CURRICULUM
OF
MEDIA AND COMMUNICATION STUDIES
BS, MS/M.Phil (Research and Professional Track)

(Revised 2018)

HIGHER EDUCATION COMMISSION
ISLAMABAD
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Mr. Muhammad Raza Chohan</td>
<td>Director General (Academics)</td>
</tr>
<tr>
<td>Dr. Muhammad Idrees</td>
<td>Director (Curriculum)</td>
</tr>
<tr>
<td>Mr. Hidayatullah Kasi</td>
<td>Deputy Director (Curriculum)</td>
</tr>
<tr>
<td>Mr. Rabeel Bhatti</td>
<td>Assistant Director (Curriculum)</td>
</tr>
<tr>
<td>Mr. Muhammad Faisal Khan</td>
<td>Assistant Director (Curriculum)</td>
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</table>
## CONTENTS

1. Minutes of the final meeting .................................................. 7
2. Agenda of NCRC in Mass Communication ................................. 9
3. Recommendations .................................................................. 12
4. Standardized Format/Scheme of Studies .................................. 14
5. Model Layout ....................................................................... 15
6. Proposed Semester Scheme .................................................... 16
7. Semester First ....................................................................... 18
8. Semester Second ................................................................... 24
9. Semester Third ...................................................................... 31
10. Semester Fourth .................................................................... 36
11. Semester Fifth ...................................................................... 40
12. Semester Sixth ...................................................................... 55
13. Semester Seventh ................................................................. 66
14. Semester Eight ................................................................. 89
15. MS/M.Phil. in Media and Communication Studies ................. 111
16. MS/MPhil Media and Communication (Research Track) .............. 141

Composed by: Mr. Zulfiqar Ali, HEC, Islamabad
The curriculum, with varying definitions, is said to be a plan of the teaching-learning process that students of an academic program are required to undergo to achieve some specific objectives. It includes scheme of studies, objectives & learning outcomes, course contents, teaching methodologies and assessment/evaluation. Since knowledge in all disciplines and fields is expanding at a fast pace and new disciplines are also emerging; it is imperative that curricula be developed and revised accordingly.

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

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

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

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

http://hec.gov.pk/english/services/universities/RevisedCurricula/Pages/default.aspx

(Muhammad Raza Chohan)
Director General (Academics)
CURRICULUM DEVELOPMENT

STAGE-I
CURRI. UNDER CONSIDERATION
COLLECTION OF EXP NOMINATION UNI, R&D, INDUSTRY & COUNCILS
CONS. OF NCRC.
PREP. OF DRAFT BY NCRC

STAGE-II
CURRI. IN DRAFT STAGE
APPRAISAL OF 1ST DRAFT BY EXP
FINALIZATION OF DRAFT BY NCRC

STAGE-III
FINAL STAGE
PREP. OF FINAL CURRI.
PRINTING OF CURRI.

STAGE-IV
FOLLOW UP
QUESTIONNAIRE
COMMENTS
REVIEW
ORIENTATION COURSES BY LI, HEC
BACK TO STAGE-I

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

STEP 1: Nominations from all Stakeholders
STEP 2: Selection of Relevant Members
STEP 3: Formulation of NCRC
STEP 4: Preliminary Meeting/Preparation of Draft
STEP 5: Circulation of Draft for feedback (Local/Foreign)
STEP 6: Convening of Final NCRC
STEP 7: Dissemination (Website/Hard copies)
STEP 8: Composing/Printing

Curriculum Development Cycle
The finalization meeting of National Curriculum Revision Committee (NCRC) in the discipline of Mass Communication for Bachelor, Master and Ph.D degree programmes was held from 26-28 March, 2018 (03 days) at HEC, Regional Center, Peshawar. Experts from academia and industry participated in the meeting. Mr. Hidayatullah Kasi (Deputy Director, Academics Division HEC) coordinated the NCRC meeting. The list of the participants is as below:

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Name &amp; Address</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dr. Seemi Naghmana Tahir Chairperson / Professor, Department of Mass Communication, University of Karachi, Karachi.</td>
<td>Convener</td>
</tr>
<tr>
<td>2.</td>
<td>Prof. Dr. Masrur Alam Khan Incharge / Professor, Department of Media Studies, Riphah International University, Islamabad</td>
<td>Co-Convener</td>
</tr>
<tr>
<td>3.</td>
<td>Dr. Mudassar Hussain Shah Associate Professor, Department of Mass Communication, Forman Christian College, Lahore.</td>
<td>Secretary</td>
</tr>
<tr>
<td>4.</td>
<td>Dr. Salma Umber Assistant Professor Department of Mass Communication Government College University, Faisalabad.</td>
<td>Co-Secretary</td>
</tr>
<tr>
<td>5.</td>
<td>Mr. Tahir Javed Malik Head of Department Department of Media Studies, GIFT University, Gujranwala.</td>
<td>Member</td>
</tr>
<tr>
<td>6.</td>
<td>Dr. Ghulam Shabbir Professor School of Media &amp; Mass Communication Beaconhouse National University, Lahore.</td>
<td>Member</td>
</tr>
<tr>
<td>7.</td>
<td>Dr. Anjum Zia Chairperson / Assistant Professor Department of Mass Communication Lahore College for Women University Lahore</td>
<td>Member</td>
</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Position &amp; Affiliation</td>
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<tr>
<td>8.</td>
<td>Dr. Rafia Taj</td>
<td>Professor, Department of Mass Communication, University of Karachi, Karachi.</td>
</tr>
<tr>
<td>9.</td>
<td>Dr. Badaruddin Soomro</td>
<td>Professor, Department of Media &amp; Communication Studies, University of Sindh, Jamshoro.</td>
</tr>
<tr>
<td>10.</td>
<td>Dr. Muhammad Zafar Iqbal</td>
<td>Professor and Chair, Department Media &amp; Communication Studies, International Islamic University, Islamabad.</td>
</tr>
<tr>
<td>11.</td>
<td>Dr. Saqib Riaz</td>
<td>Associate Professor / Chairman, Department of Mass Communication, Allama Iqbal Open University Islamabad.</td>
</tr>
<tr>
<td>12.</td>
<td>Mr. Fahad Anis</td>
<td>Lecturer, Faculty of Media &amp; Communication Studies, University of Central Punjab, Lahore.</td>
</tr>
<tr>
<td>13.</td>
<td>Dr. Zahid Yousaf</td>
<td>Associate Professor, Centre for Media &amp; Communication Studies, University of Gujrat, Gujrat.</td>
</tr>
<tr>
<td>14.</td>
<td>Dr. Fouzia Naz</td>
<td>Assistant Professor, Department of Mass Communication, University of Karachi, Karachi.</td>
</tr>
<tr>
<td>15.</td>
<td>Mr. Mubarak Zeb Khan</td>
<td>Senior Staff Reporter, Daily Dawn, Islamabad</td>
</tr>
<tr>
<td>16.</td>
<td>Mr. Nasir Javaid Malick</td>
<td>Journalist / Head of News, Media Foundation Complex, Islamabad.</td>
</tr>
<tr>
<td>17.</td>
<td>Mr. Qaisar Ahmad Rana</td>
<td>Journalist (Anchor / Analyst), Pakistan Television, Islamabad.</td>
</tr>
<tr>
<td>18.</td>
<td>Ms. Hira Anum</td>
<td>Pakistan Peace Collective Islamabad.</td>
</tr>
<tr>
<td>19.</td>
<td>Ms. Saima Kausar</td>
<td>Assistant Professor, Department of Media and Communication Studies, University of Sargodha, Sargodha</td>
</tr>
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</table>
Agenda of NCRC in Mass Communication:

The agenda of NCRC for Mass Communication was as follows:

1. To finalize the draft curriculum in the discipline of Mass Communication and to bring it at par with international standards.
2. To finalize objectives / learning outcomes, list of contents and assessment criteria (formative & summative) aligned with Bachelor and Master degree programs.
3. To incorporate/suggest latest reading materials/references (local & international) against each course.
4. To finalize contents keeping in view the uniformity across other disciplines and avoiding overlapping.
5. To make final recommendations for finalization of the discipline, keeping in view the futuristic needs of the society.
6. To finalize the intake criteria for this programme.

The meeting started with recitation from the Holy Quran. Mr. Hidayatullah Kasi (Deputy Director, Academics Division, HEC, Islamabad) welcomed the members on behalf of Chairman and higher authorities of HEC. All the participants introduced themselves highlighting their qualification, experience and area of expertise. Later on, Mr. Kasi presented the agenda and objectives of the NCRC. He highlighted the importance of this meeting and emphasized for adaptation of general rules of curriculum development and revision like scope of the subject/programme, horizontal & vertical alignment, rule of flexibility and adaptability keeping in view the futuristic approach, market value/job market and societal needs. He also shared a template for revising/updating the curricula according to paradigm shift of including learning outcomes (according to Bloom’s Taxonomy), teaching methods and assessment. The template was unanimously
accepted to be followed. It was also agreed to add preamble, program objectives, program learning outcomes, and teaching methodology and assessment segments in the curricula.

Dr. Seemi Naghmana Tahir (Convener) briefed the participants about agenda of the meeting and informed the participants that key objective of previous NCRC was to devise a curriculum that provides a unified framework (guidelines) to institutions offering degrees under the title of Mass Communication, Journalism, Media Sciences, Media Studies etc. The house unanimously agreed to pursue the same track for development of Curriculum in field of Mass Communication.

In technical session-I the house openly discussed the nomenclature of the discipline, preface, objectives of the programme, learning outcomes, methods of instruction and learning environment, assessment and operational framework. After long deliberation, Dr. Seemi Naghmana Tahir presented final draft of 4-Years BS to the committee including the nomenclature, framework/scheme of studies, the duration of the programme, number of semesters, number of weeks per semester, total number of credit hours, number of credit hours per semester, weightage of breadth and depth of courses and weightage of theory and practical. Furthermore, list of courses (core & elective) and semester wise breakup of courses were also discussed thoroughly and the same was unanimously finalized. In the afternoon session, all members were divided into different technical groups according to their expertise and they were assigned to review, amend and turn all courses according to the Bloom’s taxonomy.

On second day, courses developed/improved by individual members and compiled by secretary were presented. Each course was discussed in the whole group and with thorough discussion on course objectives, learning outcomes, contents, teaching methods, assessment and reference books were reviewed, revised and finalized. After deliberations, draft curriculum of the undergraduate (4-years) programme for Media and Communication Studies was finalized. In the evening session, the courses of postgraduate programmes were distributed among the members of sub-committees according to area of expertise / interest. Later on, groups briefed the house about their work.
On third day, the secretary briefed the house about progress made on the previous day. The courses of postgraduate programmes of Media and Communication Studies were reviewed / compiled by Secretary and presented to the committee. After thorough discussions and deliberations, the courses were reviewed, revised and finalized after certain changes suggested by other members. It was decided that the finalized draft of curriculum would be again read and reviewed by the convener to maintain uniformity in style and to further ensure that final document is in line with given guidelines.
RECOMMENDATIONS

Participants of the committee expressed their concerns on the standards of journalism and mass communication education in Pakistan viz a viz the changing global media environment. They dilated on the issues concerning quality of the programmes at universities especially lack of technical and in some cases academic resources at the departments, stressed on the need of more flexibility on the part of the HEC to provide space to new and innovative programmes, besides incorporating some tinge of entrepreneurial components in the syllabi enabling the graduates to survive in contemporary competitive global environment. To address these concerns, following have been unanimously agreed upon and recommended by the committee:

- The area of media and communication studies be recognized as a professional discipline like law, pharmacy, medicine, engineering etc.
- To have uniformity at all levels among all universities of the country, the departments be named as Department (or Centre or any other suitable name) of Media and Communication Studies
- Before launching any communication and media studies programme, space, technical and academic resources at bear minimum level must be ensured (this would stand equally applicable for the already established departments at the universities)
- Innovations must be encouraged in launching new programmes at departments enabling the departments to be competitive at global level and to keep pace with fast changing technological advancements
- Working journalists of repute be invited to teach courses of technical nature in the professional prongs like BS and MS etc
• Universities be encouraged to initiate MoUs for training of their graduates and faculty with professional institutions of national and international repute
• An option for incorporation of regional or foreign language (of maximum of 3 credit hours) be given to the departments
• The Committee appreciated the efforts of HEC to engage sizeable professionals at the forum of NCRC and their input which helped to make curriculum more in line with the expectations of the industry. To further strengthen this liaison HEC should facilitate MoU with professional bodies (PFUJ, APNS and CPNE) for further professional collaborations in future

In the end, Mr. Kasi thanked the Convener, Co-Convener, Secretary, Co-Secretary and all members of the Committee for sparing their time and for their contribution to prepare the revised draft of the curriculum. He further stated that their efforts will go a long way in developing workable, useful and market oriented comprehensive degree programmes in Media and Communication Studies. The Convener and Co-Convener of the NCRC also thanked the members for their inputs in revising/updating the curriculum to make it more practical, competitive, efficient and realistic. The committee highly appreciated the efforts made by the officials of HEC Regional Centre, Peshawar for making arrangements to facilitate the committee. The meeting ended with the vote of thanks to HEC and Mr. Kasi and his team from HEC for providing this academic and professional opportunity for national cause.
STANDARDIZED FORMAT / SCHEME OF STUDIES FOR FOUR-YEAR INTEGRATED CURRICULA FOR BACHELOR DEGREE IN BASIC, SOCIAL, NATURAL AND APPLIED SCIENCES

**STRUCTURE**

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Categories</th>
<th>No. of courses Min – Max</th>
<th>Credit Hours Min – Max</th>
<th>Percentage</th>
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<tr>
<td>2.</td>
<td>General Courses to be chosen from other departments</td>
<td>7 – 8</td>
<td>21 – 24</td>
<td>17.30</td>
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<td>3.</td>
<td>Discipline Specific Foundation Courses</td>
<td>9 – 10</td>
<td>30 – 33</td>
<td>24.23</td>
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<td>4.</td>
<td>Major Courses including research project / Internship</td>
<td>11 – 13</td>
<td>36 – 42</td>
<td>30.0</td>
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<tr>
<td>5.</td>
<td>Electives within the major</td>
<td>4 – 4</td>
<td>12 – 12</td>
<td>9.23</td>
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<td></td>
<td><strong>Total</strong></td>
<td><strong>40 – 44</strong></td>
<td><strong>124 – 136</strong></td>
<td><strong>100</strong></td>
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<tr>
<td>Compulsory Requirements (the student has no choice)</td>
<td>General Courses chosen from other departments</td>
<td>Discipline Specific Foundation Courses</td>
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<tr>
<td>9 Courses</td>
<td>8 Courses</td>
<td>10 Courses (8 com &amp; 2 Opt)</td>
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<tr>
<td>25 Credit Hours</td>
<td>24 Credit Hours</td>
<td>30-33 Credit Hours</td>
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<th>Cr. Hr.</th>
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<tr>
<td>2. Writing &amp; Presentational Skills (English-II)</td>
<td>3</td>
<td>2. General-II</td>
<td>3</td>
<td>2. Mass Media in Pakistan</td>
<td>3</td>
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<tr>
<td>5. Functional Urdu</td>
<td>3</td>
<td>5. General-V</td>
<td>3</td>
<td>5. Contemporary World Media</td>
<td>3</td>
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<td>9. Math/Statistics</td>
<td>3</td>
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<td></td>
<td>25</td>
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<td>30</td>
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<td>Major Courses Including Research Project/Internship</td>
<td>Elective Courses within the Major</td>
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<td>14 Courses</td>
<td>4 Courses</td>
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<td>42 Credit Hours</td>
<td>12 Credit Hours</td>
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<td>Subject</td>
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<tr>
<td>1. Theories of Mass Communication- I</td>
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<td>2. Opinion Writing</td>
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<td>3. Media Ethics and Laws</td>
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<td>4. Introduction to Advertising and Public Relations</td>
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<td>5. Media Laws and Ethics</td>
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<td>6. Theories of Mass Communication-II</td>
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<tr>
<td>7. Research Methods-I</td>
<td>3</td>
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<td>8. Development Communication</td>
<td>3</td>
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<td>9. Introduction to Conflict Reporting</td>
<td>3</td>
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<td>10. Current Affairs</td>
<td>3</td>
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<td>11. Regional Mass Media</td>
<td>3</td>
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<td>12. Media Management</td>
<td>3</td>
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<td>13. Photo Journalism</td>
<td>3</td>
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<tr>
<td>14. Research Project/Internship</td>
<td>3</td>
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<td></td>
<td>42</td>
<td>12</td>
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**Proposed Semester Scheme**

1st semester
1. English I (Functional English)
2. Pakistan Studies
3. General I
4. General II
5. Introduction to Mass Communication
6. General III

2nd Semester
1. English II (Communication Skills)
2. Islamic Studies/ Ethics
3. Maths/Stat (University Optional)
4. Mass Media in Pakistan (Foundation II)
5. International Language (Foundation III)
6. General IV

3rd Semester
1. English III (Technical writing and Presentation Skills)
2. Introduction to Computer
3. General V
4. General VI
5. Mass Media and Society (Foundation IV)
6. Introduction to Broadcast Media (Foundation V)

4th Semester
1. English IV/University optional
2. General VII
3. General VIII
4. Contemporary World Media (Foundation VI)
5. Introduction to Digital Media (Foundation VII)
6. Introduction to Film and Theater (Foundation VIII)

5th Semester
1. Theories of Mass Communication I (Foundation VI)
2. Journalistic Urdu/Functional Urdu
3. Opinion Writing (Major I)
4. Introduction to Advertising and Public Relations (Major II)
5. Media Laws and Ethics (Major III)
6. International Communication

6th Semester
1. Communication Theories II (Foundation VIII)
2. Functional English/ Journalistic English (Foundation IX)
3. Research Methods-I (Major IV)
4. Development Communication (Major V)
5. Introduction to Conflict reporting (Major VI)

7th Semester
1. Photo Journalism
2. Media Management
3. Online Journalism
4. Elective I from Streams: Electronic, Film and Theatre, Print, New Media, Advertising and Public Relations, Development Support Communication
5. Elective II I from Streams: Electronic, Film and Theatre, Print, New Media, Advertising and Public Relations, Development Support Communication

8th Semester
1. Research Project and Internship (Major VIII)
2. Current affairs (Major IX)
3. Regional Mass Media (X)
4. Elective III from Streams: Electronic, Film and Theatre, Print, New Media, Advertising and Public Relations, Development Support Communication
5. Elective IV from Streams: Electronic, Film and Theatre, Print, New Media, Advertising and Public Relations, Development Support Communication
**SEMESTER- FIRST**

**English I (Functional English)**

**Contact Hours:**

<table>
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<th>Theory</th>
<th>Practical</th>
<th>Total</th>
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**Credit Hours:**

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<th>Practical</th>
<th>Total</th>
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<tr>
<td>3.0</td>
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</table>

**Course Objective:**
To enhance language skills
To develop critical thinking

**Course Outline:**
Basics of 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
Comprehension:
Answers to questions on a given text, Discussion
General topics and every-day conversation
Listening
Translation skills
Urdu to English
Paragraph writing
Topics to be chosen at the discretion of the teacher
Presentation skills
Introduction
Note: Extensive reading is required for vocabulary building

**Teaching Methodology:**
Lecturing
Written Assignments
Class activities and discussion

**Assessment:**
**Theory** 100%

**Mid Term (40%)**
Written (Long Questions, Short Questions, MCQs)
Project/case study/Presentation
Assignments
Tests/Quiz

**Final Term (60%)**
Written (Long Questions, Short Questions, MCQs)
Books Recommended:

PAKISTAN STUDIES

Contact Hours:                  Credit Hours:
Theory    = 32                  Theory    = 2.0
Practical = 0                   Practical = 0
Total     = 32                   Total     = 2.0

Course Objective:
Develop vision of historical perspective, government, politics, contemporary Pakistan, ideological background of Pakistan.
Study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan.

Course Outline:
Historical Perspective
Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam M. Ali Jinnah.
Factors leading to Muslim separatism
People and Land
Indus Civilization
Muslim advent
Location and geo-physical features.
Government and Politics in Pakistan
Political and constitutional phases:
1947-58
1958-71
1971-77
1977-88
1988-99
1999 onward
Contemporary Pakistan
Economic institutions and issues
Society and social structure
Ethnicity
Foreign policy of Pakistan and challenges
Futuristic outlook of Pakistan
Teaching Methodology:
Lecturing
Written Assignments
Class activities and discussion

Assessment:
Theory 100%

Mid Term (40%)
Written (Long Questions, Short Questions, MCQs)
Project/case study/Presentation
Assignments
Tests/Quiz

Final Term (60%)
Written (Long Questions, Short Questions, MCQs)

Books Recommended:
General – I

Universities may follow the course titles and course details as decided by the respective Board of Studies. Students will be given option to choose two courses from other social science/ Arts/ humanities.

General – II

Universities may follow the course titles and course details as decided by the respective Board of Studies. Students will be given option to choose two courses from other social science/ Arts/ humanities.

INTRODUCTION TO MASS COMMUNICATION

Contact Hours: Credit Hours : 3.0
Theory : 48

Objectives:
To make students understand the basic concept of communication and Mass Communication
To help students to develop an understanding of evolution of printing, press and Newspapers Highlighting various contents of each Medium

Course Learning Outcomes:
Upon successful completion of the course the student will be able to:
Identify the Media of Mass Communication.
Understand the basic knowledge of Mass Communication, the communication process and distinguish among various mass Media.
The students should be able to understand evaluation and appraisal of media content.
Able to start opinion writing and evaluate the content of Media.

Course Outline:

1- Communication
   Introduction to communication.
   Definitions of Communication.
   Explanation of the components of definitions of Communication.
   The process of Communication.
   Types of Communication
   Verbal
   Non-verbal
   Factors for successful Communication.
   Contexts of Communication.
   Personal Intrapersonal Communication
Interpersonal Communication
Non personal
Public Communication.
Mass Communication.

2- Mass Communication
Introduction to Mass Communication.
Definitions of Mass Communication.
Explanation of the components of the definitions.
The process of Mass Communication.
Factors for successful and effective Mass Communication.
The functions of Mass Communication.
The role of Mass Media in our lives.
Differences between Communication and Mass Communication.

3- Media of Mass Communication
What is Medium
Medium and Media of Mass Communication
Characteristics of various Mass Media
Mass Media as Social institution.

4- Print Media
Trace the history of early press and printing
Origin of news and newspapers
The role and importance of newspapers in social Fabric
News and editorials contents of the newspapers

5- Adjuncts of Mass Media
News agencies
Syndicates
Advertising: An Introduction
Public Relations: The concept
Development support Communication

6- Management and Careers in Mass Media
Working and Administration of the Mass Media
Careers in the Mass Communication field.

Practical:
Short Composition
Writing articles and prepare presentations
Visit to any Newspaper or media organization to understand the working system

Teaching Methodology:
Lecturing
Written assignment
Guest speaker
Field visit
Analysis of media content
Mock newspaper design
Discussion
Small group Activities

Assessment:
Mid term = 20%
Written (short question, MCQ's) = 10 %
Presentation = 10%
Daily classes exercise = 05%
Final term
Written (Long & Short questions, MCQ's) = 50%
Attendance = 05%

Text and Reference Books:
Converging Media: A new Introduction to Mass Communication 3rd Edition by john V. Pavlik and Shawn McIntosh Published by oxford University Press 2014
An Introduction to Mass Communication: Media and Culture 9th edition by Richard camp Bell, Christopher R. Martin and Bettina Fabos, 2015
SEMESTER – SECOND

ENGLISH II (Communication Skills)

Contact Hours: 
Theory = 48  
Practical = 0  
Total = 48

Credit Hours: 
Theory = 3.0  
Practical = 0  
Total = 3.0

Course Objective: 
Enhance language skills and develop critical thinking

Course Outline: 
Presentation skills  
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

Note: Extensive reading is required for vocabulary building

Teaching Methodology: 
Lecturing  
Written Assignments  
Class activities and discussion

Assessment: 
Theory 100%

Mid Term (40%) 
Written (Long Questions, Short Questions, MCQs)  
Project/case study/Presentation  
Assignments  
Tests/Quiz

Final Term (60%) 
Written (Long Questions, Short Questions, MCQs)

Books Recommended: 
ISLAMIC STUDIES

Contact Hours: 
Theory    = 32
Practical = 0
Total      = 32

Credit Hours: 
Theory    = 2.0
Practical = 0
Total      = 2.0

Course Objective:
This course is aimed at:
To provide Basic information about Islamic Studies
To enhance understanding of the students regarding Islamic Civilization
To improve Students skill to perform prayers and other worships
To enhance the skill of the students for understanding of issues related to faith and religious life.

Course Outline:
Introduction to Quranic Studies
Basic Concepts of Quran
History of Quran
Uloom-ul-Quran
Study of Selected Text of Holly Quran
Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
Verses of Surah Al-Hujrat Related to Adab Al-Nabi (Verse No-1-18)
Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11)
Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77)
Verses of Surah Al-Inam Related to Ihkam(Verse No-152-154)

Study of Selected Text of Holly Quran
Verses of Surah Al-Ihzab Related to Adab al-Nabi (Verse No.6, 21,40,56,57,58.)
Verses of Surah Al-Hashar (18,19, 20) Related to thinking, Day of Judgment
Verses of Surah Al-Saf Related to Tafakar,Tadabar (Verse No-1,14)

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

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

Introduction to Sunnah
Basic Concepts of Hadith
History of Hadith
Kinds of Hadith
Uloom-ul-Hadith
Sunnah & Hadith
Legal Position of Sunnah

Selected Study from Text of Hadith

Introduction to Islamic Law & Jurisprudence
Basic Concepts of Islamic Law & Jurisprudence
History & Importance of Islamic Law & Jurisprudence
Sources of Islamic Law & Jurisprudence
Nature of Differences in Islamic Law
Islam and Sectarianism

Islamic Culture & Civilization
Basic Concepts of Islamic Culture & Civilization
Historical Development of Islamic Culture & Civilization
Characteristics of Islamic Culture & Civilization
Islamic Culture & Civilization and Contemporary Issues

Islam & Science
Basic Concepts of Islam & Science
Contributions of Muslims in the Development of Science
Quranic & Science

Islamic Economic System
Basic Concepts of Islamic Economic System
Means of Distribution of wealth in Islamic Economics
Islamic Concept of Riba
Islamic Ways of Trade & Commerce

Political System of Islam
Basic Concepts of Islamic Political System
Islamic Concept of Sovereignty
Basic Institutions of Govt. in Islam

Islamic History
Period of Khlaft-E-Rashida
Period of Ummayyads
Period of Abbasids
Social System of Islam
Basic Concepts of Social System of Islam
Elements of Family
Ethical Values of Islam

Teaching Methodology:
Lecturing
Written Assignments
Class activities and discussion

Assessment:
Theory 100%

Mid Term (40%)
Written (Long Questions, Short Questions, MCQs)
Project/case study/Presentation
Assignments
Tests/Quiz
Final Term (60%)
Written (Long Questions, Short Questions, MCQs)

Books Recommended:
Hameed ullah Muhammad, “Emergence of Islam”, IRI, Islamabad
Hameed ullah Muhammad, “Muslim Conduct of State”
Hameed ullah Muhammad, ‘Introduction to Islam
Mulana Muhammad YousafIslahi,”
Hussain Hamid Hassan, “An Introduction to the Study of Islamic Law” leaf Publication Islamabad, Pakistan.
Ahmad Hasan, “Principles of Islamic Jurisprudence” Islamic Research Institute, International Islamic University, Islamabad (1993)
Mir Waliullah, “Muslim Jurisprudence and the Quranic Law of Crimes”
Islamic Book Service (1982)
Dr. Muhammad Zia-ul-Haq, “Introduction to Al Sharia Al Islamia”Allama Iqbal Open University, Islamabad (2001)

MATH/STATS – II / UNIVERSITY. OPTIONAL

General – I

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Universities may follow the course titles and course details as decided by the respective Board of Studies. Students will be given option to choose two courses from other social science/ Arts/ humanities.

**MASS MEDIA IN PAKISTAN (Foundation II)**

Contact Hours:
Credit Hour: 3
Theory: 48

**Objectives:**
To remember the role of Muslim Press in the Sub-Continent with reference to the work of eminent journalists and there is role for freedom movement. To help students develop an understanding of evolution and genesis of print and electronic media in Pakistan.
To make students understand the dynamics of Mass Media operation in the Country including state-press relations and also state of media freedom in Pakistan.

**Learning Outcomes:**
The students will acquire the basic knowledge of growth of Muslim press in sub-continent, during British rule. This will enable them to evaluate and analyze the contribution of Press toward socio-political awakening of the masses.
The students should have developed a strong grip over the press history and evolution in the sub-continent in general and in particular in Pakistan.
They should be able to demonstrate understanding of various aspects of Mass Media operation and role in the Country Pakistan.

**Course Outline:**
**Introduction**
A brief account of beginning of Press in Sub-continent 1780- 1857
Press and its role during war of independence.
English press vis a vis vernacular press (Bengali, Hindi, Persian and Urdu) during War of Independence.
Press during freedom Movement.
A brief account of Press in Pakistan during 1930- 1947.
Important Newspapers from all four Provinces during Pakistan Movement and their support for political movements of the era.
Mass Media in Pakistan
Newspapers in Pakistan, problems and prospects.
Important newspapers and their editors and policies.
An overview of growth and development of Press in Pakistan during following political phases;
Broadcasting in Pakistan 1947- 1995
From Radio Pakistan to Pakistan Broadcasting Corporation
Numerical growth, geographical expansion, and technological leap in broadcasting sector in Pakistan.
Shifting of listenership from urban to rural.
Pakistan enters into Frequency Modulated era beginning of FM100.
PEMRA and deregulation of Radio Broadcasting in Pakistan.
FM Radio revival of radio listenership in the country.
Television in Pakistan 1964-2017
Beginning and development of Television in Pakistan 1964-71.
Television in Democratic Era. Pakistan Television, Quetta and Peshawar.
Expansion, technological growth viv-a-vis policy imperatives.
Television in Zia Era, new policy guidelines and limitations.

Books Recommended:

Research Articles/ Reports.
Christopher Schmidt, Pakistan’s Media Landscape: The Effects of Liberalization, DW Akademic, Germany.
Pintak Lawrence, Nazir Syed Javed, Pakistani Journalism: At the cross Road of Muslim Identity, national Priorities and Journalistic Culture. Media Culture and Society, vol 35, No, 5.
Books in Urdu:
Khurshid Abdus Salam (1966), Fun-e-Sahafat, Karwan Publications.
Khurshid Abdus Salam, Dastan-e-Sahafat.
Khurshid Abdus Salam, Sahafat Pakistan-o-HindMein.

International Language

Universities may follow the course titles and course details as decided by the respective Board of Studies for International language i.e. Chinese, German, French, Arabic and Russian etc. Students will be given option to choose one language according to availability of resources and Instructor.
SEMESTER – THIRD

ENGLISH III (Technical Writing and Presentation Skills)

Contact Hours:
Theory = 48
Practical = 0
Total = 48

Credit Hours:
Theory = 3.0
Practical = 0
Total = 3.0

Course Objective:
Enhance language skills and develop critical thinking

Course Outline:
Presentation skills
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

Note: Extensive reading is required for vocabulary building

Teaching Methodology:
Lecturing
Written Assignments
Class activities and discussion

Assessment:
Theory 100%

Mid Term (40%)
Written (Long Questions, Short Questions, MCQs)
Project/case study/Presentation Assignments
Tests/Quiz

Final Term (60%)
Written (Long Questions, Short Questions, MCQs)

Books Recommended:
INTRODUCTION TO COMPUTER

General – I

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General – II

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Mass Media and Society (Foundation – III)

Introduction
This is an introductory course based on nature of linkage/relationship between media and society. It is designed to discuss the communication messages and how these bind people into communities and even nations. Further to give better understanding, how the media content is get influenced by the society.

Objectives:
To introduce the nature of relationship between media and society.
To develop a strong understanding of society in which the media operate to inform, socialize and entertain the people.
To discuss the role of media in society and impact of society on media content.
To talk about the trend of conglomeration in media and its implications

Outcomes:
Upon successful completion of the course, the student will be able to:
Acquire the basic knowledge of relationship of media and society and understand the basic concepts of media conglomeration. They will be able to analyze and evaluate the role of media in society and vice versa.

Contents:
Concept of the society and Mass Society
Institutions of Society
Functions of Mass Media for Individual/Society
Era of Digital Media
Media conglomeration
Social control on media content
Media and Social Change
Role of media in society
Media and Public Opinion Building
Media and democracy
Media and Minorities
Media and Health, Agriculture, Education and Violence
Media and culture

**Practice:** Analyzing role of media content on society and impact of social setup on media content (print, broadcast, web).

**Teaching Methodology:**
Lecturing
Written assignments/reports
Presentation of reports

**Assessment:**
**Mid Term (40%)**
Written paper 30
Assignment 5
Presentation 5

**Final Term (60%)**
Written 40
Assignment 5
Presentation 5
Research report 10

**Books Recommended:**
Folkerts, Lacy, “The media in your life”, Pearson Education Inc. USA 2010
Introduction to Broadcast Media (Foundation -IV)
Cr. Hours: 3

Objectives:
The course is designed to introduce the students to the concept of broadcasting and its various aspects. It will also introduce students to the basics of program production.

Learning outcomes:
Students will learn how to create quality audio and video using current and evolving technologies while learning the production process for radio and television.

Contents:
- Introduction to Radio as a medium and structure
- Type of Radio Programs: News, Feature, Documentary, Voxpop, Interviews
- Radio Production: Basics of recording, using audio variety, Sound bites
- Introduction to television as a medium and structure
- Type of TV Programs: News, Feature, Documentary, Voxpop, Interviews
- Basics of Broadcast Writing: Structure, Contents, Flow
- Broadcast Media Crew
- Basics of Editing in Broadcast Media
- Broadcast Media in Digital Age
- Production Process

Teaching Methodology:
Lecturing
Written and visual reports
Short video project

Assessment:
Mid Term (40%)
Written paper 30
Assignment 5
Presentation 5

Final Term (60%)
Written 40
Assignment 5
Presentation 5
Short Video Project 10
Books Recommended:
SEMESTER – FOURTH

ENGLISH – IV / UNIVERSITY. OPTIONAL
Universities may follow the course titles and course details as decided by the respective Board of Studies. Students will be given option to choose two courses from other social science/ Arts/ humanities.

General – I

Universities may follow the course titles and course details as decided by the respective Board of Studies. Students will be given option to choose two courses from other social science/ Arts/ humanities.

General – II

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CONTEMPORARY WORLD MEDIA (Foundation IV)

Objectives
This course module is designed to introduce students to the modern world and how mass media is working in contemporary world. This course will give a detailed account of emergence of different societies from traditional to globalized world, process of transforming local culture to popular culture and emergence of modern world. To make students expert in analyzing contemporary world media and issues. To improve knowledge of students about current media scenario for participation in debates.

Learning Outcome
How the media is contributing towards the progress of these developed countries. The module of contemporary world media is designed to familiarize students with the basic concept. The course will help student in learning and understand the current media which is equally important for media students for their growth in academic as well as professional field. It will help students in understanding that how National and International media is operating and portraying on different social issue.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Assessment:
- Midterm Exam: 30
- Quizzes: 10
- Assignment/Presentations: 20
- Final Term Exams: 40

Recommended Readings:

INTRODUCTION TO DIGITAL MEDIA (Foundation V)

Objectives:
To make students understand the dynamics of social media as an effective tool of news and views.
To enable students to produce right messages at the right time for the right audience and on the right social media platforms
To be able to understand the evolution of social media platforms

Learning Outcomes:
After the completion of this course the students would be able to engage social media users with content that they are looking for and to produce that content as well.
They would also be able to execute actionable social media strategies for different organizations/businesses and brands.
They would have developed command over social media management and social media advertising tools.
They would be able to do audience research through social media.

Course Outlines:
Introduction to Digital Journalism
Working of Digital Newsrooms
News and Feature writing for digital newsrooms
Content Management systems of digital media-word press and other platforms
Digital News rooms tools (Understanding and web analytics- Google analytics, chart beat
Search Engine Optimization (SEO) and engagement to enhance reach of news on digital platforms.
Foundations and importance of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, SnapChat).
Usage of Social Media to find and spread the News
Photo and Video Editing
Blogs writing and editing
Data Journalism
Mobile Journalism (MoJo)
Understanding news website design and its basic coding
Programming for digital and live shows

Assessment:

Mid-term: 25
Final term: 40
Assignments: 20
Final project: 15

Teaching Methodology:
Lecturing
Class Activities
Assignments/Projects
Case Studies

Books Recommended:
Will add some more books
Introduction to Film & Theatre
Cr. Hours: 3

Objectives:
This course can be viewed from three perspectives: historical, literary, and contemporary production practices. Through lectures, readings, and discussion, students will study film and theatre as important art forms and understand their relevance to their own life as well as to other art forms.

Learning Outcomes:
A basic understanding of the history of film and theatre and the recognition of the duties and responsibilities of the personnel involved in producing film and theatre will allow students to become more objective in their own experiences.

Contents:
Film: Definition, Scope and Importance
Genres of Films
Brief History of World Cinema
History of Cinema in Pakistan
Theatre: Definition, Scope and Importance
Genres of Theatre
Brief History of Theatre in World
History of Theatre in Pakistan
Language of Theatre

Assessment:
Mid-term: 25
Final term: 40
Assignments: 20
Short Film Project: 15

Teaching Methodology:
Lecturing
Class Activities
Assignments/Projects
Case Studies

Suggested Readings:
Objectives:
The course will help to understand how phenomena of communication occur with modern and traditional means of media and relationship of the theories with existing social reality. It will shed light on various perspectives of media effects and will enable students to understand the power of media as a propaganda tool.

Outcomes:
The students will be able to have a clear understanding about various levels of media effects on human behavior and on society overall. It will help them to comprehend the hegemonic structure controlling and formulating media contents. The students will also explore various intervening factors affecting audience and affecting audience differently due to personality differences.

Course Contents:
Definition and difference of theory, paradigm and model
Types and functions of theories
Process of theory formation
Normative theories of media
Four eras of Mass media theory
Direct/powerful Effect paradigm
Limited Effect paradigm
Two/Multiple step flow of information
Selective processes
Moderate effect theories
Repowerful effect theories
Propaganda Analysis: from Historical to Herman and Chomsky Propaganda
Marshall McLuhan’s Media Determinism
Media Hegemony Theory
Knowledge Gap Hypothesis
Diffusion of Innovation
Teaching Methodology
Lecturing
Written Assignments
Guest Speaker
Report Writing
Assessment:

**Mid Term (40%)**
- Written (Long Questions, Short Questions, MCQs) 50%
- Presentation 10%
- Assignments 20%
- Report Writing 20%

**Final Term (60%)**
- Written (Long Questions, Short Questions, MCQs) 50%
- Presentation 10%
- Assignments 20%
- Report Writing 20%

**Books Recommended:**
Journalistic Urdu/ Functional Urdu (Foundation – VII)

(2+1 Credit Hours)

Learning Objectives:
Describing the importance and complexity of opinion pages
Explain the significance of different pieces of opinion writings
Developing critical knowledge about contemporary issues to write editorials, columns and political diaries

Course Learning Outcomes:
Upon successful completion of the course, the student will be able to:
Understand the importance and complexity of opinion pages
Differentiate between News, Feature, Column, and Editorial
Demonstrate high skills to write Feature, Column, Editorial and Book Review
Choose and evaluate public issues for opinion writing
Critically analyze the contemporary issues for public opinion formulation

Course outline:
Feature Writing
Definition, Concept, Characteristics
Scope of Feature writings
Types of Feature
Difference between News and Feature
Sources for the material
Language of feature writing
Feature Writing Technique
The importance of Pictorial Display in feature

Column Writing
Definition and Concept
Significance and importance
Functions of a Column
Types of Column
Role of Columnist in society.
Difference between News, column and feature
Structure of a column

Editorial Writing
Definition of Editorial
Purpose, importance and forms
Functions of Editorial
Techniques of Editorial writing
Contents of editorial page
Editorial page in Pakistan and its standard
Analysis of contemporary news for editorial writing

Review Writing
What is review
Difference between review and criticism.
The purpose of Review writing
The techniques of review writing
Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.
Practical:

Students will write
5 Features,
5 Columns
5 Editorials
5 Book Reviews
Scrap Book with clippings of important news stories and issues

Teaching Methodology:

Lecturing
Written Assignments
Guest Speaker

Assessment:

Mid Term (50%)
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 20%
Assignments 20%
Quiz 10 %

Final Term (50%)

Written (Long Questions, Short Questions, MCQs) 50%
Projects 50 %

Text and Reference Books:
Shafiq Jalandari. Feature Nigari.
Shafiq Jalandari. Kalam Naweesi
INRODUCTION TO ADVERTISING & PUBLIC RELATIONS
(Major – II)

Credit Hours: 3 Credit Hours

Objectives:
To establish the basic grounds of Advertising and PR. This course is designed to familiarize students with fundamentals concepts and model of Public Relations. The emphasis will be on copywriting, campaign planning, implementation, branding, social and legal aspects involved in advertising. To describe the strategies, tactics, and techniques of Advertising and public relations.

Course Learning Outcomes:
At the end of this course students will be able to:
Understand the fundamentals of advertising & PR and how it links with current practices in the field.
To explain the role of the public relations professional in the corporate environment.
Develop an understanding of strengths and limitations of basic models of Advertising& PR.
Comprehend modern practices of Advertising & PR in Digital Media.
Discover innovative methods to execute advertising campaigns.
Critically evaluate models as applied to practical advertising problems.
Execute PR campaigns through story board.

Introduction to Advertising &Public relations: Origin, Definitions and History.
Importance & Scope of Advertising &Public Relations.
Different Models of Public Relations
Press Agentry Model
Public Information Model
Two way Asymmetric Model
Two way Symmetric Model

Strengths and limitations of various media.
Print media
Electronic media
Social media

Various tools of Public Relations.
Press Release, Media kit, Advertorials, BTL/ATL and conferences, blogs etc.
Difference between Public Relations, Publicity, Advertising, Marketing and Propaganda.
Public relations and propaganda
Advertising, Publicity and Propaganda
Public Relations & Marketing
Relationship between PR and Advertising

Public Relations, Propaganda and the Psychology of persuasion.
Public relations and persuasion
Who says: the question of credibility
Says what: the nature of the message
To whom: the audience perspective
To what effect: forming and changing attitudes and beliefs

Designing Public Relations Kit
Press Releases/Handouts
Curtain Raisers
Press Conference
Press Briefing
Interview
Feature, Column, Article, Advertisement
Press Obituary regarding Crisis management as well as event management
Fact Sheets & Statistical charts
News Letter/Printed Material

Process of Public Relations
Research
Action (Planning)
Communication
Evaluation

Media Relations and Issue Management.
Issues management: defining the field
Context of issues management
Action planning: a framework for managing issues
Crisis public relations management vs. operational effectiveness

Crisis Management
International context of Public Relations.
Defining international public relations (IPR)
Factors and driving forces behind internationalization
Global or local approaches to international public relations
Structures of international public relations
Special areas of international public relations
Public relations for a supranational organization: the European Union
Professionalism on a global level: public relations as a global profession
Public Relations Campaign Designing
Elements of Campaign
Dimensions of Campaign
How to design a campaign.
Evaluation of Campaign.

Audiences, stakeholders and publics of Public Relations.
Employee
Community
Customer
Industrial/Business
Media
Academia
Governmental
Special Interest

Government Sector
Press Information Department
Directorate General Public Relations
Inter Services Public Relations
Foreign Ministry
Government News Agencies
Autonomous Bodies/Corporations/Semi Government Organizations
Public Sector Universities
BoG’s Institutes like Red Cresent, Estate Life Insurance.

Private Sector
NGO’s
Banks
Business Community
Showbiz Celebrities
Social Workers
All Private Institutions

Principles of Persuasive writings.
Different PR Case Studies
Business, politics and public relations: country case studies.
Community cases
Media crisis cases
Employees’ case.

P.R. Using ICTs
P.R. in digital age.
Social Media Usage for P.R.
P.R. at On-line portals.
Types of Advertising
Brand Advertising
Corporate
Public Service Advertising
Direct Response Advertising

Key Concepts in Advertising Process
Creative idea
Creative Execution
Creative Media Use
Advantages and Disadvantages of Advertising
Functions of Advertising

Difference between Advertising and Marketing
Hard Sell Approach
Soft Sell Approach

Key Players in Advertising Process
The Advertiser
Advertising Agency
Advertising Department
In-House Advertising
The Media
The Suppliers
Target Audience

What Makes an Advertisement Effective

Structure and Function of Advertising Agency
Planning and Development Department
Creative Department
Art Department
Media Department
Production Department

Types of Agencies
Full Service Agency
Specialized Agency

ATL/BTL/Brand Activation
OOH/BTL
Out of home
Why BTL/OOH?
How much budget to spend on BTL?
Concept of activities
Costing of activities
What is Town storming?
What’s Brand activation?
Store intercepts
Float
Hoard

**Copywriting for Advertising**
Tips for Copywriting
Format
Types of Headlines

**The Concept of Branding**
Brand (Concept to Launching)
History & origin
Difference between product & Brand
Need for brand
What is Branding?
Brand name development strategy

**Code of Ethics in Advertising & PR**

**Teaching Methodology:**
Lectures
Class Activities
Case Studies
Group Discussion
Field Visits

**Assessment:**
Midterm Exam 30
Final Term Exam 40
Quizzes 10
Assignment/Presentations 20
Total 100

**Recommended Readings:**
Media Laws and Ethics (Major – III)

Contact Hours:  
Theory = 48  
Practical = 0  
Total = 48  

Credit Hours:  
Theory = 3.0  
Practical = 0.0  
Total = 3.0  

Learning Objectives:  
Introducing laws relating to print, electronic and social media and define legal terminologies as well as understanding the basic working of the legal system in Pakistan.  
Differentiate between unethical and ethical practices in print, electronic and social media  
Learn practices and laws related to use of raw materials like footages, photographs, and other such materials  

Learning Outcomes:  
Acquire knowledge of legal system and its importance in media industry  
Apply both ethical and legal standards in required fields  
Able to avoid liable/defamation and invasion of privacy  
Demonstrate a working knowledge of the ethical principles and concepts which will be helpful in solving ethical issues in media industry.  

Course Content:  
Introduction to Legal system in Pakistan, law makers, policy makers and the court system  
History of Media Laws  
Freedom of speech in 1973 Constitution  

Laws Regulating Media  
PEMRA Ordinance 2002  
PEMRA Rules 2009  
Freedom of Information 2002  
Press Council of Pakistan Ordinance 2002  
Television Broadcast Station Operations Regulation  
Radio Broadcast Stations Operations Regulations  
Companies Act 2018 (For registration of TV/Radio)  
The Prevention of Electronic Crimes Act 2016  

Laws Regulating Media Employees  
Newspapers Employees (Condition of Services) Act 1973
Copyright Laws

Copyrights Laws in Pakistan
Plagiarism
Protection of Speech
Defamation of Character, Libel and Slander, and right to privacy

Ethics

Introduction to Media Ethics, basic theory, historical perspectives
Ethics in reporting violence, offensive material
Ethics in advertising material, business pressures, truth telling and objectivity
Islamic perspective of ethics
Online journalism ethics
Coverage of Blasphemy Issues, Jihad, terrorism and ethics

Code of Ethics

Code of Conduct Rules 2010
Code of Conduct for Media Broadcasters and Cable Operators
Code of Conduct PFUJ

Privacy in Media

Issues of privacy and media, privacy laws
Protection of Public Rights, public interest issues

Teaching Methodology:

Lecturing
Guest Lectures by lawyers

Assessment:

Mid Term (50)
Written (Long Questions, Short Questions, MCQs) 50
Presentation 25
Assignments 25

Final Term (50)
Written (Long Questions, Short Questions, MCQs)
Suggested Readings:
Louise Alvin (2003). Ethics in Media Communications: Cases and controversies Canada.
AMIC 2005). Walking the Tight Rope: Press Freedom and Professional Standards in Asia: Singapore,

International Communication
Credit Hours: 3

Objectives:
This course is designed to develop the understanding of students about the importance and need of International communication. Global politics over global communication environment changed the dynamics of International Communication.

Learning Outcomes:
After this course students will learn various aspects emphasizing on International Communication and Development, social and political theories of International communication, how global empires change the entire scenario of International Communication, Emerging perspectives, Cultural Communication and how industrialized countries are having a monopoly over hyper-reality and how it shapes the global communication.

Contents:
- Introduction: Need and Significance of International communication
- Dimensions of IC in various disciplines
- International Community
- Types of Societies
- Communication and empires
- International communication and Development
- Globalization and technology
- Globalization and world Media system
- Free Flow of Information
- The Mac Bride Commission
- NWICO
- Opposition to NWICO
- Creating global communication Infrastructure
- The privatization of telecommunications
- Free trade in communication,
- Liberalization of the telecom sector
- Privatizing space - the final frontier Key players in the global satellite industry
- The world of telecommunications
- Implications of a liberalized global communication regime
- The Global Media Market Place
- Convergence
- Globalization and Cultural imperialism
- Media, politics, and economy in perspective of political economy concepts
- Global news and information networks
- Setting the global news agenda
- Globalization and its impact on health, crime, knowledge, peace and poverty.
- Global Media Conglomerates and International Communication
- News Corporation
- Walt Disney
- SONY
- Warner’s Brothers

**Teaching Methodology:**
Lecturing
Pedagogies and visual aid

**Assessment:**

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Term Written</td>
<td>30</td>
</tr>
<tr>
<td>Mid Term Presentation</td>
<td>5</td>
</tr>
<tr>
<td>Mid Term Assignments</td>
<td>5</td>
</tr>
</tbody>
</table>

| Final Term Written    | 50         |
| Final Term Presentation | 5       |
| Final Term Assignments| 5          |

**Books Recommended:**
Hamid, Mowlana (2015). International communication; A selected bibliography (Ed), Kendall/Hunt Pub. Co
SEMESTER – SIXTH

Communication Theories II (Foundation – VIII)

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

Outcomes:
The students will be able to develop critical thinking and analyzing media agenda and contents. It will also enable them to understand the subtle and gradual effects media on human behavior. Students will further be able to explore and add new things into the existing theories.

Course Contents:
Media and Audience Theories about the role of Media in everyday life
Uses and Gratification Theory
Agenda Setting Theory
Framing and Frames Analysis
Emergence of Critical and Cultural Theories of Mass Communication
Critical Political Economy
Feminism and its types
Theories of Media, Culture and Society
Media Dependency Theory
Spiral of Silence Theory
Social reality and Mediated Reality
Cultivation Theory
Social Learning Theory

Teaching Methodology:
Lecturing
Written Assignments
Guest Speaker
Report Writing

Assessment:

Mid Term (40%)
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 10%
Assignments 20%
Report Writing 20%
**Final Term (60%)**
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 10%
Assignments 20%
Report Writing 20%

**Books Recommendation:**

**FUNCTIONAL ENGLISH-I/ Journalistic English (Foundation – IX)**

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

**Learning Out Comes:**
After the completion of this course students will be capable of writing grammatically correct language. They will be able to write both active and passive sentences. The course is likely to enhance all four skills, reading, and writing, speaking and listening.

**Course Contents:**

**Grammar**
Parts of speech and use of articles
Sentence structure: Active and Passive Voice
Practice in unified sentence
Analysis of phrase, clause and sentence structure
Transitive and intransitive verbs
Punctuation and spelling
Vocabulary building
Comprehension:
Answers to questions on a given text

Reading Skills
Skimming, scanning, predicting and guessing

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

Speaking Skills
Spoken English techniques

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

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

Translation skills
Urdu to English

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

Note: Extensive reading is required for vocabulary building

Books Recommended:

Functional English
Grammar
Writing
Reading/Comprehension
Speaking
Objectives:
This course will give the students an insight into the basic principles of scientific research and sensitized with the methods, techniques and other relevant concepts to investigate the media related phenomena in society.

Learning outcomes for students:
They will understand the sound measurement design for quality research. They will get through of extensive understanding on experimental designs in communication research. Students will be able to learn the different steps of research for writing appropriate research proposal.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Course Contents:
Research: Definition, Social Scientific Inquiry, Characteristics and Applied Research
Concept and Need of Media & Communication Research
Formulating the problem statement
Need and significance of Theory in Research
Ethics in Media & Communication Research
Elements of Media & Communication Research: Concept, Construct, Variables and Hypothesis
Level of Measurement and Scales
Sampling Techniques
Kinds of Social Scientific Research: Qualitative and Quantitative
Quantitative Research Methods
Survey Method
Content Analysis
Historical and Descriptive Research
Validity and Reliability in Quantitative research
Writing Research Proposal
Reference Writing
Statistics: Descriptive and Inferential
Hypothesis Testing: Tools of Statistical Analysis
(ANOVA, MNOVA, T-Tests, Correlation, Regression, F Test and Chi Square etc.)

Books Recommended:

DEVELOPMENT COMMUNICATION (Major – V)

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

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

Learning Outcomes:
At the end of this course students will be able to understand:

The basic concepts Development Communication and theories.
Various Communication strategies, tools and Challenges faced by National & International development agencies.
Design campaigns for the development programs.

**Teaching Methodology:**
- Lecturing
- Class Activities
- Written Assignments
- Case Studies

**Assessment:**
- Midterm Exam: 30
- Quizzes: 10
- Assignment/Presentations: 20
- Final Term Exam: 40

**Development Communication**
- Concept of Development
- Definition of Development Communication & Development Support Communication
- Development as process & Goal, Sociology of development
- Difference between Development Journalism, Development Communication, Development Support Communication and Development Mass Communication
- Difference between Social Economic and Integrated Development, Targeted and Sustainable Development.
- Role of Change Agents and Opinion Leaders

**Communication Strategies:**
- Persuasion
- Social Mobilization
- Empowerment at the grass root level
- Role of National, International Agencies & NGO’s in Third World countries
- Diffusion of innovation
- Social Change and community participation

**Recommended Readings:**
Preface/Preamble:
This course will revive the consideration of role of media in local, regional and global conflicts, the multiplicity of causes and dynamics leading to manifest expression, escalation and de-escalation with a focus on responsible communication made by stakeholders to these conflicts.

Rationale/Scope
Course is needed to examine the role of language (choice of words, e.g.) and representation in demonizing one party to the conflict and glorifying the other, which can lead to conflict escalation and endanger the lives of media personnel. It also explores the issues of journalistic ethics and it examines the personal security of journalist in a conflict zones.

Course Objectives (Generic and broader in nature)
The objective of this course is to help in developing a holistic view of reporting conflicts and to educate the students on means and methods to reflect the same through various mediums of communication including formal media. It would expectantly provide the students with the national and international perspective on the conflict and its coverage. With this conceptual framework, the students will be taught that how language, representation and framing of conflict play a key role when they write, edit or produce their reports in a conflict situation.

Course Learning Outcomes (According to Bloom’s Taxonomy)
ACQUIRE the basic knowledge of conflict reporting and UNDERSTAND the concepts of conflict resolution through journalism.
SOLVE, ANALYZE and EVALUATE the problems and hurdles a journalist face in conflict reporting.
DEMONSTRATE individually the dynamics of conflict reporting in Pakistan.

Conflict Reporting and it’s History.
What is Conflict?
Intra-State Conflicts, Inter-State Conflicts, Global Conflicts
Levels/ Intensity of Conflicts.

History of Conflict and Media.
What is conflict and how has conflict been chronicled throughout human history?
Historical perspectives of media about conflicts (Pre-20th Century to Present)
Narratives of victors vs. narratives of victims: The differing perspectives of chronicling conflict

Dynamics of Conflict and Media
How conflict leads to crises? (Ethnic, linguistic, regional, sectarian, etc.)
How media play its role in escalating or de-escalating the crises?

The Evolution of Technology and Conflict Reporting
From printing press to photography to video
Embedded journalism and war reporting
Social media and citizen journalism

Case studies: World War I & II, Vietnam, Gulf War, ISIS, Kashmir, and Arab Spring

Mass Media Coverage of Conflicts in Pakistan History of Conflicts and
Role of Media in Pakistan
Intra-state, Inter-state and Global involvement

History of Conflict Reporting in Pakistan
Evolution of Broadcast media in Pakistan (Revolution before Evolution)
The rise of extremism, terrorism and conflict reporting
Narrative and discourse analysis (with case studies)
Understanding Inter cultural & Interfaith Conflicts; challenges for the media.
NAP (National Action Plan) as a Counter-Extremism and Counter-Conflict Strategy
Lack of competing narratives
Censorship and self-censorship
Misinformation
Gate keeping on conflict issues
No-go areas (e.g. anti-minority violence)
Gender violence and sensitivity

Contextualizing Conflict and Media Coverage

Application of Communication Theories in Conflict Perspective
Galtung’s theory of War & Peace Journalism – Peace Centric
Agenda Setting Theory – State Centric
Popular Journalism Theory – Market Centric
Social Responsibility Theory – Public Centric
Cultivation Theory – Media Centric
Objectivity vs. Subjectivity (and advocacy) in the context of conflict reporting.
Media coverage: Electronic vs. Print vs. Social Media, The principle of moral equivalence

Identification of stakeholders in any conflict (Direct affectees, indirect affectees, influencers, facilitators, messengers, sources, etc.)
Reporting on perpetrators and victims: context and sensitivity (social, cultural, etc.)
Nature of Conflict and Overall Context (Information, Propaganda, Incitement)
Defining “Glorification” and “Sensationalism”

Sensitivities in Conflict Coverage

Perspectives on Reporting Conflicts
Narrating Conflict for Masses - Labeling, Language, Vocabulary, Framing, Grammar, Use and misuse of adjectives & Non-verbal Communication (Visuals/ Audio)
Labeling of conflict victims: language usage and potential impact
Interviewing Techniques in conflict (victim, victor, oppressor), Live reporting limitations, stakeholder identification etc.
Media guidelines on reporting conflicts
Risk Assessment of all stakeholders in conflict prone areas.


Practical:
Mock Exercises of reporting on conflict issue
News Packages production on conflict reporting

Teaching Methodology:
Lecturing
Written Assignments / Research Reports
Presentations by Individual Students/ Group Presentation
Practicum - Guest Speakers (Subject Matter Expert)

ASSESSMENT:

Mid Term (40%)
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 10%
Mock Exercises 10%
Written Assignments 10%
Research Report 20%

Final Term (60%)
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 10%
Mock Exercises 10%
Practical Assignment 30%

Suggested Readings:
SEMESTER – SEVENTH

Photojournalism
Cr. Hours: 3

Objectives:
This course focuses on the development of conceptual and technical know-how by introducing students to a broad spectrum of topics in photography and its relationship with journalism. The students will come to know about different genres of photography and photojournalism. Specific attention will also be given to teach the historical, critical and analytical skills necessary for the development of a photographer.

Learning outcomes:
The students will examine the ways in which meanings and persuasion are created in photographic imagery. It also emphasizes on exploring and comprehending contemporary photographic concepts and practices alongside training of students to enter the professional arena of photojournalism and will also introduce the students to the basics of equipment used in photography like camera and lights.

Contents:
Pinholes to Pixels-Historical Perspective
Photography Genres
   a) Abstract Photography
   b) Candid Photography
   c) Conceptual Photography
   d) Documentary Photography
   e) Fashion Photography
   f) Lifestyle Photography
   g) Time-lapse Photography
   h) Narrative photography
   i) Snapshot Photography
Photojournalism: Definition, Concept and Scope
Photojournalism Genres
   a) Political
   b) Sports
   c) Showbiz
   d) Business
   e) Crime
   f) Accident
   g) Feature
   h) Environmental
   i) War
Ethics in Photojournalism

Contemporary Issues in Photojournalism Photography Equipment and Techniques
   a) Camera
   b) Lighting

Shots: Types and Framing Digital Imaging

Assessment:
Mid-term 25
Assignments 25
Final Project 50

Total marks: 100

Suggested Readings:

Media Management
Cr. Hours: 3

Objectives:
Media Management course is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the electronic media industries in Pakistan and overseas.
Learning Outcomes:
Students after this course will:

- Develop analytical and problem-solving skills
- Demonstrate a sound knowledge of respective and integrated attributes of media
- Be able to participate and lead teams
- Be competent to situate and explain media in complex and varying environmental conditions, i.e. in historical, social, cultural and economic terms
- Manage essential practices and processes of media content production
- Think critically to develop fresh insight and build knowledge
- Respect the crucial importance of professional media ethics in the face of many and often significant pressures to engage in questionable practices

Contents:
Concept, type, structure and characteristics of management and organizations. Types, Functions and Skills of Managers
Group and Inter Group Communication
Intra and Inter Organization Communication
Horizontal and Diagonal Communication
Organizational Conflict Management
Organization of Mass Media in Pakistan: Private ownership vs. Public ownership. Personal Administration
Financial Administration of the Media
Management and Media Regulatory Laws
Management and Media Conglomerates
Management and Marketing of Media Products

Assessment:
Mid-term  25
Assignments  25
Final Exam  50
Total marks:  100

Suggested Readings:
Fink, Conard C. (2001). Strategic Newspaper Management
Broadcast media/journalism: (Major – VII)
1. Radio News Reporting, Editing & Production
2. TV News Reporting, Editing & Production

RADIO NEWSPRODUCTION

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

Learning outcomes:
This course will enable the students to become practical radio journalists with an in-depth theoretical and practical understanding of reporting, editing and production/presentation.

Course Content:
Introduction to:
Understanding and knowledge of radio broadcast
The roles and responsibilities of reporter, sub-editor, copy editor, producer, newscaster and anchor/host.
Theoretical and practical reporting (news value)
Theoretical and practical editing (what to go on air)
Theoretical and practical production: bulletin making (news packages, event packages, breaking news, live coverage, monitoring)

Practical:
The students will be required to identify news, edit it and produce 05 bulletins. Besides, the students will also be required to conduct 02 short interviews.

Assessment:
Mid-term 25
Assignments (05) 25
(field reporting, editing, voice over, audio beeper)
Final Project 50
(Production of Bulletin)
Total marks: 100

Books Recommended:
TV NEWS PRODUCTION

Objectives:
The course will impart the elements of news gathering to screen presentation. This includes identification of news, news writing, and editing and screen presentation/production.

Learning outcome:
This course will enable the students to become practical TV journalists with an in-depth theoretical and practical understanding of reporting, editing and production/presentation.
The student is expected to write news in TV format
To be able to face camera with confidence
To be taught live event coverage that includes voice over recording, presentation skills and body language.
To be taught audio and video editing.
To be taught news production.

Course Content:
1. Introduction to:
   Understanding and knowledge of TV broadcast
   The roles and responsibilities of reporter, sub-editor, copy editor, producer, newscaster and anchor/host.
   Theoretical and practical reporting (news value)
   Theoretical and practical editing (what to go on air)
   Theoretical and practical production: bulletin making (news packages, event packages, breaking news, live coverage, monitoring)

Practical:
The students will be taught news identification, news gathering skills besides editing and production.
The students will be required to produce 05 bulletins. Besides, the students will also be required to conduct 02 short interviews.

Assessment:
Mid-term 25
Assignments 05 25
(field reporting, editing, voice over, audio and video beeper)
Books Recommended:
Visual Editing, Howard I. Finberg and Bruce D. Litale, Wadsworth, Belmont, 1990
Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993

ONLINE JOURNALISM (Major – VIII)
Credit Hours

Course Description:
In this age every medium whether paper, magazine, radio or TV channel, has its website. Interactive portals have also made its significance space in modern journalism now days. This course will not only equip students about applying journalistic knowledge for web world but also make them able to design their website as well. The subject will cover exposure to the basics of online advertising i.e. SEO (search engine optimization) SMM (Social Media Marketing), SEM (Search Engine Marketing) as well.

Learning Outcomes:
Students will be able to understand the basic concepts of online journalism.
Students will be able to understand Blogging and elements of websites
Students will be able to understand the Concept of Social media marketing.
Students will Create their own blog/site
Develop online writing skill
Design online social media campaigns

Course Outline:
Introduction to online Journalism
What is online journalism
How it is similar & different from conventional journalism
Interactivity & online journalism
Feedback & Interactivity
Model of interactivity
ICT Society
Four levels of society
ICT Society in 21st century
NWICO
New world information & Communication order New world economic order
Mac Bright commission report
How to analyze a website
10 steps to analyze a website
Dos and don’ts for a website
Writing styles for a website
Portal Writing
An intro to Screen studies
Teaser study
Clicking vs. Scrolling study
Eye movement study
Teaser study
Introduction to Blogging
Creation
Moderation
SEO of Blog
SMM of Blog
Debates of online journalism
Cyber crime
E-Alienation
Reprogramming of Brain
Media Ecology
Digital Divide
Cybercrime Bill
Punishments in cyber issues
Intellectual property law online
Intro to Social Media Marketing
Websites and Social media
Search engine marketing
SEO
Intro to SEO
White head SEO
Black head SEO
Intro to SEPR
Organic & Inorganic advertising on Social media
Facebook
Twitter
LinkedIn
9+

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Assessment
Midterm Exam 30
Quizzes 10
Assignment/Presentations 20

Final Term Exam 40

Recommended Reading:
Mike Ward (2013) Journalism Online.
the press releases, Wallpapers, Newsletters, Folders, Leaflets, Pamphlets, and Posters.
Using Electronic Media for DSC, TV and Production of Broadcast material, TV Audience & their demands, Concept of early window. Radio as an effective development medium.
Strategies for evaluating DSC Campaign, Concept of Evaluation, Evaluation in DSC Campaign, types, steps and criteria for campaign evaluation, conducting evaluation and evaluation designs.

Presentations and Camping evaluation

Suggested Books:
O. Dreyer (1996) “Cultural Changes in Developing Countries”.

ELECTIVE – I

Streams: Film and Theatre, Electronic, Print, New Media, Advertising and Public Relations, Development Support Communication
Course Objectives:
The goal of this course is to introduce each student to the basic fundamentals of motion picture cinematography, to include both technical knowledge and artistic application. Special focus will be placed on the specific camera and Lighting equipment. Topics will include, but are not limited to: camera operation, composition and framing, lens choice, camera movement, setting proper exposure, lighting, collaboration, blocking, continuity and all aspects of visual

Course Learning Outcomes:
Upon successful completion of the course, the student will be able:

Acquire the basic know how about filmmaking techniques and its application in real world scenario,
Evaluate the present status of the film making in present socio-political state of affairs of the society,
Develop keen interest in the area of creative arts and storytelling.

Course Outline:
Role of the cinematographer
Screen clips & short film
Composition & Framing
Frame size terminology
Demo of camera equipment
Lens Choice
Exposure/F-Stop/Shutter/ISO
Depth of field
Camera operating
Hands on introduction to camera equipment
Composition/Framing exercise
Exposure setting exercise
Camera operating Exercise
Focus Pulling exercise
Camera movement
Camera movement example clips
Static camera
Panning/Tilting
Dolly
Handheld
Camera movement exercise with stations
Lighting for emotional impact
Lighting example clips
Lighting terminology & concepts
Color
temperature
Types of lighting units
Controlling light
Grip equipment
Gels
Diffusion
Day exterior lighting techniques
Bounced/diffused sunlight concepts
Screen day exterior lighting example clips
Shooting & Continuity rules
Coverage/covering a scene
180 Degree Line

Teaching Methodology:

Lecturing
Quiz / Assignments
Workshop / Seminar
Short Film

Assessment:

Mid Term (20%)
Final Term (40%)
Quiz & Assignments (15%)
Workshop/ Seminar (10%)
Short Film (15%)

References:
Digital Cinematography: Fundamentals, Tools, Techniques & Work flows; David Stump, ASC
Cinematography Theory and Practice; Blain Brown
The ASC Manual: Tenth Edition; Edited by Michael Goi, ASC
The 5C’s of Cinematography; Joseph V. Mascelli

Advanced Media Production

Course Objectives:
This course is designed to impart practical knowledge on the art of media production duly guided by media scholarship. This course is designed to train
students in advanced techniques of media productions like camera work for the production of professional videos, lighting, direction and postproduction. Additionally, they will be taught how to pitch ideas for professional production. It is hoped, by the end of the course, the students will be able to produce professional work for media industry in Pakistan.

**Course Outlines:**
Producing and directing professional genres
Drama/Films/ Documentary production
Documentary: Idea, Research, Reconnaissance, Treatment, Packaging
Drama, Text, Sub Text, Casting, Acting
Film production: issues and challenges
News Production
Studio Recording, Sets, Studio Geography
Media literacy
Theory and Practice of Camera
Theory and Practice of lighting
Multi Camera Production
Editing Techniques
Editing and Finished Product
Techniques, Styles, Mixing, Graphics

**References:**
Trottier, T: *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*
Field Syd. *Screenplay: The Foundations of Screenwriting*
Inman Roger & Smith, Greg. *Television Production Book*
Heisner, Beverly. (1997). *Production Design in the contemporary American Film: a critical study of 23 movies and their designers*. McFarland,
Heisner, Beverly. (1997). *Production Design in the contemporary American Film: a critical study of 23 movies and their designers*. McFarland,

**Visual communication**

Film analysis
Frame analysis
Media writing in critical studies
Models of film analysis: Production, Content, Reception
Evaluating visual messages, visual tools,
Contemporary film, drama and documentary

Art of Storytelling, tools of Screen writing
Development of Idea, Characterization & exposition,
Protagonist, Antagonist and Conflict, Development of Story.
Journalism principles and techniques
Beat Reporting
Column & editorial writing
TV News vocabulary
Live Reporting, On camera Reporting,
Interview Skill, Techniques
News ethics, media laws, responsibilities of journalist
Media policies
1. News Reporting and Writing Skills
2. Sub – Editing and News Page Designing

News Reporting & Writing Skills
Contact Hours: Credit Hours:
Theory = 48 Theory = 3.0
Practical = 0 Practical = 0.0
Total = 48 Total = 3.0

Learning Objectives:
Understand the basics of News reporting
Explains the dynamics of source credibility
Able to understand reporting beats
Capable of writing of different kinds of stories
Learn News gathering techniques

Learning Outcomes:
Acquire basic writing skills in reporting
Demonstrate to write story board
Able to filter content and dig out news story from documents
Differentiate difference between writing for print and broadcast media

Course Contents:
News; Definition, Elements, Values, concepts of 5Ws and 1H, sources.
Different structures of news, types of intro, body and paragraphing.
Basics of Writing, attribution, plagiarism, Opinion vs. facts, Language, Grammar
Principles of clear writing and news writing techniques
Importance of timing
Introduction to beat reporting, Crime & Accidents/Disasters, political, business and commerce, sports, Courts, Parliament
Obituary
Difference between print and electronic news
Interviews, press conference, seminar, political gatherings
Reporting Ethics
Elements of online News reports
Multimedia Contents
Text visuals and photos
Writing at least 20-25 news stories of different beats

Teaching Method:
Lecturing
Guest Lectures by reporters of different beats
Assessment:
Mid Term (50)
Written (Long Questions, Short Questions, MCQs) 50
Presentation 20
Assignments 30

Final Term (50)
Written (Long Questions, Short Questions, MCQs)

Books Recommended:
Charnely Mitchell’s “Reporting”, New York Hoet, Rinhart & Winston 1964
Hohenberg “The Professional Journalist”
Porter and Luxon“ The Reporter and the News”
Hijazi, Miskeen Ali, “Fun-e-Idarat”
Khursheed, Abdul Salam Dr., “Fun-e-Sahafat”
Hashmi, Farkhanda, “Fun-e-Khabar Naweesi”
Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
Reporting & Writing: Basics for the 21st Century by Christopher Scanlan
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.
Sissons, Helen, 2004 ‘Practical Journalism; How to Write News’
Clarence and Huch, 2001, Professional Journalist

Sub-Editing & News Page Designing

Contact Hours:          Credit Hours:
Theory = 48            Theory = 3.0
Practical = 0           Practical = 0.0
Total = 48              Total = 3.0

Learning Objectives:
Knowledge about the roles and responsibilities of editors in the newsroom, including how copy editors work
Identify grammatical errors, punctuation and structure of news style
Improve text to bring clarity and make story logical and balance by taking versions from all sides
Learning Outcomes:
Understands the process of editing and news worthiness
Analyse content and bring out a story for its target audience
Demonstrate good editing skills, writing headlines, sub-headlines and page layout
Evaluate the worth of the story and where to place it and on which page

Course Contents:

Sub Editor
Nature and scope of sub-editing
Qualities of a Sub-Editor
Responsibilities/Duties of a Sub-Editor

Mechanics of News Editing
Selecting creed material
Style Books
Translation
Structuring and re-writing of news story
Writing tickers

Make Up
Make up techniques
Basic principles of page makeup
Different kinds of page makeup

Headlines
Definition
Purpose of Headlines
Qualities of Headlines
Kinds of Headlines
Principles of Headlines making.

Photo Editing and Writing Captions
Principles of selecting pictures
Writing appropriate captions
Principles and process of photo editing

Use of Computer
Use of computers in the newsroom
MS Office: Word, Excel, Power Point Presentation, In-page
Computerized Page making techniques
Adobe photo shop and picture scanning.
Adobe Illustrator and Corel DRAW for designing
Method of Teaching:
Lecturing
Guest Speaker from the newsroom
Assignments

Assessment:
Mid Term (50)
Written (Long Questions, Short Questions, MCQs) 50
Presentation 20
Assignments 20
Quiz 10

Final Term (50)
Written practical type questions

Recommended Books:
The Art of Editing by Brooks Etal
News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
The Art of Editing News, Mc Giffert Renert
Design and Make of Newspaper, Sultan A.A
Journalism, Trowinlon’s, London,: David and Cherl, 1975
Fun-e Khabar Naveesi by A. R. Khalid
Fun-e-Idarat by Hijazi, Miskeen Ali
Sahafat by Hassan Mehd
NEW MEDIA

1. Introduction to Social Media
2. Social Media and Journalism

Introduction to Social Media
Contact Hours: Credit Hours:
Theory   = 16 Theory  = 1.0
Practical = 96 Practical = 2.0
Total    = 112 Total    = 3.0

Course Objective:
This course will introduce students to each social media tool, and then delve into how to successfully use each tool in order to best engage their audiences.

Course Learning Outcomes (According to Bloom’s Taxonomy)
ACQUIRE the basic knowledge of social media and social networking sites to UNDERSTAND its concepts.
SOLVE, ANALYZE and EVALUATE the significance of various social media tools and sites.
DEMONSTRATE individually the dynamics of social media globally in general and Pakistan in particular.

Course outline:
Building a word press powered website
Intro to Search Engine Optimization (SEO)
Creating a blog
Learning the language of twitter
Guide to Facebook
Guide to Youtube
Introduction to Google +
Google Analytics
Stay connected with LinkedIn
Email Marketing: creating an email list
Storify
How to bring traffic to your stories
Building your online brand
Ethics of social media
Social media conglomerates

Practical:
Developing Social Media Channels
Teaching Methodology:
Lecturing
Written Assignments / Research Reports
Presentations by Individual Students/ Group Presentation
Practicum - Guest Speakers (Subject Matter Expert)

Assessment:
Mid Term (40)
Written (Long Questions, Short Questions, MCQs) 50
Presentation 20
Written Assignments 10
Research Report 20

Final Term (60)
Written (Long Questions, Short Questions, MCQs) 50
Presentation 30
Written Assignments 20

Suggested Reading:
Crush It!: Why NOW Is the Time to Cash In on Your Passion by Gary Vaynerchuk
Kirkpatrick, David, "Why Facebook matters: It's not just for arranging dates. And it's not just another social network. Facebook offers sophisticated tools for maintaining social relationships", Fortune, October 6, 2006
The New Community Rules: Marketing on the Social Web by Tamar Weinberg
Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan, Julien Smith

Social Media and Journalism

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<thead>
<tr>
<th>Theory</th>
<th>16</th>
<th>Total = 112</th>
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<tbody>
<tr>
<td>Practical</td>
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<tr>
<td>Total</td>
<td>112</td>
<td>Total = 3.0</td>
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Course Objective:
In this course, students will study the role social media has played in key national and international events while understanding how journalists are trying to use social media in their work without compromising it. Students will also learn how to use social media to publish news stories.

Course Learning Outcomes: (According to Bloom's Taxonomy)
ACQUIRE the basic knowledge of social media in journalism UNDERSTAND the journalistic techniques for social media.
SOLVE, ANALYZE and EVALUATE the significance of social media communications and its practices in the market. DEMONSTRATE individually the dynamics of journalism and social media itself globally and at local level.

Course Outlines:
Report, produce, and edit news stories using blogs, audio, video, photos, animations, and digital maps to tell nonfiction stories. Emerging themes in digital journalism, such as the role of high-tech companies in shaping news outlets, the rise of “citizen journalism” created by non-professional participants, and the use of info graphics, digital image alteration software, and news games to appeal to audiences. Legal, economic, professional, and ethical challenges created by publishing news online. Skills for advanced Internet research, including how to use material from news archives and public records databases and private social network sites appropriately in digital nonfiction.

Practical:
Journalistic writing assignments for social media

Teaching Methodology:
Lecturing
Written Assignments / Research Reports
Presentations by Individual Students/ Group Presentation
Practicum - Guest Speakers (Subject Matter Expert)

Assessment:
Mid Term (40%)
Written (Long Questions, Short Questions, MCQs) 50%
Practical 10%
Presentation 10%
Written Assignments 10%
Research Report 20%

Final Term (60%)
Written (Long Questions, Short Questions, MCQs) 50%
Practical 10%
Presentation 20%
Written Assignments 20%

Suggested Reading:
Crush It!: Why NOW Is the Time to Cash In on Your Passion by Gary Vaynerchuk
Kirkpatrick, David, "Why Facebook matters: It's not just for arranging dates. And it's not just another social network. Facebook offers sophisticated tools for maintaining social relationships", Fortune, October 6, 2006
The New Community Rules: Marketing on the Social Web by Tamar Weinberg
Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan, Julien Smith

ADVERTISING AND PUBLIC RELATIONS

1. Advertising -I
2. Public Relations -II

ADVERTISING FOR PRINT (1.5+1.5)

Objective:
To introduce the student, the concepts principles of advertising, Ad Agency Management.

Understanding Advertising.
Concept, nature, Definition, Evolution and History.
Role, Objective, Functions and significance.
Basic Theories and Applications and Advertising.
Factors determining Advertising opportunity of a product – Type of appeal.

Advertising and Society
Ethical Issues in Advertising.
Social criticism of Advertising.
Laws in Advertising.
Agency Structure:
Role of Responsibilities

Evolution of Ad Agencies: various stapes and current status.
Various functional departments and scope of their works (Account Planning, Account servicing, Creative copy, Art, Media Production, Billing, HR etc).
Ad Agency: Functions, Types. Structure, Departments, Remuneration Pitching, Client Agency Relationship.

Key Concepts
Creative idea
Creative Execution
Creative media use
Tips of copy writing
Formats
Type of Headlines.

ATL/BTL/ Brand Activation
OOH/BTL

84
Out of Home
Why BTL / Ooh
How much budget to spend on BTL
Concept of activities
What is town storming?
Store intercepts.

**Key Players in Advertising Process**
The Advertiser
Advertising Agency
Advertising Department
In Hose Advertising
The Media
The Suppliers
Target Audience

**Recommended Readings:**

**Public Relations II + Corporate Communication (1.5+1.5)**

**Objective:**
To Take the students through the role and scope of PR in management, its various tools, and emerging importance of the discipline in varying area.
To Look at the evolution of corporate communication.

**Course Outline:**
**Understanding PR and CC**

PR Concepts. Definitions and Theory
Brief History of R and emergence of corporate communication. The Historical link.
**Model of PR**
Press A gentry Models.
Public Information Model
Two Way Asymmetric Model
Two Way Symmetric Model
**PR Process and Practice**
The PR Process: Defining the problems why it is problem, the strategy, Media selection, Feedback and evaluation.
**Tool of PR:**
Media Relations organizing Press Conference / Meets, Press Releases Briefs, Rejoinders etc.
**The Public Relation Environment**
Trends consequence, Growth and power of public opinion.
Political PR, PR vs spin.
Sport PR
Entertainment and celebrity management
PR and Writing
Printed literature, newsletter, Position paper, opinion paper, Blogs. Feature, Column, Articles.

Introduction to Corporate Communication
Defining Corporate Communication
Why Corporate Communication is Important.
Various kinds of organizational communication.

Corporate Communication Applications
Corporate governance
Public affair / government relations /
Advocacy, Lobbing
Case studies.

Stream: Development Support Communication
1. Development Communication
2. Technology and Social Change

Cr. Hours: 3

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

Learning outcomes:
After studying this course, students will be able to have a better insight in development communication, along with development support communication and development journalism, and will analyze the nature and treatment of media contents on developmental issues.

Contents:
- Development communication: basic concepts
- Development support communication: basic concepts
- Prospects and challenges of development communication in Pakistan
- Development journalism: introduction
- Society under change
- Development of village
- Village economy
- Opportunity of education
- Religious authority
- Caste System
Recommended Books:

Technology and Social Change
Cr. Hours:

Objectives:
This course looks at technology as a social construct and examines the ways technology transforms the social world and the individuals within that world. In this course we explore the economic, political and social implications of recent technologies from a number of critical perspectives.

Learning outcomes:
After this course students will examine the influence and effects of technology in a variety of environments including local, virtual and global communities, the workplace and the marketplace. Further, we analyze diverse issues such as the impact of technology on democratic processes, surveillance, gender etc.

Contents:
• Introduction to the digital age
• Global digital development
• Social evolution
• Digital particularities
• Globalization and human development
• The digital divide & the diffusion of innovations
• Public policies and private strategies for digital development
• Communication technologies and social change
• Social construction of technology
• Global content areas related to social change

Books Recommended:
Research Project and Internship (Major – IX)

Research Project Objective: ------

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

SEMESTER – EIGHT

Research Project and Internship (Major – IX)

Research Project Objectives:

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

Current Affairs (Major – XI)

<table>
<thead>
<tr>
<th>Contact Hours:</th>
<th>Credit Hours:</th>
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<tr>
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<td>Theory = 3.0</td>
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<tr>
<td>Practical = 0</td>
<td>Practical = 0.0</td>
</tr>
<tr>
<td>Total = 48</td>
<td>Total = 3.0</td>
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Learning Objectives:
Knowledge about contemporary National, International Issues
Describing Pakistan’s role as a regional and international player
Developing analyzing skills of world issues

Course outcomes:
Upon successful completion of the course, the student will be able to:
**ACQUIRE** the basic knowledge of National and International Affairs
**ANALYZE** and **EVALUATE** the contemporary national and international issues
**DEMONSTRATE** analytical skills as newsmen in the world of media

**Course outline:**

**National Affairs:**
An overview of post-independence History of Pakistan.
Constitutional Development in Pakistan.
Basics of Pakistan’s Foreign Policy
Pakistan’s relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,
Contemporary issues:
political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty
China Pakistan Economic Corridor (CEPAC) issues and challenges
Terrorism, Insurgencies and Military Operations

**International Affairs:**
Shift in balance of power: end of bipolar system and its implications.
The United Nations and its current role in conflict resolution.
Muslim World, issues and problem, Role of OIC
Issues and problems faced by contemporary World:
Geo Political Status of Pakistan;
Regional Arrangements three case studies European Union, ASEAN, and SAARC.
Palestine Israel conflict
Kashmir Dispute
Nuclear Problem
War against terrorism and its different dimensions
WTO and its implication and impact.
Emerging world blocks
One Belt & One Road Imitative
Islamophobia in Western world

**Practical:**
Students will conduct One Seminar on any of contemporary Issues

**Teaching Methodology:**
Lecturing
Written Assignments
Guest Speaker

**Assessment:**
**Mid Term (50%)**
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 20%
Assignments 20%
Seminar / Quiz 10%

Final Term (50%)
Written (Long Questions, Short Questions, MCQs)

Books Recommended:
Rizvi, Hasan-Askari (2000), Military, State and Society in Pakistan, Macmillan Press Ltd.
Saeed, Khawaja Amjad (2007), The Economy of Pakistan, Oxford University Press.

Regional Mass Media (Major – XII)
Contact Hours: 48 Credit Hours: 3

Course Objectives:
To understand the regional dynamics that paved the way for growth and development of Mass Media.
To grasp the basic knowledge of political and cultural background of the specific region including language(s) literature and folk traditions.
To learn various phases of genesis of Mass Media from beginning till date.

Learning outcomes:
The students will be able to understand and recall the socio-economic growth of the specific region in the historical perspective.
They will be well versed about the language(s) of mass media along the culture that flourished them. They will develop knowledge about the region specific socio-political movements.
They will be able to have a clear understanding of the growth and development of mass media in their region, important newspapers and other media and the people who played a significant role in developing the mass media in the region/ province.

Course Content:
Traces of early tribal/feudal society in the region.
Scope and purpose of the course.
A brief on the emergence of printing in the region.
Evolution of Journalism in the region first phase, from beginning to the war of independence 1857. 
Press during freedom movement. Important newspapers and the people behind them. 
Radio Pakistan commencement and coverage. 
Television and other media with the focus on regional language(s). 
Growth of regional media in different political eras, policy, scope economy and impact on the region, 1970- till date. 
A brief about the other media related organizations, news agencies, press clubs and directorate of public relation in the region. 
Role of media in social development of the region. 
PS: Course is designed to keep all four provinces of Country in mind. This outline provides a flexible overall thematic structure, however every University can add specific local themes too.

**Teaching Methodology:**
Lecturing
Written Assignments
Guest Speaker
Report Writing

**Assessment:**

**Mid Term (40%)**
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 10%
Assignments 20%
Report Writing 20%

**Final Term (60%)**
Written (Long Questions, Short Questions, MCQs) 50%
Presentation 10%
Assignments 20%
Report Writing 20%

**Books Recommended:**
Baghio Azizur Rehman Dr, SindSihafat je Irtiqae. Tareekh (1988) Institute of Sindhalogy, University of Sindh Jamshoro.

Research Papers/ Thesis:

Thesis:
Masters level thesis submitted to Institute of Media Studies, University of The Punjab. Location: Seminar Library.
‘Lahore ke Sahafat’ 1997-1999 by Ghazal Bano, supervisor, Dr. Afeera Hamid.
‘Maujuda Lahore Mein Sahafat’ 1989-1991 by, Mohammad Irfan, supervisor, Dr. Miskeen Hijazi.
‘Sialkot Mein Sahafat’ 1973-1975 by Mushtaq Ahmed, supervisor, Dr. Abdul Salam Khursheed.
‘Layalpur ke Sahafat’ by Shafiq Jullandhri supervisor, Dr. Abdul Salam Khursheed.
ELECTIVE III
Streams: Electronic, Print, New Media, Advertising and Public Relations, Film and Theatre, Development support Communication

ELECTRONIC
1. Documentary Production
2. Video Editing and Graphic Packaging for News and Current Affairs

Documentary Production
Credit Hours 3

Course Learning Outcomes:
Upon successful completion of the course, the student will be able:
Acquire the basic knowledge of drawing technical skills of documentary production and its application in real world situation more effectively,
Evaluate the technique using imagination while observing different panorama though creative and meaningful manner,
Display skill to evaluate social syndrome in more artistic manner.

Course Objectives:
Students will be able to develop idea for documentary, search for right persons for interview recording, record footage and gather other elements, and finally build up sequence for final cut.

Course Content:
- Introduction, History and Evolution
- How it differs from Fiction
- Characteristics of Documentary
- Documentary in Theatre and Imax
- The Future of Documentary
- Assignment: Idea for Documentary
- Director’s and Editor’s Role in Documentary
- Types of Documentar,
- Cinema Verite, Docudrama and Mockumentary
- Key Elements of Documentary
- Idea Generation and Development
- Producer Role and Documentary Business
- Research for Documentary
- Writing Research Report
- Writing Proposal for Documentary
- Creative Treatment writing
- Budgeting & Scheduling
- Contract Agreements & Personal Release Forms
- Writing the Documentary Script
- Two Scripts: Initial and Final Scripts
- Three-Act Structural Design
- Pre-production for Documentary
- Camera & lighting Issues
- Sound recording Issues
- Interview Skills & Techniques
- Designing the Questionnaire
- Framing & Interview recording
- Shooting the Documentary
- Preliminary planning and Arrangements
- Documentary Post Production
- Building up Sequence & Rough cut
- Audio editing and Sound Design
- Final cut
- Preview session

**Techniques:**
Technical Skill
Creativity
Vision
Professionalism

**Assessment:**
Technical Skill (20 )
Creativity (40)
Vision (20)
Professional Skill (20)

**Recommended/Reference Books:**
Course Objective:
This course aims to guide students through the various stages of video production including pre and post-production phases. Students will actively participate in the editing of their own material that will include news and current affair packages for broadcast media.

Course Learning Outcomes:
Upon successful completion of the course, the student will be able to:
ACQUIRE the basic knowledge of non-linear editing skills for News and Current Affairs and UNDERSTAND the concepts of graphics packaging & techniques and use them efficiently.
SOLVE, ANALYZE and EVALUATE the problems using imagination while observing different multi-view objects.
DEMONSTRATE individually the graphics packaging of planning, execution and deployment of graphics packages for news and current affairs programs.

Course Outline:
Production Process of News & Current Affair Programs (Lecture Hall)
Power of Sound and Visuals
Pre-Production
Field / Studio Production
Post Production
Video and Sound Editing
Importance of Graphics and video editing in News and Current Affairs
Sound Elements for News, Documentaries and Current Affair Programs (Voice Over, Background music, Sound Effects etc.)
Editing for News and required Visual Elements (News Title, News Promo Headline Visuals, Channel ID, Montage, Lower Thirds, Text Supers, Music and other graphics, Backdrop, Interviews, Sound Bites, Vox Pop)
Editing for Current Affair Programs and required Visual Elements (Program Promo, Program Title, Lower Thirds, charts and graphics, Overlay visual, Screen Layout, Montage, Relevant Footage and End Credits, Music)

Non Linear Editing & requirements (Editing Lab / Lecture Hall)
Computers as Video / Sound Editing Machines
Introduction to Video / Sound Editing Software
Hardware Requirements
Software Requirements
Software Interfaces (Tools and Menus)

**Basics of Video / Sound Editing**
Introduction to Editing & Compositing
Understand the objectives and goals of project
Workflow Design for Project
Post Production Scheduling

Types of Editing
Offline Editing
Online Editing

Single / Multi Cam Edit

What are Video and Sound Formats
Frame Resolution
Aspect Ratio
Frame Rate
File & Compression Formats

Bit Rate

Assembling Project
Configuring / Customizing Project Settings (Cache, Layers etc.)
Importing Media

Lining up Assets & Media for news / documentary / Current Affairs Program

What is Time Line?
What are the tools?

Concept and use of Sound / Video Transitions

Concepts and use of Sound / Video Effects

Text Titles, Lower Thirds and Supers
Screen Visual Management

Bug, Lower Third Placement and Design on screen

**Understanding the Visual Material**
Basic Shot Types
Shot Descriptions

Shot Categories - Increasing Complexity of Images
Simple Shots
Complex Shots

Developing Shots
Selecting the Best Shots

What Could Make or Break a Shot? Criteria for Assessment
Focus
Audio Quality
Exposure and Color Temperature
Framing and Composition
Screen Direction
180 Degree Rule/Axis of Action
30 Degree Rule
Matching Angles
Matching Eye-line
Continuity of Action
Continuity of Dialogue
Performance
Be Familiar with All of the Footage
So How Does All of This Help You?

When to Cut and Why
What Factors Lead to Making an Edit?
Information – Motivation - Shot Composition - Camera Angle - Continuity
Is There a Right or Wrong Reason for a Cut?

Chapter Four-Transitions and Edit Categories
The Cut
The Dissolve
The Wipe
The Fade

The Five Major Categories of Edit Types
The Action Edit
The Screen Position Edit
The Form Edit
The Concept Edit
The Combined Edit
Does Everything Always Always Apply?

Editing Terms and Topics
Sync Sound and Counting Time
Montage
Parallel Editing
Multi-camera Editing
Composite Editing
Rendering
Chromakey
Video Resolution
Additional Editing Topics
Sound
Color Correction
Digital Workflow
Technology vs. Creativity
Practical:
Three minute News Feature Package on any issue
A multi Camera Program of 25 minutes on any social issue

Teaching Methodology:
Lecturing
Written Assignments
Guest Speaker
Field Visits of TV Channel
Report Writing

Assessment:
Mid Term (40)
Written (Long Questions, Short Questions, MCQs) 60
Assignments 40

Final Term (60)
Written (Long Questions, Short Questions, MCQs) 20
Presentation 20
Assignments 20
Report Writing 40

Text and Reference Books:
Grammar of The Editing, 3rd Edition By Christopher J. Bowen
In The Blink Of An Eye by Walter Murch
The Art Of The Cut: Editing Concepts Every Filmmaker Should Know Paperback – September 1, 2015 By Greg Keast (Author)
The Technique Of Film And Video Editing: History, Theory, And Practice By Ken Dan-Cyger

PRINT
1. Photojournalism (Project)
2. Advance News Reporting and Writing Skills (Project)

PHOTOJOURNALISM (PROJECT)
CREDIT HOURS: 3

Course Objectives:
The course aims to provide an introduction to technical, aesthetic, business and ethical issues in contemporary photojournalism. It will include an examination of issues in photojournalism and creation of images for variety of journalistic applications, from news the editorial assignments to feature stories for print and electronic photojournalism. Students may work in black and white or color.
Learning Outcomes:
To develop creative nose of students on images for variety of journalistic applications
To impart skills through news the editorial assignments to feature stories for print and electronic photojournalism

Course Content:
History of photo journalism
What is photo journalism: camera basics, difference between print and digital photography
Tools of the trade: using the digital camera, advanced techniques: using manual controls, composition and lightning, using software to manipulate photos, printing, cropping, and sizing photos.
Aesthetics of photo journalism: evaluating and critiquing photos
Photo journalism ethics: ethical considerations of photo journalism
Business practices: elements of a portfolio

Assessment:
Class Participation: 5
Assignments: 10
Mid Term: 35
Final Paper: 50

Suggested Readings:
Handouts covering, Ethical and Business Principle and Practices
Ritchin, Fred. *In Our Own Image*. Aperture foundation, 1990

ADVANCED NEWS REPORTING AND WRITING SKILLS (Project)

Contact Hours: Credit Hours:
Theory = 32 Theory = 2.0
Practical = 16 Practical = 1.0
Total = 48 Total = 3.0

Learning Objectives:
Describe the nature, significance of investigative reporting, interpretative reporting
Analyze and evaluate issues and bring out a news worthy angle
Harness skills for developing critical thinking, balancing story, avoiding slants and objective reporting.
Learning Outcomes:
Knowledge about the challenges and problems of investigative reporting
Able to do investigative and interpretative reporting on un-reported and neglected issues
Comprehension of historical, social, cultural issues both at local, national and international level.
Demonstrate good skills of enterprising Investigative, Interpretative, conflict & Disaster Reporting

Course Content:
- Introduction to investigative reporting
- Establishing network of sources
- Structure of Investigative Reporting
- Source protection
- Interpretative report, concept, gathering information, special sources of information, structure of interpretative
- Conflict and disaster Reporting
- Security protocol for conflict reporting
- Style books for print media
- Photo journalism, issues in conflict
- And disaster reporting
- Questions of ethics and laws

Practical:
Students will submit at least two investigative reports
Examine and write critical review on at least five investigative stories.

Teaching Methodology:
Lecturing
Written Assignments
Guest lectures from investigative reporters

Assessment:
Mid Term (50)
Written (Long Questions, Short Questions, MCQs) 50
Presentation 20
Assignments 30
Final Term (50)
Written (Long Questions, Short Questions, MCQs) 50
Projects 50

Books Recommended:
NEW MEDIA

1. Social Media Strategy and Marketing (Project)
2. Digital Film Making (Project)

Social Media Strategy and Marketing (Project)

Contact Hours: Credit Hours:
Theory =16 Theory = 1.0
Practical = 96 Practical = 2.0
Total = 112 Total = 3.0

Course Objective:
This course will help students come up with a sound social media strategy. Students will learn to develop a social media marketing campaign. They will discover how to leverage social media to promote their brand through social media marketing channels, and learn to make their brand pop in all the social media noise.

Learning Outcomes:
ACQUIRE the basic knowledge of social media marketing UNDERSTAND the usage of its tools.
SOLVE, ANALYZE and EVALUATE the significance of marketing and advertising in social media.
DEMONSTRATE individually the dynamics of social media marketing globally in general and Pakistan in particular.

Course Outline:
Introduction to Social Media Marketing
Social Media Eco-System
Brand & Identity Development
Marketing the Why, How, & What
The Changing Work Climate of the Digital Age
The Four Pillars of Social Media Strategy
Social Media Marketing Tools & Best Practices
Developing a Social Community
Keys to Managing Online Communities
Networking in the Digital Age

Practical:
Development of Mock Brands and its marketing strategies
Social Media Campaigns Planning and Development of mock brands.

Teaching Methodology:
Lecturing
Written Assignments / Research Reports
Presentations by Individual Students/ Group Presentation
Practicum - Guest Speakers (Subject Matter Expert)

ASSESSMENT:

Mid Term (40)
Written (Long Questions, Short Questions, MCQs) 50
Practical 10
Presentation 10
Written Assignments 10
Research Report 20

Final Term (60)
Written (Long Questions, Short Questions, MCQs) 50
Practical 10
Presentation 20
Written Assignments 20

Suggested Readings:
Crush It!: Why NOW Is the Time to Cash In on Your Passion by Gary Vaynerchuk
Kirkpatrick, David, "Why Facebook matters: It's not just for arranging dates. And
it's not just another social network. Facebook offers sophisticated tools for
maintaining social relationships", Fortune, October 6, 2006
The New Community Rules: Marketing on the Social Web by Tamar Weinberg
Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn
Trust by Chris Brogan, Julien Smith
**Course Description:**
This competency-based course provides students an introduction to creating digital video projects, using digital camcorders and non-linear editing software. This project-based course emphasizes confidence and competence building strategies to train students on these digital video tools as well as video techniques, pre-production planning, scripting and story organization. In addition to class hours, additional hours and homework will be required outside of class time. The course operates in a working environment that is flexible; creative; self paced; and provides off-campus privileges for students to complete video projects.

**Objectives:**
Students will:
1. Demonstrate proper use of the following Digital Video equipment and the terminology associated with each;
   a. Cameras and Accessories
   b. Sound recording and editing equipment and accessories
   c. Lighting equipment and accessories
   d. Industry Standard Video editing software
   e. Video exporting using current video media format
2. Create and use preproduction documents such as storyboards, shooting scripts, proposals, instructional design scripts, shot lists, editing scripts, text lists, lighting design documents, wardrobe lists and location diagrams.
3. Demonstrate proper use of industry terminology in all production materials, activities and critiques.
4. Write, direct, produce and broadcast a quality digital video product
5. Demonstrate industry level ability and familiarity in Digital Video Technology by critiquing digital videos in a variety of genres (Commercial, documentary, Short Films and Instructional videos)

**Books Recommended:**
Heisner, Beverly. (1997). *Production Design in the contemporary American Film: a critical study of 23 movies and their designers*. McFarland,
Heisner, Beverly. (1997). *Production Design in the contemporary American Film: a critical study of 23movies and their designers*. McFarland,

**Theater (Project)**

**Cr. Hours:** 3

**Objectives:**
In this course students will learn technical and practical skills for producing different genres on theatre. The students will be working with digital technology in order to create lighting, sound and digital design for a range of live staged events.

**Learning outcomes:**
This course will help students to discover their own areas of interest in theatre production and practice them accordingly.

**Contents:**
- Building of theatre
- Play writing
- Plays on stage (Comedy, Musical, Serious, Mayam).
- Stage management (Audio, video, props , costumes)
- Stage craft
- Scenic design (Constructing sceneries)
- Lighting design ( Stage lighting )
- The technical production
- The speaking voice for theatre
Scene study (rehearsals)

**Books Recommended:**

**ADVERTISING AND PUBLIC RELATIONS**

1. Public Relations (Strategic Communication)
2. Advertising (Strategic Communication)

**Public Relations (Strategic Communication Project)**

**Course Code:**
**Cr. Hours:** 3

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

**Contents:**
Definitions, and PR scope, functions
A brief history of PR in general with special reference to Pakistan Publics.
PR, Advertising, propaganda - Differentiations
Publics. P.R, internal & external public.
Process of P.R
Problem identification
Programming and Planning
Communication /Implementation
Evaluation
Public opinion and attitudes change
Persuasion, functions, Tools of PR.
Propaganda and techniques of propaganda.
Suggested Readings:

Advertising (Strategic Communication Project)
Course Code:
Cr. Hours: 3
The emphasis will be on the making of advertisements for radio and television. It will be a practical course and the students will be expected to produce the advertisements.

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

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

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

Suggested Readings:
Stream: Development Support Communication

1. Development Journalism
2. Campaign Designing

Development Journalism (Project)

Cr. Hours:

Objective:
This course brings together established expertise in Development Studies with our industry-informed provision in journalism education. Development issues such as migration, poverty, the environment, aid and governance are increasingly relevant in journalism, and this course develops a theoretical understanding of these issues alongside practical journalism skills.

Learning outcomes:
The course also provides you with a solid grounding in key theories, concepts and debates around development and contemporary development journalism.

Content:
- Introduction to development journalism
- Development: history, concepts, theories, models and media
- Scope of development journalism
- Journalism and sustainable development
- Ecological journalism (eco-journalism)
- Reporting migration, with a focus on refugees
- Ethical investigative journalism
- Digital media, social networks and the changing face of journalism
- Advocacy journalism: participation, representation and community
- Human development: local and global context

Books Recommended:
Campaign Designing (Project)
Cr. Hours:

Objectives/Contents:
Campaign Design is a practicum course that introduces students to the process of campaign development, management, and evaluation using the principles and strategies of Integrated Marketing Communication, public relations and Advertising. This course will recreate the real-world professional settings and mark your transition from academic to professional environment.

Learning Outcomes:
The aim of this course is to help you master the elements of a strategic communication campaign through direct experience as a practitioner. Students will divide into different teams. Working in teams, you will develop a robust, strategic, measurable, and actionable strategic communication plan for a client assigned by the instructor or will choose it by yourself.

Contents:
- Difference among Advertising, Public Relations and Marketing and how the techniques of all three can use in campaign development.
- Defining PR and PR Management by Objectives (MBOs)
- Client Orientation and Ethical Issues Content: Mission, Situation Analysis, Problem Statement
- MBO Handout, Setting Goals and Objectives, Developing Strategies and Tactics
- Formative vs. Summative Research: Making Informed Decisions
- Elements of Campaign Design: Practical Applications of Theory
- Campaign Planning: Techniques of Planning and scheduling; Mathematics Involve in Budgeting of Campaign; Timeline and Budget Development
- Campaign Plan Presentation
- Execution of campaign
- Formative Research
- Development of theme, copy writing: Creative aspects of a campaign
- Campaign Implementation
- Designing of Campaign: Layout, Design, thumbnail and dummy
- Campaign Evaluation
- Final campaign review
- Report writing on campaigns
- Review on campaign report
- Exhibition of final campaigns

**Books Recommended:**
MS/ M.Phil. in Communication and Media Studies

MS / M.Phil. in Communication and Media Studies
(Professional Track)

Scheme of Study
Course Work: 24 Credit Hours
Project/Thesis: 06 Credit Hours
Total Required: 30 Credit Hours (Minimum)

<table>
<thead>
<tr>
<th>Compulsory Course</th>
<th>*Elective Course</th>
<th>Specializations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication Theories</td>
<td>PR &amp; Advertising Theories</td>
<td>Film &amp; Theater Studies</td>
</tr>
<tr>
<td>Research Methods</td>
<td>Introduction to Filmosophy</td>
<td>Advertising &amp; PR</td>
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<tr>
<td>Tools and Skills of Production</td>
<td>Digital Media Marketing and</td>
<td>Digital Media</td>
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<td>Management</td>
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<td>Writing Techniques (Radio, TV &amp;</td>
<td>Film &amp; Theater Studies (With</td>
<td>Broadcast Media (Radio &amp; TV)</td>
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<td>Film)</td>
<td>Project)</td>
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<td>Seminar</td>
<td>Visual Communication</td>
<td>Development Support Communication</td>
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<td>Project</td>
<td>Public Relations &amp; Advertising</td>
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<td>Practicum (with project)</td>
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<td>Advertising and PR in Digital Age</td>
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<td>Media Ethics and Practice</td>
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<td>Advance Development Communication</td>
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*Note: University may opt any other Optional Course Approved By their Board of Studies according to the offered specialization.

STRUCTURE

SEMESTER - I (12 Cr. Hrs)
Communication Theories 3 Cr. Hrs
Research Methods 3 Cr. Hrs
Tools and Skills of Production 3 Cr. Hrs
Optional-I* 3 Cr. Hrs

SEMESTER - II (12 Cr. Hrs)
Writing Techniques (Radio, TV & Film) 3 Cr. Hrs
Seminar 3 Cr. Hrs
Optional-II* 3 Cr. Hrs
Optional-III* 3 Cr. Hrs
Final project
Final Project will consist of two parts- media production/s and written work. Media production/s will be in the form of documentary/short film/news bulletin/TVCs and documentary. Project write-up will be of (5000) five thousands to (8000) eight thousands words approximately. Students can complete their final project on one of the following areas:

Documentary or Short Film
Duration of TV documentary and short film will be from 10 to 40 minutes. It can be made on any relevant social and cultural topic. (Please note that any film shorter than 50 minutes qualifies as short film) Project write-up will include background research for the media production, production details including script, screen play, shooting details, and theoretical details relevant to the genre selected for the production.

Advertising Project
For advertising project production part will be consisting of TVCs. Duration of TVCs should be under 120 seconds for each TVC. Project write-up will include advertising research, promotional campaign including various tools of IMC and theoretical details relevant to the project.

Public Relations Project
For PR project production part will be consisting of PR campaign. Campaign will either be in form of Public Service Message, campaign on social issues or corporate matters. Project write-up will include PR research, PR campaign including various tools of Public relations and theoretical details relevant to the project.

Digital Media
This project will be consisting of digital media app, website, web TV or animation that will be viable for the market or for public service activity. Proper research will conduct for the assessment and project will plan, design and execute. Project write-up will include background research, assessment, planning, production and execution.

Development Support Communication
For development support communication project will be consisting on public awareness campaign that will cover any social evil, epidemic or preventive disease. The proper research, planning of the campaign, execution of the campaign and evaluation of program will include in write-up of project.
Communication Theories 3 C.Hrs
This is a pro-seminar course designed to explore the nature of communication and mass communication inquiry. Purpose of this course is to familiarize students with some of the basic literature of communication, mass communication theories and research in historical context. As a survey of the field, it provides highly selective readings, which have been chosen as they reflect some of the major intellectual ideas upon which this work has been based. Students will be assigned readings and they will participate in class discussions.

Learning Outcomes:
Upon successful completion of this course, students will be able to:
Describe theories central to the development of media and communication studies;
Outline the effects of the mass media on society;
Highlight some of the ways in which audiences incorporate the mass media into their everyday lives;
Situate major communication theories in their socio-historical context;
Critically assess key theories in media and communication studies.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Content:
Communication Theory and its Development: Science and Human Behaviour, causality, causal relationship, scientific method, hypotheses, schizophrenic social science
Paradigm and Anomalies
An overview of Normative Approaches of Media &Communication: Libertarian Thought, The Marketplace of Ideas; A New Form of Radical Libertarianism, Social Responsibility Theory; Development Concept, Revolutionary Concept, Authoritarian Concept, Communism Concept, and Transitional Media Approach.
Mass Society Approach of Communication: Social & Cultural Traditional Approaches to Mass Communication Studies:
Media Effects: The rise of media theory in age of Propaganda; behaviourism, Freudianism, Magic bullet theory, Lasswell’s propaganda theory, Lipmann’s theory, Libertarian reborn.
Revival of Dominant Paradigm, Theories of Media and Human Development: Television Violence Theories, General Aggression Model, Media and Children’s Development. Social learning, Focus on structure and functioning of media.

Readings:
RESEARCH METHODS

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

Learning outcomes for students:
They will understand the sound measurement design for quality research.
They will get through of extensive understanding on experimental designs in communication research.
Students will be able to learn the different steps of research for writing appropriate research proposal.

Teaching Methodology
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Course Contents:
Research: Definition, Social Scientific Inquiry, Characteristics and Applied Research
Concept and Need of Media & Communication Research
Formulating the problem statement
Need and significance of Theory in Research
Ethics in Media & Communication Research
Elements of Media & Communication Research: Concept, Construct, Variables and Hypothesis
Level of Measurement and Scales
Sampling Techniques
Kinds of Social Scientific Research: Qualitative and Quantitative
Quantitative Research Methods
Survey Method
Content Analysis
Historical and Descriptive Research
Validity and Reliability in Quantitative research
Case Study process, types and method
Definition and history
3- Characteristics of Case Studies
Particularistic
Descriptive
Heuristic
Why Use Case Studies in Communication Research?
Types of Case Studies
Historical
Observational
Illustrative Case Studies
Exploratory (or pilot) Case Studies
Cumulative Case Studies
Critical Instance Case Studies
Hypotheses testing
The Basics of Hypothesis
Null Hypothesis vs. Alternative Hypothesis
Type I vs. Type II Error
Alpha vs. Beta type error
Seven Steps to Hypothesis Testing Happiness (Traditional or Classical Method)
Forming Conclusions
Writing Research Proposal
Reference Writing
Statistics: Descriptive and Inferential
(ANOVA, MNOVA, T-Tests, Correlation, Regression, F Test and Chi Square etc.)

Books Recommended:
Tools & Skills of Production:

Objectives:
This course is designed for a complete understanding of TV News and Programming, from Idea to Planning and Production to Telecast. It includes three step production, Lighting techniques, and camera operation and shot selection, indoor and outdoor recordings, knowledge of production staff, program promotion ideas etc.

Learning Outcomes:
At the end of this course students will be able to understand and visualize ideas of TV programming. Students will learn paper production, budget making, set designing, lighting techniques, philosophy of different shots. Students will be able to learn to shot with independent single and multiple ENGs and panel production in TV studios. Students will be able to understand the comprehensive knowledge of post-production including program/package editing, program promos, title and graphics designing.

Assessment:
Mid-term: 25
Final term: 35
Assignments: 20
Final project: 15
Class participation: 5

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Content:
Introduction of course outline/3 step production
Preproduction/Creating Ideas/ Budgeting
Program planning/ Script
Production / Recording studio & outdoor
Shots making, Selection and composition
Post Production/Functions & Modes
Post Production/ Editing Systems & Transitions
News Packaging
Set Designing/ Floor Plans, Types, Positioning, multiple set ideas, 3d modelling
Lighting Techniques/ 4 point lighting, Types of Light and lighting, Indoor and Outdoor lighting
TV Studio/ MCR, SCR, Working of Video Switcher.
Program Production/ Idea to planning and production to Telecast
Program Promotion/ Promos, ads, social media etc.

**Recommended Text Book:**

**Writing Techniques (Radio, TV & Film)**

**Objectives:**
This course will introduce you to the craft of writing for Radio, Film and television. It will cover the basics of storytelling for the screen as well as how to write vivid scene description and effective dialogue. We will explore key principles script writing for Radio, TV and Film.

**Learning Out Comes:**
Students will be able to learn the craft of writing for different medium.
Students will be able to write effective dialogue for Film, TV and Radio.
Students will be able to learn the difference of writing styles among, film, TV and Radio.

**Teaching Methodology:**
Lecturing
Class Activities
Written Assignments
Case Studies

**Assessment**
Midterm Exam  30
Quizzes  10
Assignment/Presentations  20
Final Term Exam  40

**Content Plan**
Writing pitches and outlines Character and plot 3 act structure beginnings, middles and endings Script formatting TV drama formats – Series, Serial and Soap Writing a TV Drama
Three Act Story Structure
Characterization & Dialogues
How to Build a character
How to make a good dialogues
What is Script?
Difference between Screenplay and Script

Recommended Readings:

Public Relations & Advertising Theories

Course Objectives:
This is a pro seminar course designed to explore and analyze intellectual bounds of Public Relations & Advertising in theoretical perspective. The course will develop and refine critical thinking among students in selecting and applying theories, principles, and techniques of public relations and advertising in different situations and in particular context of the fields. The course introduces advanced theories and concepts in public relations and advertising; provides an opportunity to explore the trends and challenges in the fields. The course consists of highly selective readings to equip students with intellectual insights and reflect some of the major intellectual ideas upon which Public Relations and Advertising springs. The course aims to broaden the theoretical vision of the students in the light of contemporary practices of Public Relations and Advertising domains.

Learning Outcomes:
After the successful completion of the course, the students will acquire an understanding of some basic and advanced theoretical concepts of public relations and advertising.
Students will be able to compare and contrast theories of advertising and public relations as both lie in the domain of persuasive communication.
Students will be able to map the historical progression and advancement of theory building in the domains of public relations and advertising.
Assessment
Mid-term: 25
Final term: 40
Assignments: 15
Final project: 20

Teaching Methodology
Lecturing
Class Activities
Assignments/Presentations
Case Studies

Advertising theories, process models and practical implications.
Grunig and Hunt’s theories of public relations.
Public Relations and Corporate Social Responsibility.
Theories of persuasive communication with reference to advertising and public relations: Inoculation Theory; Theory of Reasoned Action (TRA); Theory of Planned Behavior (TPB); Narrative Paradigm; Social Judgment Theory; Elaboration Likelihood Model; Cognitive Dissonance Theory.
Persuasion from Single to Multiple to Meta cognitive Processes.

Recommended Readings:
INTRODUCTION TO FILMOSOPHY

Course Objective:
This course aims to open a new perception on the participants mind and redefining cinema as an aesthetic communication medium, which can analyzed on many levels just as any art form. Throughout the semester students will have chance to watch many movies and discussed on class and they will get the chance to develop a diverse sense of examining what they see and hear on the screen. They will examine the elements of films form, indulging narrative structure, camera techniques, editing, sound, lighting, mise-on-scene and acting. We will study, how these elements come together to create film aesthetics and production meaning.

Learning Outcomes:
Students will be able to understand the aesthetics of Cinema and Film.
Students will be able to learn the elements of creative films including narration structure, camera techniques and mise-on-scene.

Assessment:
Class Participation: 5
Assignments: 10
Mid Term: 35
Final Paper: 50
Teaching Methodology:
Lecturing
Film Screening
Class Activities
Group Discussions

Contents

What Is a Movie?
Ways of Looking at Movies
Invisibility and Cinematic Language
Cultural Invisibility

Principles of Film Form
Film Form and Content
Form and Expectations
Patterns

Looking at Mise en Scene
Design
Composition

Cinematography
Cinematographic Properties of the Shot
Framing of the Shot

Analysis of Editing
Major Approaches to Editing: Continuity
and Discontinuity
Editing Techniques

How a Movie made
Pre-Production
Production
Post Production

Recommended Text Book:
Digital Media Marketing and Management

Course Objectives:
Before the penetration of social media and its acceptance as a communication channel there used to be only three ways of getting noticed: buy expensive advertising, beg mainstream media to tell your story for you or else hire a huge sales staff to praise your product at every doorstep. Now a better option is available i.e. publishing interesting content over the web and social media. In this era, the web provides tremendous opportunities for brands/businesses and organizations to reach potential audiences directly. The tools of marketing and PR have changed. The skills that worked offline to help you buy or beg your way into opportunity are skills of interruption and coercion. Online success of a social media marketer comes from thinking like a journalist and a though leader. This course will equip the students with both the theory and practice for harnessing the power of social media for the purpose of marketing.

Learning Outcomes:
To be able to use all major social media platforms (as tools of marketing, PR and content sharing)
To be able to humanize the brand/business by producing right messages at the right time for the right audience and on the right social media platforms
To raise online visibility and presence for different brands/businesses and organizations
To be able to understand the evolution of social media platforms
To be able to engage consumers with content that they are looking for and to produce that content as well.
To prepare and execute actionable social media strategies for different organizations/businesses and brands.
To have complete command over social media management and social media advertising tools.
To be able to do audience research through social media.

Assessment:
Mid-term: 25
Final term: 40
Assignments: 20
Final project: 15

Teaching Methodology
Lecturing
Class Activities
Written Assignments
Case Studies

**Course Outlines:**
Foundations of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, Snap Chat).
Basics of content marketing (this includes blogging as well)
Difference between inbound and outbound marketing in terms of social media marketing
Production of online content like blogs, videos, e-books, audios messages, slides, news releases that allow organizations to communicate directly with the buyers in a form that they appreciate
Social media engagement and content categories
Social media optimization (SMO) techniques
Social media plans, strategies and editorial calendars
Advanced features of the most populated (in terms of users) social media networks
How to run Facebook Ads, Twitter ads, LinkedIn ads and YouTube ads
Social media automation and scheduling by using tools such as Buffer and Hootsuite
Social media not just for marketing, but also for content sharing, PR and customer service
How to sell on social media (social media ecommerce)
Future of social media response management and “chat bots” to fulfill the buyer’s needs for instant 24/7 communication in an “always-on world”
Case studies of social media usage by local and foreign brands/businesses and organizations

**Books Recommended:**

**Film & Theater Studies (With Project)**

**Objectives:**
The module of Film and theatre Production is designed to familiarize with the process of converting a film and theatre writings into real-based project.
This course will not only help students in understanding the process of filmmaking and theatre.
Learning Out comes:
At the end of this module, successful students will be able to understand and comprehend:
Student will be able to deliver a film or theatre project from basic to completion.
Student will be able to demonstrate film making expertise in various style of visual projects.
Students will be able to carry out technical responsibilities in theatre production team.
Students will be professionally sound for production of theatre as well as film or similar visual projects.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Assessment:
Midterm Exam 30
Quizzes 10
Assignment/Presentations 20

Final Term Exam 40

Content:
Basics of Cinema and theatre production
To introduce students with concepts and ideas related to film and theatre production.
Let the students know the basics of techniques process and equipment
Introduction to the art of theatre
Elements of theatre
Audience and Theatre
Theatre as an Art
Theatre as Performance
Special Qualities of Theatre

Idea development
Choosing subject matter
Choosing subject matter
How important is it to select an appropriate topic
Main idea behind the selection of topic
Marketability of the topic
Research for topic
Research process/Important aspects
Fundamentals of Sound
To develop skills related to sound production.
Importance of sound in theatre production.
To develop in depth understanding in students about how to use sounds in various forms to make their production interesting.

Lighting for Films / Moods of lights for theatre
To develop an in depth understanding in studying about various type of lights and their use
To help students use the light practical and learn to use it in future independently.

Understanding Visual Story telling
To develop the basic understanding in students about visual writing and its elements, helping them to develop the pitch and script for their final project.
Idea discussion
To help students develop an in depth knowledge about script
To inspire students about breaking the self-confined limits and to encourage them to think outside the box.
Converting one liner (Idea) into script
How to write a script structure
3 acts
Discussion on student’s Final script development.

Basic elements of story
Exposure to Visual samples of short films.
To develop the story telling process further in conjunction of visual translation.
Formation of story into visual execution
To help students learn tricks of trade and understand the how to transform a written story into visual form.
Production Techniques for film and theatre
To further develop skills of production process and techniques
To help students analyze the production techniques in practical form and to identify and overcome the problem during the process.
Camera Workshop
To develop ultimate skill of translating script into reel.
Camera handling and placement INDOOR
Camera handling and placement OUTDOOR

Books Recommended:
Visual communication
Credit hours: 3

Objectives:
Basic aim of this course is to give students the diverse skills needed for employment and growth success in the field of visual communication. During this course, the students will be given assignments of designing a logo, poster, print and electronic ads and a video editing project from concept to completion.

Learning Out Comes:
At the end of this course students will be able to develop the basic concepts of design and editing for advertising and promotion purposes which will help them in establishing their careers as advertisers and graphic designers.

Assessment:
Mid-term: 25
Final term: 35
Assignments: 20
Final project: 15
Class participation: 5

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Course Outline:
Creation and innovation
Basic difference between the two and a detailed discussion on innovation of ideas.
Basic shapes, colours and colour theory
How we can create drawings from basic shapes and what message colours depict in a drawing
How to make/ perceive a concept.
Class activities of drawing concepts on paint
Introduction to adobe Photoshop and its tools.
Basic designing on Photoshop by using basic shapes and colours
Uses of different modes in Photoshop
How to colorize designs from greyscale mode to RGB mode
Use of basic shapes in logo and graphic designing
Class activity and assignment of designing logo for different brands and corporate organizations
The concept of print and electronic advertisements
Pre-sets of print and electronic designs on Photoshop, innovation in ideas and their execution.
Designing print and electronic advertisements
Class activities of designing print and electronic for different products.
How to design a campaign poster
Class activities and assignment will be given on designing poster for press freedom day.
Making of an advertising campaign for a company
Class activities and assignments on designing advertising campaigns
Compare and explain your personality with any object
Designing title and promo for dramas
Concept of story board and its uses in video production
Making a comical short story on adobe Photoshop
Introduction to premiere
Practice of editing videos and adding sound in premiere
Brief introduction of camera shots
Use and practice of camera shots and angles in video production
Making a stop motion
Editing of stop motion

Recommended Readings:
How to master colour Theory
The Fundamentals of Graphic Design By Gavin Ambrose, Paul Harris
Designing Corporate Identity: Graphic Design as a Business Strategy
By Pat Matson Knapp
Adobe Photoshop CS3 by Judith Walthers Von Alten

Media Ethics and Practices

Course Objectives:
The course is designed to bring in a broad array of debates on media ethics in news media, public relations, advertising and new media with special reference to Pakistan. It aims to stimulate the moral imagination and critical thinking amongst students. The objective is to encourage students to look into rational arguments from different points of view and to think about difficult choices of right versus wrong in the complex task of creating messages for public consumption.

Learning Outcomes:
Will be able to appreciate different debates on media ethics in creating public messages
With the help of case studies students will be able see for themselves how Code of ethics and justification models may be applied in journalism, new media, public relations, advertising and entertainment.
Will be able to see the odds for ethical media practitioners, the commercial and other pressures that often complicate their decisions

**Assessment:**
- Mid-term: 25
- Final term: 35
- Assignments: 20
- Final project: 15
- Class participation: 5

**Teaching Methodology:**
- Lecturing
- Class Activities
- Written Assignments
- Case Studies

**Contents:**
- Theoretical Foundations for Media ethics
- Journalistic code of ethics- an Islamic perspective
- Codes of Ethics for news media, public relations and advertising specific codes with reference to Pakistan
- Social, economic, media owners, government or adversaries pressures and individual values
- New Technologies and techniques: New ethics
- Digitally manipulated content
- Media ethics and the economic market place
- Private lives, public interests in digital world
- The ethics of persuasive communication
- The ethics of new advertising technologies and techniques
- Infotainment, sensationalism and reality
- Violence and sexuality
- Citizen journalism- and innovative way or a clever way of saving money

**Books Recommended:**
Advanced Development Communication

Course Objectives:
This course will enrich M. Phil students regarding change and advancement in development paradigms, various development areas specially United Nations Sustainable development goals. At this level students will have exposure to different development perspectives as they will go through papers written by different scholars regarding development goals; especially concerning the role of media in the development sector. They will also write critique on various articles on development communication. Further, the contributions made in various ways by the individuals and organization will also be analysed and be used as guideline.

Learning Outcomes:
At the end of this course students will be able to understand:

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Assessment:
Midterm Exam 30
Quizzes 10
Assignment/Presentations 20
Final Term Exam 40

Content:
Concept of Advance Development Communication: Local, National and International Perspective.
Theories of Development Communication.
Media’s Role in the Third World Countries Development.
State, Development and Communication.
Three Paradigms of Development Communication: Modernisation, Dependency-Dissociation and Multiplicity-the Alternative Model.
Mass Communication and Social Change: Diffusion of Innovation, the Knowledge Gap Hypothesis.
The Various Dimension of Development Communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc.
Use of New Media Technology in Development Communication.
Designing of Communication Campaigns on Various Developmental Issues.
Recommended Readings:
SUSTAINABLE DEVELOPMENT GOALS; 17 GOALS TO TRANSFORM OUR WORLD
www.un.org/sustainabledevelopment-agenda/
SUSTAINABLE DEVELOPMENT GOALS; 17 GOALS TO TRANSFORM OUR WORLD
www.un.org/sustainabledevelopment-
Kyoto Protocol-unfccc
http://unfccc.int/kyoto_protocol/items/2830.php
ASIA PACIFIC BROADCASTING UNION’S WEBSITE
http://www.abu.org.my/
ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT’S WEBSITE
http://www.aibd.org.my/
Public Relations & Advertising Practicum (With Project)

Course Objectives:
To develop an understanding about Public Relations and Advertising.
To understand the role of Advertising and PR campaign in the brand management and image building.
To know the importance of different promotional tools and effective strategies of PR and Advertising.
To get an idea of effective writing for PR and Advertising.

Learning Outcomes:
Students will be able to impart the PR and Advertising models in practical form.
Students will be able to implement PR and Advertising tools and skills in effective campaigns.
Students will be able to understand the role of Advertising and PR in brand management and image building.

Assessment:
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<td>Assignments</td>
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<td>Final project</td>
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Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Contents:
Introduction to Public Relations and its Importance
Types of PR, PR process
Tools and functions of PR
Historical background: PR models
Identifying and Prioritizing Stakeholders and Publics: Situational theory of publics
Introduction and Profile of Some Public Relations Agencies in Pakistan,
DGPR and PID functions and structure
Communication Strategy With Stakeholders
Types of PR Campaign: CSR campaign
Media Relations: Successful media relations techniques
Public Relations Officers as “Spin Doctors”
Public Relations and Conflict Management. Dealing with issues, Risks and crises
Writing in Public Relations
Press Kit
Media Relations
Successful media relations techniques
Public Relations Research: The Key to Strategy
Introduction to PR 2.0
Social Media Public Relations
Understanding advertising concept
Basic players of advertising
Types of advertising
Advertising appeals
Audience categories
Role of advertising agencies
Different tends of Advertising in Pakistan
Scope and structure of the advertising industry
Departments and types of Advertising agencies.
360 Advertising
The concept of Marketing
Concept of Marketing Mix & Integrated marketing communication (IMC)
The role of advertising in marketing mix
Guerrilla marketing/Advertising
Role of Advertising in market Segmentation, differentiation, and positioning
Creative brief
Advertising strategy and planning
Advertising Campaign

Creative writing in Advertising
Creative process, creative strategy
Copy writing
Writing for print media, electronic media Print and Electronic media advertisement
Print Advertisement structure
SEO writing techniques
Planning TVC /Story board/Mood board

Designing out door campaign
Media planning & Budgeting
Research in advertising
Ethics in Advertising

Books Recommended:
Crystallizing Public Opinion” by Edward L. Bernays
“Presenting to Win: The Art of Telling your story” by Jerry Weissman
Advertising & Public Relations in Digital Age
3 Credit Hours

Course Description:
Advertising & Public Relations are of increasing importance to most organizations. The advent of New communication technologies have change the dimensions of Advertising and PR. This course covers the concepts and application of Advertising & Public Relations in Digital Age and will equip students with the skills to plan and implement a successful Advertising & PR strategy with the use of Digital media.

Learning Outcome:
Establish conceptual ground about the Importance of Public Relations and Advertising in Digital Age.
To enhance the professional communication skills of the students to make them competent enough in the challenging field of Public Relations and Advertising.
Discover new media technologies and identify which is best suited for professional use.
Providing hands on training/practices of various skills of PR, Advertising and Social Media like copywriting workshops, designing different strategies and tactics to coup up professional requirements.
Practically involving students in developing Brand idea, Brand Name, Corporate Identity, Brand Communication, TVC, Radio, Online and Print campaigns.
Designing and executing social media strategy & tools for implementation of marketing and other strategic business initiatives.

Content:

<table>
<thead>
<tr>
<th>Week 1 &amp; 2</th>
<th>PR &amp; Advertising in Digital Age</th>
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<tbody>
<tr>
<td>Social Media Integration and Assessment</td>
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<td>Utilizing and Integrating Social Media Channels</td>
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<td>Social Media and Online Audience Profiling</td>
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<td>Social Media Measurement and Evaluation</td>
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<td>Social Media Tools Assessment</td>
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<td>Strategic Social Media Marketing</td>
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<tr>
<td>Integration of social media services with blogs and websites</td>
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<tr>
<td>Lecture/Question answer session, Case studies.</td>
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</tr>
</tbody>
</table>
| Week 07 | Emerging social media sites | PR & Advertising in Digital Age  
Twitter  
Introduction to Twitter  
Why Twitter matters  
Do you belong on Twitter  
Twitter.com  
3rd party tools  
Twitter and your mobile devices  
Getting started using Twitter  
Finding the right people & accounts to follow in your business  
How to search properly for information & competitors  
The secrets to Twitter lists  
Using Twitter lists as a powerful marketing tool | Lecture/Question answer session. |
|---|---|---|
| Week 3 & 4 | PR & Advertising in Digital Age  
Twitter Strategies for Effective Marketing  
How to contribute to the conversation  
Finding your voice  
Writing your tweets  
How to monitor the conversation about your business  
Using Twitter for lead generation  
Advanced Twitter Marketing Strategies  
Types of Twitter advertising  
Getting started with Twitter ads  
Twitter influence & Klout scores  
Measuring your impact on Twitter  
3rd party analytics  
Case studies for best Twitter marketing strategies | Discussion & Practice Assignment. |
| Week 5 & 6 | PR & Advertising in Digital Age  
Facebook  
How to create Facebook's timeline for maximum consumer reach  
How to improve Facebook fan engagement  
Creating status updates that work  
How to grow active Facebook communities  
Facebook Marketing  
How to use polls & surveys that deliver results  
Using Facebook offers to increase fans  
Facebook events & marketing techniques  
Using Facebook photos & videos in your marketing arsenal | Discussion , lecture/Question answer session. Quiz |
| Week 7 & 8 | PR & Advertising in Digital Age  
Facebook Advertising  
New Facebook ad techniques that increase revenue  
Basic, interests & advanced targeting techniques  
Actions and bidding techniques  
Ad metrics and how to figure out what is working | Class Activity and discussion along with lecture. |
|---|---|---|
| Week 9 & 10 | PR & Advertising in Digital Age  
Google Plus  
Google Plus Basics & Statistics  
What is Google Plus  
Why are so many businesses using Google Plus  
The Google Plus Layout  
How to navigate in Google Plus  
How to find relevant conversations in Google Plus  
Google Plus Marketing  
How to establish your presence in Google Plus  
Special features in Google Plus  
How to build relative circles for your business  
How to use Google Hangouts  
Increase your visibility in SEO | Discussion, lecture/Question answer session. |
| Week 11 & 12 | PR & Advertising in Digital Age  
LinkedIn  
How to use LinkedIn as an HR machine.  
How to find connections relevant to you and your industry.  
How to use LinkedIn's search feature for leads  
Growing your network  
LinkedIn For Business  
Adding applications to your profile  
Your LinkedIn company page  
Optimization strategies  
How to use LinkedIn in your content marketing  
Advanced LinkedIn Marketing Strategies  
Using LinkedIn for everyday business  
The right way to use LinkedIn groups  
Lead generation techniques using LinkedIn  
New features on LinkedIn | Case studies examples & discussion. |
| Week 13 | PR & Advertising in Digital Age  
Content Marketing  
Introduction to content marketing  
Why content is king  
Definition of content marketing  
The conversation prism  
<table>
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<tr>
<th>Week 13 &amp; 14</th>
<th>PR &amp; Advertising in Digital Age</th>
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<tbody>
<tr>
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<td>Designing Effective Social Media Post</td>
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<td>Types of posts</td>
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<td>Best Practice</td>
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<td>Capturing audience</td>
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<td>How to design effective posts for social media</td>
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<th>Week 15 &amp; 16</th>
<th>PR &amp; Advertising in Digital Age</th>
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<td>Advanced Topics</td>
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<td>Social media policy</td>
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<td>Case studies and examples</td>
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<td>How to develop your policy</td>
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<td>Roles and responsibilities</td>
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<td>Listening channels</td>
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<td>Social media salaries</td>
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<td>Measuring your social media efforts</td>
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<td>Final thoughts</td>
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</table>

**Teaching Methodology:**
- Lecturing
- Class Activities
- Written Assignments
- Case Studies

**Assessment:**
- Midterm Exam 30
- Quizzes 10
- Assignment/Presentations 20
- Final Term Exam 40

**Recommended Reading:**

Advanced Development Communication

Course Objectives:
This course will enrich M. Phil students regarding change and advancement in development paradigms, various development areas specially United Nations Sustainable development goals. At this level students will have exposure to different development perspectives as they will go through papers written by different scholars regarding development goals; especially concerning the role of media in the development sector. They will also write critique on various articles on development communication. Further, the contributions made in various ways by the individuals and organization will also be analysed and be used as guideline.

Learning Outcomes:
At the end of this course students will be able to understand:

The basic concepts of Development Support Communication and theories.
Various Communication strategies, tools and Challenges faced by National & International development agencies.
Design campaigns for the development support programs.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments
Case Studies

Assessment:
Midterm Exam 30
Quizzes 10
Assignment/Presentations 20
Final Term Exam 40

Content:
Concept of Advance Development Communication: Local, National and International Perspective.
Theories of Development Communication.
Media’s Role in the Third World Countries Development.
State, Development and Communication.
Three Paradigms of Development Communication: Modernisation, Dependency-Dissociation and Multiplicity-the Alternative Model.
Mass Communication and Social Change: Diffusion of Innovation, the Knowledge Gap Hypothesis.
The Various Dimension of Development Communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc.
Use of New Media Technology in Development Communication.
Designing of Communication Campaigns on Various Developmental Issues.
Development Communication as Marketing.
International Development Communication: Collective Progress in New Era

**Recommended Readings:**

**SUSTAINABLE DEVELOPMENT GOALS; 17 GOALS TO TRANSFORM OUR WORLD**

**SUSTAINABLE DEVELOPMENT GOALS; 17 GOALS TO TRANSFORM OUR WORLD**
http://unfccc.int/kyoto_protocol/items/2830.php
ASIA PACIFIC BROADCASTING UNION’S WEBSITE
http://www.abu.org.my/
ASIA- PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT’S WEBSITE
http://www.aibd.org.my/
MS/MPHIL
MEDIA & COMMUNICATION STUDIES
(RESEARCH TRACK)

SCHEME OF STUDY FOR MS/MPHIL
MEDIA & COMMUNICATION STUDIES
(RESEARCH TRACK)

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

**STRUCTURE**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Categories</th>
<th>No. of Courses</th>
<th>Credit Hours</th>
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<tr>
<td>2</td>
<td>Optional Courses (03 courses to be chosen)</td>
<td>08 (03 out of 08)</td>
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<td>3</td>
<td>Thesis (Compulsory)</td>
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<td><strong>Total</strong></td>
<td><strong>08</strong></td>
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Total No. of Credit Hours 30
Duration 2 years
Semesters 04
Course-load per semester in 1&2 12 hrs
No. of courses per semester in 1&2 04
<table>
<thead>
<tr>
<th>Compulsory Courses</th>
<th>Optional Courses</th>
<th>Thesis</th>
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<tbody>
<tr>
<td>3. Communication Methods-I</td>
<td>3. Advanced Development Communication</td>
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<tr>
<td>5. MPhil</td>
<td>5. Media and Human Rights</td>
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<td>7. Digital Media</td>
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<td>8. Film Studies and Critique</td>
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Communication Theories – I

This is a pro-seminar course designed to explore the nature of communication and mass communication inquiry. Purpose of this course is to familiarize students with some of the basic literature of communication, mass communication theories and research in historical context. As a survey of the field, it provides highly selective readings, which have been chosen as they reflect some of the major intellectual ideas upon which this work has been based. Students will be assigned readings and they will participate in class discussions.

Learning outcomes:
Upon successful completion of this course, students will be able to:
Describe theories central to the development of media and communication studies;
Outline the effects of the mass media on society;
Highlight some of the ways in which audiences incorporate the mass media into their everyday lives;
Situate major communication theories in their socio-historical context;
Critically assess key theories in media and communication studies.

Teaching Methodology
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Communication Theory and its Development: Science and Human Behaviour, causality, casual relationship, scientific method, hypotheses, schizophrenic social science
Paradigm and Anomalies
An overview of Normative Approaches of Media & Communication: Libertarian Thought, The Marketplace of Ideas; A New Form of Radical Libertarianism, Social Responsibility Theory; Development Concept, Revolutionary Concept, Authoritarian Concept, Communism Concept, and Transitional Media Approach.
Mass Society Approach of Communication: Social & Cultural Traditional Approaches to Mass Communication Studies:
Media Effects: The rise of media theory in age of Propaganda; behaviourism, Freudianism, Magic bullet theory, Lasswell’s propaganda theory, Lipmann’s theory, Libertarian reborn.
Revival of Dominant Paradigm, Theories of Media and Human Development: Television Violence Theories, General Aggression Model, Media and Children’s Development.

Recommended Readings:
Communication Research Methods-I 3 C.Hrs
This course is an introduction to the methodology appropriate to the social scientific or behavioral study of human communication. Central to the course is the discussion of the language and methodologies of communication behavioral research. The course begins with a brief explanation of the goals of the social science research with reference to communication / mass communication inquiry and briefly examines the implication of a social scientific methodology as a “way of knowing” about the world. The primary emphasis of the course will be on developing critical insight which will make the students a more intelligent and sensitive consumer of communication behavioral research. Another important emphasis of the course is on introducing students to highly selective array of specific skills and techniques for doing communication or mass communication behavioral research topics.

Teaching Methodology
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Research Methods:
Research in social sciences. Importance of research in social sciences. Aims and motives of social science research.
Research in mass communication Discipline.
Main approaches to contemporary research in communication and media studies (Positivism, Interpretive approaches, Critical approach, Feminist approach, Structuralism, Post modernism).
Research designs in quantitative methodology
Various Quantitative Research Methods (Survey method, experimental research, content analysis)
Uses of statistical analysis of tools in Research
Various reference writing styles in research
International Communication

3 C.Hrs

The general theme of this course will be the cultural imperative in international communication. The seminar based course will explore the impact and implication that global communication has or may have on the diverse cultures of the world with emphasis on an understanding of the interrelationship between culture and communication.

In this course, students will present abstracts of pertinent books and articles from journals and periodicals. During the last half of the semester, students will present formal research papers on topics of their choice. However, the paper’s topic should be related and critique will be given in the class. Copies of one page abstract of the paper will be distributed to class members on the day of presentation. Students will be encouraged to prepare papers that will contribute directly towards their projects, thesis or dissertations. Three-fourths final grade will be based on written paper and oral presentation. One-fourth of grade will come from abstracts and participation in class discussion.
Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Content:
Approaches to International Communication.
Theory and Research in International Communication
Media Corporations in the Age of Globalization
Role of Technology in International Communication
International Communication Orders

(Development of New International Information and Communication Order (NIICO) and Aligned and Non-aligned Countries Perspective)
Transfer of Information Technology to the Third World: Threats and Alternatives (Sovereignty and Cultural Issues).
Intercultural Communication: Issues and Challenges
International Issue of Media Debates: Terrorism, Islam phobia (The case of Muslims, Islam and Muslim world representation in the Western media), racism, Sectarianism, war and peace perspectives etc

Recommended Readings:
Philosophy of Social Science 3 C.Hrs
The central objective of this course is to explore the conceptual, philosophical and logical relations of scientific ethos and philosophical belief and orientation in social sciences. Particular attention will be paid to the manner in which each has informed and reacted historically to the development in the other. While the concentration is on western philosophical theories, non-western and oriental views on various questions in the realm of social sciences will be introduced. The course will make students understand the process of production of knowledge. It will develop among the students an appreciation and, to some extent, critical thinking with regard to contemporary philosophical ideas concerning social sciences, cultural values and civilizational goals. It will also create an understanding of the scientific and philosophical approach towards social sciences. This philosophical orientation indeed should be a prerequisite for writing a meaningful and academically sound research dissertation in any discipline of social sciences.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
The Scope of Philosophy of Social Sciences. Sciences System for the Creation of Knowledge.
What is Society? Social Action and Social Relation; Societies as Organization; Community and Association; A Functionally Inclusive Collectively.
Cultural Relativism. Celebration of Differences.
Epistemology and our Ways of Knowing, Objectivism, Subjectivism, Rationalism, Empiricism, Pragmatism, Authoritarianism, Intuition,Rationalism vs. Empiricism, Theory Construction in Social Sciences.
Holism and Individualism in History and Social Sciences. Methodological Holism Versus the Methodological Individualism.
Subjectivity Objectivity and Inter Subjectivity: A Discourse on Truth and Society?
Language as a Tool for the Creation of Social Realities and Building Public Knowledge.
Sociology of Knowledge. Individual and the Society/State; Different Theories of self/mind and Critique of the Theories; Individual and the Process of Socialization; Media as an Agent of Social Change.
Logical Reasoning and Critical Thinking, Informal Fallacies, Developing Arguments--Identifying Premises and Conclusion.

**Recommended Readings:**
Absar Ahmad Abraham Kaplan, The New World of Philosophy.
Absar Ahmad, Knowledge-Marality Nexus.
Fazalur Rehman, Major Themes of the Quran.
John Hospers, An Introduction to Philosophical Analysis.
Communication Theories-II

It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication, and socio, cultural and economic life. It will also enable students to understand the problems posed by different intellectual traditions, and to place those theories in their proper contexts. In addition this course will also enable students to challenge linear approaches to mass communication studies offered in Semester-I, and will broaden the theoretical vision of the students. This subject will enable them to understand the application of theory in their respective research areas.

Teaching Methodology:

Lecturing
Class Activities
Written Assignments

Assessment:

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<td>Assignment</td>
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<td>Class Participation</td>
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<tr>
<td>Project Presentation</td>
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Audience Theories: From Source-Dominated to Active-Audience Perspectives, Revival of the Uses and Gratification Approach, Framing and Frame Analysis, Information Processing Theories, Entertainment Theory.


New Trends in Mass Communication Theory and Research:

**Recommended Readings:**
Mass Communication Research-II 3 C.Hrs
The course is aimed at focusing specialized approaches of mass communication research. After completion of this subject the students will enable to explore the strength and weaknesses of various methods and competent enough to apply various methods according to their areas in their final research theses.

Learning outcomes:
They will understand the sound measurement design for quality research. They will also be trained in how to conduct academic and industry research. They will understand the type, process and method of descriptive research, content analysis and case studies. Data analysis and appropriate statistical technique for specific research method is very crucial in research. Students will train that how to use statically appropriate technique while testing of the hypotheses.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment  10
Midterm Exam  35
Final term Exam  40
Class Participation  05
Project Presentation  10

Sources of Interpretive Paradigm (Phenomenology, Ethno methodology, Symbolic Interactionism, Ethnography of communication)
Qualitative Research Design (Planning, Observing & Learning, Interviewing, Creating &analyzing texts, Authoring &writing)
Qualitative Methods (Focus group, Case study, Intensive interviews, Qualitative content analysis, Semiotic and Discourse analysis)
Research Writings(Abstracts, Critique on the research work of scholars, etc)
Research Ethics
Proposal Writing
Components of Thesis

Recommended Readings:


**Advanced Development Communication** 03 Crd Hrs

This seminar course will enrich M. Phil students regarding change and advancement in development paradigms. At this level students will go through readings mostly papers written by different scholars of development communication. They will also write critique on various articles on development communication.

**Learning Outcomes:**

At the end of this course students will be able to understand:

- The basic concepts of Development Support Communication and theories.
- Various Communication strategies, tools and Challenges faced by National & International development agencies.
- Design campaigns for the development support programs.

**Teaching Methodology:**

- Lecturing
- Class Activities
- Written Assignments

**Assessment:**

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Theories of Development Communication.
Media’s Role in the Third World Countries Development.
State, Development and Communication.
Three Paradigms of Development Communication: Modernisation, Dependency-Dissociation and Multiplicity-the Alternative Model.
Mass Communication and Social Change: Diffusion of Innovation, the Knowledge Gap Hypothesis.
The Various Dimension of Development Communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc.
Use of New Media Technology in Development Communication.
Designing of Communication Campaigns on Various Developmental Issues.
Development Communication as Marketing.
International Development Communication: Collective Progress in New Era

Recommended Readings:
Media and Cultural Studies 03 Crd Hrs

This course will help to understand about culture and society relationship, connectivity and conflict. The general concern of this course will be on culture imperative in regional, national, international scenario. This course will explore the impact as well as implication of information, knowledge, and modern technology on the diverse cultures of the global world in order to establish better understanding of the interrelationship between culture and community through communication.

Learning Outcomes:
In this course, students will understand:
How to implicate social, cultural practices
How different approaches, theories, models, of media, culture and society
How media will have an impact on society and human practices.

Teaching Methodology
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Content:
Cultural Approaches to Mass Communication
A Typology of Society – Class, Ideology and Culture Identity and Relations
Contemporary Issues in Cultural Studies
Cross Cultural Communication Comparison
Communication Processing: Cultural Synchronization: Resistance, Success and Failure.
Media, Society and Culture Connections and Conflicts.
Role of New Media Technology in Socio and Cultural Change.
Emerging Trend of Digital Society: Issues, Impact and Challenges

Recommended Readings:


**M. Phil Seminar**

3 C.Hrs

The seminar learning objectives are linked with specific themes of this seminar with the general university learning outcomes, and seek to facilitate in the students an increased competency to understand, identify, distinguish and integrate differing forms of knowledge and academic disciplinary approaches, improve oral and written communication skills, explore an appreciation of the self in relation to diverse social and academic contexts, and also enable to apply principles of ethics and respect in interaction with others.
This M.Phil seminar course is the most meaningful and transformative for students. It will focus to explore various ideas, for discussion related to selection of topic, relevant literature, and methodological application for writing research proposals/synopses for final M.Phil theses or dissertation. Students will prepare verbal, visual presentation or discussion with fellow students, faculty members will also be invited to present their scholarly work and research in the field of mass communication. The seminar course will sharpen reading, writing, and analytical skill among students.

Media and Human Rights

Course Description:

The course media and human rights ensure present scenario of Human Rights violation and conflict environments prevailing in the country. The said course also addresses Human Rights Laws and the Media in backdrop of Human Right reporting, public policy and its application in the society.

Course Learning Outcomes (According to Bloom's Taxonomy)

<table>
<thead>
<tr>
<th>ACQUIRE</th>
<th>UNDERSTAND</th>
<th>SOLVE, ANALYZE</th>
<th>EVALUATE</th>
<th>DEMONSTRATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>the basic knowledge of human rights and role of media to</td>
<td>the sensitivity of the subject in the world of media.</td>
<td>the dynamics of human rights, theories and its relation to media.</td>
<td>individually the significance of human rights and media in</td>
<td>Pakistan.</td>
</tr>
</tbody>
</table>

Course Outline

1st Week
Introduction
Concepts
Social and Academic Platform
Role of Media

2nd Week
News about Human Rights
Importance of News
How to write news on human rights issues.

3rd Week
United Nations Declaration of Human Rights (UDHR)
Signatory Countries & their socio political conditions
United Nations
4th Week
Pakistan Constitution - 1973
Fundamental Rights
Awareness of Human Rights and Fundamental Rights

5th Week
Laws (Laws of lands) for protection
Individual status/ community status
Traditional, Tribal and Communal Laws

6th Week
Human Rights & Culture
Human Rights & Environment
Human Rights and Development

7th Week
Human Rights & Democracy
Human Rights & Public Participation
Human Rights and Minority Issues

8th Week
Human Rights & Valuable Community
Human Rights & Women Rights
Human Rights and Child Rights

9th Week
Human Rights & Bonded Labor
Human Rights & Media Practitioners
Human Rights and Human Dignity

10th Week
Human Rights & Right to Information
Human Rights & Society
Human Rights and Governance

11th Week
Human Rights & Media Ethics
Human Rights & Media Profession
Human Rights and Media Language

12th Week
Human Rights & Country Laws
Human Rights & International NGOs
Human Rights and National NGOs
**13th Week**
Human Rights & Global Media
Human Rights & Pakistan Media
Human Rights and National NGOs

**14th Week to 16th Week**
Thematic work on the human rights issue in the identified areas and the practical participation of the students to take the photographs and prepare documents and short films to focus and highlight the human rights issues to support and promote the public agenda.

**Practical:**
Video production on human rights issue
Participation and observation, analysis of the documentaries and short films).

**Teaching methodology:**
Lecturing
Training, Workshop and Seminars by the experts.
Written Assignments / Research Reports
Presentations by Individual Students/ Group Presentation
Practicum - Guest Speakers (Subject Matter Expert)

**ASSESSMENT:**

**Mid Term (40%)**
Written (Long Questions, Short Questions, MCQs) 10%
Presentation 05%
Written Assignments 10%
Report Writing 10%
Display of Photographs, documentaries and short films 05%

**Final Term (60%)**
Written (Long Questions, Short Questions, MCQs) 40%
Presentation 10%
Research Reports 10%

**Suggested Readings:**
Gender, Human Rights and Environment, Dr. Shweta, Kunal Books, New Delhi, 2010
Human Rights (Theory and Practice), Barrister Zafarullah Khan, Pakistan, Law House, Karachi, 2013
Human Rights and a changing media landscape, Thomas Hummarberg, 2015
Media and Politics
3-Credit Hour

Objectives:
This course offers an overview of the main theories, concepts and empirical approaches to the subject of political communication in democratic nations. The course starts with a review of the main theoretical and empirical studies covering issues such as the modalities of political campaign and communication, the role of the media in these processes and the campaign/media effects on public opinion. The key concepts to be explored and critically discussed are mediatization of politics, media systems, freedom and pluralism, journalist professionalization and information quality, campaign modernization, campaign professionalization, permanent campaigning, persuasion, conversion, mobilization, learning effects, agenda-setting, priming framing, and others. The course ends with a discussion of the main challenges to political communication in the 21st century.

Learning Outcomes:
This course has been designed to:
Develop a critical cognitive ability on the concept and approaches of political communication.
Enable students to use political communication as theoretical framework in their research studies.
Explain the techniques of political communication and discuss its use in the contemporary media.

Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Course Content:
Political Bias
Conceptual explanation and various forms of Bais journalism

Political Partisan
- Propaganda Bias
- Ideological Bias
- Critiques of Bias Research

Political Reporting
- Explaining the Political Stories
- Frames versus Biases
- Press and Voting Behaviour
- Television and Voting Behaviour
- Political Satire: Politics as Deluded and Corrupt

State Control and State Propaganda
- Censorship
- Secrecy
- Government Propaganda
- Regulations and control

Conglomerate Control: Media Moguls
- Media Empires
- Ownership and Control
- The Power of Rupert Murdoch
- The Appointment and Removal of Editors
- Involvement in Editorial Policy
- Commercial Policy
- Role of Advertisers

Political Economy of Media
- Traditional Political Economy
- Marxist Political economy
- Critical Political economy
- Culture industry
- Media and commodification

Packaging Politics
- Images and Appearances
- Celebrities
- Spin-Doctors, Media Consultants and Advertisers
- Politicians Interviews
- Imitation or Modernization
- Technological Mediation of Politics
- The Commodification of Politics

161
Remote Control Politics
Democracy and the New Technology
The Argument for Electronic Democracy
The Argument against Electronic Democracy
The Technology of Electronic Democracy

Power and Mass Media
Discursive Power
Access Power
Resource Power
Theories of Media Power
  Liberal Pluralism
  News Right
  Culturalism
  Political Effects
  Ownership and Control

Free Press: Democracy and Mass Media
Liberal Democracy and the Free Press
Free Press and Free Market
Alternative Model of a Democratic Media: Direct and Deliberative

Recommended Books:

Digital and Social Media

Course Description:
Social media technologies are continuously transforming the ways consumers interact with each other and firms. These changes constitute a fundamental shift in the marketplace—consumers have greater opportunities to voice their opinions and connect with other consumers as well as an increased influence over marketers and brands. As a result, the conventional approaches to communications have become more and more challenged. This puts an added emphasis on leveraging social media to engage audience, consumers and propagate ideas, messages, products, and behaviors. This course takes an in-depth look at the relationship between media and human behavior, and examines how people and organizations capitalize on social media, and these people-to-people interactions, to support their communication efforts. Students will get
hands-on experience creating comprehensive social media strategies for their ideas and brands.

**Learning Outcomes:**
Through successful completion of this course, students will:
Understand what social media is, the various channels through which it operates, and its role in reaching a large heterogenous audience;
Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers;
Draw on knowledge about word-of-mouth spread of ideas to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks;
Measure the impact of a social media campaign in terms of a specific objective.

**Teaching Methodology:**
Lecturing
Class Activities
Written Assignments

**Assessment:**
- Assignment: 10
- Midterm Exam: 35
- Final term Exam: 40
- Class Participation: 05
- Project Presentation: 10

**Course Contents:**
**Theoretical Understanding of social and digital media**
- Internet media and globalization: concepts and theories
- Technology and culture: debates
- Researching social networking sites (SNSs)
- Regulation, gatekeeping and ethics-case studies
- Corporate online promotional strategies: advertising and marketing • public Communication campaigns and global humanitarianism
- Multiplatform journalism
- Transnational citizen journalism
- Grassroots activism and change

**Dealing with Social Media**
- Building a word press powered website
- Intro to Search Engine Optimization (SEO)
- Creating a blog
- Learning the language of twitter
- Guide to Facebook
- Guide to Youtube
- Introduction to Google +
**Film Studies and Critique (03 CH)**

**Course Objectives:**
This course provides an overview of cinema history and examines key topics in film theory and criticism and in film culture. Concepts such as genre, authorship, national and transnational cinema, fandom, stardom, and other aspects of film studies and of film-going as a cultural practice are the major domain to be discussed. The course examines works of cinema as cultural products that project worldviews and disseminate ideology. Films are major concepts to be discussed as symptoms of their historical and political contexts. This analysis will facilitate the engagement and debates pertaining to class, race, gender and visual culture, technology, globalization, (neo) colonialism, and other topics. The course is specially designed to develop the analytical skills of students to understand the Bollywood, Hollywood and Lollywood cinemas and in particular cultural invasion through cinemas in Pakistan.

**Learning Outcomes:**
By the end of the course, students will have to develop them critical thinking skills and tools of textual interpretation that will enable students not only to analyze a film’s aesthetics and to evaluate its artistic merits but also to discuss the political, ideological and cultural significance of works of cinema industry. A panel of experts will select and finalize the films from Pakistan, Bollywood and Hollywood for screening and at the students will have to write review on the film of their interest from the list that proposed by the panel.
Teaching Methodology:
Lecturing
Class Activities
Written Assignments

Assessment:
Assignment 10
Midterm Exam 35
Final term Exam 40
Class Participation 05
Project Presentation 10

Course Contents:
Basics: Aesthetics, History, Meaning
a. Introduction to Films as from of Media
b. Short Film History (Developments, Hollywood, Indian and Pakistani Cinema)
c. Films and Meanings: Semiology of Cinema in USA, China, India and Pakistan
Films Narrative and Style
a. Fiction
b. Comedy
c. Horror
d. Action
e. Thematic
f. Doco-Films
Cinematography and Mise-en-scene
a. Heroes and Demon (Shoots)
b. Lights as tool of interplay
g. Mobile Framing and the Long Take Screening
h. Sounds
i. Editing and animations
Pakistani and Indian Cinema (Review)
a. Urdu Cinema
b. Punjabi Cinema
c. Pashto Cinema
d. Reasons of Major of Decline of Pakistani Cinemas
e. Comparison of Indian and Pakistani Films.
Psychoanalytic and Feminist Film Theory
Modes of Filmmaking: Politics, Society, Ideology
a. Cultivation of reality through cinema
b. Propaganda through films

Bollywood and Hollywood: Race, Gender and obscenity (A critique)

Bibliography
Film: A Critical Introduction (3rd edition) by Maria Pramaggiore and Tom Wallis

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**Bibliography**

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Coon, David. Look closer: suburban narratives and American values.