

Code: JOUR-111

Title: Introduction to Journalism

Credit Hours: 03

Objectives:

The objective of this course is to introduce the students with the fundamentals of the subject of Introduction to Journalism.

110

Course Contents

Journalism and Production of Newspaper

What is Journalism? Importance of Journalism in relation to society. How a newspaper is produced, from collection of news upto the preparation of copy? Printing Role of advertising in the life of a newspaper and society. Description of the Pakistan Press

Recommended Books:

- Fann-i-Sahafat by Dr. Abdus Salam Khurshid (Relevant Chapters)