

Introduction to Mass Media and Communications

Compulsory Paper
Paper:1
JMC-421

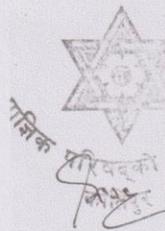
Full Marks: 100
Full Marks for Theory: 70
Pass Marks for Theory: 24.5
Full Marks for Practical: 30
Pass Marks for Practical: 12
Lecture Hours: 150

Objective of the Course

The overall objective of the paper is to impart knowledge on the evolution of human communication, mass communication and the means of mass communication and to explain the nature, scope and provide a brief history and key features of mass media and communications.

Course of study in detail

Unit	Unit title and breakdown	Teaching hours
I	Introduction to Communication and Media Defining communication, components of human communications, mass communication and communications: levels of communication: intrapersonal, interpersonal, group, public organizational and mass communication; models of communication, origin and evolution of mass media: print, broadcast and new media.	25
II	New Media and Social Media Evolvement of new media, distinctions between social media and mass media; salient features of social media; recent trends in social media	20
III	Mass Media as Social Institutions Nature, perception and Functions of mass media institution ; driving force of fundamental rights; media as a platform for enabling participatory democracy; media for diversity; media as a	20



	social mobilizer and industrial enterprise .	
IV	Mass Media, Culture and Society Understanding relation of mass media, society and culture: continuum, maintenance and reformation; unity in diversity: role of media in the development and creation of social harmony.	20
V	Applied Communication Communication for various spheres: public, private and cooperative: structure of organisational communication; selected cases of social service and business communication; applied knowledge and skills of verbal and non-verbal communication and networking communication.	20
VI	Media Literacy Concept and elements of media literacy: scope, purpose and practices.	15
VII	Practical Exercises on Communication Process and Media Issues	30

Recommended Books

Devkota, G. (2059). Nepalko Chhapakhana Ra Patrapatrikako Itihas. Kathmandu: Sajha

Dominick R., Joseph (1999). The Dynamics of Mass Communication. New York: McGraw-Hill.

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

Kharel, P. (2014). Dimension of communication. Kathmandu: NAME Publication.

--- (2014). Sounds of Radio Broadcasting. Kathmandu: Nepal Association of Media Educators (NAME).

Kunczik, M (2002). Development and Communication Bonn: FES.

Pearson, J., Nelson, E. P., Titsworth, S. & Harter, L. (2013). Human Communication. Newyork, NY: The MCGraw-Hill Companies.

Rai, L. D. (2019). Journalism and Mass Media. Kathmandu: Unnati Books,

शान्ति कौशिक परिसरको
