



Code	Subject Title	Cr. Hrs	Semester
BSCS-202	Mass Media in Pakistan	3	IV
Year	Discipline		
2	Mass Communication		

Historical Background

- Growth of the Muslim Press in the sub continent
- Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Mulana Muhammad Ali Johar, Molana Abul Kalam Azad, and Zafar Ali Khan
- Press and the Pakistan Movement

History and Development

- Press since independence.
- Major Development of Press in Pakistan
- Major Problems and prospects of press in Pakistan

Government and Press

- Government Press relations
- The Print Media since 1947 to-date

Electronic Media in Pakistan

- Growth & Expansion of Radio, Television, and Film in Pakistan.
- Growth of Cable television and its Cultural and ethical dimensions.
- Establishment of Pakistan Electronic Media Regulatory Authority (PEMRA).
- Salient features of PEMRA ordinance 2002.
- Electronic Media in Private Sector. FM Radio and Satellite Television.
- Online Journalism: Development and Future prospectus

News Agencies

- Development of News Agencies.
- Expansion, Working, Organizational, Structure and Future perspective in Pakistan

Recommended Books:

1. Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.
2. Lent J. A., Newspapers in Asia.
3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
4. Hasan Mehdi, Mass Media In Pakistan.
5. French David and Richard Micheal (2000), Television in Contemporary, Asia, SAGE Publication International, UK.
6. Aziz Yousaf (2003), Cable Television A vision for Future Pakistan.
7. Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
8. Sh. Mugheesuddin (1981) ABC of Radio Journalism.,
9. Niazi, Zamir, Press in Chains
10. Hassan, Mehdi (2001) , Mass Media in Pakistan. Aziz publisher. Lahore.
11. Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communicational Laws of Pakistan. Haji Hanif Printers. Lahore



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12. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Dehli.
 13. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publications Pvt. Ltd. New Dehli.
 14. Syed, M.H. (2006), Mass Media in new world order. Anmol Publication.
 15. Ahmad, Shehzad (2005), Art of Modern Journalism . Anmol Publication.
 16. Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.
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