CURRICULUM

OF

MASS COMMUNICATION

BS (4-YEAR)

2008

HIGHER EDUCATION COMMISSION

ISLAMABAD
CURRICULUM DIVISION, HEC

Dr. Syed Sohail H. Naqvi          Executive Director
Prof. Dr. Riaz ul Haq Tariq       Member (Acad)
Miss Ghayyur Fatima               Deputy Director (Curri)
Mr. M. Tahir Ali Shah             Assistant Director
Mr. Shafiullah Khan               Assistant Director
<table>
<thead>
<tr>
<th></th>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduction</td>
<td>07</td>
</tr>
<tr>
<td>2.</td>
<td>Frame Work/Template for BS in Mass Communication</td>
<td>11</td>
</tr>
<tr>
<td>3.</td>
<td>Scheme of Studies for BS in Mass Communication</td>
<td>16</td>
</tr>
<tr>
<td>4.</td>
<td>Details of Courses for BS in Mass Communication</td>
<td>30</td>
</tr>
<tr>
<td>5.</td>
<td>Annexure – A</td>
<td>70</td>
</tr>
<tr>
<td>6.</td>
<td>Recommendations</td>
<td>71</td>
</tr>
</tbody>
</table>
CURRICULUM DEVELOPMENT IS A HIGHLY ORGANIZED AND SYSTEMATIC PROCESS AND INVOLVES A NUMBER OF PROCEDURES. MANY OF THESE PROCEDURES INCLUDE INCORPORATING THE RESULTS FROM INTERNATIONAL RESEARCH STUDIES AND REFORMS MADE IN OTHER COUNTRIES. THESE STUDIES AND REFORMS ARE THEN RELATED TO THE PARTICULAR SUBJECT AND THE POSITION IN PAKISTAN SO THAT THE PROPOSED CURRICULUM MAY HAVE ITS ROOTS IN THE SOCIO-ECONOMICS SETUP IN WHICH IT IS TO BE INTRODUCED. HENCE, UNLIKE A MACHINE, IT IS NOT POSSIBLE TO ACCEPT ANY CURRICULUM IN ITS ENTIRETY. IT HAS TO BE STUDIED THOROUGHLY AND ALL ASPECTS ARE TO BE CRITICALLY EXAMINED BEFORE ANY COMPONENT IS RECOMMENDED FOR ADOPTION.


IN PURSUANCE OF THE ABOVE DECISIONS AND DIRECTIVES, THE HIGHER EDUCATION COMMISSION (HEC) IS CONTINUALLY PERFORMING CURRICULUM REVISION IN COLLABORATION WITH UNIVERSITIES. ACCORDING TO THE DECISION OF THE SPECIAL MEETING OF VICE-CHANCELLOR’S COMMITTEE, THE CURRICULUM OF A SUBJECT MUST BE REVIEWED AFTER EVERY 3 YEARS.

A COMMITTEE OF EXPERTS COMPRISING OF CONVENERS FROM THE NATIONAL CURRICULUM REVISION OF HEC IN BASIC, APPLIED SOCIAL SCIENCES AND ENGINEERING DISCIPLINES MET IN APRIL 2007 AND DEVELOPED A UNIFIED TEMPLATE TO STANDARDIZE DEGREE PROGRAMS IN THE COUNTRY TO BRING THE NATIONAL CURRICULUM AT PAR WITH INTERNATIONAL STANDARDS, AND TO FULFILL THE NEEDS OF THE LOCAL INDUSTRIES. IT ALSO AIMED TO GIVE A BASIC, BROAD BASED KNOWLEDGE TO THE STUDENTS TO ENSURE THE QUALITY OF EDUCATION. THE NEW BS DEGREE SHALL BE OF 4 YEARS DURATION, AND WILL REQUIRE THE COMPLETION OF 130-136 CREDIT HOURS. FOR THOSE SOCIAL SCIENCES AND BASIC SCIENCES DEGREES, 63.50% OF THE CURRICULUM WILL CONSIST OF DISCIPLINE SPECIFIC COURSES, AND 36.50% WILL CONSIST OF COMPULSORY COURSES AND GENERAL COURSES OFFERED THROUGH OTHER DEPARTMENTS.

FOR THE PURPOSE OF CURRICULUM REVISION VARIOUS COMMITTEES ARE CONSTITUTED AT THE NATIONAL LEVEL, COMPRISING OF SENIOR TEACHERS NOMINATED BY UNIVERSITIES, DEGREE AWARDING INSTITUTIONS, R&D ORGANIZATIONS AND RESPECTIVE ACCREDITATION COUNCILS. THE NATIONAL CURRICULUM REVISION
Committee for Mass Communication in a meeting held on June 3-4, 2008 at the HEC Regional Centre, Karachi in continuation of its earlier meeting held on April 21-22, 2008 at HEC Regional Centre, Lahore revised the curriculum in light of the unified template. The final draft prepared by the National Curriculum Revision Special Committee, duly approved by the competent authority, is being circulated for implementation in the concerned institutions.

PROF. DR. RIAZ-UL-HAQ TARIQ
Member Academics

July 2008
CURRICULUM DEVELOPMENT

STAGE-I

STAGE-II

STAGE-III

STAGE-IV

CURRICULUM UNDER CONSIDERATION

COLLECTION OF EXP Nomination
UNI, R&D, INDUSTRY & COUNCILS

APPRAISAL OF 1ST DRAFT BY EXP

FINAL STAGE

PREPARATION OF FINAL CURRICULUM

QUESTIONNAIRE

CONS. OF NCRC.

FINALIZATION OF DRAFT BY NCRC

PRINTING OF CURRICULUM

COMMENTS

PREPARATION OF DRAFT BY NCRC

IMPLEMENTATION OF CURRICULUM

ORIENTATION COURSES BY LI, HEC

BACK TO STAGE-I

Abbreviations Used:
NCRC. National Curriculum Revision Committee
VCC. Vice-Chancellor’s Committee
EXP. Experts
COL. Colleges
UNI. Universities
PREP. Preparation
REC. Recommendations
LI Learning Innovation
R&D Research & Development Organization
HEC Higher Education Commission
INTRODUCTION

CURRICULUM REVISION COMMITTEE MEETINGS IN MASS COMMUNICATION HELD ON APRIL 21-22 & JUNE 03-04, 2008 AT THE HEC REGIONAL CENTERS LAHORE & KARACHI

The final meeting of the Curriculum Revision Committee for B.S. Mass Communication was held at HEC Regional Centre, Karachi on June 03-04, 2008. Prof. Dr. Mugheesuddin Sheikh was the Convener.

The meeting started with the recitation of verses from Holy Quran by Mr. Sajjad Ahmad Paracha. The participants paid homage to the services of Prof. Dr. Karim Malik, Ex-Chairman, Department of Mass Communication, Bahauddin Zakariya University Multan who passed away due to cardiac arrest on May 28, 2008. Fateha was also offered for the departed soul.

During the meeting, threadbare discussion was held on the draft of the Curriculum formulation during the previous meetings of the Committee and after detailed deliberations, a number of modifications were suggested in different courses duly approved by the House. The members were unanimous on the final draft of the Curriculum devised in hectic sessions.

The Chair appreciated the hard work, active involvement and the input by all the participants for accomplishing the task in a befitting manner. He also hailed the support extended by the Higher Education Commission in the formulation of a unified curriculum for Mass Communication at B. S. degree level. On the occasion, the participants observed the active cooperation and facilitation by Ms. Ghayyur Fatima, the Coordinator of the Committee in the whole process of the formulation of curricula for BS 4-Year Mass Communication Program.

Earlier, during the preliminary meeting of the Committee held in Lahore on April 21-22 2008, Dr. Riaz-ul-Tariq, Member Academic, Higher Education Commission stressed the need for research publication and adoption of new teaching methodologies by the faculty members. He also underlined the importance of updating curricula in the changing competitive environment and expressed the hope that the expertise of the Committee members would prove fruitful.
During the hectic sessions at Lahore and Karachi, the participants noted that without basic infrastructure which is nonexistent in most of the Mass Communication departments of the public-sector universities, the implementation of BS 4-Year Program of studies would be difficult. A sub-committee was formed with consensus to furnish the recommendations in this regard. After detailed discussion, the committee suggested the basic requirements for strengthening a department (recommendations are attached as Annexure-A).

The Curriculum Revision Committee meetings were attended by:

Prof. Dr. Mugheesuddin Sheikh,  
Director, Institute of Communication Studies,  
University of Punjab, Lahore.  

Prof. Dr. Shahida Qazi,  
Chairperson, Department of Mass Communication,  
Jinnah University for Women, 5-C Nazimabad, Karachi

Mr. Muhammad Iqbal Anjum,  
Assistant Professor, Mass Communication,  
G.C. University  
Katchery Road, Lahore 54000

Mr. Naseeb Ullah,  
Assistant Professor,  
Department of Mass Communication,  
University of Balochistan, Quetta

Sadia Mahmood,  
Lecturer, Department of Mass Communication,  
University of Karachi

Mr. M. Qasim Nizamani, Lecturer,  
Department of Mass Communication,  
University of Sindh, Jamshoro

Mr. Sajjad Ahmed Paracha,  
Assistant Professor  
Department of Media Studies,  
Islamia University  
Bahawalpur  
(Attended the second meeting only)
Dr. Syed Abdul Siraj, Associate Professor,
Department of Mass Communication,
Allama Iqbal Open University,
Islamabad

Ms. Anjum Zia,
Chairperson, Dept. Of Mass Communication,
Lahore College for Women University,
Lahore.

Prof. Dr. Masrur Alam Khan,
Director, Center for Media and
Communication Studies,
International Islamic University,
Islamabad

Attended the
second meeting
only

Mr. Munzir Elahi, General Manager,
Media and Communication,
Pakistan Poverty Alleviation Fund,
Islamabad

Attended the
second meeting
only

Dr. Muhammad Ashraf Khan,
Chairman, Department of Mass
Communication
Bahauddin Zakariya University,
Multan

Secretary

Following experts attended the preliminary meeting and contributed in the preparation of first draft curriculum, but could not attend the final meeting due to their pre-engagements.

Mr. Shafiq Ahmad Kamboh
Lecturer, Institute of Communication Studies,
Punjab University, Lahore

Dr. Ahsan Akhtar Naz,
Associate Professor,
Institute of Communication Studies,
Punjab University, Lahore.

Mr. Naveed Iqbal Ch.
Lecturer, Institute of Communication Studies,
Punjab University, Lahore.
Dr. Shah Jahan Syed,
Chairman, Department of Journalism & Mass Communication, University of Peshawar, Peshawar

Prof. Dr. M. Shamsuddin,
Dean, Faculty of Arts, University of Karachi

Dr. Wasim, Assistant Professor,
Department of Mass Communication, Gomal University, D.I. Khan

Mr. Mudassir Mukhtar,
Lecturer, Dept. of Mass Communication, National University of Modern Language, H-9, Islamabad
## STANDARDIZED FORMAT/SCHEME 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>
<th>Min – Max</th>
<th>Min – Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Compulsory Courses Required (No Choice)</td>
<td>9</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>General Courses to be chosen from other departments</td>
<td>8</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Discipline Specific Foundation Courses</td>
<td>9</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Major Courses including research project / Internship</td>
<td>14</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Electives within the major</td>
<td>4</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>44</strong></td>
<td><strong>130</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Total numbers of Credit hours: 130 – 136
- Duration: 4 years
- Semester duration: 16-18 weeks
- Semesters: 8
- Course-load per Semester: 15-18 Cr hr
- Number of courses per semester: 4-6
## Compulsory Requirements (the students has no choice)

<table>
<thead>
<tr>
<th>Subject</th>
<th>CrHr</th>
<th>Subject</th>
<th>CrHr</th>
<th>Subject</th>
<th>CrHr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Functional English-I</td>
<td>3</td>
<td>1. Optional-I</td>
<td>3</td>
<td>1. Introduction to Mass</td>
<td>3</td>
</tr>
<tr>
<td>2. Writing &amp; Presentation Skill (English-II)</td>
<td>3</td>
<td>2. Optional-II</td>
<td>3</td>
<td>2. Contemporary World</td>
<td>3</td>
</tr>
<tr>
<td>(English-III)</td>
<td></td>
<td>4. Optional-IV</td>
<td>3</td>
<td>4. National &amp; International Affairs</td>
<td>3</td>
</tr>
<tr>
<td>9. Computer Skills</td>
<td>3</td>
<td></td>
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</tr>
</tbody>
</table>

**Total:** 24 Credit hours

## General Courses to be chosen from other departments

<table>
<thead>
<tr>
<th>Subject</th>
<th>CrHr</th>
<th>Subject</th>
<th>CrHr</th>
<th>Subject</th>
<th>CrHr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Optional-I</td>
<td>3</td>
<td>1. Introduction to Mass</td>
<td>3</td>
<td>2. Contemporary World</td>
<td>3</td>
</tr>
<tr>
<td>2. Optional-II</td>
<td>3</td>
<td>2. Introduction to Mass</td>
<td>3</td>
<td>3. Functional Urdu</td>
<td>3</td>
</tr>
<tr>
<td>7. Optional-VII</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Optional-VIII</td>
<td>3</td>
<td></td>
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</tbody>
</table>

**Total:** 24 Cr hours

## Discipline Specific Foundation Courses

<table>
<thead>
<tr>
<th>Subject</th>
<th>CrHr</th>
<th>Subject</th>
<th>CrHr</th>
<th>Subject</th>
<th>CrHr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Optional-I</td>
<td>3</td>
<td>1. Introduction to Mass</td>
<td>3</td>
<td>2. Contemporary World</td>
<td>3</td>
</tr>
<tr>
<td>2. Optional-II</td>
<td>3</td>
<td>2. Introduction to Mass</td>
<td>3</td>
<td>3. Functional Urdu</td>
<td>3</td>
</tr>
<tr>
<td>7. Optional-VII</td>
<td>3</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>8. Optional-VIII</td>
<td>3</td>
<td></td>
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</table>

**Total:** 30-33 credit hours

## Major courses

Including research project/internship

<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>1. Online Journalism</td>
<td>3</td>
<td>1. Specialization Course-I</td>
<td>3</td>
<td>2. Specialization Course-II</td>
<td>3</td>
</tr>
<tr>
<td>4. Theories of Communication-II</td>
<td>3</td>
<td>4. Specialization Course-IV</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Sub-Editing and Page Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>(Theory and Practices)</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>8. Research Methods-II</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Media Ethics and Law</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Specialization Journalism</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Research Report</td>
<td>3</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>14. Internship</td>
<td>3</td>
<td></td>
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</table>

**Total:** 42 Credit hours

## Elective Courses within the major

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<th>Subject</th>
<th>Cr.Hr</th>
<th>Subject</th>
<th>Cr.Hr</th>
</tr>
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<tbody>
<tr>
<td>1. Specialization Course-I</td>
<td>3</td>
<td>1. Specialization Course-I</td>
<td>3</td>
<td>2. Specialization Course-II</td>
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<td>2. Specialization Course-II</td>
<td>3</td>
<td>2. Specialization Course-II</td>
<td>3</td>
<td>3. Specialization Course-III</td>
<td>3</td>
</tr>
<tr>
<td>4. Specialization Course-IV</td>
<td>3</td>
<td>4. Specialization Course-IV</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Introduction to Adve. &amp; Public Relations</td>
<td>3</td>
<td>9. News Reporting &amp; Writing</td>
<td>3</td>
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</table>

**Total:** 12 Credit hours

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**Total:** 42 Credit hours

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**Total:** 27 Credit hours
## Major courses including research project/internship

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cr. Hr</th>
<th>Subject</th>
<th>Cr. Hr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Online Journalism</td>
<td>3</td>
<td>1. Specialization Course – I</td>
<td>3</td>
</tr>
<tr>
<td>2. Media Seminar</td>
<td>3</td>
<td>2. Specialization Course – II</td>
<td>3</td>
</tr>
<tr>
<td>3. Theories of Communication – I</td>
<td>3</td>
<td>3. Specialization Course – III</td>
<td>3</td>
</tr>
<tr>
<td>4. Theories of Communication – II</td>
<td>3</td>
<td>4. Specialization Course – IV</td>
<td>3</td>
</tr>
<tr>
<td>5. Sub Editing &amp; page Designing (theory &amp; Practice)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Feature, Column &amp; Editorial writing (theory &amp; Practice)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Research Methods – I</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Research Methods – II</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Developmental Communication / Journalism</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Media Ethics &amp; Law</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Media Management &amp; Marketing</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Specialized Journalism</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Research Report</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Internship</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15. Course from Other disciplines i.e. Political Science, Economics, Sociology, Physiology, General Science and Psychology etc. Universities may follow the course details as decided by their Board of Studies.</td>
<td></td>
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</table>

- University has the option to recommend any other course in lieu of English IV
- University may recommend any other course in lieu of Mathematics II
### SEMESTER—I

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>1. English – I</td>
<td>3</td>
</tr>
<tr>
<td>2. Islamic Studies</td>
<td>2</td>
</tr>
<tr>
<td>3. Introduction to Communication</td>
<td>3</td>
</tr>
<tr>
<td>4. Computer Skills</td>
<td>3</td>
</tr>
<tr>
<td>5. Subsidiary Subject – I</td>
<td>3</td>
</tr>
<tr>
<td>6. Subsidiary Subject – II</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17</strong></td>
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</tbody>
</table>

### SEMESTER—II

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. English – II</td>
<td>3</td>
</tr>
<tr>
<td>2. Pak Studies</td>
<td>2</td>
</tr>
<tr>
<td>3. Contemporary World Media</td>
<td>3</td>
</tr>
<tr>
<td>4. Statistics Cum Mathematics</td>
<td>3</td>
</tr>
<tr>
<td>5. Subsidiary – III</td>
<td>3</td>
</tr>
<tr>
<td>6. Subsidiary – IV</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17</strong></td>
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### SEMESTER—III

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. English – III</td>
<td>3</td>
</tr>
<tr>
<td>2. Functional Urdu</td>
<td>3</td>
</tr>
<tr>
<td>3. National &amp; International Affairs</td>
<td>3</td>
</tr>
<tr>
<td>4. Statistics / University Optional</td>
<td>3</td>
</tr>
<tr>
<td>5. Subsidiary – V</td>
<td>3</td>
</tr>
<tr>
<td>6. Subsidiary – VI</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18</strong></td>
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### SEMESTER—IV

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. English IV / University Optional</td>
<td>3</td>
</tr>
<tr>
<td>2. Mass Media in Pakistan</td>
<td>3</td>
</tr>
<tr>
<td>3. Writing Workshop</td>
<td>3</td>
</tr>
<tr>
<td>4. Subsidiary – VII</td>
<td>3</td>
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<tr>
<td>5. Subsidiary – VIII</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
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### SEMESTER—V

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. News Reporting &amp; Writing</td>
<td>3</td>
</tr>
<tr>
<td>2. Broadcast Journalism</td>
<td>3</td>
</tr>
<tr>
<td>Semester—VI</td>
<td></td>
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<tr>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>1. Sub Editing &amp; Page Designing (Theory &amp; Practice)</td>
<td>3</td>
</tr>
<tr>
<td>2. Feature, Column &amp; Editorial Writing (Theory &amp; Practice)</td>
<td>3</td>
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<tr>
<td>3. Research Methods – I</td>
<td>3</td>
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<tr>
<td>4. Theories of Communication – II</td>
<td>3</td>
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<tr>
<td>5. Introduction to Advertising &amp; Public Relations</td>
<td>3</td>
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<td>Total</td>
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<table>
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<th>Semester—VII</th>
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<tbody>
<tr>
<td>1. Research Methods – II</td>
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<tr>
<td>2. Development Communication</td>
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<td>3. Media Ethics and Laws</td>
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<tr>
<td>4. Course from Specialization</td>
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<td>5. Course from Specialization</td>
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<th>Semester—VIII</th>
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<tr>
<td>1. Research Report</td>
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<tr>
<td>2. Media Management &amp; Marketing</td>
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<tr>
<td>3. Specialized Journalism – Health, Education, Economics, Environment, Women &amp; Media, Labour, Regional Media, Media in SAARC Countries, Sports, Rural Journalism etc. (Out of these subjects, one can be opted).</td>
</tr>
<tr>
<td>4. Course from Specialization</td>
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<td>5. Course from Specialization</td>
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<td>6. Internship</td>
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**Total Credit Hours:** 130

**Note:** Universities may add two courses of 3 credit hours each according to their requirements and available facilities.
SCHEME OF STUDIES IN

COMPULSORY COURSES
1. Functional English-I
2. Writing & Presentation Skill (English – II)
3. Communication Skill (English – III)
4. English – IV/University Optional *
5. Pakistan Studies
6. Islamic Studies/Ethics
7. Statistics – Cum- Mathematics – I
8. Statistics/University Optional*
9. Computer Skills

DETAILS OF COURSES

FUNCTIONAL ENGLISH-I

OBJECTIVES:
It will enable the students to learn the basics of Functional English 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 a remedial necessity to help overcome their common errors in 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)
COMMUNICATION SKILLS

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 précis writing and comprehension

Academic skills
Letter / memo writing and minutes of the meeting, use of library and internet recourses

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. Study Skills by Riachard Yorky.

TECHNICAL WRITING AND PRESENTATION SKILLS

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.

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)

TECHNICAL REPORT WRITING

PROGRESS REPORT WRITING

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


b) **Presentation Skills**

c) **Reading**

The Mercury Reader. A Custom Publication. Compiled by norther Illinois University. General Editors: 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 (COMPULSORY)**

**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.

**CONTENTS:**

1. **Historical Perspective**
   
   
b. Factors leading to creation of Pakistan
   
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
   d. 1977-88
   e. 1988-99
   f. 1999 onward

3. Contemporary Pakistan
   a. Economic institutions and issues
   b. Society and social structure
   c. Cultural diversities
   d. Foreign policy of Pakistan and challenges
   e. Futuristic outlook of Pakistan

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

**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.

**CONTENTS:**

**Introduction to Quranic Studies**

1) Basic Concepts of Quran  
2) History of Quran  
3) Uloom-ul-Quran  

**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 (Verse No-1-18)  
3) Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11)  
4) Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77)  
5) Verses of Surah Al-Inam Related to Ihkam(Verse No-152-154)  
6) Verses of Surah Al-Ihzab Related to Adab al-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 (Verse No-1,14)

**Seerat of Holy Prophet (SAWW)-I**

1) Life of Muhammad Bin Abdullah (Before Prophet Hood)
2) Life of Holy Prophet (S.A.W) in Makkah
3) Important Lessons Derived from the life of Holy Prophet in Makkah

Seerat of Holy Prophet (SAWW)-II
1) Life of Holy Prophet (S.A.W) in Madina
2) Important Events of Life Holy Prophet in Madina
3) Important Lessons Derived from the life of Holy Prophet in Madina

Introduction to Sunnah
1) Basic Concepts of Hadith
2) History of Hadith
3) Kinds of Hadith
4) Uloom –ul-Hadith
5) Sunnah & Hadith
6) Legal Position of Sunnah
7) Selected Study from Text of Hadith

Islamic Culture & Civilization
1) Basic Concepts, Historical Development, Characteristics of Islamic Culture/Civilization and Contemporary Issues
2) Islam & Science: Basic concepts, contribution of Muslims in Science

Islamic 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

Islamic History
1) PERIOD OF KHILAFAT-E-RASHIDA
2) PERIOD OF UMMAYYADS
3) PERIOD OF ABBASIDS

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
2) Hameed ullah Muhammad, *Muslim Conduct of State*
3) Hameed ullah Muhammad, *Introduction to Islam*
4) Mulana Muhammad Yousaf Islahi,
7) Mir Waliullah, *Muslim Jurisprudence and the Qur'anic Law of Crimes*
   Islamic Book Service (1982)
8) H.S. Bhatia, *Studies in Islamic Law, Religion and Society*

**COMPUTER SKILLS FOR MASS COMMUNICATION**

**Objectives:**

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 computers in Advertising, Magazine Production, Sub-Editing and Rewriting, T.V. Journalism etc and equips the students with the modern tools in vogue in Mass Communication globally.

**CONTENTS:**

1. *Introduction to computer*
3. *Urdu In-page*: Typing Urdu text.
8. Use of Scanner
9. Introduction to Internet
10. Graphics
11. PowerPoint
12. Excel

Books Recommended:
2. How to do everything with Microsoft Office 2003 (How to do everything) Laurie Ulrich, Laurie Ulrich.
5. Photoshop Elements 3 for Dummies by Deke McClelland, Galen Fott.
6. Adobe Photoshop Elements 2 Complete Course by Jan Kabili.
7. Sams Teach Yourself Adobe Photoshop CS2 in 24 Hours, First Edition by Carla Rose.
8. Sams Teach Yourself Adobe (R) Photoshop (R) in 24 Hours by Carla Rose.
11. Sams Teach Yourself Macromedia Flash MX 2004 in 24 Hours (Paperback) by Phillip Kerman.
13. Adobe PageMaker 7 by Against the Clock.
15. Adobe Premiere 6.5 Complete Course by Donna L. Baker.
17. The Associated Press Guide to Internet Research and Reporting by Frank Bass
18. How to Use the Internet by Rogers Cadenhead, Mark E. Walker.
COMPULSORY MATHEMATICS COURSES FOR BS (4 YEAR)
(FOR STUDENTS NOT MAJORING IN MATHEMATICS)

Note: Universities may choose courses for mathematics any of the following according to their requirements.

1. MATHEMATICS I (ALGEBRA)

Prerequisite(s): Mathematics at secondary level

Credit Hours: 3 + 0

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

Course Outline:

Preliminaries: Real-number system, complex numbers, introduction to sets, set operations, functions, types of functions.

Matrices: Introduction to matrices, types, matrix inverse, determinants, system of linear equations, Cramer’s rule.

Quadratic Equations: Solution of quadratic equations, qualitative analysis of roots of a quadratic equations, equations reducible to quadratic equations, cube roots of unity, relation between roots and coefficients of quadratic equations.

Sequences and Series: Arithmetic progression, geometric progression, harmonic progression.

Binomial Theorem: Introduction to mathematical induction, binomial theorem with rational and irrational indices.

Trigonometry: Fundamentals of trigonometry, trigonometric identities.

Recommended Books:

Dolciani MP, Wooton W, Beckenback EF, Sharron S, Algebra 2 and Trigonometry, 1978, Houghton & Mifflin,

Kaufmann JE, College Algebra and Trigonometry, 1987, PWS-Kent Company, Boston

2. MATHEMATICS II (CALCULUS)

Prerequisite(s): Mathematics I (Algebra)

Credit Hours: 3 + 0

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

Course Outline:

Preliminaries: Real-number line, functions and their graphs, solution of equations involving absolute values, inequalities. Limits and Continuity: Limit of a function, left-hand and right-hand limits, continuity, continuous functions.

Derivatives and their Applications: Differentiable functions, differentiation of polynomial, rational and transcendental functions, derivatives. Integration and Definite Integrals: Techniques of evaluating indefinite integrals, integration by substitution, integration by parts, change of variables in indefinite integrals.

Recommended Books:
Thomas GB, Finney AR, Calculus (11th edition), 2005, Addison-Wesley, Reading, Ma, USA

3. MATHEMATICS III (GEOMETRY)

Prerequisite(s): Mathematics II (Calculus)

Credit Hours: 3 + 0

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

Course Outline:

Geometry in Two Dimensions: Cartesian-coördinate mesh, slope of a line, equation of a line, parallel and perpendicular lines, various forms of
equation of a line, intersection of two lines, angle between two lines, distance between two points, distance between a point and a line.

Circle: Equation of a circle, circles determined by various conditions, intersection of lines and circles, locus of a point in various conditions. Conic Sections: Parabola, ellipse, hyperbola, the general-second-degree equation

Recommended Books:
Kaufmann JE, College Algebra and Trigonometry, 1987, PWS-Kent Company, Boston

INTRODUCTION TO STATISTICS

Credit hrs: 3(3-0)

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, Historigram, 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
Introduction, Absolute and relative measures, Range, The semi-Inter-quartile Range, The Mean Deviation, The Variance and standard deviation, Change of origin and scale, Interpretation of
the standard Deviation, Coefficient of variation, Properties of variance and standard Deviation, Standardized variables, Moments and Moments ratios. Exercises.

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-Independece of Attributes**

Unit 11. **Regression and Correlation**
Introduction, cause and effect relationships, examples, simple linear regression, estimation of parameters and their interpretation. \( r \) and \( R^2 \). Correlation. Coefficient of linear correlation, its estimation and interpretation. Multiple regression and interpretation of its parameters. Examples

**Recommended Books**

FOUNDATION COURSES
1. Introduction to Mass –Communication
2. Contemporary World Media
3. Functional Urdu
4. National and International Affairs
5. Mass Media in Pakistan
6. Journalistic Writing
7. Broadcast Journalism
8. Introduction to Advertising & Public Relations

DETAILS OF COURSES
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:
Communication
Definitions, types and significance. Process of Communication: source; message; channel; noise; destination; encoding; decoding; and feedback. Barriers in communication. Essentials of effective communication. Role of mass media in agenda setting.

Nature 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.

Books Recommended:

CONTEMPORARY WORLD MEDIA

Profile of Major Media Giants

- CNN
- BBC
- VOA
- VOG
- Al-Jazeera
- AP
- Reuter
- AFP
- Star Network

Profile of World Elite Press

- The New York Times
- The Washington Post
- The Los Angeles Times
- The London Times
- The Guardian
- Times
- News Week
Media Conglomeration
Big Media Giants:
- AOL
- Time Warner Disney
- News Corporation
- General Electric
- Bloomberg

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 a remedial necessity to help overcome their common errors in Urdu Language. Details at Annex “A”.

NATIONAL AND INTERNATIONAL AFFAIRS

Objectives:
This course is designed to provide the students an insight of events and 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.

CONTENTS:

National Affairs:
1. An overview of post independence History of Pakistan.
2. Constitutional Development in Pakistan.
3. Basics of Pakistan’s Foreign Policy and Pakistan’s relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,

International Affairs:
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. Palestine Israel conflict
d. Kashmir Dispute
e. Nuclear Problem
f. War against terrorism and its different dimensions
g. WTO and its implication and impact.

**Recommended Books:**


**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.
CONTENTS:

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

2. **History and Development**
   - (a) Press since independence.
   - (b) Major Developments of Press in Pakistan
   - (c) Major problems and prospects of Press in Pakistan

3. **Government and Press**
   - (a) Government Press relations
   - (b) The Print Media since 1947 to-date.

4. **Electronic Media in Pakistan**
   - (a) Growth & expansion of Radio, Television and Film in Pakistan
   - (b) Growth of Cable television and its cultural and ethical dimensions.
   - (c) Establishment of Pakistan Media Regulatory Authority (PEMRA).
   - (d) Salient features of PEMRA ordinance 2002
   - (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.

**Books Recommended:**

Khurshid Abdu Salam, Journalism in Pakistan, United Publishers, Lahore.
Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
Hasan Mehdi, Mass Media in Pakistan.
Aziz Yousaf (2003), Cable Television – A vision for Future, Pakistan.
Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
Niazi, Zamir, Press in Chains
Hassan, Mehdi (2001), Mass Media in Pakistan. Aziz Publisher. Lahore
Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Dehli
Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Dehli
Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication

Books in Urdu
Khurshid Abdus Salam (1966), Fun-e-Sahafat, Karwan Publications.
Khurshid Abdus Salam, Dastan-e-Sahafat.
Khurshid Abdus Salam, Sahafat Pakistan-o-Hind Mein.

JOURNALISTIC WRITING

Objectives:
This course aims at introducing the students with different kinds of writings, to acquaint them about writing techniques and to develop their writing skills for different media.

CONTENTS:
Effective writing (consistency, unity, coherence and compactness)
Writing effective sentences, paragraph writing, kinds and principles (inductive and deductive patterns of paragraph.)
Block paragraphing

Longer composition – Essay writing, précis writing
Report writing: structure; techniques; documentation; words economy.

Reporting skills

a. Observation
b. Looking for stories
c. Background research.

Books Recommended:

11. Chan & Lutovich, Janis Fisher, Diane(______), *Professional Writing Skills*

INTRODUCTION TO ELECTRONIC MEDIA

Objectives:

This course is designed to introduce the operational aspects of electronic media to students and intends to cover the basic elements of news reporting, writing and editing for broadcast media. It further aims to familiarize them with different formats, techniques and other technical aspects of production for Radio and Television.
CONTENTS:
Introduction to Radio, TV, Film and internet; Working of radio and TV stations; Production of radio and TV news and programmes; Script writing for radio and TV; Production of Radio and TV programs. Radio TV Talks, Discussions, plays and documentaries; Qualification and duties of a radio and TV News producers. Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and cable TV etc.)

Books Recommended:
3. Television Culture, John Fiske, Methuen, London. 1987

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 practised. 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.
CONTENTS:

ADVERTISING
   a. Definition, Purpose and scope
   b. Evolution and Development
   c. Socio – economic role of Advertising
   d. Types of Advertising (Advertising for Electronic and Print Media, Online Advertising)
   e. Advertising Agency; its organizational structure with special reference to Pakistan
   f. Media of advertising – Techniques and Tactics
   g. Copy writing and message construction

PUBLIC RELATIONS
   a. Definition, Purpose and Scope
   b. Process of Public Relations
   c. Duties of Public Relations Officer
   d. Tools of Public Relations
   e. Comparative Study of Advertising, Propaganda and Publicity
   f. Public Opinion Formation
   g. PR Organizations: Business, Trade & Finance, International and Diplomatic Public Relations

Practical
   a. Preparation of backgrounders
   b. Curtain Raisers
   c. Writing of Press Notes, Handouts and Press releases.

Recommended Books:
5. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982
NEWS REPORTING AND WRITING

Objectives:
The course would enable the students how to identify a possible news story where to gather information from, and how to put the collected information into a formal news story format.
The course is also intended to apprise the students of
a) The significance of ‘news’ as a basic component of newspaper,
b) The role of a reporter with reference to his professional qualities, duties, achievements, failures, skills and working conditions

CONTENTS:

1. **News**
a. Definition and Elements of News  
b. News  
determinants and  
News Values  
c. Sources of News

2. **News Writing Techniques**
a. The Lead/Intro, its components and types,  
b. Inverted Pyramid form and hunting for leads and other formats,  
c. Block paragraphs and special treatment to news.

3. **The Reporter**
a. Importance of a reporter  
b. Duties of a Reporter  
c. Qualities of a Reporter

4. **Essentials of Reporting**
a. Observation,  
b. Looking for stories,  
c. Background information  
d. Track down relevant sources of information for stories
5. **Reporting Beats**
   a. Crime
   b. Court
   c. Political
   d. Parliamentary Affairs
   e. Culture,
   f. Sports,
   g. Education,
   h. Economic and Commerce; and others

6. **News Agencies**
   a. International
   b. National
   c. Local

**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
MAJOR COURSES

1. Online Journalism
2. Media Seminar
3. Theories of Communication – I
4. Theories of Communication – II
5. Sub-Editing & Page Designing (Theory & Practice)
6. Feature, Column & Editorial Writing (Theory & Practice)
7. Research Methods – I
8. Research Methods – II
9. Developmental Communication / Journalism
10. Media Ethics & Law
11. Media Management & Marketing
12. Specialized Journalism
13. Research Report
14. Internship

DETAILS OF COURSES

ONLINE JOURNALISM

Objectives:
This course is designed to familiarize the students with the technical aspect of online journalism and to enable the students to produce news and other contents to be disseminated through internet.

CONTENTS:
Scope and importance of online journalism
Socio-economic, legal, cultural and political issues related to the access of information through internet.
Scanning and Surfing
Techniques of cyber costing, publishing and marketing Online editions of newspapers/magazines
Prospects and challenges of Online journalism
Writing for Website
Blogs, Virtual Community
Reporting Online

Books Recommended:

3. Understanding Mass Communication, Defleur, Dennis,

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 the 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 source material to the students and they can also present a summary/abstract or critique on the book/article in the seminar. Nevertheless, focus will be on important communication issues. Each student will give at least two presentations in the seminars on two different occasions.

THEORIES OF COMMUNICATION – I

Objectives:
This course has been designed to enable the students to have a better insight into the concepts and effects of media on individual and society. On the completion of this course, the students will be able to adopt different media theories in research methodology and designing messages.

CONTENTS:

• Mass communication theory – Evolution and Development
• Normative theories
• Gate-keeping
• Two-step flow of communication
• Selective exposure, perception and retention
• Cognitive Dissonance theory
• Social Learning theory

Books Recommended:

THEORIES OF COMMUNICATION - II

Objectives:

This course has been designed to enable the students to make a better insight into the concepts and effects of Media on individual and society through study of various theories.

After study of this course, the students will be able to reconsider and adopt different media theory in designing message.

CONTENTS:

Media effects theories

- Levels and kinds of effects
- Diffusion of innovations model.
- Knowledge gap hypothesis
- Social realities versus mediated realities
- Attitude and persuasion
- Opinion formation, spiral of silence
- Cultivation effects hypothesis
- Agenda setting, framing, priming
Books Recommended:


SUB EDITING & PAGE DESIGNING (THEORY & PRACTICE)

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.

CONTENTS:

1. Introduction
Nature and scope of Sub-Editing
2. **Sub Editor**
   a. Qualities of a Sub-Editor
   b. Responsibilities/Duties of a Sub-Editor

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

4. **Make Up**
   a. Make up techniques
   b. Basic principles of page make up
   c. Different kinds of make up

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

6. **Use of Computer**
   a. Use of computers in the newspapers
   b. Composing
   c. Computerized Page making techniques

**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, Trowin Ion’s, London, David and Cherl, 1975
7. Fun-eKhabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi
FEATURE, COLUMN & EDITORIAL WRITING
(THEORY & PRACTICE)

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 techniques and principles for these writings.

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.

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
d. The techniques of review writing

e. Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programmes etc.

Books Recommended:

7. Shafiq Jalandari. Kalam Naweesi

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.

CONTENTS:

- Defining Research
- Concepts of Research in Mass Communication
- Steps in Research
- Elements of Research
  - Concepts
  - Constructs
  - Variables
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.

CONTENTS:

➢ Research Methods
   o Survey Method
   o Content Analysis Method
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.

CONTENTS:

The need for development communication; Basic Concept: Promotion of development: development, as process & Goal. Sociology of development

- Extension Communication and Development Communication
- Development Journalism and Development Communication
• Development Communication and Development Support Communication.

Development Communication and Social Change
• The concept of change
• Level of change
• Sources of change
• The role of opinion leader
• The Communication channels
• Factors influencing change
• Obstacles to change
• Reducing resistance to change
• Diffusion of innovations

Planning Development Communication campaign
• Concept of campaign i.e. Health, Literacy, Sanitation etc.
• Advantages of campaign
• Creating the plan
• Stages
• Techniques of campaign
• Using Slogans
• Selecting media and method

Prospects and Challenges of Development Communication in Pakistan
• Financial problems
• Lack of education and training
• Control over media
• Political problems
• Economic Problems
• Administrative problems
• Media Sociology
• Case Studies: work on developing a communication strategy. Making a development project of students’ own choice.
Books Recommended:

11. Social Change, Michael Kunczick FES Germany.

MEDIA ETHICS & 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

Ethical problems

- External and internal pressures on media
- The violations of ethics in Pakistan (deadline and ethics)
- Privacy, corruption, personal interests, etc.

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)
- Other codes of ethics and application

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.
  2. Press Council Ordinance
  3. Press Laws: An overview
  4. Defamation Ordinance
  5. Copy Right Act

Books recommended

2. Javed Jabbar Qazi Faiz Isa, Mass Media Laws and Regulation in Pakistan
3. Dr. Ahsan Akhtar Nar, Sohafti Qanane. A.H. Publishers, Urdu Bazar, Lahore
4. Dr. Naz, Sabafi Ikhlaqiat, Azeem Academi Urdu Bazar, Lahore.
5. Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.

MEDIA MANAGEMENT AND MARKETING

Objectives:
The objective of the course is to inculcate understanding regarding employees, organizations and social processes as well as
overall organizational characteristics. It will focus on theory and practice in business and professional communication designed to evoke confidence in the student who is expected to become a media professional or a manager.

CONTENTS:
- Organization of Mass Media in Pakistan (Press, Radio & TV)
- Private Vs. Public ownership
- Personnel administration: Types of media personnel: executive, editorial and production
- Circulation, Advertising and Financial administration of the media
- Comparison of media with other social institutions and with each other
- Media conglomerates
- Marketing of media products

Books Recommended

ELECTIVE COURSES
1. Specialization Course – I
2. Specialization Course – II
3. Specialization Course – III
4. Specialization Course – IV
DETAILS OF COURSES

Elective course (leading to Specialization)
Choose from any one of the following groups.
Group—A (Print Media)

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.

CONTENTS:

PRACTICAL:
10 interpretative stories. Scrapbook with clipping of foreign & diplomatic stories & their evaluation.

Books Recommended
NEWSPAPER 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.

CONTENTS:

Books Recommended

PRACTICAL:
The students will be required to produce newspapers during the semester.

ADVANCED SUB-EDITING

Objectives:
To train students about the modern computer based methods of sub-editing.
CONTENTS:
Drafting news items form handouts and press releases, translation, headlining, Use of computer, in subbing. Page making, Photo Editing.

PRACTICAL:
Manual and computerized subbing exercises and assignments

Books recommended

1. The Art of Editing by BrooksEtal
3. The Art of Editing News, Mc Giffert Renert
   Design and Make of Newspaper, Sultan A.A
4. Journalism, Trowin Ion’s, London,: David and Cherl, 1975
6. Fun-eKhabar Naveesi by A. R. Khalid
7. Fun-e-Idarat by Hijazi, Miskeen Ali
8. Sahafat by Hassan Mehdi

MAGAZINE AND 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 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 magazine.

A. Theory MARKS-60
1. Qualification of a Magazine Editor
2. Special & Important Aspects of Magazine Journalism
3. Editorial Planning and responsibilities of Editorial Board
4. Collection of material for Magazine
5. Criteria for selection of material
6. Rewriting & editing material
7. Proof reading
8. Principles and objectives of Make up / Layout / title page
9. Function and duties of Make up Editor

57
10. Layout techniques
11. Pictorial Display
12. New horizons of specialized magazines; Business, Science and Sports journalism etc.

B. Practical MARKS-40
The students will be required to produce a general magazine in groups during the semester.

Recommended Books

1. "Magazine Editing and Production" by Click, J. W. Russel N.
2. "Photojournalism: Principles and Practices" by Edom, Clifton C.
4. "Magazine Writer’s Handbook" by Franklyu
7. "Mujalati Sahafat"
8. "Fun-e-Sahafat" by Khursheed Abdul Salam
9. "Jadeed Urdu Sahafat" by Masood Bin Mehmood

Group B (Electronic Media)

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.

CONTENTS:
PRACTICAL:
20 new stories, 5 interviews of 10 minutes each, submission of an audio cassette.

Books Recommended:
3. Local Radio Journalism, Paul Chantler, Sam Harris, Focal Press, Oxford, 1997
5. Crafting the News for Electronic Media, Carl Hausman, Woodsworth publishing California, 1995
8. Radyai Sahafat, Sajjad Haider, Muqaddira quomi Zaban, Islamabad, 1989

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 bulletin for television. This is a practical course.

CONTENTS:

PRACTICAL:
20 news stories and film commentaries, 5 interviews of 10 minutes each, submission of a video cassette
Books recommended
5. Visual Editing, Howard I. Finberg and Bruce D. Litale, Wadsworth, Belmont, 1990

RADIO PROGRAMME 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. Working of a Radio station.
2. Set up of studios.
4. Duties of radio producer, Programme planning and budgeting.
5. Production of different types of programmes: Talks and discussions, features and documentaries, plays, children's programmes, sport, announcements.
6. Commercial productions and public service broadcasting.
7. Outdoor Broadcasts.

Practical
Production of at least five documentaries, features or programmes of different types.

Books Recommended:
TV PROGRAMME 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.

a. Working of TV station
b. Genesis of TV programme from idea to recording;
   lighting, shooting, editing etc.
c. Production of different types of TV programmes. talks, discussions, documentaries, plays, shows etc.
d. Preparation of special reports.
e. TV producer: qualifications and duties
f. Outdoor Broadcasting.
g. Cable Television in Pakistan
h. Ethical and cultural issues.

Practical
Production of at least five documentaries, features or programmes of different types.

Books Recommended.
Group C (Advertising and Public Relations)

ADVERTISING-I

Objectives:
This course is designed to introduce students to the principles and techniques of advertising as currently practiced. The students will be made to look at the field from the viewpoints of the advertising practitioner, the channels of communication used and the various public which advertising persons try to reach. Emphasis will be on the advertising activities that bring out students creative problem-solving talents and help them.

CONTENTS:

Practicals
Writing at least 20 copies for Press Ads. Posters, stickers and P.O.S. material.

Books Recommended:
5. Commodity Advertising, Olan D. Forker, New York, 1993

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 Relation practitioner, the channels of communication used and the various public which P.R persons try to reach. Emphasis will be on the public relation process and such activities that bring out students creative problem-solving talents and help them.

CONTENTS:
Public relations. A Business Way of Life. The corporate Personality of an Organization. Objectives, audiences, some communication guidelines; budget allocation; the Programme, employees, opinion Leaders. PR in Sales support; marketing, advertising and public relations.

PRACTICAL:
Writing at least 20 press release s and handouts.

Books recommended
7. the Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995

ADVERTISING-II

Objectives:
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.
CONTENTS:

Practical:
Students will be required to produce advertisements in supervision of the teachers.

Books recommended:
   Plang, Taxes, 3rd 1986
5. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982

PUBLIC RELATIONS - II

Objectives:

The emphasis will be on the elements of writing, editing of press releases and handouts. It will be a practical course and the students will be expected to manage/organize different events.

CONTENTS:
PRACTICAL:
Besides writing exercises of press releases and handouts, the students will be required to plan PR strategies for various organizations. They will be required to manage complete events such as press conference, seminar, workshop, exhibition etc.

BOOKS RECOMMENDED:
1. The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992

Group D (Organizational Communication)

ORGANIZATIONS AND ORGANIZATIONAL BEHAVIOR

CONTENTS:

PRACTICAL:
Each student will be required to identify & make a detailed study of Communication process in an organization.

Books Recommended:
2. Small Group Communication Theory and Practice,


BUSINESS & MARKETING COMMUNICATION

CONTENTS:

PRACTICAL
Assignments.

Books Recommended:


**Internship:** 180 Hrs. internships at any media institutions. It is a mandatory non credit course.

**BUSINESS WRITINGS**

**CONTENTS:**
Basic writing in organization: memos, Business letters, instructions, policies, regulations, evaluation reports, abstracts & press articles, newsletters, Brochures etc.

**PRACTICAL:**
Each student will be required to write at least five for each of the above and submit the file at the end of semester for evaluation.

**Books recommended:**

MANAGERIAL COMMUNICATION

CONTENTS:

PRACTICAL:
Interview with the manger of a business organization.

Books recommended

MEDIA IN SAARC COUNTRIES

CONTENTS:
1. Evolution of print media in SAARC countries and its development.
2. Introduction of radio broadcasting in SAARC countries and its contemporary development.
3. Television broadcasting came to South Asia and its present day growth.
4. Film media of SAARC countries and its role in socio-cultural arena.
5. Cultural imperialism in South Asian Media.

Note: University may add two courses of three credit hours each according to their requirements.
سماجی نزیان (اردو)

قمادیہ: آئی میں کا مختلف اور وظائف کا پروازیاں کے لئے قانونی اور عملی، مسائل کے لئے اور وظائف کے لئے قانونی

سماجی نزیان کی تعلیم اور وظائف کے لئے قانونی اور عملی مسائل کے لئے قانونی کے لئے قانونی کے لئے قانونی

سماجی نزیان کے لئے اور وظائف کے لئے قانونی اور عملی مسائل کے لئے قانونی کے لئے قانونی

کورن کی تعلیم:

1. زیان کا نزیان کے نظام
2. زیان کے لئے اور وظائف
3. ضیافت اور اور وظائف
4. اور وظائف کے لئے قانونی اور عملی مسائل
5. قانونی اور عملی مسائل کے لئے قانونی

6. زیان کی تعلیم، اور وظائف
7. ضیافت اور اور وظائف
8. ضیافت اور اور وظائف کے لئے قانونی

Annex “A”

70
RECOMMENDATIONS FOR MINIMUM REQUIREMENTS OF
THE MASS COMMUNICATION DEPARTMENTS TO RUN BS 4-YEAR PROGRAM

1) Adequate number of class rooms’ facility (at least 8 in number) and in size to accommodate students admitted.
2) Departmental library
3) State of the art computer lab with publishing and copywriting softwares and multimedia projects.
4) Small scale print media lab with color photo copier
5) FM Radio station
6) Video / TV program production and multimedia Lab.
7) Adequate number of regular teachers and visiting teachers from the media organizations
8) Seminar room
9) Faculty development: Training Programs in media production
10) Teachers training on mutual visits among the Mass Communication departments of the universities.