

CURRICULUM

OF

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

(Revised 2018)



HIGHER EDUCATION COMMISSION
ISLAMABAD

CURRICULUM DIVISION, HEC

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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

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PREFACE

The curriculum, with varying definitions, is said to be a plan of the teaching-learning process that students of an academic 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.

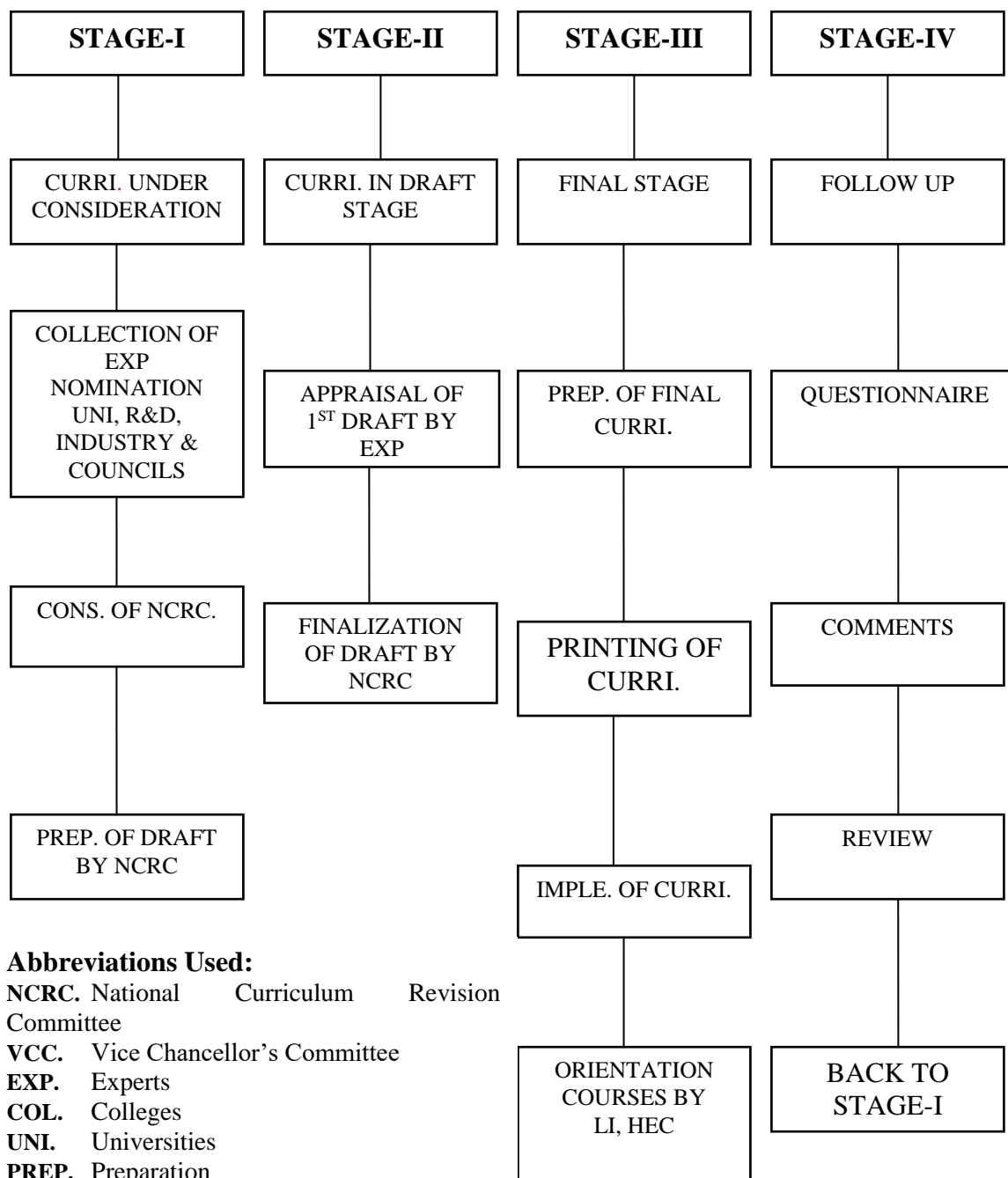
In order to impart quality education which is at par with indigenous needs and international standards, HEC NCRCs have developed unified framework/templates as guidelines for the development and revision of curricula in the disciplines of Basic Sciences, Applied Sciences, Social Sciences, Agriculture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



Abbreviations Used:

NCRC. National Curriculum Revision Committee

VCC. Vice Chancellor's Committee

EXP. Experts

COL. Colleges

UNI. Universities

PREP. Preparation

REC. Recommendations

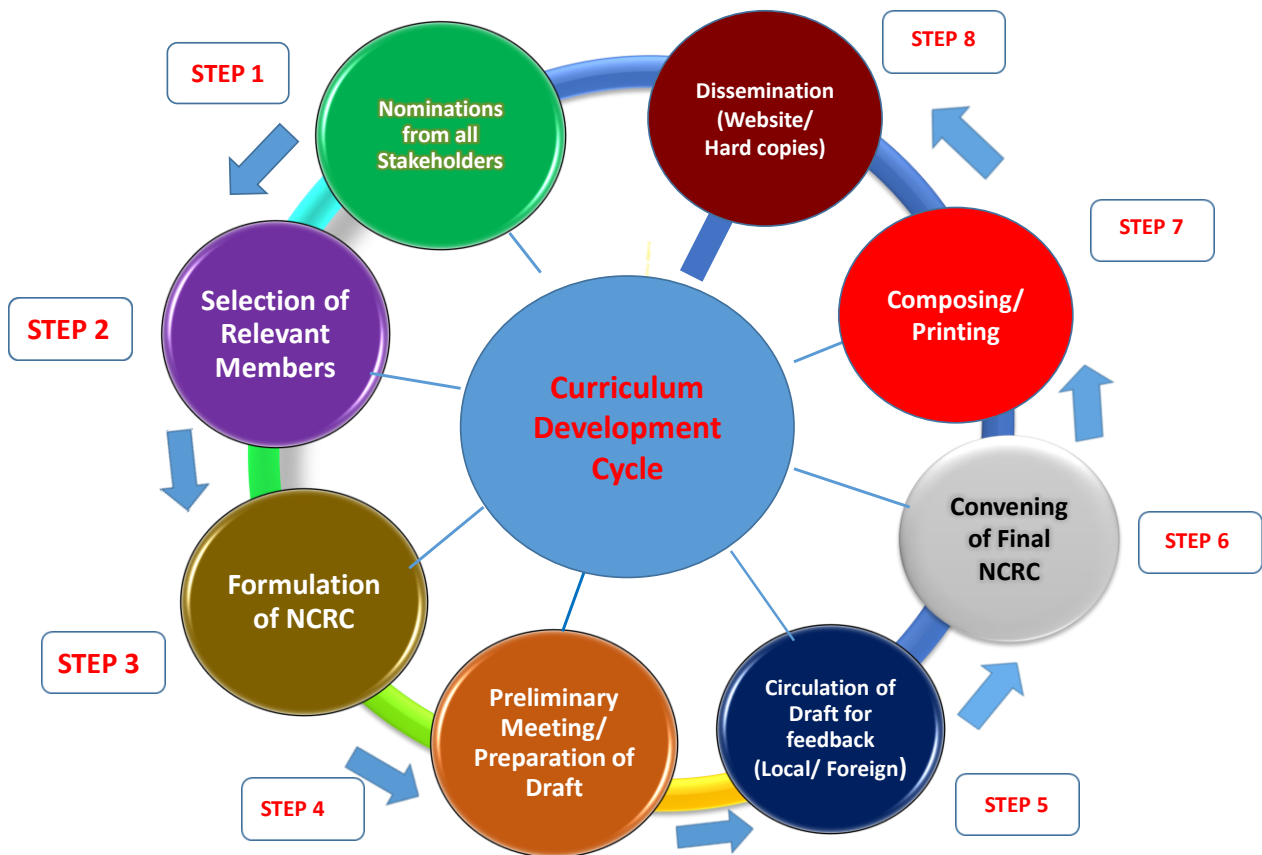
LI Learning Innovation

R&D Research & Development Organization

HEC Higher Education Commission

CONS: Constitution

CURRICULUM DEVELOPMENT CYCLE



Minutes of National Curriculum Revision Committee (NCRC) Finalization Meeting in Mass Communication held from March 26-28, 2018 at HEC Regional Centre, Peshawar

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:

Sr.	Name & Address	Status
1.	Dr. Seemi Naghmana Tahir Chairperson / Professor, Department of Mass Communication, University of Karachi, Karachi.	Convener
2.	Prof. Dr. Masrur Alam Khan Incharge / Professor, Department of Media Studies, Riphah International University, Islamabad	Co-Convener
3.	Dr. Mudassar Hussain Shah Associate Professor, Department of Mass Communication, Forman Christian College, Lahore.	Secretary
4.	Dr. Salma Umer Assistant Professor Department of Mass Communication Government College University, Faisalabad.	Co-Secretary
5.	Mr. Tahir Javed Malik Head of Department Department of Media Studies, GIFT University, Gujranwala.	Member
6.	Dr. Ghulam Shabbir Professor School of Media & Mass Communication Beaconhouse National University, Lahore.	Member
7.	Dr. Anjum Zia Chairperson / Assistant Professor Department of Mass Communication Lahore College for Women University Lahore	Member

8.	Dr. Rafia Taj Professor Department of Mass Communication University of Karachi, Karachi.	Member
9.	Dr. Badaruddin Soomro Professor Department of Media & Communication Studies, University of Sindh, Jamshoro.	Member
10.	Dr. Muhammad Zafar Iqbal Professor and Chair Department Media & Communication Studies, International Islamic University, Islamabad.	Member
11.	Dr. Saqib Riaz Associate Professor / Chairman Department of Mass Communication, Allama Iqbal Open University Islamabad.	Member
12.	Mr. Fahad Anis Lecturer Faculty of Media & Communication Studies, University of Central Punjab, Lahore.	Member
13.	Dr. Zahid Yousaf Associate Professor, Centre for Media & Communication Studies, University of Gujrat, Gujrat.	Member
14.	Dr. Fouzia Naz Assistant Professor, Department of Mass Communication, University of Karachi, Karachi.	Member
15.	Mr. Mubarak Zeb Khan Senior Staff Reporter Daily Dawn, Islamabad	Member
16.	Mr. Nasir Javaid Malick Journalist / Head of News Media Foundation Complex, Islamabad.	Member
17.	Mr. Qaisar Ahmad Rana Journalist (Anchor / Analyst) Pakistan Television, Islamabad.	Member
18.	Ms. Hira Anum Pakistan Peace Collective Islamabad.	Member
19.	Ms. Saima Kausar Assistant Professor Department of Media and Communication Studies, University of Sargodha, Sargodha	Member

20.	Mr. Syed Ali Aziz Producer PTV News, Islamabad	Member
21.	Mr. Hidayatullah Kasi Deputy Director, Academics Division, HEC, Islamabad.	Member

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

Sr.	Categories	No. of courses Min – Max	Credit Hours Min – Max	Percentage
1.	Compulsory Requirement (No Choice)	9 – 9	25 – 25	19.23
2.	General Courses to be chosen from other departments	7 – 8	21 – 24	17.30
3.	Discipline Specific Foundation Courses	9 – 10	30 – 33	24.23
4.	Major Courses including research project / Internship	11 – 13	36 – 42	30.0
5.	Electives within the major	4 – 4	12 – 12	9.23
Total		40 – 44	124 – 136	100

Model Layout of BS Media and Communication Studies

Compulsory Requirements (the student has no choice)		General Courses chosen from other departments		Discipline Specific Foundation Courses	
9 Courses		8 Courses		10 Courses (8 com & 2 Opt)	
25 Credit Hours		24 Credit Hours		30-33 Credit Hours	
Subject	Cr. Hr.	Subject	Cr. Hr.	Subject	Cr. Hr.
1. Functional English-I	3	1. General-I	3	1. Introduction to Mass Communication	3
2. Writing & Presentational Skills (English-II)	3	2. General-II	3	2. Mass Media in Pakistan	3
3. Communication Skills (English-III)	3	3. General-III	3	3. International language	3
4. Journalistic Language (English-IV)	3	4. General-IV	3	4. Mass Media and Society	3
5. Functional Urdu	3	5. General-V	3	5. Contemporary World Media	3
6. Islamic Studies	2	6. General-VI	3	6. Introduction to Digital Media	3
7. Pakistan Studies	2	7. General-VII	3	7. Introduction to Broadcast Media	3
8. Introduction to Computer	3	8. General-VIII	3	8. Online Journalism	3
9. Math/Statistics	3			9. Introduction to Film & Theatre	3
				10. International Communication	3
	25		24		30

Major Courses Including Research Project/Internship		Elective Course within the Major	
14 Courses		4 Courses	
42 Credit Hours		12 Credit Hours	
Subject	Cr. Hr.	Subject	Cr. Hr.
1. Theories of Mass Communication- I	3	<u>Specialization Sequences</u>	3
2. Opinion Writing	3	1. Digital Media	3
3. Media Ethics and Laws	3	2. Broadcast Media	3
4. Introduction to Advertising and Public Relations	3	3. Public Relations and Advertising	3
5. Media Laws and Ethics	3	4. Development Support Communication	3
6. Theories of Mass Communication-II	3	5. Print Media	3
7. Research Methods-I	3	6. Film & Theatre	3
8. Development Communication	3		
9. Introduction to Conflict Reporting	3		
10. Current Affairs	3		
11. Regional Mass Media	3		
12. Media Management	3		
13. Photo Journalism	3		
14. Research Project/Internship	3		
	42		12

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:

Theory = 48

Practical = 0

Total = 48

Credit Hours:

Theory = 3.0

Practical = 0

Total = 3.0

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:

Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 1. 3rd Edition. Oxford University Press. 1997. ISBN 0194313492

Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 2. 3rd Edition. Oxford University Press. 1997. ISBN 0194313506

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

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

PAKISTAN STUDIES

Contact Hours:

Theory = 32

Practical = 0

Total = 32

Credit Hours:

Theory = **2.0**

Practical = **0**

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:

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

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:

Introduction to Mass communications: Media Literacy and culture updated Edition 8th Edition by Stanley Baran published By McGraw Hill Higher Education. 2013
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
Media Today: An Introduction to Mass Communication by Joseph Tarrow 3rd Edition, 2010
Media Impact: An Introduction to Mass Media (Wadsworth series in Mass Communication and Journalism: General Mass Communication) 10th edition by Shirley Biagi, published by cengage learning : April 2011
Introduction to Mass communication: People platforms and practices by Joshua Dickhaus .Sara Baker Netzley (editor) published by Cognella Academic publishing, August 2017.

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:

Writing. Advanced by Ron White. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 435407 3

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

Patterns of College Writing (4th edition) by Laurie G. Kirszner and Stephen R. Mandell. St. Martin's Press.

The Mercury Reader. A Custom Publication. Compiled by northern Illinois University. General Editors: Janice Neulib; Kathleen Shine Cain; Stephen Ruffus and Maurice Scharon.

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 Umayyads
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)

H.S. Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep

Publications New Delhi (1989)

Dr. Muhammad Zia-ul-Haq, "Introduction to Al Sharia Al Islamia"Allama Iqbal Open
University, Islamabad (2001)

MATH/STATS – II / UNIVERSITY. OPTIONAL

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.

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.

Role of Sir Syed Ahmed Khan, Maulana Abul Kalam Azad, Moulana Mohammad Ali Jauhar, Moulana Zafarali Khan, Moulana Hasrat Mouhani and their newspapers.

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;

1947-1958, 1959-1971, 1971-1977, 1977-1987, 1988-1999, 2002- till date.

Broadcasting in Pakistan 1947- 1995

From Radio Pakistan to Pakistan Broadcasting Corporation

Numerical growth, geographical expansion, and technological leap in broadcasting sector in Pakistan.

Golden Era of Radio in the Country 1955-1970.

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.

Restoration of democracy and television 1988-1999.

Establishment of PEMRA and deregulation of television 2002-2017.

Books Recommended:

Khursheed Abdul Salam, Dastan-e- Sahafat, (1995) Faridi Book Centre Lahore.

Hassan Mehdi, Mass Media in Pakistan (2001) Aziz Publishers Lahore.

Hijazi Miskeen Ali, Punjab Mein Urdu Sahafat, (1995) Azhar sons Printers Lahore.

Khan Altafullah, 'News Media and Journalism in Pakistan' (2011) LAP Lambert Academic Publishing, Germany.

French David & Richard Michael 'Television in Contemporary Asia' (2000) Sage Publication International UK.

Masood Tahir Dr.' Urdu Sahafat Uneesween Sadimein'(2003) Fazli Sons, Urdu Bazaar Karachi.

Research Articles/ Reports.

Tahir Seemi Naghmana 'Two Decades of Hits and Misses, Twenty Years of Print Media Freedom in Pakistan' (2009) Defense Journal Karachi.

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.

Aziz Yousuf' Cable Television; A Vision for the Future, (2003) PEMRA Islamabad.

Aziz Yousuf, 'Prospects & Promotion of Electronic Media in Pakistan,(2003) PEMRA, Islamabad.

Books in Urdu:

Khurshid Abdus Salam (1966), Fun-e-Sahafat, Karwan Publications.

Khurshid Abdus Salam, Dastan-e-Sahafat.

Hijazi, Miskeen Ali (2005), Fun-e-Ildarat, 6th Edition, Adan Printers.

Khurshid Abdus Salam, Sahafat Pakistan-o-HindMein.

Hussain, Muhammad Shahid, Iblighiat (2004) Education Publication House Delhi

Hijazi, Miskeen Ali (1995), Punjabmin Urdu Sahafat. Azhar Sons Printers. Lahore.

Shafiq Jhaulundhary (2008), Sahafat Aurlblagh, 10thEdition. Ali

Ejaz Printers. Lahore.

Naz, Ahsan Akhtar (2002), Pakistan main Taraki Pasand Sahafat. Zahid Bashir Printers. Lahore.

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:

Writing. Advanced by Ron White. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 4354073

College Writing Skills by John Langan. McGraw-Hill Higher Education. 2004.
Patterns of College Writing (4th edition) by Laurie G. Kirszner and Stephen R. Mandell. St. Martin's Press.
The Mercury Reader. A Custom Publication. Compiled by northern Illinois University. General Editors: Janice Neulib; Kathleen Shine Cain; Stephen Ruffus and Maurice Scharon.

INTRODUCTION TO COMPUTER

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.

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:

James and Curran, "Mass Media and Society" Arnold Hodder, London, Latest edition
Wilson Stanley Roy, "Mass Media and Mass Culture" McGraw Hill, New York, 2013
Merril John C, "Global Journalism", Longman, New York, 2013
Nick Couldry (2012). "Media, Society, World", Social Theory and Digital Media Practice. Polity, USA.
Folkerts, Lacy, "The media in your life", Pearson Education Inc. USA 2010
McQuail, Denis. (2006). *Mass Communication Theory*.5th Edition. New York: Sage.
O'Shughnessy, M & Stadler, J. (2002). *Media and Society: An Introduction*. (2nd Ed). Australia: Oxford University Press

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:

Barnas, F. & White, T. (2013). Broadcast News Writing, Reporting, and Producing (5th Edition). USA: Focal Press.

Hudson, G. & Rowlands, S. (2007). The Broadcast Journalism Handbook. London: Pearson Education Ltd.

Pierson, J. & Bauwens, J. (2015). Digital Broadcasting: An Introduction to New Media. London: Bloomsbury Academic

Zettl, H. (2014). Television Production Handbook (12th Edition). Belmont: Wadsworth Publishing.

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

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.

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:

Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbrucken, Germany: LAP Lambert Academic Publishing

Akinfeleye, R., Amobi, T. I., Okoye, I. & Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, Journal of African communication research, vol. 2 (3)

Curran, James P. and Gurevitch, Michael. 2005. Mass Media and Society 4th edition. London: Arnold. ISBN 978-0340884997

Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited.

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

Macarthy, Andrew. (2017). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More. New York: Create Space Independent Publishing Platform.

Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.

Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: Apress.

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:

Krebs, K. (2014). Translation and Adaptation in Theatre and Film. London: Routledge.

Friedman, J.C. (2009). Performing Difference: Representation of the Other in Film and Theatre. Maryland: University Press of America.

Jaen, R. (2018). Digital Costume Design and Collaboration: Application in Academia, Theatre and Film. London: Routledge.

Catliff, S. & Granville, J. (2013). The Casting Handbook: For film and Theatre Makers. London: Routledge.
Cousins, M. (2013). The Story of Film. London: Pavilion Books. Wilson, E. (2003). Living Theatre: A History. NY: McGraw Hill.

SEMESTER - FIFTH

Theories of Mass Communication – I (Foundation – VI)

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
Marshal 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:

Mass Communication ETheory, Stanley J. Baran and Dennis K. Davis, Wadsworth, Belmont, 199.

Essentials of Mass Communication Theory, Arthur Esa Berger, Sage Publications, London, 199.

Mass Communication Theory, An Introduction, Denis McQuail, 3 rd ed., Sage Publications, London,1994.

Theories of Mass Communication, Melvin Defleur and Sandra Ball Rokeach, 5 th ed., Longman, London, 1989.

Building Communication Theories, Fred L. Casimir (Ed) Lawrance Erlbaum Associates, Hillsdale,1995.

Understanding Medias Culture , Nick Stevenson, Sage, London, 1995.

Human Communication, Tulos Mass, McGraw Hill, New York, 1996.

Communication Studies, John Comer, Edward Arnold, New York, 1993.

ABC Communication of Studies, David Gill, MacMillan, London, 1990.

Journalistic Urdu/ Functional Urdu (Foundation – VII)

(2+1 Credit Hours)

عملی اردو

مقاصد: اس کورس کا مقصد طلباء و طالبات کو اردو زبان کے آغاز و ارتقاء اور صحافت اور صحافتی زبان کی اہمیت اور صحافتی اصناف تحریر کے بارے میں مکمل آگہی اور مہارت فراہم کرنا ہے تاکہ اردو صحافت کے پیشہ میں انہیں ممکنہ مسائل سے نبرد آزما ہونے کا فن سکھایا جائے۔

حاصل تدریس:

کورس کی تکمیل پر طلبا و طالبات اردو صحافت و صحافتی زبان کی اہمیت اور مختلف صحافتی اصناف تحریر سے مکمل آگہی اور تحریری مہارت حاصل کرسکیں گے۔

کورس کے بعد طلبا و طالبات درست صحافتی زبان کی تحریر و ادارت، ترجمہ اور اس سے متعلقہ اور امور میں مکمل مہارت کرسکیں گے تاکہ اردو صحافت کے پیشہ ورانہ امور درست طور پر انجام دے سکیں۔

کورس کی تفصیل

زبان کی اقسام	2-	زبان کا آغاز و ارتقاء	1
صحافتی زبان کی خصوصیات	4-	زبان کے فوائد و نقصانات	3-
تلخیص نگاری، اصول اور اہمیت	6-	اردو صحافت اور صحافتی زبان 1822 سے موجودہ دور تک ایک تنقیدی جائزہ	5-
محاورات اور ضرب المثل کا استعمال	8-	ترجمہ کی مہارت، بنیادی لوازم	7-
اصطلاح سازی، اہمیت، اقسام اور اصول	10-	قواعد زبان	9-
زبان کی ابلاغی اور معاشرتی اہمیت	12-	اردو گرامر، جملہ کی تصحیح	11-
انٹرویو، قواعد و لوازم	14-	اردو بطور قومی رابطہ کی زبان	13،
لغات کا استعمال، ذخیرہ الفاظ (فرہنگ) میں اضافہ	16-	اسلوب نگاری، اصول و اہمیت	15-

حوالے کی کتب:

- 1- مولوی عبدالحق، قواعد اردو
- 2- ڈاکٹر فرمان فتح پوری، زبان اور اردو ادب
- 3- ڈاکٹر مسکین علی حجازی، صحافتی زبان
- 4- ڈاکٹر انعام الحق کوثر، ترجمہ اور اس کا فن
- 5- خلیل صدیقی، زبان کیا ہے؟
- 6- ڈاکٹر محمد شمس الدین، صحافتی زبان

Opinion Writing (Major – I)

Contact Hours:

Theory = 32

Practical = 16

Total = 48

Credit Hours:

Theory = 2.0

Practical = 1.0

Total = 3.0

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:

The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide William E. Blundell 1988 Penguin Group

The Art of Column Writing: Insider Secrets from Art Buchwald, Dave Barry, by Suzette Martinez Standring(2008) Marion Street Press, Inc.

Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.

Shafiq Jalandari. Feature Nigari.

Shafiq Jalandari. Kalam Naweesi

Miskeen Ali Hijazi. Idaria Naweesi.

Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.

INTRODUCTION 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 Agency 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 Crescent, 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
Hoarding

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:

Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K. (2015). "Public Relations: Strategies and Tactics" New York, Harper Collins Publishers.

George Belch and Michael Belch (2014). Advertising and Promotion: An Integrated Marketing Communications Perspective: McGraw-Hill Publishing Company Limited.

Ram Sehgal (2007). 9 Secrets of Advertising: McGraw-Hill Publishing Company Limited.

Centre, H. Allen, Cutlip. M. Scott. (2012) "Effective Public Relations", New Jersey : Prentice Hall Inc.

Liana Evans (2010) Social Media Marketing: Pearson Education, Inc, Publishing.

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

Pakistan Broadcasting Corporation Act 1973.

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

Industrial Relation Ordinance 2002
Payment of Wages Act 1936
Social Security Ordinance 1965
Provident Fund Act 1925

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:

Bart Pattyn (2005). Media Ethics: Opening Social Dialogue Edited by Kurt haston (2004). Media Ethics: Cases and Moral Reasoning (4th ed.). New York: Longman Publishers, Inc
Louise Alvin (2003). Ethics in Media Communications: Cases and controversies Canada.
William. Cleve. Mathews (2002). Ethics for the Media: The Ethics of Persuasion. New York, Longman.
AMIC 2005). Walking the Tight Rope: Press Freedom and Professional Standards in Asia: Singapore,
Dennis MeQuail (2003). Media Performance: Mass Media and Public Interest. London, Sage.

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:

Mid Term	(30)
Written	30
(Long Questions, Short Questions, MCQs)	
Presentation	5
Assignments	5
Final Term (50)	
Written	50
(Long Questions, Short Questions, MCQs)	
Presentation	5
Assignments	5

Books Recommended:

Hanson, Elizabeth C. (2010). The information revolution and world politics. New Millennium Books in International Studies. Lanham, MD: Rowman and Littlefield.

Herman, Edward S., and Robert Waterman McChesney (2015). The global media: The new missionaries of corporate capitalism (Ed). London: Cassell.

Innis, Harold A. (2012). Empire and communication (Ed). Lanham, MD: Rowman and Littlefield.

- Hamid, Mowlana (2015). International communication; A selected bibliography (Ed), Kendall/Hunt Pub. Co
- Castells M. (2017). Another Economy is Possible: Culture and Economy in a Time of Crisis (Cambridge: Polity).
- Pieterse, J. N. (2009). Globalization and Culture. Rowman and Littlefield Publisher
- Woods, N. (2000). The Political Economy of Globalization, Red Globe Press
- Bein, A., Peake L. (2017). Urbanization in a Global Context (Oxford: Oxford University Press).
- T. Dunne, C. Smit (2017). The Globalization of International Society (Oxford: Oxford University Press)
- Reinert, K.A. (2017). Handbook of Globalization and Development (Cheltenham: Edward Elgar).
- Yemini, M. (2017). Internationalization and Global Citizenship. Policy and Practice in Education (London: Palgrave Macmillan).

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:

Eid, M. & Dakroury, A. (2012). Basics in Communication and Media Studies. NY: Pearson Inc.

Mcquail, D. (2010). Mcquail's Mass Communication Theory (6th Edition). London: SAGE Publications Ltd.

Rogers, E.M. (2003). Diffusion of Innovation (5th Edition). NY: The Free Press.

Littlejohn, S.W., Foss, L.A., & Oetzel, J. G. (2016). Theories of Human Communication. USA, Illinois: Waveland Press.

Baran, S.J. & Davis, D.K. (2014). Mass Communication Theory: Foundations, Ferment, and Future (7th Edition). Boston: Cengage Learning

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

English Grammar by A. J. Thomson and A. V. Martinet. 1, 2 & 3. 3rd edition. Oxford University Press. 1997. ISBN 0194313492

Practical English Usage by Michael Swan, Oxford Press, Karachi.

Writing

Writing Intermediate by Marie-Christine Boutin, Suzanne Brin and and Francoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0194354057

Pages 20-27 and 35-41.

Reading/Comprehension

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

Speaking

Mind Your Language' by British Broadcasting Corporation (Book with CDs & Cassettes)

Choosing Your English' by British Broadcasting Corporation (Books with CDs & Cassettes)

'Follow Me' by British Broadcasting Corporation (Book with CDs and Cassettes)

RESEARCH METHODS–I (Major – IV)

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:

Wrench, J. S., Thomas-Maddox, C., Richmond, V. P., & McCroskey, J. C. (2008). Quantitative research methods for communication: A hands-on approach. Oxford University Press, Inc.
Weerakkody, N. (2008). Research methods for media and communication. Oxford University Press.
Neuman, L. (2010) Social Research Methods. Sage Inc.
Lowery, A., S. and DeFleur, L., M.(1995). Milestone in Mass Communication Research: Media Effects, (ed), McGraw Hill.
Reinard, J., C. (2001). Introduction to Communication Research. McGraw Hill.
Joseph and Dominic (1999) Mass Media Research. Wadsworth Publishing Co. Belmont, California.
Shah, H., M.,Kausar, S. and Rashida, S.(2015). Dictionary and Quick Reference to Media, Misaal Publication

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:

AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.

Anjaneyulu, Shri K.et.al.1999. Local Radio. making an impact. Agricultural Information Development Bulletin.

Ascroft, Joseph.1991. The Profess of Development Support Communication. A Symposium paper, Ohio. The Ohio State University

Chen, Peter. 2002 .Visual Communication Materials for Rural Audiences. Re-orienting artists and copywriters. Development Communication Report.

Hedebro, Goran. 1999. New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.

Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.

Diffusion of Innovation, E.M. Rogers, Free Press, New York 3rd Ed.1983.
 Perspectives of Development Communication, K. Saudanaudan Nair, Sage
 Publication, London, 1993
 Communication and the Third World, Geoffrey Reeves, Routledge, London, 1993.
 Thussu, D.K. (2000). *International communication: Continuity and change*, NY,
 London : Arnold.

Introduction to Conflict Reporting (Major – VI)

Contact Hours:

Theory	=	32
Practical	=	48
Total	=	80

Credit Hours:

Theory	=	2.0
Practical	=	1.0
Total	=	3.0

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

The Meaning of Meaning Model by Charles Kay Ogden (1889–1957) and Ivor Armstrong Richards (1893 – 1979) - A Study of the Influence of Language upon Thought and of the Science of Symbolism

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.

Reading Material: PEMRA Code of Conduct, ICJ Code of Conduct, Anti Terrorism Laws of Pakistan, UN Resolutions on Terrorism, National Action Plan 24 December, 2014.

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:

- Bratic, V. (2008). "Examining peace-oriented media in areas of violent conflict." *International Communication Gazette* 70(6): 487-503.
- Chomsky, N. and E. S. Herman (2010). *Manufacturing consent: The political economy of the mass media*, Random House.
- Chomsky, N. and E. S. Herman (2010). *Manufacturing consent: The political economy of the mass media*, Random House.
- Christina Archetti (2013). *Explaining News: National politics and journalistic culture in international context*. California: Palgrave.
- Conboy, M. (2007). *The language of news*. New York: Routledge
- Hall, S. (2011). "The spectacle of the other," In Stuart H. (ed) *Representation: Cultural representations and signifying practices*. London: Sage Publications.
- Hanitzsch, T. (2007). "Deconstructing journalism culture: Toward a universal theory." *Communication theory* 17(4): 367-385.
- Hoskins, A. and O'Loughlin, B. (2010). *War and media: The emergence of diffused war*. Cambridge: Polity Press
- Lynch, J. (2014). *A global standard for conflict reporting*, Sydney, University Press.
- Ross Howard (2009). *Conflict-Sensitive Reporting: State of the Art (A Course for Journalists and Journalism Educators)*, UNESCO: available at <http://unesdoc.unesco.org/images/0018/001869/186986e.pdf>
- Stuart Hall: *Critical dialogues in cultural studies*. London: Routledge.

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:

Rosenblum , N. (2008). A World History of Photography (4th Edition). NY: Abbeville Press.

Sandler , M.W. (2002). Photography: An Illustrated History. NY: Oxford University Press.

Kiosk. (2002). A History of Photojournalism. Germany, Göttingen: Göttingen. Cordula Lebeck. Steidl.

Kamber, M. (2013). Photojournalists on War: The Untold Stories from Iraq. Texas: University of Texas Press.

Kobre, K. (2008). Photojournalism: A Professional's Approach (6th Edition). Oxon: Focal Press.

Golden, R. (2009). Photojournalism: 1855 to Present. NY: Abbeville Press.

Baradell, S. (2012). Photojournalism: Technology and Ethics. NY: Black Star Publishing Co.

Lawrence, J. (2013). Photographic Shadow and Light. NY: Amphoto Books.

Giannatti, D. (2011). Lighting Essentials. NY: Amherst Media.

Harrington, R. (2013). Photographic Lighting. USA, Tampa: Ammonite Press.

Long, B. (2012). Complete Digital Photography. Boston: Cengage Learning.

Ang, T. (2011). Digital Photography Essentials. London: DK.

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

Types of Media Personnel: Executive, Editorial, Production, Circulation and Advertising Personnel.

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:

Weilrich and Koontz (2006) Management: A Global Perspective John Lavaine (2008) Managing Media Organizations

Fink , Conard C. (2001). Strategic Newspaper Management

Rucker and Williams (2009) Newspaper Organization and Management
Hervert L. William (2006) Newspaper Organization and Management
Frank, Rucker (2009). Newspaper Circulation

Broadcast media/journalism: (Major – VII)

- 1. Radio News Reporting, Editing & Production**
- 2. TV News Reporting, Editing & Production**

RADIO NEWS PRODUCTION

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) (field reporting, editing, voice over, audio beeper)	25
Final Project (Production of Bulletin)	50
Total marks:	100

Books Recommended:

Tim Crook, Routledge, International Radio Journalism, London, 1988

Andrew Boyd, Broadcast Journalism, Focal Press, Oxford, 1997

Paul Chantler, Sam Harris, Local Radio Journalism, Focal Press, Oxford, 1997
Pete Wilby, Routledge, The Radio Handbook, London, 1996
Carl Hausman, Crafting the News for Electronic Media, Woods worth publishing
California, 1995
Roger L. Waltern, Broadcast Writing, McGraw-Hill, New York, 1994.
Idrees Siddique, Radio Journalism in Pakistan, Feroz sons, Lahore, 1990.

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)

Final Project (Production of Bulletin)	50
Total marks:	100

Books Recommended:

The television hand book, Patricia Holland, Routledge, London, 1997
 Pre – Production Planning of Video Film and Multimedia, Steve R. Cartwright, Focal Press, Oxford, 1996
 Training With Video, Steve R. Cartwright, Knowledge Industry Publications, New York, 1996
 Basic Television Reporting, New York, Focal Press, London, 1990
 Visual Editing, Howard I. Finberg and Bruce D. Lltale, Wadsworth, Belmont, 1990
 ENG Television News, Charles F. Cremer, 3rd Ed. McGraw Hil, New York, 1996
 Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dinya-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
g+

Teaching Methodology:

Lecturing
Class Activities
Written Assignments

Assessment

Midterm Exam	30
Quizzes	10
Assignment/Presentations	20

Final Term Exam	40
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Recommended Reading:

Steve Hill&Paul Lashmar (2013) Online Journalism: The Essential Guide

Mike Ward (2013) Journalism Online.

Jim Hall (2009) Online Journalism: A critical Primer.

Richard Craig (2005) Online Journalism: Reporting, Writing, and Editing for New Media: Thomson/Wadsworth.

Stephen Quinn & Stephen Lambie (2008) Online Newsgathering Research and Reporting for Journalism. Elsevier: London

the press releases, Wallpapers, Newsletters, Folders, Leaflets, Pamphlets, and Posters.

Using Electronic Media for DSC, TV and Production of Broadcast material, TV Audience & their demands, Concept of early window. Radio as an effective development medium.

Strategies for evaluating DSC Campaign, Concept of Evaluation, Evaluation in DSC Campaign, types, steps and criteria for campaign evaluation, conducting evaluation and evaluation designs.

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

Presentations and Campaign evaluation

Suggested Books:

Chen, Peter (2002), "Visual Communication Material for Rural Audiences: Re-orienting Artists and Copy write", Development communication report. Chaffee, Steven H. (1996). "Mass Communication uses and effects, McGraw-Hill", New York.

Hedbro, Goran (1992), New Perspectives on Development: How Communication Contribute. The Iowa State University Press.

O. Dreyer (1996) "Cultural Changes in Developing Countries".

ELECTIVE – I

Streams: Film and Theatre, Electronic, Print, New Media, Advertising and Public Relations, Development Support Communication

ELECTRONIC

Film Making Advance Media Production

Film Making

Credit Hours 3

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](#)
Zettle, Herbert. *Television Production Handbook*. (9th Ed).
Inman Roger & Smith, Greg. *Television Production Boob*
Delmar, Penny. (1995). *The complete make-up artist: working in film, television and theatre*, Macmillan
Drouyn, Coral. (1994). *Big Screen, Small Screen: a practical guide to writing for Film and Television in Australia*. Allen and Unwin.
Heisner, Beverly. (1997). *Production Design in the contemporary American Film: a critical study of 23 movies and their designers*. McFarland,
Honthaner, Eve. (2001). *The complete film production handbook*. Focal Press Ma, (NA Res)
Mamet, B. (1996). *Film Production Technique, Creating the Accomplished Image*, Wadsworth Publishing.
Rowlands, Avril. (1994). *The Continuity handbook: a guide for single camera shooting*, Focal press
Small, Robin. (2000). *Production Safety for Film, Television and Video*, Focal press.
Spiegel, Ed. (2002). *The innocence of an Eye: a filmmaker's guide*. Silman-James press, LA.
Delmar, Penny. (1995). *The complete make-up artist: working in film, television and theatre*, Macmillan

Drouyn, Coral. (1994). *Big Screen, Small Screen: a practical guide to writing for Film and Television in Australia*. Allen and Unwin.

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

Honthaner, Eve. (2001). *The complete film production handbook*. Focal Press Ma, (NA Res)

Mamet, B. (1996). *Film Production Technique, Creating the Accomplished Image*, Wadsworth Publishing.

Rowlands, Avril. (1994). *The Continuity handbook: a guide for single camera shooting*, Focal press

Small, Robin. (2000). *Production Safety for Film, Television and Video*, Focal press.

Spiegel, Ed. (2002). *The innocence of an Eye: a filmmaker's guide*. Silman-James press, LA.

Trottier, *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*

Crabtree, Susan & Beudert, Peter. (2004). *Scenic Art for the Theatre: History, Tools, and Techniques*. (2nd Ed). Focal Press.

Sherwin, G. Stephen. (2006). *Scene Painting Projects for Theatre*. (1st Ed). Focal Press.

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

PRINT

- 1. News Reporting and Writing Skills**
- 2. Sub – Editing and News Page Designing**

News Reporting & Writing Skills

Contact Hours:

Theory =48
Practical = 0
Total = 48

Credit Hours:

Theory = **3.0**
Practical =0.0
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:

Anderson David "Investigative Reporting", Englewood Cliffs, Prentice, Hall, 1964
 Charnely Mitchell's "Reporting", New York Hoet, Rinhart & Winston 1964
 Hohenberg "The Professional Journalist"
 MacDougall, CurtsD. "Interpretative Reporting", New York, Macmillan 1972
 Porter and Luxon" The Reporter and the News"
 William L. Rivers "Finding Facts", Engle wood Cliffs, N. J; Prentice Hall, 1975.
 AldenTodd,"Finding Facts Fast",Barclay,Ten Speed Pren,1979
 Ken Metzler, "Creative Interviewing" ,Engle wood Cliffs,.J;Pren,1977
 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:**

Theory =48
 Practical = 0
 Total = 48

Credit Hours:

Theory = **3.0**
 Practical =0.0
 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
Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press, 1979
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:

Theory = 16
Practical = 96
Total = 112

Credit Hours:

Theory = **1.0**
Practical = 2.0
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:

Arrington, Michael (2012-04-25). "The Age Of Facebook". TechCrunch.

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

Miller, Daniel, Tales from Facebook, Polity 2011, ISBN 978-0-7456-5209-2

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

Theory =16

Practical = 96

Total = 112

Theory = **1.0**

Practical = 2.0

Total = **3.0**

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:

Arrington, Michael (2012-04-25). "The Age Of Facebook". TechCrunch.

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

Miller, Daniel, Tales from Facebook, Polity 2011, ISBN 978-0-7456-5209-2

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

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 House Advertising
The Media
The Suppliers
Target Audience

Recommended Readings:

Adrian R. M. (Ed.) (2005). *The Practice of Advertising*. Delhi: Elsevier Ltd.

Arens, W. F. (2006). *Contemporary advertising*. New Delhi: Tata McGraw-Hill Publishing Company Ltd.

Brown, W. (2010). *Public relations and the social web: How to use social media and web 2.0 in communications*. New Delhi: Kogan Page.

Banik, G.C. (2005). *PR & Media Relations*. Mumbai: Jaico Publishing House.

Belch, M. A. & Belch, G. E. (2012). *Advertising and promotion: An integrated marketing communications perspective*. Boston: McGraw-Hill.

Bivins, T. H. (1999). *Public Relations Writing: The Essentials of Style and Format*. Illinois: National Textbook Company.

Brierley, S. (2002). *The Advertising Handbook*. London: Routledge.

Clow, Kenneth E. (2005). *Concise Encyclopedia of Advertising*. New York: Best Business Books.

Cappo, Joe. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*. Chicago: McGraw-Hill.

Chatterjee S. (Ed.) (2006). *Media and Advertising Management: New Trends*. Hyderabad: Icfai University Press.

Clow, K. E. & Baack, D. (2007). *Integrated advertising, promotion and marketing communications*. New Delhi: Pearson Education Inc.

Curtin, P. A. (2007). *International public relations*. California: Sage Publications.

Duncan, R. (2005). *Principles of advertising and IMC*. Boston: McGraw-Hill

Harris, T. L. (2006). *The marketer's guide to public relations in the 21st century*. Ohio: Thomson Higher Education.

Hendrix, J. A. (2004). *Public relations cases*. Belmont: Wadsworth/Thomson Learning.

Jefkins, F. (1994). *Advertising*. London: Pitman Publishing

Katz, H. E. (2010). *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. New York & London: Taylor & Francis.

Lee, M. & Johnson, C. (2005). *Principles of Advertising: A global perspective*. New Delhi: The Haworth Press.

- Marconi, J. (2004). *Public Relations: The Complete Guide*. Ohio: South Western Educational Publishing.
- Plessis, E. D. (2005). *The advertised mind: Groundbreaking insights into how our brains respond to advertising*. London: Kogan Page.
- Rodgers, S. & Thorson, E. (Ed.) (2012). *Advertising theory*. London: Routledge
- Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge
- Singh, J. K. (2007). *Media and public relations*. New Delhi: A P H Publishing Corporation.
- Theaker, A. (2006). *The Public Relations Handbook*. London: Routledge
- Vachani, J. (2007). *Public relations management in media and journalism*. New Delhi: Kanishka Publishers.
- White, R. (2000). *Advertising*. London: McGraw Hill
- Whitaker, W. R. (2009). *Media writing: Print, broadcast, and public relations*. New York: Routledge.

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 Agency 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, Lobbying

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:

Heeks, R. (2017). Information and Communication Technology for Development (1st ed.). UK, Abingdon: Routledge.

Malkote, S. (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice (3rd Edition). SAGE Publications Pvt. Ltd.

Onwumechili, C, and Ndolo, I. (2012). Reimagining Development Communication in Africa. Lexington Books.

Tompkins, P. (2010). Practicing Communication Ethics (1st ed.). NY: Pearson Inc.

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:

Kelly, K. (2017). the Inevitable. Penguin Books.

Ralph, S,. (2010). Rethinking Science, Technology, and Social Change. Stanford University Press.

Toyama, K. (2015). Geek Heresy: Rescuing Social Change from the Cult of Technology (1st ed.). Public Affairs.

White, L. (2013), Medieval Technology and Social Change (1st ed.). Oxford University Press

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)

Contact Hours:

Theory =48
Practical = 0
Total = 48

Credit Hours:

Theory = **3.0**
Practical =0.0
Total = **3.0**

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 Initiative

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:

Ken Booth & Tim Dunne.(2002). Worlds in Collision Terror and the Future of Global Order. Palgrave Macmillan.

Noam Chomsky (1997). World Orders Old and New. Pluto Press. USA

Aeron Davis. (2007). The Mediation of Power. Routledge Taylor and Francis Group

Dr. Safdar Mehmood. (2000). International Affairs. Jang Publishers. Lahore

Inyatullah, (1997). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd., Lahore

Rizvi, Hasan-Askari (2000), Military, State and Society in Pakistan, Macmillan Press Ltd.

Saeed, Khawaja Amjad (2007), The Economy of Pakistan, Oxford University Press.

Jain, Rashmi (2007), The United States and Pakistan 1947 – 2006, Radiant Publishers

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 back ground 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.

Press and other media 1947-1970.

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:

Amer Omar, ' History of Press in NWFP 1850-1947' (1986) Free Lance Research Publications.

Jalalzai Zubeda, Jafferess David(eds) Globalizing Afghanistan: Terrorism, War and the Rhetoric of Nation Building,(2011) Duke University Press USA.

Ahmed Kamaluddin, 'SahafatWadi-e- Bolan Mein' (1978) BalochiAcadmy Quetta.

Tahir Seemi Naghman, 'Balochistan mein Ablagh-e- Amma' (2005), National Language Authority Islamabad.

Baghio Azizur Rehman Dr, SindiSahafat je Irtiq.e. Tareekh (1988) Institute of Sindhalogy, University of Sindh Jamshoro.

Panhwar Khan Mohammad Dr. ' Al Waheed Jo Sindhi Sahafat, Siyasat, enllm.o.Adab Mein Hissu, (1991) PhD dissertation submitted to Sindh University Jamshoro under the supervision of Dr. Ghulam Ali Alana, Indus Publications Karachi.

Hijazi Miskeen Ali, Punjab Mein Urdu Sahafat, (1995) Azhar sons Printers Lahore.

Research Papers/ Thesis:

Khan Altafullah Dr & Faizullah Jan Dr. 'Alternative Print Media in Pakistan: Reacting to Mainstream , Journal of Humanities & Social Sciences, University of Peshawar Vol 15, No, 2, 2007, pp 55-68.

Khan Altafullah & Shah Babar, 'Illegal Media in the Federally Administrated Tribaal Areas in Journal of Central Asia, University of Peshawar, Vol, 58, Summer 2006, pp, 123-126.

Tahir Seemi Naghmana, 'Press and Freedom Movement in Balochistan' The Hamdard Islamicus (Journal of Hamdard University Karachi) Vol.XXXII, No.2, April June, 2009.

Tahir Seemi Naghmana, 'Ethnic Diversity and Multi Lingual Press in Balochistan: 1938 2009' Historicus (Journal of Pakistan Historical Society, Hamdard University, Karachi, Vol 1, VIII, No.2, April June 2010.

Tahir Seemi Naghmana, 'From Haal Ahwal to Printed Newspapers: Advent of Press in Balochistan, Historicus, Journal of Historical Society of Pakistan, Hamdard University , Karachi Vol I, VII, No.2 April June 2009.

Thesis:

Masters level thesis submitted to Institute of Media Studies, University of The Punjab. Location: Seminar Library.

'Lahore keSahafat' 1997-1999 by Ghazal Bano, supervisor, Dr.Afeera Hamid.

'Gujranwala KeSahafat' 1973-1975 by Naseer Ahmed, supervisor Dr.ShafiqJullandhri.

'SahafatDera Ghazi Khan Mein, 1976-1978 by Rao Mohammad Iqbal, supervisor, Dr.Miskeen Ali Hijazi.

'Maujuda Lahore Mein Sahafat' 1989-1991 by, Mohammad Irfan, supervisor, Dr.MiskeenHijazi.

' Sialkot Mein Sahafat' 1973-1975 by Mushtaq Ahmed, supervisor, Dr. Abdul Salam Khursheed.

'LayalpurkeSahafat' 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:

Rabiger, Michael. (2004). *Directing the Documentary*. Focal Press.

Rosenthal, Alan. (2002). *Writing, Directing, and Producing Documentary Films and Videos*. Carbondale: Southern Illinois Press,

Hampe, Barry. (1997). *Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events*. New York: Owl Books.

Sheila, Curran Bernard. (2007). *Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films* (2nd ed). Focal Press.

Cunningham, Megan. (2005). *The Art of Documentary: Ten Conversations with Leading Directors, Cinematographers, Editors, and Producers*. New Riders Press.

Video Editing & Graphics Packaging for News & Current Affairs

Contact Hours:

Theory =36
Practical = 96
Total = 112

Credit Hours:

Theory =1.0
Practical = 2.0
Total = 3.0

Course Objective:

This course aims to guide student 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, Back ground 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)

Editing for News Report / Feature Report / Documentary and Visual Elements

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
Resource Allocation
Sequences and Clips

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 Apply?

Editing Terms and Topics

Sync Sound and Counting Time
Montage
Parallel Editing
Multi-camera Editing
Composite Editing
Rendering
Chroma-key
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:

Brennan, Bonnie and Hardt, Hanno. *Picturing the Past: Media, History and Photography*, University of Illinois press, 1999

Chapnick, Howard. *Truth needs No Ally: Inside Photojournalism*. 1994

Handouts covering, Ethical and Business Principle and Practices

Kobre, Kenneth. *Photojournalism: The Professionals' approach*. 4th Ed. Focal press, 2002

Ritchin, Fred. *In Our Own Image*. Aperture foundation, 1990

ADVANCED NEWS REPORTING AND WRITING SKILLS (Project)

Contact Hours:

Theory =32

Practical = 16

Total = 48

Credit Hours:

Theory = **2.0**

Practical = 1.0

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:

Bruce D. Iltle & Douglas A. Anderson, News Writing & Reporting for today media, McGraw-Hill, New York, 3rd,Ed. 1994

Herbert Strenzt, News Reporters & News Sources, Prentice Hall, New Delhi, 2nd ed,1992

George Kennedy, Daryl R. Moen, Don Rauly, News Reporting & Writing, Brain S. Brook, St Martin's Press, New York, 4th ed 1992

Fred Fedler, Reporting for the Print Media, Harcourt Brad college Publishers, Forth worth, 5th ed1993

Curtis D. Mac Dougal, Macmillan, Interpretative Reporting, New York 8th Ed.1982

Paul Williams, Heinemann, The Computerized Newspaper, London,1990

Clark R. Mollenhoff, Macmillan, Investigative Reporting, New York.1981.

S. K. Aggarwal, Mittal Publications, Media Credibility, New Delhi, 1989.

George S. Hage, Everett E. Dennis, Arnold H. Ismach,

Stephen Hartgen, Public Affairs Reporting: Investigation, Interpretation and research, Prentice Hall, New Jersey,1976

NEW MEDIA

1. **Social Media Strategy and Marketing (Project)**

2. **Digital Film Making (Project)**

Social Media Strategy and Marketing (Project)

Contact Hours:

Theory =16

Practical = 96

Total = 112

Credit Hours:

Theory = **1.0**

Practical = 2.0

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:

Arrington, Michael (2012-04-25). "The Age Of Facebook". TechCrunch.
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
Miller, Daniel, Tales from Facebook, Polity 2011, ISBN 978-0-7456-5209-2
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

Stream: Film and Theater

- 1. Digital Film Making (Project)**
- 2. Theater (Project)**

Digital Film Making (Project)

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,
Honohaner, Eve. (2001). *The complete film production handbook*. Focal Press Ma, (NA Res)

Mamet, B. (1996). *Film Production Technique, Creating the Accomplished Image*, Wadsworth Publishing.

Small, Robin. (2000). *Production Safety for Film, Television and Video*, Focal press.

Spiegel, Ed. (2002). *The innocence of an Eye: a filmmaker's guide*. Silman-James press, LA.

Delmar, Penny. (1995). *The complete make-up artist: working in film, television and theatre*, Macmillan

Drouyn, Coral. (1994). *Big Screen, Small Screen: a practical guide to writing for Film and Television in Australia*. Allen and Unwin.

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

Honthaner, Eve. (2001). *The complete film production handbook*. Focal Press Ma, (NA Res)

Mamet, B. (1996). *Film Production Technique, Creating the Accomplished Image*, Wadsworth Publishing.

Small, Robin. (2000). *Production Safety for Film, Television and Video*, Focal press.

Spiegel, Ed. (2002). *The innocence of an Eye: a filmmaker's guide*. Silman-James press, LA.

Trottier, *The Screenwriter's Bible: A Complete Guide to Writing, Formatting, and Selling Your Script*

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:

Carver, Rita Kogler. (2017). Stagecraft Fundamentals: A Guide and Reference for Theatrical Production 2nd Edition. Routledge: London.

Gillete, J. Micheal. (2012). Theatrical Design and Production: An Introduction to Scene Design and Construction, Lighting, Sound, Costume, and Makeup 7th Edition, McGraw-Hill: NY

Hollowa, John. (2014). Illustrated Theatre Production 3rd edition. Focal Press: London

Kaluta. John. (2016). The Perfect Stage Crew: The Complete Technical Guide for High School, College, and Community Theater. 2nd Edition Allworth Press: NY

ADVERSITING 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:

Aaker, D. A., & Biel, A. (2015). Brand equity & advertising: advertising's role in building strong brands. Psychology Press.

Bagwell, K. (2010). The economic analysis of advertising. Handbook of industrial organization, (Ed 5). Routleg

De Mooij, M. (2016). Global marketing and advertising: Understanding cultural paradoxes (Ed). Sage Publications.

Dyer, G. (2010). Advertising as communication. Routledge.

Larry D. Kelly, Hudson, j.& Bardley, S. (2015). Advertising and Public relations research , (Ed.2nd) Routledge

Meert,B. (2017). Guide to Facebook Advertising. Routledge

Robert, C. (2016), PRE-SUASION: A Revolutionary Way to Influence and Persuade, Simon & Schuster Publishers.

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:

Aaker, D. A., & Biel, A. (2015). Brand equity & advertising: advertising's role in building strong brands. Psychology Press.

Bagwell, K. (2010). The economic analysis of advertising. Handbook of industrial organization, (Ed 5). Routleg

De Mooij, M. (2016). Global marketing and advertising: Understanding cultural paradoxes (Ed). Sage Publications.
Dyer, G. (2010). Advertising as communication. Routledge.
Larry D. Kelly, Hudson, j. & Bardley, S. (2015). Advertising and Public relations research, (Ed.2nd) Routledge; publishers.
Meert,B. (2017). Guide to Facebook Advertising.
Robert, C. (2016). PRE-SUASION: A Revolutionary Way to Influence and Persuade, Simon & Schuster Publishers.

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:

Abiodun, Salawu. (2017). Exploring Journalism Practice and Perception in Developing Countries. IGI Global.
Banda, Fackson (2010). Teaching journalism for sustainable development, (UNESCO).

Jairo Lugo-Ocando (2017). *Developing News: Global Journalism and the Coverage of "Third World" Development*. UK, Abingdon: Routledge.
Price, M, and Abbot, S. (2017). *Measures of Press Freedom and Media Contributions to Development: Evaluating the Evaluators* (1st ed.). Peter Lang Inc., International Academic Publishers.

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:

Evans, D. (2016). Social media marketing: the next generation of business engagement(Ed). John Wiley & Sons.

Heymann-Reder, D. (2016). Social Media Marketing(Ed). Addison-Wesley Verlag.

Weinberg, T. (2010). The new community rules: Marketing on the social web(Ed). Sebastopol, CA: O'Reilly.

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)

Compulsory Course	*Elective Course	Specializations
Communication Theories	PR & Advertising Theories	Film & Theater Studies
Research Methods	Introduction to Filmosophy	Advertising & PR
Tools and Skills of Production	Digital Media Marketing and Management	Digital Media
Writing Techniques (Radio, TV & Film)	Film & Theater Studies (With Project)	Broadcast Media (Radio & TV)
Seminar	Visual Communication	Development Support Communication
Project	Public Relations & Advertising Practicum (with project)	
	Advertising and PR in Digital Age	
	Media Ethics and Practice	
	Advance Development Communication	

***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, casual relationship, scientific method, hypotheses, schizophrenic social science

Paradigm and Anomalies

Various Theoretical Perspectives: Post-Positivist Theory, Cultural Theory, Critical Theory, Normative Theory, Evaluating Theory.

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.

Limited Effects theories: Paradigm shifts, Two step of Flow of Information and Influence, Lazerfeld Model, Attitude Change theory, Carl Hovland and experimental section, The Selective Processes, Limitation of experimental and Persuasion research.

Middle Range Theories: Informational Flow, Diffusion of Innovation, Klapper's Generalization, Elite Pluralism, Assumptions, Drawbacks and contribution of Limited Effects theories. Significant Scholars and their writings.

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:

Baran, Stanley J. (2015). *Mass Communication Theory*. Melbourne; CENGAGE Learning.

Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.

Bryant, J. & Thompson, S. (2002). *Fundamentals of media effects*. New York: McGraw-Hill.

Gerbner, G. (ed). (1983): Ferment in the field of communication scholars address critical issues and research tasks of the discipline, *Journal of Communication*, 33, pp. 1-362.

Jones, M. & Jones, E. (1999). *Mass media*. London, Hampshire: Macmillan Press.

Mattelar, Armand t (1998). *Theories of Communication*. London; Sage Publications.

Mattelart, A. and Mattelart, M. (1995). *Theories of Communication: A Short Introduction*. London: Sage Publications Ltd.

McQuail, D. and Windahl, S. (1982). *Communication models for the study of mass communication*. New York: Longman.

McQuail, D. (2005). *Mass communication theory: An introduction*. (5thed). Beverly Hills: Sage.

McQuail, D. (1987). *Mass communication theory: An introduction*. 2nd ed. Beverly Hills: Sage.

McQuail, D. (1977): The influence and effects of mass media. In Curran, James, Michael Gurebvitch and Janat Wollacott (eds.) *Mass Communication and society*. Beverly Hills: Sage, pp.70-94.

Miller, k. (2002). *Communication theories: Perspectives, processes, and contexts*. New York: McGraw-Hill.

Narula, U. (2000). *Mass communication theory and practice*. New Delhi: Harahan.

Reynalds, P. D. (1971). *A primer in theory construction*. Indianapolis: Bobbs-Merrill E, Publishing.

Straubhaar, J., & Larose, R. (2002). *Media Now: Communication media in the information age*. (3rd ed.). UK, USA: Wadsworth.

Tankard, J. W., Severin, W. J. (1992). *Communication theories: Origins, methods, and uses in the mass media*. New York & London: Longman.

Vincent B. Leitch (2003). *Theory Matters*. New York; Routledge.

Watson, J. (1998). *Media communication: An introduction to theory and process*. London: Macmillan.

West, Richard (2007). *Communication Theory*. New York; McGraw Hill Int'l.

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:

Wrench, J. S., Thomas-Maddox, C., Richmond, V. P., & McCroskey, J. C. (2008). Quantitative research methods for communication: A hands-on approach. Oxford University Press, Inc.
Weerakkody, N. (2008). Research methods for media and communication. Oxford University Press.
Neuman, L. (2010) Social Research Methods. Sage Inc.
Lowery, A., S. and DeFleur, L., M.(1995). Milestone in Mass Communication Research: Media Effects, (ed), McGraw Hill.
Reinard, J., C. (2001). Introduction to Communication Research. McGraw Hill.
Joseph and Dominic (1999) Mass Media Research. Wadsworth Publishing Co. Belmont, California.
Shah, H., M.,Kausar,S. and Rashida, S.(2015). Dictionary and Quick Reference to Media, Misaal Publication

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:

Duncan, S. V. (2006). A guide to screenwriting success: writing for film and television. Landham, MD: Rowman & Littlefield.

Egri, L. (2011). The art of dramatic writing: its basis in the creative interpretation of human motives. Rockville, MD: Wildside Press.

Goldberg, L., & Rabkin, W. (2003). Successful television writing. Hoboken, NJ: Wiley.

Seger, L. (2010). Making a good script great. Los Angeles: Silman-James.

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

Act-I
Act-II
Act-III

Characterization & Dialogues

How to Build a character

How to make a good dialogues

What is Script?

Difference between Screenplay and Script

Recommended Readings:

Duncan, S. V. (2006). A guide to screenwriting success: writing for film and television. Landham, MD: Rowman & Littlefield.

Egri, L. (2011). The art of dramatic writing: its basis in the creative interpretation of human motives. Rockville, MD: Wildside Press.

Goldberg, L., & Rabkin, W. (2003). Successful television writing. Hoboken, NJ: Wiley.

Seger, L. (2010). Making a good script great. Los Angeles: Silman-James.

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:

Adrian R. M. (Ed.) (2005). *The Practice of Advertising*. Delhi: Elsevier Ltd.

Arens, W. F. (2006). *Contemporary advertising*. New Delhi: Tata McGraw-Hill Publishing Company Ltd.

Brown, W. (2010). *Public relations and the social web: How to use social media and web 2.0 in communications*. New Delhi: Kogan Page.

Banik, G.C. (2005). *PR & Media Relations*. Mumbai: Jaico Publishing House.

Belch, M. A. & Belch, G. E. (2012). *Advertising and promotion: An integrated marketing communications perspective*. Boston: McGraw-Hill.

Bivins, T. H. (1999). *Public Relations Writing: The Essentials of Style and Format*. Illinois: National Textbook Company.

Brierley, S. (2002). *The Advertising Handbook*. London: Routledge.

Clow, Kenneth E. (2005). *Concise Encyclopedia of Advertising*. New York: Best Business Books.

Cappo, Joe. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*. Chicago: McGraw-Hill.

Chatterjee S. (Ed.) (2006). *Media and Advertising Management: New Trends*. Hyderabad: Icfai University Press.

Clow, K. E. & Baack, D. (2007). *Integrated advertising, promotion and marketing communications*. New Delhi: Pearson Education Inc.

Curtin, P. A. (2007). *International public relations*. California: Sage Publications.

Duncan, R. (2005). *Principles of advertising and IMC*. Boston: McGraw-Hill

Harris, T. L. (2006). *The marketer's guide to public relations in the 21st century*. Ohio: Thomson Higher Education.

- Hendrix, J. A. (2004). *Public relations cases*. Belmont: Wadsworth/Thomson Learning.
- Jefkins, F. (1994). *Advertising*. London: Pitman Publishing
- Katz, H. E. (2010). *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. New York & London: Taylor & Francis.
- Lee, M. & Johnson, C. (2005). *Principles of Advertising: A global perspective*. New Delhi: The Haworth Press.
- Marconi, J. (2004). *Public Relations: The Complete Guide*. Ohio: South Western Educational Publishing.
- Plessis, E. D. (2005). *The advertised mind: Groundbreaking insights into how our brains respond to advertising*. London: Kogan Page.
- Rodgers, S. & Thorson, E. (Ed.) (2012). *Advertising theory*. London: Routledge
- Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge
- Singh, J. K. (2007). *Media and public relations*. New Delhi: A P H Publishing Corporation.
- Theaker, A. (2006). *The Public Relations Handbook*. London: Routledge
- Vachani, J. (2007). *Public relations management in media and journalism*. New Delhi: Kanishka Publishers.
- White, R. (2000). *Advertising*. London: McGraw Hill
- Whitaker, W. R. (2009). *Media writing: Print, broadcast, and public relations*. New York: Routledge.

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:

Bordwell, D., Thompson, K., & Smith, J. (2017). Film art an introduction. New York, NY: McGraw-Hill.

Thompson, R., & Bowen, C. J. (2009). Grammar of the shot. Amsterdam: Focal Press.

Campany, D. (2012). Photography and cinema. London: Reaktion.

Bazin, A. (2005). What is cinema? Berkeley: University of California Press.

Sikov, E. (2011). Film studies: an introduction. New York: Columbia University Press.

Schatz, T. (2009). Hollywood genres: formulas, filmmaking, and the studio system. Boston, MA: McGraw-Hill.

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 thought 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:

Macarthy, Andrew. (2017). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More. New York: Create Space Independent Publishing Platform.

Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.

Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: Apress.

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:

Prince, N., & Jackson, J. (2009). Exploring theatre. New York, NY: Glencoe/McGraw-Hill.

Wilson, E. (2015). The theatre experience. New York: McGraw-Hill Education.

Hischak, T. S. (2016). Theatre as human action: an introduction to theatre arts. Lanham, MD: Rowman & Littlefield.

Arnold, S. (2014). Introduction to Theater Arts. Place of publication not identified: McGraw-Hill Create.

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
Meaning and uses of colours: Color Theory for Designers, Part 1: The Meaning of Color by Cameron Chapman.
White, W. A. (2011). The Elements of Graphic Design: Space, Unity, Page Architecture, and Type: Allworth Press, 2011
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 Walther 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:

Bertrand, Claude Jean (2000): Media ethics and accountability Systems: transaction Publishers.
Black, Jay, Steele, Bob and Barney, Ralph. (1999). Doing ethics in journalism: A handbook with case studies. New York: Allyn & Bacon.
Christians, Clifford G. (2007). Utilitarianism in media ethics and its discontents. Journal of Mass Media Ethics 22 (2-3), pp. 113–131.
Christians, Clifford G. and Fackler, P. Mark. (1993). Good news: Social ethics and the press. Oxford: Oxford University Press.

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.

Recommended Readings:

Chudhary, A. G., & Martin, L. J. (Eds.). (1983). *Comparative media systems*. New York Longman Inc.

Denton, Jr., Robert, E. & Cary, C. W. (1985). *Political communication in American*. New York Praeger.

GM Canany, E. (1984). Diffusion of innovations: Why does it endure? *Critical Studies in Mass Communication*. 1(4), pp. 439-442.

GM Canany, E. (Ed.) (1980). *Communication in the rural third world*. New York: Praeger.

Jacobson, T. (1985). An epistemological shift in development communication theory. In D. Brenda and M. S. Voigt. (Eds.). (1985). *Progressive in communication sciences*, Norwood, Jarsey: Ablex Publishing Corporations.

Jayaweera, N., & Amunugama, S. (Eds.). (1987). *Rethinking development communication*. Singapore: AMIC.

Kothari, R. (1984). *Communication for alternative development: Towards a paradigm, development dialogue*, pp.1-2.

Paltetz. D., & Entman, R. M. (1981). *Media, power politics*. New York: The Free Press.

Pye, L. W. (Ed.). (1963). *Communication and political development*. Princeton: Uni. Press

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford: Stanford Uni Press: Paris: UNESCO.

Sonaik. S. A. (1988). *Communication and third world development*. *Gazette* 41(2).

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-unfcc

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:

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

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
- Corporate public relations 2. Agency public relations 3. Government/public affairs 4. Nonprofit/NGO/activist public relations
- 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 trends 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:

Argenti, Paul A. Corporate Communication. 4th ed. New York: McGraw Hill 2007.
 “Crystallizing Public Opinion” by Edward L. Bernays
 “Presenting to Win: The Art of Telling your story” by Jerry Weissman
 O, Guinn, Allen, Semenik (2003). Advertising, and integrated brand promotion.
 Bovee, Thill, Dovel, Wood (1995). Advertising Excellence

Wells, Burnett, Moriarty. Advertising Principles and practices. Prentice Hall.
 Arens, F. William. (2004). Contemporary Advertising. Boston: McGraw-Hill
 Banik, C. G. (2005). PR & Media Relations. Mumbai: Jaico Publishing house.
 Belch, E. George & Belch E. Michael. (2007). Advertising and Promotion: An Integrated Marketing Communication Perspective. Boston: McGraw-Hill
 Jewler & Drewniany (2005). Creative Strategy in Advertising. NY: Thompson Wadsworth.

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:

<p>Week 1 & 2</p>	<p><u>PR & Advertising in Digital Age</u> Social Media Integration and Assessment Utilizing and Integrating Social Media Channels Social Media and Online Audience Profiling Social Media Measurement and Evaluation Social Media Tools Assessment Strategic Social Media Marketing Integration of social media services with blogs and websites</p>	<p>Lecture/Question answer session, Case studies.</p>
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	Emerging social media sites	
Week 07	<p><u>PR & Advertising in Digital Age</u></p> <p>Twitter</p> <p>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</p>	Lecture/Question answer session.
Week 3 & 4	<p><u>PR & Advertising in Digital Age</u></p> <p>Twitter Strategies for Effective Marketing</p> <p>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</p>	Discussion & Practice Assignment.
Week 5 & 6	<p><u>PR & Advertising in Digital Age</u></p> <p>Facebook</p> <p>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</p> <p>Facebook Marketing</p> <p>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</p>	Discussion , lecture/Question answer session. Quiz

<p>Week 7 & 8</p>	<p><u>PR & Advertising in Digital Age</u> 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</p>	<p>Class Activity and discussion along with lecture.</p>
<p>Week 9 & 10</p>	<p><u>PR & Advertising in Digital Age</u> 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</p>	<p>Discussion , lecture/Question answer session.</p>
<p>Week 11 & 12</p>	<p><u>PR & Advertising in Digital Age</u> 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</p>	<p>Case studies examples & discussion.</p>
<p>Week 13</p>	<p><u>PR & Advertising in Digital Age</u> Content Marketing Introduction to content marketing Why content is king Definition of content marketing The conversation prism B2B & B2C case studies</p>	<p>Discussion.</p>

	Content marketing strategies Goals and metrics How to reach the right audience Keyword research Sharing and syndication Lead generation Content creation Measuring content marketing efforts Website analytics Tracking conversions Strategic engagement strategies Advanced content marketing strategies	
Week 13 & 14	<u>PR & Advertising in Digital Age</u> Designing Effective Social Media Post Types of posts Best Practice Capturing audience How to design effective posts for social media	Lecturer & Discussion.
Week 15 & 16	<u>PR & Advertising in Digital Age</u> Advanced Topics Social media policy Case studies and examples How to develop your policy Roles and responsibilities Listening channels Social media salaries Measuring your social media efforts Final thoughts	Discussion on final exams pattern and syllabus.

Teaching Methodology:

Lecturing
Class Activities
Written Assignments
Case Studies

Assessment:

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

Recommended Reading:

Heymann-Reder, D. (2012). Social Media Marketing. Addison-Wesley Verlag.

Evans, D. (2010). Social media marketing: the next generation of business engagement. John Wiley & Sons.

Evans, D. (2012). Social media marketing: An hour a day. John Wiley & Sons.

Wollan, R., Smith, N., & Zhou, C. (2010). The social media management handbook: Everything you need to know to get social media working in your business. John Wiley & Sons.

Weinberg, T. (2009). The new community rules: Marketing on the social web. Sebastopol, CA: O'Reilly.

Zarrella, D. (2009). The social media marketing book. " O'Reilly Media, Inc."

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:

Chudhary, A. G., & Martin, L. J. (Eds.). (1983). *Comparative media systems*. New York Longman Inc.

Denton, Jr., Robert, E. & Cary, C. W. (1985). *Political communication in American*. New York Praeger.

GM Canany, E. (1984). Diffusion of innovations: Why does it endure? *Critical Studies in Mass Communication*. 1(4), pp. 439-442.

GM Canany, E. (Ed.) (1980). *Communication in the rural third world*. New York: Praeger.

Jacobson, T. (1985). An epistemological shift in development communication theory. In D. Brenda and M. S. Voigt. (Eds.). (1985). *Progressive in communication sciences*, Norwood, Jarsey: Ablex Publishing Corporations.

Jayaweera, N., & Amunugama, S. (Eds.). (1987). *Rethinking development communication*. Singapore: AMIC.

Kothari, R. (1984). *Communication for alternative development: Towards a paradigm, development dialogue*, pp.1-2.

Paltetz. D., & Entman, R. M. (1981). *Media, power politics*. New York: The Free Press.

Pye, L. W. (Ed.). (1963). *Communication and political development*. Princeton: Uni. Press

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford: Stanford Uni Press: Paris: UNESCO.

Sonaike. S. A. (1988). *Communication and third world development*. *Gazette* 41(2).

SUSTAINABLE DEVELOPMENT GOALS; 17 GOALS TO TRANSFORM OUR WORLD
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 SUSTAINABLE DEVELOPMENT GOALS; 17 GOALS TO TRANSFORM OUR WORLD
www.un.org/sustainabledevelopment-Kyoto Protocol-unfcc

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

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

Total No. of Credit Hours	30
Duration	2 years
Semesters	04
Course-load per semester in 1&2	12 hrs
No. of courses per semester in 1&2	04

LAYOUT

Compulsory Courses	Optional Courses	Thesis
1. Mass Communication - I	1. Mass Media, Culture & Society	Compulsory
2. Mass Communication – II	2. International Communication	
3. Communication Research Methods-I	3. Advanced Development Communication	
4. Communication Research Method-2	4. Philosophy of Social Sciences	
5. MPhil	5. Media and Human Rights	
6. Seminar	6. Media and Politics	
	7. Digital Media	
	8. Film Studies and Critique	

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

Various Theoretical Perspectives: Post-Positivist Theory, Cultural Theory, Critical Theory, Normative Theory, Evaluating Theory.

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.

Limited Effects theories: Paradigm shifts, Two step of Flow of Information and Influence, Lazerfeld Model, Attitude Change theory, Carl Hovland and experimental section, The Selective Processes, Limitation of experimental and Persuasion research.

Middle Range Theories: Informational Flow, Diffusion of Innovation, Klapper's Generalization, Elite Pluralism, Assumptions, Drawbacks and contribution of Limited Effects theories. Significant Scholars and their writings.

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,

Recommended Readings:

Baran, Stanley J. (2015). *Mass Communication Theory*. Melbourne; CENGAGE Learning.

Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.

Bryant, J. & Thompson, S. (2002). *Fundamentals of media effects*. New York: McGraw-Hill.

Gerbner, G. (ed). (1983): Ferment in the field of communication scholars address critical issues and research tasks of the discipline, *Journal of Communication*, 33, pp. 1-362.

Jones, M. & Jones, E. (1999). *Mass media*. London, Hampshire: Macmillan Press.

Mattelar, Armand t (1998). *Theories of Communication*. London; Sage Publications.

Mattelart, A. and Mattelart, M. (1995). *Theories of Communication: A Short Introduction*. London: Sage Publications Ltd.

McQuail, D. and Windahl, S. (1982). *Communication models for the study of mass communication*. New York: Longman.

McQuail, D. (2005). *Mass communication theory: An introduction*. (5thed). Beverly Hills: Sage.

McQuail, D. (1987). *Mass communication theory: An introduction*. 2nd ed. Beverly Hills: Sage.

McQuail, D. (1977): The influence and effects of mass media. In Curran, James, Michael Gurebvitch and Janat Wollacott (eds.) *Mass Communication and society*. Beverly Hills: Sage, pp.70-94.

Miller, k. (2002). *Communication theories: Perspectives, processes, and contexts*. New York: McGraw-Hill.

Narula, U. (2000). *Mass communication theory and practice*. New Delhi: Harahan.

Reynalds, P. D. (1971). *A primer in theory construction*. Indianapolis: Bobbs-Merrill E, Publishing.

Straubhaar, J., & Larose, R. (2002). *Media Now: Communication media in the information age*. (3rd ed.). UK, USA: Wadsworth.

Tankard, J. W., Severin, W. J. (1992). *Communication theories: Origins, methods, and uses in the mass media*. New York & London: Longman.

Vincent B. Leitch (2003). *Theory Matters*. New York; Routledge.

Watson, J. (1998). *Media communication: An introduction to theory and process*. London: Macmillan.

West, Richard (2007). *Communication Theory*. New York; McGraw Hill Int'l.

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

Recommended Readings:

- Boyle, Michael P. (2015). *Applied Communication Research Methods*. New York; Routledge
- Davison, W. P. and Yu. F. T. (eds.) (1974). *Mass communication research: Major issue and future direction*. New York: Praegar Publishers.
- Deacon. D., Pickering, M. Golding, P., & Murdock, G. (2007). *Research communications: A practical guide to methods in media and cultural analysis*. London: Hodder Arnold.
- Jeffrey, K., Kenneth H. C. & Wayne W. C. (1982): *Evaluation information, a guide for users of social science research* (2nd ed.) Addison-Wasley.
- Krippendorff, K. (1990). *Content analysis*. Beverly Hills, London: Sage.
- McNeill, Patrick. (1990). *Research methods; Society now*. New York: Routledge.
- Mytton, Graham. (2016). *Media Audience Research*. New Delhi; SAGE.
- Merrigan, G., & Hoston, C. L. (2004). *Communication research methods*. United States: Thomson Wardsworth.
- Newman, W. Lawrence. (1999). *Social research methods; Qualitative and quantitative approach*. New York: Oxford University press.
- Pool, I. & Sola, D. (1959). *Trends in content analysis*. Urbana: University of Illinois Press.
- Rosengren. K. E. (ed) (1981). *Advances in content analysis*. Beverly Hills/London: Sage Publications.
- Ruane , Janet M. (2016). *Social Research Methods*. New York; Wiley Blakwell.
- Rubin , Rebecca B. (2010). *Communication Research*. USA; Wadsworth
- Sarantakos, Sotirios. (1998). *Social research*. (2nd edition). London: Macmillan Press. p.152.
- Wimmer, D. Roger, and Dominick, R. Joseph. (1994). *Mass media research: An introduction*. (4thed). California: Wadsworth Publishing Company.

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).

New Trends in Trans Border Flow of Digital Information: Issue of Controls and Restrictions.

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:

Baran, S. J. (2001). *Introduction to mass communication. Media literacy and culture 2001 up date*. California, London, Toronto: Mayfield Publishing Company.

Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.

Barker, Chris. (1999). *Television globalization and cultural identities*, Buckingham: Open University Press.

Cees. J. Hamelink. (1983). *Cultural autonomy in global communication: Planning national information policy*. New York: Longman.

Chauhan, S. & Chandra, N. (1997). *Modern journalism issues and challenges*. Swati. New

Esposito, J. L. (1992). *The Islamic threat-myth or reality*. New York: Oxford University Press

Esposito, J. L. (1992). *The Islamic threat-myth or reality*. New York: Oxford University Press.

- Gudykunst, William, B. & Mody, B.(Eds.). (2002). *Handbook of international and intercultural communication*. London, Sage.
- Gurevitch, M. et al. (1982). *Culture, society and media*. Lincoln, New York; Mathuen.
- Galtung, J. & Ruge, M. H. (1965). The structure of foreign news. *Journal of Peace Research*. Oslo.35 pp
- Jaudt, F. E. (1995). *Inter cultural communication An introduction*. UK. New Delhi: Sage.
- Michael Gurevitch, et al., (1982): *Culture, Society and the Media*, Mathuen (Loncon and New York).
- Reading of Richard A Gershon. *The transnational media corporation and foreign direct investment: The transnational media corporation: global messages and free market competition*.
- Said, E.W. (1981). *Covering Islam*. New York: Pantheon.
- Sehultz, D. E. & Kitchen, P. J. (2001). *Communicating globally*. Chicago: NTC business books.
- Thussu, D. k. (2000). *International communication: Continuity and change*, NY, London: Arnold.
- Thussu, D. K., & Freedman, D. (Eds.). (2003). *War and the media: Reporting conflict 24/7*. New Delhi: VISTAAR Publication.
- Thussu, D. k. (1998). (ed).*Electronic empires global media and local resistance*, NY, London: Arnold

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

Final term Exam	40
Class Participation	05
Project Presentation	10

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.

Placement of Mass Communication in the Context of Epistemological and Ontological Traditions of Social Sciences.

Recommended Readings:

Abraham Kaplan. *The new world of philosophy*.

Absar Ahmad Abraham Kaplan, *The New World of Philosophy*.

Absar Ahmad, *Knowledge-Marality Nexus*.

Benton, T., & Craib, I. (2001). *Philosophy of social science: The philosophical foundations of social thought*. Basingstoke: Palgrave.

Copi, Irving M. (2013). *Introduction to Logic*. Glos: Pearson Education Limited.

Daniel Kolak and Raymond Martin, *Wisdom without Answers: A Guide to the Experience of Philosophy*, 2nd edition.

Fay, Brian. (1991). *Contemporary Philosophy of Social Sciences*. Dallas: Wiley-Blackwell,.

Fazalur Rehman, *Major Themes of the Quran*.

Heaphy, B. (2007). *Late modernity and social change*. London: Sage.

Hughes, J. and Sharrock, W. (1997). *The philosophy of social research* (3rd ed). London: Longman.

John Hospers, *An Introduction to Philosophical Analysis*.

Pence, G. (2000). *A dictionary of common philosophical terms*. New York: The McGraw-Hill Book Company.

Rosenberg, A. (2007). *The philosophy of social science*. Westview Press

May Broad beck (ed.), *Readings in the Philosophy of Social Sciences*.

M. Saeed Sheikh, *Studies in Muslim Philosophy*.

Mill, John Stuart. (2016). *A System of Logic*. California: Facsimile.
 Rachles, James. (2015). *The Elements of Moral Philosophy*. Houston: McGraw Hills Higher Education.
 Richard S. Rudner, Philosophy of Social Science.
 Samuel Enoch Stumpf, Socrates to Sartre: A History of Philosophy.
 W. T. Stace, A History of Greek Philosophy.

Communication Theories-II

3 C.Hrs

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:

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

Emergence of Critical Perspective of Mass Communication Theories. (Marxist Theory, Neo-Marxism, The Frankfurt School, Political Economy Theory, Critical Feminist Scholarship, Cultural Studies; Transitional versus Ritual Perspectives).

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.

Theories of the Effect of Media on Society: Agenda-Setting, The Spiral of Silence, Media Intrusion Theory, Information (Innovation) Diffusion Theory, Social Marketing Theory, Media System Dependency Theory, The Knowledge Gap, Cultivation Analysis, Media Literacy.

Media and Culture Theories: Meaning-Making in the Social World, Pragmatism and the Chicago School, Social Constructionism, Media as Culture Industries: The Commoditization of Culture.

New Trends in Mass Communication Theory and Research:

Social Semiotic Theory, The Communication Revolution, Globalization vs Glocalization, Computer-Mediated Communication, Internet Addiction, New media Theory and Research: Challenges and Findings, Journalism's Disruptive Transition, Recon ceptualizing and Reforming Journalism, A New Media Literacy, Future of Media Theory and Research: New Questions and Directions.

Recommended Readings:

- Baran, Stanley J. (2001). *Introduction to mass communication. Media literacy and culture 2001 up date*. California, London, Toronto: Mayfield Publishing Company.
- Becker, S. (1984). Marxist approach to media studies. The British experience, *Critical Studies on Mass Communication*, 1, pp.66-98.
- Bryant, J. & Thompson, S. (2002). *Fundamentals of media effects*. New York: McGraw-Hill.
- Blumler, J. G., & Katz, E. (1974). *The use of mass communication*. Beverly Hills: London: Sage Publication.
- Gitlin, T. (1976). Media sociology: The dominant paradigm, theory and society, pp. 205-233.
- Gurevitch, Michael, et al.,(1982). *Media culture and society*. Lincoln, New York; Mathuen.
- Hardt, H. (June/1988). Comparative media research: The world according to America. *Critical Studies in Mass Communication*. 5 (2).
- Hardt, H. (1986). Review essay: Ferment and the field. *Journal of Communication*, 36, pp.145-154
- Lazersfeld, P. (1941). Remarkson administrative and critical communication research. *Studies in Philosophy and social science*,(8).pp.2-16.
- McQuail, Denis. (1987). *Mass Communication theory: An introduction*. (2nd ed). Beverly Hills: Sage.
- McQuail, D. (2005). *Mass communication theory: An introduction*. (7thed). Beverly Hills: Sage
- Miller, k. (2002). *Communication theories: Perspectives, processes, and contexts*. New York: McGraw-Hill.
- Nordenstreng, K. (1968). Communication research in the United States. *Critical Perspective Gazette*.(14). pp. 1-10.
- Seymore-ure. C. (1974). *The political impact of the mass media*. London: Constable.
- Snow, R. P. (1984). *Creating media culture*. Beverly Hills: Sage.
- Wadia, A. (1999). *Communication and media studies in ideas, initiatives and institutions*. New Delhi: Kanishka Publishers.
- Williams, Kevin (2003). *Understanding Media Theory*. London; Oxford University Press.

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:

Deacon, D., Pickering, M., & Murdock, G. (1999). *Researching communication*. London, UK: Arnold.

Dervin, B., Grossberg, L.O., Keefe, B. J. & Warterlla, E. (Eds.). (1989). *Rethinking communication*. London / New Delhi: Sage Publishers.

Fairclough, N. (2001). Political discourse in the media: An analytical framework. In A. Bell, & P. Garrett (Eds.). *Approaches to media courses*. (PP.106-141). Oxford, UK: Blackwell Publishers.

Frederick, Williams. (1983). *The communication revolution*. Beverly Hills. California: Sage Publications.

Garrett, P. (2001). Media and discourse: A critical review. In A. Bell & P. Garrett (Eds.). *Approaches to media courses*. (PP. 1-20). Oxford, UK: Blackwell Publishers.

Hult, C. A. (1996). *Researching and writing in the social sciences*.

Sarantakos, S. (1998). *Social research*. (2nded.). London: Macmillan Press.

Shpart, N. W. (1988). *Communication research: The challenge of the information age*. New York: Syracuse University Press.

Van Dijk. T. (1983). *Discourse analysis*. London: Lawrence Erlbaum.

Wimmer, D. Roger, and Dominick, R. Joseph. (1994). *Mass media research: An introduction*. (4thed). California: Wadsworth Publishing Company.

Wodak, R. (2004). Critical discourse analysis. In C. Seale, G. Gobo, J.F. Gubrium, & D. Silverman. (Eds.). *Qualitative research practice*. (197-214). London: Sage Publication.

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:

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

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:

Chudhary, A. G., & Martin, L. J. (Eds.). (1983). *Comparative media systems*. New York Longman Inc.

Denton, Jr., Robert, E. & Cary, C. W. (1985). *Political communication in American*. New York Praeger.

Gudykunst, William, B. & Mody, B. (Eds.). (2002). *Handbook of international and intercultural communication*. London, Sage.

GM Canany, E. (1984). Diffusion of innovations: Why does it endure? *Critical Studies in Mass Communication*. 1(4), pp.439-442.

GM Canany, E. (Ed.) (1980). *Communication in the rural third world*. New York: Praeger.

Jacobson, T. (1985). An epistemological shift in development communication theory. In D. Brenda and M. S. Voigt. (Eds.). (1985). *Progressive in communication sciences*, Norwood, Jarsey: Ablex Publishing Corporations.

Jayaweera, N., & Amunugama, S. (Eds.). (1987). *Rethinking development communication*. Singapore: AMIC.

Kothari, R. (1984). *Communication for alternative development: Towards a paradigm, development dialogue*, pp.1-2.

Paltetz. D., & Entman, R.M. (1981). *Media, power politics*. New York: The Free Press.

Pye, L. W. (Ed.). (1963). *Communication and political development*. Princeton: Uni. Press

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford: Stanford Uni Press: Paris: UNESCO.

Sonaike. S. A. (1988). *Communication and third world development*. *Gazette* 41(2).

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.

Globalization of Culture: New Trends, Impacts, and Challenges.

Emerging Trend of Digital Society: Issues, Impact and Challenges

Recommended Readings:

Asante, M. K., Miike, Y., & Yin, J. (2008). *The global intercultural communication*. New York: Routledge.

Anderson, C. A., Gentile, D. A., & Buckley, K. E. (2007). *Violent media game effects on children & Adolescent*. New York: Oxford

- Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.
- Cees, J. H. (1983). *Cultural autonomy in global communication: Planning national policy*. New York: Longman.
- Curran, J. & Gurevitch, M. (Eds.). (1994). *Mass Media and Society*. London, New York : Edward Arnold.
- Dominick, J. R. (7th ed.). (2002). *The dynamics of mass communication: Media in digital age*. NY: McGraw Hill.
- Gerbner, G. (Eds.). (1977). *Mass media policies in changing cultures*. New York, London : A Wiley-Interscience Publication.
- Gershon, R. A. (1991). *The translational media corporation, global message and free market competition*. New jersey: Lawrence a Erlbaum Associate, Publishers.
- Govind, V. (1988). *Culture neo-colonialism*. New Delhi: Allied. publishers (pt).
- Jaudt, F. E. (1995). *Intercultural communication: An introduction*. UK. New Delhi : Sage.
- Joseph. M.K . (2000). *Global perspectives modern media& Journalism*. New Delhi, : Anmol publishers.
- McNair, B. (2006). *Cultural Chaos: Journalism, news and power in a globalize world*. London & NY: Routledge
- The Anneberg School of Communication, University of Pennsylvania. (1989). *International Encyclopaedia of Communication*. New York: Ford University Press.
- Robert P. Snow. (1984). *Creating media cultures*. 149. Beverly Hills, London, New York: Sage Publications.
- Semati, M. (2008). *Media culture & society in Iran: Living with globalization and Islamic state*. New York: Routledge.
- Sharivastava, K.M. (1998). *Media towards 21st century*. New Delhi: Sterling Publishers Private Ltd.
- Thomas, Amos Owen. (2007). *Imagination and borderless television: Media, culture and politics across Asia*. Netherlands: Maastricht school of management.
- Thussu, D. k. (1998). (Ed). *Electronic empires global media and local resistance*. NY, London: Arnold
- Thwaites, T., Davis, L.& Mules, W. (2002). *Introducing cultural and media studies: A semiotic approach*. London: Palgrave.
- Stoven, W. J. (1984). *Information technology in the third world*. Colorado, USA: Westview Press.
- Wilson, J.& Wilson, S. Roy. (1998). *Mass media mass culture: An introduction*. New York: McGraw-Hill, Inc.

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)

ACQUIRE the basic knowledge of human rights and role of media to UNDERSTAND the sensitivity of the subject in the world of media.

SOLVE, ANALYZE and EVALUATE the dynamics of human rights, theories and its relation to media.

DEMONSTRATE individually the significance of human rights and media in Pakistan.

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

12^h Week

Human Rights & Country Laws

Human Rights & International NGOs

Human Rights and National NGOs

13^h 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

Human Rights and Media, Handbook, F.G Chiweshe, Loewenstern, Ronit, Moyo, Human rights trust of Southern Africa, 2003

Human Rights and Media, in Diana Papademas, Human Rights and media (studies in communication, volume 6) Emerald Group of Publishing limited. Pp.i, 2011

Human Rights Declaration & Convention (Available on Net)
Human Rights Reporting, Peter McIntyre, Council of Europe, by IFJ, 2011
Mass Media and Society Second Edition, Arnold, Curran J and Gurevitch , London, 1997
Our Right Our Information, Cecelia, Common Wealth Initiative, London, 2008

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 Bias 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

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:

Jose H. Magnum, K. (2007). The Political Economy of Mass Media. Sage publication, Pennsylvania.

Gultin M., Danielian (2006). Mass Media and Politics-An American Experience. Sage publication. New York.

Carolyn Smith (2005). Presidential Press Conferences: A Critical Approach. Contributors. New York, Praeger.

Judith S. Trent (2000). Political Campaign Communication: Principles and Practices. Westport, CT, Praeger.

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 +

Google Analytics
Stay connected with Linked In
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

Suggested Readings:

Crump, E., Carbone, N. (1998). *Writing Online: A Student's Guide to the Internet and World Wide Web* (2nd Ed). Urbana, IL: National Council of Teachers of English
Kalian, Crawford. (2000). *Writing for the Web*. Bellingham, W.A: Self Counsel Press
Sammons, Martha C., (1999), *The Internet Writer's Handbook*, Longman
Walker, Janice R, and Todd Taylor .1998. *The Columbia Guide to Online Style*. New York: Columbia University Press.

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 concept 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 (Shots)

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

The Dream Factory: Hollywood, Ideology, and the Business of Filmmaking

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

- Bordwell, David, and Kristin Thompson. *Film Art: An Introduction*. 10thed. New York: McGraw-Hills, 2013
- Hayward, Susan. *Cinema Studies: The Key Concepts*. 4th ed. London: Routledge, 2013.
- Dussere, Erik. *America is elsewhere : the noir tradition in the age of consumer culture*. N.Y. : Oxford Univ. Press, 2014.
- Osteen, Mark. *Nightmare alley : film noir and the American dream*. Baltimore : Johns Hopkins, 2013.
- Wee, Valerie. *Japanese horror films and their American remakes*. N.Y. : Routledge, 2014.
- Andrew, Dudley, ed. *Opening Bazin : post-war film theory and its aftermath*. N.Y. : Oxford Univ. Press, 2011.
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