMC 552	Political Communication	Compulsory	3	48
VIII	JMC 553	Methodology in Media Research	Compulsory	3	48
XIV	JMC 554	Digital Media	Compulsory	3	48
X	JMC 555	Public Relations	Compulsory	3	48

Third Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
XI	JMC 601	Combating Misinformation	Compulsory	3	48
XII	JMC 602	Media Economics and Management	Compulsory	3	48
XIII	JMC 603-1	Radio Programme Production	Elective	3	48
XIII	JMC 603-2	Television Production and Documentary Film making	Elective		
XIV	JMC 604	Advertising and Marketing	Compulsory	3	48
XV	JMC 605	Mass Media Research	Compulsory	3	48



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Fourth Semester

Paper	Code	Title	Status	Credit Hrs.	Teaching Hrs.
XVI	JMC 651	Media Law	Compulsory	3	48
XVII	JMC 652	Photo Journalism	Compulsory	3	48
XVIII	JMC 653-1	AI in Journalism	Elective	3	48
XVIII	JMC 653-2	Sociology of Nepali Mass Media	Elective		
XIV	JMC 654	Global Journalism	Compulsory	3	48
XX	JMC 655	Dissertation Writing	Compulsory	6	-



First Semester

Mass Communication Theories

Course Code: JMC 501

Credit Hours: 3
Teaching Hours: 48

Course Description

This course focuses on mass communication theories, highlighting both normative and critical perspectives. It examines media and communication theories that emerged with modernity and in the era of postmodernism. Additionally, the course explores the seven traditions of communication theories, analyzing theoretical statements on the influence of cultural, social, political, and economic contexts on media performance.

Specific Objectives

1. To equip students with the ability to explore communication theories across various traditions, critically examining their evolution, application, and relevance in contemporary media and communication practices, fostering a critical mindset toward mass media functioning.
2. To familiarize students with the evolution of different types of media emerging from technological innovations, analyzing their development and impact on human behavior and society.
3. To enable students to analyze theoretical perspectives on mass media, emphasizing their role within cultural, social, political, and economic contexts by building a strong foundation in communication theories.

Course of Study in Brief

Units	Titles	Teaching Hours
I	Understanding Mass Communication Theory	5
II	Seven Traditions of Mass Communication Theories	4
III	Critical Theory of Communication	4
IV	Modernity and Medium Theory	4
V	Postmodernity and the Information Society	4
VI	Media, Society and Culture Theories	4
VII	Feminism and Gender	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	Understanding Mass Communication Theory	5

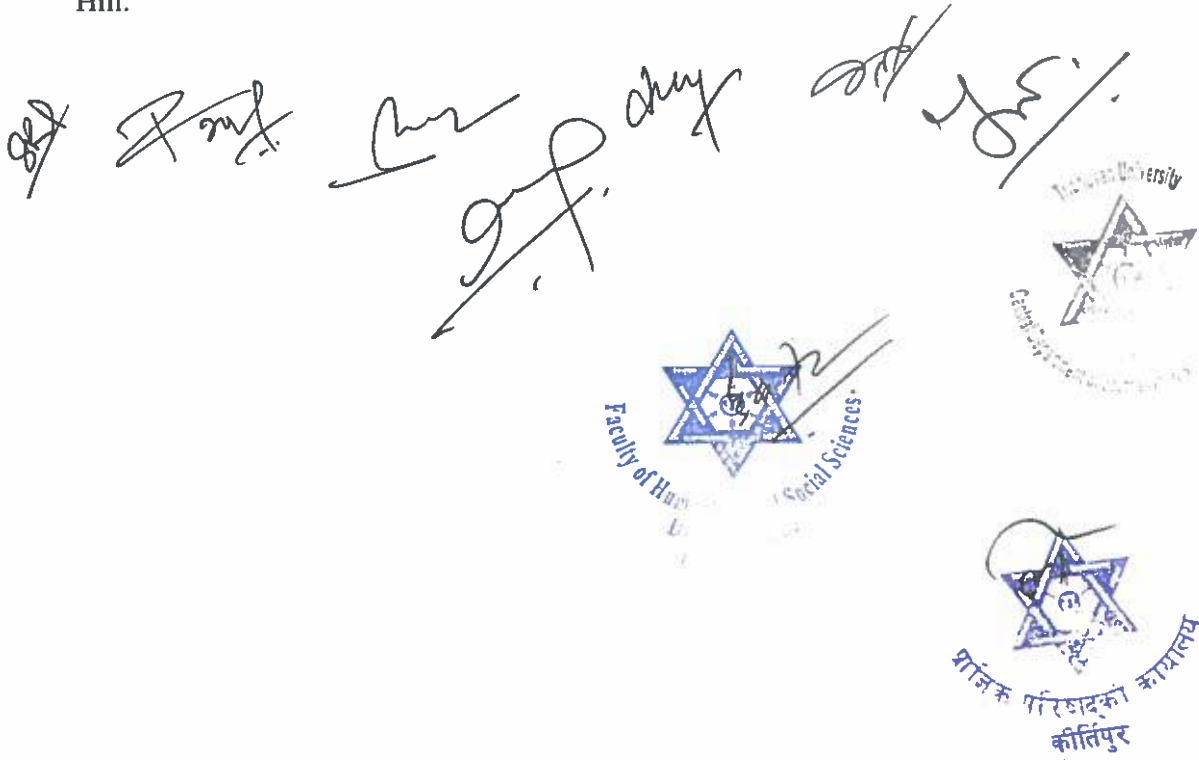
	Flexible Definition of Social Science in Mass Communication Theory: Postpositivist Theory, Hermeneutic Theory, Critical Theory and Normative Media Theory; Normative Theories of Journalism: Hallin and Mancini's Three Models of Media: a) Polarized Pluralistic Model, b) Democratic Corporatist Model, and c) Liberal Model.	
II	Seven Traditions of Mass Communication Theories The Socio-psychological Tradition; Cybernetic Tradition; Rhetorical Tradition; Semiotic Tradition; Socio-cultural Tradition; Critical Tradition; and Phenomenological Tradition.	4
III	Critical Theory of Communication Frankfurt School to the realms of communication; Habermas's Theory of Communicative Action; Dialectical Critical Theory of Communication; Political Economy and Postcolonial Theory; Adorno: culture industry or cultural industries? Media and Cultural Imperialism; Herman and Chomsky: Manufacturing Consent; Critical Political Economy; Marxist Theory of Media.	4
IV	Modernity and Medium Theory Innis: The Bias of Communication; McLuhan: the medium is the message; Benjamin: art and mechanical reproduction, Habermas: media and the Public Sphere.	4
V	Postmodernity and the Information Society Baudrillard: hyperreality and simulation; Debord: Society of Spectacle; Lyotard: the decline of metanarratives; The Information Society	4
VI	Media, Society and Culture Theories Information Diffusion Theory; Social Marketing Theory; Media System Dependency Theory; The Knowledge Gap; Agenda Setting; The Spiral of Silence; Media Intrusion Theory; Symbolic Interactionism; Pragmatism and the Chicago School, Social Constructionism; Framing and Frame Analysis.	4
VII	Feminism and gender Radical Feminism; Mulvey: The Male Gaze; Modleski and Radway: Mass-produced Fantasies for Women; McRobbie: The Ideology of Teenage Femininity; Ang: Pleasure and the Ideology of mass culture; Butler: Gender Trouble; Post-feminism and the third wave; Masculinity in crisis.	4
VIII	Practicum I Preparation of an Analytical Report: observing and analyzing the performance of any form of Nepali media with the theoretical lens of framing.	6
IX	Practicum II Examination of Semiotics: Take any public event or social phenomenon and examine it with the theoretical concept of semiotic traditions of communication theories.	
Unit X	Practicum III Seminar on a key Theme: Take one of the four themes from Unit V or anyone from Unit VI and present the findings as per the close observation of the society (Individual level).	

Recommended Readings

Baran, S. J. & D. K. Davis (2021). *Mass communication theory: Foundations, ferment, and future* (8th ed.). Oxford University Press.

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- Baudrillard, J. (1988). Simulacra and simulation, the precession of simulacra. In M. Poster (Ed.), *Selected Writings*. Stanford University Press.
- Benjamin, W. (1969). *The work of art in the age of mechanical reproduction*. Schocken Books.
- Devito, J. A. (2003). *Human communication: The basic course*. (9th ed.). Pearson Education.
- Emery, E., Agee, W. K. & P. H. Ault (1979). *Introduction to mass communication* (6th ed). Oxford & IBH.
- Fiske, J. (2010). *Introduction to communication studies*. (3rd ed.). Routledge.
- Fuchs, C. (2016). *Critical theory of communication: New readings of Lukács, Adorno, Marcuse, Honneth & Habermas in the Age of the Internet*. University of Westminster Press.
- Fuchs, C. (2014). *Social media: A critical introduction*. Sage.
- Griffin, E., Ledbetter, A., & Sparks, G. (2022). *A first look at communication theory* (11th ed.). McGraw-Hill.
- Hallini C. D., & P. Mancini (2004). *Comparing media systems: Three models of media and politics*. Cambridge.
- Latzer, M. (2013). Media convergence. *SSRN Electronic Journal*.
<https://doi.org/10.2139/ssrn.2271508>
- Laughey, D. (2007). *Key themes in media theory*. McGraw-Hill.
- Marris, P. & S. Thornham (Eds.). (2005). *Media Studies: A reader*. Edinburgh University Press.
- McQuail, D. & Deuze, M. (2020). *McQuail's media & mass communication theory* (7th ed.). Sage Publications.
- McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage.
- Severin, W. J., & Tankard, J. W., Jr. (2014). *Communication theories: Origins, methods, and uses in the mass media* (5th ed.). Longman.
- Taylor, P. A., & Harris, J. L. (2007). *Critical theories of mass media: Then and now*. Tata McGraw-Hill.



Comprehensive News Reporting

Subject Code: JMC 502

Credit Hours: 3
Teaching Hours: 48

Overall Objective

The course provides the students with comprehensive interpretative reporting skills, combining journalistic principles with modern digital and data-driven techniques. It equips students with the changing media landscape with a challenging scenario of misinformation.

Specific Objectives

1. To impart proficiency in long-form news reporting
2. To make students skilled in utilizing data-driven journalism techniques
3. To impart knowledge and skills to create multimedia content, beat reporting, and engage in practical journalism activities.

Course of Study in Brief

Units	Titles	Teaching Hours
I	Foundation of Reporting	5
II	Reporting Tools and Techniques	4
III	Data-driven Journalism	4
IV	Multimedia Journalism and Ethics	5
V	Reporting Politics and Political Affairs	4
VI	Beat Based Reporting	4
VII	Handling Information	3
VIII	Practicum I	6
IX	Practicum II	7
X	Practicum III	6

Course of Study in Detail

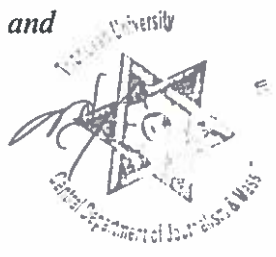
Units	Title and Breakdown	Teaching Hours
I	Foundation of Reporting Fundamentals of reporting; Pitching idea for news-story; Human and document trail, cultivating sources and maintaining confidentiality; Reporting ground-zero.	5
II	Reporting Tools and Techniques Reporting tools and techniques; Arts and crafts of long-form narratives including anecdotes and news-peg; in-depth, interpretative, and investigative reporting; feature stories.	4
III	Data-driven Journalism Basics of data sourcing, cleaning, and analysis; tools for data visualization; in-depth, interpretative, and investigative reporting using open-source data and right to information; data-driven narratives.	4
IV	Multimedia Journalism and Ethics Content production for legacy media and multimedia platforms, from text to audio-visual and social media; balancing speed in breaking news;	5

	and navigating ethical and legal issues in reporting- including privacy, bias, and inclusivity.	
V	Reporting Politics and Political Affairs Reporting Legislative; Judiciary, and three tiers of Executives; Elections, finance and budgets.	4
VI	Beat Based Reporting Art & Entertainment; Sports; Crisis and conflicts; Science and technology; Environment and issues on climate change; Business; Health; Education etc.	4
VII	Handling Information Understanding of infodemic environment; Cycle of miss/dis-information; Handling propaganda and spin-doctors; Fact-checking.	3
VIII	Practicum I Interpretative Reporting: Interpretative reporting derived from statistics of governmental and non-governmental organizations with data visualization, court judgments and rulings, parliamentary debates, sports records, and other authentic sources, book and cinema reviews.	6
IX	Practicum II Case Study: Case study of long-form, in-depth, investigative, interpretative or award-winning news stories; Paper presentation on the topics of newsroom crisis management for reporting.	7
X	Practicum III Pitching Stories: Pitching in-depth news stories with substantial observation, anecdotes and news-peg.; Generate a multimedia report with text, audio, video and info-graph.	6

Recommended Readings

- Adam, G. S., & Clark, R. P. (2006). *Journalism: The democratic craft*. Oxford University Press.
- Adornato, A. (2022). *Mobile and social media journalism*. Routledge.
- Bounegru, L., & Gray, J. (Eds.). (2021). *The data journalism handbook*. Amsterdam University Press.
- Cover, R., Haw, A., & Thompson, J. D. (2020). *Fake news in digital cultures: Technology, populism and digital misinformation*. Emerald Publishing Limited.
- Harcup, T. (2022). *Journalism: Principles and practice*. SAGE.
- Kharel, P. (2010). *A study of journalism*. Mandap Books.
- Mencher, M. (2012). *News reporting and writing* (12th ed.). McGraw-Hill.
- Center for Media Research Nepal. (2024). *Bhrastachar ra media [Media in combating corruption]*. CMR Nepal.
- Dixit, K. (2010). *Dateline earth journalism as if the planet mattered*. IPS-Asia Pacific.
- Frost, C. (2010). *Reporting for journalists*. Routledge.
- Hohenberg, J. (2007). *The professional journalist*. Surjeet Publications.
- Samsadiya Mamila Patrakar Samaj. (2024). *Parliamentary reporting: Principles and practices*.

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Innovative Editing

Course Code: JMC 503

Credit Hours: 3
Teaching Hours: 48

Course Description

Editing is essential to journalism, and this course provides a comprehensive understanding and innovative skills of its principles and practice. Students will learn the theory behind news editing for diverse media channels, explore its evolution, and examine current trends in the field. Through practical exercises and assignments, including homework and seminar presentations, students will develop their editing skills and produce detailed reports based on each unit of study.

Course Objectives

1. To enable students to understand the fundamental and advanced principles of editing.
2. To explore innovative approaches to editing across multimedia platforms.
3. To develop the ability to critically analyze and refine content for diverse audiences.

Course of Study in Brief

Units	Editing	Teaching Hours
I	Introduction to Editing	6
II	Fundamentals of Editing	6
III	Copy Editing	4
IV	Editing Techniques and Changing Scenario	4
V	Audience Awareness	3
VI	Consideration of Law and Ethics	3
VII	Cultural and Regional Influence on Editing	3
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	Introduction to Editing Essence of editing: refining, improving and adding value of content; Principles of editing; Types of editing: copy editing, line editing, news editing, developmental editing- structure, plot, character development often in long read and book.	6
II	Fundamentals of Editing Editing news and various columns of media content including structure, headline, lead, editorial, opinion, column, and review; Copy editing: language, legal consequences, verification of facts and sources; Rhythm	6

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	and consistency; Checklist for accuracy, balance and clarity; Style and tone.	
III	Copy Editing Roles of editor, copy editor, reporter, content producer, and general public: user-generated content.	4
IV	Editing Techniques in Changing Scenarios Innovation in editing: Technology, trend and challenges; AI and automation in editing; Ethics of editing in a post-truth era.	4
V	Audience Awareness Medium and audience; Audience consideration: fragmented audience, target audience, accessibility, engagement.	3
VI	Consideration of Law and Ethics Legal considerations: Libel and defamation, copyright, and other legal regulations; Ethical responsibilities: privacy, Sensitivity.	3
VII	Cultural and Regional Influence on Editing International, national and local context: language, culture, and sensitivity; Style books and production guidelines of major international and national media organizations.	3
VIII	Practicum I Editing Multimedia Story: spotting errors, rewriting text with a focus on improving grammar, style, verification of facts, and clarity.	6
IX	Practicum II Comparative Review: Comparative review of style sheet and production guidelines of local, national, and international media.	6
X	Practicum III Seminar on Observation of Various Media Outlets: Presentation and preparation of term paper reviewing at least 10 days contents of assigned media outlets.	7

Recommended Readings

- Collins, R. F. (Ed.) (2013). *Editing across media: Content and process in a converged world*. McFarland.
- Ginna, P. (Ed.) (2017). *What editors do: The art, craft, and business of book editing*. University of Chicago Press.
- Harcup, T. (2022). *Journalism: Principles and practice*. Sage.
- Harris, M. & Bane, J. (2024). *Everybody needs an editor*. In M. Jacob (Ed.). Simon Element.
- Kharel, P. (2010). *A study of journalism*. Mandap Books.
- Mencher, M. (2012). *News reporting and writing* (12th ed.). McGraw-Hill.
- Kovach, B. & Rosenstiel, T. (2021). *The elements of journalism* (4th ed.). Crown.
- Sanders, K. (2003). *Ethics & journalism*. Sage.
- Wahl-Jorgensen, K. & Hanitzsch, T. (Eds.) (2009). *The handbook of journalism studies*. Routledge.
- Wasti, S. C. (2072 B.S.). *Hamro bhasa [Our language]*. FinePrint Publications.
- (Style Books/ Guidelines: Gorkhapatra, Radio Nepal, NTV, RSS, Radio Sagarmatha, BBC, AP, Economists and other national and international media outlets)

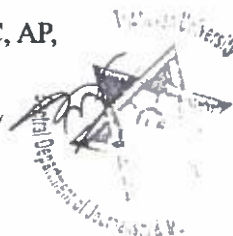


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Broadcast Journalism

Course Code: JMC 504

Credit Hours: 3
Teaching Hours: 48

Course Description

This course offers a comprehensive understanding of broadcast journalism, exploring radio and television programming along with digital platforms as both supplements and complements. It covers key principles, formats, and technological advancements in the field. Students will explore programme production, emerging digital media platforms, ethical considerations, and practical applications through hands-on projects. The course also examines current trends and challenges in industry, including media convergence, misinformation, and audience engagement.

Overall Course Objective

To equip students with the skills required to design and produce radio and television programs, as well as documentaries, developing both technical proficiency and creative storytelling in media production.

Specific Objectives

1. To equip students with knowledge of broadcast journalism principles, programme development, and technological evolution in media dissemination.
2. To develop students' practical skills in news reporting, programme designing, and analysis of broadcast content through observational and hands-on projects.
3. To foster critical thinking about ethical issues, challenges, and emerging trends in broadcast media, including the impact of digital transformation and AI.

Course of Study in Brief

Units	Broadcast Journalism	Teaching Hours
I	Introduction to Broadcast Journalism	5
II	Programme Design in Broadcast Media	4
III	Art of Programme Production	4
IV	Current Trends and Challenges of Radio and Television	4
V	Digital Media Landscape	4
VI	Technological Acceleration and Advancement	4
VII	Ethics in Broadcast Journalism	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
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I	Introduction to Broadcast Journalism Fundamentals of broadcast journalism: nature of audio and visual, principles, and significance; Language and content dissemination in broadcast media; Broadcast systems and formats.	5
II	Programme Design in Broadcast Media Concept and process of programme design; Scoping and content planning; Selecting formats and broadcast platforms; Cost estimation and technical considerations; Style; Creativity, innovation, and programme proposal development.	4
III	Art of Programme Production Identifying audience needs and expectations; Understanding programme formats and structures; Concept of radio and television production: programme, news and other content production and presentation techniques.	4
IV	Current Trends and Challenges of Radio and Television Emerging trends: media convergence, multimedia storytelling, mobile journalism (MoJo) and artificial intelligence (AI); Rise of one-man-band journalism; Competition and audience fragmentation; Challenges in media growth and sustainability.	4
V	Digital Media Landscape Evolution and impact of digital platforms; Digital content distribution; Audience engagement and content strategies in digital broadcasting; Misinformation, disinformation and deepfake content vs. fact-checking.	4
VI	Technological Acceleration and Advancement Transition from analogue to digital broadcasting; Evolution of terrestrial, cable, DTH, AM/FM, and satellite streaming; Transforming audience reception habit and style: from traditional to smart receivers/mobile.	4
VII	Ethics in Broadcast Journalism Core journalistic values: responsibility, accuracy, and objectivity; Privacy, consent, and ethical challenges; Regulatory framework: Role of Press Council Nepal; Legal considerations: defamation and contempt of court.	4
VIII	Practicum I Preparation of an Analytical Report: observing and analyzing programme schedules of two radio/TV stations; Identifying gaps (strengths, weaknesses) and areas for improvement; Developing revised programme grids/schedules based on findings (Individual level).	6
IX	Practicum II Proposal of Programme Design: creating an original programme concept for radio or television; Incorporating audience analysis, format selection, costing (budgeting), and technical aspects; Presenting and justifying the proposal in class (Individual level).	6
Unit X	Practicum III Seminar on Radio/Television Station Observation: Conducting field visits to a radio/television station; Analyzing newsroom operations, workforce structure, and production processes; Interviewing industry professionals and presenting findings in a seminar (Individual level).	6

Recommended Readings

Birks, J. (2019). *Fact-checking journalism and political argumentation*. Palgrave Macmillan.

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- Black, J., Steele, B., & Barney, R. D. (2022). *Doing ethics in media: Theories and practical applications* (5th ed.). Routledge.
- Ess, C. (2020). *Digital media ethics* (3rd ed.). Polity Press.
- Hilliard, R. L. (2014). *Writing for television, radio, and new media*. Cengage Learning.
- Jenkins, H. (2008). *Convergence culture: Where old and new media collide*. NYU Press.
- Jones, J. & Salter, L. (2012). *Digital journalism*. Sage.
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- Khanal, A. B., & Paudyal, B. (1999). *Radio: Boliko bhasha lekhta [Radio: Writing in spoken language]*. Nepal Press Institute.
- Kharel, P. (2005). *Sounds of radio broadcasting*. Nepal Association of Media Educators.
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- Pavlik, J. V. (2021). *Journalism in the age of virtual reality and artificial intelligence*. Columbia University Press.
- Siapera, E. (2018). *Understanding new media* (2nd ed.). SAGE.
- Stewart, P., & Alexander, R. (2021). *Broadcast journalism: Techniques of radio and television news* (8th ed.). Routledge.
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- Annual reports and periodic publications of Press Council Nepal and concerned organizations.

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Course Title: Communication Revolution

Course Code: JMC 505

Credit Hours: 3
Teaching Hours: 48

Course Descriptions

This course is designed to equip students with an understanding of the development of mass media over time, from its origins to the present. It explores the evolution of human civilization from a communication perspective, focusing on the progression of print, broadcast, and new media across different eras. The course provides insights into the development of mass media as a dynamic process shaped by both upheavals and advancements.

Course Objectives

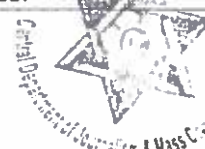
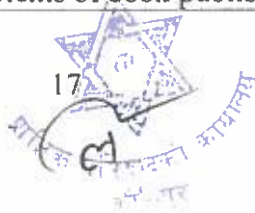
1. To provide students with a deep understanding of the evolution and transformation of the communication world,
2. To explore the emergence of mass media through historical milestones
3. To aware students of the challenges, and advancements of mass media from early to contemporary times.

Course of Study in Brief

Unit	Communication Revolution	Teaching Hours
I	Six Eras of Communication Revolution	6
II	History of Book Media	3
III	History of Newspaper and Magazine	4
IV	History of Radio	4
V	History of Television	3
VI	History of Digital Media	3
VII	Mass Media in Nepal: Evolution and Dynamics	6
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
I	Six Eras of Communication and Information Revolution The First Era: development of writing; The Second Era: invention of printing press; The Third Era: telegraph and telephone; The Fourth Era: radio and television; The Fifth Era: digital revolution; The Sixth Era: AI and big data. The Eight Attributes of media across different Eras: accessibility, privacy, fidelity, volume, velocity, range, persistence and searchability.	6
II	History of Book Media History and growth of book media; functions and scope of book; Impact of book on civilization; Impact of new technology on book; Contemporary issues and problems of book publishing business.	3



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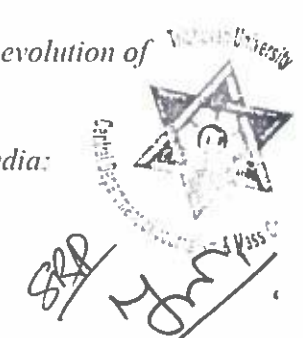
III	History of Newspaper and Magazine History and growth of Newspapers; Types and functions; Nature and scope of newspaper; Impact of new technology on newspaper industry. Future of newspapers; History and growth of magazine and its scope.	4
IV	History of Radio Evolution and growth of radio broadcasting; Types and functions; Nature and scope of radio broadcasting industry; Impact of new technology on Radio broadcasting.	4
V	History of Television Evolution and growth of television broadcasting; Types and functions; Impact on civilization; Impact of new technology; Popular culture and television; Nature and scope of the television broadcasting industry.	3
VI	History Digital Media Evolution and growth of digital media; Different types of social media, Impact of digital media on cultural behavior, Nature and scope of the digital media industry; Contemporary issues in the digital environment and the communication ecosystem.	3
VII	Mass Media in Nepal: Evolution and Dynamics Traditional communication in Nepal; Evolution of media during the Rana period; After the establishment of democracy; the Panchayat Era up to the referendum; From the Referendum to 1990; After the restoration of democracy to the Constituent Assembly elections and the era of the Republic.	6
VIII	Practicum I Term Paper: writing a term paper on issues related to the historical revolution in communication and media, both globally and in the context of Nepal.	6
IX	Practicum II Seminar Paper: paper presentation in classroom seminar on national issues of broadcast media	6
Unit X	Practicum III Project Work/Profile Writing: project work/profile writing between 1500 to 3000 words in A-4 size paper with double line space.	7

Recommended Readings

- Arnold, D. B. (2011). *Global journalism topical issues & media systems*. Pit Learning.
- Aryal, D., KC, B., & Pathak, T. (Eds.). (2013). *Media reader*. Jagadamba Parkashan.
- Aryal, K., (2021). A Social history of the printing press in Nepal: Struggle and Advances in breaking the monopoly of knowledge. *Print Culture*, 2(1), 156-171.
- Devkota, G. B. (2002). *Nepalko chhapakhana ra patrakaritako itihās [History of Nepal's printing press and publications]*. Sajha Prakashan.
- Poe, M. T. (2011). *A history of communications: Media and society from the evolution of speech to the Internet*. Cambridge.
- Press Council Nepal (2025). *Nepali Media: From print to digital [Nepali Media: Chhapadekhi digitalsamma]*.



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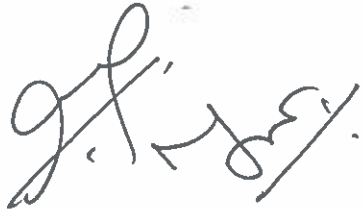
Fang, I. (1997). *A history of mass communication: Six information revolutions*. Focal Press.

McLuhan, M. (1962). *The Gutenberg galaxy*. University of Toronto Press.

Shiva, R. & Kharel, P. (2002). *Nepalma aamsancharko vikash [Development of mass media in Nepal]*. Nepal Association of Media Educators.

Turow, J. (2020). *Media today: Mass communication in a convergence world*. Routledge.

UNESCO. (2013). *Assessment of media development in Nepal*.



Second Semester

Development Communication

Course Code: JMC 551

Semester: II

Credit Hours: 3

Teaching Hours: 48

Course Description

This course explores the foundational concepts, theories, and practices of development communication with a balanced focus on theoretical understanding and practical application. It covers the evolution of development paradigms, communication strategies, and media's role in promoting sustainable, inclusive development. With special emphasis on South Asia and Nepal, the course navigates through global frameworks such as SDGs, participatory communication models, and ICT4D initiatives. Through seminars, projects, and campaign design exercises, students will critically engage with issues of cultural identity, media responsibility, and communication ethics in the context of social change and development.

Overall Objective

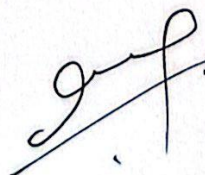
This course examines key theories and practices of development communication, focusing on media's role in inclusive, sustainable development with emphasis on South Asia and Nepal.

Specific Objectives

1. To provide students with knowledge of key concepts, the historical evolution, and theoretical frameworks of development communication, enabling them to analyze the role of media, ICTs, and participatory communication in promoting sustainable development.
2. To critically evaluate the practices of development journalism in Nepal and South Asia.
3. To equip students with the skills to design and implement development communication campaigns and projects using appropriate tools and strategies.

Course of Study in Brief

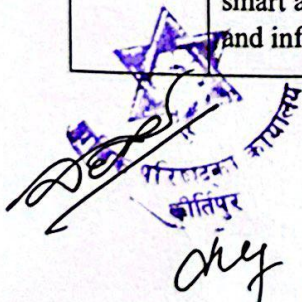
Units	Development Communication	Teaching Hours
Unit I	Foundations of Development Communication	5
Unit II	Communication for Participatory and Community Approach to Development	4
Unit III	Development Communication	4
Unit IV	Media and Development	5
Unit V	ICTs and New Media in Development (ICT4D)	3
Unit VI	Development Efforts and Challenges in Nepal	4



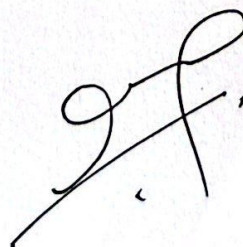
Unit VII	Designing Development Communication Campaigns	4
Unit VIII	Practicum I	6
Unit IX	Practicum II	6
Unit X	Practicum III	7

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Foundations of Development Communication Definitions, evolution, and scope of Development Communication; The Invention of Development: Marshall Plan, US President Truman's Point Four, A New Worldview: Underdevelopment, US Hegemony, A New Paradigm, The Development Age; Paradigms and perspectives of development: Mass Media and National Development, Modernization: Diffusion, Dependency; Six traits of Nora C. Quebral; UNESCO's Seven Threads of Development Communication.	5
Unit II	Communication for Participatory and Community Approach to Development Participatory and community development: Participation Defined; Economics of Participation, Empowerment, Capability, SBCC; Right to Development, MDGs and SDGs; Amartya Sen's concept: development as freedom; The UNDP and Human Development	4
Unit III	Development Communication Communication in Development Threshold, Dynamics of Development, Dysfunctions of Development, Development Awareness, Development Discontent and Development Motivation; Centralised vs. localised approach to development communication; Awareness against cultural globalisation or cultural imperialism.	4
Unit IV	Media and Development Evolution of Development Journalism: Reporting development, education, and population theme; Development journalism in South Asia: trends, issues, and regional practices; Current practices and challenges of development journalism in Nepal; Role of radio, television, print, folk, community media, and digital platforms in public education and awareness; Reporting on development, social justice, ecology and climate change, and rural issues: methods, ethics, and storytelling techniques.	5
Unit V	ICTs and New Media in Development (ICT4D) Digital inclusion: mobile, internet, AI, podcast, apps; e-governance, smart agriculture, mHealth, e-learning; digital empowerment; Media and information literacy (MIL) as a development tool.	3



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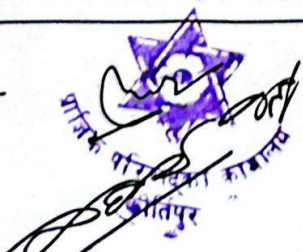
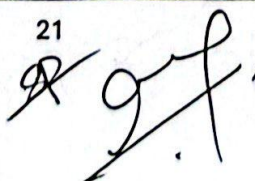





Unit VII	Designing Development Communication Campaigns	4
Unit VIII	Practicum I	6
Unit IX	Practicum II	6
Unit X	Practicum III	7

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Foundations of Development Communication Definitions, evolution, and scope of Development Communication; The Invention of Development: Marshall Plan, US President Truman's Point Four, A New Worldview: Underdevelopment, US Hegemony, A New Paradigm, The Development Age; Paradigms and perspectives of development: Mass Media and National Development, Modernization: Diffusion, Dependency; Six traits of Nora C. Quebral; UNESCO's Seven Threads of Development Communication.	5
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Unit V	ICTs and New Media in Development (ICT4D) Digital inclusion: mobile, internet, AI, podcast, apps; e-governance, smart agriculture, mHealth, e-learning; digital empowerment; Media and information literacy (MIL) as a development tool.	3

4	Unit VI	Development Efforts and Challenges in Nepal	Planned development and Five-Year Plans; Efforts and challenges of development in Nepal; Formulation process of Nepal's national budget, and the Development Process.
4	Unit VII	Designing Development Communication Campaigns	Designing Development Communication Campaigns Campaign cycle: planning, audience research, message design, media mix; Integration of traditional and new media tools; Evaluation frameworks; UNESCO's Communication for Development (ICT4D) approach.
6	Unit VIII	Practicum I	ICT4D Initiatives: Designing ICT4D initiatives to promote public participation in areas such as health, climate change, mHealth, education, and local infrastructure development.
6	Unit IX	Practicum II	Development communication campaigns: Designing development communication campaigns and projects using effective tools and strategic approaches.
7	Unit X	Practicum III	Term Paper: Preparation of a Term Paper on Nepal's three-tier budget development process and the role of media in informing, raising awareness, and encouraging public participation.

Recommended Readings

- Bella, M. (1991). *Designing messages for development communication: An audience participation-based approach*. Sage Publication.
- Bhattarai, B. R. (2005). *The nature of underdevelopment and regional structure of Nepal: A Marxist analysis*. Bhrikuti Academic Publications.
- Bista, D. B. (1991). *Fatalism and development: Nepal's struggle for modernization*. Orient Longman.
- Chambers, R. (1994). *Participatory rural appraisal: Origins and development* [Unpublished paper]. Institute for Social Development, Bellville.
- Dinaboo, M. F. (2003). *Development theories, participatory approaches and community development*. University of the Western Cape.
- Escobar, A. (1995). *Encountering development: The making and unmaking of the Third World*. Princeton University Press.
- Fior, A. G. (2007). *Development communication praxis*. University of the Philippines Open University.
- Government of Nepal, National Planning Commission. (Various years). *Periodic plans & annual budgets*. <https://www.npc.gov.np>
- Gudykunst, W. B., & Bella, M. (2002). *Handbook of international and intercultural communication*. Sage Publications.
- Kim, M. D., & Lee, K. S. (2023). Mapping participation in ICT4D: A meta-analytic review. *International Communication Gazette*, 85(2), 141-163.

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Unit VI	Development Efforts and Challenges in Nepal Planned development and Five-Year Plans; Efforts and challenges of development in Nepal; Formulation process of Nepal's national budget, and the Development Process.	4
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Flor, A. G. (2007). *Development communication praxis*. University of the Philippines Open University.

Government of Nepal, National Planning Commission. (Various years). *Periodic plans & annual budgets*. <https://www.npc.gov.np>

Gudykunst, W. B., & Bella, M. (2002). *Handbook of international and intercultural communication*. Sage Publications.

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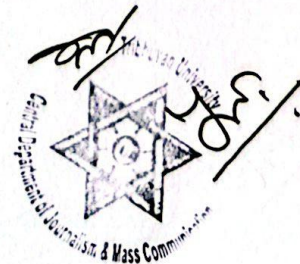
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- Kunczik, M. (1993). *Communication and social change*. Friedrich-Ebert Stiftung.
- Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. Free Press.
- McPhail, T. L. (2009). *Development communication: Reframing the role of the media*. Wiley-Blackwell.
- Mefalopulos, P. (2008). *Development communication sourcebook*. World Bank.
- Melkote, S. R., & Steeves, H. L. (2015). *Communication for development: Theory and practice for empowerment and social justice* (3rd ed.). SAGE.
- Narula, U. (2002). *Development communication: Theory and practice*. Har Anand Publications.
- Obregón, R., & Tufte, T. (2017). Communication & social movements. *Journal of Communication*, 67(5), 635–645.
- Pandey, D. R. (1999). *Nepal's failed development: Reflections on the mission and the maladies*. Nepal South Asia Centre.
- Picciotto, R. (1995). *Participatory development: Myths and dilemmas* (World Bank Discussion Paper No. 240). World Bank. <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/621461468779791276/participatory-development-myths-and-dilemmas>
- Pyakuryal, B. (2007). *Essays on the Nepali economy*. Mandala Book Point.
- Pyakuryal, K. (2008). Community development as a strategy to rural development. *Occasional Papers in Sociology and Anthropology*, 3, 58–68. <https://doi.org/10.3126/opsa.v3i0.1076>
- Quebral, N. C. (2011, December). *Devcom Los Baños style* [Lecture]. Honorary Doctorate Celebration Seminar, London School of Economics, University of London.
- Quebral, N. C. (2012). *Development communication primer*. University of the Philippines Open University.
- Rai, L. D. (2013). Development communication theory: An introduction. In P. Kharel (Ed.) *Select Media Topics*. Central Department of Journalism, T. U.
- Rist, G. (2019). *The history of development: From Western origin to global faith* (5th ed.). Zed Books.
- Rogers, E. M. (1962). *Diffusion of innovations*. Free Press.
- Colle, R. D. (2008). Threads of development communication. In J. Servaes (Ed.), *Communication for development and social change* (pp. 96–157). UNESCO.
- Schramm, W. (1964) *Mass media and national development: The role of information in the developing countries*. UNESCO.
- Sen, A. (2000). *Development as freedom*. Oxford University Press.
- Servaes, J. (Ed.). (2002). *Approaches to development communication: A reader*. UNESCO.
- Truman, H. S. (1949, January 20). *Inaugural address*.
<https://www.trumanlibrary.gov/library/public-papers/19/inaugural-address>
- Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide*. World Bank.
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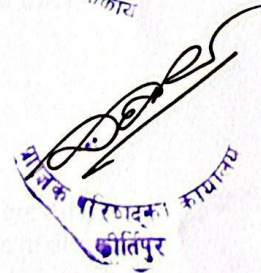
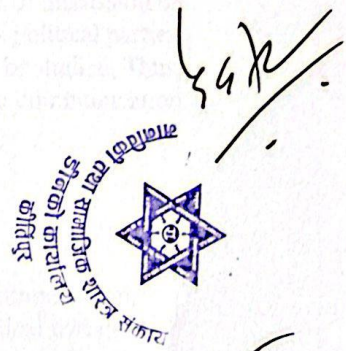
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van Reijswoud, V., & de Jager, A. (2008). *Free and open source software for development*. arXiv.

Waisbord, S. (2001). *Family tree of theories, methodologies, and strategies in development communication*.
Rockefeller Foundation & World Bank.

Periodic development reports of Nepal Government, UNDP, UNESCO and other development stakeholders.



Political Communication

Course Code: JMC 552

Semester: II

Credit Hours: 3

Teaching Hours: 48

Course Description

This course provides an advanced exploration of political communication, emphasizing its evolution, theories, practices, and contemporary challenges in both national and international contexts. It investigates the role of traditional and emerging media including digital platforms, social media, and artificial intelligence in shaping political narratives, public opinion, public communication, and democratic processes. In terms of discussion on the public and political communication cases from the institutions such as political parties, governance system, advocacy groups, and international organizations will be studied. Thus, the course combines theoretical grounding with practice and the public communication shaped in the new information and communication ecosystem.

Overall Objective

This course explores the evolution, theories, and practices of political communication, focusing on how media and digital platforms shape public discourse, political narratives, and democratic processes.

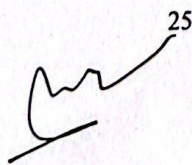
Specific Objectives

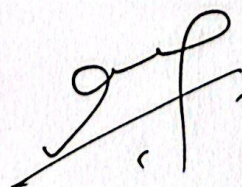
1. To develop a critical understanding of evolution of political and public communication and contemporary dynamics including the impact of AI, big data, and algorithmic influence on political campaigns and democratic participation in diverse cultural and governance contexts.
2. To equip students with the ability to assess, critique, and craft political messaging and undertake public communication in digital environments.
3. To foster ethical awareness and responsibilities in undertaking public communication and use of new communication and information tools in public engagement.

Course of Study in Brief

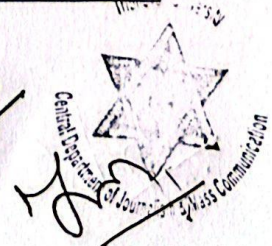
Units		Teaching Hours
Unit I	Shapes of Political Communication	5
Unit II	Complexities of Political Communication Process	4
Unit III	Theoretical Diversity in Political Communication	4
Unit IV	Five Principles in Political Communication	3



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Unit V	Political Messaging and Digital Influence	4
Unit VI	Social Movements and Digital Activism	5
Unit VII	AI and Political Microtargeting	4
Unit VIII	Practicum I	6
Unit IX	Practicum II	6
Unit X	Practicum III	7

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Shapes of Political Communication Defining political communication; Key concepts and tools: Audiences, branding, civil society, broadcasting and narrow casting; Media portrayal: Priming, Framing, Media Effects and Mediatization; Propaganda, Political Marketing, and Spiral of Silence.	5
Unit II	Complexities of Political Communication Process Political, economic and cultural environment; Political advocates and key communicators; Journalistic and other mediators or outlets; Message and content produced by outlets; and bodies of heterogeneous and varyingly involved citizens; Media during elections: Mass media and social media.	4
Unit III	Theoretical Diversity in Political Communication Lipmann and Public Opinion, Lasswell and Propaganda Analysis, Lazarsfeld and the Erie County Study, World War-II and beginning of Communication Study, Diffusion of News Event, New Communication Technology.	4
Unit IV	Five Principles in Political Communication Political power and power over the media, political control and media independence, Question over objective news; Telling a good story, and effects of the news media on citizens tend to be unintentional and unnoticed.	3
Unit V	Political Campaign in Digital Era Construction and dissemination of message: Conventional and non-conventional tools including AI; Digital democracy vs. digital authoritarianism; Role of influencers and digital leaders; Impact on voting and political behavior, and civic engagement; Platforms and Algorithms: Social media dynamics and political participation, Role of Facebook, X (Twitter), TikTok, YouTube on public discourse.	4
Unit VI	Social Movements and Digital Activism: Is It Democracy's Fifth Wave? Grassroots mobilization through digital platforms; Hashtag activism and political protests; Digital Media and the Arab Spring; The recent	5

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	history of Digital Media and dissent; Information infrastructure and the organization of protest; Authoritarian responses and consequences; Al Jazeera, Social Media, and Digital Journalism; Subaltern counter-publics: Intersectionality and marginalized voices online.	
Unit VII	AI, Data Analytics, and Political Microtargeting Algorithmic curation and echo chambers, Bots, trolls, and online political manipulation; Role of big data in campaign strategy; Cambridge Analytica and beyond; Predictive modeling and voter behavior; Ethical consideration and transparency in data-driven politics.	4
Unit VIII	Practicum I Political Message: Designing a political message for the voter's awareness against a common ill practice by the political actors during the elections.	6
Unit IX	Practicum II Seminar/ Workshop/ Project Work: Undertaking Seminar/ Workshop/ Project Work on a) Field research or digital campaign design, b) Media impact analysis of a recent political event, or c) Student-led workshops on communication strategies	6
Unit X	Practicum III Research Paper/ Final Evaluation: Preparation of a Research Paper/Final Evaluation either on a) In-depth analysis of a key issue in political, communication, b) Presentation and peer review, or c) Comprehensive test or viva.	7

Recommended Readings

Adam, G. S., & Clark, R. P. (2006). *Journalism: The democratic craft*. Oxford University Press.

Bradshaw, S., & Howard, P. N. (2019). *The Global disinformation order*. Oxford Internet Institute.

Blumler, J. G., & Gurevitch, M. (1995). *The crisis of public communication*. Routledge.

Castells, M. (2012). *Networks of outrage and hope: Social movements in the internet age*. Polity Press.

Dahl, R. A., & Steinbrickner, R. (2003). *Modern political analysis* (6th ed.). Pearson Education.


Dearing, J. W., & Rogers, E.M. (1996). *Agenda-setting*. Sage.

Howard, P. N., & Hussain, M. M. (2013). *Democracy's fourth wave? Digital media and the Arab Spring*. Oxford University Press.

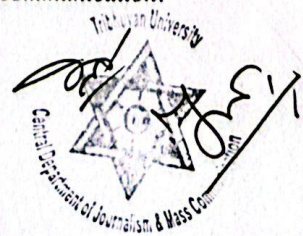
Hulteng, J. L. (1981). *Playing it straight*. The Globe Pequot Press.

Kaid, L. L. (Ed.). (2004). *Handbook of political communication research*. Lawrence Erlbaum Associates.

Kenski, K., & Jamieson, K. H. (Eds.). (2017). *The Oxford handbook of political communication*.

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Oxford University Press

Kharel, P. (2010). *Political Communication: Media, Messages, and Meaning*. Sangam Institute.

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Kreiss, D. (2016). *Prototype politics: Technology-intensive campaigning and the data of democracy*. Oxford University Press.

McNair, B. (2018). *An introduction to political communication* (6th ed.). Routledge.

Negrine, R., & Papathanassopoulos, S. (2020). *The political communication reader*. Routledge.

Fraser, N. (1992). Rethinking the public sphere: A contribution to the critique of actually existing democracy. In C. J. Calhoun (Ed.), *Habermas and the public sphere* (pp. 109–142). MIT Press.

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Tufekci, Z. (2017). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.

Vaidhyanathan, S. (2018). *Antisocial media: How Facebook disconnects us and undermines democracy*. Oxford University Press.

Wolfsfeld, G. (2011). *Making sense of media & politics: Five principles in political communication*. Routledge.

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1. A circular stamp from 'Tribhuvan University, Central Department of Journalism & Mass Communication' with a star logo and handwritten initials 'S.H.I.'
2. A circular stamp from 'श्रीलाल शर्मा शास्त्री विश्वविद्यालय, काठमाडौं' with a star logo and handwritten initials 'S.H.I.'
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Methodology in Media Research

Course Code: JMC 553

Semester: II

Credit Hours: 3

Teaching Hours: 48

Course Descriptions

This course provides a foundational understanding of media research and its significance in the systematic study of media and communication. As research methodology is essential across all fields of knowledge, this subject introduces fundamental theories, methods, and tools used in media research. Students will learn to identify and analyze causes and consequences of media-related issues, formulate research problems, and explore practical solutions.

Overall Objective

To make students to be able to design and undertake mass media and social media research effectively.

Course Objectives

1. To provide students with the knowledge and skills necessary to conduct systematic research in mass media and communication.
2. To develop students' ability to critically analyze media content and assess its impact on individuals, communities and society.
3. To enable students to apply various media research methods in real-world contexts, enhancing their understanding of communication patterns and media influence.

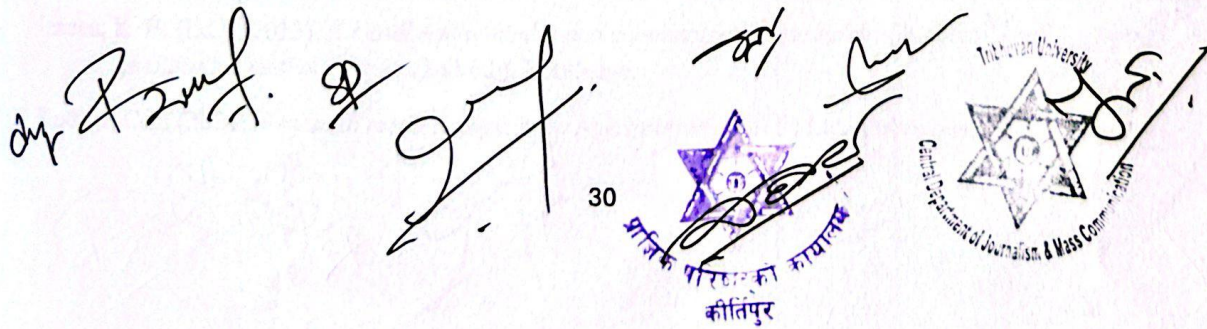
Course of Study in Brief

Unit	Methodology in Media Research	Teaching Hours
I	Fundamentals of Media Research	6
II	Media Research: Prospects within the Framework of Social Scientific Enquiry	4
III	Application of Media Research	4
IV	Methods of Research	4
V	The Context of Census and Sampling	3

VI	Techniques of Media Research	4
VII	Inductive and Deductive Reasoning in Media Research	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
Unit I	Positioning Media Research within Social Research Meaning and definition of research; Nature, scope and features of research, types of research, significance of research; Understanding Media Research as a discipline within Social Science Research; Approaches of social research and media research ; Research procedure and its elements; Social phenomena and behaviour in the social research; Purposes of social research and media research.	6
Unit II	Media Research: Prospects within the Framework of Social Scientific Enquiry Media research and scientific method, characteristic of scientific method; Science and its functions; Different practices of scientific research and its approaches; Reliability and validity.	4
Unit III	Application of Media Research Social values and norms; Various practices in media research; Different forms of media research: content, audience, advertising and public relations; Social Media Research and other contemporary issues for media research.	4
Unit IV	Methods of Research and Ethical Considerations Some select methods of media research: Observation, survey, content analysis, case study, KII and FGD; Ethical considerations in media research.	4
Unit V	The Context of Census and Sampling Context of census and sampling in research. Meaning of universe, population and sample; Types of sampling procedure; Probability and non-probability sampling; Sampling error.	3


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Unit VI	Techniques of Media Research Tools and techniques of data collection for mass communication research: Questionnaire, scheduled interview, manual coding sheet, statistical software (SPSS/Excel). Unobtrusive techniques for research data collection.	4
Unit VII	Inductive and Deductive Reasoning in Media Research Concept of inductive and deductive reasoning. Practices of inductive and deductive approach in media research.	4
Unit VIII	Practicum I Term Paper: Writing a term paper on issues related to development of media research, both globally and in the context of Nepal.	6
Unit IX	Practicum II Seminar Paper: Presentation of a research paper during a seminar focused on current issues in media.	6
Unit X	Practicum III Project Work/Profile Writing: Field work on the content analysis report within 2000 to 3000 words in A-4 size paper with double line space.	7

Recommended Readings

Aryal, D. R. (2024). *Media research*. Aabriti Publications.

Babbie, E. R. (2020). *The practice of social research* (15th ed.). Cengage Learning.

Berger, A. A. (2019). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (5th ed.). SAGE Publications.

Buddenbaum, J. M., & Novak, K. B. (2005). *Applied Communication Research*. Blackwell Publishing Company.

Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.

Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). *Investigating communication: An introduction to research methods* (2nd ed.). Needham Heights.

Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (2018). *Mass communication research methods* (2nd ed.). Red Globe Press.

Jensen, K. B. (Ed.). (2013). *A handbook of media and communication research: Qualitative and quantitative methodologies* (2nd ed.). Routledge.

Kothari, C.R. (2004). *Research methodology*. New Age International (P) Ltd., Publishers.

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Pallant, J. (2013). *SPSS survival manual*. McGraw-Hill Education.

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Upreti, T. (2022). *Sanchar anusandhan: Paddhati ra abhyas* [Media research: Method and practice]. Kathmandu: Sajha Prakashan.

Wimmer, R. D., & Dominik, J. R. (2011). *Mass media research, An introduction*. Wadsworth Publishing Company.

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Digital Media

Course Code: JMC 554

Semester: II

Credit Hours: 3

Teaching Hours: 48

Course Description

This course explores the transformation of media in the digital age, focusing on the shift from traditional to virtual platforms and from analogue to digital formats. It examines the emergence and evolution of digital media in Nepal, the dynamics of digital newsroom operations, and mobile-first content production. Students will gain practical skills in writing, audio-visual storytelling, and using digital tools, while critically engaging with ethical, legal, and market challenges. The course also unpacks key theories such as media ecology, convergence, and participatory journalism to understand the broader implications of digital disruption and platform concentration.

Overall Objective

This course develops advanced skills in digital media production, blending journalistic principles with modern tools for today's media landscape.

Specific Objectives

1. To develop students' ability to produce, manage, and publish digital content across platforms—including web, mobile, and social media.
2. To enable students to critically analyze the digital media ecosystem in Nepal and globally.
3. To equip students with research and practical skills necessary for navigating and innovating in the digital media industry.

Course of Study in Brief

Unites	Title	Teaching Hours
I	Digital Transformation: Emergence and Impact	4
II	Digital Media in Nepal	4
III	Handling the Digital Newsroom	4
IV	Digital Content Production	6
V	Legal and Ethical Issues	4
VI	Digital Media and Market	3

VII	Theories of Digital Journalism	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	Digital Transformation: Emergence and Impact Transformation from traditional to virtual and analogue to digital (Newspaper to film); Audio-video automation; News value in digital age- interactivity, convergence; Netizine journalism to content creators.	4
Unit II	Digital Media in Nepal Emergence of digital media in Nepal- film, theatre; music and news; Extension of digital and social media platform in newsroom; Independent digital newsroom - online, television, radio and podcast.	4
Unit III	Handling the Digital Newsroom Workflow of digital news production; Role of CMS (Content Management System); Monitoring and moderation of comments.	4
Unit IV	Digital Content Production Mobile-first journalism practices; Writing for mobile, web and social media platforms; Creating stories with text, audio and video; Story formats- explainer videos, storytelling, live blogging & vlogging.	6
Unit V	Legal and Ethical Issues Challenges- clickbait, privacy, and sensationalism; market driven vs. content driven; Accountability and transparency; Legal- privacy, copyright, data security and contemporary ethical issues.	4
Unit VI	Digital Media and Market Changing business model of media- paywalls, crowd funding, subscriptions; boosting contents; digital advertising and revenue; Sustainability.	3
Unit VII	Theories of Digital Journalism Digital disruptions- media ecology and convergence theory; Network based journalism- participatory culture and citizen media; Gatekeeping; Digital dilemmas; Platform concentration.	4

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Unit VIII	Practicum I Monitoring Digital Content: A weeklong content analysis on any digital news media focusing on content, presentation, visualization, interaction, interactivity, legal and ethical perspective. Planning and implementation of research on any digital media including journalistic or non-journalistic aspects.	6
Unit IX	Practicum II Presentation on Digital Economy: Paper presentation based on futuristic approach covering- start-up; moto-vlogging; travel-log; Influencer; Digital business; AI.	6
Unit X	Practicum III Creation of Digital Media Content: Creation of blog/vlog along with text for a web; Editing and webcasting; Feedback and review.	7

Recommended Readings

- Acharya, B. B., & Sharma, S. (Eds.). (2022). *Global perspectives on journalism in Nepal: Nepalese news media in the twenty-first century*. Routledge.
- Adornato, A. (2018). *Mobile and social media journalism: A practical guide*. Routledge.
- Dahal, R. (2025). *Digital paridrishya*. [Digital landscape: Communication and dimensional change in journalism]. Center for Media Research Nepal.
- Deuze, M., & Prenger, M. (Eds.). (2019). *Making media: Production, practices, and professions*. Amsterdam University Press.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.
- Ksiazek, T. B., & Springer, N. (2021). *User comments and moderation in digital journalism*. Routledge.
- McDonald, P., Donoghue, C. B., & Havens, T. (Eds.). (2021). *Digital media distribution*. New York University Press.
- Stebbins, L. F. (2023). *Building back truth in an age of misinformation: What educators can do*. Rowman & Littlefield.
- Steensen, S., & Ahva, L. (Eds.). (2021). *Theories of journalism in a digital age: The reconstruction of journalism*. Routledge.
- Witschge, T., Anderson, C. W., Domingo, D., & Hermida, A. (Eds.). (2016). *The Sage handbook of digital journalism*. Sage Publications.

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Public Relations

Course Code: JMC 555

Semester: II

Credit Hours: 3

Teaching Hours: 48

Course Description

This course offers a comprehensive study of public relations by integrating classical and contemporary theories with practical applications. It traces the evolution of PR, with particular attention to Asian and Nepali perspectives. Students will be introduced to both traditional and emerging PR tools, including new media, social media, and artificial intelligence (AI). Through a blend of theoretical learning, case studies, and hands-on projects, students will develop critical insights and practical skills to manage communication and reputation across diverse contexts. By the end of the course, students will be both conceptually grounded and practically prepared to tackle real-world PR challenges.

Overall Objective

The overall objective of this course is to equip students with a solid theoretical foundation and practical skills in public relations, enabling them to effectively manage communication and reputation across diverse cultural and media environments.

Course Objectives

1. To enable students to understand public relations theories and practices in both Western and Asian contexts.
2. To explore the impact of digital transformation—including social media and AI—on PR practices.
3. To develop practical skills in creating, managing, and evaluating PR strategies in real-life scenarios using traditional and digital platforms.

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Course of Study in Brief

Units	Public Relations	Teaching Hours
Unit I	Evolution of Public Relations	4
Unit II	Nature and Scope of Public Relations	4
Unit III	Public Relations for Non-Profit Organizations	5
Unit IV	Excellence in Public Relations and Communication Management	4
Unit V	Public Relations in the Digital Age	5
Unit VI	Legal, Ethical and Social Responsibility Aspects	3
Unit VII	Strategic Communication	4
Unit VIII	Practicum I	6
Unit IX	Practicum II	6
Unit X	Practicum III	7

Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
Unit I	<p>Evolution of Public Relations</p> <p>Pioneers and pioneering efforts: Early times public relations, Edward Bernays's concept on Constituents of Public Opinion and Ivy Lee's concept of Primacy of Informing Public; PR milestones: From press agency to digital PR; Evolving trends post-1980s: Crisis management, corporate communication, integrated marketing.</p>	4
Unit II	<p>Nature and Scope of Public Relations</p> <p>Definitions and scope; PR in various organizational settings: Corporate, government, non-profit; National vs. international roles and functions; Importance of reputation, image, and stakeholder relations; Public Relations practice in the contemporary world: the utilized channels or tools; New Media as disseminator of PR messages; Target audiences.</p>	4
Unit III	<p>Public Relations for Non-Profit Organizations</p> <p>Components of multifaceted and dynamic public relations landscape of non-profit sector: stakeholder engagement, transparency, accountability, and proactive communication, and mitigating challenges and crises; Transformative potential of strategic partnerships with corporate entities and other non-profit organization; Effective PR and awareness raising on non-profits organization's causes, promotion of programmes and services, and building partnerships with other organizations; Uses and importance of social media to engage with the audience, challenges in managing limited resources and competing for attention in a marketplace.</p>	

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Unit IV	Excellence in Public Relations and Communication Management Four models of public relations as a normative theory; Models of Public Relations and Communication: Measurement, Reliability, Validity, Accuracy, Rationale for practicing the four models. Current trends in global context: Cultural context in communication; Localization of global PR strategies.	4
Unit V	Public Relations in the Digital Age PR and digital transformation: Uses of social media in shaping narratives; AI tools for planning and evaluation: Uses of Chatbots; data analytics; media monitoring; Online reputation management (ORM); Influencer relations and content marketing; Campaign planning: Situation analysis, messaging, implementation; Crisis communication and emergency response; Uses of digital platforms; i.e., Meta, LinkedIn, X, TikTok; Real-world PR campaign case studies; Campaigns and AI.	5
Unit VI	Legal, Ethical and Social Responsibility Aspects Legal frameworks: media law, copyright, defamation, data privacy; PR ethics: transparency, accountability, diversity; Social responsibility in PR campaigns.	3
Unit VII	Strategic Communication Theory and practice: Organizational; Polity-level in public context and in private; Applied PR: Strategy; Strategic management role of public relations; Tools for the strategic management of PR: Environmental scanning, identifying stakeholders, segmenting publics; Issues management and crisis communication: Scenario building, Evaluating PR programmes, Relationship cultivation strategies.	4
Unit VIII	Practicum I Seminar/Workshops/Presentations: Classroom and group discussions. Analysis of select contemporary PR campaigns in Nepal. Student-led presentations on PR issues in digital contexts.	6
Unit IX	Practicum II Project Work/Tests: The group or individual tasks will be performed on either a) Organizational PR audit (Corporate, government, or NGO); or b) Case study on digital PR campaigns or social media crises.	6

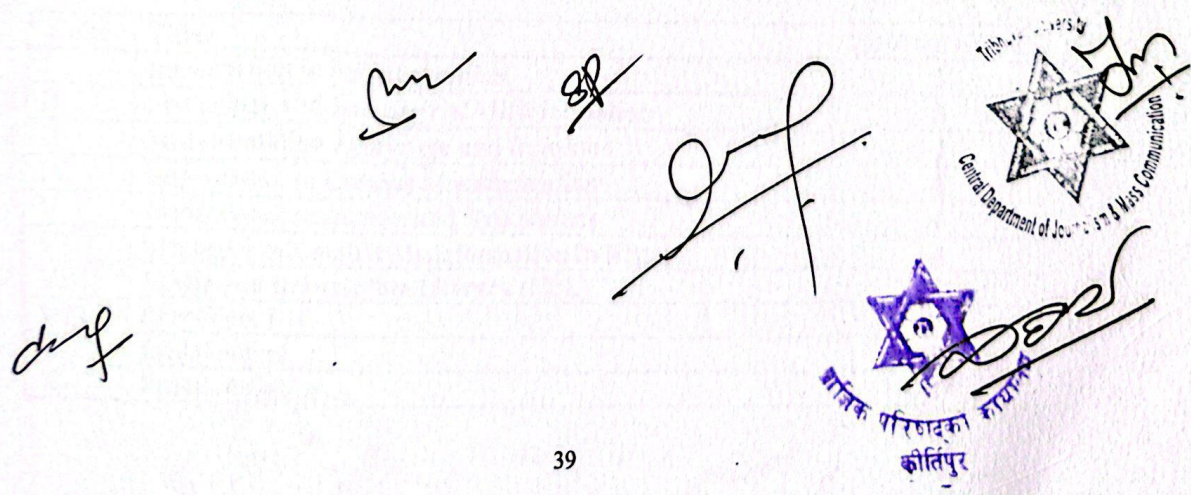
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Unit X	Practicum III Research and Term Paper: Research paper based on PR practices in contemporary world by covering the issues of aid of AI, issues related to digital reputation, ethics, or PR in crisis.	7
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Recommended Readings

- Bahl, S. (1995). Whither Asian public relations? *Media Asia*, AMIC, Singapore.
- Banks, S. P. (2000) *Multicultural public relations: A social-interpretive approach*. Iowa State University Press.
- Bernays, E. L. (1923). *Crystallizing public opinion*. Boni & Liveright.
- Botan, C. (1993). A human nature approach to image and ethics in international public relations. *Journal of Public Relations Research*, 5(2), 95-105.
- Brody, E. W., & Stone, G. C. (1989). *Public relations research*. Praeger Publishers.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). *Effective public relations* (International ed.). Prentice Hall Inc.
- Harlow, R. E. (1957). *Public relations and the social services*. Harper Bros.
- Heath, R. L. (Ed.) (2010). *The Sage handbook of public relations*. Sage.
- Hendrix, J. A., & Hayes, D. C. (2011). *Public relations: A case-based approach* (9th ed.). Wadsworth Cengage Learning.
- Moore, H. F., & Kalupa, F. B. (2005). *Public relations: Principles, cases & problems*. Surjeet Publications.
- Newsom, D., Turk, J. V., & Kruckeberg, D. (2001). *This is PR* (7th ed.). Thomson Asia Pt. Ltd.
- Prajapati, U. (2013). Understanding advertising and public relations. In P. Kharel (Ed.), *Select Media Topics*. Central Department of Journalism and Mass Communication, T. U.
- Rai, L. D. (2010). *An introduction to public relations*. Bhrikuti Academic Publications.
- Sachdeva, I. S. (2009). *Public relations: Principles and practices*. Oxford University Press.



Third Semester

Combating Misinformation

Course Code: JMC 601

Semester: III

Credit Hours: 3

Teaching Hours: 48

Course Description

The speedy spread of misinformation and disinformation stances a serious threat to democracy, media credibility, and social cohesion. This course examines the nature, causes, and consequences of misinformation and disinformation in journalism. It equips students with theoretical knowledge and practical tools to detect, verify, and counter misinformation in a digital-first world. It encourages ethical reflection, media literacy, and proactive journalism against false information.

Overall Objective

To equip students with technological expertise and deeper understanding of the digital landscape needed to combat misinformation.

Specific Objectives

1. To enable students to develop an in-depth awareness of the various forms and mechanisms of misinformation and disinformation.
2. To foster critical thinking and responsible reporting practices in an increasingly complex information landscape.
3. To equip students with practical skills and strategies for identifying, verifying, and debunking false information.


Course of Study in Brief

Units	Titles	Teaching Hours
I	Introduction to Misinformation	5
II	Psychology and Sociology of Misinformation	3
III	Misinformation Ecosystem and Detection	4
IV	Intervention to Combat Misinformation	4
V	Institutional Responses and Regulations	4
VI	Strategies to Combat Misinformation in Nepal	4
VII	Media and Information Literacy (MIL)	5
VIII	Practicum I	7
IX	Practicum II	5
X	Practicum III	7

Course of Study in Detail

Units	Titles	Teaching Hours
I	Introduction to Misinformation Key concepts: Information disorder- misinformation, disinformation, malinformation; Types and motivations; Threat actors and factors: Political, economic and social; Historical overview: Propaganda, false news, fake news, rumors; Global north vs. global south; Information integrity; Selected cases: Ancient <i>Mahabharat</i> period, COVID-19 infodemic, climate change and recent examples.	5
II	Psychology and Sociology of Misinformation Cognitive biases and belief systems; Emotional appeal and echo chambers; Role of social media algorithms; Groupthink and networked communities.	3
III	Misinformation Ecosystem and Detection Political propaganda and fake news; Media polarization and sensationalism; Cases from South Asia and Nepal; Ethical issues in reporting and verification; Detecting misinformation: Principles of fact-checking and verification; Digital tools- reverse image search, metadata, geolocation etc.; Introduction to open-source intelligence (OSINT).	4
IV	Intervention to Combat Misinformation Intervention: a) Informational - inoculation, debunking, credibility labels and tags; b) Educational- media literacy; c) Socio-psychological- accuracy prompts, friction, social norm prompts; d) Institutional - platform alterations, politician messaging, journalistic interventions; Three levels of action: Government action, public level and platform action.	4
V	Institutional Responses and Regulations Role of journalism, civil society, and platforms; Global initiatives to combat misinformation - IFCN, First Draft, UNESCO frameworks, BATMAN endowment; Laws and policies in Nepal related to misinformation; Debates on censorship vs. free speech.	4
VI	Strategies to Combat Misinformation in Nepal Initiations to combat misinformation in Nepal- case studies of misinformation; Fact-checking initiatives in Nepal; Community-level interventions and public awareness; Role of journalists and media organizations.	4
VII	Media and Information Literacy (MIL) Introduction to MIL: Media, information, and technology literacy; Media and information sources: manipulative information and media, deepfakes, languages and messages, audience, producers and other stakeholders; Legal, ethical and societal issues in MIL: Copyright/fair use/plagiarism, netiquette; digital divide, addiction and bullying, hate speech, cybercrime, virtual self and others; Current and future trends of media and information; Opportunities and challenges: a) Economic, educational, social, and political; b) Threats, risks, abuse and misuse; Media and information literate individual.	5
VIII	Practicum I Field Study: Monitoring Nepal's misinformation patterns during an event or campaign. Students either in group or in individual will identify case study and present in class.	7


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IX	Practicum II Guest Lectures: Practical exercises on verification methods and fact-checking skills. Journalists and fact-checkers will be invited to guest lectures.	5
X	Practicum III Report Production: Production of an evaluation report on current trends in media and information, analyzing their impact on individuals and society as a whole.	7

Recommended Readings

Acharya, U. (Ed.). (2025). *Nepal's misinformation landscape*. Center for Media Research Nepal.

Acharya, U. (2080 B.S.). *Media ra suchana saksharata* [Media and information literacy]. Center for Media Research Nepal.

Blair, R. A., Gottlieb, J., Nyhan, B., Paler, L., Argote, P., & Stainfield, C. J. (2023). *Interventions to counter misinformation: Lessons from the Global North and applications to the Global South*. NORC at the University of Chicago.

Dahal, R. (2025). *Digital paridrishya: Sanchar ra patrakaritako aayamik paribartan* [Digital landscape: Communication and dimensional change in journalism]. Center for Media Research Nepal.

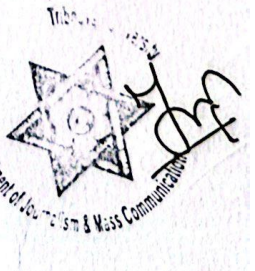
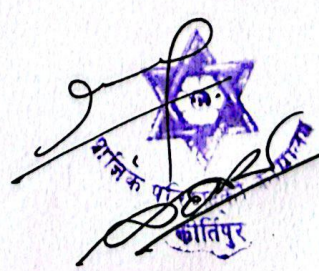
Fisher, C. (2018). What is meant by "trust" in news media? In K. Otto & A. Köhler (Eds.), *Trust in media and journalism* (pp. 19–38). Springer.

Fletcher, R., & Park, S. (2017). The impact of trust in the news media on online news consumption and participation. *Digital Journalism*. 5(10), 1281–1299.

International Republican Institute, Internet Observatory, & Cyber Policy Center. (2021, September). *Combating information manipulation: A playbook for elections and beyond* (CC BY-NC-SA 2.0). https://fsi-live.s3.us-west-1.amazonaws.com/s3fs-public/infomanip_playbook_updated_final_0.pdf

Liagusha, A. (2024). *Memes, freedom, and resilience to information disorders: Information warfare between democracies and autocracies*. Elsevier Ltd. <https://doi.org/10.1016/j.ssaho.2024.101247>

Lewandowsky, S., Cook, J., Ecker, U. K. H., Albarracín, D., Amazeen, M. A., Kendeou, P., Lombardi, D., Newman, E. J., Pennycook, G., Porter, E. Rand, D. G., Rapp, D. N., Reifler, J., Roozenbeek, J., Schmid, P., Seifert, C. M., Sinatra, G. M., Swire-Thompson, B., van der Linden, S., Vraga, E. K., Wood, T. J., & Zaragoza, M. S. (2020). *The Debunking Handbook 2020*. <https://sks.to/db2020>. DOI:10.17910/b7.1182



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Ohwadua, E. O. (2020). Combating disinformation and misinformation through source identification and tracking. *International Journal of Science, Technology & Management*, 5(2), 448–459. <https://doi.org/10.46729/ijstm.v5i2.1085>

Paudel, S. R. (2023, June 26). *Suchana sadachar ra suchanako haq* [Information integrity and the right to information. Center for Media Research Nepal, Media Policy Hub. <https://mediapolicy.org.np/2023/06/media-policy-reviews-recommendations/3553/>

Paudel, S. R. (2024). *Fact checking in Nepal at the misinformation age* [Research report]. RMC, Ratna Rajyalaxmi Campus.

Privy Council Office. (2024). *Countering disinformation: A guidebook for public servants*. <https://www.canada.ca/content/dam/di-id/images/pcdi/guide-eng.pdf>

Silverman, C. (2015). *Verification handbook*. European Journalism Centre. <https://verificationhandbook.com/downloads/verification.handbook.pdf>

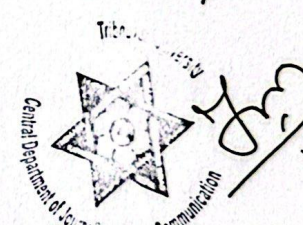
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Wardle, C., & Derakhshan, H. (2017). *Information disorder: Toward an interdisciplinary framework for research and policy making* [Report to the Council of Europe]. <https://shorensteincenter.org/information-disorder-framework-for-research-andpolicymaking>



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Media Economics and Management

Course Code: JMC 602

Semester: III

Credit Hours: 3

Teaching Hours: 48

Course Description

This course offers a comprehensive study of media economics and management by integrating contemporary practices. It is designed to provide students with a comprehensive understanding of economics and management practices that govern the media industry. It aims to equip future media professionals with the analytical and practical skills necessary to navigate the complex business landscape of both traditional and new media.

Overall Objective

The overall objective of this course is to equip students with a solid theoretical foundation and practical skills in media economics and management, enabling them to effectively manage media environments by analyzing the economic factors influencing media content and distribution.

Specific Objectives

1. To equip students with an understanding of media economics, focusing on the financial structures, market dynamics and business models of various media.
2. To enhance the capacity of students to understand media management.
3. To explore the impact of converged media environment.

Course of Study in Brief

Units	Titles	Teaching Hours
I	Media Economics	5
II	Introduction to Media Management	5
III	Market Structures and Media Policy	4
IV	Media Revenue Models	4
V	Customer Relationship Management (CRM)	3
VI	Media Management in Nepal	4
VII	The Future of Media Business	4
VIII	Practicum I	7
IX	Practicum II	6
X	Practicum III	6

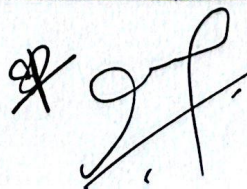


Course of Study in Detail

Units	Titles	Teaching Hours
I	<p>Media Economics Meaning, scope, and significance; Media as unique economic product: Dual product markets- content and audience; Changing dynamics: Economic forces, market dynamics, recent development/investment; Features of media economics: high labor intensives, high degree of uncertainty, monopoly control of advertising; Economic health of media firms; Evolution of media industries: From traditional to digital models.</p>	5
II	<p>Introduction to Media Management Definition and significance; Principles: Objective, division of labor, span of control, authority and responsibility, unity of command, balance, discipline, equity, order etc.; Scope: Media economics, political economy, media studies; Functions: Planning, organization, coordination, motivation, control, decision-making; Management theories: Strategic management, structural, human resource and leadership, organizational culture, technology and innovation; Media landscape in Nepal: Print, Radio, Television, Digital Media.</p>	5
III	<p>Market Structures and Media Policy Types of market structures in the media industry: Monopoly, oligopoly, and monopolistic competition, media and ideology; Media ownership patterns: Chains, trusts, and cross-media, criticism of media ownership; The role of government and regulation in media markets; Media scheduling strategy-fighting, continuous, pulsing; Media consumption in Nepal; Media policy and its impact on: Competition, diversity, and innovation, FDI in media, Clean Feed.</p>	4
IV	<p>Media Revenue Models Traditional revenue streams: Advertising, subscription, and direct sales; Digital revenue models: Native advertising, programmatic advertising, paywalls, and freemium models; Non-profit and public service media funding models; Converged media scenario and diversification of revenue, monetization, Nepali context- capital markets and media firms, media mela, conclave, tournament, and other practices by media groups.</p>	4
V	<p>Customer Relationship Management (CRM) Introduction; CRM types: strategic, operation, analytical, collaborative; Customer data platform, effect on customer satisfaction, profile of customer, improving CRM, market trend, criticism; Media professionals and programming: Strategies, promotion and marketing.</p>	3
VI	<p>Media Management in Nepal Legal provisions- licensing and registration, Investment in media, advertisement market and distribution; Media management industry: ownership pattern of Nepali media, structure of media organizations, functions of various departments; Future of Nepali media industry.</p>	4
VII	<p>The Future of Media Business The impact of digital technologies, AI, and big data on the media industry, Lev Manovich's propositions; Media entrepreneurship and the challenges of launching new ventures; Globalization of media: international markets, cultural</p>	4

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	flows, and business strategies; Ethical and social responsibilities in media management and economics.	
VIII	Practicum I Media Market Analysis: Conducting a market analysis for a specific media sector; students shall produce a detailed market analysis report for a media product of their choice. Or, SWOT analysis of a media company.	7
IX	Practicum II Business Plan Development: Developing a mission and vision for a media start-up; students will present a comprehensive business plan for a new media product.	6
X	Practicum III Case Studies and Management Simulation: Students will prepare and present a case study analysis of a contemporary media management issue.	6

Recommended Readings

Albarran, A., Mierzejewska, B. & Jung, J. (2018). *Handbook of media management and economics*. Taylor & Francis.

Andrijasevic, R. & Steinberg, M. (2021). *Media and management*. Meson Press.

Kharel, P. (2025). *Democracy rupture, channel capture: Beneath and beyond the borders*. Mandap Publication House.

Kharel, P. (Ed.) (2001). *Media issues in Nepal*. Nepal Association of Media Educators.

Kung, L. (2008). *Strategic management in the media: Theory to practice*. Sage Publications India.

McQuail, D. & Deuze, M. (2020). *McQuail's media and mass communication theory*. Sage Publications.

Picard, R. G. (2011). *The economics and financing of media companies*. Fordham University Press.

Valor, J. (2018). *The media industry 2018*. 10.15581/018.ST-486-E

Wirtz, B. W. (2020). *Media management: Strategy, business models and case studies* (2nd ed.). Springer.



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Radio Programme Production

Course Code: JMC 603-1 (Elective)

Semester: III

Credit Hours: 3
Teaching Hours: 48

Course Description

This course offers comprehensive knowledge and practical skills in radio production and presentation. It covers sound design, audio capture and editing, and the creative process of scripting and delivering programmes such as news, features, interviews, and panel discussions. Emphasis is placed on voice training, technical proficiency, ethics, and digital integration. Through hands-on projects, students will produce professional-quality content for both traditional and digital platforms, gaining the editorial judgment, creativity, and technical competence required in contemporary radio environments.

Overall Objective

To equip students with comprehensive knowledge and practical skills in radio production—covering traditional audio principles, creative and technical execution, and adaptation to evolving digital and interactive media trends.

Course Objectives

1. To understand radio as an audio medium, including sound properties, programme types, and studio operations.
2. To build creative and technical skills in producing and presenting various forms of radio programmes.
3. To adapt to digital trends by creating podcasts and using cross-platform tools, AI, and audience interactivity for content delivery in the digital age.

Course of Study in Brief

Units	Radio Programme Production	Teaching Hours
Unit I	Fundamentals of Audio and Writing for Radio	3
Unit II	Art of Radio Programme Production	4
Unit III	Radio Interview and Discussion	5
Unit IV	Production of Popular Radio Programmes	5
Unit V	Voice, Pronunciation and Presentation	4
Unit VI	Radio News Bulletin	4
Unit VII	Podcasting and Digital Integration in Radio Production	4
Unit VIII	Practicum I	6
Unit IX	Practicum II	6
Unit X	Practicum III	7



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Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
I	<p>Fundamentals of Audio and Writing for Radio</p> <p>Sound and microphones; sound recording in field and studio: types and functions of microphones; capturing quality sound.</p> <p>Writing for Radio: know your audience; Techniques for writing for the ear, The storage of talk; Words; Structure and signposting; Pictures and stories; Double meanings; The script.</p>	3
II	<p>Art of Radio Programme Production</p> <p>Tracing the Historical Development of Radio Programmes; Phases of radio programme production: 1) Pre-production Phase: field plan/reporter research, issue selection, and mapping. 2) Production Phase: script writing, Recording in field and studio. 3) Post-production Phase: editing and mixing, listening, polishing, fact-checking, correction, ensuring smoothness, and finalizing the programme for broadcast; Challenges of radio programme production, and legal and ethical consideration in radio programme production.</p>	4
III	<p>Radio Interview and Discussion</p> <p>Radio Interview: Definition, importance and types of interviews; Interview as journalistic conversation focused on timely, news-relevant topics; Securing the interviewee; Why do people agree to be interviewed?; Why do people decline to be interviewed?; What the interviewee should know; Preparation: Selection of location, Pre-interview discussion- setting the scenario; Question technique; Watching the language, Devil's advocate; Multiple questions; Leading questions; Non-questions; Non-answers; Interviewing 'cold; Post interview..</p> <p>Radio Discussion: Format; Selection of participants; The chairperson; Preparation; Advice to contributors; Contributor nerves; Handling Programme: time control, situation control, speaker control; subject control; technical control; Ending discussion programme; ethical consideration in interview and discussion. .</p>	5
IV	<p>Production of Popular Radio Programmes</p> <p>Types of journalistic and non-journalistic radio programme forms/formats: Magazine vs. radio sequence, feature vs. documentary, report, vox-pop, montage, drama, game, phone-in; Outdoor coverage: Stand up and commentary; Production of PSAs and commercials: Spots and jingles; Legal and ethical considerations in programme production.</p>	
V	<p>Voice, Pronunciation and Presentation</p> <p>Characteristics of good voice; Voice modulations; Art of Presentation: Position and posture, attitude of presenter, the Seven Ps, programme presentation and news reading, pronunciation, vocal stressing, inflection, quotation marks,</p>	4



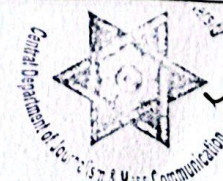
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	alterations, corrections, lists and numbers; Legal and ethical considerations in presentation.	
VI	Radio News Bulletin Radio newsroom operation: Editorial meeting, assignment and news gathering, news source identification and verification; News writing; Intelligibility in news writing; News Assembly; Accuracy, realism, and truth; Being fair; Giving offence; Causing distress; Editing text and sound, mixing, running order, compiling, and presenting a news bulletin; Codes of practice; Objectivity and Legality.	4
VII	Podcasting and Digital Integration in Radio Production Podcasting in digital media ecosystems, genres and formats of podcasts, Podcast cycle: Concept, technology, production, distribution; Creating personas; RSS feed; Future trends and innovations. Use of digital and AI tools in radio programme production; Content dissemination through apps, OTT platforms and other cross-media channels with potential for monetization; Interactivity with audiences and incorporation of user-generated content (UGC); Radio producer as a creative juggler.	4
VIII	Practicum I Production of Radio News Bulletin: In groups, prepare, record, and critically review a 15-minute radio news bulletin.	6
IX	Practicum II Production a of a form of radio programmes: Individually produce one of the following radio formats: Feature, Report, Drama, or Discussion. Or, create your persona and write a letter to him/her why s/he should follow you? Or, podcasts individually under the instruction and supervision of class teacher and distribute it through RSS feeds.	6
X	Practicum III Production of a Radio Magazine: Plan and produce a radio magazine programme collaboratively in groups under the instruction and supervision of class teacher.	7

Recommended Readings

Aspinall, R. (1971). *Radio programme production: A manual for training*. Unesco Paris.

Beaman, J. (2011). *Interviewing for radio* (2nd ed.). Routledge.

Boyd, A. (2013). *Broadcast journalism: Techniques of radio and television news* (6th ed.). Routledge.

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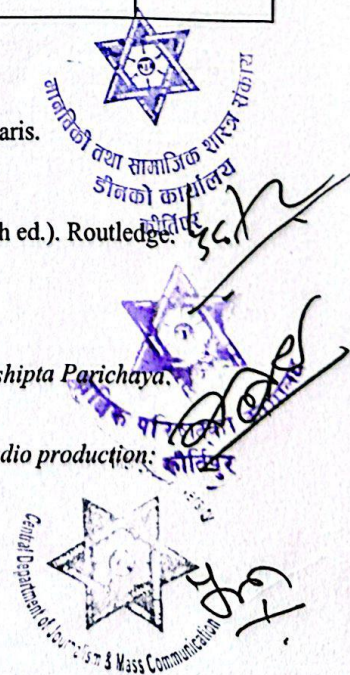
Crisell, A. (1994). *Understanding radio*. Routledge.

Hagedorn, B. (2021). Podcasting (Paudel, S. R.; Baral, R. Trans.). *Podcasting: Sankshipta Parichaya*. CMR Nepal- Journalism Academy.

Hausman, C., Messere, F., Benoit, P., & O'Donnell, L. (2016). *Modern radio and audio production: Programming and performance* (10th ed.). Cengage Learning.

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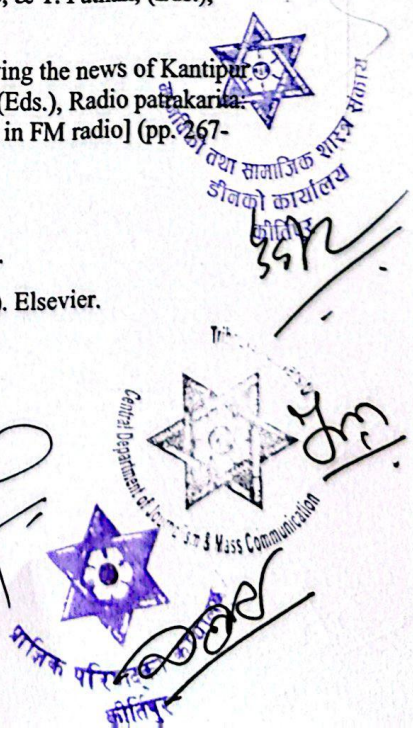


- Hendricks, J. A., & Bonner, P. A. (2017). *Regulation of electronic media* (5th ed.). Routledge.
- Hullen, P. & Karg, T. (2006). *Manual for radio journalists*. Deutche Welle DW-Academi.
- Keith, M. C. (2020). *Radio programming: Tactics and strategy* (9th ed.). Routledge.
- Khanal, A. B. & Poudyal, B. (1999). *Radio: Boliko bhasa lekhta [Radio: Writing spoken language]*. Nepal Press Institute.
- Kharel, P. (2005). *Sounds of radio broadcasting*. Nepal Associations of Media Educators.
- Luitel, G. R. (2002). Radio karyakram utpadanka chunautiharu [Challenges of radio programme production]. In P. Onta & R. Mainali, *Sihaniya radio: Sambhana ra upayogita [Local radio: Feasibility and utility]* (pp. 43-56). Nepal Press Institute/ Martin Chautari.
- Luitel, G. R. (2005). Halchalko halchal [Description of radio news bulletin]. In P. Onta, S. Parajuli, D. Humagain, K. Bhatta & K. Adhikari (Eds.), *Radio patrakarita: FM ma Samachar ra sambad [Radio journalism: News and discussion on FM]* (pp. 225-266). Martin Chautari.
- Luitel, G. R. (2009). *Radio is magic: Tips for radio production*. NEFEJ/Radio Sagarmatha.
- Luitel, G. R. (2016). Radio news reporting and sourcing: A case of Nepal. *Crosscurrents: A Peer-Reviewed Journal of Language, Literature and Culture*, 4(1), 71-86.
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- Mainali, R. (2008). *Radio pledge*. CRSC/NEFEJ.
- McGregor, S., & McKenzie, K. (2016). *Media law and ethics in the age of digital technology*. Palgrave Macmillan.
- McLeish, R. (2005). *Radio production* (5th ed.). Focal Press.
- Piaget, J. (1972). *Intellectual evolution from adolescence to adulthood*. (J. Bliss & H. Furth, Trans).
- Poudyal, B. (2003). *Radio karyakram [Radio production]*. Community Radio Support Center, Nepal Forum of Environment Journalists.
- Poudyal, B. & Mainali, R. (2007). *Shankatkalma samachar [News in crisis]*. Center for Investigative Journalism.
- Poudyal, B. (2013). Radio Patrakarita [Radio journalism] in D. Aryal, B. KC, & T. Pathak, (Eds.), *Media Reader* (pp. 75-87). Jagadamba Publications.
- Paudel, S. R. (2005). Kantipur FM ko samacharlai pharkera herda [Overiewing the news of Kantipur FM]. In, P. Onta, S. Parajuli, D. Humagain, K. Bhatta & K. Adhikari (Eds.), *Radio patrakarita: FM ma Samachar ra sambad [Radio journalism: News and discussion in FM radio]* (pp. 267-296). Martin Chautari.
- Starkey, G. (2013). *Radio journalism* (2nd ed.). Sage.
- Thompson, R. (2019). *Writing for broadcast journalists* (2nd ed.). Routledge.
- White, T. (2012). *Broadcast news writing, reporting, and producing* (6th ed.). Elsevier.
- Wilby, P., & Conroy, A. (2014). *The radio handbook* (5th ed.). Routledge.

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Television Production and Documentary Film Making

Subject Code: JMC 603-2 (Elective)

Semester: III

Credit Hours: 3

Teaching Hours: 48

Course Description

This course prepares students for careers in audiovisual journalism and documentary production by combining theory with hands-on practice. It introduces the principles of television and documentary making while developing technical, creative, and storytelling skills. Students gain practical experience across all stages of production, from concept development to post-production.

Overall Objective

To prepare students for careers in audiovisual communication and documentary production by building a strong theoretical and practical foundation, covering all stages of the production process from concept to completion.

Specific Objectives

1. To provide students with a clear understanding of television and documentary production.
2. To develop students' technical, creative, and structural skills for audiovisual journalism and documentary making.
3. To guide students through all stages of production, from concept to post-production, with practical experience.

Course of Study in Brief

Units	Titles	Teaching Hours
I	Television News Production	4
II	Philosophy of Documentary	5
III	Story Structure: Perspectives and Parameters	4
IV	Visual Language and Scriptwriting	4
V	Production Process	5
VI	Handling Digital Devices	3
VII	Current Trends in Visual Production	4
VIII	Practicum I: Short movie production	6
IX	Practicum II: Content Creation	7
X	Practicum III: Trend or impact analysis	6

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Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	Television News Production History and growth of audio-visual journalism- McLuhan's theory of The Extension of Eyes and Ears; Television discourse: Stuart Hall's Encoding and Decoding Model; Politics of representation- visual pleasure and narrative cinema- Laura Mulvey's Gaze Theory; Contra-flow through documentary films; <i>Al Jazeera</i> Effect.	4
II	Philosophy of Documentary Defining documentary with anatomy; Philosophy of documentary- Theory of Realism; Types: Observational, performative, poetic, expository, reflexive and participatory; Documentary in Nepal: from culture to expeditions, news-based contents from <i>Aankhi Jhyal</i> to <i>Herne Katha</i> , documentary festivals: Laws and regulatory bodies in Nepal: Socio-political context and censorship, ethical considerations; Politics of documentary narratives; Reality on Newsreel.	5
III	Story Structure: Perspectives and Parameters Automation in television and documentary production: Role of producer, cameraperson and other crews; Trends in audio visual journalism and production- traditional to OTTs; Multimedia story pitching: Concept, idea, archives, interviews, timelines, arts and craft; Community and realities, On-spot; Public interest: Rating including TRP; Live coverage.	4
IV	Visual Language and Scriptwriting Language for visual narratives- principles of grammar, classification of shots; Scrip for news and documentaries; Lighting- three-point lighting, natural vs artificial lighting, instruments; Sound in production- microphone, effects, and copyright consideration; Master control room (MCR) operation.	4
V	Production Process Pre-production: Research, story pitching, budgeting and proposal with script and locations; Production: Camera work drone, indoor/outdoor shooting and accessories, and data management; Story structure and elements: Beginning— introduction and interview, Middle—fact, argument context, interview, background, stand-up, character, End—bridge, closing; Postproduction: Rough cut, transition, montage, voiceover, background score; color grading, VFX, archival footage integration, and sound mixing; Basics of Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve; Audio and visual elements—shot sequence, talking head, ambience sound, music, and voice-over.	5
VI	Handling Digital Devices Cinematography: Documentary traces- film and the content of photographs; Camera: cinematic documentary cameras-high dynamic range; visual quality; Mobile journalism (Mojo) and Mobile documentary (Modo); Immersive content capture devices- GoPro, DJI Osmo, 360°, Drone; AI in editing.	4
VII	Current Trends in Visual Production New diminutions in visual narratives: Emergence of vlog, video content creation, explainers and influencers; Distribution: Television, video sharing applications, social media promotions- reels, shorts, TikTok etc.; Reversion of content- uses of archived footages, text to audio and visual narratives, graphics.	4



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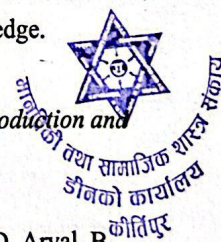
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VIII	Practicum I Short movie production: Script writing, filming and displaying a short news/documentary movie following content creation process including – pre and postproduction process (Teamwork 3-5 students) and presentations.	6
IX	Practicum II Content Creation: Content creation based on mobile and immersive content capture devices: Vlog regarding any topics or explainer video or any content based on Mojo or Modo (Individual work) and presentations.	7
X	Practicum III Trend or Impact Analysis: A seminar paper on television production and documentary: impact analysis, trend analysis, quality analysis of any audio-video productions. (Teamwork 3-5 students).	6

Recommended Readings

- Belavadi, V. (2008). *Video production*. Oxford University Press.
- Gautam, D. (2007). *Kanchko parda* [Curtain of glass]. Martin Chautari.
- Hall, S. (2004). The television discourse: Encoding and decoding. In D. McQuail (Ed.), *McQuail's reader in mass communication theory*. Sage.
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- Honthaner, E. L. (Ed.). (2010). *The complete film production handbook* (4th ed.). Focal Press.
- LaRocca, D. (Ed.). (2017). *The philosophy of documentary film: Image, sound, fiction, truth*. Lexington Books.
- Muzaffar, R. M. (2010). *Music for documentary*. MTCP.
- Mulvey, L. (2001). Visual pleasure and narrative cinema. In M. G. Durham & D. M. Kellner (Eds.), *Media and cultural studies: Key works*. Blackwell.
- Nelmes, J. (Ed.). (2002). *An introduction to film studies* (pp. 211–236). Routledge.
- Paudel, S. R. (2025). *Nepalma aamsanchar: Samachar ra gairsamachar mediako nalibeli* [Mass media in Nepal: A description of news and non-news media]. Mandap Publication House
- Pinhay, S., & Bentley, A. (2025). *Producing film and television: First in, last out*. Routledge.
- Renov, M. (Ed.). (2012). *Theorizing documentaries*. Routledge.
- Schodorf, B. (2010). *Documentary production for television and film: A documentary production and analysis*. LAP Lambert Academic Publishing.
- Seib, P. (2008). *The Al Jazeera effect*. Potomac Books.
- Upreti, T. (2013). *Britachitrako badalido shaili* [Changing forms of documentaries]. In D. Aryal, B. K. C., & T. Pathak (Eds.), *Media reader*. Jagadamba Prakashan.
- Upreti, T. (2011). Nepali Britachitrama mahilako sawal, chitran ra sahabhagita [Women's issues, portrayal, and participation in Nepali documentaries]. In *Media adhyayan* (pp. 89–112). Martin Chautari.
- Wolverton, M. (2005). *Reality on reels: How to make documentaries for video/radio/film*. Surjeet.



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Advertising and Marketing

Course Code: JMC 604

Semester: III

Credit Hours: 3

Teaching Hours: 48

Course Description

This course explores advertising and marketing communication, focusing on its development, core concepts, ethics, and corporate communication tools. Students will examine campaign design, the political economy of advertising, and related regulations in Nepal. Through practical projects and case studies, they will learn to create integrated campaigns that support both business objectives and social interests.

Overall Objective

To provide students with a comprehensive understanding of advertising and marketing communication, enabling them to critically analyze theories and practices, and to design campaigns that balance business objectives with ethical and social responsibilities.

Specific Objectives

1. Analyze the theoretical and historical concepts, and ethical dimensions of advertising, with particular reference to the Nepali media industry.
2. Design and execute integrated advertising campaigns using both traditional and digital platforms, applying creative strategies, media planning, and audience targeting techniques.
3. Evaluate and critique advertising practices in Nepal through the lens of regulation, ethics, public interest, and emerging technological trends.

Course of Study in Detail

Unites	Title	Teaching Hours
I	Introduction to Marketing	4
II	Introduction to Advertising	4
III	Advertising Research and Creativity	5
IV	Theoretical Foundations of Advertising	4
V	Branding and Media Planning	4
VI	Regulations and Ethics in Advertising	4
VII	Planning and Execution of Advertising Campaigns	4
VIII	Practicum I	6
IX	Practicum II	7
X	Practicum III	6

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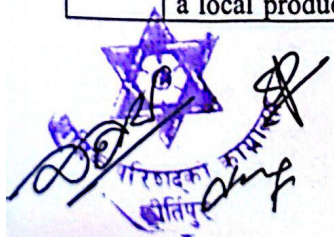
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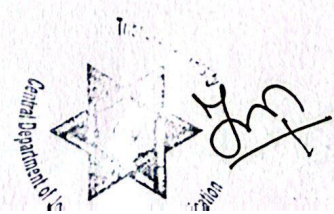
Course of Study in Brief

Unites	Title	Teaching Hours
I	Introduction to Marketing Fundamental and principle of marketing; Marketing process; Marketing mix; Marketing strategy; Market segmentation; Targeting and Positioning (STP); Market research; Integrated marketing plan; B2B and B2C marketing; Social media and influencer marketing; Consumer behavior; Psychological, cultural, and social factors; The buying decision process.	4
II	Introduction to Advertising Evolution of advertising, Role of advertising, Process of advertising, Economic, social and cultural role of advertising, Historical and resent trends of advertising, Advertising industries and its players; Role of advertising agencies; Different types of advertising agencies.	4
III	Advertising Research and Creativity Advertising research: Market research, product research, brand research, campaign research; Content creations; Different types of advertising; Creative advertising; creativity and strategy; Creative process; Creative briefs; Copywriting; Art direction and storytelling; Ad testing and effectiveness; Creative executions and effectiveness of advertising.	5
IV	Theoretical Foundations of Advertising Hierarchy of Effects Theories; AIDA Model; DAGMAR Model; Psychological and Cognitive Theories; Elaboration Likelihood Model (ELM); Persuasion and Message Theories; Persuasion Knowledge Model (PKM); Behavioral and Conditioning Theories; Modern/Media-Centric Theories; Integrated Marketing Communications (IMC); Social Proof Theory; Uses and Gratifications Theory.	4
V	Branding and Media Planning Advertising campaign: Campaign design, execution, evaluation and mapping ROI; Branding strategies: Cross-platform branding and sectorial branding for services/products; Media planning; Media buying; Media strategy; Different types of media: Mass media, outdoor or Out of Home Media (OOH), digital or social media, event and activations, search engine, Artificial Intelligence (AI).	4
VI	Regulations and Ethics in Advertising Advertising regulations practice in different countries; Persuasion v/s Manipulations; Different types of regulations: Self regulations and government regulations, advertising regulations of Nepal, advertising code of ethics, Role of Advertisement Board of Nepal, Normative principles of advertising; Deceptive and misleading advertising; Media-based regulations, Product and service-based regulations.	4
VII	Planning and Execution of Advertising Campaigns Conceptualizing campaigns: Setting goals, defining key messages, media selection; Creative elements: Copywriting, design thinking, and use of visuals; Tools and software: Canva, CapCut, Meta Ads Manager, Google Analytics basics.	4
VII	Practicum I Digital Marketing & Advertising: Designing a cross-platform Ad plan for a local product using one traditional and one digital medium; Analyzing a	6



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	Nepali media outlet's branding strategy and preparing a report; Analyzing a campaign advertisement in Nepal from an ethical lens.	
VIII	Practicum II Campaign Presentation and Evaluation: Creating a 30-second social media Ad video for a local campaign; Evaluation for constructive feedback; Group discussion: Debate on balancing commercial Ads and public interest in Nepali media.	7
IX	Practicum III Case Studies and Comparative Analysis: Traditional vs. digital advertising in Nepal: Print/TV/Radio vs. social media paid promotions; Success and failure analysis: Nepali Campaigns; Presentation and reflection: Identify lessons for future Nepali advertisers.	6

Recommended Readings

Arens, W. F., & Weigold, M. F. (2021). *Contemporary Advertising and Integrated Marketing Communications* (16th ed.). McGraw-Hill Education.

Close Scheinbaum, A., O'Guinn, T. C., & Semenik, R. J. (2023). *Advertising & integrated brand promotion*. Cengage Learning.

CRI-Nepal, & Advertising Board, Nepal. (2024). *Nepalka aamsanchar madhyamma bigyapan bazarbare aadhyan* [A study on the advertising market in Nepalese mass media].

Fill, C., Hughes, G., & De Francesco, S. (2013). *Advertising: Strategy, creativity and media*. Pearson.

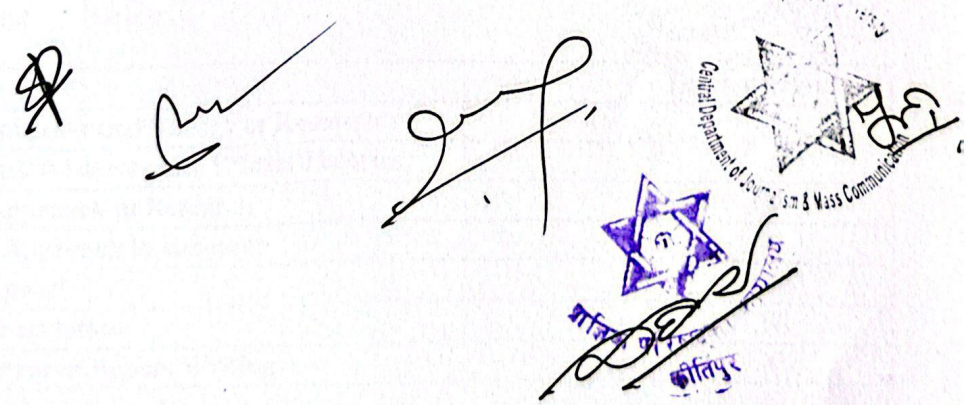
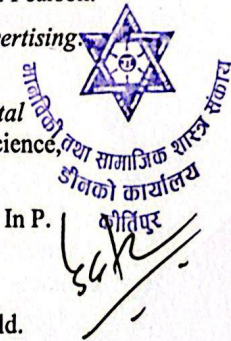
Hamilton, J. F., Bodle, R., & Korin, E. (Eds.). (2017). *Explorations in critical studies of advertising*. Routledge.

Karki, S., Aryal, B. R. (Dr.), Karki, S., & Acharya, K. (2024). *Artificial intelligence for digital marketing transformation in Nepal: A review*. International Journal of Innovative Science, Engineering & Technology, 11(02). IJSET.

Prajapati. U. (2013). Understanding advertising and public relations: Effects in news media. In P. Kharel (Ed), *Select Media Topics*. Central Department of Journalism and Mass Communication, TU.

Richards, J. I. (2022). *A history of advertising: The first 300,000 years*. Rowman & Littlefield.

Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing*. Sage Publications India.



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Mass Media Research

Course Code: JMC 605

Semester: III

Credit Hours: 3

Teaching Hours: 48

Course Descriptions

This course highlights hands-on research skills for real world applications in mass media. It critically examines research theories and explores diverse media-related issues from multiple perspectives. Students are introduced to research methods aimed at uncovering new knowledge based on existing practices. Building on the foundation laid in the second semester's course, this class advances students' understanding of various facets of media research.

Overall Objective

To advance students' understanding of media research by combining theoretical insights with hands-on application, enabling them to critically engage with research methods, theories, and diverse media issues to generate new knowledge.

Specific Objectives

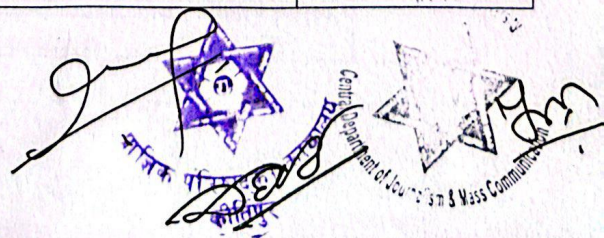
1. To familiarize students with current trends and developments in mass media research.
2. To deepen students' understanding of communication research and its societal influence.
3. To equip students with the ability to conduct comparative analyses of different research methodologies.

Course of Study in Brief

Unit	Unit title	Teaching Hours
I	Perspectives of Data and Theory in Research	6
II	Media Content, Audience and Effects Theories	4
III	Qualitative Approach in Research	4
IV	Quantitative Approach in Research	4
V	Research Proposal	4
VI	Thesis and Dissertation	3
VII	Preparing Research Report Writing	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7



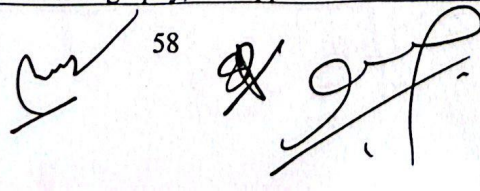
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Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
I	<p>Perspectives of Data and Theory in Research Concept of theory and data in research: definition and distinction between facts and theories in research, importance of theory in guiding research, conceptual framework; hypotheses in research: meaning, purpose, and types (null, alternative, directional, non-directional), formulation and sources of hypothesis; construct measurement in research: definition of constructs in social science and media research, types of measurement scales—nominal, ordinal, interval, ratio.</p> <p>Case-Based Discourse on Methodological Approaches: Press Commission Report 2014 B.S. (Interview, observation); Hutchins Commission Report (Interview-based); Katz & Lazarsfeld, 1942 (Survey, longitudinal approach—Two-step Flow of Communication); McCombs and Shaw, 1972 (Mixed method—content analysis and survey on Agenda Setting Theory); Elisabeth Noelle-Neumann, 1974 (Survey, content analysis, cross-cultural comparison, 2000 interviews—Spiral of Silence Theory); Variables identified, correlation, significance.</p>	6
II	<p>Media Content, Audience and Effects Theories Studying media texts: Content analysis, semiotics, discourse analysis. Studying institutional structures: Ownership, regulation, media economics. Studying audience behavior: Reception studies, Uses and Gratifications, media consumption trends. Empirical methods: Surveys, experiments, longitudinal studies, mixed methods. Effects on individuals and society: Attitude change, belief formation, behavior influence, trend analysis.</p>	4
III	<p>Qualitative Approach in Research Principles and philosophical foundations of qualitative research: Ontology, epistemology and axiology; Concept and characteristics of qualitative research; Interpretivism and constructivism; Narrative and Genre in Media Research: Narrative as a tool for media analysis, Genre studies in journalism and mass communication; Fundamental methods of qualitative research: In-depth Interview/ KII, FGD, case study, observation, ethnographies, textual analysis, and archival research, with consideration of memory bias.</p>	4
IV	<p>Quantitative Approach in Research Understand the concept and principles of quantitative research; Knowledge of basic quantitative techniques used in media studies: central tendency, standard deviation, correlation, regression, t-test, chi-square test, ANOVA.</p>	4
V	<p>Research Proposal Definition and role of a research proposal, Difference between a proposal and a research report. Characteristics of a good proposal, fundamental elements of research proposal and structure. Using APA vs. other citation styles for citation and referencing; Fundamental rules of In-text citations and references.</p>	4
VI	<p>Thesis and Dissertation Understand the purpose, scope and differences between a thesis and a dissertation. Standard structure and components of thesis: Preliminary pages, main chapters, references/bibliography, and appendices.</p>	3



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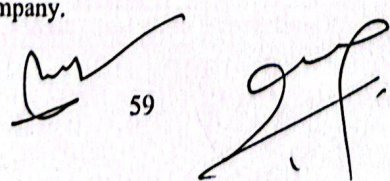


VII	Preparing Research Report Writing Introduction to research report writing: Definition and importance of research reports; Academic research and report writing: Structure of a standard research report, style and presentation; Proofreading and editing, feedback from supervisors, finalizing, and submitting the report.	4
VIII	Practicum I Term Paper: Writing a term paper on issues related to the evolution of media research, considering both global perspectives and the context of Nepal.	6
IX	Practicum II Seminar Paper: Presentation of a research paper during a seminar focused on current issues in media.	6
X	Practicum III Project Work/Profile Writing: Preparation and submission of a 2,000–3,000-word survey report, based on fieldwork, on A4 paper, double-spaced.	7

Recommended Readings

- Aryal, D. R. (2024). *Media research*. Aabriti Publications.
- Babbie, E. (2020). *The practice of social research* (15th ed.). Cengage Learning.
- Berger, A. A. (2019). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (5th ed.). SAGE Publications.
- Buddenbaum, J. M. and Novak, K. B. (2005). *Applied Communication Research*. Blackwell Publishing Company.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE Publications.
- Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). *Investigating communication: An introduction to research methods* (2nd ed.). Needham Heights.
- Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (2018). *Mass communication research methods* (2nd ed.). Red Globe Press.
- Jensen, K. B. (Ed.). (2013). *A handbook of media and communication research: Qualitative and quantitative methodologies* (2nd ed.). Routledge.
- Kothari, C.R. (2004). *Research methodology*. New Age International (P) Ltd., Publishers.
- Pallant, J. (2013). *SPSS survival manual*. McGraw-Hill Education.
- Ritchie, J. and Lewis, J. (2003). *Qualitative research practices*. Sage Publications.
- Saslow, C. (1994). *Basic research methods*. McGraw-Hill.
- Wimmer, R. D. and Dominik, J. R. (2014). *Mass media research, An introduction* (10th ed.). Wadsworth Publishing Company.









Fourth Semester

Media Law

Course Code: JMC 651

Semester: IV

Credit Hours: 3

Teaching Hours: 48

Course Description

This course provides an advanced exploration of media law, integrating ethics, human rights, international conventions, schools of jurisprudence and policy frameworks. It examines how traditional laws evolve to regulate new media, social media, and emerging AI technologies. Students will critically analyze legal frameworks in Nepal and comparative jurisdictions, engage with global human rights instruments, and acquire practical skills in legal drafting through case studies, policy simulations, and research projects. A distinctive focus is given to legal reporting, training students to accurately report legal proceedings, interpret court decisions, and handle sensitive legal information.

Overall Objective

To enable students to understand the rational and practical significance of laws governing journalism and users of information and communication technology, through an overview of key schools of jurisprudence and media-related legal frameworks.

Specific Objectives

1. To introduce students to major schools of jurisprudence and their relevance to media law and digital communication.
2. To examine national and international legal frameworks that regulate journalism, media content, and the use of information and communication technologies.
3. To develop students' ability to analyze and apply legal principles to real-world cases involving freedom of expression, media ethics, and digital rights.

Course of Study in Brief

Units	Unit Title	Teaching Hours
I	Law, Ethics and Media	4
II	Media Jurisprudence in Nepal	5
III	Constitutional, Legal, and Human Rights Dimensions of Media	4
IV	Covering Court's Proceedings and Judicial Decisions	3
V	Broadcasting, Digital Media, and Data Protection Policies	4

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VI	Case Laws in International Context	5
VII	Case Laws in Nepal	4
VIII	Seminars, Policy Workshops and Guest Lectures	6
IX	Case Studies, Legal Drafting	7
X	Research-Based Term Paper on Laws, Policies and Practices	6

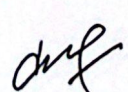
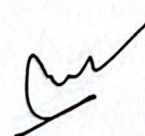

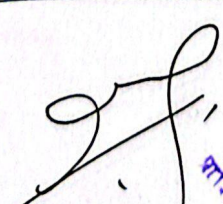


Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
I	<p>Law, Ethics and Media</p> <p>Sources of Law: Statute, precedent, custom, treaty, convention, equity, justice and good conscience; Hierarchy of Law; Legal landscape of world of media and free speech principles: Marketplace of ideas, prior restraint prohibition, content and viewpoint neutrality, highest level of protection for political expression, limited categories of unprotected speech, e.g., incitement to violence or hatred, defamation and libel, obscenity or child pornography, false advertising or commercial fraud, speech that directly endangers public safety; Balancing a conflict between right to fair trial and media freedom.</p>	4
II	<p>Media Jurisprudence in Nepal</p> <p>Schools of jurisprudence with focused on sociological interpretation, i.e., media as an agent of social change, and social control; Media jurisprudence, legal philosophy, principles, and frameworks governing media in Nepal: Freedom of speech and media freedom guaranteed by the constitution and laws, and reasonable restrictions; Role of regulatory bodies: licensing, self-regulation vs. state regulation; Media ethics: Philosophical guidelines and operational ethics; Overcoming ethical dilemma: Porter box model of reasoning; Digital media, cyberlaw, and platform regulation; Media laws practices and regulatory bodies in provincial levels.</p>	5
III	<p>Constitutional, Legal, and Human Rights Dimensions of Media</p> <p>Comparative study of Constitutions of Nepal from different phases of polity in perspective of free speech focused on preamble and concerning articles; Human Rights: UDHR and International Covenant on Civil and Political Rights, Treaty Act of Nepal: Nepal's legal system and relationship between international laws and domestic laws: Legal frameworks balancing press freedom with privacy, security, and hate speech prevention; Right to information Act 2064 and Right to Privacy Act 2075.</p>	
IV	<p>Covering Court's Proceedings and Judicial Decisions</p> <p>Ethical considerations, Limitations of media freedom and duty to respect laws related to defamation, copyright, intellectual property; contempt of court; Parliamentary privileges; Obscenity; Current print media and regulatory body related Laws in Nepal; Media, journalists and information related Laws: Working Journalist Act 2051 BS and Copyright Act 2059 BS, Information Act 2064 BS.</p>	3

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V	Broadcasting, Digital Media, and Data Protection Policies Broadcasting Act (2049 BS); Digital media regulations: Platform liability, legal remedies of fake news, manipulation, misinformation, disinformation, policies to combat deepfakes, algorithmic bias, intellectual property in AI-generated content; Data protection: Global norms and practices in Nepal; Nepal's cyber laws: Electronic Transaction Act 2063.	4
VI	Case Laws in International Context Freedom of Press: Trial of John Peter Zenger, 1735; Actual malice: New York Times vs. Sulleman, 1964; Clear and present danger: Schenck vs. United States, 249 U. S. 47 (1919); Newspaper autonomy: Bennett Coleman & Co. vs. Union of India, AIR 1973 SC 106; IP privacy: R. vs. Bykovets, 2024 SCC 6 (Supreme Court of Canada, February 2024).	5
VII	Case Laws in Nepal Closure of Publication: Baikuntha Prasad Upadhyay vs. Sadar Police Station (Decision dated Phalgun 22, 2010 BS). Imprisonment for Source protection: Imprisonment of Samaj Daily Editor Maniraj Upadhyaya by the Kathmandu Magistrate for protecting a reporter and news source (Kartik 10, 2014 BS.). Right to Information: Gopal Sivakoti Chintan vs. Ministry of Finance et.al. (NKP, 2051 IN 4 DN 4895); Restriction on News Broadcasting: Madhav Kumar Basnet vs. Ministry of Information and Communication et. al. (NKP 2058 in Issue 7, DN7018); Contempt of Court: Thir Prasad Pokharel vs. <i>Bimarsha Weekly</i> (NKP 2049 P.44 DN 4604); Contempt of Court by New Media: Govinda Ghimire vs. Sidhakura.com (080-CF-0012).	4
VIII	Practicum I Seminars, Policy Workshops and Guest Lectures: Students shall conduct seminars, ethical debates, and AI & social media policy workshops under the following themes: exploring AI ethics versus innovation through debates, engaging in policy simulations on social media governance, and participating in guest lectures by policymakers and AI law experts.	6
IX	Practicum II Case Studies, Legal Drafting: Analysis of case studies and legal drafting practices under the following themes: examining landmark national and international cases, developing legal drafting skills including court proceedings, judicial decisions, and drafting legal opinions, and preparing RTI requests and defamation defenses.	7
X	Practicum III Research-Based Term Paper on Laws, Policies and Practices: Carry out independent research (6,000–10,000 words) examining issues related to laws, policies, and practices in human rights, new media, AI governance, or comparative media laws and policies.	

Recommended Readings

- Aryal, K. (2013). Between media freedom and public interest. In P. Kharel (Ed.), *Select Media Topics*. Central Department of Journalism, Tribhuvan University.
- Aryal, K. (2025). *Samachar kakshyako dwivida* [Ethical dilemma in newsroom]. Mandap Publication House.
- Barendt, E. (1987). *Freedom of speech*. Clarendon Press.
- Barendt, E. (2013). *Media law: Text, cases and materials*. Pearson.
- Basu, D. (2010). *Law of the press* (5th ed.). Lexis-Nexis India.
- Beer, A. S. (Ed.). (2011). *Global journalism: Topical issues and media systems* (5th ed.). PHI Learning.
- Brandenburg vs. Ohio, 395 U.S. 444 (1969).
- Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2006). *Media ethics: Cases and moral reasoning*. Pearson.
- Crook, T. (2010). *Comparative media law and ethics*. Routledge.
- Dahal, T. N., & Ghimire, R. R. (2065 B.S.). *Sarbochcha adalatbata bhayeka suchana tatha sancharsambandhi phaisalaharu* [Supreme Court decisions on information and communication]. Freedom Forum.
- Devkota, G. (2074 BS). *Nepalko Chhapakahna ra patrapatrikako itihās* [History of press and newspapers in Nepal] (Fourth ed.) Sajah Publication.
- Francois, W. E. (1986). *Mass media law and regulations* (4th ed.). Macmillan Publishing Company.
- Gordon, A. D., Kittross, J. M., Merrill, J. C., Dorsher, M., & Reuss, C. (2011). *Controversies in media ethics* (3rd ed.). Routledge.
- Harvard Law Review. (2007). Developments in the law: The law of media. *Harvard Law Review*, 120(4), 990–1066.
- Jones, M. E. (2025). *Digital media law: Rights, rules, and regulations in the age of AI*. Bloomsbury Academic.
- Mendel, T. (2004). *Freedom of information: A comparative legal survey* (2nd ed.). UNESCO.
- Pasquale, F. (2015). *The black box society: The secret algorithms that control money and information*. Harvard University Press.
- Pearson, M., & Polden, M. (2020). *The journalist's guide to media law: A handbook for communicators in a digital world* (6th ed.). Routledge.
- Pokhrel, G. P., & Koirala, B. D. (1995). *Mass media laws and regulations in Nepal*. AMIC.
- Sharma B. R., Mainali, R., Luitel, G. R. & Khanal, J. (Eds.). (2017). *Patrakaritaka satisal* [A pioneer of journalism]. Brajesh Raj Sharma.
- Weeramantry, C. G. (1998). *An invitation to the law*. Lawman.



Photojournalism

Course Code: JMC 652

Semester: IV

Credit Hours: 3

Teaching Hours: 48

Course Description

In this course, students will examine the evolving field of photojournalism and develop strategies to address the ethical and safety challenges confronting the industry today. They will acquire technical proficiency in operating cameras and advanced technologies such as drones, while also learning to integrate multimedia elements for effective story development. Through practical assignments, learners will gain hands-on experience in creating, editing, and evaluating visual narratives, with a critical emphasis on their broader social impact.

Overall Objective

To equip students with theoretical, technical, and ethical competencies in photojournalism, enabling them to produce and critically evaluate visual stories across traditional and digital media contexts.

Specific Objectives

1. Explain the evolution, social functions, and theoretical foundations of photojournalism, including its transformation in the digital and social media age.
2. Apply principles of visual composition, storytelling, and technical photography across a range of beats and formats, using both traditional and emerging tools.
3. Critically evaluate photographs and multimedia content for ethical integrity, legal compliance, editorial impact, and cultural significance in local and global contexts.

Course of Study in Brief

Unites	Title	Teaching Hours
I	Foundations of Photojournalism	5
II	Visual Storytelling and Composition	4
III	Professionalism and Legal Obligations	4
IV	Digital and Multimedia Photojournalism	4
V	Beat, Specialization, and Safety	4
VI	Critical Analysis of Images and Society	4
VII	Editing Images	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7

Course of Study in Detail

Units	Title and Breakdown	Teaching Hours
I	Foundations of Photojournalism Evolution of photojournalism- the shift from print to digital, social media's impact, and citizen journalism; Role of photojournalists in society; Understanding visual language and visual literacy; Philosophical and sociological perspectives on images- visual rhetoric, semiotics; The multiple functionalities of news images.	5
II	Visual Storytelling and Composition Fundamentals of visual composition- rule of thirds, framing, light; Photo sequences, captions, and storytelling flow; Principles of visual narrative for news and features; Narrative structures- photo story and photo feature with or without text.	4
III	Professionalism and Legal Obligations Democratic value: Constitutional provisions and laws; Copyright, and image rights: International and Nepali context; Ethical dilemmas during crisis/conflict photography; Challenges: Privacy, consent, manipulation, and AI/deepfake, controversial images, ethical breaches, and their consequences; Handling of corpse photos.	4
IV	Digital and Multimedia Photojournalism DSLR, mirrorless, and smartphone photojournalism; AI tools, drone photography, and 360°/VR storytelling; Social media platforms for breaking news and live visuals; Integration of text, audio, video, and interactive elements.	4
V	Beat, Specialization and Safety Politics, conflict, crime, and disaster coverage; Sports, culture, and entertainment photography; Environmental, health, and business coverage; Photojournalist's safety concerns in all specialized areas; Quality of an ideal photojournalist in contemporary world.	4
VI	Critical Analysis of Images and Society Impact of iconic images in shaping public opinion; Case studies of major event images representing political and social changes, disasters, and crises, including Pulitzer, World Press Photo, and Nepali photo contexts; Importance of visuals—cartoons, sketch, caricatures, infographics, and graphics.	4
VII	Editing Images Digital lab; Image selection for maximum impact; Fundamentals of image processing—Lightroom, Photoshop, etc.; Image formats and metadata; Ethical editing; Detecting fake images, using EXIF data, photo verification, and understanding legal implications.	4

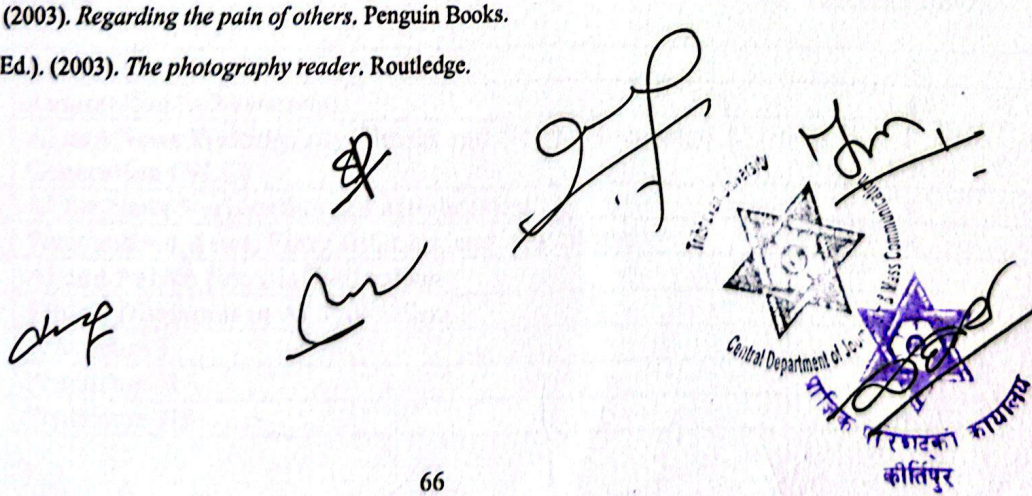
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XIII	Practicum I Field Assignments: Spot news coverage, event photography, and portraits; Creation of three photo essays with captions and metadata; cross-platform optimization.	6
IX	Practicum II Case Study and Critical Review: Analysis of award-winning photo stories; Presentation of a critical paper on newsroom visual strategy or ethics; Peer discussion and critique sessions; Compare a historic Nepali news photo with a global iconic photo, analysing impact and ethics.	6
X	Practicum III Multimedia Project: Pitching and producing a final professional-quality photo story. Combining text, photos, video/audio snippets, and infographic; Presentation and reflective report.	7

Recommended Readings

- Barrett, T. (2017). *Criticizing photographs: An introduction to understanding images*. Routledge.
- Caple, H. (2013). *Photojournalism: A social semiotic approach*. Palgrave Macmillan.
- Kobre, K. (2016). *Photojournalism: The professionals' approach* (7th ed.). Routledge.
- Onta, P. (1998). A suggestive history of the first century of photographic consumption in Kathmandu. *Studies in Nepali History and Society*, 3(1), 181–212. Mandala Book Point.
- Silva, M. F. S., & Eldridge, S. A., II. (2020). *The ethics of photojournalism in the digital age*. Routledge.
- Singh, A. (2012). *Raaga (Color)*. Read and Write Publishing House
- Wright, T. (2016). *The photography handbook*. Routledge.
- Berger, J. (2013). *Understanding a photograph* (G. Dyer, Ed.). Penguin Classics.
- Good, J., & Lowe, P. (2017). *Understanding photojournalism*. Bloomsbury.
- Maddow, B., Morrison, J. G., & Smith, W. E. (1985). *Let truth be the prejudice*. Aperture.
- Mitchell, W. J. T. (1994). *Picture theory*. University of Chicago Press.
- Sontag, S. (1973). *On photography*. Picador.
- Sontag, S. (2003). *Regarding the pain of others*. Penguin Books.
- Wells, L. (Ed.). (2003). *The photography reader*. Routledge.



AI in Journalism

Course Code: JMC 653-1 (Elective)

Semester: IV

Credit Hours: 3

Teaching Hours: 48

Course Description

Artificial intelligence (AI) has impacted significantly in Journalism in several ways. This course covers a range of topics, including AI concepts, practical application in newsroom which introduces students to the intersections of Artificial Intelligence (AI) and journalism. It explores how AI is transforming news production, distribution, verification, and consumption. The course blends theoretical frameworks with practical applications, emphasizing both global trends and Nepal-specific challenges and opportunities.

Overall Objective

To furnish students with the knowledge and skills to understand, utilize, and critically evaluate AI tools within the context of journalism.

Specific Objectives

1. To enable students with the knowledge, skills, and ethical considerations necessary to navigate the evolving landscape of AI in journalism.
2. To equip students with practical skills and strategies for proper use of AI in journalism.
3. To foster critical thinking and responsible reporting using AI considering the impact on news values, ethics, labour, and audience behaviour.

Course of Study in Brief

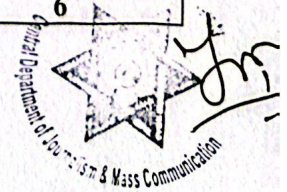
Units	Titles	Teaching Hours
I	Introduction to AI and Journalism	5
II	Automation in Newsrooms	4
III	AI and News Writing: Algorithms and Natural Language Generation (NLG)	5
IV	AI for News Verification & Fact-checking	4
V	Personalized News, Filter Bubbles, and Algorithms	4
VI	AI and Public Trust in Journalism	4
VII	Ethical Dilemmas in AI Journalism	3
VIII	Practicum I	7
IX	Practicum II	6
X	Practicum III	6



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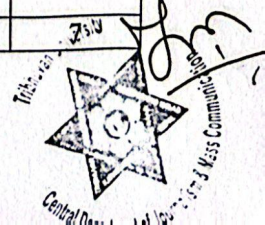


Course of Study in Detail

Units	Titles and Breakdown	Teaching Hours
I	Introduction to AI and Journalism Overview of AI, machine learning (ML), and journalism's technological shifts; Historical context: From print to digital to AI-driven media, relevance to contemporary journalism; Reshaping traditional journalistic practices, early AI experiments in newsrooms, global trends and regional adoption; AI tools for journalists; Key opportunities and threats of AI in journalism; Practices in Nepali newsroom.	5
II	Automation in Newsrooms Newsroom efficiency: Robotic process automation (RPA) for repetitive tasks-transcription, data scraping, data collection, curation, report generation; Content creation, storytelling- AI-powered tools for editing, tagging, and content management; Impact on journalist roles: 'Human vs. machine' divide in journalism; AI-driven newsroom: news without human intervention, freedom from human bias, diverse perspective, threats and challenges- bias in AI models.	4
III	AI and News Writing: Algorithms and Natural Language Generation (NLG) AI writing tools: Interactive prompts, image and video generation; Understand NLG's technical and editorial implications, NLG process - ChatGPT, Wordsmith etc., Use cases - including financial reports, sports recaps, and hyperlocal news, limitations and risks of algorithmic content; Large Language Models (LLM): definition, technology mechanism, development, use, and risks - hallucinations, plagiarism, and loss of originality.	5
IV	AI for News Verification & Fact-checking Application of AI tools to debunk fake news, detecting deepfakes, misinformation, and synthetic media; Tools like Google Fact Check Explorer, AI-powered image analysis; Challenges of bias in AI verification systems, reliability of AI fact-checking.	4
V	Personalized News, Filter Bubbles, and Algorithms Personalized news formats - short-form videos, simplified summaries, AI-powered translations; Recommendation algorithms —algorithms & public discourse; Ethical concerns: Echo chambers, polarization, editorial control, ethical guidelines for algorithmic transparency; Solutions for balancing personalization with diversity.	4
VI	AI and Public Trust in Journalism AI-generated vs. human-generated news; Transparency, accountability, and explainability in AI journalism; Rebuilding trust through hybrid (AI + human) models; Skepticism toward AI in journalism; Media law, policy, and AI governance- privacy/ accountability, plagiarism/ academic integrity, copyright/ intellectual property.	4
VII	Ethical Dilemmas in AI Journalism Debate on transparency, bias, consent, ethical trade-offs; Bias in training data and algorithmic discrimination; Job displacement vs. augmentation debates; Regulatory frameworks (e.g., EU AI Act, copyright issues); Protecting public interest; Code of ethics in AI journalism.	3
VIII	Practicum I	



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	Analysis/Case Study: Students will produce a comparative analysis of two news organizations' AI strategies. or Case study discussions and tool-based workshops.	
IX	Practicum II AI-written Content: Students will generate an AI-written news article with a human-edited comparison.	6
X	Practicum III Analysis of Virtual Story: Students will analyze a viral story using AI verification tools.	6

Recommended Readings

- Biswal, S. K. & Kulkarni, A. J. (2024). *Exploring the intersection of artificial intelligence and journalism*. Routledge.
- Dimatteo, L. A., Poncibo, C. & Cannarsa (Eds.) (2022). *The Cambridge handbook of artificial intelligence: Global perspectives on law and ethics*. Cambridge University Press.
- Haenlein, M. & Kaplan, A. (2019). *A brief history of artificial intelligence: On the past, present, and future of artificial intelligence*. California Management Review.
- Jaakkola, M. (Ed.) (2023). *Reporting on artificial intelligence: A handbook for journalism educators*. UNESCO. <https://doi.org/10.58338/HSMK8605>
- Marconi, F. (2020). *News makers: Artificial intelligence and the future of journalism*. Columbia University Press.
- Ministry of Communication and Information Technology (2021, Asar 16 BS). *Nepalma artificial intelligence (AI) ko prayog ebam abhyas sambandhi abadharana patra* [Concept paper about the use and practice of artificial intelligence in Nepal].
- Nah, S. (Ed.) (2023). *Research handbook on artificial intelligence and communication*. Edward Elgar Publishing.
- Niti Aayog (2018). *National strategy for artificial intelligence*. <https://www.niti.gov.in/sites/default/files/2023-03/National-Strategy-for-Artificial-Intelligence.pdf>
- Poole, D. L. & Mackworth, A. K. (2023). *Artificial intelligence: Foundations of computational agents*. Cambridge University Press.
- Reilley, M. (2024). *The journalist's toolbox: A guide to digital reporting and AI*. Routledge. DOI: 10.4324/9781003431787
- UNESCO (2021). *Guidelines for AI and Journalism*.
- UNESCO (2022). *Recommendation on the ethics of artificial intelligence*. <https://unesdoc.unesco.org/ark:/48223/pf0000381137>
- World Travel and Tourism Council (2024). *Introduction to artificial intelligence (AI) technology*.

Sociology of Nepali Mass Media

Course Code: JMC 653-2 (Elective)

Semester: IV

Credit Hours: 3

Teaching Hours: 48

Course Description

This course examines the sociology of media through theoretical, empirical, and political-economic perspectives, focusing on how media construct meaning, shape power, and influence society. Tracing media's evolution from print to the digital era, it blends global frameworks with the history and contemporary realities of Nepali mass media. Students explore key sociological approaches, media industries, governance, and audience dynamics, and apply their learning through content analysis, case studies, and historical mapping.

Overall Objective

Examine how media construct meaning, organize power, and influence Nepali society through sociological, empirical, and political-economic perspectives.

Specific Objectives

1. Compare key sociological and political-economic perspectives on media using Lasswell's communication model.
2. Apply empirical methods to study media industries, governance, and digital convergence.
3. Analyze historical and contemporary transformations in Nepali media from pre-1990 to the digital era

Course of Study in Brief

Units	Titles	Teaching Hours
I	Introduction to Sociology and Sociology of Media	5
II	Contemporary Media Sociology	4
III	Media and Sociological Approach	4
IV	Mass Communication as Industrialized Production and Reproduction	5
V	Sociological Study in Nepal	3
VI	Nepali Media Sociology Prior to 1990: Upheavals and Advancement	4
VII	Contemporary Sociology of Nepali Mass Media	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7



मानविकी तथा सामाजिक शास्त्र
डी.ए.ए. कार्यालय
कोटिपुर

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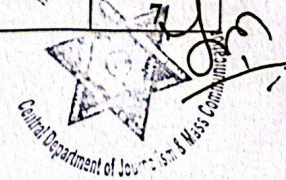


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Course of Study in Detail

Units	Unit Title and Breakdown	Teaching Hours
I	Introduction to Sociology and Sociology of Media Classic sociological perspective: Origins, foundational concepts; Sociology to media sociology; Media sociology: Who says what, in which channel, to whom, with what effect?; Sociological approaches to media and communication: Functionalist, interactionist, conflict perspectives, and political economy; Sociological perspective of media: Sociology of news production, Social processes, routines, influences in journalism; Critical sociology and political economy- overlaps and divergences; Integrating perspectives- combining critical sociology with critical political economy in media and communication studies.	5
II	Contemporary Media Sociology Analysing process of sociology of knowledge in practice; Meaning-making in social world: Social constructionism; External world and media-created picture in audiences' minds; Media and development of modern societies; Institutional dimensions of modern societies; Post-modernism; Subjectivism; Communication, commodification, and advent of printing; Rise of trade in news; Growth of media industries: From print to digital age in global context; Emergence of media as responsible societal actor: Historical overview.	4
III	Media and Sociological Approach Medium, social, economic, legal, political, religious, and cultural structures of individual media; Five features of communication science; Mass media orientation; Behaviourist understanding of media use; Methodological view that empirical research measures content, use, and effects; Conception of media users as collective but dispersed audience; Weber's approach to research on mass media; Institutional framework of media shaped by power and interests: Institutional view of media use and reception, focusing on interests of communicators; Media-centered approach viewing audience as target; Gerhard Maletzke: Psychology of Mass Communication (1963).	4
IV	Mass Communication as Industrialized Production and Reproduction Predictions, past and present; Two principles: Interrelationships and power shaping creation of materials; Industry focus and mass communication perspective; Linking mass communication to society; Governance of media: Accountability issues, collective issues, private and individual issues; Varied character of media governance: Levels of action and related issues, variations in locus of control, governance at level of structure, governance at level of conduct, governance at level of performance; Forms of governance: Formal external agencies and means, formal internal control, informal internal control; Convergence and media governance in digital age.	5
V	Sociological Study in Nepal Nepal's struggle for modernization; National integration; Key arguments in reviews of state of sociology; Emphases in sociology in Nepal; Overview of Nepali society, culture, economy, ethnicity; Social stratification, economic modernization, socio-cultural change; Social organization and values; Cross-cultural communication.	3
VI	Nepali Media Sociology Prior to 1990: Upheavals and Advancement	4

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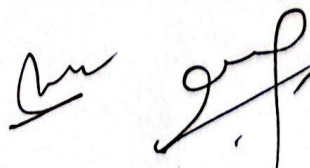
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	Evolution, development, struggle for existence, and media jurisprudence in different time frames of political upheavals and advancement; Socio-political impacts of writing and printing: Praja Parishad and anti-Rana pamphlets; Post-WWII context and pioneer mass media: Manifestations of intellectual tradition; Intellectuals in Nepali society; Party papers shaping media landscape in first decade of democracy; Market-oriented newspapers, consumption, consumer culture, and class formation in Kathmandu; Media ecosystem shaped by political regression of 1960; Media climate created by referendum and aftermath in mass media.	
VII	Contemporary Sociology of Nepali Mass Media Nepali newspapers in post-1990 period: Golden days of Nepali print; Vertical and horizontal diversity in content and ownership; Post-Covid scenario: Prominence of digital age; Social media and transformed information and communication ecosystem; Nepali mass media during violent conflict (1996–2006); Communicators, audiences, opinion leaders, international influence, diffusion of news and content, and effect in current media landscape.	4
VIII	Practicum I News Content and Frame Analysis: Students collect a sample of news articles from Nepali print, broadcast, and digital outlets. Using Lasswell's model and one sociological perspective (e.g., functionalist, conflict, or social constructionist), they code and analyze frames, sources, and narrative patterns, then present findings.	6
IX	Practicum II Media Governance Case Study: In small groups, students investigate a real case of media governance in Nepal (e.g., content regulation, newsroom accountability, or digital policy). They map stakeholders, governance level (structure, conduct, performance), and outcomes, then prepare a policy brief.	6
X	Practicum II Historical-Comparative Media Timeline: Students create a visual timeline tracing key phases in Nepali media history (pre-1990, post-1990, conflict period, post-Covid digital age). Each phase must include major events, media forms, audience shifts, and socio-political context, supported by primary or secondary sources.	7

Recommended Readings

- Aryal, K. (2021). A social history of the printing press in Nepal: Struggle and advances in breaking the monopoly of knowledge. *Print Culture*. Issue 1, Vol 1, 2021. China Printing Museum.
- Aryal, K. (2025). *Patrakarko ankhama raktapatko dashak [A Violent decade on the eyes of journalists]*. Mandap Publication House.
- Baral, L. R. (1975). The press in Nepal (1951-74). In *Contribution to Nepalese studies*. CNAS.
- Fisher, J. F. (Ed.). (1987). *Occasional papers in sociology and anthropology* (volume I). Central Department of Sociology and Anthropology, TU.
- Gellner, D. et. al. (1997). *Nationalism and ethnicity in a Hindu kingdom: The politics of culture in contemporary Nepal*. Harwood.
- Leon-Guerrero, A. (2011). The media. In *social problems: Community, policy, and social action* (3rd ed., pp. 281–305). Pine Forge Press.



Lindner, A. M., & Barnard, S. R. (2020). *All media are social: Sociological perspectives on mass media*. Routledge.

Mall, K. P. (2015). The intellectuals in Nepali society. *In road to nowhere*. Jagadamba.

Mishra, C. (2005). Sociology in Nepal: Underdevelopment amidst growth. *Contributions to Nepalese Studies*, 32(1).

McQuail, D. (2003) *Media accountability and freedom of publication*. Oxford.

Matthews, J. (2017). The sociology of mass media. In K. O. Korgen (Ed.), *The Cambridge handbook of sociology: Vol. 1. Core areas in sociology and the development of the discipline* (pp. 205–216). Cambridge University Press.

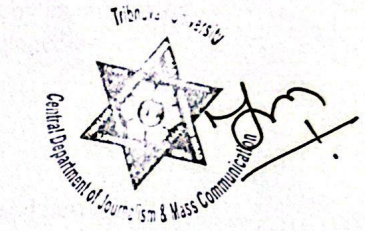
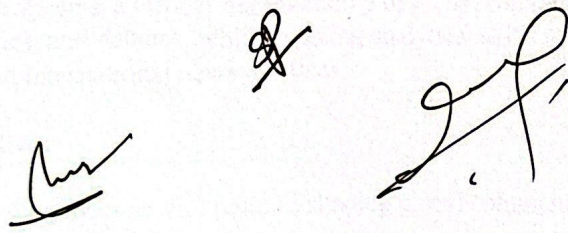
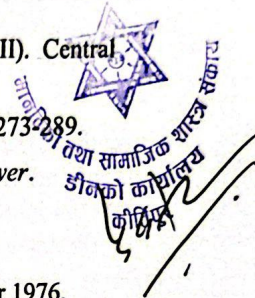
Mikesell S. L. (Ed.). (1990). *Occasional papers in sociology and anthropology* (Volume II). Central Department of Sociology and Anthropology, TU.

Park R. E. (1923). Natural history of newspaper. *American Journal of Sociology*, 29 (3). 273-289.

Turow, J. (1992). *Media systems in society: Understanding industries, strategies, and power*. Longman.

Thompson, J. B. (1995). *The media and modernity: A social theory of the media*. Polity.

Weber, M. (1997). Towards a sociology of the press. *Journal of Communication*, Summer 1976.



Global Journalism

Course Code: JMC 654

Semester: IV

Credit Hours: 3

Teaching Hours: 48

Course Description

This course examines global communication as shaped by media and journalism, with a focus on key trends and policies. It explores how journalism and media function within the global flow of news, addressing issues such as media globalization and calls for a new international information order. Integrating theory with practical insights, the course equips students to critically analyze contemporary global media practices and international reporting.

Overall Objectives

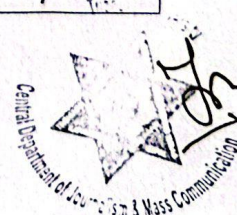
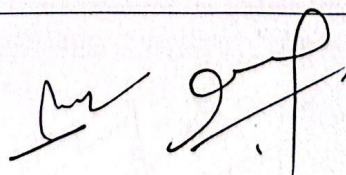
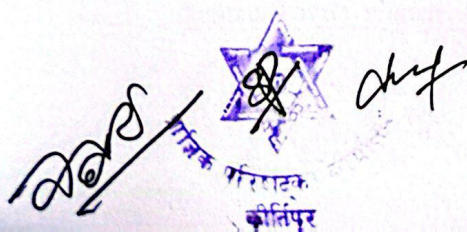
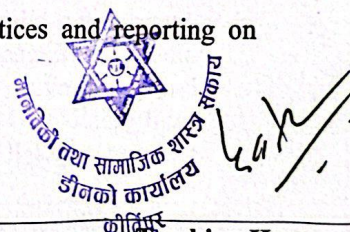
To provide students with a critical understanding of global communication by examining its processes, policies, and debates, while fostering analytical skills to evaluate media globalization and international news practices.

Specific Objectives

1. To examine the processes and policies shaping global communication and news flow.
2. To analyze the impact of media globalization and debates over a new international information order.
3. To develop the ability to critically evaluate global media practices and reporting on international issues.

Course of Study in Brief

Unit	Unit and Titles	Teaching Hours
I	Evolution of Global Communication	5
II	Origin and Scope of Global Media and Journalism	3
III	Theorizing Global Media: Perspectives and Frameworks	5
IV	Global Media Culture	4
V	Global News Flow	4
VI	Principles and Practices of Global Journalism	4
VII	Soft Power and Public Diplomacy: Theoretical Discourse	4
VIII	Practicum I	6
IX	Practicum II	6
X	Practicum III	7



Course of Study in Detail

Unit	Title and Breakdown	Teaching Hours
I	Evolution of Global Communication Origins of international agreements and global media; Globalization: Scope, significance, and historical overview: From foreign correspondence to digital globalization; Beginning of news agencies; Communication and empire: From the Roman roads and postal networks, from British empire's telegraph cables and print culture to the global digital infrastructures; Impact of technology on globalization and media expansion; Evolution of GMCP, institutions; Glocalization and news production.	5
II	Origin and Scope of Global Media and Journalism Global communication orders: Global journalism, international and transnational communication; Scope and challenges of global journalism; Modern interpretations of global media and their implications; Role of global journalism in shaping public opinion.	3
III	Theorizing Global Media: Perspectives and Frameworks General modes of global communication; Global public sphere and global community: Synchronization and integration; Perception of distance and cosmopolitanism; Interaction, co-orientation and global synchrony; Discursive global society and dialogic global community; Free Flow Doctrine in Global Media Policy: NWICO, Modernization theory, Dependency theory, Hegemony, Freedom of expression and press freedom in a global context, Global Civil Society and Global Governance; Media imperialism theory and critiques, Marketing and commercial strategies in global media.	5
IV	Global Media Culture Characteristics of Western and non-Western media systems, United Nations' role in media and communication; Human rights in global media and communication discourses; Co-cultural theory: Global media gatekeeping, framing international events, representation, identity, recognition; Media representation of cultural diversity in global news; Global media policy and cultural pluralism: Policy responses to ethnicity, diaspora; Globalizing from below; Media of diaspora and cosmopolitan citizenship; Dialogue between "cultures" in an extended lifeworld.	4
V	Global News Flow Traditional vs. new media channels in global news; Patterns and trends of news flow and contra flow between continents; Factors influencing direction and volume of global news flow; The globalization of news; Challenges in reporting on global issues; Transborder reporting issues: Refugee, terrorism, energy, climate, conflict, transnational crimes, small arms, human rights, money laundering and financial crime, human trafficking, drug, travel and trade, migration and workers. .	4
VI	Principles and Practices of Global Journalism Defining the foundational principles of global journalism; Communication trends: Imbalance coverage; Non-verbal cues, emotional intelligence and multilingual communication; international media system and dynamics of international communication; Conflict management in media reporting, communication climate for global journalism; Snapshot of global news:	4

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	Narrating Nepal through climate reporting, mountaineering and tourism, conflict, elections, and diplomacy; Migration and diaspora issues; Challenges in global journalism: Conflict, war, and peace initiatives; Safety and security of journalists.	
VII	Soft Power and Public Diplomacy: Theoretical Discourse Conceptual foundations of soft power: Origin, development, and the concept, distinction from hard power; Public diplomacy: Governments, non-state actors, and international organizations; Influence of international broadcasters and social media in projecting national narratives; Ethical concerns: Propaganda, authenticity and trust.	4
VIII	Practicum I Term Paper: Writing a term paper on issues related to evolution of global media and its trend.	6
IX	Practicum II: Seminar Paper: Class presentation of research work focusing on contemporary issues global journalism, global communication or international communication.	6
X	Practicum III Project Work/Profile Writing: Preparation of a well-structured report on a selected issues in global journalism or international communication with a length of 2,000–3,000 words, typed on A4-sized paper using double line spacing.	7

Recommended Readings

Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen journalism: Global perspectives*. Peter Lang.

Castells, M. (2008). The new public sphere: Global civil society, communication networks, and global governance. *The Annals of the American Academy of Political and Social Science*, 616(1), 78–93. <https://doi.org/10.1177/0002716207311877>

Chakravarty, P., & Sarikakis, K. (2008). *Media policy and globalization*. Rawat Publication.

Hafez, K., & Grüne, A. (2022). *Foundations of global communication*. Routledge.

Hall, S., & du Gay, P. (Eds.). (1996). *Questions of cultural identity*. SAGE Publications.

Hamelink, C. J. (2015). *Global communication*. SAGE Publications.

Hanitzsch, T., Hanusch, F., Ramaprasad, J., & de Beer, A. (Eds.). (2019). *Worlds of journalism: Journalistic cultures around the globe*. Columbia University Press.

Herbert, J. (2001) *Practicing global journalism: Exploring reporting issues worldwide*. Focal press.

Kunczik, M (1997). *Media giants: Ownership concentration and globalization*. FES.

Machin, D., & van Leeuwen, T. (2007). *Global media discourse: A critical introduction*. Routledge.

Mansell, R. & Raboy, M. (Ed). *Global handbooks in media and communication research*. School of Oriental and African Studies, London.

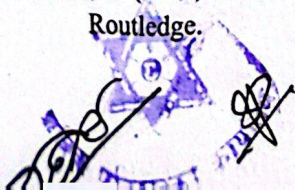
Pednekar-Magal, V. (Ed.). (2010). *International communication: Essential readings*. Cognella.

Thussu, D. K. (2000). *International communication: Continuity and change*. Oxford University.

Thussu, D. K. (Ed.). (2010). *International communication: A reader*. Routledge.

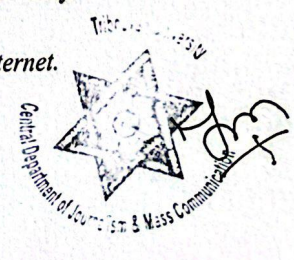
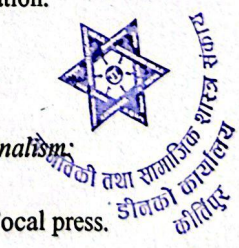
Winston, B. (1998) *Media technology and society: a history from the telegraph to the Internet*.

Routledge.



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Dissertation Writing

Course Code: JMC 655

Semester: IV

Credit Hours: 6

Course Description

This course enables students to undertake an original dissertation in media and communication studies. It emphasizes a systematic progression from problem identification to methodology, analysis, and final presentation. The course ensures that students demonstrate theoretical application, research competence, and academic rigor in their final report. Upon completion, students will be able to design and execute independent research in journalism and mass communication, demonstrate theoretical and methodological competence, and present their findings with academic rigor and professional integrity.

Overall Objective

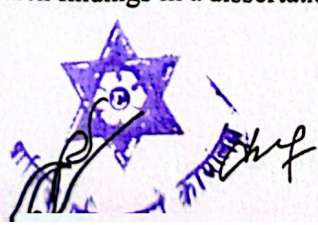
To develop students' capacity to undertake and produce an original, methodologically sound, and critically informed dissertation in media and communication studies.

Specific Objective

1. To equip students with the ability to identify and formulate research problems relevant to media and communication studies.
2. To train students in the application of appropriate research methodologies, data collection, and analysis techniques.
3. To enhance students' skills in academic writing, argumentation, and presentation of research findings in a dissertation format.



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