

# **Mass Communication and Journalism -I**

## **Grade: XI**

**Full marks :100**  
**Teaching hours:150**

### **Course Description**

This course Recognizes the importance of learning the key concepts which go in to the understanding of the nature and function as well as the evolutionary aspect of journalism in relation to mass communication. Furthermore, its objectives and contents imply the necessity of horizontal-vertical linkages of curriculum and has fashioned them accordingly. The syllabus is designed to operate in six units, each carrying the weightage of 25 teaching hours, including the unit of practicum. It also provides an evaluation plan with the nature of question and distribution of marks.

### **General Objectives**

The general objective of this course is to orient the students to journalism and mass communication education in keeping with the latest trends.

### **Specific Objectives**

#### **On Completion of the course of study the students are expected:**

1. Acquaint themselves with the origin and history of modern journalism with special reference to Nepal;
2. Demonstrate an understanding of the fundamental differences between journalism and mass communication and mass media in their varied aspects;
3. Acquire the basic skills of using the crafts of journalism for writing news and views and
4. Appreciate openness to new ideas

### **Course Contents**

#### **Unit I: Introduction to Journalism and Mass Communication (25 Teaching Hours)**

- Features of communication, journalism
- Mass media and news media
- Linear and non-linear communication
- Aristotle's idea of communication process and Lass well models of communication.
- Noise and feedback

## **Unit II The Concept of News**

**(25 Teaching Hours)**

- Definitions
- News scope
- Function of news
- Qualities and elements of news
- Types of news and news media

## **Unit III: The Reporter and Information Sources**

**(25 Teaching Hours)**

- Introduction to reporter and information
- Editorial department and its basic structure
- Qualities of a good reporter
- Sources of information
- Beat reporting and general reporting
- Dateline, deadline and byline

## **Unit IV: News writing**

**(25 Teaching Hours)**

- Significance of news presentation
- Basic news structure: 5Ws and 1H
- Lead, boys and the rest
- Inverted paramedical style of news writing and other formats of news writing
- Reporter' s meeting specific needs of specific media
- Use of social media

## **Unit V: Editorial Writing**

**(25 Teaching Hours)**

- Concept of editorial
- Editorial writer (s)
- Comparison of news and editorial
- Selecting editorial topics
- Basic structure of an editorial

## **Unit VI: Practicum**

**(25 Teaching Hours)**

- One individual assignment covering one or more topics
- One group project. (Group does not exceed four members for each chapter, session etc.)

## **Teaching/Learning Strategies**

The main strategy of teaching-learning instruction is to open a window to the field of study so that the students gain habits that remain for college and often career. The strategy will also

emphasize the technique of interactive and heuristic teaching as far as desirable in a given class.

Specifically, for the fulfillment of this curriculum, the teaching-learning situation is defined by the teaching modes and learning situation as follows:

### Teaching/Learning Strategies

1. Printed books and other materials
2. Face-to-face sessions
3. White board
4. Computer-aided instruction
5. Brainstorming, discussion, debate, project work and presentation, field trip, and journaling

### Evaluation Scheme

The distribution of marks shall be allocated for theory and practical paper as follows:

Group		To be asked	To be attempted	Marks per question	Full marks	Pass marks
A	Long question	4	3	15	45	
B	Short question	7	7	5	35	
<b>Total</b>		<b>11</b>	<b>10</b>		<b>80</b>	<b>28</b>

### Scheme of the theory evaluation in detail:

Question No.	Nature of the question	marks	Pass marks
	<b>Mass communication and Journalism</b>	80	28
1	From Units I&II	Long answer type question	1x15=15
2	From Units III IV	Long answer type question	1x15=15
3	From Unit V	Long answer type question	1x15=15
4	Optional from any Unit	Long answer type question	1x15=15
5.	a.b.c.d.e.f.g. (From all units)	Seven short answer type questions to be asked and student will have to attempt all.	7x5=35

## Scheme of the practical examination in detail

External and internal examiners will be inducted to undertake this task through class assignments as well as practical tests including viva voce.

<b>Group</b>	<b>Nature of evaluation</b>	<b>Full marks</b>	<b>Pass marks</b>
	<b>Mass Communication and journalism</b>	20	8
<b>A.</b> Evaluation from class assignment	Internal evaluation	5	
<b>B.</b> Evaluation from practical work	Internal and external evaluation	15	
<b>Total</b>		<b>20</b>	<b>8</b>

### Textbooks

Adhikary, D.H. (ed). 2058 (B.S) Ptarakarita KO Hate kitab (3<sup>rd</sup> edition). Kathmandu: Nepal Press Institute .

Ahuja, B.N. &Chhabra, S.S. 2005. Communications (3<sup>rd</sup> edition) Delhi: Surjeet Publications.

Rai.L.D. 2059 (B.S).AkhbariPatrakarita (2<sup>nd</sup> edition).Lalitpur (Nepal): SajhaPrakashan.

### Suggested Reference Book

Khanal, C.203. Sanchar Jagat, Lalitpur (Nepal): Friedrich-Ebert-Stiftung.

Paudyal, R.R. 1970. Patrakarita, Kathmandu: ArunEmoporium.

Regmi, S, &Kharel, P. 2002. Nepali PtarakaritakoBikaskram. Kathmandu: Nepal Association of Media Educators.

Wainwright, D.2003. Journalism Made Simple, London: Hienmann

# Mass Communication and journalism – II

## Grade XII

**Full Marks: 100**  
**Teaching Hours :150**

### Course Description

This Course recognizes the importance of feature writing as well as the significance of headlines, type face and font size, and page design and lay out. Its objectives and contents imply the necessity of horizontal- vertical linkage of curriculum. The syllabus is designed to operate in six units, each carrying the weightage 25 Teaching hours, including the unit of practicum. It also Provides an evaluation plan with the nature of questions and distribution of marks.

### General Objectives

The general objective of this course is to introduce the students to new area of journalism and mass communication education, building on the knowledge they gained and skill they learnt at the level of grade XI curriculum.

### Specific Objectives

#### On completion of the course the students are expected to:

1. Demonstrate an understanding of the fundamental principles and practices of broadcast journalism
2. Acquire the skill of content editing; and
3. Demonstrate an understanding of the law and ethical aspects of professional journalism .

### Course Contents

#### Unit I: Feature writing

**(25 Teaching Hours)**

- Introduction of feature
- Who Write Feature Articles?
- Major type of features
- Advantages of news paper feature writing
- Planning a feature articles for a news paper
- Columnist

#### Unit II: Radio & Television

**(25 Teaching Hours)**

- Growth of Radio, TV and online
- Introduction to Radio TV Program
- Radio news bulletin
- Radio magazine, Radio feature, radio documentary
- Live reporting and running commentary

### Unit III: News Desk

(25 Teaching Hours)

- Qualities of a good sub-editor
- Check for discrepancies, clarity and simplicity
- Use of language and style
- print and broadcast language
- preparing the copy
- Deadline pressure and need for rewrite

### Unit IV: Page Layout

(25 Teaching Hours)

- Items for distribution and space allocation
- Highlighting news and other materials
- Headlines
- picture selection and caption writing

### Unit V: Media Laws and ethics

(25 Teaching Hours)

- The law and absolute or qualified privilege
- Defamation
- Obscenity and blasphemy
- Code of ethics for Journalists

### Unit VI: practicum

(25 Teaching Hours)

- One individual assignment covering or mirror topic
- One group project.(Group does not exceed four members for each chapter, session etc)

### Teaching/Learning strategies

1. Printed books and other materials
2. Face to face sessions
3. White board
4. Computer-aided instruction
5. Brainstorming, discussion, debate, project work and presentation, field trip, and journaling

### Evaluation Scheme

The Distribution of marks shall be allocated for theory and practical paper as follows :

Group		To be asked	To be attempted	Marks per Question	full marks	pass marks
A.	Long Question	4	3	15	45	
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Total		11	10		80	28

### Scheme of the theory evaluation in detail

Question No	Nature of the Question	Marks	pass marks
	<b>Mass Communication And Journalism</b>	80	28
1. From Units I & II	Long Answer Type Question	1 X 15=15	
2. From Units III & IV	Long Answer Type Question	1 X 15 = 15	
3. From Units V	Long Answer Type Question	1 X 15 = 15	
4. Optional from any Unit	Long Answer Type Question	1 X 15 = 15	
5. a.b.c.d.e.f.g (From all unites)	Seven short answer type questions will be asked and the students have to attempt all.	7x5=35	

### Scheme of the practical examination in detail

Group	Nature of evaluation	full Marks	pass marks
	<b>Mass Communication And Journalism</b>	<b>20</b>	<b>8</b>
A. Evaluation from class assignment	Internal evaluation	5	
B. Evaluation from practical work	Joint evaluation by internal and external examiners	15	
Total		20	8

#### Textbooks

Adhikary, D.H. (ed). 2058 (B.S) ptarakarita Hate kitab (3<sup>rd</sup> edition). Kathmandu: Nepal Press Institute .

Kharel, P.&Deoja, D.K. 2003 Radiokarmi : abhadharanaraabhyas. Kathmandu: anepal press Institute .

Wainwright, D.2003. Journalism Made simple (latest edition) London: Hienmann

#### suggested Reference Books

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

Khanal, S.R. 2061 (B.S).prayogatmakPatrakarita (3<sup>rd</sup> edition). Kathmandu: Vidyarthi prakashan .

Joseph, M.K.1997. Outline of Reporting. New Delhi" AnmolPublications .

NarasimhaRao, PVL. 1981. Style in Journalism. Hyderabad (India): Orient Longman

UNESCO.1982.Here's the News" A Radio News Manual UNESCO:1982.

