

**CURRICULUM
OF
MASS COMMUNICATION
BS (4-YEAR)**

2008



**HIGHER EDUCATION COMMISSION
ISLAMABAD**

CURRICULUM DIVISION, HEC

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PREFACE

Curriculum development is a highly organized and systematic process and involves a number of procedures. Many of these procedures include incorporating the results from international research studies and reforms made in other countries. These studies and reforms are then related to the particular subject and the position in Pakistan so that the proposed curriculum may have its roots in the socio-economics setup in which it is to be introduced. Hence, unlike a machine, it is not possible to accept any curriculum in its entirety. It has to be studied thoroughly and all aspects are to be critically examined before any component is recommended for adoption.

In exercise of the powers conferred by sub-section (1) of section 3 of the Federal Supervision of Curricula Textbooks and Maintenance of Standards of Education Act 1976, the Federal Government vide notification No. D773/76-JEA (cur.), dated December 4th 1976, appointed the University Grants Commission as the competent authority to look after the curriculum revision work beyond class XII at the bachelor level and onwards to all degrees, certificates and diplomas awarded by degree colleges, universities and other institutions of higher education.

In pursuance of the above decisions and directives, the Higher Education Commission (HEC) is continually performing curriculum revision in collaboration with universities. According to the decision of the special meeting of Vice-Chancellor's Committee, the curriculum of a subject must be reviewed after every 3 years.

A committee of experts comprising of conveners from the National Curriculum Revision of HEC in Basic, Applied Social Sciences and Engineering disciplines met in April 2007 and developed a unified template to standardize degree programs in the country to bring the national curriculum at par with international standards, and to fulfill the needs of the local industries. It also aimed to give a basic, broad based knowledge to the students to ensure the quality of education. The new BS degree shall be of 4 years duration, and will require the completion of 130-136 credit hours. For those social sciences and basic sciences degrees, 63.50% of the curriculum will consist of discipline specific courses, and 36.50% will consist of compulsory courses and general courses offered through other departments.

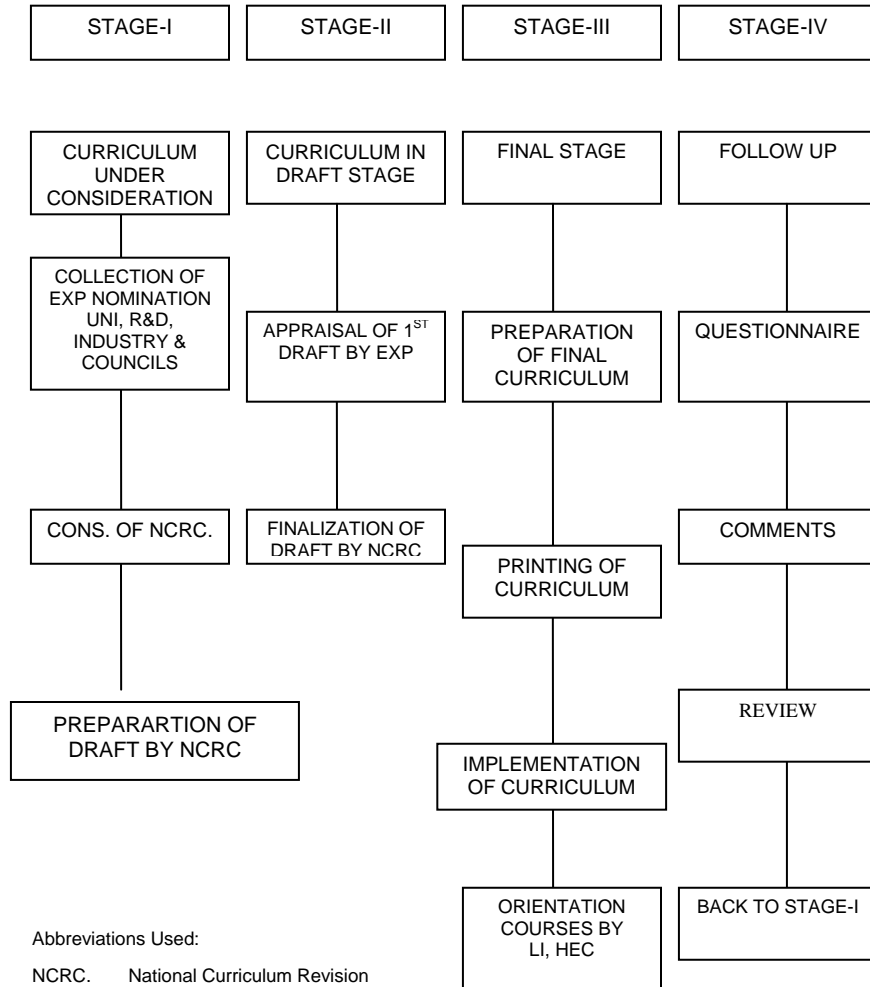
For the purpose of curriculum revision various committees are constituted at the national level, comprising of senior teachers nominated by universities, degree awarding institutions, R&D organizations and respective accreditation councils. The National Curriculum Revision

Committee for Mass Communication in a meeting held on June 3-4, 2008 at the HEC Regional Centre, Karachi in continuation of its earlier meeting held on April 21-22, 2008 at HEC Regional Centre, Lahore revised the curriculum in light of the unified template. The final draft prepared by the National Curriculum Revision Special Committee, duly approved by the competent authority, is being circulated for implementation in the concerned institutions.

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

July 2008

CURRICULUM DEVELOPMENT



Abbreviations Used:

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

INTRODUCTION

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

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

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

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

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

Earlier, during the preliminary meeting of the Committee held in Lahore on April 21-22 2008, Dr. Riaz-ul-Tariq, Member Academic, Higher Education Commission stressed the need for research publication and adoption of new teaching methodologies by the faculty members. He also underlined the importance of updating curricula in the changing competitive environment and expressed the hope that the expertise of the Committee members would prove fruitful.

During the hectic sessions at Lahore and Karachi, the participants noted that without basic infrastructure which is inexistent in most of the Mass Communication departments of the public-sector universities, the implementation of BS 4-Year Program of studies would be difficult. A sub-committee was formed with consensus to furnish the recommendations in this regard. After detailed discussion, the committee suggested the basic requirements for strengthening a department (recommendations are attached as Annexure-A).

The Curriculum Revision Committee meetings were attended by:

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

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

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

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

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

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

Mr. Sajjad Ahmed Paracha, (Attended the second
Assistant Professor meeting only)
Department of Media Studies,
Islamia University
Bahawalpur

Dr. Syed Abdul Siraj, Associate Professor,
Department of Mass Communication,
Allama Iqbal Open University,
Islamabad

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

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

Attended the
second meeting
only

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

Attended the
second meeting
only

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

Secretary

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

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

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

Mr. Naveed Iqbal Ch.
Lecturer, Institute of Communication Studies,
Punjab University, Lahore.

Dr. Shah Jahan Syed,
Chairman, Department of Journalism & Mass
Communication, University of Peshawar,
Peshawar

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

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

Mr. Mudassir Mukhtar,
Lecturer, Dept. of Mass Communication,
National University of Modern Language,
H-9, Islamabad

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

STRUCTURE

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	9	27
4.	Major Courses including research project / Internship	14	42
5.	Electives within the major	4	12
Total		44	130

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

LAYOUT

Compulsory Requirements (the students has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
8 courses		8 courses		9-10 courses	
24 Credit hours		24 Cr hours		30-33 credit hours	
Subject	CrHr	Subject	Crhr	Subject	Crhr
1. Functional English-I	3	1. Optional-I	3	1. Introduction to Mass Communication	3
2. Writing & Presentation Skill (English-II)	3	2. Optional-II	3	2. Contemporary World Media	3
3. Communication skill (English-III)	3	3. Optional-III	3	3. Functional Urdu	3
4. English IV/Univ. Optional*	3	4. Optional-IV	3	4. National & International Affairs	3
5. Pakistan Studies	3	5. Optional-V	3	5. Mass Media in Pak	3
6. Islamic Studies/Ethics	3	6. Optional-VI	3	6. Journalistic Writing	3
7. Statistics-Cum Mathematics-I	3	7. Optional-VII	3	7. Broadcast Journalism	3
8. Statistics/Univ. Optional*	3	8. Optional-VIII	3	8. Introduction to Adve. & Public Relations	3
9. Computer Skills	3			9. News Reporting & Writing	3
25		24		27	

Major courses Including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit Hours		12 Credit Hours	
Subject	Cr. Hr	Subject	Cr.Hr
1. Online Journalism	3	1. Specialization Course-I	3
2. Media Seminar	3	2. Specialization Course-II	3
3. Theories of Communication-I	3	3. Specialization Course-III	3
4. Theories of Communication-II	3	4. Specialization Course-IV	3
5. Sub-Editing and Page Design (Theory and Practices)	3		
6. Featured, Column & Editorial Writing (theory and Practice)	3		
7. Research Methods-I	3		
8. Research Methods-II	3		
9. Development Communication/ Journalism	3		
10. Media Ethics and Law	3		
11. Media Management & Marketing	3		
12. Specialization Journalism	3		
13. Research Report	3		
14. Internship	3		
42		12	

Major courses including research project/internship		Elective Courses within the major	
11-13 courses		4 courses	
36-42 Credit Hours		12 Credit Hours	
Subject	Cr. Hr	Subject	Cr. Hr
1. Online Journalism	3	1. Specialization Course – I	3
2. Media Seminar	3	2. Specialization Course – II	3
3. Theories of Communication – I	3	3. Specialization Course – III	3
4. Theories of Communication – II	3	4. Specialization Course – IV	3
5. Sub Editing & page Designing (theory & Practice)	3		3
6. Feature, Column & Editorial writing (theory & Practice)	3		
7. Research Methods – I	3		
8. Research Methods – II	3		
9. Developmental Communication / Journalism			
10. Media Ethics & Law			
11. Media Management & Marketing			
12. Specialized Journalism			
13. Research Report			
14. Internship			
	42		12

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

- * **University has the option to recommend any other course in lieu of English IV**
- ** **University may recommend any other course in lieu of Mathematics II**

SEMESTER—I

1. English – I	3
2. Islamic Studies	2
3. Introduction to Communication	3
4. Computer Skills	3
5. Subsidiary Subject –I	3
6. Subsidiary Subject – II	3
Total	17

SEMESTER—II

1. English – II	3
2. Pak Studies	2
3. Contemporary World Media	3
4. Statistics Cum Mathematics	3
5. Subsidiary – III	3
6. Subsidiary – IV	3
Total	17

SEMESTER—III

1. English – III	3
2. Functional Urdu	3
3. National & International Affairs	3
4. Statistics / University Optional	3
5. Subsidiary – V	3
6. Subsidiary – VI	3
Total	18

SEMESTER—IV

1. English IV / University Optional	3
2. Mass Media in Pakistan	3
3. Writing Workshop	3
4. Subsidiary – VII	3
5. Subsidiary – VIII	3
Total	15

SEMESTER—V

1. News Reporting & Writing	3
2. Broadcast Journalism	3

3. Online Journalism	3
4. Media Seminar	3
5. Theories of Communication – I	3
Total	15

SEMESTER—VI

1. Sub Editing & Page Designing (Theory & Practice)	3
2. Feature, Column & Editorial Writing (Theory & Practice)	3
3. Research Methods – I	3
4. Theories of Communication – II	3
5. Introduction to Advertising & Public Relations	3
Total	15

SEMESTER—VII

1. Research Methods – II	3
2. Development Communication	3
3. Media Ethics and Laws	3
4. Course from Specialization	3
5. Course from Specialization	3
Total	15

SEMESTER—VIII

1. Research Report	3
2. Media Management & Marketing	3
3. Specialized Journalism – Health, Education, Economics, Environment, Women & Media, Labour, Regional Media, Media in SAARC Countries, Sports, Rural Journalism etc. (Out of these subjects, one can be opted).	3
4. Course from Specialization	3
5. Course from Specialization	3
6. Internship	3
Total	18

TOTAL C	130
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Note: Universities may add two courses of 3 credit hours each according to their requirements and available facilities.

SCHEME OF STUDIES IN

COMPULSORY COURSES

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

DETAILS OF COURSES

FUNCTIONAL ENGLISH-I

OBJECTIVES:

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

CONTENTS:

Grammar:

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

Comprehension:

Answers to questions on a given text

- Reading Skills

Skimming, scanning, predicting and guessing

- Writing Skills

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

- Speaking Skills

Spoken English techniques

Discussion

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

Listening

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

Translation skills

Urdu to English

Paragraph writing

Topics to be chosen at the discretion of the teacher

Note: Extensive reading is required for vocabulary building

Recommended books:

1. Functional English

a) Grammar

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

b) Writing

1. Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand and Françoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0 19 435405 7 Pages 20-27 and 35-41.

c) Reading/Comprehension

1. Reading. Upper Intermediate. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 453402 2.

d) Speaking

1. 'Mind Your Language' by British Broadcasting Corporation (Book with CDs & Cassettes)
2. 'Choosing Your English' by British Broadcasting Corporation (Books with CDs & Cassettes)
3. 'Follow Me' by British Broadcasting Corporation (Book with CDs & Cassettes)

COMMUNICATION SKILLS

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

CONTENTS:

Paragraph writing

Practice in writing a good, unified and coherent paragraph

Essay writing

Introduction

CV and job application

Translation skills

Urdu to English

Study skills

Skimming and scanning, intensive and extensive, and speed reading, summary and précis writing and comprehension

Academic skills

Letter / memo writing and minutes of the meeting, use of library and internet resources

Presentation skills

Personality development (emphasis on content, style and pronunciation)

Note: documentaries to be shown for discussion and review

Recommended books:

- a) Grammar
 1. Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 2. Third edition. Oxford University Press 1986. ISBN 0 19 431350 6.
- b) Writing
 1. Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand and Françoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 019 435405 7 Pages 45-53 (note taking).

2. Writing. Upper-Intermediate by Rob Nolasco. Oxford Supplementary Skills. Fourth Impression 1992. ISBN 0 19 435406 5 (particularly good for writing memos, introduction to presentations, descriptive and argumentative writing).
- c) Reading
1. Reading. Advanced. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1991. ISBN 0 19 453403 0.
 2. Reading and Study Skills by John Langan
 3. Study Skills by Riachard Yorky.

TECHNICAL WRITING AND PRESENTATION SKILLS

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

CONTENTS

Essay writing

Descriptive, narrative, discursive, argumentative

Academic writing

How to write a proposal for research paper/term paper

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

TECHNICAL REPORT WRITING

PROGRESS REPORT WRITING

Presentation Skills

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

Note: *Extensive reading is required for vocabulary building*

Recommended books:

Technical Writing and Presentation Skills

- a) Essay Writing and Academic Writing

1. Writing. Advanced by Ron White. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 435407 3 (particularly suitable for discursive, descriptive, argumentative and report writing).
2. College Writing Skills by John Langan. Mc=Graw-Hill Higher Education. 2004.
3. Patterns of College Writing (4th edition) by Laurie G. Kirszner and Stephen R. Mandell. St. Martin's Press.

b) Presentation Skills

c) Reading

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

PAKISTAN STUDIES (COMPULSORY)

Objectives:

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

CONTENTS:

1. Historical Perspective

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

2. Government and Politics in Pakistan

Political and constitutional phases:

- a. 1947-58
- b. 1958-71
- c. 1971-77
- d. 1977-88
- e. 1988-99
- f. 1999 onward

3. Contemporary Pakistan

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

Books Recommended

1. Burki, Shahid Javed. *State & Society in Pakistan*, The Macmillan Press Ltd 1980.
2. Akbar, S. Zaidi. *Issue in Pakistan's Economy*. Karachi: Oxford University Press, 2000.
3. S.M. Burke and Lawrence Ziring. *Pakistan's Foreign policy: An Historical analysis*. Karachi: Oxford University Press, 1993.
4. Mehmood, Safdar. *Pakistan Political Roots & Development*. Lahore, 1994.
5. Wilcox, Wayne. *The Emergence of Banglades.*, Washington: American Enterprise, Institute of Public Policy Research, 1972.
6. Mehmood, Safdar. *Pakistan Kayyun Toota*, Lahore: Idara-e-Saqafat-e-Islamia, Club Road, nd.
7. Amin, Tahir. *Ethno - National Movement in Pakistan*, Islamabad: Institute of Policy Studies, Islamabad.
8. Ziring, Lawrence. *Enigma of Political Development*. Kent England: WmDawson & sons Ltd, 1980.
9. Zahid, Ansar. *History & Culture of Sindh*. Karachi: Royal Book Company, 1980.
10. Afzal, M. Rafique. *Political Parties in Pakistan*, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.

11. Sayeed, Khalid Bin. *The Political System of Pakistan*. Boston: Houghton Mifflin, 1967.
12. Aziz, K.K. *Party, Politics in Pakistan*, Islamabad: National Commission on Historical and Cultural Research, 1976.
13. Muhammad Waseem, *Pakistan Under Martial Law*, Lahore: Vanguard, 1987.
14. Haq, Noor ul. *Making of Pakistan: The Military Perspective*. Islamabad: National Commission on Historical and Cultural Research, 1993.
15. Qazi, Shahida “*Pakistan Studies in Focus*”, FEP Karachi 2002

ISLAMIC STUDIES

Objectives:

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

CONTENTS:

Introduction to Quranic Studies

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

Study of Selected Text of Holy Quran

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

Seerat of Holy Prophet (SAWW)-I

- 1) Life of Muhammad Bin Abdullah (Before Prophet Hood)

- 2) Life of Holy Prophet (S.A.W) in Makkah
- 3) Important Lessons Derived from the life of Holy Prophet in Makkah

Seerat of Holy Prophet (SAWW)-II

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

Introduction to Sunnah

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

Islamic Culture & Civilization

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

Islamic Economic System

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

Political System of Islam

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

Islamic History

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

Social System of Islam

- 1) BASIC CONCEPTS OF SOCIAL SYSTEM OF ISLAM
- 2) ELEMENTS OF FAMILY
- 3) ETHICAL VALUES OF ISLAM

Recommended Books:

- 1) Hameed ullah Muhammad, "Emergence of Islam", IRI, Islamabad
- 2) Hameed ullah Muhammad, "Muslim Conduct of State"
- 3) Hameed ullah Muhammad, "Introduction to Islam"
- 4) Mulana Muhammad Yousaf Islahi,"
- 5) Hussain Hamid Hassan, "An Introduction to the Study of Islamic Law" leaf Publication Islamabad, Pakistan.
- 6) Ahmad Hasan, "Principles of Islamic Jurisprudence" Islamic Research Institute, International Islamic University, Islamabad (1993)
- 7) Mir Waliullah, "Muslim Jrisprudence and the Quranic Law of Crimes" Islamic Book Service (1982)
- 8) H.S. Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep Publications New Delhi (1989)
- 9) Dr. Muhammad Zia-ul-Haq, "Introduction to Al Sharia Al Islamia" Allama Iqbal Open University, Islamabad (2001).

COMPUTER SKILLS FOR MASS COMMUNICATION

Objectives:

This course is aimed at introducing the students to computer technology and techniques with the view to acquaint them with its use in Print and Electronic Media. It focuses on the use of computers in Advertising, Magazine Production, Sub-Editing and Rewriting, T.V. Journalism etc and equips the students with the modern tools in vogue in Mass Communication globally.

CONTENTS:

1. **Introduction to computer**
2. **Microsoft Word.** Typing English text.
3. **Urdu In-page:** Typing Urdu text.
4. **Adobe Photoshop:** Editing photographs/Advertisement designing.
5. **Coral Draw:** Layout and drawing.
6. **Macromedia Flash:** Animation making/Drawing cartoons for newspapers and magazines.
7. **Adobe Page Maker:** Creating layouts for Newspapers and Magazines.

8. **Use of Scanner**
9. **Introduction to Internet**
10. **Graphics**
11. **PowerPoint**
12. **Excel**

Books Recommended:

1. Master Visually Office 2003 by Michael S. Toot.
2. How to do everything with Microsoft Office 2003 (How to do everything) Laurie Ulrich, Laurie Ulrich.
3. Microsoft Office 2003 Step by Step by Online Training Solutions Inc., Curtis Frye.
4. Beginner's Guide to Adobe Photoshop by Michelle Perkins.
5. Photoshop Elements 3 for Dummies by Deke McClelland, Galen Fott.
6. Adobe Photoshop Elements 2 Complete Course by Jan Kabili.
7. Sams Teach Yourself Adobe Photoshop CS2 in 24 Hours, First Edition by Carla Rose.
8. Sams Teach Yourself Adobe (R) Photoshop (R) in 24 Hours by Carla Rose.
9. Corel Draw (R) 11: the Official Guide by Steve Bain, Steve Bain.
10. Macromedia Flash MX 2004 Hands-On Training (Hands on Training) H.O.T) by Rosanna Yeung.
11. Sams Teach Yourself Macromedia Flash MX 2004 in 24 Hours (Paperback) by Phillip Kerman.
12. Adobe PageMaker 7.0 Classroom in a Book by Adobe Creative Team, Adobe Creative Team.
13. Adobe PageMaker 7 by Against the Clock.
14. Publication Production using Pagemaker: A guide to using Adobe PageMaker 7 for the production of newspapers, newsletters, magazines and other formatted publications by Gordon Woolf.
15. Adobe Premiere 6.5 Complete Course by Donna L. Baker.
16. A Journalist's Guide to the Internet: The Net as a Reporting Tool (2nd Edition) by Christopher Callahan.
17. The Associated Press Guide to Internet Research and Reporting by Frank Bass
18. How to Use the Internet by Rogers Cadenhead, Mark E. Walker.

**COMPULSORY MATHEMATICS COURSES FOR BS (4 YEAR)
(FOR STUDENTS NOT MAJORING IN MATHEMATICS)**

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

1. MATHEMATICS I (ALGEBRA)

Prerequisite(s): Mathematics at secondary level

Credit Hours: 3 + 0

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

Course Outline:

Preliminaries: Real-number system, complex numbers, introduction to sets, set operations, functions, types of functions.
Matrices: Introduction to matrices, types, matrix inverse, determinants, system of linear equations, Cramer's rule.

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

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

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

Trigonometry: Fundamentals of trigonometry, trigonometric identities.

Recommended Books:

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

Boston (suggested text)

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

Swokowski EW, *Fundamentals of Algebra and Trigonometry* (6th edition), 1986, PWS-Kent Company, Boston

2. MATHEMATICS II (CALCULUS)

Prerequisite(s): Mathematics I (Algebra)

Credit Hours: 3 + 0

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

Course Outline:

Preliminaries: Real-number line, functions and their graphs, solution of equations involving absolute values, inequalities.

Limits and Continuity: Limit of a function, left-hand and right-hand limits, continuity, continuous functions.

Derivatives and their Applications: Differentiable functions, differentiation of polynomial, rational and transcendental functions, derivatives.

Integration and Definite Integrals: Techniques of evaluating indefinite integrals, integration by substitution, integration by parts, change of variables in indefinite integrals.

Recommended Books:

Anton H, Bevens I, Davis S, *Calculus: A New Horizon* (8th edition), 2005, John Wiley, New York

Stewart J, *Calculus* (3rd edition), 1995, Brooks/Cole (suggested text)

Swokowski EW, *Calculus and Analytic Geometry*, 1983, PWS-Kent Company, Boston

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

3. MATHEMATICS III (GEOMETRY)

Prerequisite(s): Mathematics II (Calculus)

Credit Hours: 3 + 0

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

Course Outline:

Geometry in Two Dimensions: Cartesian-coördinate mesh, slope of a line, equation of a line, parallel and perpendicular lines, various forms of

equation of a line, intersection of two lines, angle between two lines, distance between two points, distance between a point and a line.

Circle: Equation of a circle, circles determined by various conditions, intersection of lines and circles, locus of a point in various conditions.

Conic Sections: Parabola, ellipse, hyperbola, the general-second-degree equation

Recommended Books:

Abraham S, Analytic Geometry, Scott, Freshman and Company, 1969
Kaufmann JE, College *Algebra and Trigonometry*, 1987, PWS-Kent Company, Boston

Swokowski EW, *Fundamentals of Algebra and Trigonometry* (6th edition), 1986, PWS-Kent Company, Boston

INTRODUCTION TO STATISTICS

Credit hrs: 3(3-0)

Unit 1. **What is Statistics?**

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

Unit 2. **Presentation of Data**

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

Unit 3. **Measures of Central Tendency**

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

Unit 4. **Measures of Dispersion**

Introduction, Absolute and relative measures, Range, The semi-Inter-quartile Range, The Mean Deviation, The Variance and standard deviation, Change of origin and scale, Interpretation of

the standard Deviation, Coefficient of variation, Properties of variance and standard Deviation, Standardized variables, Moments and Moments ratios. Exercises.

Unit 5. **Probability and Probability Distributions.**

Discrete and continuous distributions: Binomial, Poisson and Normal Distribution. Exercises

Unit 6. **Sampling and Sampling Distributions**

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

Unit 7. **Hypothesis Testing**

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

Unit 8. **Testing of Hypothesis- Single Population**

Introduction, Testing of hypothesis and confidence interval about the population mean and proportion for small and large samples, Exercises

Unit 9. **Testing of Hypotheses-Two or more Populations**

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

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

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

Unit 11. **Regression and Correlation**

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

Recommended Books

- 1 Walpole, R. E. 1982. "Introduction to Statistics", 3rd Ed., Macmillan Publishing Co., Inc. New York.
- 2 Muhammad, F. 2005. "Statistical Methods and Data Analysis", Kitab Markaz, Bhawana Bazar Faisalabad.

FOUNDATION COURSES

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

DETAILS OF COURSES INTRODUCTION TO MASS COMMUNICATION

Objectives:

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

CONTENTS:

Communication

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

Nature and Functions of mass communication. (Information, Education, Opinion Formation, Entertainment and Development.)

MEDIA OF MASS COMMUNICATION

Print Media: newspapers, magazines, periodicals, books, pamphlets, etc.

Broadcast media: radio, TV, film.

New Media: (Internet) – On-line journalism. Traditional/Folk-Media.

Comparative study of mass media, their components, functions and effects.

Books Recommended:

1. Dominick, J.R. (2006). *Dynamics of Mass Communication* (8th ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose. (2002). *Media Now: Communication Media in the Information Age* (3rd ed.). USA; Wadsworth.

3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 2000
4. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6th ed., 1997.
6. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M. (Nation Language Authority, Islamabad 1990.
7. Dynamics of Mass Communication Roger Dominic 6th ed, McGraw Hill New York, London 1999.
8. Ta'araf-e-Iblagh-e-Amma, Matin-ur-Rehman Murtaza, Department of
9. Communication, University of Karachi –2000.
10. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
11. Media of mass communication, John Vivian 5th Ed. Allyn and Bacon, London, 2000.

CONTEMPORARY WORLD MEDIA

Profile of Major Media Giants

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

Profile of World Elite Press

- The New York Times
- The Washington Post
- The Los Angeles Times
- The London Times
- The Guardian
- Times
- News Week

Media Conglomeration

Big Media Giants:

- AOL
- Time Warner Disney
- News Corporation
- General Electric
- Bloomberg

FUNCTIONAL URDU**Objectives:**

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

NATIONAL AND INTERNATIONAL AFFAIRS**Objectives:**

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

CONTENTS:**National Affairs:**

1. An overview of post independence History of Pakistan.
2. Constitutional Development in Pakistan.
3. Basics of Pakistan's Foreign Policy and Pakistan's relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,
4. Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.

International Affairs:

1. Shift in balance of power: end of bipolar system and its implications.
2. The United Nations and its current role in conflict resolution.
3. Muslim World, issues and problem, Role of OIC
4. Issues and problems faced by contemporary World:
 - a. Geo Political Status of Pakistan;

- b. Regional Arrangements three case studies
European Union, ASEAN, and SAARC.
- c. Palestine Israel
conflict
- d. Kashmir
Dispute
- e. Nuclear Problem
- f. War against terrorism and its
different dimensions
- g. WTO and its implication and
impact.

Recommended Books:

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

MASS MEDIA IN PAKISTAN

Objectives:

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

CONTENTS:

1. **Historical Background**
 - (a) Growth of the Muslim Press in the sub continent.
 - (b) Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam Azad, and Zafar Ali Khan.
 - (c) Press and the Pakistan Movement.
2. **History and Development**
 - (a) Press since independence.
 - (b) Major Developments of Press in Pakistan
 - (c) Major problems and prospects of Press in Pakistan
3. **Government and Press**
 - (a) Government Press relations
 - (b) The Print Media since 1947 to-date.
4. **Electronic Media in Pakistan**
 - (a) Growth & expansion of Radio, Television and Film in Pakistan
 - (b) Growth of Cable television and its cultural and ethical dimensions.
 - (c) Establishment of Pakistan Media Regulatory Authority (PEMRA).
 - (d) Salient features of PEMRA ordinance 2002
 - (e) Electronic Media in Private Sector. FM radio and Satellite Television.
 - (f) Online Journalism: Development and future prospects
5. **News Agencies**
 - (a) Development of News Agencies.
 - (b) Expansion, Working, Organizational, Structure and Future perspective in Pakistan.

Books Recommended:

Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.

Lent J. A., Newspapers in Asia.

Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.

Hasan Mehdi, Mass Media in Pakistan.

French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International, UK.

Aziz Yousaf (2003), Cable Television – A vision for Future, Pakistan.
 Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
 Sh. Mugheesuddin (1981), ABC of Radio Journalism.
 Niazi, Zamir, Press in Chains
 Hassan, Mehdi (2001), Mass Media in Pakistan. Aziz Publisher. Lahore
 Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.
 Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Dehli
 Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Dehli
 Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.
 Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication
 Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.

Books in Urdu

Khurshid Abdus Salam (1966), Fun-e-Sahafat, Karwan Publications.
 Khurshid Abdus Salam, Dastan-e-Sahafat.
 Hijazi, Miskeen Ali (2005), Fun-e-Idarat, 6th Edition, Adan Printers.
 Khurshid Abdus Salam, Sahafat Pakistan-o-Hind Mein.
 Hussain, Muhammad Shahid, Iblighiat (2004) Eduation Publiscation House Dehli
 Hijazi, Miskeen Ali (1995), Punjab min Urdu Sahafat. Azhar Sons Printers. Lahore.
 Shafiq Jhaultundhary (2008), Sahafat Aur Iblagh, 10th Edition. Ali Ejaz Printers. Lahore.
 Naz, Ahsan Akhtar (2002), Pakistan main Taraki Pasand Sahafat. Zahid Bashir Pritners. Lahore.

JOURNALISTIC WRITING

Objectives:

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

CONTENTS:

Effective writing (consistency, unity, coherence and compactness)

Writing effective sentences, paragraph writing, kinds and principles (inductive and deductive patterns of paragraph.

Block paragraphing

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

Reporting skills

- a. Observation
- b. Looking for stories
- c. Back ground research.

Books Recommended:

1. Baumgardner, Dr.R. (1991). *English in Pakistan*. Karachi: Oxford University Press.
2. Eugene, Elrich. (1992). *Theory and Problems of Punctuation, Capitalization and Spellings*. 2nd ed. New York: McGraw Hills.
3. Hartley .B. (1982). *Streamline English*. Oxford: Oxford University Press.
4. Hicks, Whyford.(1993). *English for Journalism*. 1st ed. New York:Rouledge.
5. Hornby, S.A. (1989). *Oxford Advanced Learners Dictionary*. Oxford: Oxford University Press.
6. Hutchinson T. (1985). *Project English*. Oxford: Oxford University Press.
7. Swan M., *Practical English Usage*, O.U.P. 1980
8. Hornby S.A.,. *Oxford Advanced Learners Dictionary* O.U.P. 1989
9. Thomson J.A. Martinet, a *Practical English Grammar*, O.U.P. 1960
10. Thomson and Martinet, A *Practical English Grammar*, OUP, 1990
11. Chan & Lutovich, Janis Fisher, Diane(_____), *Professional Writing Skills*
12. Murphy, *Advanced Grammar in Use*, Cambridge University Press.

INTRODUCTION TO ELECTRONIC MEDIA

Objectives:

This course is designed to introduce the operational aspects of electronic media to students and intends to cover the basic elements of news reporting, writing and editing for broadcast media. It further aims to familiarize them with different formats, techniques and other technical aspects of production for Radio and Television.

CONTENTS:

Introduction to Radio, TV, Film and internet; Working of radio and TV stations; Production of radio and TV news and programmes; Script writing for radio and TV. Production of Radio and TV programs. Radio TV Talks, Discussions, plays and documentaries; Qualification and duties of a radio and TV News producers.

Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and cable TV etc.)

Books Recommended:

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

INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS

Objectives:

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

CONTENTS:

ADVERTISING

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

PUBLIC RELATIONS

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

Practical

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

Recommended Books:

1. "Effective Public Relations" by Centre, H. Allen, Cutlip. M. Scott, New Jersey" Prentice Hall Inc. 1978
2. "Essentials of Advertising", by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
3. "Public Relations for Marketing Management", by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
4. "Public Relations", by Jefkins, Frank, Long Acre, London: Publishing, 1991
5. "Advertising: Made Simple", by Jefkins, Frank, Calcutta; Rupa Co. 1982
6. "Advertising" by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
7. "The Design of Advertising", by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985

8. "Taloqaat-e-Aama", by S. A. Siraj, Allama Iqbal Open University, 1990
9. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
10. "Advertising", by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

NEWS REPORTING AND WRITING

Objectives:

The course would enable the students how to identify a possible news story where to gather information from, and how to put the collected information into a formal news story format.

The course is also intended to apprise the students of

- a) The significance of 'news' as a basic component of newspaper,
- b) The role of a reporter with reference to his professional qualities, duties, achievements, failures, skills and working conditions

CONTENTS:

1. **News**
 - a. Definition and Elements of News
 - b. News determinants and News Values
 - c. Sources of News
2. **News Writing Techniques**
 - a. The Lead/Intro, its components and types,
 - b. Inverted Pyramid form and hunting for leads and other formats,
 - c. Block paragraphs and special treatment to news.
3. **The Reporter**
 - a. Importance of a reporter
 - b. Duties of a Reporter
 - c. Qualities of a Reporter
4. **Essentials of Reporting**
 - a. Observation,
 - b. Looking for stories,
 - c. Background information
 - d. Track down relevant sources of information for stories

5. **Reporting Beats**

- a. Crime
- b. Court
- c. Political
- d. Parliamentary Affairs
- e. Culture,
- f. Sports,
- g. Education,
- h. Economic and Commerce; and others

6. **News Agencies**

- a. International
- b. National
- c. Local

Recommended Books:

1. Anderson David "Investigative Reporting", Englewood Cliffs, Prentice, Hall, 1964
2. Charnely Mitchell's "Reporting", New York Hoet, Rinhart & Winston 1964
3. Hohenberg "The Professional Journalist"
4. Mac Dougall, Curts D. "Interpretative Reporting", New York, Macmillan 1972
5. Porter and Luxon "The Reporter and the News"
6. William L. Rivers "Finding Facts", Englewood Cliffs, N.J; Prentice Hall, 1975.
7. Alden Todd, "Finding Facts Fast", Barclay, Ten Speed Pren, 1979
8. Ken Metzler, "Creative Interviewing", Englewood Cliffs, N.J; Pren, 1977
9. Hijazi, Miskeen Ali, "Fun-e-Idarat"
10. Khursheed, Abdul Salam Dr., "Fun-e-Sahafat"
11. Hashmi, Farkhanda, "Fun-e-Khabar Naweesi"
12. **Writing and Reporting the News** by Gerald Lanson, Mitchell Stephens
13. **Reporting & Writing: Basics for the 21st Century** by Christopher Scanlan
14. **News in a New Century: Reporting in an Age of Converging Media** by Jerry Lanson, Barbara Croll Fought Pine Forge Press A Sage Publication Company.

MAJOR COURSES

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

DETAILS OF COURSES

ONLINE JOURNALISM

Objectives:

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

CONTENTS:

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

Books Recommended:

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
3. Understanding Mass Communication, Defleur, Dennis,

- Houghton Muffin, N.Y, 1998.
4. Media Impact, Shirley Biagi, Wadsworth, 1999.
 5. Media of Mass Communication, John Vivian, 1999.
 6. Dynamics of Mass Communication, Dominic 6th ed.

MEDIA SEMINAR

Objectives:

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

THEORIES OF COMMUNICATION – I

Objectives:

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

CONTENTS:

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

Books Recommended:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.

2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, Inc. New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd. ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd. ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3rd ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.

THEORIES OF COMMUNICATION - II

Objectives:

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

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

CONTENTS:

Media effects theories

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

Books Recommended:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, Inc. New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction
Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3rd ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.

SUB EDITING & PAGE DESIGNING (THEORY & PRACTICE)

Objectives:

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

CONTENTS:

1. **Introduction**
Nature and scope of Sub-Editing

2. **Sub Editor**
 - a. Qualities of a Sub-Editor
 - b. Responsibilities/Duties of a Sub-Editor
3. **Mechanics of News Editing**
 - a. Reading creed material
 - b. Symbols and their uses
 - c. Translation
 - d. Structuring and re-writing of news story
4. **Make Up**
 - a. Make up techniques
 - b. Basic principles of page make up
 - c. Different kinds of make up
5. **Headlines**
 - a. Definition
 - b. Purpose of Headlines
 - c. Qualities of Headlines
 - d. Kinds of Headlines
 - e. Principles of Headlines making.
6. **Use of Computer**
 - a. Use of computers in the newspapers
 - b. Composing
 - c. Computerized Page making techniques

Recommended Books:

1. The Art of Editing by BrooksEtal
2. News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
3. The Art of Editing News, Mc Giffert Renert
4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion's, London,:- David and Cherl, 1975
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
7. Fun-eKhabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi

FEATURE, COLUMN & EDITORIAL WRITING (THEORY & PRACTICE)

Objectives:

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

CONTENTS:

1. **The Editorial**
 - a. Definition of Editorial
 - b. Its purpose, importance and forms
 - c. Functions of Editorial
 - d. The Techniques of Editorial writing
 - e. The contents of editorial page
 - f. The editorial page in Pakistan and its standard.

2. **Feature Writing**
 - a. Definition, Concept and Scope of Feature
 - b. Types of Feature
 - c. Sources for the material
 - d. Feature Writing Technique
 - e. The importance of Pictorial Display in features.

3. **Column Writing**
 - a. Definition and Concept
 - b. Functions of a Column
 - c. Types of Column
 - d. Role of Columnist in society.
 - e. Practical Column Writing

4. **Review**
 - a. What is review
 - b. Difference between review and criticism.
 - c. The purpose of Review writing

- d. The techniques of review writing
- e. Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programmes etc.

Books Recommended:

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

RESEARCH METHODS – I

Objectives:

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

CONTENTS:

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

- Research question
- Hypothesis
- Measurement Levels and scale
- Kinds of scientific research
 - Qualitative and Quantitative
 - Basic and Applied
 - Historical Research
 - Observational
 - Descriptive Research
 - Correlation Research
 - Experiment Of Research
- Sampling and its Techniques
- Literature Review and its Techniques
- Ethics in Research

Books Recommended?

1. Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Delhi, 110053.
2. N. C. Pant, "Modern Journalism – Principles and Practises", 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, Longman Inc 95, Chrch Street, White Plains, NY 10601.

RESEARCH METHODS – II

Objectives:

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

CONTENTS:

- Research Methods
 - Survey Method
 - Content Analysis Method

- Case Studying Method
 - Experimental Method
 - Observational Method
 - Participant Observation Method
 - Focus Group
 - In-depth Interviews
- Data Analysis and Application Statistics
 - Techniques of Data Analysis
 - Descriptive Statistics
 - Non-Parametric Tests
 - Parametric Tests
 - Proposal and Report Writing
 - Referencing

DEVELOPMENTAL COMMUNICATION/ JOURNALISM

Objectives:

This course provides an overview of the important phenomena of Development Communication. In general, the course will interpret and analyze the role of mass media in highlighting social development in the society.

After studying this course, students will be enabled to have a better insight in Development Communication and will analyze the nature and treatment of media contents on developmental issues.

CONTENTS:

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

- Extension Communication and Development Communication
- Development Journalism and Development Communication

- Development Communication and Development Support Communication.

Development Communication and Social Change

- The concept of change
- Level of change
- Sources of change
- The role of opinion leader
- The Communication channels
- Factors influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovations

Planning Development Communication campaign

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

Prospects and Challenges of Development Communication in Pakistan

- Financial problems
- Lack of education and training
- Control over media
- Political problems
- Economic Problems
- Administrative problems
- Media Sociology
- Case Studies: work on developing a communication strategy.
Making a development project of students' own choice.

Books Recommended:

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

MEDIA ETHICS & LAWS

Objectives

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

CONTENTS:

Ethics

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

Media ethics

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

Ethical problems

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

Codes of Ethics and Application

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

Media laws

- Introduction, need and nature
- Evolution of press laws in sub-continent and Pakistan.
- Salient features of the current press ordinances:-
 1. PEMRA ordinance.
 2. Press Council Ordinance
 3. Press Laws: An overview
 4. Defamation Ordinance
 5. Copy Right Act

Books recommended

1. Dr. Ahsan Akhtar Naz, Subahtic Zimadoryan Muqadra Qaum Zabar (National Language 1998, Islamabad).
2. Javed Jabbar Qazi Faiz Isa, Mass Media Laws and Regulation in Pakistan
3. Dr. Ahsan Akhtar Nar, Sohafti Qananee. A.H. Publishers, Urdu Bazar, Lahore
4. Dr. Naz, Sabafti Ikhlaiyat, Azeem Academi Urdu Bazar, Lahore.
5. Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.

MEDIA MANAGEMENT AND MARKETING

Objectives:

The objective of the course is to inculcate understanding regarding employees, organizations and social processes as well as

overall organizational characteristics. It will focus on theory and practice in business and professional communication designed to evoke confidence in the student who is expected to become a media professional or a manager.

CONTENTS:

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

Books Recommended

1. Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.
2. Managing Media Organizations, John Lavaine, Longman, 1994.
3. Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.
4. Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
5. Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
6. Newspaper Organization and Management, Hervert L. William, 1994.
7. Rucker Frank News Papers Circulation. Iowa state college press Iowa.

ELECTIVE COURSES

1. Specialization Course – I
2. Specialization Course – II
3. Specialization Course – III
4. Specialization Course – IV

DETAILS OF COURSES

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

ADVANCED REPORTING

Objectives:

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

CONTENTS:

Interpretative report; concept, gathering information, special sources of information, what is an investigative story. Need of investigation, foreign & diplomatic reporting. Questions of ethics & laws. Structure of interpretative, investigative, foreign news stories.

PRACTICAL:

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

Books Recommended

1. News Writing & Reporting for today media, Bruce D. Itle & Douglas A. Anderson, McGraw Hill m, New York , 3rd, Ed. 1994
2. News Reporters & News Sources, Herbert Strenzt, Prentice Hall, NewDelhi, 2nd Ed 1992
3. News Reporting & Writing, Brain S. Brook, George Kennedy, Daryl R. Moen, Don Raully, St Martin's Press, New York 4th Ed 1992
4. Reporting for the Print Media, Fred Fedler, Harcourt Brad collegePublishers, Forthworth , 5th Ed 1993
5. Interpretative Reporting, Curtis D. MacDougal, Macmillan, New York 8th Ed. 1982
6. The Computerized Newspaper, Paul Willaims, Heinemann, London, 1990
7. Investigative Reporting, Clark R. Mollenhoff, Macmillan, New York. 1981.

8. Media Credibility, S.K. Aggarwal, Mittal Publications, New Delhi, 1989.
9. Public Affairs Reporting: Investigation, Interpretation and research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersey, 1976

NEWSPAPER PRODUCTION

Objectives:

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

CONTENTS:

Methods of composing and printing, historical development from Hand Composing to computer Composing, Historical Development of Photo Printing – from wood Carving to Scanner, Film Making, Photo editing. History of page Making, Layout & make-up book editing & Production. Comparative Features of Newspaper, New Techniques of Printing.

Books Recommended

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

PRACTICAL:

The students will be required to produce news papers during the semester.

ADVANCED SUB-EDITING

Objectives:

To train students about the modern computer based methods of sub-editing.

CONTENTS:

Drafting news items form handouts and press releases, translation, headlining, Use of computer, in subbing. Page making, Photo Editing.

PRACTICAL:

Manual and computerized subbing exercises and assignments

Books recommended

1. The Art of Editing by BrooksEtal
2. News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
3. The Art of Editing News, Mc Giffert Renert
Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion's, London,: David and Cherl, 1975
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
7. Fun-eKhabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi

MAGAZINE AND BOOK PRODUCTION

Objectives:

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

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

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

B. Practical

MARKS-40

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

Recommended Books

1. "Magazine Editing and Production" by Click, J. W. Russel N.
2. "Photojournalism: Principles and Practices" by Edom, Clifton C.
3. "Magazine for Millions: the Story of Specialized Publications" by Ford, James L.G.
4. "Magazine Writer's Handbook" by Franklyu
5. "Mass Communication – An introduction (fourth Edition)" by John R. Bittner.
6. "Mass Media-IV" by Ray Eldon Heibert, Donald F. Ungurait, Thomas W. Bohn.
7. "Mujalati Sahafat"
8. "Fun-e-Sahafat" by Khursheed Abdul Salam
9. "Jadeed Urdu Sahafat" by Masood Bin Mehmood

Group B (Electronic Media)

RADIO NEWS REPORTING AND PRODUCTION

Objectives:

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

CONTENTS:

Distinctive features of radio news. Basic requirements. News sources, selection of news for radio. Radio news writing; style, drafting choice of words; compilation of radio news bulletin. Presentation. Interviewing for radio. News commentaries & analysis. Talks & discussions. Characteristics of radio news reader.

PRACTICAL:

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

Books Recommended:

1. International Radio Journalism, Tim Crook, Routledge, London, 1988
2. Broadcast Journalism, Andrew Boyd, Focal Press, Oxford, 1997
3. Local Radio Journalism, Paul Chantler, Sam Harris, Focal Press, Oxford, 1997
4. the Radio Handbook, Pete Wilby, Routledge, London, 1996
5. Crafting the News for Electronic Media, Carl Hausman, Woodsworth publishing California, 1995
6. Broadcast Writing, Roger L Waltern, McGraw Hill, New York, 1994
7. Radio Journalism in Pakistan, Idrees Siddique, Ferozson, Lahore, 1990
8. Radyai Sahafat, Sajjad Haider, Muqtadira quomi Zaban, Islamabad, 1989

TV NEWS REPORTING AND PRODUCTION

Objectives:

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

CONTENTS:

Set up & working of news. Duties of news producer. Sources of TV news, spoken words & visuals. Use of visuals. TV news film. Basics of news film shooting & editing. Drafting of TV news. Compilation of bulletin. Preparation of network bulletin. Preparation of special report.

PRACTICAL:

20 news stories and film commentaries, 5 interviews of 10 minutes each, submission of a video cassette

Books recommended

1. The television handbook, 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, Ivor York, Focal Press, London, 1990
5. Visual Editing, Howard I. Finberg and Bruce D. Ltale, Wadsworth, Belmont, 1990
6. ENG Television News, Charles F.Cremer, 3rd Ed. McGraw Hil, New ork, 1996
7. Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993

RADIO PROGRAMME PRODUCTION

Objectives:

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

1. Working of a Radio station.
2. Set up of studios.
3. Kinds of microphones.
4. Duties of radio producer, Programme planning and budgeting.
5. Production of different types of programmes: Talks and discussions, features and documentaries, plays, children's programmes, sport, announcements.
6. Commercial productions and public service broadcasting.
7. Outdoor Broadcasts.
8. Trends of FM Radio in public & private sector in Pakistan.

Practical

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

Books Recommended:

1. B O'Donnel, Lewis. (1992).Modern Radio Production. London: Wadsworth Publishing.
2. Boyd, Andrew. (1997).Broadcast Journalism. Oxford Focal Press.
3. Chantle, Paul. & Harris, Sam. (1997). Local Radio

- Journalism. Oxford:Focal Press.
4. Crook, Tim. (1988).International Radio Journalism. London: Routledge.
 5. Hamelosky, Walter V. (1995).Principles of Media Development. New York: Knowledge Industry Publishing.
 6. Hausman, Carl. (1995). Crafting the News for Electronic Media. California:Wadsworth Publishing.
 7. Haider, Sajjad. (1989).Radyai Sahafat. Islamabad:Muqtadira Quomi Zaban.
 8. Jank, Hakemulder. (1998). Radio and T.V. Journalism. New Delhi: Arnolds Publishers.
 9. Mcleash, 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: Ferozson.
 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 Handbook. London: Routledge.

TV PROGRAMME PRODUCTION

Objectives:

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

- a. Working of TV station
- b. Genesis of TV programme from idea to recording; lighting, shooting, editing etc.
- c. Production of different types of TV programmes. talks, discussions, documentaries, plays, shows etc.
- d. Preparation of special reports.

- e. TV producer: qualifications and duties
- f. Out door Broadcasting.
- g. Cable Television in Pakistan
- h. Ethical and cultural issues.

Practical

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

Books Recommended.

1. Anthony, Friedmann. (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). ENG Television News 3rd ed. New York: McGraw Hill.
5. Holland, Patricia. (1997). The Television Handbook. London: Routledge.
6. Kazi, Shahida. (1993). Television Journalism. Translated by Auj-e-Kamal. Karachi: Dunya-e-Adab.
7. Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
8. Sinclair, John. (1996). New Patterns in Global Television. New York: Oxford University Press
9. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
10. Thomson, Roy. (1994). Media Grammar of the Editing. Oxford: Focal Press.

Group C (Advertising and Public Relations)

ADVERTISING-I

Objectives:

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

CONTENTS:

Indepth study of various Functions of Advertising. Micro and Macro Economic Impact of Advertising. Successful Advertising. Guidelines for writing potent copy alongwith techniques. Evaluation of work. Presentation of a campaign to the client.

Practicals

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

Books Recommended:

1. Advertising Excellence, Courtland L. Bovee, McGraw- Hill, Inc. New York, 1995
2. Contemporary Advertising, Bovee / William F. Arens, Arwin Homwood, Boston, 4th Ed. 1992
3. Public Relations Cases, Jerry A. Hendrix, Wadsworth, Belmont, 1992
4. Advertising Management. David A. Aaker, Prentice Hall, 4th Ed. India, 1996
5. Commodity Advertising, Olan D. Forker, New York, 1993
6. The Practice of Advertising, Norman Hart, 4th Ed. London. 1995
7. Do It Yourself Advertising, Fred E. Hahn, John Wriley & Sons, New York, 1993

PUBLIC RELATIONS-I

Objectives:

This course is designed to introduce students to the

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

CONTENTS:

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

PRACTICAL:

Writing at least 20 press release s and handouts.

Books recommended

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

ADVERTISING-II

Objectives:

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

CONTENTS:

Advertising as a tool of marketing. Advertising and marketing mix. Consumer behavior and market segmentation. Making of effective TV commercials. Various types of TV commercials. Public service TV spots Radio advertising. Production of Radio Spots and sponsored Radio Programmes. Advertising research.

Practical:

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

Books recommended:

1. Advertising & Popular Culture, Jib Fowels, Sage London, 1996.
2. Contemporary Advertising, Courtland L. Bovee and William F. Arens Irwin, Homewood, 1986.
3. Consumer Behavior, Del. I. Hawkins, Business Publication Inc. Plang, Taxes, 3rd 1986
4. Essentials of Advertising”, by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
5. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982
6. “Advertising” by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
7. “The Design of Advertising”, by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
8. “Advertising”, by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

PUBLIC RELATIONS - II

Objectives:

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

CONTENTS:

Media relations. Media conferences. Sponsorships. Special events. Exhibitions and presentations. Advertising. Audio visual electronic media. Research. Speaker Panels. Professional Groups. Contingency Planning. Measuring Results.

PRACTICAL:

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

BOOKS RECOMMENDED:

1. The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
2. Public Relations, Writing & Media Techniques, Dennis L. Wilcox and Lawrence W. Nolte, Harper & Row, London, 1990.
3. Making PR Work, Sushil Bahl, Wheeler Pub Isihing, New Delhi, 1994.
4. The Practice of Public Relations, Sam Black , Buter Worth Heinemann, London, 1995
5. Public Relations. Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Surjeet Publications, New Delhi, 1998.
6. Strategic Communications Management: Making Public Relations Work, Johan Write, Laura Mazur, Addison Wesley Publishers, University Press Cambridge, 1995.

Group D (Organizational Communication)**ORGANIZATIONS AND ORGANIZATIONAL BEHAVIOR****CONTENTS:**

Concept, types, structure and characteristics of management and organizations. Functions of managers, functions of organizations. Group and intergroup communication. Inter and intra organization communication. Barriers. Improving organizational communication. Private ownership vs. Public ownership. Personnel management. Executive, editorial, production, circulation and advertising personnel, financial administration of the media.

PRACTICAL:

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

Books Recommended:

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New York 5th ed. 1996.
2. Small Group Communication Theory and Practice,

- Robert S. Catchcart, Larry A. Samovar and Linda Hieznaman, Brown Benchmark Publishers, Madison, 1996.
3. Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortwarth, 3rd. 1995.
 4. Organizational Communication, Peter K. Manning, Aldine De Gruyter, New York. 1992.
 5. Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Jossey Bass Publishers, San Francisco. 1992.
 6. Communication, A. Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, harper Collins Publishers. 1991.
 7. Inside Organizational Communication, Carul Renss and Donn Silvis (eds) Longman, New York. 1985.
 8. Organizational Communication, Howard H. Green Baun (all volumes), Sage Publication, London. 1983.
 9. Mangement –A Global Prespective, 10th ed. Wehrich and Koontz, McGraw Hill, New York, 1994.
 10. Telecommunication Management, Barry L. Sherman, McGraw Hill, New York. 1995.
 11. Strategic Newspaper Management, Conrad C. Fink, Southern Illinois University Press, Carbondale, 1988.
 12. Electronic Media Mangement, 2nd ed. Peter K. Pringle, Focal Press, London. 1991.
 13. Managing Media Organization, John M. Lavine, Longman, New York. 1988.
 14. Perosnnel – The Management of People At Work, Dale S. Beach, MacMillan Publishing Co. New York.

BUSINESS & MARKETING COMMUNICATION

CONTENTS:

Formal & Informal Organizational Communication. Work Group Behavior. Horizontal and Diagonal Communication. Dysfunctional Controls. Motivation within Organization. Changes & Growth. Communication Technology. Eliminating Physical Distance. Communication Challenges. Organizational Conflict Management. Ethical questions.

PRACTICAL

Assignments.

Books Recommended:

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New

- York, 5th ed. 1996.
2. Small Group Communication Theory & Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hienman, Brown & Benchmark Publishers, Madison, 1996.
 3. Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortwarth, 3rd, 1995.
 4. Organizational Communication, Peter K. Minning, Aldine De Gruyter, New York, 1992.
 5. Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Tossey Bass (Publishers), San Francisco, 1992.
 6. Communication, A Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, Harper Collins Publishers, 1991.
 7. Inside Organizational Communication, Corol Renss and Donn Silvis (eds) Longmann, New York, 1985.
 8. Organizational Communication , Howard H. Green Baun (all volumes), Sage Publication, London. 1983.

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

BUSINESS WRITINGS

CONTENTS:

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

PRACTICAL:

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

Books recommended:

1. Effective business communication, Harta A. Murphy, 7th E.d New York, 1997.
2. Business Communications, David Nickson, Made Simple Books, Oxford, 1996.
3. Excellence in Business Communication, John V. Thill and Cortland L. Bovee, McGraw Hill, 1991.
4. Business English, Mary Ellen Guttey, Kent Publishing, 2nd Ed. 1986.
5. Successful Business Writing, Marla Treece, Allyn & Bacionb Inc. Boston, 1980

MANAGERIAL COMMUNICATION

CONTENTS:

What is managerial communication? Characteristics & various roles of communicationsors. Dynamics of Leadership. Decision making. Feedback for evaluation and information. Management & the international environment. Media relations.

PRACTICAL:

Interview with the manger of a business organization.

Books recommended

1. Managing Change, Bemard Bruce, Pitman Publishing, London, 1996.
2. the Skills of Management, W. David Ress, Routledge, London, 3rd Ed.1991
3. Managing, John R. Schermerhorn JrRm, James G. Hunt and Richard, N. Osborn, John.
4. Training in Interpersonal Skills, Stephen R. Robins, Prentice Hall, Englewood, 1989.
5. Effective Writing for Engineers, Mangers and Scientists, J.J. Tichy, John Wiley & Sons, New York, 1988.
6. Organizational Communication: ?A managerial Perspective, Jane Whitney and Richarsd M. Hodgetts, Academic Press, New York, 1986.
7. Managing by Communication, Michele Tolela Myres and Gail E. Myres, McGraw Hill, New York, 1982.

MEDIA IN SAARC COUNTRIES

CONTENTS:

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

Note: *University may add two courses of three credit hours each according to their requirements.*

صحافتی زبان (اردو)

مقاصد: اس کورس کا مقصد طلباء و طالبات کو اردو زبان کے آغاز و ارتقاء، اردو صحافت اور صحافتی زبان کی اہمیت اور صحافتی اصناف تحریر کے بارے میں مکمل آگہی اور مہارت فراہم کرنا ہے تاکہ اردو صحافت کے پیش میں انھیں مکمل مسائل سے نہرہا کرنا ہو سکے۔

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 ۱۸۲۳ء سے موجود 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 گرامر، 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 ججازی، 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

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

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