CURRICULUM

OF

MASS COMMUNICATION
BS/MS/MPHIL

(Revised 2013)

HIGHER EDUCATION COMMISSION
ISLAMABAD
CURRICULUM DIVISION, HEC

Prof. Dr. Mukhtar Ahmed  Executive Director
Mr. Fida Hussain  Director General (Acad)
Mr. Rizwan Shoukat  Deputy Director (Curr)
Mr. Abid Wahab  Assistant Director (Curr)
Mr. Riaz-ul-Haque  Assistant Director (Curr)
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PREFACE

The curriculum, with varying definitions, is said to be a plan of the teaching-learning process that students of an academic programme are required to undergo. It includes objectives & learning outcomes, course contents, scheme of studies, teaching methodologies and methods of assessment of learning. Since knowledge in all disciplines and fields is expanding at a fast pace and new disciplines are also emerging; it is imperative that curricula be developed and revised accordingly.

University Grants Commission (UGC) was designated as the competent authority to develop, review and revise curricula beyond Class-XII vide Section 3, Sub-Section 2 (ii), Act of Parliament No. X of 1976 titled “Supervision of Curricula and Textbooks and Maintenance of Standard of Education”. With the repeal of UGC Act, the same function was assigned to the Higher Education Commission (HEC) under its Ordinance of 2002, Section 10, Sub-Section 1 (v).

In compliance with the above provisions, the Curriculum Division of HEC undertakes the revision of curricula after every three years through respective National Curriculum Revision Committees (NCRCs) which consist of eminent professors and researchers of relevant fields from public and private sector universities, R&D organizations, councils, industry and civil society by seeking nominations from their organizations.

In order to impart quality education which is at par with international standards, HEC NCRCs have developed unified templates as guidelines for the development and revision of curricula in the disciplines of Basic Sciences, Applied Sciences, Social Sciences, Agriculture and Engineering in 2007 and 2009.

It is hoped that this curriculum document, prepared by the respective NCRC’s, would serve the purpose of meeting our national, social and economic needs, and it would also provide the level of competency specified in Pakistan Qualification Framework to make it compatible with international educational standards. The curriculum is also placed on the website of HEC (www.hec.gov.pk).

(Fida Hussain)
Director General (Academics)
CURRICULUM DEVELOPMENT PROCESS

STAGE-I
- CURRI. UNDER CONSIDERATION
  - COLLECTION OF REC
  - CONS. OF CRC.
  - PREP. OF DRAFT BY CRC

STAGE-II
- CURRI. IN DRAFT STAGE
  - APPRAISAL OF 1ST DRAFT BY EXP. OF COL./UNIV
  - FINALIZATION OF DRAFT BY CRC
  - APPROVAL OF CURRI. BY V.C.C.

STAGE-III
- FINAL STAGE
  - PREP. OF FINAL CURRI.
  - INCORPORATION OF REC. OF V.C.C.
  - PRINTING OF CURRI.

STAGE-IV
- FOLLOW UP STUDY
  - QUESTIONNAIRE
  - COMMENTS
  - REVIEW
  - IMPLE. OF CURRI.
  - BACK TO STAGE-I

Abbreviations Used:
- CRC: Curriculum Revision Committee
- VCC: Vice Chancellor’s Committee
- EXP: Experts
- COL: Colleges
- UNI: Universities
- PREP: Preparation
- REC: Recommendations
MINUTES OF THE FINAL MEETING OF NCRC IN THE DISCIPLINE OF MASS COMMUNICATION HELD ON MARCH 4-6, 2013 AT HEC REGIONAL CENTRE, LAHORE

The Final Meeting of National Curriculum Revision Committee in the discipline of Mass Communication was held on March 4-6, 2013 at Higher Education Commission, Regional Centre, Lahore. The objective of the meeting was to finalize the curriculum of Mass Communication reviewed in the Preliminary Meeting of NCRC held on October 8-10, 2012 at HEC Regional Centre, Karachi. Following Members attended the meeting:

Dr. Mughees Uddin Sheikh, Convener
Professor & Dean
School of Media and communication Studies
University of Central Punjab
1-Khayaban-e-Jinnah Road,
Johar Town, Lahore

Dr. Muhammad Ashraf Khan, Secretary
Associate Professor and Chairman,
Department of Communication Studies,
BZU, Multan.

Dr. Masrur Alam Khan, Member
Professor,
Department of Mass Communication,
NUST Business School, NUST, Islamabad.

Prof. Dr. Muhammad Nawaz, Member
Chairman,
Department of Communication Studies, University of Sargodha, Sargodha.

Dr. Ghulam Shabir, Member
Professor and Chairman,
Department of Media Studies,
The Islamia University of Bahawalpur.

Dr. Farish Ullah Yousafzai, Member
Professor and Chairman,
Centre for Media & Communication Studies,
University of Gujrat, Gujrat.

Dr. Mahmood Ghaznavi, Member
Professor,
Department of Mass Communication,
University of Karachi, Karachi.
Dr. Tauseef Ahmed Khan, 
Chairman, 
Department of Mass Communication, FUUAST, Karachi.

Dr. Muhammad Khalid, 
Professor and Chairman, 
Department of Media and Communication, UMT, Lahore.

Dr. Mian Ahmad Hanan, 
Professor and Chairperson, 
Department of Mass Communications, 
Forman Christian College, Lahore.

Mr. Tahir Javed Malik, 
Head of Department, 
Department of Media Sciences, 
University of South Asia, Lahore.

Dr. Muhammad Wasim Akbar, 
Associate Professor and Chairman, 
Department of Mass Communication, 
Gomal University, D.I. Khan

Syed Inam ur Rahman, 
Assistant Professor, 
Department of Media & Communication, IIU, Islamabad.

Dr. Anjum Zia, 
Associate Professor, 
Department of Mass Communication, 
Lahore College for Women University, Lhr.

Dr. Bashir Memon, 
Assistant Professor, 
Department of Mass Communication, 
University of Sindh, Jamshoro.

Dr. Taimur-ul-Hassan, 
Associate Professor, 
Department of Media & Mass Comm., 
Beaconhouse National University, Lahore.

Dr. Bushra Hameedur Rahman, 
Assistant Professor, 
Institute of Communications Studies, 
University of Punjab, Lahore.

Mr. Ahmed Ali Memon, 
Lecturer, 
Department of Media Studies, 
Shah Abdul Latif University, Khairpur.
Mr. Muhammad Atif Shahzad,
Lecturer,
Department of Mass Communication,
NUML, Islamabad.

Mr. Tariq Mehmood,
Lecturer,
Department of Social Sciences,
BUITEMS, Quetta.

Mr. Rashid Khan,
Lecturer/Head of BS Media and Communication,
UMT, Lahore

Mr. M. Ali Rana,
Lecturer/Station Manager,
Media Studies, FJWU, Rawalpindi.

Mr. Sohail Riaz Raja,
Head of Mass Communication Department, The
Superior College, Lahore.

Following Members could not attend the meeting due to other engagements:

Prof. Dr. Muhammad Anwar Hassan,
Professor / Vice Chancellor,
Preston University, Kohat.

Dr. Mujahid Ali Mansoori,
Professor,
Department of Media & Communication,
UMT, Lahore.

Mr. Salman Raja,
Assistant Professor / Chairperson,
Department of Mass Communication,
University of Balochistan, Quetta

Dr. Zahid Yousaf,
Assistant Professor / Head,
Centre for Media & Communication Studies, University of Gujrat,
Gujrat.

Dr. Najma Sadiq,
Assistant Professor,
Department of Mass Communication,
NUST Business School, NUST, Islamabad.

Ms. Ayesha Siddiqua,
Senior Lecturer,
Department of Media Studies,
Kinnaird College for Women, Lahore.
Mr. Bakht Zaman,
Lecturer/Executive Producer,
Deptt. of Journalism & Mass Communication
University of Peshawar, Peshawar.

3. The meeting started with the recitation of Holy Verses from the Holy Quran by Mr. Farrukh Raza, Assistant Director (Curriculum), HEC, followed by welcome address by Mr. Nazeer Hussain, Director, HEC Regional Centre, Lahore. He briefed the aims and objectives of the meeting with particular focus on revision and finalizing the curriculum of Mass Communication so as to bring it in line with the international standards keeping in view the national needs. After brief introduction of participants, the Assistant Director (Curriculum), HEC, requested the Convener and Secretary of NCRC viz. Dr Mughees Uddin Sheikh, Professor & Dean, The Superior College, Lahore and Dr Muhammad Ashraf Khan, Chairman, Department of Communication Studies, BZU, Multan, to conduct the further proceeding of the meeting for three days.

4. The Convener and Secretary NCRC thanked the HEC for providing an opportunity to review/finalize the curriculum of Mass Communication and recalled the proceeding of Preliminary Meeting held at Karachi. They further requested the participants to give their suggestions/inputs for improvement of curriculum and opened the house for discussion. Subsequently, after a general discussion, two Sub-committees were formed to look into the scheme of studies and course contents for BS and MS/MPhil for an in-depth critique and recommendations separately which were then discussed in the general meeting.

5. After long and detailed deliberation, the Committee unanimously approved the curriculum for BS. However, it was decided to approve the curriculum of MPhil (Research Track) but the Committee also decided to split Professional Track into three different tracks; Print Media Track; Electronic Media Track and Advertising and Public Relations Track. It was also decided to meet again to finalize the curriculum of all three tracks in a next special meeting. In this regard, HEC will be requested to convene a special meeting on this issue within a month.

6. The Convener and Secretary of the Committee thanked all the Members for sparing their valuable time and quality contribution towards finalization of the curriculum. The Committee highly admired the efforts made by the officials of HEC as well for making excellent arrangements to facilitate the smooth work by the Committee and their comfortable accommodation/stay at Lahore.

7. The meeting ended with the vote of thanks to the Chair as well as participants of the meeting.
STANDARDIZED FORMAT/SCHME OF STUDIES FOR 4-YEAR INTEGRATED CURRICULA FOR BACHELOR DEGREE IN BASIC, SOCIAL, NATURAL AND APPLIED SCIENCES

STRUCTURE

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Categories</th>
<th>No. of courses</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Min –Max</td>
<td>Min –Max</td>
</tr>
<tr>
<td>1.</td>
<td>Compulsory Courses Required (No Choice)</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>2.</td>
<td>General Courses to be chosen from Other Departments</td>
<td>8</td>
<td>24</td>
</tr>
<tr>
<td>3.</td>
<td>Discipline Specific Foundation Courses</td>
<td>10</td>
<td>30</td>
</tr>
<tr>
<td>4.</td>
<td>Major Courses including research project/Internship</td>
<td>14</td>
<td>42</td>
</tr>
<tr>
<td>5.</td>
<td>Electives with in the major</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>45</strong></td>
<td><strong>133</strong></td>
</tr>
</tbody>
</table>

**Total numbers of Credit hours**  **130–136**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td>Duration</td>
<td>4years</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Semester duration</td>
<td>16-18weeks</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>Semesters</td>
<td>8</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>Course-load per Semester</td>
<td>15-18 Cr. hr.</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>Number of courses per semester</td>
<td>4-6</td>
</tr>
</tbody>
</table>
## LAYOUT

<table>
<thead>
<tr>
<th>Compulsory Requirements (the student has no choice)</th>
<th>General Courses chosen from Other departments</th>
<th>Discipline Specific Foundation Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 Courses 25 Credit Hours</td>
<td>8 Courses 24 Credit Hours</td>
<td>10 Courses (8Comp &amp; 2Opt) 30-33 Credit Hours</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cr Hr</th>
<th>Subject</th>
<th>Cr Hr</th>
<th>Subject</th>
<th>Cr Hr</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Writing &amp; Presentation Skills (English-II)</td>
<td>3</td>
<td>2. Political Science</td>
<td>3</td>
<td>2. Introduction to Social Media</td>
<td>3</td>
</tr>
<tr>
<td>5. Pakistan Studies</td>
<td>2</td>
<td>5. Optional-I*</td>
<td>3</td>
<td>5. Mass Media in Pakistan</td>
<td>3</td>
</tr>
</tbody>
</table>

| 25       | 24     | 30     |

* Course from other disciplines i.e., Political Sciences, Economics, Sociology, Physiology, General Science and Psychology etc. Universities may follow the course details as decided by their Board of Studies.

11
** Specialized Environmental Journalism, Gender and Media, Regional Media, Mass Media in SAARC, Community Media, Media and Human Rights, Health Communication, Sports Journalism, Economic Journalism, Photo Journalism, Contemporary World and Pakistani Media, Political Communication (out of these subjects one can be opted).
<table>
<thead>
<tr>
<th>Major Courses including Research Project/Internship</th>
<th>Elective Courses with in the major</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>14 courses</strong></td>
<td><strong>4 Courses</strong></td>
</tr>
<tr>
<td><strong>42 Credit Hours</strong></td>
<td><strong>12 Credit Hours</strong></td>
</tr>
<tr>
<td>Subject</td>
<td>Cr.hr</td>
</tr>
<tr>
<td>1. Online Journalism</td>
<td>3</td>
</tr>
<tr>
<td>2. Media Seminar</td>
<td>3</td>
</tr>
<tr>
<td>3. Communication Theory-I</td>
<td>3</td>
</tr>
<tr>
<td>6. Featured, Column &amp; Editorial Writing</td>
<td>3</td>
</tr>
<tr>
<td>7. Research Methods-I</td>
<td>3</td>
</tr>
<tr>
<td>8. Research Methods-II</td>
<td>3</td>
</tr>
<tr>
<td>10. Media Ethics and Law</td>
<td>3</td>
</tr>
<tr>
<td>11. Journalism (Specialization)</td>
<td>3</td>
</tr>
<tr>
<td>12. International Communication</td>
<td>3</td>
</tr>
<tr>
<td>14. Internship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>42</strong></td>
</tr>
</tbody>
</table>
**SEMESTER—I**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduction to Mass Communication</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Functional English–I</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Islamic Studies</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Computers Skills for Mass Communication</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Psychology*</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Political Science*</td>
<td></td>
</tr>
</tbody>
</table>

**SEMESTER—II**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mass Media in Pakistan</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>News Writing (English/Urdu)</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Writing &amp; Presentation Skills (English–II)</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Pakistan Studies</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Functional Urdu**</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Sociology***</td>
<td></td>
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</tbody>
</table>
### SEMESTER—III

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Broadcast Journalism (TV &amp; Radio)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Editing News/Copy Editing (English/Urdu)</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Current Affairs</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Communication Skills (English –III)</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Economics</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Optional Subject(Other Disciplines) –I</td>
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### SEMESTER—IV

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reporting &amp; Editing Workshop(English/Urdu)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Media Ethics and Law</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Introduction to Film &amp; Theater Studies</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Optional Subject (Other Disciplines)–II</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Optional Subject (Other Disciplines)- III</td>
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</table>
**SEMESTER—V**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduction to Advertising and PR</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Online journalism</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Communication Theories-I</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Contemporary World Media</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Optional (Foundation)- I</td>
<td></td>
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</table>

**SEMESTER—VI**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Feature, Column &amp; Editorial Writing</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Communication Theories-II</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Foundation of Behavioral Research—I</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Media seminar*</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Statistics</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Optional Subject (Other Discipline)— IV</td>
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### SEMESTER—VII

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Foundation of Behavioral Research-II</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Development Communication/DSC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internship</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Specialized Sequence Subject-I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Specialized Sequence Subject-II</td>
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</table>

### SEMESTER—VIII

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Course Title</th>
<th>Credit Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>International Communication</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Final project/Research Report/Res. Article</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Optional (Foundation)-II</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Specialized Sequence Subject-I</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Specialized Sequence Subject-II</td>
<td></td>
</tr>
<tr>
<td>Specialization</td>
<td>Course Title</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Print Media</td>
<td>Advanced Reporting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Newspaper Management &amp; Production</td>
<td></td>
</tr>
<tr>
<td>Broadcast (Radio, TV), Film &amp; Theater Studies</td>
<td>Film Theater &amp; Society, Introduction to Film Studies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Script writing for Radio &amp; TV, Live/Outdoor Broadcasting, Types of Production,</td>
<td></td>
</tr>
<tr>
<td>Advertising &amp; Public Relations</td>
<td>Advertising –I</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Public Relations–I</td>
<td></td>
</tr>
<tr>
<td>Mass Communication &amp; Research</td>
<td>Mass Communication Theories, Crisis Management Communication,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>International Communication,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communication Research Methods</td>
<td></td>
</tr>
</tbody>
</table>
SEMESTER-01

1.1 INTRODUCTION TO MASS COMMUNICATION

Objectives:

This course is aimed at introducing the students with basic concept of communication and mass communication. This course further enables the students to understand the communication process and distinguish among various mass media.

Contents

Definitions, types and significance. Process of Communication: source; message; channel; noise; destination; encoding; decoding; and

COMMUNICATION

feedback. Barriers in communication. Essentials of effective communication.

Dimensions of mass communication: mass media, advertising, public relations, blogging, new media etc. and Functions of mass communication. (Information, Education, Opinion Formation, Entertainment and Development.)

MEDIA OF MASS COMMUNICATION

Print Media: newspapers, magazines, periodicals, books, pamphlets, etc. Broadcast media: Radio, TV, film. New Media: (Internet)—On-line journalism. Traditional/Folk-Media. Comparative study of mass media, their components, functions and effects.

Recommended Books:


FUNCTIONAL ENGLISH-I

Objectives:

It will enable the student tolerant the basics of Functional English Language which are essential in for spoken and written communication. In order to enhance language skills and develop critical thinking, a
grammar component will serve as a remedial necessity to help overcome their common errors English Language.

Contents:

Grammar
  Parts of speech and use of articles
  Sentence structure: Active and Passive Voice
  Practice in unified sentence
  Analysis of phrase, clause and sentence structure
  Transitive and intransitive verbs
  Punctuation and spelling
  Vocabulary building

Comprehension:
  Answers to questions on a given text

Reading Skills
  Skimming, scanning, predicting and guessing

Writing Skills
  Making an outline, paragraph development, writing headlines, reports & short articles, precise writing.

Speaking Skills
  Spoken English techniques

Discussion
  General topics and everyday conversation (topics for discussion to be at the discretion of the teacher keeping in view the level of students)

Listening
  To be improved by showing documentaries/films carefully selected by subject teachers

Translation skills
  Urdu to English

Paragraph writing
  Topics to be chosen at the discretion of the teacher

Note: Extensive reading is required for vocabulary building
Recommended Books:

1. **Functional English**
   a) Grammar

b) Writing
   c) Reading/Comprehension
   d) Speaking
   1. Mind Your Language’ by British Broadcasting Corporation (Book with CDs & Cassettes)
   2. Choosing Your English’ by British Broadcasting Corporation (Books with CDs & Cassettes)
   3. ‘Follow Me’ by British Broadcasting Corporation (Book with CDs & Cassettes)

**ISLAMIC STUDIES**

Objectives:
This course is aimed at providing basic information about Islamic Studies, to enhance understanding of the students regarding Islamic civilization and to improve their knowledge about the issues related to faith and religious life.

Course Contents:

**Introduction to Quranic Studies**
1) Basic Concepts of Quran
2) Articles of faith

**Study of Selected Text of Holy Quran**
1) Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
2) Verses of Surah Al-Hujrat Related to Adab Al-Nabi (VerseNo-1-18)
3) Verses of Surah Al-Mumanoon Related to Characteristics of faithful (VerseNo-1-11)
4) Verses of Surah Al-Furqan Related to Social Ethics (VerseNo.63-77)
5) Verses of Surah Al-Inam Related to Ihkam (VerseNo-152-154)
6) Verses of Surah Al-Ihzab Related to Adabal-Nabi (Verse No.6, 21, 40, 56, 57, 58.)
7) Verses of Surah Al-Hashar (18, 19, 20) Related to thinking, Day of Judgment
8) Verses of Surah Al-Saf Related to Tafakar, Tadabar (VerseNo-1,14)
9) Verses of Surah Al Maida (verses 32)

**Seerat of Holy Prophet (SAWW)-Sources of Islamic law**

Quran, Sunnah, Ijma, ijtehad

**Economic System**

1) Basic Concepts of Islamic Economic System
2) Means of Distribution of wealth in Islamic Economics
3) Islamic Concept of Riba
4) Islamic Ways of Trade& Commerce

**Political System of Islam**

1) Basic Concepts of Islamic Political System
2) Islamic Concept of Sovereignty
3) Basic Institutions of Govt.in Islam

**Social System of Islam**

1) Basic Concepts of Social System of Islam
2) Elements of Family
3) Ethical Values of Islam

**Recommended Books:**

1) Hameed ullah Muhammad, “Emergence of Islam”, IRI, Islamabad
11. COMPUTER SKILLS FOR MASS COMMUNICATION

This course is aimed at introducing the students to computer technology and techniques with the view to acquaint them with its use in Print and electronic Media. It focuses on the use of various software a journalist can use while practicing journalism (print/television/radio) in daily routine. However this course will only provide the basic introduction of the said soft-ware as in the advance courses students will learn the various other aspects in detail.

Course Contents:

- Introduction to Computer (Hardware/Software)
- Internet basics (Internet Connectivity, IP Settings, Installation of Programs, Window Installation, Internet Securities, File formats (for Audio & Video)).
- In-Page Basics (Urdu Composing and Page Making)
- Adobe Page Maker basics (Creating layouts for Newspaper and Magazines)
- Adobe Photoshop basics (Basic still image/Picture editing)
- Coral Draw Basics (Page and image making and designing)
- Adobe Audition Basics (Basic Audio Editing for Radio)
- Adobe Premier Basics (Basic Video Editing for Television/Documentary/Short Film etc…)
- Macromedia Flash Basics (Basic creation of Flash Images, Flash Picture Gallery and Flash Video for web and other formats)

**Recommended Books:**

4. Michelle Perkins *Beginner’s Guide to Adobe Photoshop*
5. Deke McClelland, Galen Fott. *Photoshop Elements 3 for Dummies*
6. Jan Kabili. *Adobe Photoshop Elements 2 Complete Course*
8. Carla Rose. *Sams Teach Yourself: Adobe (R) Photoshop (R) in 24 Hours*.
15. Donna L. Baker. *Adobe Premiere 6.5 Complete Course*
17. Frank Bass: *The Associated Press Guide to Internet Research and Reporting*
18. Rogers Caden head, Mark E. Walker. *How to Use the Internet*.
1.1 PSYCHOLOGY (General)
Universities may follow the course details as decided by the respective Board of Studies.

1.2 POLITICAL SCIENCE (General)
Universities may follow the course details as decided by the respective Board of Studies.

**SEMESTER-02**

2.1.1 MASS MEDIA IN PAKISTAN

**Objectives:**

This course is designed to study the role of Muslim Press in the Sub-continent with reference to the work of eminent Muslim journalists, and its role during freedom movement and struggle for Pakistan. It is further designed to help students to have a look on the evolution of print and electronic media in Pakistan from the beginning till date, with reference to their problems and prospects.

**Course Contents:**

1. Historical Background
   (a) Growth of the Press in the sub-continent.
   (c) Press and the Pakistan Movement.

2. History and Development of Press
   (a) Press since independence.
   (b) Major Developments of Press in Pakistan
   (c) Major problems and prospects of Press in Pakistan
   (d) Progressive writer’s movement

   (a) Government Press relations

4. Electronic Media in Pakistan
   (a) Brief introduction to media in Pakistan
   (b) Growth & expansion of Radio, Television and Film In Pakistan
(c) Growth of Cable television and its cultural and ethical dimensions.
(d) Rise and fall of film in Pakistan
(e) Electronic Media in Private Sector. FM radio And Satellite Television.
(f) Online Journalism: Development and future prospects

5. News Agencies
   
   (a) Development of News Agencies.
   (b) Expansion, Working, Organizational, Structure and Future perspective in Pakistan.
   (c) Development of visual news agencies

6. Growth of regional press in Pakistan
7. Influence of foreign media in Pakistan
8. Emerging trends in journalism

Recommended Books:

1. Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.
3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
9. Niazi, Zamir, Press in Chains
Books in Urdu:
2. Khurshid Abdus Salam, Dastan-e-Sahafat.

2.1 FUNDAMENTALS OF NEWS REPORTING

Objectives:
- Learn basics of writing for newspaper
- Improve basic writing shields
- Understand difference between writing for print and broadcast media
- Learn News gathering techniques

Course Contents:

1. News:
   a) Definition
   b) Elements
   c) Values
   d) Sources and channels of News

2. News Writing techniques:
   a) Structure of News
   b) Lead/introits components and types
   c) Block Paragraphing

3. Basics of writing:
   a) Attribution
   b) Plagiarism
   c) Opinion vs. facts
   d) Language, Grammar

4. Beat reporting:
   - Crime & Accidents/Disasters
5. How Newspaper News are different from Radio and Television news
6. Elements of online News reports
   a) Multimedia Contents
   b) Text visuals and photos
7. Do’s and Don’ts of a reporter

Recommended Books:
3. Hohenberg “The Professional Journalist”
5. Porter and Luxon” The Reporter and the News”
10. Khursheed, Abdul Salam Dr., “Fun-e-Sahafat”
12. Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
13. Reporting & Writing: Basics for the 21st Century by Christopher Scanlan
   A Sage Publication Company.
15. Sissons, Helen, 2004 ‘Practical Journalism; How to Write News’
Note: Two courses of 3 credit hours each are optional and are to be chosen by the respective departments keeping in view their regional and university needs and available resources.

2.3 WRITING AND PRESENTATION SKILLS (ENGLISH-II)

Objectives:
This course will meet specific needs of the students of Communication Studies to equip them with the modern writing and presentation capabilities in order to meet the diverse market demands.

Course Contents

Essay writing
Descriptive, narrative, discursive, argumentative

Academic writing
How to write a proposal for research paper/term paper
How to write a research paper/term paper (emphasis on style, content, language, form, clarity, consistency)

Presentation Skills
Personality development (emphasis on content, style and pronunciation), techniques for presenting Written material through multi-media

Note: Extensive reading is required for vocabulary building

Recommended books:

Technical Writing and Presentation Skills
a) Essay Writing and Academic Writing
ISBN 0194354073 (particularly suitable for discursive, descriptive, Argumentative and report writing).


TECHNICAL REPORT WRITING

PROGRESS REPORT WRITING

b) Presentation Skills

c) Reading

The Mercury Reader. A Custom Publication. Compiled by northern Illinois University. General Editor’s: Janice Neulib; Kathleen Shine Cain; Stephen Ruffus and Maurice Scharton. (A reader which will give students exposure to the best of twentieth century literature, without taxing the taste of engineering students).

PAKISTAN STUDIES

Objectives:

- To develop vision of Historical Perspective, Government, Politics, Contemporary Pakistan, Ideological Background of Pakistan.
- To study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan.

Course Contents:

1. Historical Perspective

   a) Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-e-Azam Muhammad Ali Jinnah.

   b) Factors leading to creation of Pakistan- social, political and economic factors

   c) People and Land

      i. Indus Civilization
      ii. Muslim advent
      iii. Location and Geo-Physical features.

2. Government and Politics in Pakistan

   Political and constitutional phases:

   a. 1947-58
   b. 1958-71
   c. 1971-77- separation of East Pakistan
   d. 1977-88
   e. 1988-99
   f. 1999 -2008
   g. 2008 – onward
3. Contemporary Pakistan
   a. Economic institutions and issues
   b. Society and social structure
   c. Cultural diversities

Recommended Books:
15. Qazi, Shahida “*Pakistan Studies in Focus*”, FEP Karachi 2002

2.5 FUNCTIONAL URDU

Objectives:
It will enable the students to learn the basics of Functional Urdu Language which are essential for spoken and written communication. In order to enhance language skills and develop critical thinking, A grammar
component will serve as are medial necessity to help overcome their common errors in Urdu Language. Details at Annex “A”.

2.6  SOCIOLOGY (General)

Universities may follow the course details as decided by the respective Board of Studies.

SEMESTER-III

3.1  Introduction to Broadcast Media

Objectives:
- Learn Audio Video Coverage
- Learn Audio Video editing and writing
- Understanding basic concepts of Radio and TV News
- Know the difficult approaches when reporting for radio and TV
- To Produce a radio and TV news

Course Contents:

1. Introduction to Radio as a medium and structure
   - Type of Radio Programs
     a) News
     b) Feature
     c) Documentary
     d) Voxpops
     e) Interviews

   - Radio Production
     a) Basics of recording
     b) Using audio variety
     c) Sound bites

   - Audio editing using adobe audition software
   - Basics of Radio News writing and types of Radio news
   - Socio-economic impact of FM Radio economics

Television:
- Introduction to television as a medium and structure
- Basics of writing style guide for television
  a) Documentary
  b) Interviews
  c) Talk shows

32
• Basics of TV News writing and its types
  a) Structure
  b) Contents
  c) Flow
  d) Breathing techniques
  e) Pastures of TV News delivery
• Elements of a television news bulletin
  a) Package
  b) Beeper
  c) Ticker
  d) Voxpaps
• Television Production
  a) Team
  b) Technical staff
  c) Design team
  d) Requisites for Pre-production and past Production
  e) Digital and analog IV
  f) Basics of TV anchoring
• Basics of Video acquisition
  a) Operating camera and Shooting
  b) Recorders
  c) Lighting
  d) Set designing
  e) Video composition and editing
  f) Advanced Multiplatform Reporting

Recommended Books:
3.2 SUB-EDITING & PAGE DESIGNING-I

Objectives:

In the first phase this course is intended to introduce students to the practical aspects of newspaper editing including use of copy editing, symbols and use of computer, condensation, verification of spellings and facts, headline writing, story selection and basics of page layout. This course further intends to help students to develop and improve re-writing skills with an emphasis on how to analyze, recognize and re-write the information provided in a filed story with a view to improve it.

Course Contents:

1. Sub Editor
   a. Nature and scope of sub-editing
   b. Qualities of a Sub-Editor
   c. Responsibilities/Duties of a Sub-Editor

2. Mechanics of News Editing
   a. Selecting creed material
   b. Symbols and their uses
   c. Translation
   d. Structuring and re-writing of news story

3. MakeUp
   a. Make up techniques
   b. Basic principles of page makeup
   c. Different kinds of makeup

4. Headlines
   a. Definition
   b. Purpose of Headlines
   c. Qualities of Headlines
   d. Kinds of Headlines
   e. Principles of Headlines making.

5. Use of Computer
   a. Use of computers in the newsroom
   b. Composing
   c. Computerized Page making techniques

Practice: Adobe photo shop, practical exercises (at least 10) and picture scanning.

Recommended Books:

1. The Art of Editing by Brooks Etal
3. The Art of Editing News, Mc Giffert Renert
4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowinlon's, London,: David and Cherl, 1975
7. Fun-e Khabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi

3.3 NATIONAL AND INTERNATIONAL AFFAIRS

Objectives:
This course is designed to provide the students an insight of event sand affairs taking place in and around Pakistan. Understanding national and international affairs is indispensable for persons working for media. This course is planned to enlighten and enable the students to analyze events With proper perspective.

Course Contents:

National Affairs:

1. Basics of Pakistan's Foreign Policy and Pakistan's relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,
2. Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.
3. Elements of national power: geography, ideology, natural resources, education, economy etc.

International Affairs:

1. Shift in balance of power: end of bipolar system and it implications
2. The United Nations and its current role in conflict resolution.
3. Muslim World, issues and problem, Role of OIC
4. Issues and problems faced by contemporary World:
   a. Geo Political Status of Pakistan;
   b. Regional Arrangements three case studies European Union, ASEAN, and SAARC.
   c. Middle East issues
   d. Kashmir Dispute

35
e. Nuclear issues
f. War against terrorism and its different dimensions
g. WTO and its implication and impact.
h. environmental and water issues
i. energy crisis

Recommended Books:


3.4 COMMUNICATION SKILLS (ENGLISH-III)

Objectives:

This course aims at providing the students with real life professional communication skills for both verbal and non-verbal needs

Contents:

Paragraph writing

Practice in writing a good, unified and coherent paragraph

Essay writing

Introduction

CV and job application
Translation skills
   Urdu to English

Study skills
   Skimming and scanning, intensive and extensive, and speed reading, summary and precis writing and comprehension

Academic skills
   Letter/memo writing and minutes of theme editing, use of library and internet resources

Presentation skills
   Personality development (emphasis on content, style and pronunciation)

Note: documentaries to be shown for discussion and review

Recommended books:

a) Grammar

b) Writing

c) Reading
   2. Reading and Study Skills by John Langan

3.5 ECONOMICS (General)
   Universities may follow the course details as decided by the respective Board of Studies.
3.6 OPTIONAL SUBJECT (OTHER DISCIPLINES) – I

SEMESTER-IV

4.1 JOURNALISTIC LANGUAGE (English & Urdu)

Objectives

Contents

- Introduction to journalistic writing
- Difference between journalistic, common and literary writing
- Writing for newspapers, radio, TV and online media
- Difference between writing for print and electronic media
- Common technologies used in journalism
- Translation of Urdu to English news stories.

Suggested Readings

4.2 MEDIA ETHIC & LAWS

Objectives

The course seeks to apprise the students about the codes of ethics, the laws and regulations, which are governing and regulating the media in Pakistan. The course develops the sense of norms, values and responsibility in future professionalize, government media relationship and press freedom in Pakistan.

Contents:

Ethics

- Introduction, need and nature
- Sources of ethics in Pakistan society.

Media ethics

- Need and scope
- Ethics and media profession
- Social responsibility theory
- Islamic code of ethics
  - Islamic concept of communication

Ethical problems

- External and internal pressures on media
- The violations of media ethics in Pakistan (deadline and ethics)
- Privacy, corruption, personal interests, etc.
- Violation of professional values: problems and consequences
Codes of Ethics and Application

International codes of ethics (Print, electronic and web media)
Pakistani codes of ethics (ethical code of practice – 17 points in press council ordinance, 2002), PFUJ, APNS, CPNE etc.
Other codes of ethics and application

Press Council of Pakistan

Evolution, need, establishment and code of ethics

Media Laws

Introduction, need and nature
Evolution of press laws in sub-continent and Pakistan.
Salient features of the current press ordinances:

1. PEMRA ordinance – establishment and salient features
2. Press Council Ordinance
3. Press Laws: An overview
4. Defamation Ordinance
5. Copy Right Act
6. Constitutional provisions on fundamental rights of speech, expression etc.

- Social media ethics
  Cyber laws and PTA
  Social media as an emerging check on traditional media and vice versa

Case Studies

Recommended Books:

2. Javed Jabbar, Qazi Faiz Isa, Mass Media Laws and Regulation in Pakistan
3. Dr. Ahsan Akhtar Nar, Sohafti Qananee, A. H. Publishers, Urdu Bazar, Lahore
4. Dr. Naz, Sahbati Ikhlaiqat, Azeem Academi Urdu Bazar, Lahore.
5. Dr. Naz, Mukalma, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.
6. Dr. Muhammad Wasim Akbar, Zarae Iblagh aur Islam
   Nomani Kutab Khana, Urdu Bazaar Lahore.
4.3 INTRODUCTION TO SOCIAL MEDIA

Course Objective

The overall aims of this course are to introduce students to skills of social media tools in context to its emergence with media science. It also aims to introduce key concepts and social platforms that have changed the media scenario that it’s used to be. Using the representation of the virtual community as a focus, students will be introduced to ideas of the collective resourcing, user defined contents, Web 2.0, media production and reporting in social media.

Out Comes

By the end of the course students will be able to apply a range of social media tools and collaborative platforms of shared resources, and will have an expertise to actively take part in creation of online media platforms, creation of community centric social media platforms supporting field of media production and reporting.

- Emerging Media Trends
- Media and Technology
- How emerging technologies can change Journalism
- Backpack Journalist
- Citizen Journalist
- Online Community
- News as conversation
- New Media: Emerging mediums of information (cell phone, web mediums)
- Cell phone evolution and Social Media (1-G to 4-G)
- Social Media Evolution
- Social Media Ethics (Rules are in the flux)
- Introduction to social media website (Google +, Facebook etc…)
- Social Media Skills for Journalists
- Blogs for Marketing and Advertising
- Trolls & 1-9-90 Rule
- Vod-casting basics
- Pod-casting basics
- How one increases its social networking
- Social Media Marketing
- Introduction to Micro Blogging
- Twitter for Journalist
- Social Media Marketing Strategies
- How one can use Facebook/Twitter/Blogs for effective Marketing
- Future Trends and developments in Social Media
• Social Media as an alternative public sphere

**Recommended Books:**

(Detailed References will be forwarded through e-mail)

Digital Media and Community
Social Media Connectivity
New Media and Journalism

4.4 **OPTIONAL Subject (Other Disciplines)-II**

4.5 **OPTIONAL Subject (Other Discipline)-III**

**SEMESTER-V**

5.1 **INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS**

**Objectives:**

This course is designed to introduce students to the principles and techniques of advertising and public relations as currently practiced. Emphasis will be on the public relations and advertising processes and such activities that bring out student’s problem-solving approach and creativity in message construction.

**Course Content:**

Advertising

- Evolution and Development of Advertising
- Advertising Definition, Function and Scope
- Types of Advertising, Techniques of Advertising
- Principle of Successful Advertising
- Merits and Demerits of Advertising
- Macro and Micro economic impact of Advertising
- Socio-economic role of advertising
- Advertising agency and its structure
- Role of advertising association of Pakistan
- Develop of Advertising Campaign
- Practice Advertising Campaign

Public Relations

- Definition, Nature, Scope and history
- Pub lies of PR
- Process of PR (Research, Planning PR Campaigns
execution and evaluation)

- Tools and Products of PR (Spoken tactics, written, Visual and new media)
- Government and Private Organizations PR
- PR in different sectors
- Responsibilities and qualities of PRO
- Comparative analysis of publicity, Propaganda, adv. PR
- Community, Corporation on-Profit organization-POL org

Practical:

PR Campaign

Recommended Books:


5.2 ONLINE JOURNALISM

This course covers the comparative picture of traditional Journalism with web journalism with the emphasis on web is the future of Journalism and role and responsibilities of press and the journalists are changing. It tells the students how writing for web is different from print and broadcast. Students will learn news story structure for the web with inverted pyramid and other elements of stories. Students will closely examine the world of newspapers online before putting learned skill into practice. Along with aesthetic elements required for web, the students will know what technical requirements for the web are. They will learn how to build up and operate their own website.
Learning outcomes

By the end of this course the students will be able to know the difference between traditional and modern Journalism of internet. They will be able to know the role and responsibilities of the web journalists. They would have learnt how to operate his or her own fully operative and functional website. Learning outcomes identify the critical performances, and the knowledge, skills and attitudes that successful students will have reliably demonstrated through the learning experiences and evaluation in the course.

<table>
<thead>
<tr>
<th>Course Contents</th>
<th>Week</th>
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<tbody>
<tr>
<td><strong>Significance of web</strong></td>
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<tr>
<td>Introduction and overview</td>
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<tr>
<td>Traditional Journalism and the Web:</td>
<td>1st week</td>
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<tr>
<td>• Theoretical Perspective of Mass Media</td>
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<tr>
<td>• What is Web Journalism</td>
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<td>• Scope of online journalism</td>
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<td>• Multimedia Capabilities of Web</td>
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<tr>
<td><strong>Significance of web (continued)</strong></td>
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<tr>
<td>Web Journalism and New Media</td>
<td>2nd week</td>
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<tr>
<td>• How the web is replacing other media</td>
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<td>• Where web stands amongst New Media</td>
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<td>• Web is the Future of Journalism</td>
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<td>• Characteristics of web journalism</td>
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<tr>
<td>Discussion:</td>
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<td>How the web can “scoop” all other media</td>
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<td><strong>Thinking of web</strong></td>
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<td>Psychology of Web User</td>
<td>3rd week</td>
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<tr>
<td>Pre-requisites for a web journalist:</td>
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<td>Cyber-kit of a web journalist</td>
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<td>Know your audience</td>
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<td>Critical thinking: Establishing and maintaining focus</td>
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<td>Discussion:</td>
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<td>Convergence of Media</td>
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<td>Mindset for the Web</td>
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<td>Writing for web</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; week</td>
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<td>-------------------------------------------------------------------------------</td>
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<tr>
<td>• Writing for print, broadcast and web; Content, style and structure</td>
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<tr>
<td>• Characteristics of online news</td>
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<td>• Esthetic elements for web</td>
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<tr>
<td><strong>Discussion:</strong> Stories in print and on the web</td>
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<tr>
<th>Writing for web (continued)</th>
<th>5&lt;sup&gt;th&lt;/sup&gt; &amp; 6&lt;sup&gt;th&lt;/sup&gt; &amp; 7&lt;sup&gt;th&lt;/sup&gt; week</th>
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<tbody>
<tr>
<td>News story writing</td>
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<tr>
<td>• Contents for News website: News stories, features &amp; blogs</td>
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<td>• Headline/lead &amp; summary writing for web</td>
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<td>• News story structure: Inverted pyramid &amp; 5Ws</td>
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<td>• Writing lively and tightly</td>
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<td>• Editing web text</td>
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<td>• Introduction to Blogs</td>
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<td>• Writing Blogs</td>
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<td>• Writing for twitter</td>
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<tr>
<td>• Scanning, Surfing and Skimming</td>
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<tr>
<th>Navigating the web</th>
<th>8&lt;sup&gt;th&lt;/sup&gt; week</th>
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<tbody>
<tr>
<td><strong>Recommended websites:</strong></td>
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<td><em>Many of other websites may also be reviewed will be depend on the instructor.</em></td>
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<tr>
<td><strong><a href="http://www.Dawn.com">www.Dawn.com</a></strong></td>
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<td><a href="http://www.bbc.com">www.bbc.com</a></td>
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<td><a href="http://www.cnn.com">www.cnn.com</a></td>
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<td><a href="http://www.cbc.ca">www.cbc.ca</a></td>
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<td><strong><a href="http://www.ctv.ca">www.ctv.ca</a></strong></td>
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<td><a href="http://www.thenews.com">www.thenews.com</a></td>
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<td><strong><a href="http://www.thestar.com">www.thestar.com</a></strong></td>
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<tr>
<td>• Navigational Scheme for Online Newspaper or Magazine</td>
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Many of other websites may also be reviewed will depend on the instructor.

**Midterm Review**

**Practice Session:**
Students surf the net looking at various websites and how they compare

<table>
<thead>
<tr>
<th>Mid-term Exam</th>
<th>9th week</th>
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</table>

**Web Production team**
Roles & responsibilities of web crew
Producer, Reporter, Writers & Editor
Introduction to Online Radio and Online Television
Basics for setup online Radio/Television

**Creating the web**

**Developing Your Website**
Creating the website storyboard
Features for News Websites
If you ‘build it’, will they surf?

**Assignment:** Features and layout for your intended websites

<table>
<thead>
<tr>
<th>Developing Your Website (continued)</th>
<th>11th week</th>
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<tbody>
<tr>
<td>Designing your website</td>
<td></td>
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<tr>
<td>Working with designer</td>
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<td>• <strong>Online Magazine</strong></td>
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<tr>
<td>• <strong>Online Newspaper</strong></td>
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<thead>
<tr>
<th>Developing Your Website (continued)</th>
<th>12th week</th>
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<tbody>
<tr>
<td>Tools for Website Building: HTML (Introduction)</td>
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**Cyber Laws**

**Ethics for Web Journalism**
<table>
<thead>
<tr>
<th>Tools for building website (continued)</th>
<th>14&lt;sup&gt;th&lt;/sup&gt; week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dream weaver: Features &amp; building News website/Magazine Website</td>
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<tr>
<td>Working on Dream weaver: Building News website/Magazine Website</td>
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<tr>
<td><strong>Operating the web</strong></td>
<td>15&lt;sup&gt;th&lt;/sup&gt; week</td>
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<tr>
<td>Working on website (continued)</td>
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<tr>
<td>Writing exercise for class website</td>
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<tr>
<td>Online Media Types</td>
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<tr>
<td><strong>Working on website (continued)</strong></td>
<td>16&lt;sup&gt;th&lt;/sup&gt; week</td>
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<tr>
<td>Writing exercise for class website</td>
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<tr>
<td>Digital Distribution Systems and Copy right issues</td>
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<tr>
<td><strong>Marketing for the web</strong></td>
<td>17&lt;sup&gt;th&lt;/sup&gt; week</td>
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<tr>
<td>Online advertisement types</td>
<td></td>
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<tr>
<td>Reciprocity, press releases and site promotion</td>
<td></td>
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<tr>
<td>How it works and how you can make money</td>
<td></td>
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<tr>
<td>Prospects and Challenges for Web Journalism</td>
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<tr>
<td>Final Exam Review</td>
<td></td>
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<tr>
<td><em><em>Final Exam &amp; Project (</em> Student has to develop their own online News Paper or online Magazine)</em>*</td>
<td>18&lt;sup&gt;th&lt;/sup&gt; week</td>
</tr>
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**Recommended Books:**

(Detailed References will be forwarded through mail)

1. Community journalism
2. Online Journalism : a basic text
3. Information technology in Journalism
4. Handbook of Online Journalism
5. Multimedia journalism: a practical guide
6. Dictionary of Digital journalism
7. Elements of Modern Journalism in the world
8. Journalism ethics by Saxena
9. Online Journalism : a basic text
5.3 COMMUNICATION THEORIES—I

Objectives:
Objectives: This course aims to equip the students to identify different phases of mass communication theories development in the historical context. It will enhance their abilities to understand different intellectual foundations in the field of mass communication.

Course Contents:
Paradigm, theory and model Types and functions of theories Four eras of mass media theory
- Direct effect paradigm Propaganda theories
- Limited effect paradigm Two step flow of information Selective process Klapper’s phenomistic theory Diffusion theory Functional analysis
- Normative theories Libertarian theory Social responsibility theory Development media theory Democratic participant theory

Recommended Books:


5.4 MATHEMATICS (CALCULUS)

Credit Hours: 3

Specific Objectives of the Course: To prepare the students, not majoring in mathematics, with the essential tools of calculus to apply the concept and the techniques in their respective disciplines.

Course Outline:

1. Preliminaries: Real-number line, Function and their graphs, Solution and equations involving absolute inequalities
2. Limits and Continuity: Limit of a function, Left hand and Right hand function, Continuity, Continuous function.
3. Vectors: Scalar and Vector Products, normals to planes equations of planes and lines
4. Complex Numbers addition, multiplication, division, Arg and diagram, polar form, de Moivre’s theorem

Recommended Books:


5.5 OPTIONAL (FOUNDATION)-I

**SEMESTER-VI**

6.1 FEATURE, COLUMN & EDITORIAL WRITING

**Objectives:**

The course is designed to develop writing skills of the students for advanced journalistic writing like, editorial, column, feature, book reviews, Radio, TV programmes review. It would enable students to differentiate among various types of newspaper writings apart from the news. This course is also planned to train the students in such a way that they should learn the basic technique sand principles for these writings.

**Course Contents:**

1. **The Editorial**
   a. Definition of Editorial
   b. Its purpose, importance and forms
   c. Functions of Editorial
   d. The Techniques of Editorial writing
   e. The contents of editorial page
   f. The editorial page in Pakistan and its standard.
   g. Difference between editorial, column and feature
   h. Analyzing the media policy through editorials
   i. Writing practice

2. **Feature Writing**
   a. Definition, Concept and Scope of Feature
   b. Types of Feature
   c. Sources for the material
   d. Feature Writing Technique
   e. The importance of Pictorial Display in features.
3. Column Writing
   a. Definition and Concept
   b. Functions of a Column
   c. Types of Column
   d. Role of Columnist in society.
   e. Practical Column Writing

4. Review
   a. What is review?
   b. Difference between review and criticism.
   c. The purpose of Review writing the techniques of review writing
   d. Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programmes etc.
   e. Review exercise

Recommended Books:
7. Shafiq Jalandari. Kalam Naweessi
6.2 COMMUNICATION THEORIES- II

Objectives:

The course aims to promote students critical and analytical approaches towards understanding of mass communication theories. It also aims to prepare them for further inquiry into the field of Mass communication.

Course Contents:

Emergence of critical and cultural theories of mass communication

- Frankfurt school
- Political economy

Media and audiences: theories about the role of media in everyday life

- Uses and gratification
- Framing and frame analysis

Theories of media and culture and society

- Agenda setting
- Knowledge gap
- Spiral of silence
- Media dependency theory
- Cultivation theory

Recommended Books:


6.3 RESEARCH METHODS–I

Objectives:

This course will give the students an insight into the basic principles of scientific research. Students will further be sensitized with the methods, techniques and other relevant concepts to investigate the media related phenomena in contemporary society.

Course Contents:

- The research process
- What is research
- The development of mass media research
- Media research and scientific method
- Two sectors of research

Academic and private

- Differences between Quantitative and qualitative research
- Research design for quantitative research
- Identifying the research problem
- Formulating the problem statement
- Reviewing the literature
- Theoretical framework
- Formulating research questions
- Formulating hypothesis
- Conceptualization and operationalization of variables
- Identifying the methodology
- Sampling techniques
- Collection of data
- Tabulation and interpretation of data
- Quantitative measurement
- Reliability and validity
- Survey method development of a questionnaire

Scales

Index score

**Ethics in research**

**Recommended Books:**


**6.4 MEDIA SEMINAR**

**Objectives:**

The purpose of this seminar course is to provide students with opportunity to interact with the experts regarding different communication issues. In these seminar, students will present their papers prepared in consultation with their teachers. Presentation of paper is mandatory. The papers will be followed by the discussions. Seminars will be presided by an expert of the area or the teacher concerned. Teacher can also suggest our cematerial to the students and they can also present a summary/abstract or critique on the book/article in these seminar. Nevertheless, focus will be on important communication issues. Each Student will give at least two presentations in the seminars on two different occasions.

**6.5 STATISTICS**

Unit 1. **What is Statistics?**

Unit 2. **Presentation of Data**
Introduction, basic principles of classification and Tabulation, Constructing of a frequency distribution, Relative and Cumulative frequency distribution, Diagrams, Graphs and their Construction, Bar charts, Pie chart, Histogram, Frequency polygon and Frequency curve, Cumulative Frequency Polygon or Ogive, Histogram, Ogive for Discrete Variable. Types of frequency curves. Exercises.

Unit 3. **Measures of Central Tendency**
Introduction, Different types of Averages, Quantiles, The Mode, Empirical Relation between Mean, Median and mode, Relative Merits and Demerits of various Averages. Properties of Good Average, Box and Whisker Plot, Stem and Leaf Display, definition of outliers and their detection. Exercises.

Unit 4. **Measures of Dispersion**

Unit 5. **Probability and Probability Distributions.**
Discrete and continuous distributions: Binomial, Poisson and Normal Distribution. Exercises

Unit 6. **Sampling and Sampling Distributions**
Introduction, sample design and sampling frame, bias, sampling and non sampling errors, sampling with and without replacement, probability and non-probability sampling, Sampling distributions for single mean and proportion, Difference of means and proportions. Exercises.

Unit 7. **Hypothesis Testing**
Introduction, Statistical problem, null and alternative hypothesis, Type-I and Type-II errors, level of significance, Test statistics, acceptance and rejection regions, general procedure for testing of hypothesis. Exercises.

Unit 8. **Testing of Hypothesis - Single Population**
Introduction, testing of hypothesis and confidence interval about the population mean and proportion for small and large samples, Exercises
Unit 9. **Testing of Hypotheses-Two or more Populations**

Introduction, Testing of hypothesis and confidence intervals about the difference of population means and proportions for small and large samples, Analysis of Variance and ANOVA Table.

Exercises

Unit 10. **Testing of Hypothesis-Independence of Attributes**


Unit 11. **Regression and Correlation**

Introduction, cause and effect relationships, examples, simple line arreession, estimation of parameters and their interpretation r and R² Correlation. Co efficient of linear correlation, its estimation and interpretation. Multiple regression and interpretation of its parameters. Examples

**Recommended Books:**


6.6 **OPTIONAL SUBJECT (Other Disciplines)-IV**

**SEMESTER-VII**

7.1 **RESEARCH METHODS–II**

**Objectives:**

A relatively advanced level course of research will further enlighten the students about different steps involved in a typical research model. The students will learn how to collect the data after implementing appropriate method and the basic elements required for writing a good research proposal/research report.

**Course Contents:**

**Quantitative research methods**

Content analysis
Experimental method
Longitudinal research
Qualitative research method
Focus group
Participant observation method
Intensive interviews
Case studies

Writing research report
Reference writing
Use of SPSS

7.2.1 DEVELOPMENT COMMUNICATION /DEVELOPMENT SUPPORTCOMMUNICATION

Note: 
DC and DSC both are recommended for the BS programme. However, the departments are requested to opt for one of the two courses owing to their regional needs and expertise available for the course(s).

Objectives:
This course provides an overview of the important phenomena of Development Communication. In general, the course will interpret and analyze the role of mass media in highlighting social development in the society. After studying this course, students will be enabled to have a better insight in Development Communication and will analyze the nature and treatment of media contents on developmental issues.

Course Contents:
The need for development communication; Basic Concept: Promotion of development:

- Development as process & Goal. Sociology of development
- Concept of Development
- Extension Communication and Development Communication
- Development Journalism and Development Communication
- Development Communication and Development Support Communication.
- The concept of change, meaning and definition
- Sources of change
- Factors in influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovation
- Social Change and community participation
Prospects and challenges of Development Communication in Pakistan

Financial Problems
Lack of education and training
Control over media
Political Problem
Economic Problem
Administration Problem
Media Sociology
NGS’s and their working

Development Journalism

Introduction
Rural and Aruban Sociology
Introduction to rural sociology
Difference between rural and urban lifestyles
Regional factors

Society under change
Force of work
Technology
Trends in social system
Living style
Social shift and cultural trend

Development of village
Motivating factors
Cooperative way

Village economy
Agriculture
Living standards
Typical rural problem

Opportunity of education
Important factors
Financial restraints

Religious authority
Religious authority
Modern Influence

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Caste System

Feudalism
Economic life
Religious factors
Rural Leadership and Politics
Effective channels for agriculture communication in developing world
Agriculture communication in Pakistan
Need for AGRI-Based TV and Radio Stations in Pakistan
Agriculture Communication through print Media

Recommended Books:

11. Social Change, Michael Kunczick FES Germany.

7.2.2 DEVELOPMENTAL SUPPORT COMMUNICATION

Course Objectives:

This course identifies how Advertising, Television, Radio, Newspaper, Magazines and Public Relations effects ethnicity/culture and alternative life styles of rural populations and developing nations. It examines attitudes, trends and perceptions which help shape mass communication messages.
Course Contents

The Dominant Paradigm of development, The industrial revolutions, Economics growth, Internal Constraints to development, Criticism of development paradigm.

Alternative Pathway of development, Historical perspectives of the AMD, Common factors of the AMD, Communication Approaches in the development process, Comparison b/w development Paradigm & AMD

Human development Index, Concept of developed, developing and under developed world, Creative destruction:

Cultural Imperialism and New Information World Order.

Concept of DSC, Evolution, Need and Importance, Factors for successful DSC and Problems for development communicator.

Development support communication and social change, concept and level of change, sources of change, Role of opinion leader, Communication Channels, Factors influencing Change. Obstacles to change, Reducing resistance to change.

Role of Advocacy and Social Mobilization in DSC, Concept of Advocacy and its use in DSC, Social mobilization and its multiple levels, Community participation, Difficulties in implementing Community participation.

Concept of diffusion and innovation, its stages, Categories of adopters/consumers, characteristics of diffusion, Consequences of diffusion of innovation.

Planning of a DSC Campaign, Concept of DSC Campaign, and Advantages of DSCC, Creating the plan, stages and techniques of the campaign, Media selection and slogans.

Campaign planning and discussion of Final projects.

Media/Agents/Tools for DSC, Folk art, Folk Heroes, Folk Festivals, Traditional media, Cultural Perspective of Folk lore.

Using Print Media for DSC. News material for Print Media, developing
the press releases, Wallpapers, Newsletters, Folders, Leaflets, Pamphlets, and Posters.

Using Electronic Media for DSC, TV and Production of Broadcast material, TV Audience & their demands, Concept of early window. Radio as an effective development medium.

Strategies for evaluating DSC Campaign, Concept of Evaluation, Evaluation in DSC Campaign, types, steps and criteria for campaign evaluation, conducting evaluation and evaluation designs.


Presentations and Camping evaluation

Suggested Books:

- O. Dreyer (1996) “Cultural Changes in Developing Countries”.

3. INTERNSHIP (APPEARANCE AND REPORT)

CREDIT HOURS: 3

Internship Objectives:

Every student shall be required to join any national media organization as an intern for a period not less than two months. He/she will arrange his/her placement in any media organization with the concurrence of the department. On successful completion and positive report by the media organization, the student will prepare a comprehensive report on what he/she practiced, the introduction of the media organization and any other relevant aspects which the department may deem appropriate to be included in the report.
7.4 SPECIALIZED SEQUENCE SUBJECT-I
7.5 SPECIALIZED SEQUENCE SUBJECT-II

SPECIALIZED SEBJECTS (SEQUENCE-I): OPTIONS

Print Media:
1. Advanced Reporting
2. Newspaper Management & Production

1. ADVANCED REPORTING

Objectives:
The course seeks to teach the students to look beyond the news to analyze, interpret and present events with depth and background. It aims to produce writer who will not only look at the facts at their face value, but also explore hidden dimension.

Course Contents:
- Interpretative report; concept, gathering information, special sources of information, Structure of interpretative,
- What is an investigative story
Need of investigation and structure of investigative reporting
- Conflict and disaster reporting
- Security protocol for conflict reporting
- Photojournalism; issues in conflict and disaster reporting.
- Questions of ethics & laws

Practical:
10 interpretative stories. Scrap book with clipping of foreign & diplomatic stories & their evaluation.

Recommended Books:

2. NEWSPAPER MANAGEMENT AND PRODUCTION

Objectives:
The course aims at teaching the students at first hand the process of producing a newspaper from news gathering and selection to editing, composing, page make up, use of illustrations to printing. It will be a practical course and the student will be expected to produce by themselves a complete daily or weekly newspaper.

Course Contents:
Organization of mass media in Pakistan; Personnel administration; circulation, advertising and financial administration of media; marketing of media products; management of printing unit. Methods of composing and printing, Scanner, Film Making, Photo editing, Page Making, Layout; book editing & Production.

Practical:
The students will be required to produce newspapers during these semesters.

Recommended Books:
Electronic Media:

1. Radio News Reporting & Production
2. TV News Reporting & Production

RADIO NEWS REPORTING AND PRODUCTION

Objectives:

The course will impart the elements of selection writing, editing, compiling and presenting news for radio. It will be a practical course and the students will be expected to produce and present an entire news bulletin.

Course Contents:


Practical:

Students are required to produce 05 news stories and 02 interviews of 10 minutes duration.

Recommended Books:

5. Carl Hausman, Crafting the News for Electronic Media, Woods worth publishing California, 1995
TV NEWS REPORTING AND PRODUCTION

Objectives:

The students will be taught the elements of selection, writing, editing, compiling and presentation of news for television. They will be taught the technical aspects of camera, lights and microphones and shooting and editing of news films and their placement in the news bulletin, besides the use of the live inserts and sound bites. They will be expected to produce bullet in for television. This is a practical course.

Course Contents:


Practical:

Students are required to produce and edit their own Final Project for the successful completion of the semester (03-05) minute duration.

Recommended Books:

5. Visual Editing, Howard I. Finberg and Bruce D. Litttle, Wadsworth, Belmont, 1990
ADVERTISING AND PUBLIC RELATIONS

1. ADVERTISING-I
2. PUBLIC RELATIONS-I

1. ADVERTISING-I

Objectives
To guide the students understands the various functions of advertising. Introduce students to the principles and techniques of advertising as currently practice. Emphasis will be on the advertising activities that bring out students creative problem-solving talents and help them

Course Contents

In-depth study of Advertising
1 Advertising as selling tool and important part of marketing and sale promotion
2 Role of advertising in economic development.
3 Socio economic aspect of advertising.
4 Objectives, stages and types of advertising.

ADVERTISING PSYCHOLOGY


Presentation
Lay out, use of graphics, picture model, product Importance of focal-point in layout, use of colors, advertising campaign:

Practical
Develop complete campaign Press layouts, magazine layout. Hording posters leaflet, table colander, Campaign launching strategy and time factor.

Recommended Books:
5. Commodity Advertising, Olan D. Forker, New York, 1993
7. Fred E. Hahn, Do It Yourself Advertising, John Willey & Sons, New York, 1993

1. PUBLIC RELATIONS-I

Objectives:

This course is designed to introduce students to the principles and techniques of public relations as currently practiced. The students will be made to look at the field from the viewpoints of the Public Relations practitioner, the channels of communication use and the various publics in which P.R persons try to reach. Emphasis will be on the public relations process and such activities that bring out students creative problem-solving talents and help them.

Course Contents:

1) Definitions, and PR scope, functions
2) A brief history of PR in general with special reference to Pakistan Publics.
3) PR, Advertising, propaganda - Differentiations
5) Process of P.R
   (i) Problem identification
   (ii) Programming and Planning
   (iii) Communication/Implementation
   (iv) Evaluation

6) Public opinion and attitudes change
7) Persuasion, functions, Tools of PR.
8) Propaganda and techniques of propaganda.

Recommended Books:


DEVELOPMENT SUPPORT

COMMUNICATION

1. Development Communication and Social Change

2. Development Journalism

1. Development Communication and Social Change

- The concept of change
- Level of change
- Sources of change
- The communication channels
- Influencing change
- Obstacles to social change
- Reducing resistance to change
- Diffusion of innovations
- Social Change and Community Participation
- Difference among social, political, economic and cultural change
- Relationship between social change and development
- Social change and social marketing
- The ories and perspectives of Social Change
- Process of Social Changes
- Essentials of Social Change
- Role of change Agent and Opinion Leader
- Systems Theory
- Who should decide about the change?
- Techniques to enhance community participation for change

Prospects and Challenges of Development Communication in Pakistan
- Financial problems

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• Lack of education and training
• Control over media
• Political problems
• Economic Problems
• Administrative problems
• Media Sociology
• NGO’s and their working

SUGGESTED READING:

9. Denis Mc Quail, Communication Theory, Longman:

2. Development Journalism

Why development journalism?
Areas of development journalism:
  o Agriculture,
  o Health,
  o Environment,
  o Human Right,
  o Education,
  o Housing and Sanitation
  o Energy crisis

Do’s and don’ts of Development Reporting
How to edit a development news story
Qualities and responsibilities of a development journalist
Features and Documentaries–Practice of development reporting and article writing
  o Development journalism in Pakistan
  o Role of development journalism in developing societies

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Suggested Readings:

1. Neville Jayaweera, Rethinking Development Communication, AMIC:
2. Rabin Khemch and, Journalism & Human Development, Dominant Publishers:
3. Development Support communication: Department of Mass Communication, Allama Iqbal Open University, Islamabad
4. Uma Narula, Har-Anand: Development Communication
5. Sing C. Chew, The Underdevelopment of Development, SAGE:
6. Swati Chauhan Navin Chandra, *Foundation of News and Journalism*, Kanishka Publishers:

**SEMESTER-VIII**

**INTERNATIONAL COMMUNICATION**

**COURSE OUTLINE:**
As Societies throughout the world become increasingly interdependent, an ability to understand and to make use of communications has never been more important. This course will enable the student to assess the role and function of communication in the public sphere and to evaluate the management and practice of communication within the political process as well as between government and citizens, our discussion of international communication is grounded in an exploration of propaganda, since the practices, critique and theories of contemporary international communications. The course covers a wide range of core subjects including, communications theory, culture, media, information technologies and globalization etc.

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Objectives:

- The International Communications course will equip students with:
  - A solid grounding in mapping and processes of international communication
  - In-depth knowledge of the structures of communication within an international context
  - An advanced understanding of debates at the forefront of International communication
  - Evaluate international communication within the framework of social, cultural, economic, religious and political division of the early 21st century.

Course Content:

Defining international Communication

- Historical perspective
- Theorizing International Communication
- International Communication in the Internet age
- (Imbalance in) International Information flow
- The New World Information and Communication Order (NWICO)
- Towards an integrative view of balanced information flow
- Contra flow of communication: case studies: Middle East, Iran, China and India
- International/Transitional Media Organizations
- International Broadcast Networks
- Globalization of media and corporate expansion
- Global homogenization
- Cultural hybridity
- Revised cultural imperialism
- Media of Diaspora
- How governments manage their international communications
- How governments position themselves and create a national identity and image
- Towards an alternative public sphere.

Readings:


8.2 FINAL PROJECT/ RESEARCH REPORT/RESEARCH PAPER CREDIT HOURS: 3

Objective:
Every student will be requiring conducting research on a carefully select topic under the guidance of his/her teacher and submitting a research report at the end of the semester. The written report will be reviewed and evaluated by an external examiner.

8.3 OPTIONAL (FOUNDATION)-II
8.4 SPECIALIZED SEQUENCE SUBJECT-I
8.5 SPECIALIZED SEQUENCE SUBJECT-II

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SPECIALIZED SUBJECTS (SEQUENCE-II)

Print Media

1. Sub-Editing and Page Designing-II
2. Magazine Production/ Book Production

SUB-EDITING AND PAGE DESIGNING II

Objective:
To train students about the modern computer based methods of sub-editing. Students will be trained to use advance soft-wares available for editing/page making/ designing both for newspaper and magazines. Students will also be trained to learn modern editing techniques in Pakistani and International perspectives Also to acquaint students with skills to Work on Various Desks in the news/editing room.

Course Contents:
Editing and designing in different categories of newspaper i.e.
- Sports
- Commerce
- City page
- International
- Front and Back Page etc.
- Editing and designing for magazines and Periodicals

Editing Software
- Illustrator (Basic & Advance)
- End page (Basic & Advance)
- In-page (Advance)
- Adobe Photoshop (Advance)
- Corel Draw (Advance)

Recommended Books:
4. Sultan A. A, Design and Make of Newspaper,
5. David and Cherl, Journalism, Trowinlon's, London, 1975
7. A. R. Khalid, Fun-e Khabar Naveesi
8. Hijazi, Miskeen Ali, Fun-e-Idarat
9. Hassan Mehdi, Sahafat
1. MAGAZINE PRODUCTION/ BOOK PRODUCTION

Objectives:

The course aims at teaching the students at first hand the process of producing a magazine from material gathering and selection to editing, composing, page makeup, use of illustrations to printing. It will be a practical course and the student will be expected to produce by themselves a complete magazine.

Course Contents

1. Duties and Qualities of a Magazine Editor
2. Special & Important Aspects of Magazine Journalism
3. Editorial Planning and responsibilities of Editorial Board
4. Collection of relevant material for Magazine
5. Criteria for selection of material
6. Rewriting & editing material
7. Principles and objectives of Makeup/Layout/title page (with special reference to New horizons of specialized magazines; Business, Science and Sports journalism etc.)
8. Function and duties of Makeup Editor
9. Layout techniques
10. Pictorial Display

Book Publication

Practical

The students will be required to produce a general magazine or a book in groups during the semester.

PUBLICATION PROJECT:

In lieu of Magazine Production, a student can opt for publication project; wherein he/she would go through the entire process of publishing a book or other related project with clear delineation of the steps undertaken during the completion of project. A comprehensive publication project is essentially be submitted by the every student.

Recommended Books:

1. Click, J.W. Russel N. “Magazine Editing and Production”
2. Edom, Clifton C. “Photo journalism: Principles and Practices”
7. “Mujalati Sahafat”
9. Masood Bin Mehmood, “Jadeed Urdu Sahafat”

**ELECTRONIC MEDIA**

1. RADIO PROGRAM PRODUCTION
2. TV PROGRAM PRODUCTION

**1. RADIO PROGRAM PRODUCTION**

Objectives:

The course will impart the elements of selection, writing, editing, compiling and presenting different programmes for radio. It will be a practical course and the students will be expected to produce and present different programmes.

1. Introduction to the Radio Environment.
2. Introduction to the Radio Equipment.
4. Types of Scripts and Treatment
5. Directing and Casting Actors for Radio Programs
6. Pre-Production for Radio.
7. Types of program Productions
9. Different between FM, AM, SW and MW.
10. Post Production for Radio

**Practical**

Students are required to produce and edit their own Final Project for the successful completion of the semester (15-20) minute duration.

**Recommended Books:**


**TV PROGRAM PRODUCTION**

**Objectives:**

The course will impart the elements of selection, writing, editing, compiling and presenting different programmes for TV. It will be a practical course and the students will be expected to produce and present different programmes.

1. Introduction to the Television Environment.
2. The Television Production Process.
3. Types of Television Programs (Documentaries, Current Affairs, and Talk-Shows etc.).
4. Television Camera.
5. Camera Lenses.
6. Camera Operation and Picture Composition.
7. Lighting
8. Sound Control
9. Video-Recording and Storage Systems
10. Production People
11. Field Production
12. Directing and Casting Actors for Television Programs
13. Producing
14. Post Production Editing

Practical:

Students are required to produce and edit their own Final Project for the successful completion of the semester (10-15) minute duration

Recommended Books:


ADVERTISING AND PUBLIC RELATIONS

1. ADVERTISING-II
2. PUBLIC RELATIONS-II

1. ADVERTISING-II

The emphasis will be on the making of advertisements for radio and television. It will be a practical course and the students will be expected to produce the advertisements.

Objectives

To provide advanced training for the use of advertising and communication as a tool of marketing and favorable consumer behavior. The emphasis will be on the on the making of advertisements for radio,
television and social media. It will be a practical course and the students will be expected to produce the advertisement.

Course Contents

Advertising and marketing mix. Consumer behavior of purchasing and market segmentation making effective TV commercials, Types of TV commercials Public service, TV spots, commercial documentary, industrial, etc. Production of radio spots sponsored radio commercial programs. Advertising research with special reference to listening and waiver ship habits of consumers

Practical

Student will be required to develop an advertising campaign for radio and TV commercials in the supervision of the teachers.

Recommended Books:

5. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co.1982

2. PUBLIC RELATIONS-II

1) Tools of PR, Publicity, Advertising, periodicals, Films, Special events, Oral Communication.
2) Governmental PR, Federal & Provincial Governments.
3) PR in Business & Industry.
4) International Public Relations & Diplomacy.
5) Public Relations & Islam
6) Code of Ethics in PR
Recommended Books:

1) “Effective Public Relations” by Centre, Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978
4) Public Relations in action by Robbert Reilly.
8) The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing.
15) Strategic Communications Management: Making Public Elations Work, Johan Write, Laura

Development Support Communication

1. Rural and Urban Sociology
2. Advocacy and DSC Campaign (Practicum)

Rural and Urban Sociology

Introduction
- Introduction to rural sociology
- Definition and nature of rural Sociology
- Scope and aims of rural sociology
- Rural Sociology and other social sciences
- Rural sociology VS urban sociology
Village life Through Ages
  o Old is gold
  o Aggregate of different kind
  o Village aggregate of classified
  o Difference between rural and urban life styles
  o Regional factors

Society under Change
  o Force of work
  o Common reasons
  o Technology
  o Trends in social system
  o Living Style
  o Social shift and cultural trend

Development of Village
  o Motivating factors
  o Cooperative way
  o Social fabric
  o Status structure

Village Economy
  o Agriculture
  o Value of land
  o Living standard
  o Typical rural problem
  o Welfare programme

Opportunity of Education
  o Important factors
  o Financial restraint
  o Cultural card
  o More reasons

Religious Factors
  o Comparison of rural urban
  o Religious authority
  o Modern Influence

Caste System
  o Caste factors
  o Feudalism
  o Economic life
  o Community life
  o Religious factors
  o Rural leadership and politics

Agriculture in Pakistan
Agriculture Extension System
Agri-Media as a dimension of Development Support Communication
Effective Channels for agricultural communication in Developing World
Agriculture communication in Pakistan
Need for AGRI-Based TV and Radio Stations in Pakistan
Agricultural Communication through print media

Suggested Readings:

1. Ram Nath sharma, Manshiram Manohorial: Indian Rural Society
2. Katar Singh, Rural Development: SAGE:
3. Laxmi Devi, Policies, Methods & Strategies in Rural Development, Anmol Publications:
4. O. P. Dahama, Education and Communication for Development, Oxford & IBH Publishers:
5. Elena Bashir, Extension Methods. National Book Foundation:
6. Michael M. Cernea, Puttin People First, Oxford University press:
9. Naqvi, Ghulam-us-Saqlain, Mera Gaun, (Urdu Novel)
10. Literature of Rural Academy, Peshawar.
15. International (Pvt.) Limited Publisher
16. Ram Nath sharma, Manshiram Manohorial: Indian Rural Society
17. Katar Singh, Rural Development, SAGE:
18. Laxmi Devi, Policies, Methods & Strategies in Rural Development, Anmol Publications:
19. OP Dahama, Education & Communication for Development Oxford & IBH Publishers:
20. Elenal Bashir, Extension Methods, National Book Foundation:
21. Michael M. Cernea, Oxford University Press: Putting People First
22. Ayaz, M.: Agricultural Communication in Pakistan, University of Wisconsin, Madison, USA.

2. Advocacy and DSC Campaign (Practicum)
   - Concepts and importance of Advocacy Campaigns
   - Types of Advocacy
     - Advocacy & Development Support Communication
     - Steps in Advocacy Campaigns
     - Analysis, Strategy, Mobilization, Action, Evaluation, Continuity
• What is a DSC campaign?
• Advantage of Campaign Approach
• When to use a Campaign
• Creating the Plan, Formulation of the Plan
• Deciding how much is enough
• Evaluation the DSC Program
• Steps in Evaluation
• The Process

Planning Development Communication Campaign

• Concept of campaign i.e. Health, Literacy, Sanitation etc.
• Advantages of campaign
• P- process
• Creating the plan
• Stages
• Techniques of campaign
• Using Slogans
• Selecting media and method
• Message construction and its requisites
• Making and use of pamphlets, banners, posters, wall chalking etc.

Writing development messages for less educated audience:
Specific requirements of media writing with special reference to radio and television Special efforts to develop in-depth coverage regarding various efforts made by NGO in any one area

Practice:
The Students will be required to take a project/field work where they will prepare advocacy/DSC Campaign & this practicum will be a mandatory part of the course.

Suggested Readings:

6. Ram Nath sharma, Manshiram Manohorial: Indian Rural Society
11. Michael M. Cernea, *Puttin People First*, Oxford University press:
12. yaz, M.: *Agricultural Communication in Pakistan*. University of Wisconsin, Madison, USA.
22. As croft, Joseph, (1985); Interactive model of Third World Basic Needs; Basic Needs Approach to development in development perspective.
27. Goulet, Denis,(1989); The Disappointing Decade of Development.
31. Aguna, Robert,(1987); The ignorance of Technocrats on integrated Rural Development: Critique of World Bank and ODA in Ghana.

**Note:** *Journalistic Urdu Language comes in the 4th Semester. It wasn’t possible for me to put it there because of word formatting and it is jpg photo file. So the person who is going to do this job must put*
(Journalistic Language Urdu) in the order which already has been set. The second part is still missing which can be requested from Dr. Mahmood Ghaznawi. I tried to fix that but again formatting problem.
SCHEME OF STUDY FOR MS/MPHIL
(RESEARCH TRACK)
IN COMMUNICATION STUDIES

Course work 24 crhr
Thesis 06 crhr
Total Credit Hours 30 crhr

STRUCTURE

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Categories</th>
<th>No. of Courses</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Compulsory Courses (No choice)</td>
<td>05</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Optional Courses (03 courses to be chosen)</td>
<td>08 (03 out of 08)</td>
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<tr>
<td>3</td>
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<td>Total</td>
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Total No. of Credit Hours 30
Duration 2 years
Semesters 04
Course-load per semester in 1&2 12 hrs
No. of courses per semester in 1&2 04
### LAYOUT

<table>
<thead>
<tr>
<th>Compulsory Courses</th>
<th>Optional Courses</th>
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<tr>
<td>1. Approaches to Mass Communication Studies-1</td>
<td>1. Mass Media, Culture &amp; Society</td>
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<tr>
<td>3. Communication Research Methods-1</td>
<td>3. Advanced Development Communication</td>
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<td>4. Communication Research Methods-2</td>
<td>4. Philosophy of Social Sciences</td>
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<tr>
<td>5. M.Phil. Seminar</td>
<td>5. Theories of Influence on Media Content</td>
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<td>6. Media and Politics</td>
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<td>7. Digital Media</td>
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<td>8. Semiotics</td>
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### SEMESTER-1

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<tr>
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<td>Communication Research Methods-1</td>
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### SEMESTER-2

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<tr>
<td>3.</td>
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<td>4.</td>
<td>M.Phil. Seminars</td>
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### SEMESTER-3 & 4

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</table>
SCHEME OF STUDY FOR MS/MPHIL
(PROFESSIONAL TRACK)
IN COMMUNICATION STUDIES

Course work | 24 cr hr
Project | 06 cr hr
Total Credit Hours | 30 cr hr

SEMMESTER-1

<table>
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<th>Title of Course</th>
<th>Credit Hours</th>
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<tr>
<td>1.</td>
<td>Theory and Practice of Public Relations &amp; Advertising</td>
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<tr>
<td>2.</td>
<td>Case Studies: Public Relations &amp; Advertising</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>Research Methods</td>
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<tr>
<td>4.</td>
<td>Radio: Writing and Production Techniques</td>
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SEMMESTER-2

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<th>Credit Hours</th>
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<td>3</td>
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<tr>
<td>2.</td>
<td>Film writing and Production (With Project)</td>
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<tr>
<td>3.</td>
<td>Optional Course (To be chosen from 08 courses)</td>
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</tr>
<tr>
<td>4.</td>
<td>M.Phil. Seminar</td>
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SEMMESTER-3 & 4

<table>
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<th>Credit Hours</th>
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<tbody>
<tr>
<td>Project</td>
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</tbody>
</table>
Annex “A”

سجے نکی ریپورٹ (ادمی)

مقدمہ:

بہت کم سلسلے میں ایک عام ناکامی کا تذکرہ ہے۔ اس کا اعزازی ناظر کا نظریہ کو آہستے آہستے کسانوں اور انسانوں کے ساتھ میں عام ناکامی کا تذکرہ ہے۔ کسانوں کے تجربے نے انسانوں کی طرف سے مذکور ہے۔

کسان کی تفصیلات:

1. نام:
2. آگرہ:
3. تعداد:
4. ملک:
5. عمارت:
6. موجودہ تعداد:
7. تعداد اور طبیعیات:
8. تعداد کا انتظام:
9. تعداد کا حساب:
10. تعداد کا انتظام:
11. تعداد کا حساب:
12. تعداد کا انتظام:
13. تعداد کا حساب:
14. تعداد کا انتظام:
15. تعداد کا حساب:
16. تعداد کا انتظام:
17. تعداد کا حساب:
18. تعداد کا انتظام:
19. تعداد کا حساب:
20. تعداد کا انتظام:

فیصلے کی ضرورت اور فیصلے کا مضمون:

1. فیصلہ کی ضرورت:
2. فیصلہ کا مضمون:
3. فیصلہ کا مضمون:
4. فیصلہ کا مضمون:
5. فیصلہ کا مضمون:
6. فیصلہ کا مضمون:
7. فیصلہ کا مضمون:
8. فیصلہ کا مضمون:
9. فیصلہ کا مضمون:
10. فیصلہ کا مضمون:

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