

RAJARSHI JANAK UNIVERSITY
JANAKPURDHAM, DHANUSHA



SYLLABUS FOR

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

(BJMC)

(Semester-IV)

**Rajarshi Janak University
Janakpurdham, Nepal**

उपकुलपति
राजर्षि जनक विश्वविद्यालय



Rajarshi Janak University

Faculty of Humanities

Rajarshi Janak University, Faculty of Humanities, offers a 4-year/8 semester Bachelor's program '**Bachelor of Journalism and Mass Communication (BJMC)**', designed to develop skilled and knowledgeable professionals in media practices, reporting, and communication. The program focuses on building mid-career journalists and communication specialists who can work across various fields, including strategic, development, and public communication, as well as social media management.

Program Highlights: The curriculum provides students with practical and theoretical expertise in core journalism and communication areas, such as:

- Writing
- Editing
- Multimedia Production
- Media Ethics

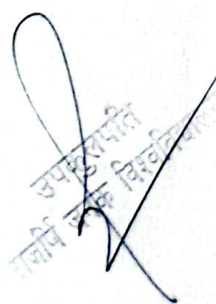
This diverse skill set prepares graduates for dynamic roles in the journalism and communication sectors.

Assessment Structure: Each unit carries four modes of pedagogy: lecture, class interaction/discussion, demonstration, and practical. 60 percent of the total course will be on theoretical base and 40 percent of the course will be on practical base.

- Internal Assessment: Project work, tests, term papers, presentations, and viva (40%)
- Final Written Examination: 60%

Syllabus Outline for the Semester-IV

Course Code	Course Title	Credit Hour
BJMC-251	Media Economics	3
BJMC-252	Media Management	3
BJMC-253	Photojournalism	3
BJMC-254	Media Ethics in the Digital Era	3
BJMC-255	Television Journalism	3
Total		15



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Rajarshi Janak University
Faculty of Humanities
Bachelor of Journalism and Mass Communication

Program: BJMC
Course Title: Media Economics
Course Code: BJMC-251
Semester: Fourth

Credit Hours: 3
Total Marks: 100
Theory: 60
Internal: 40

Course Description

This course introduces the principles and practices of media economics, examining how economic theories and market forces shape the structure, operation, and sustainability of media industries. It explores the distinctive economic characteristics of media organisations, including market structures, pricing policies, advertising, ownership patterns, and revenue generation models in both traditional and digital media environments. The course analyses the transformation of media business models in the digital age, with particular attention to platform-based economies, online advertising, subscription models, and emerging digital commerce. It also examines the historical and contemporary development of media economics in Nepal and assesses the future of the media industry in the context of technological innovation, globalization, regulation, investment, and changing consumer behaviour.

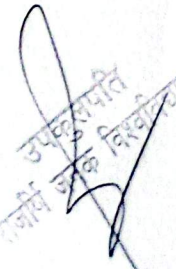
Course Objectives

Upon completing this course, students will be able to:

1. Explain the fundamental concepts, theories, and market structures of media economics and analyse the economic characteristics and sustainability of media organisations.
2. Evaluate the economic dynamics of traditional and digital media industries, including advertising, audience markets, ownership concentration, revenue models, and emerging digital business strategies.
3. Assess the evolution and future of media economics in Nepal and globally by examining the impacts of technological change, globalization, regulation, investment, and multi-platform media enterprises on the media industry.

Course Contents

Units	Unit-wise Description	Teaching Hours
Unit I	Basics of Media Economics	8
Unit II	Profit and the News Media	9
Unit III	A Paradigm shift in Advertising	9
Unit IV	Future of Media Economy	8
Unit V	Practicum	14


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Course of Study in Detail

Unit I: Basics of Media Economics (8 Hrs.)

- Introduction;
- Macroeconomics and microeconomics;
- The firm in economic theory;
- Competitive market structures;
- Market structure and behaviour;
- Unique features of media economics;
- Key economic characteristics of the media, Economic plan for a media institution, Sustainable media and breakeven point.

Unit II: Profit and the News Media (9 Hrs.)

- Media economics as a subspecialty of both media and economics;
- Economics of Advertising prior to digital era: Market structure of media industry, Revenue structure of print, radio, television;
- Suppliers and consumers in media industries;
- Pricing policy, the economics of the media industry, profit and the news media, impact of advertising, Market models, Dual-market of media, Concentration of ownership, Conglomeration and integration.

Unit III: A Paradigm Shift in Advertising (9 Hrs.)

- Economics of advertising in digital era: Market structure of media industry, revenue structure of digital media;
- Issues in the age of media convergence;
- Operation of digital commerce, subscription-based online economy, revenue generation models and media economics in digital age: Advertising in a digital connected world;
- WOM (Word-of-Mouth) marketing in social media;
- Brand pages as a communication tool;
- Consumers' online brand endorsements advertising in a digital connected world;
- Mobile advertising

Unit IV: Future of Media Economy (8 Hrs.)

- Evolving markets in the media economy;
- Multi-platform media enterprises;
- Technology and the media economy;
- Globalization and the media economy;
- Regulation and the media economy;
- Social aspects of the media economy;
- Finance, valuation, and investment in the media economy;
- Labor and the media economy, assessing the future of the media economy.

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Unit V: Practicum (14 Hrs.)

Students should prepare a literature review-based project that critically examines the evolution of media economics in Nepal:

- Economics of Media prior to 1990: Newspaper, radio, television, film and advertising agencies;
- Media economics in post-1990 era: Newspaper, radio, television, film, advertising agencies, and emergence of digital media, advertising on social networking sites;
- Field based project work(s) to study the evolution and current state of media economics in Madhesh Province/local district/city.

Required Readings

Aitamurto, T. (2016). Crowdsourcing as a knowledge-search method in digital journalism: Ruptured ideals and blended responsibility. *Digital Journalism*, 4(2). Routledge.

Albarran, A. B. (Ed.). (2006). *Handbook of media management and economics*. Lawrence Erlbaum.

Albarran, A. B. (2010). *The media economy*. Routledge.

Antonopoulos, N., Lamprou, E., Kiourexidou, M., Konidaris, A., & Polykalas, S. (2020). Media websites services and users subscription models for online journalism. *Media Watch*, 11(2), 310–322. <https://doi.org/10.15655/mw/2020/v11i2/195650>

Croteau, D., & Hoynes, W. (2014). The economics of the media industry. In *Media/society: Industries, images, and audiences* (5th ed., pp. 32–71). SAGE Publications.

Doyle, G. (2013). *Understanding media economics*, (2nd ed.). SAGE.

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Faculty of Humanities
Bachelor of Journalism and Mass Communication

Program: BJMC
Course Title: Media Management
Course Code: BJMC-252
Semester: Fourth



Credit Hours: 3
Total Marks: 100
Theory: 60
Internal: 40

Course Description

This course offers a comprehensive study of media management, deeply rooted in theoretical understanding of media economics and culminating in extensive practical application across localized frameworks. Students will gain a robust understanding of the organizational, financial, regulatory, and editorial processes involved in operating newspapers, radio, television, and digital platforms. The curriculum emphasizes critical thinking, strategic planning, and regional adaptation, preparing students for managerial and entrepreneurial roles within the evolving provincial media ecosystem of Nepal, with a specialized focus on Madhesh Pradesh.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Analyze and apply core management principles, economic theories, and regulatory frameworks to guide media organization operations.
2. Develop, execute, and critically evaluate structural and revenue models across print, broadcast, and digital media platforms.
3. Design and present a comprehensive media venture blueprint and practical portfolio demonstrating advanced competency in provincial and localized media management.

Course Contents

Units	Unit-wise Description	Teaching Hours
Unit I	Foundations of Media Management and Sectoral Operations	10
Unit II	Newsroom Workflows, HR, and Financial Systems	10
Unit III	Decentralized Governance and Provincial Media Management	8
Unit IV	Media Entrepreneurship, Tech Trends, and Digital Economics	6
Unit V	Practicum	14

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Course of Study in Detail

Unit I: Foundations of Media Management and Sectoral Operations (10 Hrs.)

- Media management basics: Purpose, scope, and the dual-product market model;
- Media ownership and markets: Ownership models, conglomerates, cross-media ownership, and market forces;
- Management principles: Application of POSDCORB (Planning, organizing, staffing, directing, coordinating, reporting, and budgeting) in media organizations;
- Newspaper management: Production, circulation, and distribution;
- Radio management: Spectrum allocation, programming, and community versus commercial FM stations;
- Television management: Studio operations, production, and distribution;
- Online media management: Digital publishing, CMS, audience analytics, and monetization.

Unit II: Newsroom Workflows, HR, and Financial Systems (10 Hrs.)

- Organizational structures: Hierarchical, matrix, and flat models in traditional and digital newsrooms;
- Converged newsrooms: Coordination of integrated multi-platform content desks;
- Human resource management: Managing creative talent, shift scheduling, and editorial independence;
- Media financing: Capital budgeting, operating budgets, cash flow, and cost control;
- Media revenue streams: Print circulation, radio airtime advertising, television commercial advertising, digital advertising, subscriptions, and platform monetization;
- Audience metrics: Print audits, radio ratings, Television Rating Points (TRP), and web analytics.

Unit III: Decentralized Governance and Provincial Media Management (8 Hrs.)

- Media decentralization under federalism: Provincial media governance under the Constitution of Nepal;
- Provincial media landscape: Management of print, FM radio, television, and digital media;
- Provincial media policies and regulation: Registration procedures, media laws, statutory bodies, and regulatory compliance;
- Media management in Madhesh Province: The Madhesh Province Communication Act, 2077, the Media Council and Mass Communication Authority, multilingual newsrooms, media sustainability, advertising, and editorial independence.

Unit IV: Media Entrepreneurship, Tech Trends, and Digital Economics (6 Hrs.)

- The startup architecture: Identifying local information gaps, market validation, and building value propositions;
- Digital monetization strategies: Paywalls, freemium access, native ad stacks, programmatic networks, and reader memberships;
- Platform and algorithmic dynamics: Content Management Systems (CMS), Search Engine Optimization (SEO), and newsletter building;

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- Tech innovations: Impact of automated systems, audience tracking tools, and synthetic generation tools on newsroom economics;
- Corporate social responsibility (CSR): Commercial survival vs. ethical duties and transparency in native/sponsored content.

Unit V: Practicum (14 Hrs.)

In this capstone project, students will develop and present a localized media business prospectus, demonstrating strategic planning, operational management, and financial viability.

Practical Outputs

- Media organization assessment: Assess the management practices of a local media organization, including its organizational structure, newsroom management, staffing, financial sustainability, and operational challenges.
- Media business proposal: Prepare a basic business plan or prospectus for a local media startup or an existing media organization.
- Case study analysis: Analyze a media management issue or challenge and recommend practical solutions.
- Presentation: Present the findings and recommendations to the class before external evaluator.

Required Readings

Acharya, B. B., & Sharma, S. (Eds.). (2022). *Global perspectives on journalism in Nepal: Nepalese news media in the twenty-first century*. Routledge.

Albarran, A. B. (2023). *Management of electronic and digital media* (7th ed.). Cengage Learning.

Aris, A., & Bughin, J. (2012). *Managing media companies: Harnessing creative value* (2nd ed.). John Wiley & Sons.

Herrera-Damian, S., & Lavine, J. (2021). *Media management: A casebook approach* (6th ed.). Routledge.

Khanal, S. (2020). *Media ethics and law* (Chapter 6). Vidhyarthi Pustak Bhandar.

Küng, L. (2020). *Strategic management in the media: Theory to practice* (3rd ed.). SAGE Publications.

Mainali, R. (2015). *Radio paddhiti* [Radio norms] (Chapter 2, pp. 60-108). Bhrikuti Academic Publications.

Ministry of Internal Affairs and Law. (2020). *State Communication Act, 2077*. Government of Madhesh Pradesh.

Press Council Nepal. *Media Year Books and timely publications*

Vogel, H. L. (2020). *Entertainment industry economics: A guide for financial analysis* (10th ed.). Cambridge University Press.

Rajarshi Janak University
Faculty of Humanities
Bachelor of Journalism and Mass Communication



Program: BJMC
Course Title: Photojournalism
Course Code: BJMC-253
Semester: Fourth

Credit Hours: 3
Total Marks: 100
Theory: 60
Internal: 40

Course Description

This course offers a comprehensive study of photojournalism, blending technical and core journalistic principles with hands-on application. Students will gain the strategic, creative, and technical processes required to capture impactful news images across diverse media platforms. The curriculum emphasizes advanced camera techniques, creative composition, and professional-grade image production, fully preparing students for successful careers in media industry.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Analyze and apply core photographic tools, image based news ideas, and ethical/legal standards to guide production decisions and processing.
2. Develop, execute, and critically evaluate professional-quality news photo across print, digital, audio, and video formats.
3. Compile and present a polished professional portfolio demonstrating advanced, multi-platform image production competencies.

Course Contents

Units	Unit-wise Description	Teaching Hours
Unit I	Foundations of Photography	9
Unit II	Evolution of Photojournalism	8
Unit III	Genres & Applied Photojournalism	8
Unit IV	Editorial Practices in Digital Workflow	9
Unit V	Legal & Ethical Frameworks	14

Course of Study in Detail

Unit I: Foundations of Photography (9 Hrs.)

- Understanding the Digital Single-Lens Reflex (DSLR) and mirrorless systems; anatomy of the camera body, sensor sizes (Full-frame vs. APS-C);
- Interdependence of Aperture (f-stops, depth of field), Shutter Speed (motion blur vs. action freezing), and ISO;
- Focal lengths (Prime, Zoom, Wide-angle, Telephoto lenses) and their editorial applications. Understanding ambient light, hard/soft light, and the use of external Speedlight in fast-moving news environments;
- Rule of thirds, leading lines, framing within framing, juxtaposition (concepts, characters, objects, or ideas), and establishing visual hierarchy.

Unit II: Evolution of Photojournalism (8 Hrs.)

- From the Daguerreotype to the golden age of print magazines (Life, Time);
- The impact of conflict photography (Robert Capa, Henri Cartier-Bresson's Decisive Moment);
- Historical overview of photography in Nepal- from Rana court photography to the democratization of the lens post-2046 BS;
- Photo journalism in Nepal after the emergence of digital media;
- Analyzing the historical and structural impact of pioneers like Gopal Chitrakar & Min Bajracharya;
- The role of collective archives in shaping contemporary visual discourse.

Unit III: Genres and Applied Photojournalism (8 Hrs.)

- Spot News & General News; Anticipating and capturing breaking events, protests, and political transitions in provincial and federal contexts;
- Photo Essay; structure of a visual story- the Establishing Shot, Detail, Portrait, Action, and the Closing Image;
- Localizing the photo story- Cultural heritage- visual documentation of Mithila art, Chhath, Bibaha Panchamai, and the preservation of monuments such as Sagars and temples;
- Development & Environmental Photojournalism: Documenting the climate crisis in Nepal - specifically the annual Koshi/Kamala river floods, drought cycles in Madhesh, Climate issues, and deforestation in the Chure range;
- Daily Life & Marginalized Voices through image- ethical representation of Dalit communities, labor families, and rural agricultural realities.

Unit IV: Editorial Practices in Digital Workflow (9 Hrs.)

- Editorial collaboration: The evolving roles and coordination of the photojournalist, reporter, and photo editor in news production;
- Captions and accuracy: Writing objective captions using the 5Ws and 1H, and avoiding misattribution or uncaptioned images in digital journalism;
- Image editing practice: Standard post-processing workflows and permissible editing practices using tools (Adobe Lightroom/Photoshop and other AI tools). while avoiding manipulative alterations;



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- Ethics and legal issues: Digital manipulation, privacy, copyright, and ethical visual journalism;
- Safety and professional practice: Field safety, digital security, source protection, and responsible reporting of traumatic events.

Unit V: Practicum (14 Hrs.)

- Technical photography: Capture images demonstrating frozen action vs. motion blur (shutter speed), deep vs. shallow depth of field, and ISO-controlled exposure in low light. Produce separate images applying Rule of Thirds, Leading Lines, Framing within a Frame, and Juxtaposition.
- Street photography & Image Analysis: Spend 2 hours in a busy public space to capture one decisive, unposed image combining action, emotion, and geometry. Select an iconic news photograph from Nepal's post-2046 BS democratic movement and write a 500-word analysis of its visual hierarchy and structural impact.
- Photo essay: Produce a visual narrative on a local issue using the editorial sequence—Establishing, Medium, Detail, Portrait, and Closing shots. Document daily life, climate vulnerability, or labor while preserving the dignity of subjects.
- Editorial workflow: Interview subjects to prepare 5W1H captions and embed metadata. Use Adobe Lightroom/Photoshop for ethical edits (exposure, contrast, cropping, white balance), and submit a digital and field safety protocol.

Required Tools & Equipment

- Adobe Photoshop, Lightroom and other AI tools.
- Cameras: Full Frame/Mirrorless.
- Lenses (From wide to Tele with various f value)
- Tripod and Flash
- Hi-end computer for photo processing.
- External drive for backups.

Required Readings

Dixit, K. (2009). *Never again: Testimonies from the Nepal conflict, 1996–2006*. Nepalaya.

Horner, G. (2022). *The photo student handbook: Essential advice on learning photography and launching your career path*. Routledge/Taylor & Francis.

Horton, B. (2001). *Associated Press guide to photojournalism*. McGraw-Hill.

Kobre, K. (2017). *Photojournalism: The Professionals' Approach*. Routledge.

London, B., & Stone, J. (2016). *Photography*. Pearson.

Pritchard, M. (2014). *A history of photography in 50 cameras*. Bloomsbury Academic.

Santos Silva, M. F., & Eldridge II, S. A. (2020). *The ethics of photojournalism in the digital age*. Routledge/Taylor & Francis.

Serafin, K. (2020). *Photo editing: Theory of photo editing for beginners*. Krzysztof Serafin.

Wright, T. (2016). *The photography handbook* (3rd ed.). Routledge.

Zakia, R. D. (2013). *Perception and imaging: Photography as a way of seeing*. Focal Press.

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Rajarshi Janak University
Faculty of Humanities
Bachelor of Journalism and Mass Communication



Program: BJMC
Course Title: Media Ethics in the Digital Era
Course Code: BJMC-254
Semester: Fourth

Credit Hours: 3
Total Marks: 100
Theory: 60
Internal: 40

Course Description

This course introduces basic media ethics concepts to undergraduate students, and couples basic concepts and philosophy with the rules of digital media. It covers essential journalism tasks in the digital age, including fact-checking, user privacy and fighting disinformation and bots. Students will get an awareness on national Journalist Code of Conduct and their analysis on the ethical practices of the provincial set up of the media in Madhesh Pradesh.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Explain the fundamental principles of media ethics and professional conduct in journalism.
2. Identify and address ethical challenges in digital media, including misinformation, plagiarism, artificial intelligence, and algorithmic bias.
3. Apply ethical frameworks to analyze and evaluate ethical issues in digital and local media ecosystems.

Course Contents

Units	Unit-wise Description	Teaching Hours
Unit I	Foundations of Journalism Ethics	10
Unit II	Verification and Navigating Digital Challenges	10
Unit III	Privacy, Digital Rights, and Commercial Pressures	8
Unit IV	Provincial Media Landscapes and Ethical Practices	6
Unit V	Practicum	14

Course of Study in Detail

Unit I: Foundations of Journalism Ethics (10 Hrs.)

- Introduction to ethics: Definitions, evolution, and distinction between law and ethics;
- Journalism values: Accuracy, fairness, independence and minimizing harm;
- Rights vs. Responsibilities: freedom of expression and the need for professional accountability;

- The responsibility of Press Council Nepal and the internal newsroom editors in self-regulation;
- Public trust: Profit and the responsibility to inform the public;
- Institutional guidelines: introduction to the standard Journalist Code of Conduct.

Unit II: Verification and Navigating Digital Challenges (10 Hrs.)

- The rush for speed: dealing with the pressure to publish quickly versus checking the facts first;
- Information disorders: Basic concept of misinformation, disinformation and malinformation (MDM);
- Curation of online content: Safely use and credit videos or photos from social media.
- Text and image changes: Ethical boundaries of editing text, images, videos for digital media;
- Use of Artificial Intelligence (AI): Responsible handling of AI-generated content and ethical AI use;
- Clickbait and audience metrics: Temptation to use sensational headlines for higher engagement.

Unit III: Privacy, Digital Rights, and Commercial Pressures (8 Hrs.)

- Public interest vs. individual privacy: When to report on public personalities/celebrities and when to respect private lives;
- Protection of sources: securing vulnerable and confidential sources in the digital world;
- Techniques to attribute properly, copy links, and fair use of others' work;
- Advertising and editorial boundaries: maintaining separation between sponsored content, paid links, advertising and opinion from news content.

Unit IV: Provincial Media Landscapes and Ethical Practices (6 Hrs.)

- Provincial media landscape: Community radio, local newspapers, television, and digital news portals;
- Ethical challenges in local reporting: Personal safety, community pressures, conflicts of interest, and editorial independence.
- Province Press Council and responsibility of media: Duties and responsibilities of Madhes Province Press Council in adhering ethics and responsibilities of media houses and journalists under the Madhesh Province communication act, 2077 B.S.
- Language and inclusive representation: Ethical reporting through multilingual journalism (Nepali, Maithili, Bhojpuri, Bajjika, Urdu, English etc.).
- Media sustainability and ethics: Balancing financial sustainability with editorial independence and responsible use of government notices.
- Community engagement and public trust: Promoting accountability, transparency, and audience trust through ethical journalism.

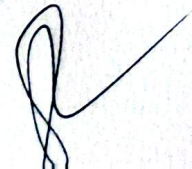
Unit V: Practicum (14 Hrs.)

- For this practical unit, students will develop a monitoring portfolio for an applied ethical approach to digital reporting alone or collaboratively, examining and reporting on digital reporting in practice and local news case studies.

Practical Outputs

- Fact-checking exercise: Conduct an ethical review of a misinformation case and demonstrate the use of basic fact-checking techniques.
- Ethical image verification: Evaluate digital images for manipulation and assess their compliance with ethical standards.
- Transparency in sponsored content: Develop guidelines for clearly labelling native advertising and sponsored content in digital media.
- Provincial journalism case study: Analyze an ethical dilemma encountered by a provincial news outlet and propose an appropriate ethical response.
- Final ethics portfolio and presentation: Compile practical assignments into a portfolio and present an ethical analysis and recommendations to a review panel.

Required Readings

- Acharya, B. (2023). *Amsanchar ra patrakarita adhyayan* [Mass communication and journalism studies]. Neema Publications.
- Acharya, U. (Ed.). (2025). *Nepal's Misinformation Landscape*. The Center for Media Research Nepal.
- Dahal, R. (2025). *Digital paridrishya* [Digital landscape]. Centre for Media Research-Nepal.
- Ess, C. (2020). *Digital Media Ethics* (3rd ed.). Polity Press.
- Frost, C. (2021). *The ethics and regulation of journalism* (5th ed.). Routledge.
- Government of Madhesh Pradesh. (2020). *State Communication Act, 2077* (Chapter 5 and 7).
- Khanal, S. (2022). *Media ethics and law*. Vidhyarthi Pustak Bhandar.
- Luitel, G. R. (2026). *Adoption of Artificial Intelligence in Nepali news portals* [Research report]. Central Department of Journalism and Mass Communication, Tribhuvan University.
- Plaisance, P. L. (2020). *Media ethics: Key principles for responsible practice* (3rd ed.). SAGE Publications.
- Nepal Government. (2048 B.S.). *Press Council Nepal Act*.
- Press Council Nepal. (2022). *Journalist code of conduct – 2073* (Amended & Revised).
- Ward, S. J. A. (Ed.). (2021). *Handbook of global media ethics*. Springer.
- Wardle, C., & Derakhshan, H. (2017). *Information disorder: Toward an interdisciplinary framework for research and policymaking*. Council of Europe.
<https://rm.coe.int/information-disorder-toward-an-interdisciplinary-framework-for-rese/168076277c>
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Rajarshi Janak University
Faculty of Humanities
Bachelor of Journalism and Mass Communication



Program: BJMC
Course Title: Television Journalism
Course Code: BJMC-255
Semester: Fourth

Credit Hours: 3
Total Marks: 100
Theory: 60
Internal: 40

Course Description

This course offers a comprehensive introduction to the principles and practices of television journalism. It is designed to equip students with the theoretical understanding and practical skills required to produce professional-quality news and current affairs content for television. The curriculum covers the history and evolution of television as a medium, news-gathering techniques, scriptwriting, production processes, and the ethical and legal landscape of broadcasting in Nepal. Students will develop critical thinking and production competencies, preparing them for roles in newsrooms and media production houses.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Analyze and apply core theories of broadcast journalism, including news values, media ethics, and legal frameworks, to television news production.
2. Develop, and critically evaluate television news content and operate basic television production equipment.
3. Produce a polished news bulletin or magazine-style program that demonstrates an understanding of visual storytelling and audience engagement.

Course Contents

Units	Unit-wise Description	Teaching Hours
Unit I	Fundamentals of Television Journalism	8
Unit II	News Gathering and Scriptwriting for Television	8
Unit III	Production Techniques and Studio Operations	8
Unit IV	Ethics, Law, and Current Issues in Nepali Television Journalism	10
Unit V	Practical Production and Portfolio	14

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Course of Study in Detail

Unit I: Fundamentals of Television Journalism (8 Hrs.)

- History and evolution of television as a mass medium and its development in Nepal;
- Public service, commercial and community television;
- Introduction to broadcast journalism: characteristics and significance;
- Comparing print, radio, and television journalism;
- Changing dimension of television journalism: one-way to hyper-personalized and interactive video consumption;
- The structure and functions of a television newsroom;
- Role and responsibilities of key personnel: editors, producers, reporters, anchors, camera crews, social media curators;
- Visual literacy for journalism: understanding the power of images and moving pictures.

Unit II: News Gathering and Scriptwriting for Television (8 Hrs.)

- News values and determinants of news: timeliness, proximity, prominence, impact, human interest etc.;
- News sources, beat reporting, and research techniques;
- Elements of a television news story: anchor voice-over, voice-over, package, piece-to-camera (PTC), walk-and-talk, demonstration, intro/outro and the bridge;
- Writing for the ear vs. writing for the eye: conversational tone, clarity, and conciseness;
- Scriptwriting formats for television news: structure, timing, and cues, rundown preparation;
- Visual storytelling: matching words to pictures and sound;
- The television interview: preparation, questioning techniques, and camera setup;
- Vox pops and press conferences: appropriate uses and production techniques.

Unit III: Production Techniques and Studio Operations (8 Hrs.)

- Pre-production planning: storyboarding, shot listing, and logistics;
- Basics of television camera operations: shots, angles, composition, and movement;
- Fundamentals of audio recording and lighting for television;
- Introduction to video editing: continuity, pacing, and assembling a sequence;
- Studio operations: role of the director, producer, and floor manager;
- Live production vs. recorded production;

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- Graphic design and special effects for television news, data visualization for TV;
- Electronic news gathering (ENG) and electronic field production (EFP).

Unit IV: Ethics, Law and Current Issues in Nepali Television Journalism (10 Hrs.)

- Media ethics and the code of conduct for broadcast journalists;
- Constitutional and legal provisions for media in Nepal, including the right to information;
- Press freedom, its limits, and responsibilities;
- Standards, responsibilities, and the code of ethics in broadcast journalism;
- Avoiding plagiarism and copyright infringement;
- Handling sensitive issues: reporting on violence, children, discrimination, and privacy;
- Contemporary issues: 24/7 news culture, sensationalism, fake news, post-truth, AI in television journalism, mobile journalism, and digital media's impact;
- Understanding media metrics: TRP (Television Rating Point) and audience analytics.

Unit V: Practicum (14 Hrs.)

For the practical assignments, students will work individually or in teams to produce a television journalism piece that demonstrates their skills in storytelling, production, and ethical practice. Students will produce: News script, vox pop, television interview, news package, feature package, live reporting simulation, news bulletin anchoring, studio production, field reporting, documentary, semester portfolio etc. This unit culminates in a portfolio ready for professional presentation.

- Project development: Students will develop a story idea, conduct research, and pitch their proposal.
- Pre-production: Complete planning documents: script, storyboard, interview questions, and production schedule.
- Production: Shoot and record all necessary video and audio for the project using accessible equipment.
- Post-production: Edit the raw footage, add voice-overs, graphics, and sound to create a polished final product.
- Final output: The final project will be a 3-5 minute television news package, a news bulletin segment, or a short magazine feature.
- Portfolio assembly: All completed projects, along with supporting materials (scripts, storyboards), will be compiled into a professional portfolio.
- Final presentation: Students will present their work to a panel, defending their creative and strategic decisions.

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Required Tools and Equipment

- Video editing software (e.g., Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro).
- Capable editing workstation with reliable internet.
- Smartphone or DSLR/mirrorless camera capable of video recording.
- Quality headphones for audio editing.
- External drive for backups.

Required Readings

- Acharya, B. B., Sharma, S. (Eds.). (2022). *Global perspectives on journalism in Nepal: Nepalese news media in the twenty-first century*. Routledge.
- Briggs, M. (2020). *Journalism next: A practical guide to digital reporting and publishing* (3rd ed.). CQ Press.
- Gaikwad, P. A. (2022). *Television journalism*. Himalaya Publishing House.
- Gormly, E. K. (2005). *Writing and producing television news*. Wiley-Blackwell.
- Millerson, G., & Owens, J. (2009). *Television production* (14th ed.). Focal Press.
- 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.
- Sharma, D. (Ed.). (1997). *Prasaran patrakaritako hate kitab* [Handbook on broadcast journalism]. Nepal Press Institute.
- Zettl, H. (2015). *Television production handbook*. Cengage Learning.

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