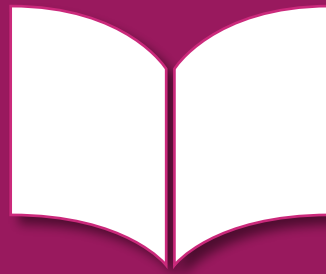


**Department of Media Studies,
University of Balochistan, Quetta.**



BS Syllabus

<http://mediastudies.uob.edu.pk>

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

S. No	Categories	No. of courses Min –Max	Credit Hours 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	11-14	42
5.	Electives within the major	4	12
	Total	45	133

Criteria	Required	Met
Total numbers of Credit hours	130–136	132
Duration	4 years	4 years
Semester duration	16-18 weeks	16-18 weeks
Semesters	8	8
Course-load per Semester	15-18 Credit hours	15-18 Credit hours
Number of courses per semester	4-6	5-6

Compulsory Requirements (the students have no choice)		General Courses		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	3	1. Intro to Sociology & GDS	3	1. Introduction to MassCommunication	3
2. Media Writing	2+1	2. Introduction to Philosophy	3	2. Online Journalism	2+1
3. Internship	3	3. Introduction to PoliticalScience	3	3. Functional Urdu	3
4. Opinion Writing	3	4. Introduction to Psychology	3	4. Media and society in Pakistan	3
5. Pakistan Studies	2	5. Social Psychology	3	5. Introduction to Advertising & Public Relations	2+1
6. Islamic Studies	2	6. Introduction to Economics	3	6. Reporting	2+1
7. Elementary Math's & Statistics	3	7. Current Affairs in Pakistan & Around	3	7. Media and Human Rights	3
8. Computer Skills	2+1	8. Introduction to Law	3	8. Photo Journalism	2+1
9. Logic & Critical Thinking	3			9. Mass Media in Balochistan	3
				10. Media, Culture & Society	3
	25		24		30

Major courses including research project/ internship		Elective Courses within the major	
11-14 courses		4 courses	
36-42 Credit Hours		12 Credit Hours	
Subject	Cr. Hr.	Subject	Cr. Hr.
1. Crisis Reporting	3	Specialization Sequences	
2. Theories of Mass Communication-I	3	1. Print Media	2+1
3. Theories of Mass Communication-II	3	(i) Advanced Reporting	
4. Re-Writing Sub-Editing	2+1	(ii) Newspaper Management & Production	
5. Development Support Communication	3	(iii) Advanced Sub-Editing	
6. TV Journalism	2+1	(iv) Magazine production Publication project	
7. Media Laws and Ethics	3	2. Electronic Media	2+1
8. Research Methodology	3	(i) Radio News Reporting & Production	
9. Thesis Writing	3	(ii) TV News Reporting & Production	
10. International Communication	3	(iii) Radio Program Production	
11. Conflict Sensitive Journalism	3	(iv) TV Program Production	
12. Magazine Production	2+1	3. Advertising and Public Relations	2+1
13. Radio Journalism	2+1	(i) Advertising –I	
14. Introduction to Film Studies	3	(ii) Public Relation-I	
		(iii) Advertising –II	
		(iv) Public Relation-II	
		4. Development Communication/DSC	2+1
		(i) Development Communication and Social Change	
		(ii) Rural and Urban Sociology	
		(iii) Advocacy and DSC Campaigns (Practicum)	
		5. Social Media	2+1
		(i) Social Media and Journalism	
		(ii) Social Media Production	
		(iii) Social Media Strategy and Marketing	
		(iv) Social Media Project	
	42		12

Semester wise breakup of the Syllabus

Subject Area	Course Catalog	Title	Pre- requisites	Credit Hours
Semester I				
MS	MS-601	Introduction to Mass Communication		3
MS	MS-602	Mass Media in Balochistan		3
HUM	ENG-601	Functional English		3
CS	CS-601	Computer Skills in Mass Communicaion		2+1
HUM	PSY-601	Introduction to Psychology		3
HUM	IS-601	Islamic Studies/Ethics		2
Total				17

Semester II				
MS	MS-603	Introduction to Advertising & Public Relations		2+1
MS	MS-604	Reporting		2+1
HUM	ENG-602	Communication Skills		3
HUM	PS-601	Pakistan Studies		2
PURE MATH	MATH-601	Elementary Mathematics & Statistics		3
HUM	POL SC- 601	Introduction to Political Science		3
Total				17

Semester III				
MS	MS-605	Re-writing & Sub Editing		2+1
MS	MS-606	Media Writing		2+1
HUM	PSY-604	Social Psychology		3
HUM	SOC-601	Introduction to Sociology		3
MC	MS-607	Functional Urdu		3
HUM	PHIL-601	Introduction to Philosophy		3
Total				18

Semester IV				
MS	MS-608	TV Journalism		2+1
MS	MS-609	Media & Society in Pakistan		3
MS-	MS-610	Photo Journalism		2+1
ECO	ECO-601	Introduction to Economics		3
LAW	LAW-601	Introduction to Law		3
MS	MS-611	Opinion Writing		3
Total				18

Semester V				
MS	MS-612	Media laws and ethics		3
MS	MS-613	Online Journalism		2+1
MS	MS-614	Radio Journalism		2+1
MS	MS-615	National and International Affairs		3
MS	MS-616	Media Culture & Society		3
MS	MS-617	Magazine Production		2+1
Total				18

Semester VI				
MS	MS-618	Media & Human Rights		3
MS	MS-619	Introduction to Film studies		3
MS	MS-620	Development Support Communication		3
MS	MS-621	Theories of Mass Communication I		3
MS	MS-622	Research Methodology		3
Total				15

Semester VII				
MS	MS- 623	Research Communication		3
MS	MS-624	International Communication		3
MS	MS-625	Theories of Mass Communication II		3
MS	MS-626	Elective:		3
MS	MS-627	Elective:		3
MS	MS-628	Internship		3
Total				18

Semester VIII				
MS	MS-629	Crisis Reporting		3
MS	MS-630	Conflict Sensitive Journalism		3
MS	MS-631	Final Project / Thesis		3
MS	MS-632	Elective:		3
MS	MS-633	Elective:		3
Total				15

Total Credit Hours in 8 Semesters

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8	Total Cr. Hr.
17	17	18	18	18	15	18	15	136

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Subject Area	Course Catalog	Title	Pre- requisites	Credit Hours
Semester I				
MS	MS-601	Introduction to Mass Communication		3
MS	MS-602	Mass Media in Balochistan		3
HUM	ENG-601	Functional English		3
CS	CS-601	Computer Skills in Mass Communicaion		2+1
HUM	PSY-601	Introduction to Psychology		3
HUM	IS-601	Islamic Studies/Ethics		2
Total				17

Course 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:

- Definition, types and significance of communication.
- Process of Communication: source; message; channel; noise; destination; encoding; decoding; and feedback.
- Barriers in communication.
- **Essentials of effective communication**
- Dimensions of mass communication: mass media, advertising, public relations, blogging, new media etc.
- **Nature and Functions of mass communication:** (Information, Education, opinion Formation, Entertainment and Development)
- Introduction to journalism, Definition, assignment, and pursuit of a “beat,” key writing concepts, including the inverted pyramid, how to write a lead, and when and how to use quotes effectively.
- In addition to covering basic news stories, students will be exposed to various magazine styles, and encouraged to write a query letter and feature article for a magazine of his or her choice.
- The art and practice of good reporting skills, which includes brainstorming story ideas, rudimentary interviewing skills, and contacting sources in preparation for a series of news stories (crime/accident/fire/town meeting)

Books Recommended:

- Dominick J.R. (2006)'*Dynamics of Mass Communication*' (8th edition.)New York McGraw Hill
- Merrill, J.C Le, Friedlander, E.J (1994)'*Modern Mass Media*' (2 edition). New York. Harper Collin College Publishers
- Straubhaar, La Rose. (2002)'*Media Now: Communication Media in the Information Age*'
rd
(3 Edition.) USA, Wadswort

Course Objectives:

This course is designed specially to meet the expectations and obligations of the university with relation to the area, where it is located. Balochistan University primarily owes a responsibility to focus studies and research on Balochistan in all areas of social, economic and academic activities. With this end in view, the course aims at familiarizing the students with evaluation and development of mass media in Balochistan.

Contents:

- Traces of early tribal society of Balochistan. Scope and purpose of study.
- Evaluation of journalism in Balochistan: first phase of press 1888-1935. A brief of emergence of printing presses i.e., Victoria press, Albert press, Cruzan press and the earliest newspapers of Balochistan.
- Press and other media 1947-70. Radio Pakistan Quetta programming and coverage commencement of FM broadcasting War / border publicity organization and press information department and news agencies.
- Balochistan as a province and media 1970-88. Emergence of national newspapers from Quetta. Establishment of television. Directorate of public relation. Press club and other media organization.
- Mass media in Balochistan 1970-1999.
- Mass media in Balochistan from 1999-2007.
- Mass media in Balochistan from 2007-till date.

Recommended Books.

- Kamaluddin Ahmed (1978) Sahafat wadi-e- bolan mein. Balochi academy Quetta.
- Inamulhaq kausar DR. (1997) Tehrik-e-Pakistan Aur Sahafat bolan book corporation Quetta.
- Seemi Naghmana Tahir (1999) DR. History and development of mass communication.
- Balochistan ph,D thesis being published by national language authority, Islamabad.
- Shah Mohammad Marri (2000) Baloch Qaum Qadeem ahed se ars-e- Hazir Tak, Takhliqat Lahore.
- Aziz Bugti (1995) balochistan Siyasi culture Aur Qabaeeli Nizam, fiction house Lahore.

- Nadir Shahwani (1990) Lala-e-Balochistan Brahvi Academy Quetta.
- Syal Kakar (1973) Pashto Zhornalism. Saleem Book Depot Quetta.
- Malik Faiz Muhammed Yousafzai (1997) Yaddashtain progressive writers association Quetta.
- Zameer Niazi (1994) Sahafat Pabnd-e-Salasal Urdu Translation by Ajmal Kamal, Education press Karachi.
- Aziz Bugti professor (1994) Balochistan Shaksiat key Aenay mein Fiction house Lahore.
- Nadir Shah Adil (1989) Balochistan ka Muqadima, Gohar Publishers Karachi.

Course Objectives

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

Course 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 the headlines, reports & short articles, precise writing

Speaking Skills

Spoken English techniques

Discussion

General topics and everyday conversation (topics for discussion to be attached is creation 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:

- A J Thomson and A.V Martinet '*Practical English Grammar*'.
Exercises 1, 2 & 3.
Third Edition. Oxford University Press. 1997. ISBN 0194313492
- Michael Swan '*Practical English Usage*', Oxford University Press, Karachi.

Writing

- Marie-Christine Boutin, Suzanne Brinand and Françoise Grellet. '*Writing Intermediate*' Oxford Supplementary Skills Fourth Impression 1993.
ISBN 0194354057 Pages 20-27 And 35- 41.

Reading/Comprehension

- Brian Tomlinson and Rod Ellis '*Reading Upper Intermediate*'. Oxford
Supplementary Skills. Third edition 1992. ISBN 0194534022.

Speaking

- '*Mind Your Language*' by British Broadcasting Corporation (Book with CDs & Cassettes)
- '*Choosing Your English*' by British Broadcasting Corporation (Books with CDs & Cassettes)
- '*Follow Me*' by British Broadcasting Corporation (Book with CDs & Cassettes)

Course Objectives

This course is aimed at introducing the students to computer technology and techniques with the view to acquaint them with its use in Print and electronic Media. It focuses on the use of 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.

Contents

- Microsoft Word (English Composing Program)
- In-Page Basics (Urdu Composing and Page Making)
- Adobe InDesign 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...)
- Powerpoint.

Books Recommended

- Michael S Toot (2003) '*Master Visually Office*'
- Laurie Ulrich, Laurie Ulrich (2003) '*How to do everything with Microsoft Office 2003*'
- Curtis Frye '*Microsoft Office 2003 Step by Step. Online Training Solutions Inc.*'
- Michelle Perkins '*Beginner's Guide to Adobe Photoshop*'
- Deke McClelland, Galen Fott '*Photoshop Elements 3 for Dummies*'
- Jan Kabili '*Adobe Photoshop Elements 2 Complete Course*'
- Carla Rose '*Sams Teach Yourself: Adobe Photoshop CS2 in 24 Hours*' First Edition.
- Carla Rose. '*Sams Teach Yourself: Adobe(R) Photoshop(R) in 24 Hours*'
- Steve Bain '*Corel Draw(R) 11: The Official Guide by Steve Bain*'
- 10. Rosanna Yeung '*Macromedia Flash MX 2004 Hands-On Training*'
- Phillip Kerman. '*Sams Teach Yourself Macromedia Flash MX 2004 in 24 Hour*'
- '*Adobe PageMaker 7.0 Classroom in a Book*' Adobe Creative Team.
- '*Adobe PageMaker 7 against the Clock*'
- 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*'
- Donna L. Baker. '*Adobe Premiere 6.5 Complete Course*'

Course Introduction

This course is designed to develop a clear understanding of media psychology is about knowing the interaction of people and media technologies in the context of the human psychology. Media technologies function as a system, with a continual feedback loop between users and the producers, and thus mutually influential. Human experience does not happen independent of the current social, political, and technological environment. This course will give the knowledge and confidence to explore the relationship of psychology with media and its implementation.

Learning Objectives

- Contemporary media used by students to understand human behavior.
- Students will be able to weight evidence, act ethically, and behave in accordance to the code of ethics within the organization.
- To explore human psychology and role of media influencing it.
- Students will be able to develop their media skills to attract human behavior and psychology.

1. Introduction To Psychology

- Nature of psychology, Relationship of psychology with other social sciences, Psychology as a science of human nature
- Application of psychological theories and principles in mass communication/ Research methods.

Learning Process

- Defnatur
- Social learning
- Reinforcement and its schedules
- Punishment use and consequences

Personality

- What is personality?
- Personality determinants: Heredity, Environment, Situation
- Personality traits
- The big five models
- The development of personality

Perception process

- Nature of perception
- Perceptual selectivity
- Perceptual organization
- Attribution, Stereotyping, Halo effect, Social perception.

Felling and Emotions

- Definition, nature, components of emotions, psychological changes during emotions, elementary forms of feelings.

Values and attitudes

- Importance, services, types
- Personal values and ethics
- Services, types, and functions of attitudes
- Attitudes and consistency

Motives

- Definitions, nature, Need, Drive incentive, Classification of motives.

Stress

- Definition
- The causes of stress
- Impacts of stress
- Coping strategies with stress

Textbooks

- Rita L. Atkinson, Richard C. Atkinson, Edward E. Smith, Daryl J. Bem, '*Introduction to Psychology*', 11th Edition, Harcourt Brace & Co.
- Bernstein, Roy, Srull, Wickens, '*Psychology*', '2nd Edition, Houghton Mifflin.

Reference Books

- Norman L. Munn, L. Dodge, Fernald. JR, Peters S. Fernald, '*Introduction to Psychology*,

Oxford UP

- Robert A. Baron, '*Psychology*', 4th edition, Allyn and Bacon.
- Robert Kreitner & Angelo Kinicki, '*Organizational Behavior*', Prentice Hall

Course Introduction

This syllabus basically deals with the teaching of Islam in the context of different aspect of our life. It is essential for all Muslim students to develop a sound and proper knowledge of the Islamic Faith. Islamic Studies promotes the development of students' mental, emotional, social and spiritual well-being. Islamic Studies promotes tolerance of different races, genders, religions and social backgrounds, and encourages students to love and respect the environment and the universe surrounding them.

Learning Objectives

- Develop Muslims who perceive human diversity as a necessity and are tolerant of human beings regardless of gender, color, ethnicity, religion or language.
- Develop positive relationships between the students, the environment and the universe.
- Develop a feeling in students of belonging to the Islamic nation at large on the basis of religion, culture, goals and destiny.
- Educate students on how to use the knowledge of the Islamic faith to affect a person's behavior and actions.

Islam:

- Introduction
- Comparison with other religions
- Islam as the fastest growing religion in the world

Muslim:

- Meaning
- Responsibilities
- Five pillars of Islam
- Concept of Peace, Tolerance and Jihad in Islam
- Tawheed from Quran and Hadith

Shariah Akham

- Fard, Wajib, Haram, Makrooh, Mustahab, Mubah
- Sorah Furqan translation and tafseer (verse 61 to 77)
- Sorah Hujarat Translation and tafseer
- 10 selected Ahadith.

Seerah of the Holy Prophet (S.A.W)

- Ancient Arab world before Islamic revolution
- Seerah of the Holy Prophet
- Challenges, Battles, Treaties and achievements

Islamic Fiqh and Resources

- The concept of Ijtihad and Mujtahideen
- Quran, Hadith, Ijma and Qayas
- A brief introduction to 5 Imams and their school of thoughts. (Hanafi, Shafai, Maliki, Hanmbali and jafri)

Islamic Culture and Civilization

- The concept of an Islamic State
- Islamic Culture and Civilization

Text Books

- **‘Islamiat Compulsory for degree classes’**, Published by: Allam Iqbal Open University, Islamabad

Reference Books

- M.D Zaffar, **‘Islamic Education (Compulsory), for degree classes’**, Aziz Book Depot, Urdu BazarLahore
- **‘IslamiTehzeeb-o-Tamaddun’** by Molana Abu Al Hasan Ali Nadvi, by: MajlisNasharyat-e- IslamKarachi
- **‘Adab-e-Zindagi’** by Muhammad YousafIslahi
- **‘Islam or Siasi Nazaryat’** by Mufti Mohammad Taqi Usmani, by: Muktaba Maariful Quraan Karachi
- **‘Seerat-e- Mustafa’** by Molana Idrees kandahlwi

Semester-wise Course Allocation
BS (Mass Communication) Degree Program

Semester II				
MS	MS-603	Introduction to Advertising & Public Relations		2+1
MS	MS-604	Reporting		2+1
HUM	ENG-602	Communication Skills		3
HUM	PS-601	Pakistan Studies		2
PURE MATH	MATH-601	Elementary Mathematics & Statistics		3
HUM	POL SC- 601	Introduction to Political Science		3
Total				17

Course 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 Contents of 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 Relation

- Definition, Nature, Scope and history
- Publics of PR/Process of PR (Research, Planning
- PR Campaigns 42 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:

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

Course Objectives:

This Course offers prospective reporters instructions and techniques on how to improve their skills in the information gathering aspects of writing a news story, Course will cover how to identify possibility of news, how to work on it, where from to gather information for the story and how to put the collected information into a formal news story format.

The course also intends to apprise the students about:

- Significance of ‘news’ as a basic component of newspaper.

 - Role of a reporter with reference to his professional qualities, duties, achievements, failures, skills and working conditions.

 - Stress would also be laid to encourage students towards commerce reporting and covering environment, human rights, gender and other development issues enabling them to cover emerging social section issues.
- Course contents.

News

- Definition, classification, elements.
- News values.
- Sources of news.
- News Writing Techniques.
- The Lead, its components and types.
- Inverted pyramid form and hunting for leads and other formats.
- Reporting Skills.
- Observation.
- Looking for stories.
- Background. Research
- Track down strong sources of information for stories.

- News Report Forms

- Crime and court.
- Political and parliamentary affairs.
- Investigative & interpretative reporting.
- Speech and Public meetings.
- Culture.
- Sports.
- Accident
- Obituary
- Economic and Commerce
- News conferences
- Interviews

- **The Reporter.**
 - Why to have a reporter in newspaper?
 - Duties of a reporter.
 - Qualities of a reporter.
 - The reporter's code of ethics.
 - National/International News Agencies.

Recommended Books.

- Media Today, Mass Communication in a Converging World, Joseph Turow, 5th Edition, Routledge, 2014.
- Associated Press Reporting Handbook, Jerry Schwartz, McGraw Hill, 2002.
- News Reporting and Writing, Melvin Mencher's, 12th Edition, McGraw Hill, 2011.
- Reporting for the Media, Fred Fedler, John R. Bender, Lucinda Davenport, Michael W. Drager, 8th Edition, Oxford University Press, 2005.
- An Introduction to Journalism Essential Techniques and Background Knowledge, Richard Rudin, Trevor Ibboston, Focal Press, 2002.

- Media Today, Mass Communication in a Converging World, Joseph Turow, 5th Edition, Routledge, 2014
- Ethics for Journalists, Richard Keeble, 2nd Edition, 2009.
- Fun-e-Idarat, Hijazi Miskeen Ali.
- Fun-e-Sahafat, Dr. Abdus Salam Khursheed.
- Fan-e-Khabar Naweesi, Farkhanda Hashmi.

Course 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**
- **Reading & Writing skills**
Skimming and scanning, intensive and extensive, and speed reading, summary and précis writing and comprehension
- **Academic skills**
Letter/memo writing and minutes of the meeting, use of library and internet resources
- **Presentation skills**
Personality development (emphasis on content, style and pronunciation) Note: documentaries to be shown for discussion and review

Recommended books:

- **Grammar**
- **‘Practical English Grammar’** by A.J. Thomson and A.V.Martinet.Exercises2.Third edition.
• Oxford University Press1986.ISBN0 19431350 6.
- **Writing**
- **‘Writing Intermediate’** by Marie- Christine Boutin, Suzanne Brinand and Francoise

Grellet.

- Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0194354057 Pages 45-53
- **‘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).

- **Reading**

- **‘Advanced’** Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1991
- **‘Reading and Study Skills’** by John Langan
- **‘Study Skills’** by Richard Yorky.

Course Objectives

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

Contents**Historical Perspective**

- Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal
- And Quaid-i-Azam Muhammad Ali Jinnah.
- Factors leading to creation of Pakistan
- People and Land
- Indus Civilization
- Muslim advent
- Location and Geo-Physical features.

Government and Politics in**Pakistan**

Political and constitutional phases:

- 1947-58
- 1958-71
- 1971-77
- 1977-88
- 1988-99
- 1999onward

Contemporary Pakistan

- Economic institutions and issues
- Society and social structure
-
- Cultural diversities
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

Books Recommended

- Burki, Shahid Javed' *State & Society in Pakistan* ', The Macmillan Press Ltd 1980.
- Akbar, S. Zaidi '*Issue in Pakistan's Economy Karachi*' Oxford University Press, 2000.
- S.M.Burke and Lawrence Ziring '*Pakistan's Foreign policy: A Historical analysis*' Karachi, Oxford University Press, 1993.
- Mehmood Safdar '*Pakistan Political Roots & Development*' Lahore, 1994.
- Wilcox, Wayne '*The Emergence of Bangladesh*', Washington: American Enterprise, Institute of Public Policy Research, 1972.
- Mehmood, Safdar. '*Pakistan Kayyun Toota*', Lahore Idara-e-Saqafat-e-Islamia, Club Road,
- Amin, Tahir '*Ethno -National Movement in Pakistan* ', Islamabad: Institute of Policy Studies, Islamabad.
- Ziring, Lawrence '*Enigma of Political Development*'. Kent England: Wm Dawson & sons , 1980.
- Zahid, Ansar '*History & Culture of Sindh*'. Karachi: Royal Book Company, 1980.
- Afzal, M. Rafique '*Political Parties in Pakistan*', Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
- Sayeed, Khalid Bin. '*The Political System of Pakistan*'. Boston: Houghton Mifflin, 1967.
- Aziz, K.K.' *Party, Politics in Pakistan* ', Islamabad National Commission on Historical and Cultural Research, 1976.
- Muhammad Waseem, '*Pakistan Under Martial Law*', Lahore: Vanguard, 1987.
- Haq Noorul '*Making of Pakistan: The Military Perspective*'. Islamabad: National Commission on Historical and Cultural Research, 1993.
- Qazi, Shahida "*Pakistan Studies in Focus*", FEP Karachi 20

Course Objectives:

Knowledge and understanding are fundamental to studying mathematics and form the base from which to explore concepts and develop problem-solving skills. Through knowledge and understanding students develop mathematical reasoning to make deductions and solve problems. At the end of the course, students should be able to:

- know and demonstrate understanding of the concepts from the five branches of mathematics (number, algebra, geometry and trigonometry, statistics and probability, and discrete mathematics)
- use appropriate mathematical concepts and skills to solve problems in both familiar and unfamiliar situations including those in real-life contexts
- select and apply general rules correctly to solve problems including those in real-life contexts.

Course contents

- **Algebra:** linear equations, Quadratic Equations, Equations reducible to the Quadratic Form, Linear Simultaneous equations in two and three variables
- **Matrices and Determinants:** Addition and multiplication, Types of Matrices, Inverse of Matrices of order two and three, determinants and their properties.
- **Trigonometry:** Trigonometric functions, Trigonometric identities and formulas, Inverse trigonometric functions.
- **Functions and their Graphs:** Algebraic, Linear, Quadratic, Simple cubic, Trigonometric, Exponential and Logarithmic functions.
- **Statistics:** Definition of Statistics, Observation, Population, Sample, Variable and Constant Group Data, Ungrouped Data. Bar Diagram, Multiple Bar Diagram, Pi Chart, Mean, Median, Mode, Quartiles, Deciles, Percentiles.

Text Book

Statistics Part-I, by Ch. Shair Muhammad, Algebra and Trigonometry (Shamshad Mehmood Lodhi)

Course Objectives

The course of Political Science is designed to provide the students with basic concepts and ideas regarding rights, duties, politics, state, government and society. The course will also enable the students to observe, analyze and evaluate the state affairs with proper perspective.

Contents

- Political Science: Definition, Scope and Utility of Political Science
- The State: Definition, Nature of State, State and Government, State and Society, State and Association
- Sovereignty: Definition, Characteristics and Kinds of Sovereignty
- Law: Definition, Meanings, Kinds, Sources of Law; Law and Morality
- Liberty: Definition, Meanings, Kinds and Safeguards of Liberty; Liberty and Equality; Liberty and Law
- Rights and Duties: Definitions, Meanings and Nature of Rights and Duties; Fundamental Rights
- Concept of States: Western and Islamic concepts of State, Unitary and Federal forms of State
- Government: Definition, Nature, Organs of Government Legislature, Executive and Judiciary; Forms of Government Parliamentary, Presidential, Democratic, Dictatorial, Authoritative and Totalitarian
- Political Dynamics: Public Opinion, Pressure Groups, Propaganda, Political Leaders
- Modern Political Theories: Individualism, Fascism, Nazism, Marxism, Anarchism, Imperialism

Recommended Books

- Mazhar UL Haq (2014-2015), 9th Edition, *Political Science Theory and Practice*, Bookland, Lahore
- Michael G. Roskin, Robert L. Cord, James A. Medeiros, Walter Jones (2014), *Political Science An Introduction*, thirteenth Edition, Pearson
- Greg Scot, Stephen Garrison (2011), *The Political Science Student Writer's Manual*, Pearson
- James Danziger (2013), *Understanding The Political World An Introduction to Political Science*, Pearson
- Arend Lijphart (1999), *Patterns of Democracy: Government Forms and Performance in Thirty Six Countries*, Yale University Press
- Francis Fukuyama (2014), *Political Order and Political Decay: From the Industrial Revolution to the Globalization of Democracy*, Farrar, Strauss and Giroux

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Semester III				
MS	MS-605	Re-writing & Sub Editing		2+1
MS	MS-606	Media Writing		2+1
HUM	PSY-604	Social Psychology		3
HUM	SOC-601	Introduction to Sociology		3
MC	MS-607	Functional Urdu		3
HUM	PHIL-601	Introduction to Philosophy		3
Total				18

Course 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. The emphasis is on newspaper practice, factual, accuracy, conformity to any particular style and the development of news values. The course further intends to help students to develop and improve and re-writing skills with an emphasis of how to analyze, recognize and re-write the information provided in a field study with a view to improve it.

Course contents.**Newspapers and Defining News**

Structure of a News Organization. Different stages of producing a newspaper.

Defining News

- What is it?
- What is it not?
- Getting it first vs. getting it right

Writing for newspapers

- Gathering information
- Presenting information in writing

The structure of a news story

- Making News

Using images to illustrate a story

- Images in Newspaper.

How a newspaper is produced

- Editorial personnel
- Design team
- Production team
- Work flow
- Relationship with Internet desk, television
- Reporters, wire services and other sources of news

What is an editor?

- Qualities and Duties
- Traditional copy editor and proof reader versus today's role.

Style

- The how and why
- Style guides
- Grammar and usage
- Numbers
- Abbreviations
- Capitalization
- Titles

Editing versus rewriting

- What is the difference?
- What does it matter?
- Examples

- The difference between Rewriting and plagiarizing.

Headline writing

- Theory and practice

Caption writing

- Theory and practice

Page make-up #1

- How a page is conceptualized
- Key elements
- Readability
- Visual flow

Page make-up

- Introduction to page design software
- How it works

Digital Convergence.

- How the editing process is changing in converged newsrooms. **Component of News**, Elements of News, News values, Types of News.

Recommended Books.

- **Media Today, Mass Communication in a Converging World**, Joseph Turow, 5th Edition, Routledge, 2014.

- **The Newspaper Handbook**, Richard Keebel, 4th Edition, Routledge, 2006.
- **News Reporting and Writing**, Melvin Mencher's, 12th Edition, McGraw Hill, 2011.
- **Introducing the Language of the News, A Student's Guide**, M. Grazia Busa, Routledge, 2014.
- **Media Today an Introduction to Mass Communication**, Joseph Turow, 3rd Edition, Routledge, 2009.
- **Writing for Journalists**, Wynford Hicks, 2nd Edition, Routledge, 2008.
- **Fun-e-Khabar Naveesi**. By A.R. Khalid.
- **Fun-e-Idarat**. By Hijazi, Miskeen Ali.
- **Sahafat**. By Hassan, Mehdi.

Course Objectives

The course is an introduction to still photography for new media. Includes preparation of a portfolio and learning of specialized processing techniques for high-speed work

Course contents.**Introduction to Photojournalism**

- History of photojournalism

Will review historical origins of photojournalism,

- Hand sketches to box cameras

Will review images taken by award-winning photojournalists.

- Prominent Photojournalists
- Their Work.

Introduction to photography**Art photography vs. Photojournalism**

- Introduction to Flickr and Photoshop

Introduction to digital cameras

- Functions ▪ Models

Introduction to Camera Parts:

- Body,
- Lens (wide, medium, telephoto + aesthetic consequences),
- Sensor,
- Flash Cards,

- Battery

Basics of photography

- Focus
- ISO
- Exposure
- Shutter Speed
- White Balance

Composition Rule

- Rule of Third
- Headroom
- Noserroom

Types of Image Shooting

- Panorama ▪ Sports
- Action
- Portrait

- Landscape

Caption writing

Ethics of Using Images

- Copyright Rules for images
- Attribution
- Photographer Permission

- Organizational permission

- Links to free photo site
- Usage Restrictions
- Commercial
- Publication
- Media
- Education
- Social Media
- In house

Working various shooting scenarios:

- Press conferences
- Political events
- Sporting events
- Protests and demonstrations,
- Sensitive/intimate settings
- Food photography
- Classic and environmental portraits
- Street photography

The cultural, social, and political influence of images and photojournalism in Pakistan society

Ethics and legal issues in photojournalism

- Will review ethics in journalism and ethical dilemmas for photojournalists
- Ethical case studies in photojournalism
- Issues and problems in photojournalism

- Will review mass communication law as it applies to images and photojournalism Photojournalism portfolio

Recommended Books.

- **Langfords Starting Photography**, Michael Langford, Philip Andrews, 5th Edition, Focal Press, 2007
- **The Manual of Photography**, Elizabeth Allen, Sophie Traintaphillidou, 10th Edition, Focal Press, 2011.
- **Essential Guide to Digital Photography**, Bakari Chavanu.
- **Langfords Basic Photography the Guide for Serious Photographers**, Michael Langford, Ana Fox, 9th Edition, Focal Press, 2010.
- **Absolute Beginner's Guide to Digital Photography**, Joseph Ciaglia, Barbara London, John Upton, Ken Kobre, and Betsy Brill with Peter.
- http://files.cadlink.fr/RandomControl/FryRender/Introduction_to_Photography.pdf
- <http://www.photocourse.com/download/Textbook-of-Digital-Photography-samples.pdf>

Course objectives:-

The course focuses upon those basic concepts of Psychology, which are related to the human behavior within society, with the objective of correlating the psychology & sociology concept. The course shall pave the way for understanding the critical behaviour for the advance studies in the social environment.

The Field of Social Psychology

Introduction to social psychology, Current trends and future scope Conducting research in social psychology, Historical Perspectives

Behaviour and Attitudes

Nature of attitudes, Formation maintenance of Attitude, Change in attitudes
Relationship between attitude and behaviour

Culture

Components of culture, Culture unity & diversity, Culture Types

Group Dynamics

Structure & composition of Group, How groups affects individual performance, Stages of the group development, Group Conformity

Socialization

Nature of Socialization, Agents of Socialization, Recourses of Social life

Leadership

History of leadership, Types and leadership styles, Leadership Theories

Psychological Warfare

Nature & Scope, Factors (Psychological, Social, Culture), Propaganda, Rumors, violence, types of violence, Use of different types of Mass Media

Role of Media in Social Psychology

Perception, Persuasion, Propaganda, violence, conflict, conflict sensitivity, journalistic objectivity and safety Portrayal of role models, Media & agents of change, Mass media & welfare.

Text Book;-

Prof. Faqih-ud-Din Haider. Some Major Fields of Psychology. Urdu bazaar Lahore, Majeed Book Depot

Reference Books;-

- Baron ,R. A., & Byrne, D. (1997).Social psychology.(12th ed.). Boston: Allyn& Bacon
- Baron, R. A., Branscombe, N. R., & Byrne, D. (2009).Social psychology (12th ed.). Boston, MA: Pearson/Allyn and Bacon.
- Baumeister, R. F. (1999). Self in social psychology. USA: Taylor & Francis.
- Crisp, R. J. (2010).Essential social psychology (2nd ed.). Los Angeles: Sage.
- Edi., D. C. (2011). Theories in social psychology. UK: Wiley-Blackwell.
- Edi., R. F. B. (2010). Advanced social psychology NY: Oxford University Press.
- Franzoi, S. L. (2008). Social psychology (5th ed.). New York: McGraw-Hill.
- Healey, J. F. (2010). Exploring social issues. Los Angeles: Sage.
- Horowitz, L. M. (2011). Handbook of interpersonal psychology. UK: John Wiley & Sons.
- Kassin, S. (2011).Social psychology (8th ed.). Wadsworth: Wadsworth.
- Knapp, H. (2010). Introduction to social work practice. Los Angeles: Sage.
- Myers, D. G. (2005)Exploring Social psychology(8th ed)NewYork: McGraw Hill Book Company.
- Myers, D. G. (2012).Social psychology (11th ed.). New York: McGraw-Hill.
- Taylor, S. E., Peplau, A. L., & Sears, D. O. (2006).Social psychology (12th ed.). Englewood Cliffs, NJ: Prentice Hall.

Course Objectives

This course basically tends to equip the students with such sociological concepts that shall be a base for them while pursuing different courses in Social Sciences.

• Introduction to Sociology

Origin, Historical Background and Development, Definition a, nature, importance and scope, Sociology and other Social sciences, Sociology as a science

• Society

Origin of Group life, Hunting and Gathering Societies, Pastoral and Horticultural Societies, Agrarian Societies, Industrial Societies Bio Economic Society, Information Societies, Types of Societies, Rural and Urban.

• Culture and Social Structure

Components of culture: Norms, Values, Symbols, Language Nature of role and status, Cultural unity, diversity, universals, integration, relativism Ethnocentrism, Xenocentrism, Sub cultures and counter cultures, Characteristics of Pakistani Culture.

• Role and Status

Nature of role and status, Socialization through role and status, Social roles, Role conflict and role strain, achieved and ascribed, statuses.

• Social Interaction

Definition, importance, Elements of Social Interaction, process of interaction, Direct and Symbol, Forms of Interaction, Measurement of Social Interaction.

• Group and Inter Group Dynamics

Nature Definition of group, Functions of groups, Types of groups, Tuckman's Model of group development, Threats to group effectiveness.

Text Books

- James M. Henslin '*Sociology, A Down to Earth Approach*'. 6th Edition. A&B.

- Tagga A. Majeed , *'Introduction to Sociology'*. English version
- Shefered T. Richard, *'Sociology'*

Reference Books

1. Paul B. Horton, Chester L. Hunt, *'Sociology'*, 6th Edition, McGraw Hill.
2. Steppen Moore. *'Sociology'*, Letts.
3. William NesSmith. *'Thinking Sociologically'*,
Harcourt Brace College Publishers.

Course 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 a share media in necessity to help overcome their common errors in Urdu language.

Contents:

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 اصنافِ تحریر کے بارے میں مکمل آگہی اور مہارت فراہم کرنا ہے تاکہ اردو صحافت کے پیشہ میں انھیں ممکنہ مسائل سے نبرد آزما ہونے 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 ۱۸۲۲ء سے موجودہ دور تک: ایک تنقیدی جائزہ
- ۶۔ تلخیص 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 گرائمر، جملوں کی تصحیح
- ۱۲۔ زبان کی ابلاغی اور معاشرتی اہمیت
- ۱۳۔ اردو بطور قومی رابطہ کی زبان
- ۱۴۔ انٹرویو، قواعد و لوازم
- ۱۵۔ اسلوب نگاری، اصول و اہمیت
- ۱۶۔ لغات کا استعمال، ذخیرہ الفاظ (فرہنگ) میں اضافہ

حوالے کی کتب:

- ۱) مولوی عبدالحق، قواعد اردو (۲) ڈاکٹر فرمان فتح پوری، زبان اور اردو ادب
- ۳) ڈاکٹر مسکین علی مجازی، صحافتی زبان (۴) ڈاکٹر انعام الحق کوثر، ترجمہ اور اس کا فن
- ۵) خلیل صدیقی، زبان کیا ہے؟ (۶) ڈاکٹر محمد شمس الدین، صحافتی زبان

Course Objectives:

1. To give an overview of the nature of philosophy, its branches and methods
2. To introduce the students to the basic philosophical questions.
3. To introduce them with major philosophical positions and thus to important philosophers and their works.

Contents:

- 1.
2. Introduction:
 - a. What is philosophy?
 - b. The Functions of Philosophy
 - c. The Utility of Philosophy
3. Logic: The Method of Philosophy
 - a. Deduction and Induction
 - b. Patterns of Valid Reasoning
 - c. Patterns of Fallacious Reasoning
4. Metaphysics
 - a. Introduction
 - b. Metaphysics: Good or Bad
 - c. The Nature of Reality: Idealism and Materialism, Mind-Body Problem
5. Epistemology
 - a. Introduction
 - b. Is Knowledge Possible: Scepticism and Dogmatism
 - c. How do we know? Rationalism, Empiricism, Kant, Contemporary Epistemology
6. Ethics:
 - a. Introduction: Ethics and its subdivisions
 - b. Relativism vs. Absolutism
 - c. Intentions vs. Consequences
7. Philosophy of Religion
 - a. Introduction
 - b. Arguments for the Existence of God
 - c. The Problem of Evil
8. Philosophy of Art
 - a. Introduction
 - b. Poetry: For and against
 - c. The meaning of Art
9. Social and Political Philosophy
 - a. Introduction

- b. Liberalism and Capitalism
- c. Theories of State: Fascism, Marxism, Democracy

9. Other Branches of Philosophy: Overview

- a. Philosophy of Science and Social Sciences
- b. Philosophy of Language
- c. Philosophy of History

Recommended Books

- David Steward and H. Gene Blocker. “*Fundamentals of Philosophy, 2nd Edition*”, New York: The Macmillan Company, 1987.
- Robert Paul Wolf. “*About Philosophy, 5th Edition*”. Englewood Cliffs: Prentice-Hall, 1992.
- Irving M. Copi. “*Introduction to Logic, 8th Edition*”. (New York: Macmillan Publishing Company)
- William Lilly. “*An Introduction to Ethics*”. London: Methuen and Co., 1966.
- Clive Bell. “*Art, London*”. Arrow Books, 1961.
- John Hick. “*Philosophy of Religion*”. Englewood Cliffs: Prentice-Hall, 1988

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Semester IV				
MS	MS-608	TV Journalism		2+1
MS	MS-609	Media & Society in Pakistan		3
MS-	MS-610	Photo Journalism		2+1
ECO	ECO-601	Introduction to Economics		3
LAW	LAW-601	Introduction to Law		3
MS	MS-611	Opinion Writing		3
Total				18

Course 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.**The Equipment**

- Cameras ▪ Tripod

Lighting

- Use of Lighting
- Three Point Lighting

The Pre-Production.

- Planning for production **The Production Process.**
- The shooting

Mastering the Shooting.

- Various Shots ▪ Purpose

Postproduction

- The Editing phase

Output Process Writing for Television.

- News
- Documentary ▪ Current Affairs

Recommended Books.

- **Shooting TV News, Views from Behind the Lens**, Ric Underwood, Focal Press, 2007.
- **Single Camera Video Production**, Robert B. Musburger, 5th Edition, Focal Press, 2010.

Course Description

Course on the history and development of media in Pakistan, with an emphasis on news organizations.

Learning Outcomes

- Knowledge of the history of Pakistani media and how that shapes modern media
- Understanding of the forces that shape Pakistani media
- Familiarity with the business models that support Pakistani media

Faculty Expectations of Students:

- Courtesy is expected at all times. This includes turning off mobile phones during class.
- Cheating and Plagiarism are unacceptable under any circumstance; Students should ask what constitutes plagiarism. It is the student's responsibility to familiarize herself with the plagiarism policy, which can be found in the Undergraduate Catalogue.
- Punctuality is required of all students.
- Assignments must be handed in on time and electronically using blackboard.
- Students are expected to attend all quizzes and exams during the scheduled times. There will be no make-up exams.

Contents

- Historical Role of Print and Electronic Media
 - Discussion of local and regional journalism in the nearby province/area
 - Role of media in development
 - Government Media relations
 - Corporate Media and Society
 - How Pakistani media cover politics and government
 - How Pakistani media cover international affairs
 - Feedback

Books Recommended:

- Christoph Schmidt, *Pakistan's Media Landscape: The Effects of Liberalization.*, DW Akademie (Germany)
- Lawrence Pintak, Syed Javed Nazir, *Pakistani Journalism: At the Crossroads of Muslim Identity, National Priorities and Journalistic Culture.* Media, Culture & Society, Vol. 35, No. 5 (pdf)

Course Objectives

Explores fundamental elements of writing for traditional and new media through basic writing exercises. Taught in both English and Urdu. Students will write news articles, broadcast stories, articles for the Internet and learn basic public relations writing. This course will enable the students to think critically about writing for the media and equip them with a knowledge and understanding of the general principles of media writing. It will help students develop and apply media writing skills.

Course Learning Outcomes:

- Learn basic skills of writing for newspapers
- Improve basic writing skills
- Understand difference between writing for print and writing for broadcast
- Be able to synthesize information and present it in concise manner
- Learn basics of writing for public relations and the difference from writing for news

•

Contents**The basics of writing:**

- Presenting ideas in simple language
- The upside-down writing pyramid

Differences in writing styles

- Media
- Advertising and PR
- The business world

Writing for newspapers

- Gathering information
- Presenting information in writing

Rules of writing

- Attribution
- Plagiarism
- Opinion Vs Fact
- Ethics

Styles of news articles

- Profile
- Obituaries

News features

- Public Relations
- The concept of PR vs News
- Ethics of PR

Public Relations

- Fact sheets and backgrounders

Writing for Web

- Structure of articles for internet

Intro to broadcast writing

- Difference between print and broadcast writing

Intro to TV writing

- Concept of writing to pictures

Bringing it all together: print, broadcast and PR

Books Recommended

- James G. Stovall. *“Writing for the Mass Media 9th edition”*. Pearson Publisher, 2014.
- Hicks, Wynford. *“English for Journalists 3 & Reporting for Journalists Bundle: English for Journalists: Twentieth Anniversary Edition (Media Skills)”*. Routledge 2013.
- Brian Carroll. *“Writing For The Digital Media”*. Routledge Publication. 2010.
- Usha Rahman. *“Writing For The Media”*. Oxford Press, 2009.
- Strunk, William, and E.B. White. *“The Elements of Style: 50th Anniversary Edition”*. Mineola, NY: Dover Publications, 2008.
- Diana Hacker. *“A Writer’s Reference, Seventh Edition”*. New York: Bedford/ St. Martin’s Press, 2

Course Objectives

This is the introductory course in economics and designed for the beginners in this subject. After completing this course the student must be able to explain the basic principles governing the decision making at micro and macro levels.

Contents**Introduction**

What is economics, Making and using Graphs.

Demand and Supply

Demand and its determinants, Supply and its determinants, Market equilibrium.

Elasticity

Concept of price elasticity of demand, Elasticity and revenues, Cross demand, Elasticity of Supply.

Theory of production

Firm and its economic problems, Opportunity cost and economic profit **Types of business organizations: (brief introduction)**

Monopoly, Perfect competition, Oligopoly, monopsony

A First Look at Macroeconomics

and income elasticity of

Origins and Issues of Macroeconomics, Macroeconomic Policy, Challenges and Tools

MEASURING GDP, Inflation and Economic Growth

Gross Domestic Product, Measurement of National Income. GDP, NDP, GNP & NNP, Personal Income & Disposable Personal Income GDP Deflator and a real GDP, Inflation, National Income as a measure of economic welfare

Aggregate Supply and Aggregate Demand

Aggregate Supply, Aggregate Demand, Macroeconomic Equilibrium

Employment and Unemployment

Employment and Wages, Unemployment and Full Employment.

and Wage Rates, Explaining Unemployment

Fiscal Policy

The Federal Budget, Fiscal Policy ,Money ,Explaining ,Employment

Financial Intermediaries, Financial Regulations, Deregulations and Innovation, How Central Banks Create Money

Monetary Policy

The Central Bank, Controlling of Money Supply, the Demand for Money, Monetary Policy

Inflation

Inflation and Price Level, Demand-Pull Inflation, Cost-Push Inflation Effects of Inflation on output.

Text Book

Parkin Michael, '*Economics*', Fourth Edition, Addison- Wesley, 1998

Reference Books

• Mc Commell & Brue, '*Economic*' 15th Edition., Mc Graw Hill, INC

• Samuelson and Nordhaus, '*Economics 16th Edition*', McGraw Hill, New York.

Course Objectives:

This will be an introductory course for newly admitted students about the nature and sources of law, both Western and Islamic. It will cover definitions, functions and purposes of law, territorial nature of law, legal concepts of rights, property, persons etc.

Course Contents:

This will cover the entire Constitution of Pakistan 1973. However, emphasis would be on the nature of federalism under the constitution, the distribution of powers, the rights and various remedies, the supremacy of parliament and the independence of judiciary.

Recommended Reading:

- 1. Ishaque, Khalid M. Constitutional Limitations, 2nd edn. Karachi: Pakistan Law House, 2008. 29
- Karim, Justice (R) Fazal. Judicial Review of Public Actions. Islamabad: Pakistan Law House, 2006.
- Mahmood, Shaukat and Shaukat, Nadeem. Constitution of the Islamic Republic of Pakistan, 3rd edn. Lahore: Legal Research Centre, 1996.
- Munir, Muhammad. Constitution of the Islamic Republic of Pakistan: Being a Commentary on the Constitution of Pakistan, 1973. Lahore, Law Pub., 1975.
- Rizvi, Syed Shabbar Raza. Constitutional Law of Pakistan: Text, Case Law and Analytical Commentary. 2 nd re edn. Lahore: Vanguard, 2005.
- The Text of the ConFstitution of the Islamic Republic of Pakistan, 1973 (as amended).

Recommended Reading:

- Denning, Lord. The Discipline of Law. London: Butterworths, 1979.
- Dworkin, Ronald. Taking Rights Seriously. London: Duckworth, 1977.
- Fuller, Lon L. The Morality of Law, (re.). Delhi: Universal, 2009. (5th I rpt.).
- Harris, Phil, An Introduction to Law, 7 th edn. Cambridge: Cambridge University Press, 2007.
- Hart, H L A, The Concept of Law, 2 nd edn. Oxford: OUP, 1997. 6.
Posner Richard A. Overcoming Law. Delhi: Universal, 2007 (I.rpt.).

Course Objectives.

The course is designed to develop the writing skills of the students for advanced journalistic writing like, Editorial, Column, Feature, Book Reviews and Investigative Reporting. It should enable students to discriminate among different types of newspapers, writing apart from the news. This course is also planned to train the students in such a way that they should learn the basic techniques and principles for such writings. This course is also planned to guide the students that how a newspaperman dig out the real meanings of different events and thus guide the masses and help them in formation of opinion. Course contents.

Fact versus Opinion.**Sensationalism.****The Editorial**

- Evolution of Editorial.
- Forms of Editorials.
- Purpose of Editorial.
- Editorial as the former of public opinion.
- Functions of an Editorial Writer.
- The techniques of Editorial Writing.
- The contents of Editorial Page.
- The Editorial Page in Pakistan.

Feature Writing.

- Concept and Scope of Feature.
- Types of Feature.
- Sources for the material
- Policy / Slant & Style

- The importance of Pictorial Display in feature.

Column Writing.

- What is Column?
- Functions of a Columnist.
- Types of Columns
- Role of Columnist in a democratic society.

Reviews.

- What is a review?
- The purpose of Review writing
- The techniques of Review Writing
- Practice of Book reviewing, Radio reviewing, Television reviewing, Film reviewing, Art reviewing, Music Reviewing.

Investigative Reporting.

- Interpretative and Diplomatic Reporting Letter to the Editor.
- Editorial Cartoons.

Recommended Books.

- Feature Writing a Practical Introduction, Susan Pape & Sue Featherstone. SAGE publisher, 2006
- Writing Feature Articles, Brendan Hennessy, 4TH Edition, Focal Press 2006,
- Feature Nigari” by Shafiq Jhalandri.
- Kaalam Naweesi” by Shafiq Jhalandri
- Idaria Naweesi” by Hijazi Miskeen Ali.

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Semester V				
MS	MS-612	Media laws and ethics		3
MS	MS-613	Online Journalism		2+1
MS	MS-614	Radio Journalism		2+1
MS	MS-615	National and International Affairs		3
MS	MS-616	Media Culture & Society		3
MS	MS-617	Magazine Production		3
Total				18

Course 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.

Ethics

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

Media ethics

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

Ethical problems

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

Codes of Ethics and Application

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

Press Council of Pakistan

- Evolution, need, establishment and code of ethics

Media laws

- Introduction, need and nature
- Evolution of press laws in sub-continent and Pakistan.

- Salient features of the current press ordinances:-
 - PEMRA ordinance –establishment and salient features
 - Press Council Ordinance
 - Press Laws: An overview
 - Defamation Ordinance
 - Copy Right Act
 - Constitutional provisions on fundamental rights of speech, expression etc.

Books recommended

- Dr. Ahsan Akhtar Naz, Subahtic Zimadoryan Muqadra Qaum Zabar (Natal Language 1998, Islamabad).
- Javed Jabbar Qazi Faiz Isa, Mass Media Laws and Regulation in Pakistan
- Dr. Ahsan Akhtar Nar, Sohafti Qanane. A. H. Publishers, Urdu Bazar, Lahore
- Dr. Naz, Sabafti Khlaqiat, Azeem Academi Urdu Bazar, Lahore.
- Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.
- Dr. Muhammad Wasim Akbar, Zara e Blaghaur Islam Nomani Kutabkhana, Urdu Bazaar Lahor
- Ward, S. J. A., & Wasserman, H. (2010). Media ethics beyond borders : a global perspective. New York: Routledge. Ashley Packard, Digital Media Law (Wiley Blackwell, 2010); Charles Ess, Digital Media Ethics (Polity, 2009) Freedom of Expression. Center for Law & Democracy. International Media Support (free pdf) <http://www.mediasupport.org/wp-content/uploads/2015/02/foe-briefingnotes-ims-cld.pdf>
- Ali, Y.A. (2012). A Comparative Analysis of Media & Media Laws in Pakistan. Lahore: Sang- e-Meel Publications.
- Joseph Atkins (ed.), The Mission: Journalism, Ethics, and the World (Wiley-Blackwell, 2002);
- Philip Seib, The Global Journalist (Rowman & Littlefield, 2002).

Course Objectives.

This course will offer students a practical and theoretical understanding of online journalism, which promises to be at the forefront of all news gathering. Students will study the potentials and pitfalls of converged media platforms (as they apply to journalism), They will investigate the most current issues affecting online news gathering: the changing newsroom; the impact of blogging on journalistic transparency and citizen journalism, the economics of online news gathering; the political economy of information, and the creative and storytelling potentials of the new medium. Simultaneously, students will be learning the nuts and bolts of online storytelling: they will create their own online multimedia projects.

Course contents.**Introduction to Online Journalism**

- Basic definitions of Online Journalism (From various sources)
- Definitions of Online Journalism

Emergence/evolution of online journalism

- History of internet
- Development of online journalism

Characteristic, Importance of online journalism

- Real time
- Interactivity ▪ Multimedia
- One stop etc.

Various forms of Online Journalism like,

- social media sites,
- blogs etc.(Introductory)

- Online journalism in Pakistan(short overview)

What is browser?

- Internet Explorer, ▪ Mozilla,
- Chrome,
- Opera

What is search engine?

- Google,
- Bing,
- Ask.com,
- Yahoo

- How to search?

Online Videos for students

What are URL's?

- Creating an email account.
- Downloading software's,
- documents and reading materials including video lectures.

Ethics in Online Journalism

- Importance of Ethics and Principles in Digital Journalism
- Five Principles of Journalism

Truth &Accuracy Humanity Accountability

Fairness & Impartiality Independence

Usage of Material by Third party and its rules

- Usage of Photos and attribution
- Usage of Text
- Usage of Videos

Writing for the web

- Basic principles of writing for web
- Online news sources: What and which ones to trust
- Live blogging: Important addition to New Media writing
- Micro blogging through cell phones (EXERCISE)
- Multimedia storytelling: Taking news writing to another level
- Integrating social media in news writing (EXERCISE)
- Writing headlines and sub headlines
- Internet Headlines: Characteristics and differences from Print headlines
- How to write an Internet headline
- Do's and don'ts of writing smart Internet headlines
- Writing professional stories for internet with text, images, audio and videos. (EXERCISE)

Social Media

- Introduction to different social media websites
- Difference between blogs, Facebook and twitter
- Report, produce, and edit news stories using blogs, audio, video, photos, animations, and digital maps to tell nonfiction stories.
- Use of info graphics, digital image, and news to appeal to audiences.
- The concept and usage of Teasers
- Finding information, Distribution and feedback on social media
- Why social media and why not
- Ethical issues involve in social media.

Basic website development

- Qualities of good websites.
- Navigation buttons
- Site identity (Logo or Smart header)
- Content Ownership
- Lat Update or revised
- Informative titles to the content
- Link to the main page
- Search Facility
- Option of back previous page etc.

Tips for effective web design

- Fast loading website designs
- Clear Navigations
- All Resolutions (Compatible for all resolutions)
- Readable fonts etc.

Types of contents on websites (Static, Dynamic, Functional, Interactive)

- Static
- Dynamic
- Functional
- Interactive

What are navigations

General pages and its functions

- Home page,
- About
- Contact us etc

Components of website

- Header ▪ Footer
- Banner ▪ Charts
- Columns ▪ Tables

Introduction to blogs

Recommended Books.

- **The Online Journalism Handbook Skills to Survive and Thrive in the Digital Age**, Paul Bradshaw, Liisa Rohumaa.

- **A history of the internet and the digital future**, Johnny Ryan, Reaktion books, 2010.

- **Social Media Principles and Applications**, Pavica Sheldon, 2015

- **The New Media Handbook**, Andrew Dewdney and Peter Ride, Routledge, 2006

- **Web Production for Writers and Journalists**, Second edition, Jason Whittaker, Routledge, 2002.

- **Bloggerati, Twitterati How Blogs and Twitter Are Transforming Popular Culture**, Mary Cross, 2011.

- **Media today mass communication in a converging world**, Joseph Turow, 5th edition, Routledge, 2014.

Course Objectives.

This course intends to cover basic elements of news reporting, writing and editing, Interviewing current problems and issues in Radio Journalism, documentaries and commentaries etc. It further intends to provide practical base to the students to enable them to work in different economic media organizations.

Course contents.**Electronic Media Growth & Development in the Country.**

- Establishment of Pakistan Electronic Media Regulatory Authority (PEMRA).
- Salient features of PEMRA Ordinance 2002 (Radio).
- Electronic Media in Private Sector, FM Radio.

The Making of a Broadcaster:

Qualities of a Good Radio Journalist.

Newsroom Structure:**News Agenda:****Interviews.**

- Types of Interview.
- Interview Preparation:
- Question Technique:
- The Answers: The Interviewees.
- Special Interviews.

News Writing.

- Building the Story
- Writing Cues:

News Bulletin Styles.

- Bulletin Production.
- Bulletin Essentials.
- News Presentation.
- Reading the News.

News reading Mechanics.

Documentary

Feature

Packages

Technicalities.

- Technical side of broadcast

Audio Editing.

- Using Adobe Audition.

Studios.

- Studio Environment and Recording.

▪

- **Recommended Books.**

- **Radio Production**, Robert, McLeish, 5th Edition, Focal Press, 2005.
- **The Broadcast Journalism Handbook**, Gary Hudson, Sarah Rowlands, Pearson Longman, 2007.
- **The Radio Handbook**, Carole Fleming, Routledge, 2nd Edition, 2002.
- **The Radio Station, Broadcast, Satellite, & Internet**, Michael C. Keith, 8th Edition, Focal Press, 2010.
- **You Are On, How to Develop Great Media Skills for TV, Radio and the Internet**, Alec Sabin, Howtobooks, 2009.
- **Media Today, Mass Communication in a Converging World**, Joseph Turow, 5th Edition, Routledge, 2014.
- **Understanding Radio**, Andrew Crisell, 2nd Edition, Routledge, 2001.

Course Objectives.

This course is designed to provide the students an insight of events and affairs taking place in and around Pakistan, Grounding in 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.**Government and Press.**

- An overview of the freedom movement with special focus on Pakistan Movement. Ideological determination of the Country.
- Constitutional Development in Pakistan.
- Economic development plan. Foreign policy issues including SARRC.ECO and OIC.

Current Affairs.

- UN and its role in world affairs, Collapse of communism. New World Order and emergence of new economic blocs ASEAN and European Union. Globalization and World Trade Organization. NATO, SCO, Shanghai Cooperation Organization, OPEC.
- Major contemporary issues. Kashmir. Palestine. War against terrorism. Afghanistan and Iraq. Clash of civilization. Poverty alleviation. Issues relating to human rights.

Pakistan Relations with Neighbors

- Pak-Afghan Relations
- Pak-India Relations
- Pak-Iran Relations

- Pak-China Relations

Pakistan Relations with major powers

- Pak-US Relations
- Pak-Russia Relations
- Pakistan and the Western world

Major Global issues

- Terrorism
- Over population
- Weapons of mass Destruction
- War
- UN and its role in Uni Polar world

One Belt One Road

CPEC

Latest major developments in world affairs.

Recommended Books.

- G.Allana (1977), “Pakistan Movement-Historic Document”, Lahore Islamic Book Service.
- M.Mahmood. “The Constitution of the Islamic Republic of Pakistan”, 1973. Lahore. Pakistan Law Times Publication.

- Dr. Safdar Mehmood (1975), “A Political Study of Pakistan”, Lahore. S.H.Muhammad Ashraf.
- Rahir. Amin (1988), “Ethno-National Movements of Pakistan”, Islamabad. Institute of Policy Studies.
- Muzaffar Hussain Marthvi (1993), “Fundamentals of Pakistan Economics”, Karachi, Farooq Kitab Khana.
- Khalid Mehmood Shaikh, “Current Affairs”, (2001), Publishers Emporium (Regd).
- Dr. Syed Salauddin Ahmed (1996), “A critical Study”, Karachi. Comprehensive Book Service.
- Bahadur Khan Rodeni (1997), “Economic Development & Social Change in Pakistan”. Pakistan Study Centre, University of Balochistan, Quetta.
- M.Imtiaz Shahid (Edition), “Contemporary Affairs”, Carvan Enterprises Lahore.

Course Objectives

- To interrogate common sense assumptions of media influence against sociological explanations of the way the media works.
- To introduce the critical analysis of media and cultural forms through the study of industries and organizations, public discourse and politics, technology, and subcultures.
- To introduce key concepts, such as ‘representation’, ‘ideology’, ‘political economy’, ‘consumer culture’.
- To understand the relationship between the state, media and the public
- To develop an appreciation of the significance of media and culture in contemporary social and political life.

Course Content

The course examines a series of concepts that are key to understanding modern society: The ideas of culture; ideology and hegemony; discourse; media aesthetics, and digital convergence are all examined in depth. Class discussions investigate the history of communications techniques; the implication of media in the workings of power in modern societies; the politics of media aesthetics; the role of audiences in shaping media, and the impact of digital technologies. Specific examples are introduced to clarify the main ideas, including: the printing press; nineteenth century visual entertainments; early and avant garde films; fan-fiction, and computer games.

Readings:

Barker, C. (2000 & 2008) Cultural Studies: Theory and Practice London: Sage.
Branston, G. & Stafford, R. (1999 & 2003) The Media Student’s Book London: Routledge.
Fleming, D. (2000) (ed.) Formations: A 21st Century Media Studies Textbook Manchester University Press.
Inglis, D & Hughson, J. (2003) Confronting Culture: Sociological Vistas London: Polity

Course Objectives.

It will prepare you for a broad range of magazine scenarios, from writing for a glossy magazine; to researching a story for an online business-to-business publication; to reviewing a play for a national newspaper supplement and much in between.

Students will learn essential skills of reporting, feature writing, subbing, interviewing, researching, and design and layout. Students will produce print and online magazines.

It will give a thorough grounding in print and multimedia journalism. You will develop professional skills in reporting, interviewing, research, feature writing and production (print and online).

Course contents.

- Magazine Editor, Qualities and Functions.

Special & important aspects of Magazine Journalism.

Editorial Planning

- Responsibilities of Editorial Board.
- How editorial planning is carried out.

Collection of material for Magazine.

- How to collect content
- Sources

Criteria for selection of material.

- How to select content
- Sources
- Rewriting & editing material.

Proof reading.

- How it is carried out.

Principles and objectives of Make-up/Layout.

- Purpose
- Objectives
- Function and duties of layout designer.

Layout techniques.

- Designing a Magazine
- Purpose of Design
- Tools of Layout Design

Graphic Design.

- Introduction ▪ Purpose

Use of photographs.

- Editing Photos

Desktop Publishing.

- Purpose
- Designing
- **Electronic Magazines.**
- Purpose ▪ Design ▪ Readers

Newsletters.

- Purpose
- Designing

New horizons of specialized magazines;

- Business. ▪ Science. ▪ Sports.

B- Practical / Viva Voce

Recommended Books.

- Media Today & Introduction to Mass Communication
- **The Magazines Hand Book**, By Jenny McKay. Routledge 2000
- **Magazine Editing (How to Develop & Manage Successful Publications)**, By John Moorish 2nd Edition 2005
- **The Art of Making Magazine**, Edited By Victor S Narasky & Eran Cornog
- **Writing Feature Stories (How to Research & Write Newspaper & Magazine Articles)**. By Matthew Ricketson Published by Allen & Unwin, 2004 Edition
- **Media Today, Mass Communication in a Converging World**, Joseph Turow, 5th Edition, Routledge, 2014.
- **Fun-e-Sahafat**, by Khursheed Abdus Salam
- **Jadeed Urdu Sahafat**, by Masood Bin Mehmood.
 - Brenneck Clark. Magazine Article Writing New York.
 - Drewry J.E. 1951. Book Reviewing. Boston Macmillan Co.
 - Hohenberg. J. The Professional Journalist.
 - Reddick. D.C. 1949. Modern Feature Writing. New York.
 - Waldrap. 1955. Editor and Editorial Writing. A. G. Rinhart and Co.
 - Shafiq Jalandari. Feature Nigari.
 - Shafiq Jalandari. Kalam Naweesi
 - Miskeen Ali Hijazi. Idaria Naweesi.
 - Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Semester VI				
MS	MS-618	Media & Human Rights		3
MS	MS-619	Introduction to Film studies		3
MS	MS-620	Development Support Communication		3
MS	MS-621	Theories of Mass Communication I		2+1
MS	MS-622	Research Methodology		3
Total				15

Course Objectives

This particular course deals with good citizenship values and human rights components. Although the course does not strictly or necessarily fall under the category of English curriculum and syllabi, the contents/ topics designed for this course must be studied and used by the teachers of English language and literature to offer a comparative study with the textbooks they use for their classes.

- To promote human values, in particular religious tolerance for others to promote HR, in particular those of the minorities and ethnic groups
- To develop a cross-cultural understanding, to recognize the value of difference
- To relate human progress through a sense of diversity, good citizenship & tolerance for social harmony.

Contents:**FIRST PART:**

- The conceptual foundations of rights from a historical and philosophical perspective.
- What is Human Rights (HR)?
- Evolution of the Concept of HR
- Four Fundamentals in HR: freedom, equality, justice, and human dignity
- Concept of Right in Islam
- The Last address of the Holy Prophet (Peace be upon Him)
- Human rights in Pakistan

SECOND PART:

- International Human Rights movements by examining key international declarations, national and international organizations.
- The traditions of Western Human Rights
- The United Nations Human Rights Charter.
- Universal Declaration of HR
- Three Key Principles in HR: inalienability, indivisibility and universality.
- Are HR Universal? (debate/ discussion etc.)
- HR in South Asia: Issues

THIRD PART:

- The role of Media in Human Rights Debate;
- Media, Human Rights and Democracy
- Problems of Reporting Human Right
- Freedom of Speech, culture and Religion
- Social Media and Human Rights
- Media, Social Justice and the poor.
- Rights of Women
- Rights of Children (debate/ discussion on child labour, etc.)

Recommended Readings:

- 1. Dean, B. Joldoshalieva, R. & Sayani, F. (2006). Creating a Better World. Karachi, Pakistan: Aga Khan University, Institute for Educational Development.
- Ed. Williams, Isabel. (2008). Teaching Human Rights through English Education. Karachi: Oxford University Press.

Course Objectives:

Film is one of the most widely recognized phenomenon of the modern world, which started in the late nineteenth century and continues to chart a successful commercial and cultural path for itself. It serves various functions from projecting of an individual or national identity to indemnifying base stereotypes of others. Films fulfill needs of a plethora of audiences' tastes, from art-lovers to children's fairy-tales, and in the process, developing ever more dynamic ways to tell a story.

film. A close and detailed attention will be paid to the scholarship on films and different academic lens' through which this artistic and cultural spectacle is viewed. Readings will focus on Formalism, Surrealism, Feminism and Colonial perspectives to name but a few to study various ways that scholars analyze films, such steps would then be put up with our personal opinions to examine the resultant discourse.

Contents

- Introduction to Film Studies
- (Nature, Scope, Importance)
- Debate of Art and Culture in Pakistan.
- Film as a Tool of Mass Communication.
- Filmmaking in subcontinent and Its Early Footsteps 1896-1947.
- Films in Pakistan after independence and New Debate in Society.
- Act Enactment of Motion Picture, Cinema, Art and Entertainment.
- Pakistani Films Technology, Equipment, Distribution, Budget and Taxation.
- The Different Aspects of Cinema.
- The Role of Cinema
- Decline of Cinema in Pakistan
- Marketing, Film Production and Industry in Pakistan.
- Classification of Movies and Languages.
- Censorship Board

- NAFDEC
- Revenue
- National Culture Policy 2018 salient features
- Film as Industry in Pakistan 2018 (Government film policy)

Suggested Readings

- Javeed Jabbar (1982 Published by Wajidalis) “Snapshots”, Reflections in a Pakistani Eye.
- Javeed Jabbar (1971 Readers Associates Khi) “A Man in The Queue”, Society, Cinema, Advertising, TV, Theater.
- Javeed Jabbar (1st Edition 1995 Royal Book Company) “Soap and Soul” Marketing and Advertising in Asia and Pakistan.
- Aitzaz Ahsan (Royal Book Edition 2009) “The Indus SAGA and The Making Of Pakistan”.
- Syed Sibte-e-Hasan (8th Edition 1989 Published by Daniyal) “Pakistan Mein Tehzeeb Ka Irtiqa”.
- Dr. Arif Ansari (July-2011 Iqbal Publications) “Hindustani Film Ka Aghaz o Irtiqa”.
- Edited by Geoffrey Nowell-Smith (Oxford University Press 1996) “The Oxford History of World Cinema”.
- Andrew Dix (1st Indian Edition 2010 Viva Books) “Beginning Film Studies”.
- Edited by Peter Decherney and Blake Atwood (1st Edition 2015 Routledge Taylor & Francis Group) “Iranian Cinema in a Global Context Policy, Politics and Form”.
- Manishita Dass (Oxford University Press 2016) “Outside the Lettered City”, “Cinema, Modernity, and the Public Sphere in Late Colonial India”.
- Edited by Leo Braudy Marshall Cohen (7th Edition New York, Oxford University Press 2009) “Film Theory and Criticism”.
- Edited by Matthew D. Johnson, Keith B. Wagner, Tianqi Yu and Luke Vulpiani (1st Edition 2014 Blooms Bury NY ND) “China’s iGeneration”, “Cinema and Moving Image Culture for the Twenty-First Century”.
- Edited By Lucy Fischer (2009 Rutgers University Press) “American Cinema of the 1920s”, “Themes and Variations”

Course Objectives.

To explain the definition, principle, process of development and the role/ responsibilities of development support worker. List the socio-economic, Environmental, cultural, political and related issues which hinder development and means to solve through media in Balochistan. To develop, conduct and evaluate human resource development programme/project by using participatory approach. Explaining the principle of research related to development. It will also describe the management process and principles related to non-governmental Organizations (NGOs).

Course contents.**Introduction to Development Support Communication.**

- Basic concepts of Communication.
- Development as a Process and Goal
- Role of Communication in Development

Various Approaches to Development

- Theory of Modernization (Learner's Model) to the Third World perspective on development
- From Development Communication to Development Support Communication

Communication and Social Change

- Factors of Social Change
- Agents of Social Change

DSC Approaches and Problem

- The case of Balochistan province (Rural/Agriculture, Health, Education, Environmental issues, Population Welfare, Women and Child issues etc.

Communication and Diffusion

- Diffusion of Innovation, definitions and important stages of diffusion process
- Kinds of adopter

Advocacy and Social Change.

Recommended Books.

- **Development Communication Reframing the Role of the Media**, Thomas L. McPhail, Willey Blackwell, 2009
- **Understanding Social Problems**, Linda A. Mooney, David Knox, Caroline Schacht, 7th Edition, Wadsworth, 2011.
- **Communication for Development and Social Change**, Jan Servaes, Sage Publications, 2008.
- **Community Media Handbook A Good Practice Handbook**, Steve Buckley, UNESCO, 2011.
- **Media and Development What is the Story**, Gareth Locksley, World Bank Working Paper, 2009.
- **Writing a Communication Strategy for Development Programmes**, UNICEF, 2008.
- **Development Connections Unveiling the Impact of New Information Technologies**, Alberto Chong, 2011.

Course 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
- Klaper's phenomistic theory
- Diffusion theory Functional analysis
- Normative theories
- Social responsibility theory
- Development media theory
- Democratic participant theory

Recommended Books:

- Chafe, Steven H. "*Mass Communication Uses and Effects*", 3rd ed. MacGraw -Hil, New York.
- Joseph R. Mominick. "*The Dynamics of Mas Communication, 5th ed*". MacGraw- Hil, Inc. New York, 2014
- Werner J. Severin & James W. Tankard, Jr. "*Communication Theories: Origins, and Uses in the Mass Media, 3rd ed*". Longman Group Ltd, London, 2003.
- James Curan, Michael Gurevitch. "*Mass Media and Society, 3rd Edition*". St. Martin Press Inc. New York, 2000.
- Mac Quil. "*Theories of Communication, 2nd ed*". Longman Group Ltd. London.48
- Philp Rayner. "*Mass Media Studies: An Estantial Introduction*". Rutledge, New York. 2003.
- Defleur MelvinL. "*Theories of Mas Communication, 3rd ed*". David McKay Co. New York.
- Joseph, Dominic. "*Mass Media Research 4th ed*". Wadsworth Publishing Company, Belmont, California.
- Denis Everet , Marshal John. "*Media Debates. 2nd ed*". Longman Publisher, New York.

Course Objectives.

This course will explore the theories and application of media research through qualitative and quantitative research techniques. It will examine the paradigms, methods and techniques that can be applied to research in the behavioral and social sciences, with specific emphasis on media. To this end it will discuss surveys, case studies, experimental and quasi-experimental research, observation, focus group discussion, in-depth/intensive interview, content analysis, and document analysis.

It will also examine the planning and setting out of research papers and dissertations and various modes of analysis of research findings. Furthermore, the course will look at the development of abstracts and proposals and the skill to articulate the results to an audience or interested readership.

Course contents.**Mass Media research and scientific approaches. Research definition and types of Research.**

- Application perspective
- Objectives perspective
- Mode of Enquiry perspective

Variables and types of Variables

- Continuous Variable
- Discontinuous variable
- Independent Variable
- Dependent Variable

- Moderating Variables
- Intervening Variables

Hypothesis and types of Hypothesis.
Sampling and forms of Sampling.

- Population and Sample.
- Probability and Non-Probability.

Questionnaire and categories of Questionnaire.

- Constructing Questions.
- Questionnaire Design.
- Questionnaire Length.
- Pretesting.

Interviews

- Structured Interview
- Unstructured Interview

Content Analysis

Observations

- Participatory
- Non Participatory

Mechanics of writing research report

- How to write research paper ▪ Referencing.

Research ethics

- Plagiarism
- **Recommended Books.**
 - **Basics of Social Research, Qualitative and Quantitative Approaches**, W. Lawrence Neuman, 2nd Edition, 2007.
 - **The Basic of Social Research**, Earl Babbie, 4th Edition, Thomson Wadsworth, 2008.
 - **Media Research Methods, Measuring Audiences, Reactions and Impact**, Barrie Gunter, Sage Publications, 2000.
 - **Qualitative Research from Start to Finish**, Robert K. Yin, The Guilford Press, 2011.
 - **Mapping Your Thesis, The Comprehensive Manual of Theory and Techniques for Masters and Doctoral Research**, Barry White, Acer Press, 2011.

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Semester VII				
MS	MS- 623	Research Communication		3
MS	MS-624	International Communication		3
MS	MS-625	Theories of Mass Communication II		3
MS	MS-626	Crisis Reporting		3
MS	MS-	Elective:		3
MS	MS-	Elective:		3
Total				18

Course Objectives

- To prepare the students how to write state of the art research report complete with, proper chapterization, references, bibliography and the use of statistical procedure.

Course Contents.

- Basics of research report writing
- Referencing and bibliography preparation
- Computer based statistical techniques of data analysis and presentation
- Use of specific terms
- Social skills in interpersonal communication

Recommended Books.

- Social skills in interpersonal communication, by Owen Hargie, Christine Saunders, David Dickson 1981.
- Messages: The Communication Skills Book, by Mathew McKay, Martha Davis, Patrick Fannings 1995.
- Patton, Bobby r. and Kim Biffin, Interpersonal Communication: Basic Text and Reading, Harper and Row, Publisher, New York, Evanston, San Francisco, London.
- Lowery Shearon A. and Melvin L. DeFleur, Milestones in Mass Communication Research, Longman Publisher, USA.
- Klineberg, Otlo, social Psychology, Henry Halt and Company, New York.
- Peny John A. and Erna K. Perry, An Introduction to Social Science, Harper Collins Publisher, New York.

Course Objectives

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.

Aims and Objectives of the Course:

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 Contents:

- 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 t 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.

Recommended Books:

- Thussu, Kishan (2000). ***“International Communication”***. New York: Oxford University Press
- Baran, S. J. (2001). ***“Introduction to mass communication. Media literacy and culture”***.
 - California, London, Toronto: Mayfield Publishing Company.
- Baran, S. J. Davis, D.K. (2000). ***“Mass communication theory: Foundations, ferment, and future”***.
 - Ontario: Wadsworth.
- Barker, Chris. (1999). ***“Television globalization and cultural identities”***. Buckingham: Open University
 - Press.
- Cees. J. Hamelink. (1983). ***“Cultural autonomy in global communication: Planning national information policy”***. New York: Long man.
- Chauhan, S. &Chandra, N. (1997). ***“Modern journalism issues and challenges”***. Swati. New
- Esposito, J. L. (1992). ***“The islamicthreat-myth or reality”***. New York: Oxford University Press.
- Gurevitch, M.etal. (1982). ***“Culture, society and media”***. Lincoln, New York; Mathuen.
- Galtung, J. &Ruge, M. H(1965). ***“The structure of foreign news. Journal of Peace Research”***.Oslo.35pp
- Jaudt, F. E. (1995). ***“Inter cultural communication An introduction”***. UK. New Delhi: Sage.
- Michael Gurevitch, etal. (1982): ***“Culture, Society and the Media”***. Mathuen (Loncon and New York).
- Said, E.W. (1981). ***“Covering Islam”***,New York
- Sehultz, D. E. &Kitchen, P.J. (2001), ***“Communicating globally”***, Chicago: NTC business books.
- Thussu, D.k. (2000), ***“International communication: Continuity and change”***, N Y, London: Arnold.
- Thussu, D.K.&Freedman, D, (Eds.), (2003), ***“War and the media: Reporting conflict 24/7”***. New Delhi: VISTAAR Publication.
- Thussu, D.k. (1998), (Ed), ***“Electronic empires global media and local resistance”***, NY, London: Arnol.

Course 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.

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

- Social reality and mediated reality
- 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
- Marxism Theory.

Books Recommended

- Melvin L. Defleur. “*Mass Communication Theories: Explaining Origins, Processes, and Effects*”. By, Published by Routledge, 2016.
- Chaffee, Steven H. 2000. ‘*Mass Communication Uses and Effects*’, 3rd ed. Mac Grow Hill, New York.
- Stanley J. Baran and Dennis K. Davis. “*Mass Communication Theory, Foundations, Ferment, And Future*”.
- Werner J. Severin & James W. Tankard, Jr. 2003. ‘*Communication Theories: Origins, and Uses in the Mass Media*.’
- Denis Mc Quail. “*McQuail’s Mass Communication Theories, 6th Edition*”. Sage Publication.
- Robert S. Fortner, P.Mark Fackler. “*A Handbook of Media and Mass Communication Theory*”.
Editer (s): By John Wiley and Sons, Inc. 2014

Course Objectives.

This course explains the conflict and inter-linkages between conflict sensitivity, journalistic objectivity and safety and how to achieve an optimal balance. Conflict refers to some form of friction, disagreement, or discord arising within a group when the beliefs or actions of one or more members of the group are either resisted by or unacceptable to one or more members of another group.

Most journalism schools in Pakistan tend to focus on teaching techniques and ethical standards of reporting that are used in normal sociopolitical and economic conditions. Their curricula place emphasis on peacetime reporting, in which objectivity is the mainstay. However, journalism becomes more challenging, and at the same time crucial, when peace is disrupted by calamities, both human-induced and natural. It is believed that too many young journalists are venturing out into the field without a proper understanding of the risks involved. Examples include earthquake, floods, drought, outbreak of diseases, and mass displacement of people, which are not uncommon in Pakistan. In crisis situation, the journalist is required to go beyond routine journalism and work as a critical communication link between the stricken people and the first responders. In Pakistan, crises mostly occur in less-developed areas, which place enormous pressure on local journalists, who are not sufficiently equipped, both in terms of technology and expertise, to handle such difficult situations. Despite the increasing frequency of crisis or disaster coverage, there is a paucity of instructional material in journalism curricula about how to handle a crisis.

Understanding Crisis

- What is Crisis?
- How Crisis is different from Conflict.
- Trajectories of Crisis and Conflicts?
- How Crisis can turn onto a Conflict?
- Natural disasters, human induced; identifying triggers of Crisis.
- Identifying the vulnerable, mapping their landscape, assessing their needs
- Gender and Crisis
- Crisis Management.

Physical Safety of Journalists

- Understanding the trajectory of Crisis
- Identifying actors/parties in the Crisis
- Understanding geography of a crisis zone
- Risk Assessment networking with other journalists
- Basic Knowledge of first aid
- Appropriate language (As a tool of physical safety)

Ethical standards in Crisis Reporting

- Introduction to ethics
- Difference between ethics and laws
- Ethics vs morality
- Understanding cultural and religious sensitivities of stricken people
- Code of conduct ICFJ Model and IFJ Model
- Language of reporting: Using appropriate language
- Techniques of interviewing victims.

Digital Safety

- General principle of security (Introduction to internet and mobile phone system)
- Identifying suitable digital tools
- Securing data on digital devices
- Recovering from data loss
- Using social media for crisis reporting

Suggested Readings

- Approaching Ethical Crisis Communication with Accuracy and Sensitivity: Exploring Common Ground and Gaps between Journalism and Public Relations Lucinda Austin, Ph.D. & Yan Jin, Ph.D., Public Relations Journal, Vol. 9, No. 1 (Spring 2015) available at <http://www.prsa.org/Intelligence/PRJournal/Documents/2015v09n01AustinJin.pdf>
- Media Credibility and Crisis Reporting, available at <http://www.salzburg.umd.edu/unesco/media-credibility-crisis-reporting>

- Fight Back Using the Journalistic Ethics Code, available at <http://www.bernsteincrisismanagement.com/newsletter/crisis-manager-100720.html>
- Aidan White, Quality Journalism in Times of Conflict: Challenges and Opportunities,
- Available at <http://ethicaljournalismnetwork.org/en/contents/quality-journalism-in-times-of-conflict-challenges-and-opportunities>
- Disaster and Crisis Coverage By Deborah Potter and Sherry Ricchiardi, http://www.icfj.org/sites/default/files/Disaster_Crisis.pdf
- Crisis Reporting in Age of Social Media http://dartcenter.org/content/journalisms-new-frontier-high-stakes-world-crisis-reporting-in-age-social-media#.VeFvn_mqqko
- A Moment of Crisis and an Ethical Turning Point for Journalism - 26 July 2012
- <http://ethicaljournalismnetwork.org/en/contents/a-moment-of-crisis-and-an-ethical-turning-point-for-journalism>
- Reporting Under Threat by Adnan Rehmat available at <file:///C:/Users/Media%20House/Downloads/Reporting-Under-Threat-By-Adnan-Rehmat-Testimonies-of-Pakistani-Journalists.pdf>
- Journalism Ethics: Evidence from Media Industry of Pakistan by
- Sidra Arshad and Badar Nadeem Ashraf available at <http://www.aiou.edu.pk/gmj/GMJ%20Fall%202014/Journalism%20Ethics-20Evidence%20from%20Media%20Industry%20of%20%20Paki stan.docx>
- Practical Guide Tips for Conflict Reporting by Bashir Ahmed Tahir (2009) available at http://intermedia.org.pk/docs/conflict_reoprting_guide.pdf
- Practicing Safe Journalism in Conflict Conditions - A Safety Guidebook for Pakistani Journalists by Aurangzaib Khan and Adnan Rehmat (2011) available at <https://www.fes.de/themen/menschenrechtspreis/pdf/mrp2012/Inter media.pdf>
- Code of Ethics by Society of Professional Journalists (2014) available at <http://www.spj.org/ethicscode.asp>
- Media Ethics - Why & How? A case study of Pakistan by Muhammad Nasir (2013) available at <http://journal-archives30.webs.com/224-236.pdf>
- Journalism Safety: Threats to Media Workers and Measures to Protect Them by International news Safety Institute, available at <http://www.newssafety.org/uploads/Good%20Practice%20INSI%20Final%20Feb2014.pdf>
- On Assignment: Covering Conflict Safely by the Committee to Protect Journalists <https://cpj.org/Briefings/2003/safety/safety.pdf>
- Reporting Under Threat, <http://www.dawn.com/news/1102050>

MS- _____ Elective 3+0 Cr. Hr.

Elective course is to be chosen from the List.

MS- _____ Elective 3+0 Cr. Hr.

Elective course is to be chosen from the List.

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Semester VIII				
MS	MS-627	Conflict Sensitive Journalism		3
MS	MS-628	Thesis		3
MS	MS-629	Internship		3
MS	MS-	Elective:		3
MS	MS-	Elective:		3
Total				15

Course Objectives:

Conflict sensitive Journalism Course is a dynamic attempt to learn the essential concepts before reporting a conflict. This course essentially students thematic, theoretical and practical insight in to the conflict reporting field. The course and manual gives language, representation and conflict a major say to understand expression and escalation of reporting conflict events and issues.

This course explores conflict sensitive journalism as a field of theoretical and practical inquiry and research. The course will explore current perspectives, underlying assumptions and a variety of models in reporting conflict with a view to emphasize conflict sensitive reporting. It also includes consideration of underlying sources of conflict, the multiplicity of causes and dynamics leading to manifest expression and escalation, with a focus on the strategic choices made by pares to a conflict.

This course is designed for students who aspire to become professional journalists (print, electronic and web), conflict analysts or communication experts, with a focus on conflict situation. The main objective of the course is to equip journalism students with concepts, skills and tools in order for them to objectively report for newspapers, radio, TV and websites in a conflict situation.

Understanding Conflict

- What is conflict?
- How conflict is different from dispute?
- How conflict is different from feud?
- Types of conflicts (Local, regional, national and International)

Causes of Conflict

- Dynamics of conflict
- Identifying conflict situation
- Identifying pares to the conflict
- Interests of conflicting pares
- Understanding violence and its types

Reporting conflict

- What is conflict sensitive journalism
- Basic knowledge about geography and demography
- Understanding cultural/sectarian/linguistic fault lines
- Identifying and cultivating sources in conflict area
- How to critically assess information before its dissemination?
- Know how of internationally recognized human rights; rights and duties of journalists

What is conflict sensitive language?

- Exaggeration
- Inciteful
- Loaded adjectives
- Slang
- Polysemous words
- How language can escalate a conflict?
- How language can deescalate the conflict?
- Socio-culture sensitive language
- Conflict sensitive practices in the field
- Conflict sensitive practices in newsrooms
- Understand about the different styles in which media may approach a conflict
- Understanding Media' role

Suggested Readings

- Christina Archetti (2013). Explaining News: National politics and journalistic culture in international context. California: Palgrave.
- Conflict sensitive journalism, available at <http://www.mediadiversity.org/en/index.php?uopon=com>

- [_content&view=article&id 293:conflict-sensitivejournalism- handbook-](#)
- Conflict Sensitive Journalism: Moving Towards a Holistic Framework, available <http://www.mediasupport.org/publication/conflict-sensitive-journalism-moving-towards-a-holistic-framework->
- Kurt R. Spillmann and Kati Spillmann, "Some sociobiological and psychological of 'images of the enemy'" In Ragnhild Fiebig-von Hase and Ursula Lehmkuhl (eds.) (1998). *Enemy images in the American history*. Oxford: Beghahn Books.
- Peter L. Berger and Thomas Luckmann (2005). *The social construction of reality: A treatise in the sociology of knowledge*. New York: Penguin.
- Roger Fowler (1999). *Language in the News: Discourse and Ideology in the Press*, London: Routledge.
- Ross Howard (2009). *Conflict-Sensitive Reporting: State of the Art (A Course for Journalists and Journalism Educators)*, Unesco: available at <http://unesdoc.unesco.org/images/0018/001869/186986e>
- Stuart Hall, "New ethnicities" In David Morley and Kuan-Hsing Chen (eds.) (2005).
- Stuart Hall: *Critical dialogues in cultural studies*. London: Routledge.
- Stuart Hall (2007). *Representation*, London: Routledge.
- Wilhelm Kempf (2007). *Peace journalism: A tightrope walk between advocacy journalism and constructive conflict coverage*, available at [hp://www.cco.regener-online.de/2007_2/pdf/kempf.pdf](http://www.cco.regener-online.de/2007_2/pdf/kempf.pdf)

MS- 628 **Research Project/ Thesis** **3 Cr. Hr.**

Course Objectives

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.

MS- 629 **Internship** **3 Cr. Hr.**

MS- **Elective** **3+0 Cr. Hr.**

Elective course is to be chosen from the List.

MS- **Elective** **3+0 Cr. Hr.**

Elective course is to be chosen from the List.

Semester-wise Course Allocation
BS (Media Studies) Degree Program

Elective Courses			
MS	MS-630	Social Media Production	2+1
MS	MS-631	Advertising-I	2+1
MS	MS-632	Public Relation-I	2+1
MS	MS-633	Advertising-II	2+1
MS	MS-634	Public Relation-II	2+1
MS	MS-635	Radio News Reporting & Production	2+1
MS	MS-636	TV News Reporting & Production	2+1
MS	MS-637	Radio Program Production	2+1
MS	MS-638	TV Program Production	2+1
MS	MS-639	Research Methodology II	3
MS	MS-640	Final Project	3
MS	MS-641	Advance Reporting	2+1
MS	MS-642	Newspaper Management & Production	2+1
MS	MS-643	Magazine Production/Publication project	2+1
MS	MS-644	Development Communication & Social Change	3
MS	MS-645	Development Journalism	2+1
MS	MS-646	Rural & Urban Sociology	3
MS	MS-647	Advocacy & DSC Campaigns (Practicum)	2+1

Course Objective

The overall aims of this course are equip students with 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

Course Contents

- 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)
- 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
- 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
- Developing own news website and techniques of daily updating, text, photos and videos
- Building a word press powered website
- Search Engine Optimization (SEO)
- Creating a blog and using social media applications
- Bring traffic to your stories

- Building your online brand
- Ethics of social media

Recommended Books:

- Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets by Mike Friedrichsen, Wolfgang Mühl-Benninghaus-2013
- British Qualifications 2016: A Complete Guide to Professional, Vocational By Philip Kogan- 2016
- Social Media and Music:The Digital Field of Cultural Production by Cecilia Suhr Peter Lang- 2012
- Graph-Based Social Media Analysis by Ioannis Pitas-2016

Course 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 66
2. Bovee/William F. Arens, Arwin Homwood, Boston, Contemporary Advertising, 4th Ed. 1992
3. Jerry A. Hendrix, Wads worth, Belmont, Public Relations Cases, 1992

4. David A. Aaker, Advertising Management. PrenticeHall, 4th Ed. India, 1996
5. Commodity Advertising, Olan D. Forker, New York, 1993
6. Norman Hart, The Practice of Advertising, 4th Ed. London . 1995
7. Fred E. Hahn, Do It Yourself Advertising, John Willey & Sons, New York, 1993

Course 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.

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 67 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 CollinsPublishers,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

Course 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.

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.

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, 3rd 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”, PrenticeHall, 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 in Marketing, 1982.

Course Contents:

- 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.

Course 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, 64
7. Idrees Siddique, Radio Journalism in Pakistan, Feroz sons, Lahore, 1990

Course 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. Litale, Wadsworth, Belmont, 1990
6. ENG Television News, Charles F. Cremer, 3rd Ed. McGraw Hill, New York, 1996
7. Television Journalism, Shahida Kazi, Translated by Aju-eKamal, Dunya-e-Adab, Karachi,

Course 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. 75
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 4th 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.

Course 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 76
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-eKamal, 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

Course Objectives

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

Contents

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

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

Tabulation and interpretation of data

- Quantitative measurement
- Reliability and validity
- Survey method development of a questionnaire ,Scales, Index score
- Ethics in research

Books Recommended

1. Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Sainifor Dominant Publisher and Distinctions, Orient Offset Dehli, 110053.
2. N. C. Pant, "Modern Journalism–Principles and Practices", first Edition 2002, Kanishka Publisher 4697/5-21A, Ansari Road, Darya Ganj, New Dehli-110002.
3. Shearon A. Lowery, Melvinl.DE Fleur, "Milestones in Mass Communication Research", Second Edition 1988, LongmanInc95, Church Street, White Plains,

Course 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, 3rd, Ed. 1994
2. Herbert Strenzt, News Reporters & News Sources, Prentice Hall, New Delhi, 2nd ed, 1992
3. George Kennedy, Daryl R. Moen, Don Rauly, News Reporting & Writing, Brain S. Brook, St Martin's Press, New York, 4 th ed 1992
4. Fred Fedler, Reporting for the Print Media, Harcourt Brad college Publishers, Forth worth, 5th ed 1993
5. Curtis D. Mac Dougal, Macmillan, Interpretative Reporting, New York 8th Ed. 1982 62
6. Paul Williams, Heinemann, The Computerized Newspaper, London, 1990
7. Clark R. Mollenhoff, Macmillan, Investigative Reporting, New York. 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

Course 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, 4th 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, Heinne man, Modern Newspaper Editing & Production, London.1987.

Course 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.)
9. Function and duties of Makeup Editor
10. Layout techniques
11. Pictorial Display

Recommended Books

1. Click, J. W. Russel N. "Magazine Editing and Production"
2. Edom, Clifton C. "Photojournalism: 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 (fourth Edition)"
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"

Course Objectives

This course provides a view 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 development all issues.

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 Problems
- Administration Problem
- Media Sociology
- NGS's and their working

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

Books Recommended:

1. AIOU. 2002. *'Reader on Development Support Communication'*, Department of Communication. AIOU, Islamabad.
2. Anjaneyulu, ShriK.et.al.1999. *'Local Radio. Making an impact. Agricultural Information Development Bulletin'*.
3. Ascroft, Joseph. 1991. The Professof *'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 Copywriters'*. Development Communication Report.
5. Hedebrø, Goran. 1999. *'New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view'*, Iowa: The Iowa State University Press

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 79

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
- o
- o
- o **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 Value of land
- o Living standard
- o Typical rural problem
- o Welfare programme

Opportunity of Education

- Important factors
- Financial restraint
- Cultural card
- 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 80 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

Course Outline:

- 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.

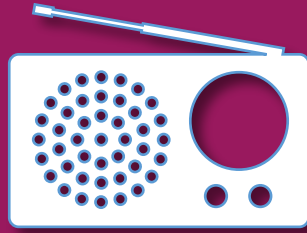
Writing development messages for less educated audience: Specific requirements of media writing with special reference to radio and television Special efforts to develop in-depth coverage regarding various efforts made by NGO in any one area.

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 82*
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.*



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