

# UNIVERSITY OF THE PUNJAB

## NOTIFICATION

It is hereby notified that the Vice-Chancellor has, in exercise of the powers vested in him under section 15 (3) of the University of Punjab Act, 1973 and in anticipation approval of the Syndicate, approved the recommendations of the Director, School of Communication Studies duly forwarded by the Dean, Faculty of Information & Media Studies regarding approval of BS 5<sup>th</sup> to 8<sup>th</sup> Semester Syllabus (in replacement of M.A / M.Sc.) in the subject of Communication Studies for Affiliated Colleges with effect from the Academic Session 2021.

The Syllabus of BS 5<sup>th</sup> to 8<sup>th</sup> Semester in Communication Studies is Attached herewith vide Annexure 'A'.

**Admin. Block,  
Quaid-i-Azam Campus,  
Lahore**

No. D/ 126 /Acad.

*Sd/-*  
**Muhammad Rauf Nawaz  
Registrar**

Dated: 11-1-2022

1. Pro-Chancellor,  
The Minister of Education/  
Govt. of the Punjab, Lahore.
2. Members of the Syndicate
3. Dean, Faculty of Information & Media Studies
4. Director, School of Communication Studies
5. Principals of Affiliated Colleges
6. Controller of Examinations
7. Director, Quality Enhancement Cell
8. Director, IT (for Uploading on website)
9. Deputy Registrar (Affiliation)
10. Deputy Registrar (General)
11. Secretary to the Vice-Chancellor
12. PS to Pro Vice-Chancellor
13. P.S to the Registrar
14. Admin Officer Syndicate (with file)
15. Assistant Syllabus

  
Assistant Registrar (Academic)  
for Registrar

# **CURRICULUM**

## **BS (4-Year) Program Communication Studies (5<sup>th</sup> to 8<sup>th</sup> Semesters)**



**DEPARTMENT OF COMMUNICATION & MEDIA RESEARCH**

**School of Communication Studies, University of the Punjab**

**Quaid-e-Azam (New) Campus, Lahore**

# BS (4-Year) Communication Studies

<u>SEMESTER - V</u>		<u>Total Cr Hrs 18</u>
BSCS 501	Theories of Communication-I	3 Cr. Hrs
BSCS 502	Research Methods- I	3 Cr. Hrs
BSCS 503	News Reporting (Research & Practice)	3 Cr. Hrs
BSCS 504	Media Culture and Society	3 Cr. Hrs
BSCS 505	Media Seminar	3 Cr. Hrs
BSCS 506	New Media Trends	3 Cr. Hrs
HQ - 005	Quran Reading Translation	0 Cr. Hrs

<u>SEMESTER-VI</u>		<u>Total Cr Hrs 16</u>
BSCS 601	Theories of Communication-II	3 Cr. Hrs
BSCS 602	Research Methods- II	3 Cr. Hrs
BSCS 603	Professional Editing	3 Cr. Hrs
BSCS 604	Communication for Development	3 Cr. Hrs
BSCS 605	International Communication	3 Cr. Hrs
HQ - 006	Quran Reading Translation	1 Cr. Hrs

<u>SEMESTER-VII</u>		<u>Total Cr Hrs 15</u>
BSCS 701	Media and Information Literacy	3 Cr. Hrs
BSCS 702	Research Methods-III (Tools and Analysis Skills)	3 Cr. Hrs
BSCS 703	Entertainment Communication	3 Cr. Hrs
BSCS 704	Data Journalismm	3 Cr. Hrs
BSCS 705	Political Communication	3 Cr. Hrs
HQ - 007	Quran Reading Translation	0 Cr. Hrs

<u>SEMESTER-VIII</u>		<u>Total Cr Hrs 18</u>
BSCS 801	Writing for Research	3 Cr. Hrs
BSCS 802	Data Management and Analysis	3 Cr. Hrs
BSCS 803	<b>Specialization Courses</b> 1- Media Psychology 2- Media, Governance and Public Policy 3- Media and Religion 4-Health Communication 5- World History 6-Media and Conflict Management <i>(Any one of the course of 3Cr. Hrs will be offered on the basis of availability of teacher and students choices)</i>	3 Cr. Hrs
BSCS 804	Internship	2 Cr. Hrs
BSCS 805	Thesis	6 Cr. Hrs
HQ - 008	Quran Reading Translation	1 Cr. Hrs

## **SEMESTER-V**

### **BSCS 501: Theories of Communication-I**

#### **Course Objectives:**

This course has been designed to:

- Familiarize the students with theoretical origin and conjectural evolution of Communication
- Establish a conceptual foundation about basic theories of Communication

#### **Course Outcomes:**

After studying this course, the students will be able to:

- Understand how the field of Communication evolved from theoretical perspectives
- Compare and contrast the practical communication aspects with relevant and basic theories of Communication

#### **Course Outline:**

- Studying Communication Theory – Evolution and Development
- Basic Elements in Communication
- Theories of Interpersonal Communication
- Theories of Small Group and Organizational Communication
- Theories of Public Opinion
  - Two-Step Flow of Communication
  - Selective Exposure, Perception and Retention
- Theories of Intercultural Communication
- Normative Theories
- Gate-keeping
- Cognitive Dissonance Theory
- Social Learning Theory

#### **Recommended Readings:**

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5<sup>th</sup> Ed. Mac Graw Hill, New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3<sup>rd</sup> . ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup> ed. St. Martin Press. New York.
5. Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup> ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3<sup>rd</sup> ed. David McKay Co. NewYork.
8. Dennis Everett, Marshall John. 2003. Media Debates. 2<sup>nd</sup> ed. Longman Publisher, New York.

### **BSCS 502: Research Methods-I**

#### **Course Objectives:**

The basic objectives of this course are to:

- Give an insight into the basic principles of scientific research and its significance in the mass media

- Sensitize the students with methods, techniques and other relevant concepts for investigating media-related phenomena in contemporary society
- Make the students aware about the importance and efficacy of a specific research method in any area

**Course Outcomes:**

After studying this course, the students will be able to:

- Critically review a published empirical research and address ethical and practical issues
- Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research
- Recognise and reflect on the strengths and limitations of different research methodologies
- Comprehend the evident and dormant links between theory and practice

**Course Outline:**

- **Understanding Scientific Research**
  - Meaning, Purpose, Function of Research
  - Concepts of Research in Mass Communication
- **Elements and Scope of Research**
  - Concepts
  - Variables
  - Levels of Measurement
  - Rating Scales
  - Hypotheses
- **Research Process**
  - Basic steps involved in Research Process
  - Characteristics of Scientific Methods
- **Research Approaches**
  - Basic/Applied
  - Descriptive/Exploratory
  - Action/Social Impact
  - Deductive/Inductive
  - Qualitative/Quantitative
- **Sampling and Sampling Techniques**
- **Quantitative Research Methods Overview**
- **Survey Research Method**
  - Aim and Basic Tenets
  - Types of Survey (Descriptive & Analytical)
  - Advantages and Disadvantages
- **Longitudinal and Cross-Sectional Research Method**
  - Aim and Development
  - Types of Longitudinal Research Designs
  - Appropriate Analysis for Longitudinal Studies
- **Experimental Research Method**
  - Overview and Aims
  - Pure and Quasi Experiments
  - Advantages and Disadvantages
- **Observational Research**
- **Ethics in Research**
- **Academic Writing and Formatting for Beginners**

**Recommended Readings:**

1. Bertrand, I., & Hughes, W. P. T. (2005). *Media research methods: audiences, institutions, texts*.
2. Lowery, A. S., & De Fleur, M. (1988). *Milestones in Mass Communication Research*. Longman Inc 95, Chrch Street, White Plains, NY 10601.
3. Martin, M. (2000). *The Research Process: A Complete Guide and Reference for Writers*. Boston: McGraw Hill.
4. Neuman, W. L. (2005). *Social research methods: Quantitative and qualitative approaches*. Boston: Allyn and Bacon.
5. Wimmer, R., & Dominick, J. (2013). *Mass media research*. Cengage learning.

## **BSCS 503: News Reporting (Research and Practice)**

### **Course Objectives:**

This course has been designed to:

- Establish a foundation of news, components of news, news gathering and news writing
- Instil essential skills among the students about practical dynamics of news reporting for different media of communication

### **Course Outcomes:**

After studying this course, the students will be able to:

- Understand various techniques of searching, gathering and writing news stories
- Develop an insight into contemporary typology and practices of news reporting

### **Course Outline:**

#### **News**

- Definition and Elements of News
- News Determinants and News Values
- Sources of News

#### **News Writing Techniques**

- The Lead/Intro, its components and types,
- Inverted Pyramid form and hunting for leads and other formats,
- Block paragraphs and special treatment to news.

#### **The Reporter**

- Importance of a reporter
- Duties of a Reporter
- Qualities of a Reporter

#### **Essentials of Reporting**

- Observation,
- Looking for stories,
- Background information
- Track down relevant sources of information for stories

#### **Reporting Beats**

- Crime
- Court
- Political
- Parliamentary Affairs
- Culture,
- Sports,
- Education,
- Economic and Commerce; and others

#### **News Agencies**

- International
- National
- Local

### **Recommended Readings:**

1. Anderson David "Investigative Reporting", Englewood Cliffs, Prentice, Hall, 1964
2. Charnely Mitchell's "Reporting", New York Hoet, Rinhart & Winston 1964
3. Hohenberg "The Professional Journalist"
4. Mac Dougall, Curtis D. "Interpretative Reporting", New York, Macmillan 1972
5. Porter and Luxon "The Reporter and the News"
6. William L. Rivers "Finding Facts", Englewood Cliffs, N.J; Prentice Hall, 1975.
7. Alden Todd, "Finding Facts Fast", Barclay, Ten Speed Press, 1979
8. Ken Metzler, "Creative Interviewing", Englewood Cliffs, N.J; Prentice, 1977
9. Hijazi, Miskeen Ali, "Fun-e-Idarat"
10. Khursheed, Abdul Salam Dr., "Fun-e-Sahafat"
11. Hashmi, Farkhanda, "Fun-e-Khabar Naweesi"
12. Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
13. Reporting & Writing: Basics for the 21st Century by Christopher Scanlan
14. 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.

## **BSCS 504: Media, Culture and Society**

### **Course Objectives:**

The main objectives of this course are to:

- Create a conceptual understanding among the students about relationship of media with culture and society
- Equip the students with the ability to study media from structural, functional, reception (audience) and 'effect' point of view

### **Course Outcomes:**

After studying this course, the students will be able to:

- Analyze the link between media and various socio-cultural problems and aspects
- Understand the cultural importance, moral responsibility and the participatory potential of mass media

### **Course Outline:**

- Conceptual Approaches to Media Studies
- Media as agent of Narrative Building
- Mass Media and Society: General Perspective
  - Cultural Communication
  - Political Economy
  - Media in Public Interest
  - Media Change and Social Change
  - Social Classes
- Mediation of Meaning: Representation of Popular Culture
- Language and Narrative of Media
- Cultural Politics of News as Discourse
- Representations: Gender and Race in Advertisements and News

- Effects and Audience Studies: Women and Minorities Portrayal
- Media Institutions, the Sociology of Content Production and Dissemination
- Media and Entertainment Effects: New media and Social platforms
- Media Globalization: Media and Cultural Imperialism school, Localization, Hybridization

### **BSCS 505: Media Seminar**

In this seminar course, students will have the opportunity to interact with experts regarding different communication issues. Students will participate in debates and discussions on various issues in critical perspective. Teacher can also suggest source material to the students and they can present a summary or an abstract or critique on a book or article in the seminar. Nevertheless, focus will be on important communication issues. Each student will give at least two presentations in the seminars on two different issues. The basic objective is to encourage excellence in public speaking. The course will expose students to a variety of current seminar topics and will provide them with the opportunity to evaluate components of good public seminars.

### **BSCS 506: New Media Trends**

#### **Course Objectives**

The course is aimed to

1. Providing students an opportunity to explore the societal issues new media software environment.
2. Developing an insight about news media trends, methodologies of data gathering
3. Understanding the motives behind using social media marketing techniques by producers

#### **Learning Outcomes**

At the end of this course, students will be able to

1. Understand and analyze the interplay between social issues and agenda setting of trends by digital media
2. Use and apply digital media transmission techniques to make media content viral amongst audience

#### **Course Outline**

- Digital Media Platforms and Types: Nature and scope of digital media, Genres related to digital media, difference between social and digital media
- Digital Media Development , Domain, Hosting, Web development (Building)
- Digital Media Affiliate Marketing: SEO, Search engine optimization, Blog writing, Google marketing (Google AdSense, Media .net), Tube sites (Daily motion, Vimeo, Insta Reel),
- Digital media monetization, Websites (Blogs, News Websites, Information and Entertainment Websites Monetization)
- Social Media Affiliate Marketing: SMO(Social Media Monetization) Facebook (Written content), Snack Video, Insta Gram), 2. optimization (SMO), Trends following, Trends making

#### **Recommended Readings**

- Carr, C. T., & Hayes, R. A. (2015). Social media: Defining, developing, and divining. *Atlantic journal of communication*, 23(1), 46-65.
- Duggan, M., Ellison, N. B., Lampe, C., Lenhart, A., & Madden, M. (2015). Social media update 2014. *Pew research center*, 19, 1-2.
- Tuten, T. L. (2020). *Social media marketing*. Sage.
- Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.
- Zarrella, D. (2009). *The social media marketing book*. " O'Reilly Media, Inc."



## **HQ - 005: Quran Reading Translation**

### **Course Outline:**

- Surah Maryam to Surah Al-Furqan (سورة مريم تا سورة الفرقان)

## **SEMESTER VI**

### **BSCS 601: Theories of Communication-II**

#### **Course Objectives:**

This course has been designed to:

- Expand the theoretical and conceptual foundation of students about the field of communication
- Supplement the previously instilled knowledge with understanding of theoretical postulates related to effects of media

#### **Course Outcomes:**

After studying this course, the students will be able to:

- Comprehend significant and relatively advanced-level theories of communication
- Analyze the content, content production and contents effects in the light of Media and Communication Theories

#### **Course Outline:**

##### **Media Effects Theories:**

- Levels and Kinds of Effects
- Diffusion of Innovation Model
- Knowledge-Gap Hypothesis
- Social Realities versus Mediated Realities
- Attitude and Persuasion
- Opinion Formation; Spiral of Silence
- Cultivation Effects Hypothesis
- Agenda setting, Framing, Priming

#### **Recommended Readings:**

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3<sup>rd</sup> ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5<sup>th</sup> Ed. Mac Graw Hill, Inc. New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3<sup>rd</sup> ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup> . ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup> ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3<sup>rd</sup> ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4<sup>th</sup> ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2<sup>nd</sup> ed. Longman Publisher, New York.

### **BSCS 602: Research Method- II**

#### **Course Objectives:**

The main objectives of this course are to:

- Develop critical insight among the students which will make them more informed and sensitive consumers of communication research
- Unite the hypothetical and practical components of qualitative research in the media
- Familiarize the students with various hypothetical ideal models of media research and with an organized examination of contending structures for characterizing the media as question of study

#### **Course Outcomes:**

After studying this course, the students will be able to:

- Understand the various qualitative research methods available in different areas of mass communication
- Demonstrate a working knowledge of the theories and frameworks through which media are analyzed and understood
- Exhibit critical ability for analyzing complex mass communication data
- Critically review published articles and consequently become capable to write own manuscript for publication

#### **Course Outline:**

- **Research in Mass Communication**
  - Aims and Motives of Social Research
- **Contemporary Research in Communication and Media Studies**
- **Qualitative Research Methods**
  - Overview and Philosophy
  - Language of Qualitative Research
- **Ethnography**
- **Phenomenology**
- **Grounded theory**
- **Case Study**
- **Qualitative Data Collection Techniques**
- **Content Analysis (Definition, Uses, Limitations)**
  - Steps in Content Analysis
  - Examples of Content Analysis
- **Discourse Analysis**
- **Reference Writing (as per APA Manual)**
- **Research Report Write up and Formatting**

#### **Recommended Readings:**

1. American Psychological Association. (2019). Publication Manual of the American Psychological Association, 7<sup>th</sup> edition.
2. Bertrand, I., & Hughes, W. P. T. (2005). Media research methods: audiences, institutions, texts.
3. Creswell, J. W., & Clark, V. L. P. (2007). Designing and conducting mixed methods research.
4. Klaus, J. (2012). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. New York: Routledge
5. Neuman, W. L. (2005). Social research methods: Quantitative and qualitative approaches. Boston: Allyn and Bacon.
6. Wimmer, R., & Dominick, J. (2013). *Mass media research*. Cengage learning.
7. Selective Articles will be provided
8. International Journal of Communication, USC Annenberg Press (University of Southern California)
9. Journal of Applied Communication Research, National Communication Association.

10. Communication research Reports, Taylor & Francis.

## **BSCS 603: Professional Editing**

### **Course Objective:**

The objectives of this course are to:

- Equip the students with the art and techniques of news editing, editing style guides and sequencing
- Develop advanced skills among the students for news selection and news placements on the basis of their news sense
- Make the students learn about page designing and make up on a professional level

### **Course Outcome:**

After studying this course, the students will be able to:

- Develop news sense for deciding which news will be or should be given what type of treatment
- Write headlines out of the news reports besides having complete expertise about subediting

### **Course Outline:**

- News Editing, Nature and Scope
- Editing as a challenge in the era of Media Convergence
- Introduction to Newsroom, Newsroom Desks, Staff and their working
- News Selection and News Sources: Reporters, News Agencies, Monitoring of TV, Radio, Internet Social Media, Foreign Media etc
- Responsibilities/Duties of a Sub-Editor
- Responsibilities of Copy Editor

### **Mechanics of News Editing**

- Editing Principles/Style Sheets/Style Guides
- Language and News Editing
- Structuring and Rewriting of News Stories
- Intro/ Lead Editing and Rewriting
- Translation
- Verifying Information and Vague Attributions
- Careful readings to remove mistakes

### **Headlines Making**

- Definition & Purpose of Headlines
- Qualities and Kinds of Headlines
- Principles of Headline Making
- Catch-lines and Shoulders in Headlines
- Picture Headline and Captions/Cutline

### **Propaganda in News and Editing**

- Fed News
- Misinformation / Disinformation
- Slanted News
- Distorted News

### **Page Make Up**

- Basic Principles of Page Make up
- Make up Techniques and Different kinds of Make up

### **Use of Computer**

- Use of Computers in Editing and Making Newspapers

- Computerized Page-making Techniques, Intro to Quark Express/ Adobe PageMaker
- Picture Selection, Picture Editing and Caption Writing
- Difference between Editing of a News Story, Article/Column and Feature

### **Recommended Readings:**

1. Brooks, B. S., & Pinson, J. L. (2017). The art of editing in the age of convergence. Routledge.
2. Friend, C., & Challenger, D. (2013). Contemporary editing. Routledge.
3. Fun-e-Idarat by Hijazi, Miskeen Ali
4. Ginna, P. (Ed.). (2017). What editors do: The art, craft, and business of book editing. University of Chicago Press.
5. Greenberg, S. (2015). Editors Talk about Editing: Insights for readers, writers and publishers. Peter Lang.
6. Itule, B. D., Anderson, D., & Simon, J. (2006). News writing and reporting for today's media. Simon, James..
7. Lambie, S. G. (2011). News as it happens: An introduction to journalism. University of the Sunshine Coast, Queensland.
8. Language in the News: Roger Fowler, Routledge
9. Lester, P. M., Martin, S. A., & Smith-Rodden, M. (2018). Editing Challenges. In Visual Ethics (pp. 115-124). Routledge.

## **BSCS 604: Communication and Development**

### **Course Outline:**

- Concept of Development and its evolution, paradigms of Development Communication: Modernisation, Dependency- Dissociation and Multiplicity-the Alternative Model
- Difference between Development Communication, Development Support Communication and Development Journalism
- International National and Local perspective of development communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc
- Media's Role in the Third World Countries' Development
- Concept of Change, Sources of Change, Socio-Cultural Values and Change
- Mass Communication and Social Change: Diffusion of Innovation, the Knowledge Gap Hypothesis
- Use of New Media Technology in Development Communication
- Designing of Communication Campaigns on Various Developmental Issues
- International Development Communication: Collective Progress in New Era

### **Recommended Readings:**

1. Chudhary, A. G., & Martin, L. J. (Eds.). (1983). Comparative media systems. New York Longman Inc.
2. Denton, Jr., Robert, E. & Cary, C. W. (1985). Political communication in American. New York Praeger.
3. Gudykunst, William, B. & Mody, B.(Eds.). (2002). Handbook of international and intercultural communication. London, Sage.
4. GM Canany, E. (1984). Diffusion of innovations: Why does it endure? Critical Studies in Mass Communication. 1(4), pp. 439-442.
5. GM Canany, E. (Ed.) (1980). Communication in the rural third world. New York: Praeger.
6. Jacobson, T. (1985). An epistemological shift in development communication theory. In D. Brenda and M. S. Voigt. (Eds.). (1985). Progressive in communication sciences, Norwood, Jersey: Ablex Publishing Corporations.
7. Jayaweera, N., & Amunugama, S. (Eds.). (1987). Rethinking development communication. Singapore: AMIC.
8. Kothari, R. (1984). Communication for alternative development: Towards a paradigm, development dialogue, pp.1-2.

9. Paltetz, D., & Entman, R. M. (1981). Media, power politics. New York: The Free Press.
10. Pye, L. W. (Ed.). (1963). Communication and political development. Princeton: Uni. Press
11. Schramm, W. (1964). Mass media and national development: The role of information in the developing countries. Stanford: Stanford Uni Press: Paris: UNESCO.
12. Sonaik. S. A. (1988). Communication and third world development. Gazette 41(2).

## **BSCS 605: International Communication**

### **Course Objectives:**

The purpose of this course is to:

- Examine the history and role of international communication systems
- Analyze the changes in the worlds media systems as it relates to content and technologies
- Explore controversies surrounding access to information as well as the regulation of information
- Critically elaborate international news gathering and reporting, in addition to entertainment and strategic communication

### **Course Outcomes:**

By the end of the semester, the students will be able to:

- Locate information on media systems in other countries, and evaluate the media systems based on various criteria
- Demonstrate an understanding of the history of international communications, and the issues and controversies that have appeared
- Demonstrate an understanding of the international agencies responsible for the regulation of media, including content and technologies

### **Course Outline:**

The outline of this course has been designed to enable students to understand international cultural, media, political and social discourses. 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. The main instructional focus will be on following aspects:

- Concept of International Communication
- Conglomeration, Globalization and Corporate media
- New Media Technology and International Communication
- International Communication Orders [Development of New International Information and Communication Order (NIICO) and Aligned and Non-aligned Countries Perspective], International Program for the development of Communication (IPDC)]
- Threats and Alternatives to Sovereignty and Cultural Issues
- Responsibility of International Agencies for the Regulation and Implementations of Communication Orders
- International Issue of Media Debates: Terrorism, Islamphobia (The case of Muslims, Islam and Muslim world representation in the Western media), Racism, Sectarianism, War and Peace perspectives etc)

### **Recommended Readings:**

1. Baran, S. J. (2001). Introduction to mass communication. Media literacy and culture2001up date. California, London, Toronto: Mayfield Publishing Company.
2. Ceas. J. Hamelink. (1983). Cultural autonomy in global communication: Planning national information policy. New York: Longman.
3. Esposito, J. L. (1992). The Islamic threat-myth or reality. New York: Oxford University Press

4. Gudykunst, William, B. & Mody, B.(Eds.). (2002). Handbook of international and intercultural communication. London, Sage.
5. Galtung, J. & Ruge, M. H. (1965). The structure of foreign news. Journal of Peace Research. Oslo.35 pp
6. Jaudt, F. E. (1995). Inter cultural communication An introduction. UK.New Delhi: Sage.
7. Said, E.W. (1981). Covering Islam. New York: Pantheon.
8. Sehultz, D. E. & Kitchen, P. J. (2001). Communicating globally. Chicago: NTC business books.
9. Thussu, D. k. (2000). International communication: Continuity and change, NY, London: Arnold.
10. Thussu, D. k. (1998). (ed). Electronic empires global media and local resistance, NY, London: Arnold
11. Hachten, W. A., & Scotton, J. F. (2007). The World News Prism: Global Information in a Satellite Age (7th ed.). Malden, MA: Blackwell Publishing. McPhail, T. L. (2010). Global Communication: Theories, Stakeholders, and Trends (3rd ed.). Malden, MA: Blackwell Publishing.

## **HQ - 006: Quran Reading Translation**

### **Course Outline:**

- Surah Al-Shuraa to Surah Suaad (سورة الشعراء تا سورة ص)

## **SEMESTER - VII**

### **BSCS 701: Media and Information Literacy**

#### **Course Objectives:**

The core objectives of this course are to:

- Develop an understanding of the various forms and types of media messages from visual to text
- Provide different perspectives on the interpretation of same media content including role of ideology
- Initiate critical thinking in students regarding subjectivity in media content

#### **Learning Outcomes:**

After completion of this course, students will be able to:

- Understand and interpret media messages from different perspectives
- Investigate the role of bias and subjectivity in the construction and dissemination of media content related to different platforms

#### **Course Contents:**

- Introduction to Media Literacy, Definitions and Perspectives
- Working of Media and its Effects; Understanding Information Processing, Reception and Interpretation
- Construction of Meaning: Language, Representation and Objectivity
- Studying Placement of Content, Page Makeup and Layout
- Visuals Interpretation: Colour, Form, Movement, Depth, Watching Position
- Semiotic Analysis, Revealing the hidden cues, Signifier and Signified
- Discourses of Ideology and Hegemony in the perspective of Media Messages
- Self and others, Gender Stereotyping and Representation

#### **Recommended Readings:**

1. Share, Jeff (2015). Media Literacy is Elementary: Teaching Youth to Critically Read and Create Media. Peter Lang Inc., International Academic Publishers..

2. Renee., Hobbs (2011). Digital and media literacy : connecting culture and classroom. Thousand Oaks, Calif.: Corwin Press
3. Supsakova, Bozena (2016). "Media Education of Children a Youth as a Path to Media Literacy". ProQuest. 7 (1)
4. The European Charter for Media Literacy. Euromedialiteracy.eu. Retrieved on 2011-12-21.
5. Jacobs, Heidi (2017). Active Literacy Across the Curriculum. New York: Routledge.
6. Hobbs, Renee (2010). "Empowerment and protection: Complementary strategies for digital and media literacy in the United States". Formare: 1–17.

## **BSCS 702: Research Methods-III (Tools and Analysis Skills)**

### **Course Objectives:**

The core objectives of this course are to:

- Enable students to independently design and carry out a research study for a specific research question of their choice
- Design and select a suitable analytical method for different types of research questions
- Demonstrate ability to manage and cite multiple sources effectively

### **Course Outcomes:**

By the end of the semester, students will be able to:

- Utilize different tools and strategies to produce an original academic research paper in field of media studies
- Incorporate new techniques and ways of developing, expressing their ideas and efficiently expounding their argument clearly, precisely and adhering to the conventions of international scholarly community of academicians
- Communicate their research and intellectual work to the community

### **Course Outline:**

- **Scientific Thinking in Research**
- **Problem Definition and Topic Selection**
  - Select a tentative research problem that will be subsequently developed into a research proposal
  - Know and use library reference sources and services
- **Secondary data and Literature Review Techniques using Boolean Search**
- **Sample size determination using G-Power software**
- **Demonstrate an understanding of naturalistic fieldwork**
  - Identify and briefly describe five data gathering techniques: observation, interviewing, document collection, participation, and artifact collection
  - Identify and briefly describe four data recording techniques: field notes, photographs and photocopying, sound recording, and videotaping
- **Qualitative data analysis using NVIVO**
- **Advanced data analysis using SPSS, AMOS and Process Macros**
- **Understanding referencing, flagging potential referencing problems, practicing manual and digital referencing using EndNote X9**

### **Recommended Readings:**

1. American Psychological Association (2019). Publication manual of the American Psychological Association (7<sup>th</sup> ed.). Washington, DC:

2. Best, J. W. & Kahn, J. V. (2006). *Research in Education* (10th ed.). Boston, MA: Allyn & Bacon.
3. Cone, J. D. & Foster, S. L. (1993). *Dissertations and theses from start to finish: Psychology and related fields*. Washington, DC: American Psychological Association.
4. Hoyle, R. H. (1995). *Structural equation modeling: Concepts, issues, and applications*. Sage.
5. McMillan, J. H. & Schumacher, S. (2010). *Research in education* (7th ed.). Boston: Pearson.
6. Morgan, G. A. & Griego, O. V. (1998). *Easy use and interpretation of SPSS for Windows: Answering research questions with statistics*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

## **BSCS 703: Entertainment Communication**

### **Course Objectives:**

The core objectives of this course are to:

- Illustrate the evolution and development of entertainment media
- Explore and analyze working of various forms of media sources used for entertainment

### **Learning Outcomes:**

After studying this subject, the students will be able to:

- Identify and differentiate among various forms of media entertainment
- Analyze the presentation of entertainment-based content through mass media

### **Course Outline:**

- Understanding Entertainment: Definition, History, Psychology and Philosophy
- Aesthetics and Media: Media and various forms of performing art
- Concept of Applied Entertainment, Application and Prospects
- Evolution of Entertainment media, Origin of different platforms from Verbal to Visual
- Forms of Media Entertainment
  - Printed Press : Newspapers, Journals, Magazines
  - Electronic Media: Radio and TV, Genres of Media Entertainment, Shows, Drama
  - Digital Media : Social Networking Sites, Vlogs, Videos, Blogs, Integrated Media, Websites
  - Mobile Media: Online Games
  - Theatre: Storytelling, Old theatre, Opera and Bolshevik
  - Film and Cinema: Various approaches to film making, Film as a tool of propaganda, Brand Placement

### **Recommended Readings:**

1. Sayre, Shay; King, Cynthia (2010). *Entertainment and Society: Influences, Impacts, and Innovations* (Google eBook) (2nd ed.). Oxon; New York: Routledge
2. Frost, Warwick, ed. (2011). *Conservation, Education, Entertainment?*. Channel View Publication
3. Macleod, Suzanne; Watson, Sheila (2007). Knell, Simon J. (ed.). *Museum Revolutions*. Oxon; New York: Routledge
4. Zillmann, Dolf; Vorderer, Peter (2000). *Media Entertainment – the psychology of its appeal*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc. Taylor & Francis e-library
5. Shrum, L.J.J. (2012). *The Psychology of Entertainment Media* (2nd ed.). Routledge.
6. Singhal, Arvind; Cody, Michael J.; Rogers, Everett; Sabido, Miguel, eds. (2008). *Entertainment-Education and Social Change: History, Research, and Practice*. Taylor & Francis
7. de Freitas, Sara; Maharg, Paul, eds. (2011). *Digital Games and Learning*. London; New York: Continuum International Publishing Group.
8. Irwin, William, ed. (2002). *The Matrix and Philosophy*. Peru, IL: Carus Publishing Company. p. 196. ISBN 978-0-8126-9502-1.

## **BSCS 704: Data Journalism**

### **Course Objectives:**



The course is aimed to make students capable for:

- Understanding and Knowing the data sources for research
- Exploring and cleaning data and applying Data Analysis
- Finding insights and patterns from data and creating Visuals from the data and Storytelling through data

#### **Learning Outcomes:**

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

- Understand data management and use data in different media platforms
- Apply data management techniques with the help of various online tools

#### **Course Outline:**

- Introduction to the course and work plan; Addressing preconceptions and storytelling with data
- Online Data Resources: Searching and presenting using online resources, Data mapping and mining, Google Fusion Tables
- Introduction to coding, programming, working on spreadsheets, Using MS Excel
- Finding local data stories, data literacy, analysis and visualization
- Types of data including big data, Data as a character, Finding data strategies
- Data Cleaning, Concept of Outliers, Normal level distribution
- Data and Visual presentation: Basic of illustration, Visualization tool, Presentation tools and tactics, developing data graphics
- Story Telling and Data: Data for stories Finding trends, patterns and stories, Data in newsrooms, beat reporting: Sources and more

#### **Recommended Readings:**

- Bounegru, L., Chambers, L., & Gray, J. (Eds.). (2012). *The data journalism handbook*. O'reilly. Weblink: <http://datajournalismhandbook.org/1.0/en/>
- Bradshaw, P. (2014). Data journalism. In *Ethics for Digital Journalists* (pp. 214-232). Routledge.
- Borges-Rey, E. (2016). Unravelling data journalism: A study of data journalism practice in British newsrooms. *Journalism Practice*, 10(7), 833-843.

## **BSCS 705: Political Communication**

#### **Course Objectives:**

The main objectives of this course are to enable students:

1. To apply public communication principles to the specific needs and goals of advocacy and political campaigns
2. To understand major political communication elements and impact of media on political discourse, message development and political advertising
3. To interpret public opinion, identify and reach constituencies and develop political communication strategies.

#### **Learning Outcomes:**

After studying this subject, the students will be able to:

1. Understand political communication plans by incorporating core communication and information-processing principles
2. Produce clear and concise assessment of a political communication campaign, including both situational analysis and strategic recommendations.
3. Demonstrate the ability to identify appropriate creative solutions to strategic political communication challenges.

#### **Course Outline:**

- **Political Communication: Background**

- Political Communication defined
- Communication, Society, and Social Order
- **Political Communication & Mass Media**
  - Entertainment Media vs. News Media
  - Print vs. Broadcast News
  - Old and New Media
  - Free and Paid Media
- **Politics in the Media: Agenda-setting**
  - Agenda-setting function of the news media
  - Framing Theory
  - News Media Bias
  - Partisan Selective Exposure
  - What is fake news?
  - Political Propaganda
  - Tactics & Strategies
- **Political Campaigns: Phases of Political Campaigns**
  - Campaign planning, Management, Strategies, and Tactics
  - Social Media & Politics
  - Twitter bots
  - Facebook & Democracy
  - Advertising
  - Negative Advertising
- **Improving Political Communication**
  - Communication as a means for improving Political Communication
  - Lessons learned from the 2018 elections

#### **Recommended Readings:**

1. An Introduction to Political Communication  
By *Brian McNair* ISBN 9780415739429  
Published June 27, 2017 by Routledge
2. Democracy and Fake News  
Information Manipulation and Post-Truth Politics  
Edited By *Serena Giusti, Elisa Piras* ISBN 9780367479541  
Published December 30, 2020 by Routledge
3. The Dynamics of Political Communication: Media and Politics in a Digital Age  
By Richard M. Perloff  
Published 2014 by New York: Routledge (first published November 25th 2013)

### **HQ - 007: Quran Reading Translation**

#### **Course Outline:**

- Surah Al-Zumar to Surah Qaaf (سورة الزمر تا سورة ق)

## **SEMESTER – VIII**

### **BSCS 801: Writing for Research**

#### **Course Objectives:**

The core objectives of this course are to enable students:

- Demonstrate a good understanding of how to write a research report
- Critically assess published quantitative research with regard to the academic writing and formatting
- Instil academic writing skills needed to succeed in a university and be prepared for an academic or professional world
- Provide constructive feedback to peers on their written work, and address issues identified by the instructor and peers when revising one's own written work

#### **Course Outcomes:**

After studying this course, the students will be able to:

- Critically review literature systematically and writing a comprehensive review report
- Develop a good habit of writing, revising, rewriting and editing texts for various academic purposes.
- Maintain the academic integrity and plagiarism policy
- Critically evaluate published research articles
- Design a proposal for research project
- Write an Introduction and literature review for a research project

#### **Course Outline:**

- Understand how to develop chapterization of the thesis/dissertation & academic formatting
- Know APA rules and guidelines related to writing formal research report
- Reporting of results as per APA manual
- Academic Writing expression
- Standard written English's conventions or grammar, spelling, and punctuation
- Strategies to avoid plagiarism and other forms of academic dishonesty
- Be able to assess and critique a published journal article that uses one of the primary research methods in the field
- Construct an effective research proposal that will serve as the launching point for the study to be conducted in the next semester

#### **Recommended Readings:**

1. Frodesen, J., & Wald, M. (2016). *Exploring options in academic writing: Effective vocabulary and grammar use*. Ann Arbor: The University of Michigan Press. (ISBN: 978-0-472-03426-0)
2. Poindexter, P. M., & McCombs, M. E. (2000). *Research in Mass Communication: A Practical Guide*. Bedford/St. Martin's.
3. Schutt, R. K. (2012). *Investigating the Social World: The Process and Practice of Research* (7th edition). Los Angeles: Sage.
4. Swales, M. J., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press. (ISBN: 978-0-472-03475-8)

### **BSCS 802: Data Management and Analysis**

#### **Course Objectives:**

This course has been designed with the objectives of:

- Instilling the ability to process and manage raw data or information gathered from the field of investigation and to make the data refined, cleaned, organized and structured
- Enabling the students for utilizing number of processes including data editing and data coding
- Explaining the meaning of SPSS and its importance as a valuable resource for data analysis in communication or social science research

#### **Course Outcomes:**

After studying this course, the students will be able to:

- Detect any possible incorrect entries or errors and rectify them before complex data analysis

- Make decisions regarding the appropriateness of certain recorded responses
- Propose necessary modifications where information has been given in units other than the one specified
- Apply analysis, summary of statistical tools and conditions for using them, and to make post-analysis evaluation of any specific research project undertaken

#### **Course Outline:**

- **Data Processing and Management**
  - Data screening, editing
- **Data Coding**
  - Qualitative coding
  - Quantitative coding
- **The Use of Computer in Data Processing and Analysis**
  - Data analysis and interpretation of results
  - Data presentation through the application of appropriate techniques
  - Wrong application of statistical techniques for data analysis
  - The tendency to overproduce statistical tables
- **Statistical Package for Social Sciences (SPSS) program**
  - How to use SPSS system or program package
  - Steps In using SPSS To test hypothesis
- **Data Analysis in Communication Research**
  - Types and sources of data
  - Measurement of data
  - Meaning and types of data analysis
  - Major Descriptive Statistical tools and how to apply them
    - i. Univariate Frequency Distribution Tables (FDT)
    - ii. Bivariate FDT
    - iii. Multivariate FDT
  - Major Inferential statistical tools and how to apply them
  - Post analysis evaluation

#### **Recommended Readings:**

1. Lucey, T. (1998). *Quantitative Techniques-An Instructional Manual*. London: Dp Publications Ltd.
2. Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.
3. Managing Media Organizations, John Lavaine, Longman, 1994.
4. Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.
5. Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
6. Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
7. Newspaper Organization and Management, Hervert L. William, 1994.
8. Rucker Frank News Papers Circulation. Iowa state college press Iowa.

### **BSCS 803: Special Courses**

#### **1 Media Psychology**

##### **Course Objectives:**

The main objectives of this course are to:

- Induce context and awareness about prevailing theoretical tools as the students begin their journey through Media Psychology

- Instill the importance of understanding human behavior and experience as the basis for working with media applications
- Make the students aware about the psychological processes underlying media effects

**Course Outcomes:**

After studying this course, the students will be able to:

- Apply psychological theory and research to the analysis of media and technology use, development and impact
- Develop awareness about the importance of media literacy in today's world and the ways to shape it in the modern world's perspective

**Course Outline:**

- **Introduction to Media Psychology**
- **Theoretical perspectives of Media Psychology**
- **Motivation and Adoption of Media**
  - Motivation
  - Social Cognitive Theory of Media
  - Theory of Planned Action and Norms
- **How do we process Mediated Messages?**
  - Attention, Arousal
  - Cognitive Processing of Mediated Message
  - Persuasion
- **Psychology of Media Audience**
  - Para social Relationships
  - Fan and Fandom
- **Advertisement and Psychology**
- **Representation of Gender and the Media**
- **Media Processes and Effects**
  - Media and Pro-social behavior
  - Effects of Media violence
  - Role of Emotions in media use and effects
  - Terrorism & Mass Media
- **Interactive and Emerging Technologies**
  - Social influence in virtual environment
  - Pathological technology addiction and its impact
  - Active Video games and attention: Impact and research
- **Campaigns, Voting, Media and Elections**
- **The Psychology of Communication About Politics**
- **Psychological Warfare**

**Recommended Readings:**

1. Bryant, J., & Oliver, M. B. (Eds.). (2009). *Media effects: Advances in theory and research*. Routledge.
2. Comstock, G., & Scharrer, E. (2005). *The psychology of media and politics*. Academic Press.
3. Dill, K. E. (Ed.). (2013). *The Oxford handbook of media psychology*. Oxford University Press.
4. Giles, D. (2005). *Media psychology*, New Jersey, NJ: Lawrence Erlbaum Associates,
5. Knobloch-Westerwick, S. (2014). *Choice and preference in media use: Advances in selective exposure theory and research*. Routledge.
6. Sanborn, F. W., & Harris, R. J. (2019). *A cognitive psychology of mass communication*. Routledge.
7. Lang, A. (2006). Using the limited capacity model of motivated mediated message processing to design effective cancer communication messages. *Journal of Communication*, 56, S57-S80. 3.
8. Fisch, S. M. (2000). A capacity model of children's comprehension of educational content on television. *Media Psychology*, 2(1), 63-91

9. Logan, R.K. (2010). *Understanding new media*. New York: Peter Lang Publishing.

## **1- Media Governance and Public Policy**

### **Course Objectives:**

This course has been designed to:

- Develop a general understanding among the students about structure of government and mass media operation
- Familiarize the students with the contribution of mass media in policy-making debates

### **Learning Outcomes:**

By the end of the course, the students will be able to:

- Understand the relationship between institutional policies and intervention of media
- Analyze the role of media along with the governmental policies and implementations

### **Course Contents:**

- Media theories and public policy making process
- Complex and dynamic relations between government and the mass media
- Media's watch dog role in governance and the Fourth Estate Concept
- The pervasive media in society, policy issues relevant to the contemporary mass media, politics and government
- Media's role in domestic and foreign policy issues
- Strengthen democracy, and Institutions
- Usage of media in the process of public policy making
- Pros and cons of social media in policy making

### **Recommended Readings**

McQuail, D., & Siune, K. (1998). *Media policy*. Sage

Strömberg, D. (2001). Mass media and public policy. *European economic review*, 45(4-6), 652-663.

Koch-Baumgarten, S., & Voltmer, K. (Eds.). (2010). *Public policy and the mass media: The interplay of mass communication and political decision making* (Vol. 66). Routledge.

Strömberg, D. (2004). Mass media competition, political competition, and public policy. *The Review of Economic Studies*, 71(1), 265-284.

## **2- Media and Religion**

The course is based on the interplay between media and religion and its effect on media consumers, Religion and culture are interlinked inseparably engaged in a process of ongoing adaptation. Culture shapes and is shaped by the other elements of a society including religion.

### **Course Objectives:**

The core objectives of this course are to:

- Provide students with an understanding of the interrelationship between media and religion
- Develop an insight among the students about contemporary issues related to media and religion
- Enable the students to identify the role of ideology in the media messages

### **Learning Outcomes:**

After studying this course, the students will be able to:

- Develop critical approach about portrayal of religious issues in media
- Identify and evaluate role of religious ideologies in media message construction

### **Course Outline:**

- Understanding religion : Theology, Spirituality and Mysticism
- Ideology and media , Commonalities and differences in major religions of the world , Islam, Christianity, Jewish, Hinduism
- Sectarianism, issues, causes, prevention
- Construction of Identity, role of media and religion
- Inter-religious harmony and media, concept of self and others
- Media ethics, culture and religion in global perspective
- Hate speech and various media platforms from traditional to digital; Islam phobia
- Conflict resolution and the role of media

### **Recommended Readings:**

1. Christians, C. G. 1997. "Technology and triadic theories of mediation". In Rethinking media, religion and culture, Edited by: Hoover, S. M. and Lundby, K. 66–67. London: Sage Publications.
2. Clark, L. and Hoover, S. M. 1997. "At the intersection of media, culture, and religion". In Rethinking media, religion and culture, Edited by: Hoover, S. M. and Lundby, K. 20 London: Sage Publication.
3. Heidegger, M. 1966. Discourse on thinking, New York: Harper and Row
4. Heidegger, M. 1977. The question concerning technology and other essays, Edited by: Lovitt, William. New York: Harper and Row.
5. Mohammadi, A. S. 2003. Communication and information era in religious globalization. Journal of Research and Deliberation, 35: 147–150.

## **3- Health Communication**

### **Course Objectives:**

The core objectives of this course are to:

- Enable the students to analyze and describe socio-historical, social, political, and cultural factors that affect health communication and healthcare
- Familiarize the students with articulate ways in which different models of healthcare affect and reflect health communication

### **Learning Outcomes:**

After studying this course, the students will be able to:

- Explore, analyze, and synthesize research and personal experience on narrative making sense of illness
- Analyse the health communication case studies in Pakistan including Dengue, Covid-19, TB, Diabetes etc
- Develop practical Health Communication skills by contriving health campaigns on contemporary diseases and health issues

### **Course Outline:**

- Communication, Media and Public Health, various dimensions of public health and their relationship with other areas of social sector
- Public Health Institutions of Pakistan
- Health Literacy, Communication tools and Media
- Role of Communication in promotion of national health
- Health Communication Models: P-Process, KAP/KAB model
- Communication planning and strategies for public health
- Conditions of public health in Pakistan

- Role of Pakistani media towards health issues
- Role of WHO and other international organizations
- Health Reporting in Pakistan: practice and issues
- Health Communication case studies of Dengue, Covid-19, Breast Cancer, population welfare, TB, Diabetes, Calcium intake etc
- Developing health communication campaigns

#### **Recommended Readings:**

1. Phyllis Tilson Piotrow, Health Communication, Praeger:
2. Clive Seale, Media & Health, SAGE:
3. Charles Atkin Laurence Wallack, Mass Communication & Public Health, SAGE:
4. Thomas E. Backer, Designing Health Communication Campaigns, SAGE:

## **5,World History**

#### **Course Objectives:**

The objective of this course is to examine world history from the birth of civilization to the present with an emphasis on historically important empires, ideologies, institutions, and events. Students will develop an understanding of current world issues and relate them to their historical contexts.

#### **Course Outline:**

##### **Introduction to World History**

- World History: A Synoptic view
- Civilization in World History
- Empire in World History

##### **The Making of Modern World**

- Renaissance and Enlightenment
- Nationalism/Emergence of Nation State System
- Industrialization and Modernity
- The Origins and Evolution of Modern Political Institutions

##### **The Age of European Imperialism**

- Discovery of America
- British in India
- European Ideologies/Modalities of Imperial Rule
- Decolonization and The Politics of International Development

##### **Regions in World History**

- South Asia
- Middle East

##### **Wars in World History**

- The Great Wars
- Cold War
- World After 9/11

#### **Recommended Readings:**

1. Bayly, C.A. The Birth of Modern World. London: Blackwell, 2004.
2. Burbank, Jane, Frederick Cooper. Empires in World History: Power and the Politics of Difference. Princeton: Princeton University Press, 2010.
3. Escobar, Arturo. Encountering Development: The Making and Unmaking of the Third World. Princeton: Princeton University Press,1995.



5. Ekbal, David: The Great American Mission: Modernization and the Construction of and American World
6. Order. Princeton & Oxford: Princeton University Press, 2011.
7. Go, Julian. Patterns of Empire: The British and American Empires 1688 to the Present. Cambridge: Cambridge University Press, 2011.
8. Greer, Thomas H. A Brief History of the Western World. 2005.
10. Hyam, Ronald. Understanding the British Empire. Cambridge: Cambridge University Press, 2010.
11. Mukherjee, Mithi. India in the Shadows of Empire. New Delhi: Oxford University Press, 2010.
12. Palmer R.R., Jeol Colton, Lloyd Kramer. A History of Modern World. New York: Alfred A. Knopf.2013.
13. P.N. Stearns. The Industrial Revolution in World History. Cambridge MA. 2013.
14. Sachs, Wolfgang. Ed. The Development Dictionary. A Guide to Knowledge as Power. London & New York: Zed Books, 2010.
15. Wallerstein, Immanuel. The Modern World System. University of California Press, 2011.
16. Wells, H.G. A Short History of the World. London: William Heinemann, 1927.

## **6. Media and Conflict Management**

### **Course Objectives:**

The main objectives of this course are to:

- Critically analyze how the dissemination of information, ideas and frames might impact emotions, identities, thoughts and behaviours
- Recognize strategies used by political actors, including governments to influence media content, constituents and foreign audiences

### **Course Outcomes:**

After studying this course, the students will be able to

- Work collaboratively and individually for understanding media content
- Think critically about how changing communication technologies and content shape our understandings about political violence

### **Course Outline:**

Overview of Concepts and Historic Contexts, Leadership and Construction

- Hard & Soft Power: Force, Propaganda, Persuasion, Coercion
- Frames, Meta-frames, Power of Emotion, Learning, Information
- Psychological forces, Agenda-setting, Persuasion & Media
- Understanding the concept of Genocide : Case of Rwanda, Holocaust
- Genocide and Muslims, Bosnia, Afghanistan, Sri Lanka (Uyghur Muslims)
- Media, Conflict & Peace Building: Indo-Pak Conflict – Kashmir Issue
- Media, Conflict & Peace Building: Palestine, Iraq, Afghanistan issue
- Western Media, Structures, News Norms, Coverage & Portrayals
- War Correspondents & Peace Journalism
- Media & Foreign Policy (Iraq and Afghanistan War)
- Propaganda, Public Diplomacy & International News “wars”
- Hackers & Cyber-warfare
- Entertainment Media & Conflict

### **Recommended Readings:**

1. Armoudian, Maria. 2016. Reporting from the Danger Zone: Frontline Journalists, Their Jobs and an Increasingly Perilous Future. Introduction, Chapter Two & Conclusion

2. Cull, Nicholas. 2009. *Annals of the American Academy of Political and Social Science*. Vol. 616, *Public Diplomacy in a Changing World* (Mar., 2008), pp. 31-54.
3. Galtung, Johan, and Dietrich Fischer. 2013. "High road, low road: Charting the course for peace journalism." Johan Galtung. Springer Berlin Heidelberg. 95-102. [http://reference.sabinet.co.za/webx/access/electronic\\_journals/track2/track2\\_v7\\_n4\\_a4.htm](http://reference.sabinet.co.za/webx/access/electronic_journals/track2/track2_v7_n4_a4.htm) (Links to an external site.)
4. Jakobsen, Peter Viggo. 2000. "Focus on the CNN Effect Misses the Point: The Real Media Impact on Conflict Management is Invisible and Indirect." *Journal of Peace Research*. Vol. 37, No. 2 (p. 131-143).
5. Lance Bennett: *When the Press Fails*. University of Chicago Press. Introduction.
6. Nacos, B., 2016. *Mass-mediated Terrorism: Mainstream and Digital Media in Terrorism and Counterterrorism*. Rowman & Littlefield. Introduction.
7. Norris, Pippa, Montague Kern & Marion Just. "The Lessons of Framing Terrorism." In *Framing Terrorism*.
8. Rodgers, James. 2012. "The Air Raids that Never Were and the War that Nobody Won: Government Propaganda in Conflict Reporting and How Journalists Should Respond to it." *Global Media and Communication*. April. Vol. 9, No. 1.
9. Shane, S. and Hubbard, B., 2014. ISIS displaying a deft command of varied media. *New York Times*, 30.
10. Seib, Philip. 2010. "Transnational journalism, public diplomacy, and virtual states." *Journalism Studies* 5: 734-744.
11. Wolfsfeld, Gadi. "Telling a Good Story." In *Making Sense of Media & Politics*. Routledge.

### **BSCS 804: Internship**

The students will be required to complete two-month internship in a media organization. The students will be evaluated on the basis of internship performance and report that will be submitted at the end of the internship program.

### **BSCS 805: Thesis**

In the last semester, students will be required to work on their research theses. Thesis proposal will be get approval by the Departmental Board of Studies (BOS). Thesis proposal must reflect clarity of concepts, logical interrelationship, relevant theoretical framework, use of appropriate methodology, proposed plan for completion of thesis and references and suggested bibliography. Thesis should be a contribution to the field of media and communication and for overall society. Advisor/supervisor will be allocated by the BOS.

### **HQ - 008: Quran Reading Translation**

#### **Course Outline:**

- Surah Al-Zariyat to Surah Al-Naas (سورة الزاريات تا سورة الناس)