

Media History, Law and Ethics

Compulsory Paper

Paper: III

JMC: 423

Full Marks: 100

Full Marks for Theory: 70

Pass Marks for Theory: 24.5

Full Marks for Practical: 30

Pass Marks for Practical: 12

Lecture Hours: 150

Course Objectives

- a) To acquaint students with history, policy, law, ethics, organization and management of journalism and mass media.
- b) To enhance theoretical knowledge and understanding of students regarding laws, ethics and functioning of media.
- c) To equip students with critical knowledge on prospects and challenges of democratizing media, and making them responsible for broader social welfare.
- d) To develop practical skills in identifying the issues of media laws and ethics.

Course Content:

Unit	Unit title & breakdown	Teaching hours
I	History and Development of Journalism and Mass Communication Growth of mass media and journalism in the global context: UK, USA, Sweden, Japan, China and South Asian countries.	25
II	Nepali Media and Historical Development Stages on development of print, radio, television, online journalism and news agency in Nepal with reference to political and social circumstances; Contemporary communication scenario with the functions of traditional mass media and new media.	20
III	Organizational Structure and Management of Mass Media Organizational structure and management in print, broadcast, news agency and online media with reference to Nepal; Role of Ministry of Communication and Information Technology and subordinate bodies in media management of Nepal.	20
IV	Introduction to Media Laws Historical development of media law in UK, France, Sweden, USA, China and South Asian countries with references to Nepal.	30



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	Contemporary Media Laws in Nepal: Media policies in Nepal; Constitutional and legal provisions on freedom of expression, Press freedom and media operation; Right to information; Privacy and secrecy; Defamation and Contempt of Court; Copyright; Provincial provisions relating to the role and responsibilities of media.	
V	Media Ethics Media Ethics: Evolution and concept of media and journalism ethics; Sources of ethics: Eastern and Western values; Differences between ethics and law. Practices: Challenges towards implementation of media and journalism ethics in contemporary media scenario; Role and responsibilities of Press Council Nepal.	25
VI	Practical Assignments Each student will develop a seminar paper on any of the assigned topics related to this course and present it in the class. Students shall produce a Journal that includes news and news related contents in a group of three to five as instructed by the teacher.	30

References and Suggested Readings

Basu, D. D. (2010). (5th edition). *Law of the press*. New Delhi: Prentice-Hall of India Private limited.

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English, E. & Hach C. (1978). (6th edition). *Scholastic journalism*. USA: Iowa State University Press.

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Guha, T.P. (2009). *Media Ethics*. New Delhi: Oxford publications.

Gunaratne, S. A. (Editor). *Handbook of the media in Asia*. (2000). New Delhi: Sage Publications.

Jesson, K. (1997). *A free and responsible Press*. USA: The University Chicago, Illinois.

Khanal, S. R. (2008). *Media Nitishastrara Kaanun*. Kathmandu: Vidyaarthi Pustak Bhandar.

Kandwal, C. D., Shukla, Mishra, S. (2012). *Principles and practices of broadcasting*. New Delhi: Wisdom Publications.

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Lesikar, R. V. & Pettit, J. (2006). *Business communication. news reporting & writing*. USA: Pearson Education.

Mainali, R. (2072 BS). *Radio Paddhati. (Radio Norms)*. Kathmandu: Vrikuti Publication.

Nepal, K. (2055). *Nepali Patrakaritako Bikashkram (The development of Nepali journalism)*. Kathmandu: Press Council Nepal.

Press Council Nepal. (2076). *Media & Ethics*. Kathmandu: Press Council Nepal.

Rai, L.D., Kharel, P., Khanal, C., Pokhrel, P. R., Poudel, B. (2054). *Bahulbadi Nepali Samajma Aam Sanchar (Mass media in pluralistic society)*. Kathmandu: Department of Journalism and Mass Communication, TU & Friedrich Ebert Stiftung.

Rai, L.D. & et al. (1998). *Nepali Patrakarita: Byabasthara Byabhahar (Nepali journalism & practices)*. Kathmandu: Central Department Journalism and Mass Communication, TU/ Friedrich Ebert Stiftung.

Ray, T. (2006). *Online Journalism*. New Delhi: Foundation.

Regmi, S. and Kharel, P. (2002). *Nepalma Aam Sanchar ko Bikas (The Development of Nepali Mass Communication)*; Kathmandu: Nepal Association of Media Educators.

Sanjeev B. (Editor). (October 1997-March 1998). Vol 2. No.4 & 5. *Communication today*. Jaipur: Popular printers.

Timalsena, R. K. (2003). *Right to information. philosophy, law and practice*. Kathmandu: Express Colour.

Winston, B. (1998). *Media technology and society*. London and New York.

Acharya, B. B. (2075 BS). *Aam Sanchar Ra Patrakarita Adhyayan*. Kathmandu: Neema Pustak Prakashan.

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पत्रकारिता परिषद्को कार्यालय
त्रि. वि., कीर्तिपुर



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Vishaya

Basics of Media Research

Compulsory Paper
Paper: IV
JMC-424

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

Objectives

1. To impart knowledge of media research and equip students with practical skills of conducting research on journalism and media discipline
2. To help understand the research process, application of journalism and mass communication research
3. To extend cognitive knowledge and develop the strategy for research on journalism and mass communication and current trends in media research.
4. To explain and enhance ethical values of media research

Unit	Unit title and breakdown	Teaching hours
I	<p>Fundamental of Research</p> <p>Social Scientific Research: Concept, definition, features, functions of research in general;</p> <p>Basics of Media Research: Definition, nature and scope; Research approaches: Qualitative and quantitative.</p> <p>Evolution of Media Research: Contributing factors on the development of media research in the world and brief history of media research in Nepal.</p>	30
II	<p>Stages of Research Process</p> <p>Planning: Literature review, identifying research problem, setting hypothesis, developing research questions and research objectives, determining research methods, developing research proposal, and developing the tools and formats for data collection such as survey questionnaire, data recording schedules and interview questions. Types and scope of data collection. Analysis and interpretation of data.</p>	30
III	<p>Research Methodology and Method</p> <p>Introduction to methodology and method: Concept of research methodology;</p> <p>Key research methods: Content analysis, observation, document study, case study and survey;</p> <p>Sampling: Concept, nature and types.</p>	20

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IV	Areas of Media Research Print: Readership, readability, circulation, management, page make-up and use of online version of print media; Electronic: Rating and non-rating research in radio and television; Concept and practice of TRP (Television rating point); Research in Media Effects: Short term and long term social effects of media contents; Uses and gratifications; Agenda setting; Cultivation and perceptions of social reality; Social impact of the Internet. Research in Online Media: Analyzing online media contents.	25
V	Research Ethics Ethical Principles: Ethics in data collection; Data analysis and presentation process.	10
VI	Practical Exercise Every student shall conduct research in one area of study; Content analysis of selected media, status, reach, and the effects of media in a certain area. They are required to write separate proposals for the research and receive approval from the concerned Department for executing the actual study.	30

References and Suggested Reading

- Wimmer, R. D. & Dominick, J. R. (2012). *Mass media research: An introduction*, New Delhi: Cengage learning publication India private Ltd...
- Kothari, R. C. (2004). *Research methodology: methods and technique*, New Delhi: Sage international publication.
- Priest S. H. (1996). *Doing media research: An introduction*. New Delhi: Sage publication.
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- Upreti, T. (2016). *Sanchar Anusandhan: Padhatira Abhyas*. Kathmandu: SajhaPrakashan.



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