

**CURRICULUM**  
**OF**  
**MASS COMMUNICATION**  
**BS/MS/MPHIL**

**(Revised 2013)**



**HIGHER EDUCATION COMMISSION**  
**ISLAMABAD**

## **CURRICULUM DIVISION, HEC**

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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).

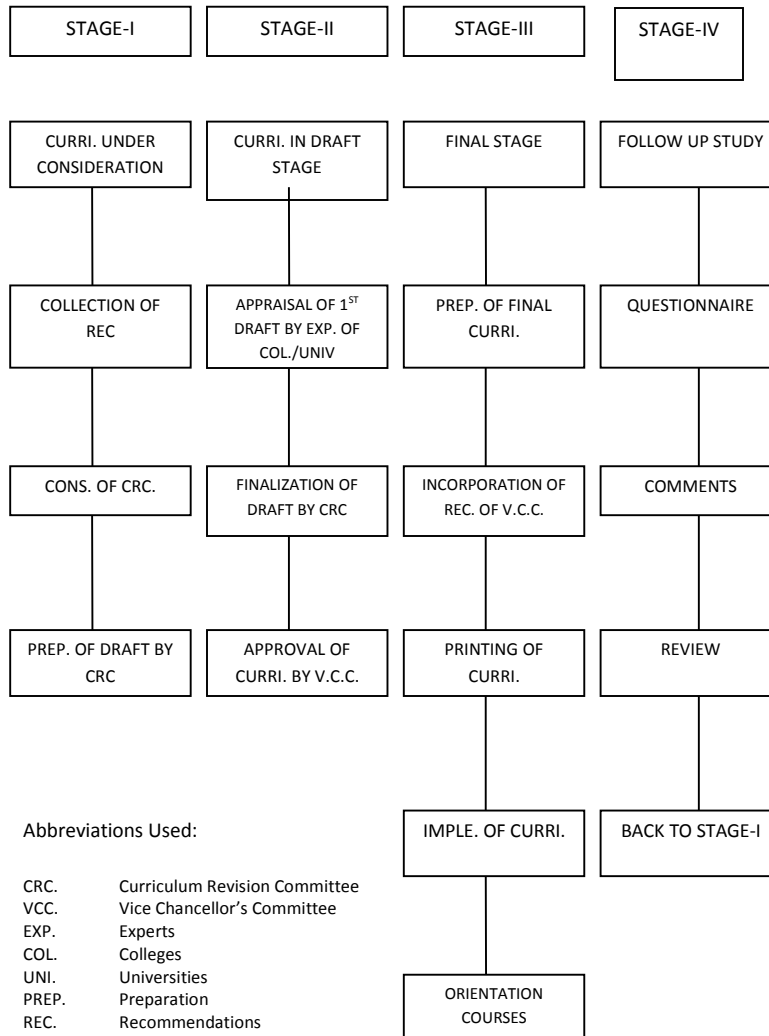
In compliance with the above provisions, the Curriculum Division of HEC undertakes the revision of curricula after every three years through respective National Curriculum Revision Committees (NCRCs) which consist of eminent professors and researchers of relevant fields from public and private sector 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](http://www.hec.gov.pk)).

**(Fida Hussain)**  
**Director General (Academics)**

## CURRICULUM DEVELOPMENT PROCESS



**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:

<b>Dr. Mughees Uddin Sheikh,</b> Professor & Dean School of Media and communication Studies University of Central Punjab 1-Khayaban-e-Jinnah Road, Johar Town, Lahore	Convener
<b>Dr. Muhammad Ashraf Khan,</b> Associate Professor and Chairman, Department of Communication Studies, BZU, Multan.	Secretary
<b>Dr. Masrur Alam Khan,</b> Professor, Department of Mass Communication, NUST Business School, NUST, Islamabad.	Member
<b>Prof. Dr. Muhammad Nawaz,</b> Chairman, Department of Communication Studies, University of Sargodha, Sargodha.	Member
<b>Dr. Ghulam Shabir,</b> Professor and Chairman, Department of Media Studies, The Islamia University of Bahawalpur.	Member
<b>Dr. Farish Ullah Yousafzai,</b> Professor and Chairman, Centre for Media & Communication Studies, University of Gujrat, Gujrat.	Member
<b>Dr. Mahmood Ghaznavi,</b> Professor, Department of Mass Communication, University of Karachi, Karachi.	Member

<b>Dr. Tauseef Ahmed Khan,</b> Chairman, Department of Mass Communication, FUUAST, Karachi.	Member
<b>Dr. Muhammad Khalid,</b> Professor and Chairman, Department of Media and Communication, UMT, Lahore.	Member
<b>Dr. Mian Ahmad Hanan,</b> Professor and Chairperson, Department of Mass Communications, Forman Christian College, Lahore.	Member
<b>Mr. Tahir Javed Malik,</b> Head of Department, Department of Media Sciences, University of South Asia, Lahore.	Member
<b>Dr. Muhammad Wasim Akbar,</b> Associate Professor and Chairman, Department of Mass Communication, Gomal University, D.I. Khan	Member
<b>Syed Inam ur Rahman,</b> Assistant Professor, Department of Media & Communication, IIU, Islamabad.	Member
<b>Dr. Anjum Zia,</b> Associate Professor, Department of Mass Communication, Lahore College for Women University, Lhr.	Member
<b>Dr. Bashir Memon,</b> Assistant Professor, Department of Mass Communication, University of Sindh, Jamshoro.	Member
<b>Dr. Taimur-ul-Hassan,</b> Associate Professor, Department of Media & Mass Comm., Beaconhouse National University, Lahore.	Member
<b>Dr. Bushra Hameedur Rahman,</b> Assistant Professor, Institute of Communications Studies, University of Punjab, Lahore.	Member
<b>Mr. Ahmed Ali Memon,</b> Lecturer, Department of Media Studies, Shah Abdul Latif University, Khairpur.	Member

<b>Mr. Muhammad Atif Shahzad,</b> Lecturer, Department of Mass Communication, NUML, Islamabad.	Member
<b>Mr. Tariq Mehmood,</b> Lecturer, Department of Social Sciences, BUIITEMS, Quetta.	Member
<b>Mr. Rashid Khan,</b> Lecturer/Head of BS Media and Communication, UMT, Lahore	Member
<b>Mr. M. Ali Rana,</b> Lecturer/Station Manager, Media Studies, FJWU, Rawalpindi.	Member
<b>Mr. Sohail Riaz Raja,</b> Head of Mass Communication Department, The Superior College, Lahore.	Member

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/SCHEME OF STUDIES  
FOR 4-YEAR INTEGRATED  
CURRICULA FOR BACHELOR DEGREE IN BASIC,  
SOCIAL, NATURAL AND APPLIED SCIENCES**

**STRUCTURE**

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

Total numbers of Credit hours		130–136
1.	Duration	4years
2.	Semester duration	16-18weeks
3.	Semesters	8
4.	Course-load per Semester	15-18 Cr. hr.
5.	Number of courses per semester	4-6

## LAYOUT

Compulsory Requirements (the student has no choice)		General Courses chosen from Other departments		Discipline Specific Foundation Courses	
9 Courses		8 Courses		10 Courses (8 Comp & 2 Opt)	
25 Credit Hours		24 Credit Hours		30-33 Credit Hours	
Subject	Cr Hr	Subject	Cr Hr	Subject	Cr Hr
1. Functional English-I	3	1. Sociology	3	1. Introduction to Mass Communication	3
2. Writing & Presentation Skills (English-II)	3	2. Political Science	3	2. Introduction to Social Media	3
3. Communication skills (English-III)	3	3. Social Psychology	3	3. Functional Urdu	3
4. Journalistic Language (English and Urdu)	3	4. Economics	3	4. National & International Affairs	3
5. Pakistan Studies	2	5. Optional-I*	3	5. Mass Media in Pakistan	3
6. Islamic Studies/Ethics	2	6. Optional-II*	3	6. Introduction to Advertising & Public Relations	3
7. Mathematics/ (Calculus)	3	7. Optional-III*	3	7. Fundamentals of News Reporting	3
8. Statistics	3	8. Optional-IV*	3	8. Introduction to Broadcast Media	3
9. Computer Skills for Mass Communication	3			9. Optional-I **	3
				10. Optional-II**	3
	<b>25</b>		<b>24</b>		<b>30</b>

\* 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.

\*\* 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).

Major Courses including Research Project/Internship		Elective Courses with in the major	
14 courses		4 Courses	
42 Credit Hours		12 Credit Hours	
Subject	Cr.hr	Subject	Cr.hr
1. Online Journalism	3	<b>Specialization Sequences</b> 1. Print Media 2. Electronic Media 3. Advertising & Public Relations 4. Development Support Communication  <i>Note: Every specialization sequences comprised 4 courses of 03 credit hours each.</i>	12
2. Media Seminar	3		12
3. Communication Theory-I	3		12
4. Communication Theory-II	3		12
5. Sub-Editing and Page Designing-I	3		12
6. Featured, Column & Editorial Writing	3		12
7. Research Methods-I	3		
8. Research Methods-II	3		
9. Development Communication/	3		
Development Support Comm.	3		
10. Media Ethics and Law	3		
11. Journalism (Specialization)	3		
12. International Communication	3		
13. Final Project/Research Report/Research Paper	3		
14. Internship	3		
	<b>42</b>		<b>12</b>

**SEMESTER—I**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
1.	Introduction to Mass Communication	
2.	Functional English-I	
3.	Islamic Studies	
4.	Computers Skills for Mass Communication	
5.	Psychology*	
6.	Political Science*	

**SEMESTER—II**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
1.	Mass Media in Pakistan	
2.	News Writing (English/Urdu)	
3.	Writing & Presentation Skills (English-II)	
4.	Pakistan Studies	
5.	Functional Urdu**	
6.	Sociology***	

**SEMESTER—III**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
1.	Broadcast Journalism (TV & Radio)	
2.	Editing News/Copy Editing (English/Urdu)	
3.	Current Affairs	
4.	Communication Skills (English –III)	
5.	Economics	
6.	Optional Subject(Other Disciplines) –I	

**SEMESTER—IV**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
1.	Reporting & Editing Workshop(English/Urdu)	
2.	Media Ethics and Law	
3.	Introduction to Film & Theater Studies	
4.	Optional Subject (Other Disciplines)–II	
5.	Optional Subject (Other Disciplines)- III	

**SEMESTER—V**

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

**SEMESTER—VI**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
1.	Feature, Column & Editorial Writing	
2.	Communication Theories-II	
3.	Foundation of Behavioral Research-I	
4.	Media seminar*	
5.	Statistics	
6.	Optional Subject (Other Discipline)– IV	



**SEMESTER—VII**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
	Foundation of Behavioral Research-II	
	Development Communication/DSC	
	Internship	
	Specialized Sequence Subject-I	
	Specialized Sequence Subject-II	

**SEMESTER—VIII**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credit Hour</b>
1.	International Communication	
2.	Final project/Research Report/Res. Article	
3.	Optional (Foundation)-II	
4.	Specialized Sequence Subject-I	
5.	Specialized Sequence Subject-II	

Specialization	Course Title
Print Media	<p>Advanced Reporting</p> <p>Newspaper Management &amp; Production</p>
Broadcast (Radio, TV), Film & Theater Studies	<p>Film Theater &amp; Society, Introduction to Film Studies</p> <p>Script writing for Radio &amp; TV, Live/Outdoor Broadcasting, Types of Production,</p>
Advertising & Public Relations	<p>Advertising –I</p> <p>Public Relations–I</p>
Mass Communication & Research	<p>Mass Communication Theories, Crisis Management Communication, International Communication,</p> <p>Communication Research Methods</p>

## 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:

1. Dominick, J.R.(2006). *Dynamics of Mass Communication* (8<sup>th</sup> ed.) New York. McGraw-Hill
2. Merrill, J.C., Lee, J., Friedlander, E.J., (1994). *Modern Mass* (2<sup>nd</sup> ed). New York. Harper Collins College Publishers
3. Straubhaar, LaRose. (2002). *Media Now: Communication Media Information Age* (3<sup>rd</sup> ed.). USA. Wadsworth

#### 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

1. English Grammar by A. J. Thomson and A. V. Martinet. 1, 2 & 3. 3<sup>rd</sup> edition. Oxford University Press. 1997. ISBN 0194313492
2. Practical English Usage by Michael Swan, Oxford Press, Karachi.

##### b) Writing

1. Writing Intermediate by Marie-Christine Boutin, Suzanne Brin and Françoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0194354057 Pages 20-27 and 35-41.

##### c) Reading/Comprehension

1. Reading Upper Intermediate. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1992. ISBN0194534022.

##### 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
4. Concept of Fundamental Rights in 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,"
- 5) Hussain Hamid Hassan, "An Introduction to the Study of Islamic Law"\_leaf Publication Islamabad, Pakistan.
- 6) Ahmad Hasan, "Principles of Islamic Jurisprudence" Islamic Research Institute, International Islamic University, Islamabad (1993)
- 7) Mir Wali ullah, "**Muslim Jurisprudence and the Quranic Law of Crimes**" Islamic Book Service (1982)
- 8) H.S. Bhatia, "**Studies in Islamic Law, Religion and Society**" Deep & Deep Publications New Delhi (1989)
- 9) Dr. Muhammad Zia-ul-Haq,
- 10) "Introduction to Al Sharia Al Islamia"
- 11) Allama Iqbal Open University, Islamabad (2001).

## 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-wares 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:**

1. Michael S. Toot.(2003).*Master Visually Office.*
2. Laurie Ulrich, Laurie Ulrich.(2003).*How to do everything with Microsoft Office 2003*
3. Curtis Frye. *Microsoft Office 2003 Step by Step.* Online Training Solutions Inc.,
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*
7. Carla Rose. Sams Teach Yourself: Adobe Photoshop CS 2in24 Hours, First Edition.
8. Carla Rose. *Sams Teach Yourself: Adobe (R) Photoshop (R) in 24 Hours.*
9. Steve Bain. *CorelDraw (R) 11:the Official Guide by Steve Bain.*
10. Rosanna Yeung. *Macro media Flash MX 2004 Hands-On Training*
11. Phillip Kerman. *Sams Teach Yourself: Macromedia Flash MX 2004 in 24 Hours.*
12. *Adobe Page Maker 7.0 Classroom in a Book.* Adobe Creative Team.
13. *Adobe PageMaker7.Againstthe Clock.*
14. Gordon Woolf. *Publication Production using Page maker: A guide to using Adobe Page Maker 7 for the production of newspapers, newsletters, magazines and other formatted.*
15. DonnaL. Baker. *Adobe Premiere 6.5 Complete Course*
16. Christopher Callahan. *A Journalist's Guide to the Internet: The Net as a Reporting Tool.* 2<sup>nd</sup> Edition
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.
  - (b) Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam Azad and Zafar Ali Khan.
  - (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
3. Government and Press
  - (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.
2. Lent J.A., Newspapers in Asia.
3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
4. Hasan Mehdi, Mass Media in Pakistan.
5. French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International, UK.
6. Aziz Yousaf (2003), Cable Television–A vision for Future, Pakistan.
7. Aziz Yousaf (2003), Prospect &Promotion of Electronic Media in Pakistan.
8. Sh. Mughees uddin (1981), ABC of Radio Journalism.
9. Niazi, Zamir, Press in Chains
10. Hassan, Mehdi (2001),Mass Media in Pakistan. Aziz Publisher. Lahore
11. Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.
12. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Delhi
13. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Delhi
14. Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.
15. Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.

**Books in Urdu:**

1. Khurshid Abdus Salam(1966),Fun-e-Sahafat, Karwan Publications.
2. Khurshid Abdus Salam, Dastan-e-Sahafat.
3. Hijazi, Miskeen Ali (2005),Fun-e-Idarat,6<sup>th</sup> Edition, Adan Printers.
4. Khurshid Abdus Salam, Sahafat Pakistan-o-HindMein.
5. Hussain, Muhammad Shahid, Iblighiat (2004) Education Publication House Delhi
6. Hijazi, Miskeen Ali (1995),Punjab minUrdu Sahafat. Azhar Sons Printers. Lahore.
7. Shafiq Jhaulundhary (2008), Sahafat Aur Iblagh, 10<sup>th</sup>Edition. Ali Ejaz Printers.Lahore.
8. Naz, Ahsan Akhtar(2002), *Pakistan main Taraki Pasand Sahafat*. Zahid Bashir Printers. Lahore.

**2.1 FUNDAMENTALS OF NEWS REPORTING****Objectives:**

- Learn basics of writing for newspaper
- Improve basic writing shields
- Understand difference between writing for print and broad cast 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

- Sports
  - Commerce
  - Courts
  - Health
  - Education
  - Political
  - Parliament
  - Obituary
5. How Newspaper News are different form 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:**

1. Anderson David "Investigative Reporting", Englewood Cliffs, Prentice, Hall, 1964
2. Charnely Mitchell's "Reporting", New York Hoet, Rinhart & Winston 1964
3. Hohenberg "The Professional Journalist"
4. MacDougall, CurtsD. "Interpretative Reporting", New York, Macmillian 1972
5. Porter and Luxon" The Reporter and the News"
6. William L. Rivers "Finding Facts", Engle wood Cliffs, N. J; Prentice Hall, 1975.
7. AldenTodd, "Finding Facts Fast",Barclay,Ten Speed Pren,1979
8. Ken Metzler, "Creative Interviewing" ,Engle wood Cliffs, .J;Pren,1977
9. Hijazi, Miskeen Ali, "Fun-e-Idarat"
10. Khursheed, Abdul Salam Dr., "Fun-e-Sahafat"
11. Hashmi, Farkhanda, "Fun-e-Khabar Naweesi"
12. Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
13. Reporting & Writing: Basics for the 21<sup>st</sup> Century by Christopher Scanlan
14. News in a New Century: Reporting in an Age of Converging Media by Jerry Lanson, Barbara Croll Fought Pine Forge Press A Sage Publication Company.
15. Sissons, Helen,2004 '*Practical Journalism; How to Write News*'
16. Clarence and Huch, 2001, *Professional Journalist*

**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  
Writing Advanced by Ron White Oxford. Third Impression 1992. ISBN 0194354073 (particularly suitable for discursive, descriptive, Argumentative and report writing).

College Writing Skills by John Langan. McGraw-Hill Higher Education 2004.

Patterns of College Writing (4<sup>th</sup> edition) by Laurie G. Kirsznner and Stephen R. Mandell. St. Martin's Press.

## **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 Scharon. (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:

1. Burki, Shahid Javed. *State & Society in Pakistan*, The Macmillan Press Ltd 1980.
2. Akbar, S. Zaidi. *Issue in Pakistan's Economy* Karachi: Oxford University Press, 2000.
3. S. M. Burke and Lawrence Ziring. *Pakistan's Foreign policy: An Historical analysis*. Karachi: Oxford University Press, 1993.
4. Mehmood, Safdar. *Pakistan Political Roots & Development*. Lahore, 1994.
5. Wilcox, Wayne. *The Emergence of Bangladesh.*, Washington: American Enterprise, Institute of Public Policy Research, 1972.
6. Mehmood, Safdar. *Pakistan Kayyun Toota*, Lahore: Idara-e-Saqafat-e-Islamia, Club Road, nd.
7. Amin, Tahir. *Ethno - National Movement in Pakistan*, Islamabad: Institute of Policy Studies, Islamabad.
8. Ziring, Lawrence. *Enigma of Political Development*. Kent England: Wm Dawson & sons Ltd, 1980.
9. Zahid, Ansar. *History & Culture of Sindh*. Karachi: Royal Book Company, 1980.
10. Afzal, M. Rafique. *Political Parties in Pakistan*, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
11. Sayeed, Khalid Bin. *The Political System of Pakistan*. Boston: Houghton Mifflin, 1967
12. Aziz, K. K. *Party, Politics in Pakistan*, Islamabad: National Commission on Historical and Cultural Research, 1976.
13. Muhammad Waseem, *Pakistan Under Martial Law*, Lahore: Vanguard, 1987.
14. Haq, Noorul. *Making of Pakistan: The Military Perspective*. Islamabad: National Commission on Historical and Cultural Research, 1993.
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



- 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:**

1. Andrew Hart, Rontledge, Understand the Media, New York .1991.
2. Conrad fink, Longman, Inside the Media, NewYork.1990.
3. John Fiske, Mcthuen, Television Culture, London.1987
4. John C. Merrill, John Lee, Modern Mass Media, Edward Jay Friedlander, Harper & Row, New York. 1990.
5. Conrad Lodziak, Frances Prilie, Power of TV, London. 1986.
6. Ray Eldon Hiebert, Donald F. Ungurait. Thomas W. Bohn, Longman, Mass media: An introduction to Modern Communication, NewYork.1982.
7. Stewart Price, Pitman Publishing, Media Studies, London. 1993
8. Shirley Biagi, Wadworth, Belmont, Media Impact, 2<sup>nd</sup> Edition 1992.
9. lynne Gross, Telecommunication an Introduction to Electronic media, 6<sup>th</sup> Ed Benchmark, London 1997
10. Christopher H. Sterling, Electronic Media, Preager London. 1994
11. Mushtaq Gazdar, Pakistan Cinema, Oxford University Press, Karachi. 1997.ed. Brown and

### **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
  - b. 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

2. News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
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
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press, 1979
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

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

**Recommended Books:**

1. Safdar Mahmood (2006-2007). International Affairs. 2<sup>nd</sup> Edition. Jahangir Printers, Lahore, Pakistan.
2. Ken Booth & Tim Dunne. (2002). Worlds in Collision Terror and the Future of Global Order. Palgrave Macmillan.
3. Noam Chomsky (1997). World Orders Old and New. Pluto Press. USA
4. Aeron Davis. (2007). The Mediation of Power. Routledge Taylor and Francis Group
5. Saiyyad Muhammad, Saleem Moini. (1995). International Law. Pakistan Writer's Co-operative Society Karachi, Lahore.
6. Dr. Safdar Mehmood. (2000). International Affairs. Jang Publishers. Lahore
7. Inyatullah, (1997). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd., Lahore
8. Rizvi, Hasan-Askari (2000), Military, State and Society in Pakistan, Macmillan Press Ltd.
9. Saeed, Khawaja Amjad (2007), The Economy of Pakistan, Oxford University Press.
10. Jain, Rashmi (2007), The United States and Pakistan 1947–2006, Radiant Publishers.

**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 précis writing and comprehension

**Academic skills**

Letter/memo writing and minutes of theme editing, 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
  - 1. Practical English Grammar by A. J. Thomson and A .V Martinet .Exercises 2. 3<sup>RD</sup>edition Oxford University Press 1986. ISBN0 19431350 6.
- b) Writing
  - 1. Writing Intermediate by Marie-Christine Boutin, Suzanne Brin and and Francoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993 ISBN 0194354057 Pages 45-53 (note taking).
  - 2. Writing Upper-Intermediate by Rob Nolasco. Oxford Supplementary Skills. Fourth Impression 1992. ISBN 0194354065 (particularly good for writing memos, introduction to presentations, descriptive and argumentative writing).
- c) Reading
  - 1. Reading Advanced Brian Tomlinson and RodEllis. Oxford Supplementary Skills. Third Impression 1991. ISBN 0194534030.
  - 2. Reading and Study Skills by John Langan
  - 3. Study Skills by Richard Yorke.

**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 –  
17pointsinpress 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:**

1. Dr. Ahsan Akhtar Naz, *Subahtic Zimadoryan Muqadra Qaum Zabar* (National Language 1998, Islamabad).
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, *Sahbafti Ikhlaiyat*, Azeem Academi Urdu Bazar, Lahore.
5. Dr. Naz, *Mukalmat*, (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
- Public relations 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:**

1. Centre, H. Allen, Cutlip. M. Scott, "Effective Public Relations". New Jersey" Prentice Hall Inc.1978
2. Chandan, S J. et al. "Essentials of Advertising", New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt.Ltd.1990
3. Jefkins, Frank. Long Acre, "Public Relations for Marketing Management", London: Pitman Publishing1991.
4. Jefkins, Frank, Long Acre, "Public Relations", London: Publishing, 1991
5. Jefkins, Frank, "Advertising: Made Simple", Calcutta; Rupa Co.1982
6. Mandell, Maurice I., Englewood Cliffs, N. J, "Advertising", Prentice-Hall, Inc. USA 1974
7. Nelson, Paul Roy, low: WCB, Wm. C, "The Design of Advertising", Brown Publishers Dubugue, USA,1985
8. S.A.Siraj, "*Taloqaat-e-Aama*", Allama Iqbal OpenUniversity,1990
9. Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., "Public Relations: Strategies and Tactics", New York, HarperCollins Publishers,1989
10. Wright S., John et al., "Advertising", USA, MacGraw-Hill Series in Marketing, 1982

**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.

Course Contents	Week
<p><b><i>Significance of web</i></b>  <b>Introduction and overview</b>  <b>Traditional Journalism and the Web:</b></p> <ul style="list-style-type: none"> <li>• Theoretical Perspective of Mass Media</li> <li>• What is Web Journalism</li> <li>• Scope of online journalism</li> <li>• Multimedia Capabilities of Web</li> </ul>	1 <sup>st</sup> week
<p><b><i>Significance of web (continued)</i></b>  <b>Web Journalism and New Media</b></p> <ul style="list-style-type: none"> <li>• How the web is replacing other media</li> <li>• Where web stands amongst New Media</li> <li>• Web is the Future of Journalism</li> <li>• Characteristics of web journalism</li> </ul> <p><b>Discussion:</b>  How the web can "scoop" all other media</p>	2 <sup>nd</sup> week
<p><b><i>Thinking of web</i></b>  <b>Psychology of Web User</b>  <b>Pre-requisites for a web journalist:</b>  <b>Cyber-kit of a web journalist</b>  <b>Know your audience</b>  Critical thinking: Establishing and maintaining focus  <b>Discussion:</b>  Convergence of Media  Mindset for the Web</p>	3 <sup>rd</sup> week

<p><b>Writing for web</b></p> <ul style="list-style-type: none"> <li>• Writing for print, broadcast and web; Content, style and structure</li> <li>• Characteristics of online news</li> <li>• Esthetic elements for web</li> </ul> <p><b>Discussion:</b> Stories in print and on the web</p>	<p>4<sup>th</sup> week</p>
<p><b>Writing for web (continued)</b></p> <p><b>News story writing</b></p> <ul style="list-style-type: none"> <li>• Contents for News website: News stories, features &amp; blogs</li> <li>• Headline/ lead &amp; summary writing for web</li> <li>• News story structure: Inverted pyramid &amp; 5Ws</li> <li>• Writing lively and tightly</li> <li>• Editing web text</li> <li>• Introduction to Blogs</li> <li>• Writing Blogs</li> <li>• Writing for twitter</li> <li>• Scanning, Surfing and Skimming</li> </ul>	<p>5<sup>th</sup> &amp; 6<sup>th</sup> &amp; 7<sup>th</sup> week</p>
<p><b>Navigating the web</b></p> <p><b>Recommended websites:</b></p> <p>*Many of other websites may also be reviewed will be depend on the instructor.</p> <p><b>www.Dawn.com</b></p> <p>www.bbc.com www.cnn.com www.cbc.ca <a href="http://www.ctv.ca">www.ctv.ca</a> www.thenews.com <a href="http://www.thestar.com">www.thestar.com</a></p> <ul style="list-style-type: none"> <li>• Navigational Scheme for Online Newspaper or Magazine</li> </ul>	<p>8<sup>th</sup> week</p>

<p>*Many of other websites may also be reviewed will be depend on the instructor.</p> <p><b>Midterm Review</b></p> <p><b>Practice Session:</b></p> <p>Students surf the net looking at various websites and how they compare</p>	
<p><b>Mid-term Exam</b></p>	<p>9th week</p>
<p><b>Web Production team</b></p> <p>Roles &amp; responsibilities of web crew</p> <p>Producer, Reporter, Writers &amp; Editor</p> <p>Introduction to Online Radio and Online Television</p> <p>Basics for setup online Radio/Television</p>	<p>10th week</p>
<p><b><i>Creating the web</i></b></p> <p><b>Developing Your Website</b></p> <p>Creating the website storyboard</p> <p>Features for News Websites</p> <p>If you 'build it', will they surf?</p> <p><b>Assignment:</b> Features and layout for your intended websites</p>	<p>11<sup>th</sup> week</p>
<p><b>Developing Your Website (continued)</b></p> <p>Designing your website</p> <p>Working with designer</p> <ul style="list-style-type: none"> <li>• <b>Online Magazine</b></li> <li>• <b>Online Newspaper</b></li> </ul>	<p>12<sup>th</sup> week</p>
<p><b>Developing Your Website (continued)</b></p> <p>Tools for Website Building: HTML (Introduction)</p> <p><b>Cyber Laws</b></p> <p><b>Ethics for Web Journalism</b></p>	<p>13<sup>th</sup> week</p>

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

**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

**Recommended Books:**

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
3. Understanding Mass Communication, Defleur, Dennis, Houghton Mifflin, N.Y, 1998.
4. Media Impact, Shirley Biagi, Wadsworth, 1999.
5. Media of Mass Communication, John Vivian, 1999.
6. Dynamics of Mass Communication, Dominic 6th ed.

**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:**

1. Chaffee, Steven H. 2000 Mass Communication Uses and Effects, 3<sup>rd</sup> ed. MacGraw -Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5<sup>th</sup> ed. MacGraw-Hill, Inc. New York
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3<sup>rd</sup>ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup>ed. St. Martin Press Inc. New York
5. Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup>ed. Longman Group Ltd. London.

6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction  
Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3<sup>rd</sup>ed.  
David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4<sup>th</sup>ed. Wadsworth  
Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2<sup>nd</sup>ed.  
Longman Publisher, New York.

#### 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
5. **Partial Differentiation:** functions of two variables, functions of three variables of matrices, transposed, identity and zero matrices. Solutions of finding values from functions of different variables.
6. **Matrices** : linear equations written as  $Ax = b$ . Addition and multiplication of  $3 \times 3$  sets of linear equations, Adjoin Matrix, inverse matrix, determinants, Gaussian Elimination Method, Gauss-Jordan Method

**Recommended Books:**

1. Anton H, Bevensl, Davis S, *Calculus: A New Horizon* (8<sup>th</sup> edition), 2005, John Wiley, New York
2. Stewart J, *Calculus* (3<sup>rd</sup> edition), 1995, Brooks/Cole (suggested text)



3. Swokowski EW, *Calculus and Analytic Geometry*,1983,PWS-KentCompany, Boston
4. Thomas GB, Finney AR, *Calculus*(11<sup>th</sup> edition),2005,Addison-Wesley, Reading, Ma, USA

## 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 and 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:**

1. Brenneck Clark. Magazine Article Writing, New York.
2. Drewry J. E. 1951. Book Reviewing. Boston Macmillan Co.
3. Hohenberg J. The Professional Journalist.
4. Reddick D. C. 1949. Modern Feature Writing. New York.
5. Waldrap. 1955. Editor and Editorial Writing A. G. Rinhart and Co.
6. Shafiq Jalandari. *Feature Nigari*.
7. Shafiq Jalandari. *Kalam Naweesi*
8. Miskeen Ali Hijazi. *Idaria Naweesi*.
9. Harry W. Stone cipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
10. William L.Rivers.1988. Writing Opinion. Reviews. Iowa StatePr;1
11. Bruce Garrison. 2004. Professional Feature Writing: Lea's Communication series. Lawrence Erlbaum Associates; 4<sup>th</sup>ed.
12. Campbell, B. Titchener. 1988. Reviewing the Arts: Communication Textbook Series. Lawrence Erlbaum Assoc. Inc.
13. Charlotte Digregorio.1993.You can be a columnist: Writing and Selling your way to prestige. Civetta Press.

## 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:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects 3<sup>rd</sup>ed. MacGraw-Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Inc. New York
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins and uses in the Mass Media, 3<sup>rd</sup>ed. Longman Group Ltd. London
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup> ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup>ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defiler Melvin L. 1999. Theories of Mass Communication, 3<sup>rd</sup>ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4<sup>th</sup>ed. Wadsworth

- Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John.2003. Media Debates 2<sup>nd</sup>ed. Longman Publisher New York.

### **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:**

1. Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Delhi, 110053.
2. N. C. Pant, "Modern Journalism—Principles and Practices", first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Delhi-110002.
3. Shearon A. Lowery, Melvinl. De Fleur, "Milestones in Mass Communication Research", 2<sup>nd</sup>ed 1988, LongmanInc 95, Chrch Street, White Plains, NY 10601.

## **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 minar, 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 on cerned. Teacher can also suggests our cematerial to the students and they can also present a summary/abstract or critique on the book/article in these minar. 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?**

Definition of Statistics, Population, sample Descriptive and inferential Statistics, Observations, Data, Discrete and continuous variables, Errors of measurement, Significant digits, Rounding of a Number, Collection of primary and secondary data, Sources, Editing of Data. Exercises.

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**

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-Independence of Attributes**

Introduction, Contingency Tables, Testing of hypothesis about the Independence of attributes. Exercises.

**Unit 11. Regression and Correlation**

Introduction, cause and effect relationships, examples, simple line regression, estimation of parameters and their interpretation  $r$  and  $R^2$  Correlation. Co efficient of linear correlation, its estimation and interpretation. Multiple regression and interpretation of its parameters. Examples

**Recommended Books:**

1. Walpole, R. E.1982.“Introduction toStatistics”,3<sup>rd</sup> Ed., Macmillan Publishing Co., Inc. New York.
2. Muhammad, F. 2005. “Statistical Methods and Data Analysis”, Kitab Markaz, Bhawana, Bazar Faisalabad.

**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

## **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:**

1. AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication AIOU, Islamabad.
2. Anjaneyulu, Shri K.et.al.1999. Local Radio, making an impact. Agricultural Information Development Bulletin.
3. Ascroft, Joseph. 1991. The Profess of Development Support Communication. A. Symposium paper, Ohio. The Ohio State University
4. Chen, Peter. 2002. Visual Communication Materials for Rural Audiences. Re-orienting artists and Copy writers Development Communication Report.
5. Hedebro, Goran. 1999. New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: acritical view, Iowa: The Iowa State University Press.
6. Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
7. Diffusion of Innovation, E. M. Rogers, Free Press, New York 3<sup>rd</sup> Ed. 1983.
8. Perspectives and Development Communication, K. Saudana udan Nair, Sage Publication, London, 1993
9. Communication and the Third World, Geoffrey Reeves, Routledge, London, 1993
10. Global Communication in Transition, Hamid Mowlana, Sage publication, London, 1996
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.

Prospects and Challenges of DSC in Pakistan Financial Problems, Lack of education and Training, Government control over media, Political Problems and administrative Problems.

Presentations and Campaign evaluation

**Suggested Books:**

- Chen, Peter (2002), "Visual Communication Material for Rural Audiences: Re-orienting Artists and Copy write", Development communication report. Chaffee, Steven H. (1996). "Mass Communication uses and effects, McGraw-Hill", New York.
- Hedbro, Goran(1992), New Perspectives on Development: How Communication Contribute. The Iowa State University Press.
- 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 there port.

#### **7.4 SPECIALIZED SEQUENCE SUBJECT-I**

#### **7.5 SPECIALIZED SEQUENCE SUBJECT-II**

##### **SPECIALIZED SUBJECTS (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:**

1. Bruce D. Itle & Douglas A. Anderson, News Writing & Reporting for today media, McGraw-Hill, New York, 3<sup>rd</sup>, Ed. 1994
2. Herbert Strenzt, News Reporters & News Sources, Prentice Hall, New Delhi, 2<sup>nd</sup> ed, 1992
3. George Kennedy, Daryl R. Moen, Don Rauly, News Reporting & Writing, Brain S. Brook, St Martin's Press, New York, 4<sup>th</sup> ed 1992
4. Fred Fedler, Reporting for the Print Media, Harcourt Brad college Publishers, Forth worth, 5<sup>th</sup> ed 1993
5. Curtis D. Mac Dougal, Macmillan, Interpretative Reporting, New York 8<sup>th</sup> Ed. 1982

6. Paul Williams, Heinemann, The Computerized Newspaper, London,1990
7. Clark R. Mollenhoff, Macmillan, Investigative Reporting, NewYork.1981.
8. S. K. Aggarwal, Mittal Publications, Media Credibility, New Delhi, 1989.
9. George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Public Affairs Reporting: Investigation, Interpretation and research, Prentice Hall, New Jersey,1976

## **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:**

1. Patrick Forsyth, Routledge, Marketing in Publishing, London, 1997
2. F.W. Hodgson, Modern Newspaper Practice, Focal Press, Oxford, 4<sup>th</sup> Edition, 1996
3. Tom Ang, Picture Editing: an introduction, Focal Press. Oxford, 1996
4. Paul Williams, the Computerized Newspaper, Oxford, London, 1990
5. Lois Silvestein, Van Nostrand, Newspaper Design for the Times, New York, 1990
6. F. W. Hodgson, Heinemann, Modern Newspaper Editing & Production, London.1987.

**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:**

Complete knowledge and understanding with the Set-Up of Radio News Departments. Radio Newscast, Radio News Anchor, Radio News Reporter, Field Reporting, Sound Track, Types of Radio News. Determining News Values, News Caster Criteria, News Sources, Writing Broadcast News, How to Improve Your Storytelling ability, Field Reporting, Writing and producing Package for radio, Ad-Lib Situation within Broadcast News, The Broadcast Interviews, Sound Recording, ENG, the Laws and Ethics: Covering news events and stories, Introduction to Audio Editing.

**Practical:**

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

**Recommended Books:**

1. Tim Crook, Routledge, International Radio Journalism, London, 1988
2. Andrew Boyd, Broadcast Journalism, Focal Press, Oxford, 1997
3. Paul Chantler, Sam Harris, Local Radio Journalism, Focal Press, Oxford, 1997
4. Pete Wilby, Routledge, The Radio Handbook, London, 1996
5. Carl Hausman, Crafting the News for Electronic Media, Woods worth publishing California, 1995
6. Roger L. Waltern, Broadcast Writing, McGraw-Hill, New York, 1994

7. Idrees Siddique, Radio Journalism in Pakistan, Feroz sons, Lahore, 1990

## **1. 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:**

Complete knowledge and understanding with the Set-Up of TV News Departments. Determining News Values, News Caster Criteria, News Sources, Writing Broadcast News, How to Improve Your Storytelling ability, Ad-Lib Situation within Broadcast News, Television News Team and News Cast, Television News Anchoring, Teleprompter, Types of television news, Formats of Television News, Television News Reporter, Field Reporting and techniques of Shooting Television News, Writing and Producing the Package, Live Stand-Up, Beepers and Tickers, Telling the Visual Story, Television Script Formats, The visual Grammar of Motion Picture Photography, The magic of Light and Lighting, The Broadcast Interviews, Sound Recording, ENG, the Laws and Ethics in News Reporting, Introduction to Video Editing.

### **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:**

1. The television hand book, Patricia Holland, Routledge, London, 1997
2. Pre – Production Planning of Video Film and Multimedia, Steve R. Cartwright, Focal Press, Oxford, 1996
3. Training With Video, Steve R. Cartwright, Knowledge Industry Publications, New York, 1996
4. Basic Television Reporting, New York, Focal Press, London, 1990
5. Visual Editing, Howard I. Finberg and Bruce D. Ltale, Wadsworth, Belmont, 1990
6. ENG Television News, Charles F. Cremer, 3<sup>rd</sup> Ed. McGraw Hil, New York, 1996
7. Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993



## **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**

Consumer behavior research, target market survey and analyses, implementation of AIDA & ACCA Formulas Develop a forceful advertising "APEAL", types of appeals .Target market understanding. Product positioning. Brand image. Role of model in press advertisement Slogan (tag line) (types of slogans).Trade name. Trade mark justification of trade mark.

#### **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:**

1. Courtland L. Bovee, Advertising Excellence, McGraw-Hill, Inc. New York,1995

2. Bovee/William F. Arens, Arwin Homwood, Boston, Contemporary Advertising, 4<sup>th</sup> Ed.1992
3. Jerry A. Hendrix, Wads worth, Belmont, Public Relations Cases,1992
4. David A. Aaker, Advertising Management. PrenticeHall,4<sup>th</sup> Ed.India,1996
5. Commodity Advertising, Olan D. Forker, New York, 1993
6. Norman Hart, The Practice of Advertising, 4<sup>th</sup> Ed. London .1995
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
- 4) Publics. P.R, internal & external public.
- 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:**

1. "Effective Public Relations" by Centre, H. Allen, Cutlip. M. Scott, New Jersey "Prentice Hall Inc.1978
2. "Public Relations for Marketing Management", by Jefkins, Frank. Long Acre, London: Pitman Publishing1991.
3. "Public Relations", by Jefkins, Frank, Long Acre, London: Pitman

- Publishing, 1991
4. "*Taloqaat-e-Aama*", by S.A.Siraj, Allama Iqbal Open University, 1990
  5. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
  6. The Practice of Public Relations, Fraser P. S teitel, Merrill Publishing Company, Singapore 1992
  7. The Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995
  8. Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.

## **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

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

#### **SUGGESTED READING:**

1. Schramm, Wilbur and Daniel Lerner: Communication and Change, Hawii, 1978
2. Schramm: Elements of Modern Journalism, Lahore1999.
3. Stevenson, Robert L: On the Democratization of Development Decision Making in the Third world, 1984.
4. Uma, Joshi: Text Book of Mass communication NewDelhi.1999.
5. Robert L: On the Democratization of Development Decision Making in the Third WORLD 1984.UNESCO:
6. Watson James: Media Communication, London. 1998.
7. Watson James: A Dictionary of Communication and Media, NewYork.1997.
8. Yousafzai, Farish Ullah: Introduction to Sociology, Islamabad. 1999.
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

### **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:
7. Fernandes, Walter: Development with People, Indian Social Institute, New Delhi, 1988.
8. Jayaweera N.&Amunugama S.: Rethinking Development Communication, AMIC, Singapore, 1988.
9. Kumar, Keval J. :Communication and Development: Communication Research Trends, Vol.9, No. 3, 1988.
10. Hoogvelt Ankie: The Third World in Global Development, Macmillan, London, 1982
11. Hornik, RobertC: Development Communication: Information Agriculture and Nutrition in Third World, Longman, London/ NY, 1988.
12. Melkote Srinivas: Communication for Development in the Third World-Theory and Practice, Prestice-Mall, New Delhi, 1991.
13. Sondhi, Krishan: Communication, Growth and Public Policy Break though, New Delhi, 1983.
14. Schramm, Wilbur: Mass Media and National Development, Stanford UP, Stanford, 1964.

## **SEMESTER-VIII**

### **8.1 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.

**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:**

1. Thussu, Kishan ( 2000). *International Communication*, New York: Oxford University Press
2. Baran, S. J. (2001). *Introduction to mass communication. Media literacy and culture 2001 up date.*

3. California, London, Toronto: Mayfield Publishing Company.
4. Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.
5. Barker, Chris.(1999). *Television globalization and cultural identities*, Buckingham: Open University Press.
6. Cees. J. Hame link. (1983).*Cultural autonomy in global communication: Planning national information policy*. New York: Longman.
7. Chauhan, S. &Chandra, N.(1997).*Modern journalism issues and challenges*. Swati. New
8. Esposito, J. L. (1992). *The Islamic threat-myth or reality*. New York: Oxford University Press.
9. Gurevitch, M.etal. (1982). *Culture, society and media*. Lincoln, New York; Mathuen.
10. Galtung, J. & Ruge, M. H. (1965).The structure of foreign news. *Journal of Peace Research*. Oslo.35pp
11. Jaudt, F. E. (1995).*Intercultural communication An introduction*. UK. New Delhi: Sage.
12. Michael Gurevitch, etal., (1982): *Culture, Society and the Media*, Mathuen (Loncon and New York).
13. Said, E.W.(1981). *Covering Islam* New York: Pantheon.
14. Sehultz, D. E. &Kitchen, P. J. (2001).*Communicating globally*. Chicago: NTC business books.
15. Thussu, D.k. (2000).*International communication: Continuity and change*, NY, London :Arnold.
16. Thussu, D. K., & Freed man, D.(Eds.).(2003). *Warandthedia:Reportingconflict 24/7*. New Delhi: VISTAAR Publication.
17. New Delhi: VISTAAR Publication.
18. Thussu, D. k. (1998).(ed).*Electronic empires global media and local resistance*, NY, London : Arnold.

## **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**

## **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:**

1. Brooks Etal , The Art of Editing.
2. Matzler Ken, Englewood, News Editing, Cliffs, Prentice Hall 1979
3. Mc Giffert Renert, The Art of Editing News,
4. Sultan A. A, Design and Make of Newspaper,
5. David and Cherl, Journalism, Trowinlon's, London, 1975
6. Gibson M. L. Editing in the Electronic Era, Gowa State University Press 1979
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"
3. Ford, James L.G. "Magazine for Millions: the Story of Specialized Publications"
4. Frankly U. "Magazine Writer's Handbook"
5. John R. Bittner. "Mass Communication—An introduction (4<sup>th</sup> ed)"
6. Ray Eldon Heibert, Donald F. Ungurait, Thomas W. Bohn. "Mass Media-IV"

7. *"Mujalati Sahafat"*
8. Khursheed Abdul Salam. *"Fun-e-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.
3. Microphones and its Placement.
4. Types of Scripts and Treatment
5. Directing and Casting Actors for Radio Programs
6. Pre-Production for Radio.
7. Types of program Productions
8. Difference between Radio Feature, Radio Documentary, Radio Drama and Montage.
9. Different between FM, AM, SW and MW.
10. Post Production for Radio
11. Trends of FM Radio in public & private sector in Pakistan.

#### **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:**

1. B O' Donnel, Lewis. (1992). Modern Radio Production. London: Wadsworth Publishing.
2. Boyd, Andrew.(1997).Broad cast Journalism. Oxford. Focal Press.
3. Chantle, Paul. &Harris, Sam. (1997). Local Radio Journalism. Oxford: Focal Press.
4. Crook,Tim.(1988).International Radio Journalism. London: Routledge.
5. Hamelosky, Walter V. (1995).Principles of Media Development. New York: knowledge Industry Publishing.

6. Hausman, Carl. (1995).Crafting the News for Electronic Media. California: Wadsworth Publishing.
7. Haider, Sajjad. (1989). Radyai Sahafat. Islamabad: Muqtadira Quomi Zaban.
8. Jank, Hakemulder. (1998). Radio & T.V. Journalism. New Delhi: Arnolds Publishers.
9. Mc leash, Robert. (1999). Radio Production 4<sup>th</sup> ed. Oxford: Focal Press.
10. Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
11. Qureshi, Haseen-uddin. (1990) Khabrain Sunye. Karachi: Wish Publications.
12. Rumsey, Farancis. &McCormick, Tim. (1996). Sound Recording Oxford Focal Press.
13. Siddique, Idress. (1990). Radio Journalism in Pakistan. Lahore: Ferozsons.
14. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. ltd.
15. Sterling, Christopher H.(1994).Electronic Media. New York: Praeger.
16. Wilby, Pete.(1996).The Radio Hand book. London: Routledge.

## **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:**

1. Anthony, Fried man. (2001). Writing for Visual Media. Boston: Focal Press.
2. Cartwright, Steve R. (1996). Pre-Production Planning of Video Film and Multimedia. Oxford: Focal Press.
3. Cartwright, Steve R. (1996). Training with Video. New York: Knowledge Industry Publications
4. Finberg, Howard I and Itale, Bruce D. (1990). Visual Editing Belmont: Wadsworth Cremer, Charles F.(1996).ENGTelevisionNews3rd Ed.New York: Mc GrawHill.
5. Holland, Patricia.(1997).The Television Hand book. London: Routlege.
6. Kazi, Shahida. (1993). Television Journalism Translated by Auj-e-Kamal, Karachi: Dunya-e-Adab.
7. Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
8. Sinclair, John. (1996). New Patterns in Global Television New York: Oxford University Press
9. Srivastava, H.O.(2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
10. Thomson, Roy.(1994).Media Grammar of the Editing. Oxford: Focal Press.

#### **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:**

1. Jib Fowels, Advertising & Popular Culture, Sage London, 1996.
2. Courtland L. Bovee and William F. ArensIrwin, Contemporary Advertising, Homewood,1986.
3. Del. I. Hawkins, Consumer Behavior, Business Publication Inc. Plang, Taxes, 3<sup>rd</sup> Ed 1986
4. Chandan, S. J. et al. Essentials of Advertising”, New Delhi, Bombay, Oxford & IBH Publishing Co.Pvt.Ltd.1990
5. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co.1982
6. Mandell, Maurice I., Engle woodCliffs, N. J.“Advertising”, Prentice-Hall, Inc. USA 1974
7. Nelson, Paul Roy, “The Design of Advertising”, WCB, Wm. C, Brown Publishers Dubugue, USA, 1985
8. Wright S., John et al., “Advertising”, USA, MC-Graw-Hill Series inMarketing,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
- 2) "Public relations: Strategies and Tactics", by Wilcos, Dennis L., Ault, Phillip H. and Agree, Warren K, New York, Harper Collins Publishers, 1989
- 3) Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.
- 4) Public Relations in action by Robbert Reilly.
- 5) "Public Relations for Marketing Management", by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
- 6) "Public Relations", by Jefkins, Frank, Long Acre, London: Pitman Publishing, 1991.
- 7) "Taloqaat-e-aama", by S.A. Siraj, Allama Iqbal Open University, 1990
- 8) The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing.
- 9) The Practice of Public Relations, Sam Black, Butter worth Heinemann, London, 1995.
- 10) The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
- 11) Public Relations, Writing &Media Techniques, Dennis L. Wilcox and Lawrence W. Nolte, Harper & Row, London, 1990.
- 12) Making PR Work, Sushil Bahl, Wheeler Publishing, New Delhi, 1994.
- 13) The Practice of Public Relations, Sam Black,Buter Worth Heinemann,London,1995
- 14) Public Relations. Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Surjeet Publications, NewDelhi,1998.
- 15) Strategic Communications Management: Making Public Elations Work, Johan Write, Laura
- 16) Mazur, Addison Wesley Publishers, University Press Cambridge, 1995.

### **Development Support Communication**

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

### **Rural and Urban Sociology**

#### Introduction

- o Introduction to rural sociology
- o Definition and nature of rural Sociology
- o Scope and aims of rural sociology
- o Rural Sociology and other social sciences
- o 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:
7. Ayaz, M.: Agricultural Communication in Pakistan. University of Wisconsin Madison, USA.
8. Brown M.R. Communication and Agricultural Development.
9. Naqvi, Ghulam-us-Saqlain, Mera Gaun, (Urdu Novel)
10. Literature of Rural Academy, Peshawar.
11. Sing, B. (2002). Modern teaching of Rural Sociology. New Delhi: New Delhi Dominant Publishers.
12. Kamal, R. (2002). Rural Sociology Delhi: B-2opp New Delhi
13. Chaudhary, A. (2004). Rural Sociology India: New Delhi Dominant Publishers and Distributors
14. Chit amber, J.B.(2003). Introductory Rural Sociology New Delhi: New Age
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.
23. Brown M.R: *Communication and Agricultural Development*.

**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:**

1. Entine L. & Ziffern, A. 1980: *Getting the word out: A handbook for Planning Public information campaign*, Madison, Wise University of Wisconsin–Extension.
2. Evans, J.F. 1984: *Education Campaign Planning Manuscript..*
3. Havelock,R.G.;1969: *Planning for innovation. Ann Arbor, MNich: Center for Research on Utilization of Scientific Knowledge.*
4. Jamias, JR. (Ed 1975: *Reading in development communication* Los Banos, Philippines at Los Banos.
5. Rogers, E.M. (Ed) 1976: *Communication and development: critical perspectives. Beverly Hills, Calif.: Sage Publications.*
6. Ram Nath sharma, Manshiram Manohorial: *Indian Rural Society*

7. Katar Singh, *Rural Development*: SAGE:
8. LaxmiDevi, *Policies, Methods & Strategies in Rural Development*, Anmol Publications:
9. O. P. Dahama, *Education and Communication for Development*, Oxford & IBH Publishers:
10. Elena Bashir, *Extension Methods*, National Book Foundation:
11. Michael M. Cernea, *Puttin People First*, Oxford University press:
12. yaz, M.: *Agricultural Communication in Pakistan*. University of Wisconsin, Madison, USA.
13. Brown. M. R.: *Communication and Agricultural Development*.
14. Naqvi, Ghulam-us-Saqlain, *MeraGaun, (Urdu Novel)*
15. *Literature of Rural Academy*, Peshawar.
16. Sing, B. (2002) *Modern teaching of Rural Sociology*, New Delhi: New Delhi Dominant Publishers.
17. Kamal, R. (2002). *Rural Sociology*. Delhi: B-2opp New Delhi
18. Chaudhary, A. (2004). *Rural Sociology*. India: New Delhi Dominant Publishers and Distributors
19. Chit amber, J.B.(2003).*Introductory Rural Sociology*. New Delhi: New Age International (Pvt.) Limited Publisher
20. Government of Pakistan Planning Communication, Preface to the latest Five Year Plan.
21. Buchaman, Keith, (1980); *Delineation of the Third World*.
22. As croft, Joseph, (1985);*Interactive model of Third World Basic Needs; Basic Needs Approach to development in development perspective*.
23. Seers, Dudley,(1979);*The Meaning of Development*.
24. Huizer, Gerrit, (1984);*Harmony vs Confrontation*.
25. Alonso William, (1980) *Urban and Regional Imbalances in Economic Development*
26. Rostow, W.W. (1984); *The Five Stages of Growth a Summary*.
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**Note:** *Journalistic Urdu Language comes in the 4<sup>th</sup> 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 Ghaznavi**. 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**

<b>Sr. No.</b>	<b>Categories</b>	<b>No. of Courses</b>	<b>Credit Hours</b>
1	Compulsory Courses (No choice)	05	15
2	Optional Courses (03 courses to be chosen)	08 (03 out of 08)	09
3	Thesis (Compulsory)		06
	Total	08	30

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

<b>Compulsory Courses</b>	<b>Optional Courses</b>	<b>Thesis</b>
1. Approaches to Mass Communication Studies-1	1.Mass Media, Culture & Society	Compulsory
2. Approaches to Mass Communication Studies-1	2.International Communication	
3.Communication Research Methods-1	3.Advanced Development Communication	
4. Communication Research Methods-2	4.Philosophy of Social Sciences	
5. M.Phil. Seminar	5.Theories of Influence on Media Content	
	6. Media and Politics	
	7. Digital Media	
	8. Semiotics	

### SEMESTER-1

Sr No.	Title of Course	Credit Hours
1.	Approaches to Mass Communication Studies-1	3
2.	Communication Research Methods-1	3
3.	Optional Course (To be chosen from 08 courses)	3
4.	Optional Course (To be chosen from 08 courses)	3

### SEMESTER-2

Sr No.	Title of Course	Credit Hours
1.	Approaches to Mass Communication Studie-2	3
2.	Communication Research Methods-2	3
3.	Optional Course (To be chosen from 08 courses)	3
4.	M.Phil. Seminars	3

### SEMESTER-3 & 4

Title	Credit Hours
Thesis	6

**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

**SEMESTER-1**

<b>Sr No.</b>	<b>Title of Course</b>	<b>Credit Hours</b>
1.	Theory and Practice of Public Relations & Advertising	3
2.	Case Studies: Public Relations & Advertising	3
3.	Research Methods	3
4.	Radio: Writing and Production Techniques	3

**SEMESTER-2**

<b>Sr No.</b>	<b>Title of Course</b>	<b>Credit Hours</b>
1.	Television: Writing and Production Techniques (With Project)	3
2.	Film writing and Production (With Project)	3
3.	Optional Course (To be chosen from 08 courses)	3
4.	M.Phil. Seminar	3

**SEMESTER-3 & 4**

<b>Title</b>	<b>Credit Hours</b>
Project	6

### صحافتی زبان (اردو)

مقاصد: اس کورس کا مقصد طلباء و طالبات کو اردو زبان کے آغاز و ارتقاء، اردو صحافت اور صحافتی زبان کی اہمیت اور صحافتی اصناف تحریر کے بارے میں عمل آگمی اور مہارت فراہم کرنا ہے تاکہ اردو صحافت کے پیش میں انہیں ممکنہ مسائل سے بہرہ آرز ہو سنے کا فن سکھایا جائے۔

کورس کی تفصیل:

- |                                                                        |                                  |
|------------------------------------------------------------------------|----------------------------------|
| ۱۔ زبان کا آغاز و ارتقاء                                               | ۲۔ زبان کی اقسام                 |
| ۳۔ زبان کے فوائد و نقصانات                                             | ۴۔ صحافتی زبان کی خصوصیات        |
| ۵۔ اردو صحافت اور صحافتی زبان ۱۸۴۳ء سے موجودہ دور تک: ایک تنقیدی جائزہ |                                  |
| ۶۔ تخلیقیت، نگاری، اصول اور اہمیت                                      | ۷۔ ترجمہ کی مہارت، بنیادی لوازم  |
| ۸۔ محاورات اور ضرب المثل کا استعمال                                    | ۹۔ قواعد زبان                    |
| ۱۰۔ اصطلاح سازی، اہمیت، اقسام اور اصول                                 | ۱۱۔ اردو گرامر، جملوں کی ساخت    |
| ۱۲۔ زبان کی ایجابی اور سحرانی اہمیت                                    | ۱۳۔ اردو بطور قومی رابطہ کی زبان |
| ۱۴۔ انٹرویو، تقریر، انڈولوازم                                          | ۱۵۔ اسلوب نگاری، اصول و اہمیت    |
| ۱۶۔ لغات کا استعمال، ذخیرہ الفاظ (فرہنگ) میں اضافہ                     |                                  |

#### تالیف کو کتاب:

- ۱) مولوی عبدالغنی قواعد اردو (۲) ڈاکٹر فرمان فتح پوری، زبان اور ادب اور ادب
- ۳) ڈاکٹر نسیم علی مجازی، صحافتی زبان (۳) ڈاکٹر انعام الحق، ترجمہ اور اس کا فن
- ۵) غلیل صدیقی، زبان کی کیا ہے؟ (۶) ڈاکٹر محمد شمس الدین، صحافتی زبان