



Code	Subject Title	Cr. Hrs	Semester
BSCS-101	Introduction to Mass Communication	3	I
Year	Discipline		
1	Mass Communication		

Communication

- Definitions, types and significance of communications
- Process of Communication: source; message; channel; noise; destination; encoding; and feedback
- Barriers in communication
- Essentials of effective communication
- Role of mass media in agenda setting
- Nature and functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development)

Media of Mass Communication

- Print Media: newspapers, magazines periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- New Media: (Internet) On-line journalism. Traditional/Folk-Media
- Comparative study of mass media, their components, functions and effects.

Recommended Books:

1. Dominick, J.R (2006). Dynamics of Mass Communication (8th ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose.(2002). Media Now: Communication Media in the Information Age (3rd ed.). USA; Wadsworth.
3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 2000
4. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6th ed., 1997
6. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M.(Nation Language Authority, Islamabad 1990.
7. Dynamics of Mass Communication Roger Dominic 6th ed, McGraw Hill New York, London 1999.
8. Ta,araf-e-Iblagh-e-Amma, Matin-ur-Rehman Murtaza, Department of Communication, University of Karachi 2000.
9. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
10. Media of Mass Communication, John Vivian 5th Ed. Allyn and Bacon, London, 2000.