UNIVERSITY OF THE PUNJAB

NOTIFICATION

It is hereby notified that the Syndicate at its meeting held on 17.12.2022 has approved the recommendations of the Academic Council made at its meeting dated 03.06.2022 regarding approval to start of BS 4-Year (Morning/Replica) program in Digital Media & Communication along with Syllabi/Scheme of Studies at the Department of Digital Media with effect from the Academic Session 2021.

(Syllabi/Scheme of Studies enclosed)

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

Sd/-
Registrar

No. D/____ 841 ____/Acad.

Dated: 8-2-2023

Copy of the above is forwarded to the following for information and further necessary action: -

1. Dean, Faculty of Information & Media Studies
2. Director, School of Communication Studies
3. Chairperson, Department of Digital Media
4. Controller of Examinations
5. Director, IT *(for placement at Website)*
6. Administrative Officer (Statutes)
7. Secretary to the Vice-Chancellor
8. Private Secretary to the Registrar
9. Assistant Syllabus

Assistant Registrar (Academic)
for Registrar

CURRICULA/SYLLABI OF BS(4-YEAR) DIGITAL MEDIA

Program Title: **BS (4-Year) Digital Media & Communication**

Department: **Department of Digital Media**

Faculty: **Faculty of Information & Media Studies**

1.   Department Mission

Our mission is to inculcate the value of continuous learning, experimentation, professional and personal growth among the future generations. We would connect the students with world's professionals to make them more successful and productive.

2.   Introduction

The degree program described herein shall be called BS (4-Year) Digital Media & Communication. Digital Media Communication is a vast and evolving field and has become integral part of day-to-day business operations. The Digital Media Association refers to digital and streaming as "the future of media content". A report by the World Economic Forum indicates the many benefits of digital media, including the facilitation of social interaction and civic participation, more efficient and flexible work environments, and ongoing education. This BS degree offers a mix of media communication, production work flows, strategic thinking, and technological competency that prepare the students for a wide range of careers.

3.   Program Introduction

It is said that communication is everywhere, all the time, but effective communication is the art. For effective communication one needs to learn strong and efficient communication skills. Specially, in today's world where digital media communication is growing rapidly, skillful communication becomes more important. We understand the importance of this evolving field and thus offering BS (4-Year) Digital Media & Communication at Department of Digital Media.

We are dedicated to provide students with a diverse foundation of skills and abilities on which to build a successful career through advancement in the workplace by focusing on critical job functions, roles, and responsibilities of employees in the digital media industry. Our aim is to equip students with skills in marketing and communications, digital marketing analytics, marketing and media planning, social media development.

In addition to the knowledge you'll gain, you'll also develop the skills employers are looking for including research, presentation, critical analysis, problem-solving, team building and entrepreneurship. Students will develop an appreciation of technological advancements and digitization in the business world. You'll learn about digital marketing techniques and concepts that will enable you to develop effective digital marketing strategies using digital and social media platforms.

4.   Program Objectives
a)   To demonstrate an attitude of openness so that they seek new and unusual opportunities to learn and create.

b) To train students to express ideas in a coherent, logical and compelling way through digital platforms
c) To develop exceptional textual, visual, and verbal communication abilities in the students
d) To make students explore various other dimensions of Digital Media

5. <u>Market Need / Rationale of the Program</u>

Driven by the expansion of mobile internet access and increasing connection speeds, the growing number of mobile and streaming devices leads to a steady growth in the demand for all types of digital media. It is the Asian countries in particular that are demonstrating how increasing prosperity creates great demand for knowledge, culture, and entertainment. Especially video-on-demand is expected to continue its growth avenue, with Netflix as the current biggest player. According to predictions, in the future, improved technology and new ways of consuming media will align with the growing consumption by users and exhibit steady growth. With the emergence of the metaverse, for instance, the Digital Media market will face a completely new dimension that will be accessible for consumers and enable new possibilities for consumption. The employment in the digital media arena will rise an estimated 6 percent by 2024. Jobs in 3-D video, advanced special effects, video games and mobile technologies are in especially high demand.

The interviews were also conducted with the students, potential employers and experts of Digital Media to analyze the importance of program. All of them were of the view that its high time to initiate the degree in Digital Media Communications. It is worth mentioning here that this is first degree in Pakistan which is completely dedicated to digital media communications.

a) *Potential Students for the program*.

The students who would want to pursue their career in the following fields can pursue this degree:

- Digital media photographer
- Video editor
- Animator
- Social media specialist
- Graphic designer
- Video game designer
- Web analytics specialist
- Web developer
- Media Researcher
- Media Manager
- Publisher
- Technology Director
- Advertising Account Executive, Marketing Specialist
- Interactive Media Consultant
- Information Resource Analyst
- Systems Designer
- Interactive Media Developer

b) *Potential Employers:*

The potential employers would be TV channels, Web Channels, Websites, Multinational Companies, Government organizations, PR firms, Advertising firms, Marketing Firms, Content creators, individual promoters, social media managers/ individuals.

c) *Academic Projections*

Almost 323 universities all over the world are offering courses on Digital Media out of which 121 are American universities.

d) *Faculty* (Faculty credentials, capacity, resources sufficiency etc.)

1 Associate Professor and2 Assistant Professors are teaching on permanent basis in the Department of Digital Media.

e) PhysicalFacilities (Lab and library facilities etc.)

A well-developed Computer, Library, Class Rooms and other facilities are available.

6. Admission Eligibility Criteria

- Years of Studycompleted: **12 Year**
- Study Program/Subject   **A Level/FA/F.Sc/I.Com/D.Com/ Intermediate or equivalent**
- Percentage/CGPA   **2nd Division (Minimum)**
- Entry Test (if applicable) with minimum requirement: **100 % Academic**
- Any other (if applicable)

7. Duration of the Program

Semesters: **8 Semesters**
Years: **4-Years**
Credit hours: **136 Credit Hours**

8. Categorization of Courses as per HEC Recommendation and Difference

Semester	Courses	Category(CreditHours)					
		Core Courses	Basic Courses	MajorElectives	MinorElectives	Any Other	Semester Load
I	6	2	4				**15**
II	6	3	3				**16**
III	6	3	3				**15**
IV	7	1		5	1		**18**
V	7	1		4	2		**18**
VI	8	1		5	1		**18**
VII	7	1		5	5		**18**
VIII	6	1		5			**18**
PU							
HEC Guidelines							
Difference (HEC &) PU							

*Core: Compulsory,   Basic: Foundation, Major Electives: Professional   Minor Electives: Specialization

Note: The course/column heads are customizable according to nature and level of the program.

9.   Scheme of Studies / Semester-wise workload

SEMESTER - I

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-101	English (Basic English/Functional)	Expository Writing (GED)		3
2.	DMC-102	Basics of Ecology	Natural Sciences (GED)		3
3.	DMC-103	Basic Computer Skills	GED		3
4.	DMC-104	Philosophy & Critical Thinking	Arts & Humanities (GED)		3
5.	DMC-105	Media & Psychology	Social Sciences (GED)		3
6.	HQ-001	Quran Reading Translation	PU Compulsory Course		0
Total Credit Hours					**15**

SEMESTER - II

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-111	English Comprehension	Expository Writing (GED)		3
2.	DMC-112	Introduction to Biology	Natural Sciences (GED)		3
3.	DMC-113	Islamic Studies	GED		3
4.	DMC-114	Fundamentals of Economics	Social Sciences (GED)		3
5.	DMC-115	Introduction to Statistics	GED		3
6.	HQ-002	Quran Reading Translation	PU Compulsory Course		1
Total Credit Hours					**16**

SEMESTER - III

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-201	English Writing	Expository Writing (GED)		3
2.	DMC-202	Pakistan Studies	GED		3
3.	DMC-203	Urdu Fundamental Course	Arts & Humanities (GED)		3
4.	DMC-204	Introduction to Digital Media	Optional/Basic		3
5.	DMC-205	Digital Media Content Creation	Optional/Basic		3
6.	HQ-003	Quran Reading Translation	PU Compulsory Course		0
Total Credit Hours					**15**

SEMESTER - IV

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-211	Fundamentals of Communication & Digital Media	Major		2
2.	DMC-212	Digital Marketing & Management	Major		3
3.	DMC-213	Digital Media Content Writing	Minor		3
4.	DMC-214	Graphic Designing & Animation	Major		3
5.	DMC-215	Web Development & SEO	Major		3
6.	DMC-216	Digital Media Literacy & Cybercrime	Minor		3

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
7.	HQ-004	Quran Reading Translation	PU Compulsory Course		1
Total Credit Hours					**18**

SEMESTER - V

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-301	Writing & Reporting in Digital Age	Major		3
2.	DMC-302	Digital Media: Theories, Models and Approaches	Minor		3
3.	DMC-303	Digital Media Research I	Major		3
4.	DMC-304	Digital Storytelling	Major		3
5.	DMC-305	Digital Video & Podcast Production I	Major		3
6.	DMC-306	Mobile Journalism	Minor		3
7.	HQ-005	Quran Reading Translation	PU Compulsory Course		0
Total Credit Hours					**18**

SEMESTER - VI

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-311	Media History	Major		3
2.	DMC-312	Digital Advertising	Major		3
3.	DMC-313	Block Chain, AI & Machine Learning	Minor		3
4.	DMC-314	Digital Video & Podcast Production II	Major		3
5.	DMC-315	Digital Media Research II	Major		3
6.	DMC-316	Digital Content Monetization	Major		2
7.	DMC-317	Internship	Major		0
8.	HQ-006	Quran Reading Translation	PU Compulsory Course		1
Total Credit Hours					**18**

SEMESTER - VII

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-401	Data Journalism	Major		3
2.	DMC-402	Digital Democracy & Governance	Major		3
3.	DMC-403	Culture & Creative Industries	Major		3
4.	DMC-404	Digital Media Laws & Ethics	Major		3
5.	DMC-405	Digital PR Advocacy & Content Marketing	Major		3
6.	DMC-406	Digital Media & Social Development	Minor		3
7.	HQ-007	Quran Reading Translation	PU Compulsory Course		0
Total Credit Hours					**18**

SEMESTER - VIII

#	Code	Course Title	Course Type	Prerequisite	Credit Hrs
1.	DMC-411	E-Commerce	Major		3
2.	DMC-412	Digital Entrepreneurship	Major		3
3.	DMC-413	Audience Studies: Monitoring & Evaluation Framework & Tools	Major		3
4.	DMC-414	Seminar	Major		2
5.	DMC-415	Final Project/Thesis	Major		6
6.	HQ-008	Quran Reading Translation	PU Compulsory Course		1
Total Credit Hours					**18**

1. Type of course may be core (compulsory), basic (foundation), major elective (professional), minor elective (specialization) etc.

Research Thesis / Project /Internship

Details (credit hours, semesters etc.)

Research Thesis/Project: **06 Cr. Hrs/8th Semester**
Internship: **00 Cr. Hrs/6th Semester**
Credit Hours: **136**
Semesters: **08**

10. <u>Award of Degree</u>

Degree awarding criteria stating:

CGPA percentagerequired to Qualify: **2 CGPA**
Thesis /Project/Internship: **50%**
Any other requirement, e.g. Comprehensive examination (if applicable)

11. NOC from Professional Councils (if applicable)

Provide the status of NOC from the concerned Professional Council(s), if applicable, depending on nature of the program being propose   **Not Applicable**

12. Faculty Strength

Degree	Area/Specialization	Total
PhD	1. Digital Media Political Communication	01
MS/MPhil	1. Electronic Media (Digital Media) 2. Online Journalism	02
Total		**03**

13. **Present Student Teacher Ratio in the Department:** <u>Newly Established</u>

14. **Course Outlines separately for each course**.

The course outline given in the following pages:

Detailed Outline of Courses

SEMESTER - I

Title: English (Basic English/Functional)
Code: DMC-101
Semester: 1st
Rating: 3 Credit Hours

DMC-101: English (Basic English/Functional)   3 Cr. Hrs

Course Description:
This course has been included to enhance student's understanding of English language so that they may be able to read, write and speak English with ease. The course aims to improve the English Language skills of the students and make them good and effective communicator.

Learning Outcomes:
The students will be able to
- Enhance English language skills
- Develop critical thinking skills
- Enable to identify main/topic sentences
- Use effective strategies while reading texts
- Acquaint with cohesive devices and their function in the text

Course Contents:
1. Basics of Grammar
    1.1 Parts of speech and use of articles
    1.2 Sentence structure, active and passive voice
    1.3 Practice in unified sentence, analysis of phrase, clause and sentence structure
    1.4 Transitive and intransitive verbs
2. Reading Skills
    2.1 Identify Main Idea / Topic sentences
    2.2 Skimming, Scanning, and Inference / Find Specific and General Information Quickly
    2.3 Distinguish Between Relevant and Irrelevant Information According to Purpose for Reading
    2.4 Recognize and Interpret Cohesive Devices
    2.5 Distinguish Between Fact and Opinion
    2.6 Guess the Meanings of Unfamiliar Words Using Context Clues
    2.7 Use the Dictionary for Finding out Meanings and Use of Unfamiliar Words
    2.8 Practice exercises with every above mentioned aspect of reading
3. Writing Skills
    3.1 Paragraph writing with topic sentence
    3.2 Descriptive paragraph writing
    3.3 Narrative paragraph writing
    3.4 Error Free writing
    3.5 Summary writing
4. Translation skills
    4.1 Urdu to English
    4.2 English to Urdu
5. Presentation skills
    5.1 Presentation topics to be chosen at the discretion of the teacher
6. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- British Broadcasting Corporation. Mind Your (Book with CDs & Cassettes).
- British Broadcasting Corporation. Choosing Your English (Books with CDs & Cassettes).
- Rosa, A., &Eschholz, P. (2009). Models for Writers. St. Martin's Press.
- Howe, D. H, Kirkpatrick, T. A., & Kirkpatrick, D. L. (2004). Oxford English for undergraduates. Karachi: Oxford University Press.
- Eastwood, J. (2004). English Practice Grammar (New edition with tests and answers). Karachi: Oxford University Press.
- Murphy, R. (2003). Grammar in use. Cambridge: Cambridge University Press
- Thomson A. J. and Martinet. A.V. (1997) English Grammar. Oxford University Press. 3rd edition, ISBN 0194313492.
- Boutin, M. C., Brin, S. and Grellet, F. (1993). Writing Intermediate, Oxford Supplementary Skills. Fourth Impression, ISBN 0194354057
- Michael Swan. Practical English Usage, Oxford Press, Karachi Writing Effective Paragraphs. Collins.

Title: Basics of Ecology
Code: DMC-102
Semester: 1st
Rating: 3 Credit Hours

DMC-102: Basics of Ecology   3 Cr. Hrs

Course Description:
Ecology is the study of the interactions of living organisms with their environment. One core goal of ecology is to understand the distribution and abundance of living things in the physical environment. After studying this course the students will be able to understand Media Ecology in a better manner at later stage which involves media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs.

Learning Outcomes:
The student will be able to
- Discuss ecological applications and understand how ecology is the study of relationships between organisms and their environment.
- Examine the diversity of life and explain the biological processes that link them together.
- Explore ecological principals that link individuals at populations, community, landscape, and ecosystem levels.
- Investigate the effects humans are having on disrupting natural ecosystem function.

Course Contents:
1. Introduction: Concepts of Ecology & Ecosystems
2. The Nature of Ecology
3. Climate Change
4. Concepts of Environment
5. The Aquatic Environment/ Ecosystem
6. The Terrestrial Environments
7. Plant Adaptations to the Environment
8. Animal Adaptations to the Environment
9. Properties of Populations: Growth, Life History and Population Regulation
10. Global warming, Air and Water Pollution
11. Land degradation and Deforestation
12. Mechanisms for sustainable development of quality of life
13. Community Ecology: Structure and Factors Influencing Communities
14. Community Dynamics
15. Species Interactions: Competition, Predation, Parasitism and Mutualism
16. Assignments:
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.

2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

<u>Suggested Readings:</u>

- Begon, M.(2020). Paperback. From Individuals to Ecosystems
- Smith M. S., Smith, R. L., and Waters, I. (2014). Elements of Ecology. 1st Canadian Edition. Pearson. Upper Saddle River, New Jersey.
- Real, L. A. & Brown, J. H. (1991). Foundations of Ecology: Classic Papers with Commentaries

Title: Basic Computer Skills
Code: DMC-103
Semester: 1st
Rating: 3 Credit Hours

DMC-103: Basic Computer Skills   3 Cr. Hrs

Course Description:
This course is designed to equip the students with basic computer skills so they can operate computer programs efficiently and can learn to communicate in a professional manner.

Learning Outcomes:
The student will be able to
- Understand the fundamentals of computers and information technologies
- Enable to use computers and information communication technologies in development communication.
- Enable to use various software while developing contents for development communication campaigns
- Enable to use internet skillfully

Course Contents:
1. Basics of Computers and Information Technologies
    1.1   Introduction to Computer (Hardware/Software)
    1.2   Internet basics (Internet Connectivity, IP Settings, Installation of Programs, Window Installation, Internet Securities, File formats (for Audio & Video)
    1.3   Understand basic computer hardware components and terminologies
    1.4   Understand the concepts and basic functions of a common computer operating systems
2. Software Skills
    2.1   Basics of Word processors (example: MS Word, Google Doc, Writer)
    2.2   Basics of Presentation (example: PowerPoint, Impress)
    2.3   Basics of Spreadsheet (example: Excel, Calc)
    2.4   PDF reader (example: Acrobat Reader, Preview)
    2.5   Basics of Compression software (example: WinZip, StuffIt, 7-Zip)
    2.6   In-Page (Urdu Composing and Page Making)
    2.7   Adobe Page Maker (Creating layouts for Newspaper and Magazines)
    2.8   Adobe Photoshop (Basic still image/Picture editing)
    2.9   Coral Draw (Page and image making and designing)
    2.10 Adobe Audition (Basic Audio Editing for Radio)
    2.11 Adobe Premier (Basic Video Editing for Television/Documentary/Short Film etc.)
    2.12 Macromedia Flash (Basic creation of Flash Images, Flash Picture Gallery and Flash Video for web and other formats)
3. Electronic Communication Skills
    3.1   Email, using a common email program (example: MS Outlook, Gmail, Apple Mail)
    3.2   Compose, Send, Reply, Forward messages
    3.3   Add attachments to a message
    3.4   Retrieve attachments from an email message
    3.5   Copy, paste and print message content
    3.6   Organize email folders
4. Internet Skills
    4.1   Set up an Internet connection and connect to the Internet
    4.2   Have a working knowledge of the World Wide Web and its functions, including basic site navigation, searching, and installing and upgrading a Web browser
    4.3   Use a browser effectively, including bookmarks, history, toolbar, forward and back buttons
    4.4   Use search engines and directories to find information on the Web

4.5   Download files and images from a Web page
4.6   Understand and effectively navigate the hyperlink structure of the Web
4.7   Understand how to keep information safe while using the Internet
5. Moving Files
    5.1   Transfer files by uploading or downloading
    5.2   View and change folder/document security settings
    5.3   Copy files from hard disk to storage devices and vice versa
6. Assignments
Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Perkins, M. Beginner's Guide to Adobe Photoshop
- Bruce J. McLaren. Understanding and Using the Internet, West Publishing Company, 610 Opperman Drive, P. 0. Box 64526, St. Paul, MN 55164.
- Rutkosky, N. H. Microsoft Office Professional, Paradigm Publishing Company, 875 Montreal Way,St Paul, MN 55102.
- Shepherd, R. D. Introduction to Computers and Technology, Paradigm Publishing Inc., 875 Montreal Way, St. Paul, MN 55102.
- Waggoner, S. C. Discovering Computers 98, International Thomson Publishing Company, One Main Street, Cambridge, MA 02142.
- Klemin, V. W. and Harsha, K. Microcomputers, A Practical Approach to Software Applications, McGraw-Hill Book Company, New York, NY 10016.
- McClelland, D. and Fott, G. Photoshop Elements 3 for Dummies
- Kabili, J. Adobe Photoshop Elements 2 Complete Course
- Rose, C. Sam's Teach Yourself: Adobe Photoshop CS 2 in 24 Hours, First Edition.
- Rose, C. Sam's Teach Yourself: Adobe (R) Photoshop (R) in 24 Hours.
- Bain, S. CorelDraw (R) 11: the Official Guide by Steve Bain
- Yeung, R. Macro media Flash MX 2004 Hands-On Training
- Kerman, P. Sam's Teach Yourself: Macromedia Flash MX 2004 in 24 Hours.
- Adobe Page Maker 7.0 Classroom in a Book. Adobe Creative Team.
- Adobe PageMaker7.Againstthe Clock.

- Woolf, G. Publication Production using Page maker: A guide to using Adobe Page Maker 7 for the production of newspapers, newsletters, magazines and other formatted.
- Baker, D. L. Adobe Premiere 6.5 Complete Course
- Callahan, C. A Journalist's Guide to the Internet: The Net as a Reporting Tool. 2nd Edition
- Bass, F. The Associated Press Guide to Internet Research and Reporting
- Caden, R. head, Mark E. Walker. How to Use the Internet.

Title: Philosophy & Critical Thinking
Code: DMC-104
Semester: 1st
Rating: 3 Credit Hours

DMC-104: Philosophy & Critical Thinking   3 Cr. Hrs

Course Description:
Critical Thinking is a disciplined metacognitive skill which helps in the proper analysis, assessment and improvement in thinking rationally and clearly. It calls for unique applicability in media studies. Critical thinking leads to carefully, rationally and clearly justified true beliefs, decisions and actions. It will allow students to logically connect ideas, construct sound arguments, be aware of fallacious reasoning, and how to avoid making premature judgments.

Learning Outcomes:
The student will be able to
- Understand and explain the importance of critical thinking
- Identify the core skills associated with critical thinking
- Demonstrate the difference between deductive and inductive reasoning
- Construct a logically sound and well-reasoned argument
- Avoid the various fallacies that can arise through the misuse of logic
- Apply chapter concepts in final questions and activities

Course Contents:
1. Introduction and Meaning Analysis
    1.1   Critical Thinking
    1.2   Critical Thinking Skills
    1.3   Importance of Critical Thinking
    1.4   Elements of Meaning Analysis
    1.5   Thinking Critically about Ordinary Language
2. What Are Arguments?
    2.1   Argument Analysis
    2.2   Nature of Arguments
    2.3   How to Tell an Argument from a Non-Argument
    2.4   Good Argument
    2.5   Visualizing How Arguments Work
    2.6   Analogical Arguments
    2.7   Valid Argument Patterns
    2.8   Review of Argument Analysis
3. Basic Sentential Logic
    3.1   What logic is and what not
    3.2   Logical Statements, Connectives & Relations
4. Fallacies
    4.1   Introduction to Fallacies
    4.2   Types of Fallacies
    4.3   Formal Fallacies
        4.3.1   Bad Reasons Fallacy
        4.3.2   Masked Man Fallacy
        4.3.3   Fallacy of Quantitative Logic
    4.4   Informal Fallacies
        4.4.1   Accident Fallacy
        4.4.2   Ad Hominem
        4.4.3   Fallacy of Ambiguity
        4.4.4   Fallacies of Appeal
        4.4.5   Begging the Question
        4.4.6   Black and White Fallacy

   4.4.7 Fallacy of Composition
   4.4.8 Fallacy of Division
   4.4.9 Non causa, pro causa Fallacy
   4.4.10 Red Herring Fallacy
   4.4.11 Slippery Slope Fallacy
   4.4.12 Weak Analogy Fallacy
5. Scientific Reasoning
  5.1 The Basic Principles of Scientific Reasoning
  5.2 The Question of Causality
  5.3 Five Ways to Identify a Cause
  5.4 Causality is More Than Just Cause and Effect
  5.5 The Difference Between Causation and Correlation
  5.6 Ways of Representing Cause and Effect
6. Strategic Reasoning and Creativity
7. Strategic Reasoning
  7.1 Classifying ProblemsPage
  7.2 Solving ProblemsPage
  7.3 Complex SystemsPage
  7.4 Charts and DiagramsPage
  7.5 Making Good DecisionsPage
8. Creative Thinking
  8.1 Three Basic Principles of Creative ThinkingPage
  8.2 The Creativity CyclePage
  8.3 Creative Heuristics and Group Creativity Page
9. Assignments
  Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Media & Psychology
Code: DMC-105
Semester: 1st
Rating: 3 Credit Hours

DMC-105: Media & Psychology   3 Cr. Hrs

Course Description:
This course is important as it would help the student to understand the effect of various types of information delivered via some technological medium on society & people. It discusses how audiences use and make sense of media content, and how are affected by it, behaviorally, cognitively and emotionally.

Learning Outcomes:
The student will be able to
- Understand the concepts and theories of media psychology.
- Understand functioning of media audiences
- Explore many forms of media effects
- Comprehend the psychological processes underlying media effects.
- Understand the psychological processes underlying media effects.

Course Contents:
1. Defining Media Psychology
2. History & Schools of Thought
3. Social Identity and Self-Representation
4. Group Behaviors, Social Influence, Social Capital
5. Mobile, Wearable and Interactive
6. Changing Hearts & Minds with Messages
7. Making Meaning with Stories
8. Positive Psychology Applied to Media
9. Assignments
   Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Quran Reading Translation
Code: HQ - 001
Semester: 1st
Rating: 0 Credit Hours

HQ - 001: Quran Reading Translation   0 Cr. Hrs

Course Contents:
1. Surah Al-Fateha - Surah Aal-e-Imran (سورة الفاتحه تا سورة آلِ عمران)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - II

Title: English Writing & Presentation Skills
Code: DMC-111
Semester: 2nd
Rating: 3 Credit Hours

DMC-111: English Writing & Presentation Skills   3 Cr. Hrs

Course Description:
This course will help students to improve their writing & presentation skills so that they can interact with the audience effectively; transmit the messages clearly, engage the audience and interpret and understand the mindsets of the listeners.

Learning Outcomes:
The student will be able to
- Enhance Academic writing skills and develop critical thinking
- Enhance presentation skills Descriptive, narrative, discursive, argumentative.

Course Contents:
1. Essay writing
    1.1 Descriptive, narrative, discursive, argumentative
    1.2 How to write a news report.
    1.3 How to write a newspaper article (emphasis on style, content, language, form, clarity, consistency)
2. Technical Report writing & Progress report writing Presentation Skills
    2.1 Personality development (emphasis on content, style and pronunciation), techniques for presenting written material through multi-media
    Note: Extensive reading is required for vocabulary building
3. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

<u>Suggested Readings:</u>

- Technical Writing and Presentation Skills
- Essay Writing and Academic Writing
- Langan, J. and McGraw. (2004) College Writing Skills by Hill Higher Education.
- White, R. (1992) Writing. Advanced by. Oxford Supplementary Skills. Third Impression. ISBN 0 19 435407 3 (particularly suitable for discursive, descriptive, argumentative and report writing).
- Laurie G. Kirszner and Stephen R. Mandell. Patterns of College Writing (4th edition) by. St. Martin's Press.

Reading for Presentation Skills

- The Mercury Reader. A Custom Publication. Compiled by norther Illinois University. General Editors: Janice Neulib; Kathleen Shine Cain; Stephen Ruffus and Maurice Scharton. (A reader which will give students exposure to the best of twentieth century literature, without taxing the taste of engineering students)

Title: Introduction to Biology
Code: DMC-112
Semester: 2nd
Rating: 3 Credit Hours

DMC-112: Introduction to Biology   3 Cr. Hrs

Course Description:
This course will provide an introduction into the study of general biology, starting from basic scientific concepts and processing to chemistry, physics and the natural laws that govern life and all living things. The course continues with studies of living creatures, from the tiny and simple through to the complexities of plants and animals, ending with a basic understanding of ecology and the study of population dynamism

Learning Outcomes:
The student will be able to
- Experience using logic and sound deduction/induction for the critical evaluation of information;
- Understand basic biological process common to life;
- Know the classification and taxonomy – comparing fundamental differences in the forms and how they may differ;
- Get and introduction to genetics, heredity and evolution – thus explaining how present-day organisms may have arisen;

Course Contents:
1. The scientific method. Hypothesis and theory
2. What is biology?
    2.1   The nature of living mater
    2.2   Molecules: simple and complex
    2.3   Bonding
3. Life
    3.1   Living matter
    3.2   Levels of organization
    3.3   Biochemistry
    3.4   The cell: animal and plant
    3.5   Cell communication
    3.6   Membranes and their importance
4. Energy
    4.1   Types of energy
    4.2   Thermodynamics
    4.3   Redox reactions
    4.4   ADP/ATP
    4.5   Enzymes
    4.6   Internal respiration
    4.7   Photosynthesis
5. Genetics
    5.1   DNA and its replication
    5.2   Chromosomes
    5.3   Mitosis and Meiosis
    5.4   Egg and sperm formation
    5.5   Mendel and his pea
    5.6   Multiple alleles
    5.7   Genes and environment
6. Evolution
    6.1   Darwin and his theories
    6.2   Natural selection

     6.3   Evidence for evolution
     6.4   Speciation
7.   The Diversity of Life
     7.1   Viruses
     7.2   Bacteria
     7.3   Archaea
     7.4   Eukaryotes
     7.5   Protista
     7.6   Fungi
8.   Plants
     8.1   Plant structure
     8.2   Plant physiology
     8.3   Plant cell types
     8.4   Primary and secondary growth
     8.5   Plant reproduction
9.   Animal Anatomy & Physiology
     9.1   Tissue types
     9.2   Organ systems
     9.3   CNS & PNS
     9.4   The brain
     9.5   Endocrine system
     9.6   Immune system
     9.7   Blood, respiration, digestion
     9.8   Renal system
     9.9   Human reproduction
10. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Islamic Studies
Code: DMC-113
Semester: 2nd
Rating: 3 Credit Hours

DMC-113: Islamic Studies   3 Cr. Hrs

Course Description:
This is a compulsory course for undergraduate students, it would provide basic knowledge of Islamic teachings and would enhance the understanding of Islamic civilization.

Learning Outcomes:
The student will be able to
- Learn basic information about basic concepts of Islam and Quran.
- Understand the sources and contents of Islam and the life of Holy Prophet (PBUH).
- Enhance understanding of the students regarding Islamic civilization, culture, economic system, political system, social system and its relationship with modern science.
- Enhance the skill of the students for understanding of issues related to faith and religious life.

Course Contents:
1. Introduction to Quranic Studies
    1.1   History of Quran
    1.2   Basic Concepts of Quran
    1.3   Basic Teachings of Quran
2. Recitation and Translation of Selected Text of Holy Quran
    2.1   Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
    2.2   Verses of Surah Al-Hujrat Related to Adab Al-Nabi (Verse No-1-18)
    2.3   Verses of Surah Al-Ihzab Related to Adabal-Nabi (Verse No. 6, 21, 40, 56, 57, 58)
    2.4   Verses of Surah Al-Mumanoon Related to Characteristics of the faithful (Verse No-1-11)
    2.5   Verses of Surah al-Furqan Related to Social Ethics (Verse No. 63-77)
    2.6   Verses of Surah Al-Inam Related to Ihkam (Verse No-152-154)
    2.7   Verses of Surah Al-Saf Related to Tafakar, Tadabar (Verse No- 1,14)
3. Seerat of Prophet Muhammad (SAWW)
    3.1   Life of Muhammad Bin Abdullah (PBUH) (Before Prophet Hood)
    3.2   Life of Holy Prophet (PBUH) in Makkah
    3.3   Life of Holy Prophet (PBUH) in Madina
    3.4   Important Lessons derived from the life of Holy Prophet (PBUH)
    3.5   Basic Concepts of Sunnah & Hadith
4. Islamic Culture & Civilization
    4.1   Basic Concepts of Islamic Culture & Civilization
    4.2   Historical Development of Islamic Culture & Civilization
    4.3   Characteristics of Islamic Culture & Civilization
    4.4   Islamic Culture & Civilization and Contemporary Issues
5. Economic System of Islam
    5.1   Basic Concepts of Islamic Economic System
    5.2   Means of Distribution of wealth in Islamic Economics
    5.3   Islamic Concept of Riba
    5.4   Islamic Ways of Trade & Commerce
6. Political System of Islam
    6.1   Basic Concepts of Islamic Political System
    6.2   Islamic Concept of Sovereignty
    6.3   Basic Institutions of Govt. in Islam
7. Social System of Islam
    7.1   Basic Concepts of Social System of Islam
    7.2   Elements of Family
    7.3   Ethical Values of Islam

    7.4   Concept of Fundamental Rights in Islam
8.   Islam & Science
    8.1   Basic Concepts of Islam & Science
    8.2   Quran & Science
    8.3   Contributions of Muslims in the Development of Science
9.   Assignments:
Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Wahid, M. A. (2002). Principles of Islam. Karachi: ZamZam Publishers.
- Shahid, S. (2001). Islamic Ideology: An Introduction. Lahore: Emporium Publishers.
- Haq, M. Z. (2001). Introduction to Al Sharia Al Islamia, Allama Iqbal Open University, Islamabad
- Hasan, A. (1993). Principles of Islamic Jurisprudence, Islamic Research Institute, International Islamic University, Islamabad.
- Institute. (1993). International Islamic University, Islamabad
- Muhammad, U. H. Introduction to Islam. Islamic Research Institute, International Islamic University, Islamabad.
- Muhammad, U. H Emergence of Islam, Islamic Research Institute, International Islamic University, Islamabad.
- Muhammad, U. H. Muslim Conduct of State, Islamic Research Institute, International Islamic University, Islamabad.
- Hassan, H. H. An Introduction to the Study of Islamic Law, Leaf Publication Islamabad, Pakistan.

Title: Fundamentals of Economics
Code: DMC-114
Semester: 2nd
Rating: 3 Credit Hours

DMC-114: Fundamentals of Economics   3 Cr. Hrs

Course Description:
Students develop a basic understanding of economic principles, which allows for and encourages informed discussion of media-covered issues.

Learning Outcomes:
The student will be able to
- Understand the differences between macroeconomics and microeconomics.
- Apply the concepts of scarcity, choice and opportunity costs for making smart choices.
- understand the relationship between supply, demand, and prices in an economy.
- Apply basic economic concepts to current events in the media.

Course Contents:
1. Basic concepts in economics
2. Demand, supply and markets
3. Accounting profits, economic profits and economic decision-making
4. Macroeconomic concepts: gross domestic product, economic growth and business cycles
5. Macroeconomic challenges: unemployment, inflation and macroeconomic performance
6. Money and exchange rates
7. Market structures: compare and contrast
8. Externalities and the role of public policy
9. Globalization and trade policy
10. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- Cohen, A.J. (2020) Macroeconomics and Microeconomics for Life: Smart Choices for All? PlusMyLab with Pearson eText (2nd ed) Toronto, ON: Pearson Canada Inc.

Title: Introduction to Statistics
Code: DMC-115
Semester: 2nd
Rating: 3 Credit Hours

DMC-115:   Introduction to Statistics   3 Cr. Hrs

Course Description:
The course is designed to give the basic knowledge of statistics to students and would also introduce students to the basics of data science.

Learning Outcomes:
The student will be able to
Recognize valid inferences (or deriving estimates) from a sample of data
- Construct estimates of parameters of interest from sample data, in a variety of different circumstances;
- Recognize the relationship between the size of a sample and the precision of an estimate derived from it.
- Understand the philosophy and scientific principles underlying hypothesis testing
- Appreciate that hypothesis testing is about deciding whether a hypothesis is true or false on the basis of a sample of data
- Recognize the type of evidence which leads to a decision that the hypothesis is false
- Analyze and draw inferences from data contained in contingency tables
- Understand the principles underlying correlation and regression

Course Contents:
1. An Overview of Statistics
   1.1 List quantitative and graphical examples of statistics within a business context
   1.2 Define important statistical terms, including population, sample, and parameter, as they relate to descriptive and inferential statistics
2. Sampling and Sampling Distributions
   2.1 Contrast sampling to census and differentiate among different methods of sampling, which include simple, stratified, systematic, and cluster random sampling; and convenience, judgment, quota, and snowball nonrandom sampling, by assessing the advantages associated with each.
   2.2 Describe the distribution of a sample's mean using the central limit theorem, correcting for a finite population if necessary Describe the distribution of a sample's proportion using the z formula for sample proportions
   2.3 Basic Statistics
   2.4 SPSS
       2.4.1 Basic introduction
       2.4.2 Usage Keys
       2.4.3 Tests (Tests of associations and tests of differences)
       2.4.4 Building Tables & graphs using SPSS
       2.4.5 Writing interpretations of tables and graphs
3. What is Data Science?
   3.1 Fundamentals of Data Science
   3.2 The Many Paths to Data Science
   3.3 Old problems, new problems, Data Science solutions
   3.4 Foundations of Bug Data
   3.5 How Big Data is Driving digital divide
   The teacher will be allowed to modify the course as per the requirements of the students and will also suggest the reading material.
4. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Bajpai, N. (2014). Business Statistics (1st ed.). Dorling Kindersley (India) Pvt. Ltd.
- Sharma, J. k. (2010). Fundamentals of Business Statistics. Pearson.
- Various internet sources
- Buglear, J. (2012). Stats means business: Taylor & Francis.
- Black, K. (2011). Business statistics: for contemporary decision making: John Wiley & Sons.
- Latest SPSS Manual

Title: Quran Reading Translation
Code: HQ - 002
Semester: 2nd
Rating: 1 Credit Hours

HQ - 002: Quran Reading Translation   1 Cr. Hrs

Course Contents:
1. Surah Al-Nisa to Surah Al-Anaam(سورة النساء تا سورة الانعام)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - III

Title: English Writing
Code: DMC-201
Semester: 3rd
Rating: 3 Credit Hours

DMC-201: English Writing   3 Cr. Hrs

Course Description:
Writing is the art of expressing our views, ideas, and thoughts. Effective writing can be a daunting task as it demands much more than mere correct grammar. This course would help students to improve their understanding of writing and comprehension skills.

Learning Outcomes:
The student will be able to
- Enhance language and communication skills and develop critical thinking
- Write more creatively and express in a better manner through writing

Course Contents:
1. Paragraph writing
    1.1 Practice in writing a good, unified and coherent paragraph
2. Essay writing
    2.1 Introduction
3. CV and job application Translation skills
    3.1 Urdu to English
4. Study skills
    4.1 Skimming and scanning, intensive and extensive, and speed reading, summary and précis writing and comprehension
5. Academic skills
    5.1 Letter / memo writing and minutes of the meeting, use of library and internet resources
6. Presentation skills
    6.1 Personality development (emphasis on content, style and pronunciation)
    6.2 The students will be required to give presentations on the topics assigned by the teacher.
7. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.

| 3 | Final Assessment | 40% | It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc. |

Suggested Readings:
- Langan, J. (2004). College Writing Skills by. McGraw-Hill Higher Education.
- White, R. (1992) Writing. Advanced. Oxford Supplementary Skills. Third Impression. ISBN 0 19 435407 3
- Kirszner, L. G. and Mandell, S. R. (n.d.). Patterns of College Writing (4th edition) by. St. Martin's Press.
- Neulib, J., Cain, K. S., Ruffus, S. and Scharton, M. The Mercury Reader. A Custom Publication. Compiled by norther Illinois University. General Editors.

DMC-202: Pakistan Studies   3 Cr. Hrs

Course Description:
This is a compulsory to enhance students' knowledge about history, culture and geography of Pakistan.

Learning Outcomes:
The student will be able to
- Develop vision of historical perspective, government, politics, Pakistan, ideological background of Pakistan.
- Understand the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan.

Course Contents:
1. Historical Perspective
    1.1 Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
    1.2 Factors leading to creation of Pakistan
    1.3 People and Land
    1.4 Indus Civilization
    1.5 Muslim advent
    1.6 Location and Geo-Physical features.
2. Government and Politics in Pakistan
    2.1 Political and constitutional phases:
    2.2 1947-58
    2.3 1958-71
    2.4 1971-77
    2.5 1977-88
    2.6 1988-99
    2.7 1999-2008
    2.8 2008-2013
    2.9 2013-2018
    2.10 2018- onwards
3. Contemporary Pakistan
    3.1 Economic institutions and issues
    3.2 Society and social structure
    3.3 Cultural diversities
    3.4 Foreign policy of Pakistan and challenges
    3.5 Futuristic outlook of Pakistan
4. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- Akbar, S. & Zaidi. (2000) Issue in Pakistan's Economy. Karachi: Oxford University press
- Burki, S. J. (1980) State & Society in Pakistan, The Macmillan Press Ltd.
- Afzal, M. R. (1998). Political Parties in Pakistan, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research
- Mehmood, S. (1994). Pakistan Political Roots & Development. Lahore.
- Burke, S. M. and Ziring, L. (1993). Pakistan's Foreign policy: An Historical analysis. Karachi: Oxford University Press.
- Haq, N. (1993). Making of Pakistan: The Military Perspective. Islamabad: National Commission on Historical and Cultural Research.
- Waseem, M. (1987). Pakistan Under Martial Law, Lahore: Vanguard.
- Ziring, L. (1980). Enigma of Political Development. Kent England: WmDawson& sons Ltd.
- Zahid, A. (1980) History & Culture of Sindh. Karachi: Royal Book Company.
- Mehmood, S. (n.d.) Pakistan KayyunToota, Lahore: Idara-e-Saqafat-e-Islamia, Club Road.
- Amin, T. Ethno -National Movement in Pakistan, Islamabad: Institute of Policy Studies, Islamabad.

Title: Urdu Fundamentals
Code: DMC-203
Semester: 3rd
Rating: 3 Credit Hours

DMC-203: Urdu Fundamental Course   3 Cr. Hrs

1. ترجمہ نگاری:

ترجمہ کیا ہے؟ ترجمہ کی اہمیت، ترجمے کے مسائل

عملی مشق: انگریزی سے اُردو ترجمہ

کسی بھی زبان سے اُردو ترجمہ

2. اصطلاح سازی:

اصطلاح سازی تعریف و مقاصد

اصطلاحات کے تراجم (مسائل اور امکانات)

• نئی اصطلاح سازی کے مسائل

• تکنیکی اصطلاح کے مسائل

• انگریزی اصطلاحات کے اردو متبادل

3. انٹرویو:

انٹرویو کیا ہے؟ مقصد، سوال سازی کا عمل، عملی مشق

4. مکالمہ:

بنیادی مباحث، کردار، پس منظر اور زبان، عملی مشق

5. رُوداد نویسی:

اہمیت، مقاصد اور طریق کار، عملی مشق

6. اُردو رسم خط:

دیگر زبانوں کے رسم خط سے تقابل

اُردو رسم خط کی دُشواریاں، محاسن اور مصائب

عصر حاضر میں اُردو رسم خط کی تخفیظ کے اقدامات

7. اُردو اِملاء:

اُردو اِملاء کی دُشواریاں

عصر حاضرمیں اُردو اِملاء کی بدلتی صورتیں

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Introduction to Digital Media
Code: DMC-204
Semester: 3rd
Rating: 3 Credit Hours

DMC-204: Introduction to Digital Media   3 Cr. Hrs

Course Description:
This is an optional course which will help the students to understand the basic concepts of digital media.

Learning Outcomes:
The student will be able to
- Develop an understanding of basics of digital media.
- Define digital media and understand key terms in the digital media field
- Understand the evolution of media and the transition to digital media

Course Contents:
1. Communication and hegemony
2. Media systems in the world
3. Culture, media and communication
4. Development communication
5. International communication
6. Media Convergence
7. Foundations of Digital Media
8. Evolution of digital media and the transition
9. Types of Digital Media
10. Digital media and key terms used in the digital media field
11. Understanding Digital Media
12. The Digital Environment
13. Importance of the digital revolution
14. Infrastructures and Platforms
15. Understanding the Audience of Digital Media
16. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the

			course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Digital Media Content Creation
Code: DMC-205
Semester: 3rd
Rating: 3 Credit Hours

DMC-205: Digital Media Content Creation   3 Cr. Hrs

Course Description:
This an optional course, the student will learn how to create an effective social media content and strategy that will generate sales and leads. The students will also learn how social media contribute to the overall internet marketing strategy and how to turn followers into buyers.

Learning Outcomes:
The student will be able to
1. Comprehend basic Social Media Terminologies
2. Learn how to create a Social Media Strategy

Course Contents:
1. An Introduction to Content Creation
2. Identifying Social Media Platforms
3. Defining the Content Mix
4. Organizing and Planning Content
5. Tracking Posts
6. Moderating
7. Collecting Feedback
8. Assignments
   Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Quran Reading Translation
Code: HQ - 003
Semester: 3rd
Rating: 0 Credit Hour

HQ - 003: Quran Reading Translation   0 Cr. Hrs

Course Contents:
1. Surah Al-Aaraaf to Surah Younas (سورة الاعراف تا سورة يونس)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - IV

Title: Fundamentals of Communication & Digital Media
Code: DMC-211
Semester: 4th
Rating: 3 Credit Hours

DMC-211: Fundamentals of Communication & Digital Media   3 Cr. Hrs

Course Description:
Digital media is form of human communication in this century, it is now part of everyday life through the use of cell phones and the internet. Fundamentals of Communication & Digital media is a foundation course to give students basic knowledge about the exciting world of communication and digital media. This course introduces fundamental concepts and essential aspects of communication studies.

Learning Outcomes:
The student will be able to
- Develop an understanding of fundamentals of communication and digital media.
- Become familiar with communication models and traditions.
- Define digital media and understand key terms in the digital media field
- Understand the evolution of media and the transition to digital media
- Explain the importance of the digital revolution

Course Contents:
1. Definitions, types and significance of communication
2. Process of communication
3. Barriers in communication
4. Essentials of effective communication
5. Nonverbal communication
6. Language and communication
7. Communication models
8. Communication code scheme
9. Traditions in communication
    9.1   Cybernetic
    9.2   Socio-psychological
    9.3   Socio-cultural
    9.4   Critical
    9.5   Rhetorical
    9.6   Phenomenological
    9.7   Semiotic
10. Communication and hegemony
11. Media systems in the world
12. Culture, media and communication
13. Development communication
14. International communication
15. Media Convergence
16. The Digital Environment
17. Evolution of digital media and the transition
18. Types of Digital Media
19. Digital media and key terms used in the digital media field
20. Importance of the digital revolution
21. Infrastructures and Platforms
22. Challenges associated with creating and distributing digital content
23. Major Digital Media Companies

24. Identify and analyze digital media career opportunities
25. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Jin, D. Y. (2021). The Routledge Handbook of Digital Media and Globalization. Routledge.
- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice. Routledge.
- Fiske, J. (2013). Introduction to Communication Studies. NY: Taylor & Francis.
- Fuchs, C. (2013). Social Media: A Critical Introduction. London: Sage
- Pavlik, J. V. (2008). Media in the Digital Age. Columbia University Press, New York.
- Rodman, G. (2012). Mass Media in a Changing World: History, Industry, Controversy. McGraw-Hill.
- Bolter, J. D. (2019). The Digital Plenitude: The Decline of Elite Culture and the Rise of Digital Media. The MIT Press, Cambridge.
- Katherine, H. (2012). How we think: digital media and contemporary technogenesis. The University of Chicago Press.
- Friedrichsen, M., Kamalipour, Y. (2016). Digital Transformation in Journalism and News Media: Media Management, Media Convergence and Globalization. Springer.
- Dewdney, A., Ride, P. (2014). The Digital Media Handbook. Routledge.
- Adam, A., Alessandro, D. (2019). Introduction to digital media. Wiley Blackwell.
- Packard, A. (2012). Digital Media Law. Wiley-Blackwell.
- Emoticons, Kaomoji , and Emoji The Transformation of Communication in the Digital Age Edited by Elena Giannoulis and Lukas R.A. Wilde
- Introduction to Digital Media Alessandro Delfanti and Adam Arvidsson
- Menon, P. K. (2005). Effective Media and Mass Communication. Aavishkar Publishers, Distributors, India.

Title: Digital Marketing & Management
Code: DMC-212
Semester: 4th
Rating: 3 Credit Hours

DMC-212: Digital Marketing & Management   3 Cr. Hrs

Course Description:
This is an advanced level course on social media marketing. The course will focus on the skill development of students in the growing field of content and social media marketing. The training in the complete process of social media marketing will be imparted to the students.

Learning Outcomes:
The student will be able to
- Develop the advanced level theoretical and practical concepts involved in marketing process on social media platforms.
- Learn the techniques of Search Engine Optimization .
- Develop abilities to critically access the creative and strategic process of social media marketing and suggest alternatives.

Course Contents:
1. Introduction to digital marketing and digital strategy?
2. Difference between Traditional & Digital Marketing
3. Understanding Digital Marketing Process
4. Increasing Visibility of Brand
5. Bringing Inbound & Outbound Traffic
6. Converting Traffic into Leads
7. Retention
8. Introduction to Social Media
9. Social Media Platforms
10. Social Media and World Wide Web
11. Social Media Listening
12. Social Media Content Strategy
13. Paid, owned and earned social media
14. Defining Content Pillars
15. Content Formats
16. Social Media Content Planning
17. Reactive and Planned Social Media Content
18. Content Management & Marketing
19. Search Engine Optimization
    19.1 How search engine works
    19.2 Technical SEO, On page & Off page SEO
    19.3 White VS Black VS Grey SEO
20. Introduction to Keywords
    20.1 Keyword Research
21. Google Ads ,
22. Organic & Paid Search,
23. Pay-per-Click Advertising
24. Search Engine Marketing (SEM)
25. Social Media Advertising creative techniques
26. Affiliate marketing
27. Mobile Marketing
28. Email Marketing
29. Lead Generation/Conversion
30. Google Analytics
31. Website Analytics,

32. Social media marketing connections with ethical / cultural Values; social media and objectification, digital display marketing, digital deception.
33. Digital marketing landscape in Pakistan and Globally
34. Assignments
   Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Belch, M. & Belch G. (2018). Advertising and Promotion: An Integrated Marketing Communication Perspective: NY: McGraw Hill
- Wilcox, L. D., Cameron T. G. &Reber, H. B. (2018). Public Relations: Strategies and Tactics. London: Pearson
- Brown, W. (2010). Public Relations and The Social Web: How to Use Social Media and web 2.0 in Communications. New Delhi: Kogan Page.

Title: Digital Media Content Writing
Code: DMC-213
Semester: 4th
Rating: 3 Credit Hours

DMC-213:   Digital Media Content Writing   3 Cr. Hrs

Course Description:
This course is designed to develop the script writing skills in students. The focus is on scripts for short fictional videos for digital media platforms. Students will develop skills in thinking new ideas, developing stories and writing screen play and dialogues.

Learning Outcomes:
The student will be able to
- Learn the skills of writing scripts for short videos for digital platforms.
- Learn writing screen plays (original and adapted)
- Develop an ability to tell visual story with dialogues.

Course Outlines:
1. Writing stories for screen
2. From where to get ideas
3. The craft vs. art and collaboration.
4. Developing the story
5. Plots
6. Conflict, climax and anti-climax
7. Some visual techniques
8. Visuals versus dialogue
9. Articles and blog posts - Understanding your medium
10. Structure
11. Syntax
12. Edit and edit
13. Power of Image
14. Optimizing for SEO
15. Title Tags
16. Meta Descriptions
17. Writing for radio programmes and podcasts - I
18. Types of radio shows –
    18.1 Talk shows
    18.2 Music shows
    18.3 Entertainment
    18.4 Wake-up shows
    18.5 Late night
    18.6 Specialty shows
19. Topic Research
20. Content Alignment
21. Natural flow
22. Writing for social videos - Introduction
23. The 3-second rule
24. The perfect title/headline
25. Hook shot
26. Body/Message
27. Ending
28. Call to Action
29. Social video categories
    29.1 Entertainment
    29.2 News

29.3 Lifestyle
30. Scripting from exclusive interviews
31. Assignments
   Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Graphic Designing & Animation
Code: DMC-214
Semester: 4th
Rating: 3 Credit Hours

DMC-214: Graphic Designing & Animation   3 Cr. Hrs

Course Description:
This course will introduce the students to the world of graphic designing using Photoshop. The theory and philosophy of good designs will also be taught to the students. It will develop the understanding of students to the design elements in the light of visual communication perspective.

Learning Outcomes:
The student will be able to
- Enhance the skills to critically evaluate the deigns in a variety of visual presentations.
- Develop the skills of students in adobe Photoshop.
- Designing content for social media platforms

Course Contents:
1. Principles of design and visual literacy
2. Elements and Principles of Design
3. Design Process & Professional Practice
4. Drawing and Illustration Techniques
5. Adobe Creative Suite
6. Branding & Identity Critique
7. Portfolio Prep & Presentation
8. Illustration and its various styles
9. Logos and its types
10. (Adobe Photoshop)
    10.1   Introduction to welcome screen (Creating a new file)
    10.2   Introduction to the interface and panels
    10.3   Move tool and its usage and implication
    10.4   Canvas and navigation
    10.5   Understanding layers and layers panel
    10.6   Layer styles
    10.7   Pen tool
    10.8   Magic wand tool and its implication
    10.9   Shapes tool
    10.10   Colors panel
    10.11   Color theory, palettes and swatches
    10.12   Type tool
    10.13   Typography and its importance and implication
11. Designs for print and advertising media
12. Designs for social media platforms
13. Career Exploration
14. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Evans, P., Sherin, A. & Lee, I. (2013). The Graphic Design Reference & Specification Book. Beverley Hills: Rockpot Publishers.
- Faulkner, A. & Chavez, C. (2018). Adobe Photoshop CC Classroom in a Book. London: Pearson Education.

Title: Web Development & SEO
Code: DMC-215
Semester: 4th
Rating: 3 Credit Hours

DMC-215:   Web Development & SEO   3 Cr. Hrs

Course Description:
This course introduces basic web page development techniques. Topics include HTML, scripting languages, and commercial software packages used in the development of Web pages will be taught.

Learning Outcomes:
The student will be able to
- Develop the understanding of students in web hosting and its structure.
- Learn HTML and JavaScript
- Develop the skills in web development with the help of WordPress

Course Outlines:
1. Planning & Conceptualizing website
2. Types of Websites
3. Understanding Domain extensions and web hosting
4. Buying Domain & Hosting
5. Understanding different types of Technologies
6. Setting up domain & hosting
7. Installing Wordpress
8. Overview of WordPress dashboard
9. Introduction to Page Builders
10. Basic Themes & Plugins
11. CSS Properties, Colors and Fonts
12. Advanced Styling with Responsive Design
13. Front-End Web UI Frameworks like Bootstrap 4
14. Programming using JavaScript
15. Creating HTML Forms
16. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the

| | | | course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc. |

Suggested Readings:
- Heeks, R. (2017). Information and Communication Technology for Development (ICT4D). London: Taylor & Francis.
- Oosterlaken, I. (2015). Technology and Human Development. London: Routledge.
- García,A.O.&Kotturi,) ₋P2021). Information and Communication Technologies for Development. London: Taylor & Francis

Title: Digital Media Literacy & Cybercrime
Code: DMC-216
Semester: 4th
Rating: 3 Credit Hours

DMC-216:   Digital Media Literacy & Cybercrime   3 Cr. Hrs

Course Description:
Digital literacy has become as essential as other forms of literacy. This course is designed to introduce the critical concepts of digital media literacy and cybercrime to the students. The course will help students to become a literate user of digital media along with making them capable of disseminating these ideas to the wider social segments. This course will also help them to understand that how lack of media literacy can lead to cybercrimes.

Learning Outcomes:
The student will be able to
- Develop critical understanding of digital literacy & cybercrime concepts.
- Develop the understanding of digital literacy and cybercrime to use it for wider social segments.
- Critically analyse fake news, race, ethnic and gender sensitive issues on digital media.

Course Contents:
1. Defining and understanding the concept of digital media literacy
2. Digital Web
3. Principles of Digital Media Literacy
4. Digital equality and divide
5. Digital Stress & Well being
6. Digital Resilience
7. Digital Footprint
8. Fake news
9. How to spot false information
10. Issues of race and ethnicity in digital media
11. Surveillance and its understanding
12. New user role in new media
13. Media hegemony and imperialism
14. Citizen journalism and digital platforms
15. Globalization dynamics in digital age
16. Tools and techniques of cybercrime
17. Cybercrime victimisation
18. Costs and harms of cybercrime
19. Criminal marketplaces
20. Cybercrime offenders and offender pathways
21. Cybercrime prevention (situational and social approaches)
22. Regulation and policy
23. Cybercrime and the criminal justice system
24. Online harassment, bullying, threats, defamation
25. Reporting inappropriate content
26. Online fraud, money theft, refund policies
27. Make social media accounts secure, reinstate accounts
28. Tackling online hacking and accounts ban
29. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments

3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- H. Renee (2020). Mind Over Media: Propaganda Education for a Digital Age. NY: W. Norton.
- Cannon, M. (2018). Digital Media in Education: Teaching, Learning and Literacy. London: Palgrave McMillan
- Hobbs, R. & Moore, C. D. (2013). Discovering Media Literacy: NY: Crown Publishing

Title: Quran Reading Translation
Code: HQ - 004
Semester: 4th
Rating: 1 Credit Hour

HQ - 004: Quran Reading Translation   1 Cr. Hrs

Course Contents:
1. Surah Hood to Surah Al-Kahaf(سورة هود تا سورة الكهف)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - V

Title: Writing & Reporting in Digital Age
Code: DMC-301
Semester: 5th
Rating: 3 Credit Hours

DMC-301: Writing & Reporting in Digital Age   3 Cr. Hrs

Course Description:
This course is designed to introduce the students to the craft of news reporting and writing. They will be made familiar with the essential techniques required for news creation for a variety of media including digital. Their will get the conceptual and practical training in news reporting and writing.

Learning Outcomes:
The student will be able to
- Develop the skills in news reporting for different beats.
- Learn the structure of news stories and writing techniques.
- Adapt the techniques writing traditional news stories for digital media.
- Learn the techniques of conduction and writing interviews.

Course Contents:
1. Basics of News Writing
2. A Changing Industry of news
3. News Writing Mechanics
4. News values & Structure of News Story
5. News Editing
6. Style guides of newspapers, TV and online media
7. Interpretive stories
8. Descriptive stories
9. Analytical stories
10. New Formats for Journalism in Social Media Era
11. Digital News gathering
12. Understanding the reach of social media
13. Searching Social Media Platforms
14. Breaking News vs Long Term Investigations
15. How to reach out to sources
16. Keeping record & track of incidents
17. Verification and Reporting
18. How to publish stories on social media
19. Journalism Innovation and its effect on Future of News
20. Value of Business Models in Journalism
21. Digital media platforms and journalism practices
22. Web 2.0
23. Writing news scripts
24. Voice-overs techniques
25. Shooting video for news and feature stories
26. VO, SOT, Package and PTC for digital media
27. Interviews for social media platforms
28. Live reporting for digital platforms
29. Language of news stories for digital media
30. How to video blog
31. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Robinson, J. (2020). Content Writing Step-By-Step: Learn How to Write Content. California: Amazon Digital Services.
- Filak, V. F. (2018). Dynamics of News Reporting and Writing: Foundational Skills. London: Sage.
- Hill, S. &Lashmar, P. (2013). Online Journalism: The Essential Guide. London: Sage
- Craig, R. (2005). Online Journalism: Reporting, Writing, and Editing for New Media: NY: Thomson Wadsworth
- Bull, A. (2015). Multimedia Journalism: A Practical Guide. NY: Routledge
- Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. London: Sage.
- Witschge, T, Anderson, W. C. & Domingo, D. (2016). The SAGE Handbook of Digital Journalism. London: Sage
- Carroll, B. (2010). Writing for Digital Media. London: Sage
- Hailey, D. (2016). Readercentric Writing for Digital Media: Theory and Practice. NY: Taylor & Francis
- Gunelius, S. (2011). Content Marketing for Dummies. London: Wiley
- Dancyger, K. (2013). Global Scriptwriting. NY: Focal Press.
- Drennan, M. (20170. Scriptwriting 2.0: Writing for the Digital Age. London: Routledge.
- Friedmann, A. (2014). Writing for Visual Media. NY: Focal Press

Title: Digital Media: Theories, Models & Approaches
Code: DMC-302
Semester: 5th
Rating: 3 Credit Hours

DMC-302: Digital Media: Theories, Models & Approaches   3 Cr. Hrs

Course Description:
This is basic course on theories of mass communication. Course will discuss theoretical traditions in mass communication including normative, behavioral and effect approaches. Students will be made familiar with all four stages of effect approach and different theories describing them. Theories having exclusive connection with social media will also be discussed in the course.

Learning Outcomes:
The student will be able to
- Understand the philosophical basis of theories of mass communication and role of theories in any academic discipline.
- Develop the understanding of students for various theoretical traditions in mass communication.
- Develop the insights of students to the application of traditional media theories for social media behavior
- Make students familiar with theories exclusive for social media.

Course Contents:
1. Meta theories
2. Post-Positivism
3. Interpretivism
4. Critical framework
5. Symbolic interactionism
6. Social constructionism
7. Evaluating theory
8. Four Theories of Press
9. Development media theory
10. Democratic Participant Media Theory
11. Paradigms of Media Effect Theories
12. Harold Lasswell's Propaganda Theory
13. Modern propaganda theory
14. Walter Lippmann's Theory of Public Opinion Formation
15. The two-step flow of information
16. Information-flow theory
17. Social Learning Theory
18. Aggressive Cues
19. Uses and Gratifications Theory
20. Development of Reception Studies
21. Information-Processing Theory
22. Diffusion of Innovation Theory
23. Social Marketing Theory
24. Media Dependency Theory
25. The Knowledge Gap
26. Agenda-Setting Theory
27. Framing and frame analysis
28. The spiral of silence
29. Media intrusion theory
30. Cultivation analysis
31. Actor network theory
32. Affordances
33. Convergence

34. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Baran, S. J. & Davis, D. K. (2000). Mass Communication Theory: Foundations, Ferment, and Future. Ontario: Wadsworth
- Bryant, J. & Thompson, S. (2012). Fundamentals of Media Effects. New York: McGraw-Hill
- Mattelar, A. (1998)

Title: Digital Media Research - I
Code: DMC-303
Semester: 5th
Rating: 3 Credit Hours

DMC-303: Digital Media Research - I   3 Cr. Hrs

Course Description:
This is an introductory level course on research methods. This course aims to develop the conceptual clarity to the fundamentals of research. The focus of the course will be on literature review, sampling and quantitative research design.

Learning Outcomes:
The student will be able to
- Develop the understanding of research process and its fundamental concepts.
- Develop the skills in literature review techniques.
- Understand the procedures of sampling
- Understand the quantitative research designs.

Course Contents:
1. Definition & Concept of Research
2. Common Types of Research
3. Common Types of Research Design
4. Basic Instrumentation
5. Scientific Research
6. Concepts and constructs
7. Levels of measurement
8. Measurement scales
9. Reliability and validity
10. Population & Sampling Techniques
11. Quantitative Research Methods
    11.1 Content analysis
    11.2 Content analysis and the social media
    11.3 Survey research
    11.4 Longitudinal Research
    11.5 Experimental Research
    11.6 Laboratory experiments
    11.7 Field experiments
12. How to use quantitative research methods in digital media
13. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.

2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Sloan, L. & Quan-Haase, A. (2017). The SAGE Handbook of Social Media Research Methods. London: Sage
- Dominick, J. &Wimmer, D. R. (2013). Mass Media Research: An Introduction. London: Cengage Learning
- Newman, W.L. (2013). Social Research Methods: Qualitative and Quantitative Approaches. NY: Allyn and Bacon
- Sarantakos, S. (2013), Social Research (4th Edition). London: McMillan
- Berger, A. A. (2020). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. London: Sage.
- Theories of Communication. London; Sage Publications
- McQuail, D. (2005). Mass Communication Theory: An introduction. London: Sage

Title: Digital Storytelling
Code: DMC-304
Semester: 5th
Rating: 3 Credit Hours

DMC-304: Digital Storytelling   3 Cr. Hrs

Course Description:
This course will develop the skills of student in photography. It discusses the photographic techniques from visual communication perspective. Professional use of DSLRs and mobile cameras for photography purposes will also be taught.

Learning Outcomes:
The student will be able to
- Learn the skills of taking good photographs with DSLRs.
- Understand and apply the composition and exposure rules for clicking photographs
- Develop skills for different types of photography
- Learn the work of photojournalists.

Course Contents:
1. Introduction to Photography
2. Theories of visual communication
3. Gestalt theory
4. Perceptive theory
5. Light and perception
6. Workflow and Camera Operation Review
    6.1   Lens, types and functions; wide angle and telephoto
    6.2   Zoom functions
    6.3   Composition
    6.4   Exposure
    6.5   White balance
    6.6   Focal length and depth of field
    6.7   Exposure triangle: Shutter speed Aperture and ISO
    6.8   Lights and its composition
    6.9   Use of flash
7. Outdoor and indoor shoots
    7.1   Portrait photography
    7.2   Street photography
    7.3   Sports Photography
    7.4   Product photography
    7.5   Fashion photography
    7.6   Photo journalism
    7.7   Architectural photography
8. Mobile photography
9. Self-Promotion, portfolio
10. Digital Imaging
    Using Adobe Photoshop navigation of the interface, the tools, using layers, adjustment layers, layer styles, filters, creating and manipulating selections, masking principles, cropping, image size and resolution, and image compositing of raster images manipulation of photographic images in a digital format, digital asset management.
11. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion

2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- Black, B. (2020). DSLR Photography for Beginner. NY: ebookit.com
- Miles, V. (2014). A Beginners Guide to Dslr Photography: How to Create Brilliant Digital Photography Like a Pro. NY: Create Space Independent Publishing Platform.
- Jamieson H. G. ·J &Harry. (2007). Visual Communication: More Than Meets the Eye. Bristol: Intellect.

Title: Digital Video & Podcast Production-I
Code: DMC-305
Semester: 5th
Rating: 3 Credit Hours

DMC-305: Digital Video & Podcast Production - I   3 Cr. Hrs

Course Description:
This is an introductory course on fundamentals of multimedia production with the focus on cinematography, lighting and production process. This course is skills based and covers various parc8cal aspects of the video production.

Learning Outcomes:
The student will be able to
- Make maximum use of video production equipment.
- Develop the skills to use cameras, sound and lighting equipment for recording
- Learn production design.

Course Contents:
1. The Production Process: Analog and Digital Technologies
2. Stages of Production
   2.1   Preproduction
   2.2   Production
   2.3   Postproduction
   2.4   Digital Technologies Used in Preproduction
   2.5   Digital Technologies Used in Production
   2.6   Digital Technologies Used in Postproduction
   2.7   Creative Staff in Media Production
3. Visualization: Images, Sounds, and the Creative Process
4. Production Aesthetics
5. 2 Producing and Production Management
   5.1   The Role of the Producer
   5.2   Production Strategies
   5.3   Market Research
   5.4   Production Goals and Objectives
   5.5   Audience Analysis
   5.6   Proposal Writing
   5.7   Project Presentations
   5.8   Legal Rights and Concerns
   5.9   Unions, Guilds, and Nonunion Working Conditions
   5.10 Production Management
   5.11 Script Breakdown
   5.12 Shooting Schedule
   5.13 Production Budget
6. Scriptwriting
   6.1   Visual Thinking
   6.2   Preparation for Scriptwriting
   6.3   Scriptwriting Formats
   6.4   Fiction Scriptwriting
   6.5   Nonfiction Scriptwriting
   6.6   News Stories
   6.7   Talk Show
   6.8   Commercials and Public Service Announcements
   6.9   Instructional Films and Videos
   6.10 Interactive Learning and Training
7. Direction

     7.1   Visualization
     7.2   Types of Shots
     7.3   Camera Angle
     7.4   Stationary Versus Mobile Camera Shots
     7.5   Composition
     7.6   Aspect Ratio
     7.7   Essential Area
     7.8   Rule of Thirds
     7.9   Symmetry
     7.10 Closure
     7.11 Combining Shots
     7.12 Sound and Image Interaction
8.   Audio/Sound
     8.1   Aesthetics of Audio/Sound
     8.2   Types of Microphones
     8.3   Mic Placement and Selection
     8.4   Sound-Signal Control
     8.5   Sound Perspectives
9.   Lighting
     9.1   Light and Color
     9.2   Lighting Instruments
     9.3   Light Control
     9.4   Light Measurement
     9.5   Setting Lighting Instruments
     9.6   Lighting for Digital Cameras
10. Camera
     10.1 Camera Placement
     10.2 Lens Control
     10.3 Video Cameras
     10.4 Digital Cameras
     10.5 Types of Digital Cameras
     10.6 Film Cameras
     10.7 Camera Care
11. Recording
     11.1 Analog Audio
     11.2 Digital Audio
     11.3 Analog Video
     11.4 Digital Video
     11.5 Film Recording
12. Design and Graphics
     12.1 Principles of Design
     12.1 Graphic Functions
     12.2 Scenic Design
     12.3 Set Design
     12.4 Set Construction
     12.5 Properties
     12.6 Costume Design
     12.7 Makeup
13. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations

4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Compesi, R. & Gomez, J. (2015). Introduction to Video Production: Studio, Field, and Beyond. NY; Taylor & Francis
- Millerson, G. (2013). Video Production Handbook. Boston: Focal Press
- Malkiewicz, K. &Mullen, M. D. (2005). Cinematography. NY: Touchstone
- Landau, D. (2014). Lighting for Cinematography: A Practical Guide to the Art and Craft of light for Moving Image. NY: Bloomsbury
- Utterback, A. (2015). Studio Television Production and Directing: Concepts, Equipment and Procedures. NY; Taylor & Francis

Title: Mobile Journalism
Code: DMC-306
Semester: 5th
Rating: 3 Credit Hours

DMC-306: Mobile Journalism   3 Cr. Hrs

Course Description:
This course will allow the students to explore the evolving field of journalism. The mobile devices will be used to report on multiple platforms.

Learning Outcomes:
The student will be able to
- Understand how new technology is impacting the journalism field.
- Report and disseminate news on multiple platforms and using various technologies, including blogs, photos, audio and video.
- Write and report clearly and concisely, using AP Style and appropriate grammar.
- Understand the ethics, opportunities and repercussions involved with reporting in a mobile environment.
- Communicate with audiences effectively and promote your news work using social media.
- Market themselves in the fields of journalism, public relations and a variety of other communication fields.

Course Contents:
1. The State of Mobile
    1.1   About the global adoption and influence of the portable device
    1.2   Which phones are the most dominate?
    1.3   How mobile has integrated into our daily lives
    1.4   How mobile has influenced modern journalism
2. The Mojo Workflow
    2.1   How to identify the seven basic steps of mobile reporting.
    2.2   How to create and share branded mobile journalism content.
    2.3   How to use two simple mobile apps to make an audio or video documentary, or a narrated photoessay.
    2.4   How to select accessories that enhance the camera or audio quality of iOS smartphones and tablets.
3. Designing for the Mobile Experience
    3.1   How good design is intuitive, making something immediately usable.
    3.2   About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.
    3.3   How mobile design differs from established desktop design. (Options and choices for your content).
    3.4   About best practices for process: How design, development and content best work together.
    3.5   About Mobile Analytics: What is your audience using?
4. Mobile News Product Development
    4.1   About different mobile development approaches and their benefits as well as weaknesses
    4.2   About responsive vs. mobile apps vs. mobile-optimized Sites: The religious battle
    4.3   How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.)
5. Future of Mobile (And Beyond)
    5.1   About the evolution of wearables
    5.2   About the rise of Google Glass
    5.3   About Glass Journalism
    5.4   About augmented reality storytelling and journalism
6. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Robinson, J. (2020). Content Writing Step-By-Step: Learn How to Write Content. California: Amazon Digital Services.
- Bull, A. (2015). Multimedia Journalism: A Practical Guide. NY: Routledge
- Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. London: Sage.
- Witschge, T, Anderson, W. C. & Domingo, D. (2016). The SAGE Handbook of Digital Journalism. London: Sage
- Carroll, B. (2010). Writing for Digital Media. London: Sage
- Hailey, D. (2016). Readercentric Writing for Digital Media: Theory and Practice. NY: Taylor & Francis
- Gunelius, S. (2011). Content Marketing for Dummies. London: Wiley

Title: Quran Reading Translation
Code: HQ - 005
Semester: 5th
Rating: 0 Credit Hour

HQ - 005: Quran Reading Translation   0 Cr. Hrs

Course Contents:
1. Surah Maryam to Surah Al-Furqan(سورة مريم تا سورة الفرقان)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - VI

Title: Media History
Code: DMC-311
Semester: 6th
Rating: 3 Credit Hours

DMC-311: Media History   3 Cr. Hrs

Course Description:
The student will study the history of print and electronic media, special focus will be laid on the development of digital media. The subject would deal with the historical evolution of different types of media and major events led to social change.

Learning Outcomes:
The student will be able to
- Develop understanding of students in historical evolution of different media
- Critically analyze the role of media evolution with society and culture.
- Understand the role of press in Pakistan movement
- Trace the history of media in Pakistan and its effects.

Course Contents:
1. The Printing Revolution
    1.1   Printing press story
    1.2   Telegraph and Telephone technology
    1.3   Penny press
    1.4   The Commercial and Industrial Media Revolution 1814–1900
    1.5   Press in Indian sub-continent and 1857 war
    1.6   Role of Press &Vetren Journalists in Pakistan Movement
    1.7   Photography: Giving Vision to History
    1.8   Cinema: The Image Comes Alive
    1.9   Motion pictures; evolution and impact
    1.10   Advertising, Public Relations, and the Crafted Image
2. The Electronic Revolution:
    2.1   From "National Neighborhoods" to the Global Village
    2.2   The New World of Radio
    2.3   Television: A New Window on the World Part I
    2.4   Media in WWI and WWII
3. Print Media in the Twentieth and Twenty-first Centuries
4. The Digital Revolution
    4.1   Computer
        4.1.1   The "Mother" of All Digital Devices
        4.1.2   The Mechanical Computer Age and the Social Need for Calculation
        4.1.3   The Birth of the Computer and the Mainframe Age
        4.1.4   The Age of Personal Computers
        4.1.5   The post-PC Age from a Global Perspective
    4.2   Internet
        4.2.1   What We Mean by the Internet
        4.2.2   Influence of Internet
        4.2.3   Academic Influence
        4.2.4   Counter-cultural Influence
        4.2.5   Public Service Influence
        4.2.6   The Commercial Influence
        4.2.7   The Social Influence
        4.2.8   Re-reading the Internet in Historical Perspective

5. The Mobile Phone
    5.1   TheOrigins of the Mobile Phone
    5.2   Digital Rebirth and Growing up
    5.3   The European Digital-Bureaucratic Miracle
    5.4   The Power of Routine. A Concise History of Text Messaging
    5.5   A New Mobile Phone Paradigm: 3G, Smartphones and Mobile Internet
    5.6   The Global Mobile Phone Fever
    5.7   Sociocultural Implications of Mobile Connectivity
6. The Digitization of Analog Media
    6.1   Intermediality and the Digital Media Pattern
    6.2   Music
    6.3   Publishing: Books and News making
    6.4   Cinema and Video
    6.5   Photography
    6.6   Television
    6.7   Radio
7. Digitization and the Interweaving of Different Media
8. Media in Pakistan
    8.1   PTV and private TV channels; History, development & challenges
    8.2   Media in democratic eras
    8.3   Media and dictatorship
9. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Straubhaar, J. D. & LaRose, R. (2012). Media Now: Communications Media in the Information Age. London: Wadsworth/Thomson Learning.
- Kortti, J. (2018). Media in History: An Introduction to the Meanings and Transformations of Communication Over Time. NY: McMillan

Title: Digital Advertising
Code: DMC-312
Semester: 6th
Rating: 3 Credit Hours

DMC-312: Digital Advertising   3 Cr. Hrs

Course Description:
This is an introductory course on digital advertising. The course will introduce the students to the fundamental course in theory and practices of advertising. The course will develop the aptitude of students and make them inquest to learn more in huger courses.

Learning Outcomes:
The student will be able to
- Introduce the students to the creative and strategic world of advertising.
- Develop their basic skills in creative process involved in the fields.
- Make their place in digital advertising agencies

Course Contents:
Digital Advertising
1. Basic concept & Fundamentals of advertising
2. Structure, functions and business model of advertising agency
3. Integrated marketing communication
4. The Creative Brief
5. Setting Objectives
6. Targeting Fundamentals
7. Positioning
8. Execution
9. Evaluation and Measurement
10. Advertising on digital media platforms
11. What is digital strategy
12. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Block Chain, Al & Machine Learning
Code: DMC-313
Semester: 6th
Rating: 3 Credit Hours

DMC-313:   Block Chain, Al & Machine Learning   3 Cr. Hrs

Course Description:
This course gives a basic introduction to block chain, machine learning (ML) and artificial intelligence (AI) and will introduce to understand this rapidly growing field and equip their selves with basic & advanced principles of Artificial Intelligence and latest tools with great mindset.

Learning Outcomes:
The students will be able to
Create a distributed and replicated ledger of events, transactions, and data generated through various IT processes with strong cryptographic guarantees of tamper resistance, immutability, and verifiability.

Course Outlines:
1. Introduction to Blockchain
    1.1   What is Blockchain?
    1.2   History of Blockchain
    1.3   Explaining Distributed Ledger
    1.4   Blockchain ecosystem
    1.5   Explaining Distributed Ledger
2. Types of Blockchain
    2.1   Private/Consortium/Permission-less
    2.2   Public/Permissioned implementation difference
    2.3   What Blockchain has to offer across Industry?
    2.4   Companies currently using Blockchain
    2.5   Overview of what we are going to study in this course
3. Key Concepts of the Blockchain
    3.1   Mining -Mining algorithm
    3.2   Node, peer and block explanation
    3.3   Merkle tree and Blockchain
    3.4   Consensus Mechanisms- proof of work , proof of stake
    3.5   How Bitcoin Blockchain works?
    3.6   What is Transaction?
4. Crypto Currency & Bitcoin
5. How Bitcoin Achieves Decentralization
6. Mechanics of Bitcoin
7. How to Store and Use Bitcoins
8. How does Bitcoin work?
9. Introduction to Ethereum
    9.1   Ethereum: Blockchain with smart contract
    9.2   What is Ether?
    9.3   Bitcoin vs Ethereum Blockchain
    9.4   What is Ethereum wallet?
    9.5   What is Smart Contract?
    9.6   Ethereum clients
    9.7   Geth Introduction
    9.8   Setting up Private Blockchain using Geth
10. Learn Solidity
    10.1 Introduction to solidity
    10.2 Hands on solidity

10.3 Understand and implement different use cases

10.4 Implement and deploy smart contract on Blockchain

11. Introduction to Artificial Intelligence & Machine Learning
12. Developing a Chatbot
13. Introduction to Object Detection in Deep Learning
14. Objection detection = Classification + Localization
15. Image Classification:
16. Localization in an image
17. Developing a Forecasting Model
18. Introduction to Text Classification
19. Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Digital Video & Podcast Production-II
Code: DMC-314
Semester: 6th
Rating: 3 Credit Hours

DMC-314:   Digital Video & Podcast Production - II   3 Cr. Hrs

Course Description:
This is an advanced level course on studio production to generate information, infotainment and entertainment based content for a variety of social media platforms. The course will focus on the skill development of students for working in TV studios and handling sophisticated equipment.

Learning Outcomes:
The student will be able to
- Create the familiarity of students with the working in TV studios setup.
- Practice with multi camera operations
- Develop abilities to create content for digital platforms.

Course Contents:
Visual Editing
1. Aesthetic Approaches
    1.1   Realism
    1.2   Modernism
    1.3   Postmodernism
2. Editing Modes
    2.1   Fiction
    2.2   Nonfiction
3. Editing Technology and Techniques
4. Digital Nonlinear Editing
    4.1   Digitizing or Capturing Video and Film
    4.2   Digital Nonlinear Editing Hardware
    4.3   Remote Nonlinear Video Editing
    4.4   Digital Nonlinear Editing Software
5. Videotape Linear Editing
    5.1 Linear Assemble Editing
    5.2 Insert Editing
    5.3 Linear Editing Process
    5.4 Time Code
    5.5 Post Production Techniques
6. Film Editing
7. Screening the Workprint
8. Assemble Editing
9. Synchronizing the Dailies
10. Rough-Cutting
11. Tape Splicing
12. Head Leaders
13. Basic Film-Editing Bench
    13.1 Editing Machines
    13.2 Digital Film Editing
    13.3 Conforming
    13.4 Making the Workprint
    13.5 Edge Numbers
    13.6 Splicing the A and B Rolls
    13.7 Cement Splicing
    13.8 Combining the A and B Rolls

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- Utterback, A. (2015). Studio Television Production and Directing: Concepts, Equipment and Procedures. NY; Taylor & Francis
- Compesi, R. & Gomez, J. (2015). Introduction to Video Production: Studio, Field, and Beyond. NY; Taylor & Francis

Title: Digital Media Research-II
Code: DMC-315
Semester: 6th
Rating: 3 Credit Hours

DMC-315:   Digital Media Research - II   3 Cr. Hrs

Course Description:
This course focuses on qualitative research methods and various techniques exclusively used in social media research. The skills in data retrieval, research process and analysis strategies for social media will be taught.

Learning Outcomes:
The student will be able to
- Get the skills in understanding of qualitative research process.
- Learn the research process for different social media platforms.
- Develop the skills in data retrieval for social media research.

Course Contents:
1. Qualitative research methods; aims and philosophy
2. Field observation
3. Focus groups
4. Intensive interviews
5. Data analysis in qualitative research
6. Combining qualitative and quantitative data
7. Qualitative content analysis
8. Data Analysis in quantitative research
9. Writing qualitative research
10. Social media research; goals and challenges
11. Conceptualizing & designing social media research
12. Research questions for social media research
13. Big Data
14. Collection & storage of data for social media research
15. The Role of APIs
16. Data Storage, Curation and Preservation
17. Qualitative approaches to social media data
18. Quantitative approaches to social media data
19. Twitter as method: Using Twitter as a tool to conduct research
20. Instagram
21. Facebook as a Research Tool in the Social and Computer Sciences
22. Analytical Tools for social media research
23. Social Media Users' Views on the Ethics of Social Media Research
24. Online Quantitative Survey Research
    24.1 Overview of Online Quantitative Research
    24.2 Web Survey Systems
    24.3 Designing Online Surveys
    24.4 Working with Panels and Databases
    24.5 Running an Online Survey and Summary
25. Qualitative Research
    25.1 Overview of Online Qualitative Research
    25.2 Online Focus Groups
    25.3 Bulletin Board Groups and Parallel IDIs
    25.4 Other Online Qualitative Methods and Summary of
    25.5 Online Qualitative Research
26. Social Media
    26.1 Participatory Blogs as Research Tools

26.2 Online Research Communities/MROCs
26.3 Blog and Buzz Mining
26.4 Other Social Media Topics and Summary
27. Research Topics
    27.1 Specialist Research Areas
    27.2 Website Research
    27.3 Research Techniques and Approaches
    27.4 The Business of Market Research
28. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Berger, A. A. (2020). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. London: Sage.
- Sloan, L. & Quan-Haase, A. (2017). The SAGE Handbook of Social Media Research Methods. London: Sage
- Alasuutari, P., Bickman, L., Brannen, J. (2008). The SAGE Handbook of Social Research Methods. London: Sage
- Dominick, J. &Wimmer, D. R. (2013). Mass Media Research: An Introduction. London: Cengage Learning
- Newman, W.L. (2013). Social Research Methods: Qualitative and Quantitative Approaches. NY: Allyn and Bacon
- Sarantakos, S. (2013), Social Research (4th Edition). London: McMillan Theories of Communication. London; Sage Publications
- McQuail, D. (2005). Mass Communication Theory: An introduction. London: Sage

Title: Digital Content Monetization
Code: DMC-316
Semester: 6th
Rating: 2 Credit Hours

DMC-316: Digital Content Monetization   2 Cr. Hrs

Course Description:
Content monetization is a way of leveraging content so that, when users consume it, you earn money. In this course we'll explore new models of marketing, distribution and monetizing digital content to ensure it is seen and provides a return on investment.

Learning Outcomes:
The students will be able to learn to:
- Generating items or activities into cash flows.
- Identifying new or novel income sources.
- Learn to make spaces available to advertisers, thereby earning income from various types of content published on their sites.
- Learn selling individual user data to the highest bidder.

Course Contents:
1. Who should monetize their content?
2. Ways to monetize your content
3. Content monetization through advertisements
4. Monetizing premium content
5. Content monetization platforms
6. How to monetize your fanbase
7. Major mistakes to avoid monetizing content
8. Assignments
   Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Internship
Code: DMC-317
Semester: 6th
Rating: 0 Credit Hour

DMC-317: Internship   0 Cr. Hrs

The students will be required to complete two months internship in an organization in 6th semesters. This internship will be project based.

Title: Quran Reading Translation
Code: HQ - 006
Semester: 6th
Rating: 1 Credit Hour

HQ - 006: Quran Reading Translation   1 Cr. Hrs

Course Contents:
1. Surah Al-Shuraa to Surah Suaad(سورة الشعراء تا سورة ص)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - VII

Title: Data Journalism
Code: DMC-401
Semester: 7th
Rating: 3 Credit Hours

DMC-401: Data Journalism   3 Cr. Hrs

Course Description:
Date journalism is a fast growing field in digital journalism. This course is designed to train the students in this field. Students will be imparted with the skills to create data stories from conception to development and presentation.

Learning Outcomes:
The student will be able to
- Develop the understanding of data types and their utilities in journalism
- Learn to write and present the information the language of data
- Learn the use of tableau and excel for data stories
- Practice the art of data visualization for Journalism

Course Contents:
1. Introduction to Data Journalism. Data for public interest stories
2. Planning a data story; hypothesis and questions
3. Common data formats
4. Finding data online, alternative data sources
5. Analyzing fact sheets based on data, understanding, organizing and verifying data
6. Summarizing and simplifying data insights
7. Essential statistics and data interpretation
8. Data visualization; Purpose of data visualization, matching data and graph types, design and color basics, map theory
9. Data-driven stories; finding a story in data, anatomy of a data story, beat-specific stories
10. Data driven interviews, data-driven leads and data-driven writing
11. Visual storytelling and data
12. Solution Journalism
13. Scraping and Cleaning; Scraping PDFS, Scraping websites, Cleaning in Excel and Open Refine
14. Data Analysis; Basic calculations, summary statistics
15. Working with excel; Percentage change, working with large datasets, pivot tables, advanced merging and formulas
16. Data visualization; Data Wrapper and Pictochart
17. Working with Tableau, mapping CARTO, Tableau public, Tableau dashboards
18. Reaching your audience
19. Ethics of Data journalism; Data Privacy
20. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Houston, B. (2018). Data for Journalists: A Practical Guide for Computer-Assisted Reporting. NY: Taylor & Francis.
- Gray, J., Bounegru, L., & Chambers, L. (2012). The Data Journalism Handbook. Tokyo: O'Reilly.

Title: Digital Democracy & Governance
Code: DMC-402
Semester: 7th
Rating: 3 Credit Hours

DMC-402: Digital Democracy & Governance   3 Cr. Hrs

Course Description:
Role of digital media in political processes is fundamental in strengthening democracy in the society. E-Governance can be looked forward as a solution to civic problems in the society. The course will discuss all essential concepts linked to wider concept of digital democracy.

Learning Outcomes:
The student will be able to
- Develop in-depth theoretical understanding of students for the e-governance, online political behaviors
- Develop the skills in political campaigns on social media platforms.
- Understand the role of informed citizenry in evolving digital environment.

Course Outlines:
1. Political communication in digital age
2. Democracy and digital technology
3. Models and theories of political digital world
4. Tools Transforming Digital Democracy
5. Framing civil issues on Facebook and twitter
6. Citizens participation in politics through digital media
7. Political Public Relations on social media
8. E-governance
9. Elections campaigns on social media platforms and role of voters
10. Social media platforms as political actors
11. Strategies to use digital platforms for political engagement
12. Role of digital media in conflict resolution
13. Online political behaviors
14. Digital Governance
15. Digital Governance Models
16. Management of Digital Governance
17. Case Studies about Digital Governance
18. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and

| 3 | Final Assessment | 40% | presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc. |
| | | | It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc. |

Suggested Readings:

- Fuchs, C. (2013). Social Media: A Critical Introduction. London: Sage
- Jebril, N., Jukes, S. &Iordanidou, S. (2020). Journalism, Society and Politics in the Digital Media Era. Chicago: University of Chicago Press.
- Contucci, P., Omicini, A. &Pianini, D. (2018). The Future of Digital Democracy: An Interdisciplinary Approach. London: Springer Link.

DMC-403: Culture & Creative Industries   3 Cr. Hrs

Course Description:
The nature of culture in capitalism is industrial. The content for different media platforms is created, published and broadcasted on all available platforms. the emergence of digital media is changing the industrial dynamics of culture and creative industries around the world. These aspects have profound effects in individual; community and social lives. This course discusses these topics related to these ideas.

Learning Outcomes:
The student will be able to
- Develop the understanding of classical concepts of culture industry for digital platforms.
- Critically analyze the cultural consumption patterns of digital consumers.
- Deliberate and analyze the effects of digital media on local cultural patterns.

Courses Outline:
1. Cultural industry
2. Marx ideas on culture
3. Theodor Adorno on culture
4. Work of Stuart Hall
5. Theories on culture
6. Culture artefacts on social media
7. Political economy of culture
8. Marketing cultural products on social media
9. Modernity
10. Post modernism
11. Understanding cultural economy
12. Introducing Edward said ideas
13. Rise of digital culture
14. Cultural consumption in digital era
15. Celebrity culture and digital platforms
16. major issues and debates in the cultural and creative industries;
17. structure and dynamics of contemporary cultural and creative industries;
18. Thinking Culture and Creativity
19. Digital media and Cultural Management
20. Culture of Engagement
21. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details

1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- Lim, L., Lee, H. (2020). Routledge Handbook of Cultural and Creative Industries in Asia. NY: Taylor & Francis.
- Asante, M. K., Miike, Y., & Yin, J. (2008). The global intercultural communication. New York: Routledge.
- Curran, J. &Gurevitch, M. (2009). Mass Media and Society. NY: Edward Arnold.

Title: Digital Media Laws and Ethics
Code: DMC-404
Semester: 7th
Rating: 3 Credit Hours

DMC-404: Digital Media Laws and Ethics   3 Cr. Hrs

Course Description:
This basic course develops the critical understanding of students in media ethics and laws. It discusses the impotent ethical standpoints their application. It describes the media laws in Pakistan with special focus on laws related to social media.

Learning Outcomes:
The student will be able to
- Develop the understanding in ethical practices of media especially social media.
- Critically analyze the practices of media in the light of ethical standpoints.
- Develop the understanding of freedom of speech in Pakistani context.
- Understand the media laws in relation to media practices in the society.

Course Contents:
Media Laws
1. Freedom of Speech and Expression
2. Article 19 of constitution of Islamic Republic of Pakistan
3. Defamation ordinance 2002
4. Libel and Slander
5. Copy Right, The Copyright Ordinance, 1962
6. Contempt of court act 1973
7. Article: 204 of constitution of Islamic Republic of Pakistan
8. Press and Publications Ordinance (PPO) 1963
9. National Press Trust 1964
10. Pakistan Broadcasting Corporation Act, 1973
11. The Telegraph Act 1885
12. The Postal Act 1898
13. Registration of Printing Presses and Publications Ordinance1988
14. The Pakistan Telecommunication (Re-organization) act 1996
15. PEMRA Ordinance 2002
16. Freedom of Information Ordinance 2002
17. Press Council of Pakistan Ordinance 2002
18. The press, newspaper, news agencies and books registration ordinance 2002
19. PEMRA Rules 2009
20. Prevention of Electronic Crimes Act 2016
21. Pakistan Broadcasting Association
22. Council of Pakistan Newspapers Editors
23. All Pakistan Newspapers Society
24. Protection of Journalists and Media Professionals Bill 2021

Media Ethics
1. Media Ethics; Need and Objectives
2. History & Philosophically of media ethics
3. Objectivity, Truth, fairness and impartiality, Diversity, Transparency in journalism
4. Print and Electronic Media Ethics
5. Islamic perspective on media ethics
6. Ethics and Freedom of Expression
7. Media and Information Dissemination in the Digital Age
8. "Right to Know" in an Information Age
9. Ethical Pitfalls in the Digital Age:

10. Photo Ethics in the Era of Digital Technologies.
11. Media-Invented Stories and Outright Lies a Threat to Journalism Ethics and Media Credibility
12. Intellectual Property Rights
13. Privacy, Online Harassment, Cyberbullying
14. Copying and Distributing via Digital Media: Copyright, Copyleft, Global Perspectives
15. Ethics of Digital Games
16. Digital Media Ethics: Overview, Frameworks, Resources
17. Assignments

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Jean, C. B. 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.
- Media Law, Ethics, and Policy in the Digital Age
- Nhamo A. Mhiripiri (Midlands State University, Zimbabwe & St. Augustine University, Tanzania) and Tendai Chari (University of Venda, South Africa)

Title: Digital PR, Advocacy & Content Marketing
Code: DMC-405
Semester: 7th
Rating: 3 Credit Hours

DMC-405: Digital PR, Advocacy & Content Marketing   3 Cr. Hrs

Course Description:
This is an introductory course on Public Relations and advocacy. The course will introduce the students to the fundamental course in theory and practices of Public Relations. The course will develop the aptitude of students and make them inquest to learn more in huger courses.

Learning Outcomes:
The student will be able to
- Understand the creative and strategic world of Public relations.
- Develop their basic skills in creative process involved in the fields.
- Make them familiar with Public Relations and advocacy processes

Course Contents:
1. Digital PR
    1.1   What are micro-campaigns
    1.2   Digital campaign principles
2. Digital Persuasion
    2.1   Relationship-building approach to communication
    2.2   Overview of key persuasion theories
3. Strategic Communications Planning
    3.1   Situation Analysis Goals and primary focus
    3.2   Objectives and strategy
    3.3   Audience Segmentation:
    3.4   Identifying focal audience segments
4. Stakeholder Analysis
    4.1   Identifying Influencers and Policy Makers
5. Message Design:
    5.1   Awareness,
    5.2   Instruction,
    5.3   Persuasive Message
    5.4   Dissemination:
    5.5   Volume,
    5.6   Repetition,
    5.7   Scheduling,
    5.8   Pulsing Message Elements,
    5.9   Sources,
    5.10 Channels
6. Process Evaluation,
    6.1   Outcome Evaluation Corporate Social Responsibility
7. Reputation Management
    7.1   Micro Campaigns strategic plan
    7.2   Reputation Management Authenticity
8. Message Content
9. Source Credibility
10. Infographics
11. Digital Crisis Management
12. Relationship Cultivation
13. AdWords Fundamentals
14. Online PR tools & platforms like HARO
15. Online Press Release distribution

16. Infuencer Marketing
17. Online co-branding, collaborations
18. PR building techniques like "Meetups"
19. Acquiring links for your website (Backlinks)
20. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Hartley, J., Burgess, J. & Bruns, A. (2015). A Companion to New Media Dynamics. London: Wiley
- Hinton, S. & Hjorth, L. (2018). Understanding Social Media. London: Sage.
- Golbeck, J. (2015). Introduction to Social Media Investigation: A Hands-on Approach. NY: Elsevier Science.
- Hemann, C. &Burbary, K. (2018). Digital Marketing Analytics: Making Sense of Consumer Data Digital. London: Pearson
- Dodson, I. (2016). The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. London: Wiley
- Scott, D. M. (2008). The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly. London: Wiley

Title: Digital Media & Social Development
Code: DMC-406
Semester: 7th
Rating: 3 Credit Hours

DMC-406   Digital Media & Social Development   3 Cr. Hrs

Course Description:
The role of Information and communication technologies is crucial in development. Artificial intelligence, ICTs infrastructure and gadgets are driving the development goals in environment, gender, health and education sectors. This course will discuss all these areas form technology and communication perspective.

Learning Outcomes:
The student will be able to
- Develop the understanding of SGDs.
- Understand the role of ICTs in development
- Learn the use of digital media in development campaigns.
- Understand the functions of artificial intelligence in a society.

Course Contents:
1. Technological determinism and new media
2. Development communication in digital age
3. Sustainable development goals
4. Process of social change
5. Paradigms of development
6. Digital media strategies for Development
7. Digital Media in rural and urban settings
8. Digital Media and SDGs
9. Diffusion and innovation and social behaviors
10. Planning for development campaigns on social media
11. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Title: Quran Reading Translation
Code: HQ - 007
Semester: 7th
Rating: 0 Credit Hour

HQ - 007: Quran Reading Translation   0 Cr. Hrs

Course Contents:
1. Surah Al-Zumar to Surah Qaaf (سورة الزمر تا سورة ق)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

SEMESTER - VIII

Title: E-Commerce
Code: DMC-411
Semester: 8th
Rating: 3 Credit Hours

DMC-411: E-Commerce   3 Cr. Hrs

Course Description:
This course will develop the skills of students in e-commerce. Course develops skis in developing trade on Alibaba, amazon, shopify and upwork. The processes of e-commerce and revenue processes will be discussed in detail.

Learning Outcomes:
The student will be able to
- Develop the skills in e-commerce on amazon, Alibaba and shopify.
- Learn the application of various business models on platforms.
- Learn the different techniques for product hunting.
- Develop skills in inventory management and payment methods.

Course Contents:
7. E-commerce fundamentals
8. The Development of E-commerce
9. E-commerce Infrastructure: The Internet, web, apps and mobile platforms
10. B2B and B2C frameworks and processes
11. E-commerce retailing and services
12. Online communities
13. Supply chain management
14. Inventory management
15. Revenue models
16. Brand leveraging strategies
17. Niche development
18. Sourcing
19. Product hunting
20. E-commerce Security Issues
21. E-commerce Security Requirements
22. E-Commerce Legal Considerations
23. E-Commerce Implementation Cost
24. Customer Service Expectations of the E-commerce Experience
25. Ethical, social, and political issues in E-commerce
26. Online payments & payment gateways
27. E-commerce Content Management System like Shopify, WooCommerce, etc.
28. Building an online store
29. Understanding Facebook Market place, building shop on Facebook and Instagram
30. Understanding major Ecommerce platforms like Amazon, AliExpress, etc.
31. Fundamentals of Amazon marketing, FBA, and Virtual Assistance
32. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations

4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:

- Korper, S. & Ellis, J. (2000). The E-Commerce Book: Building the E-empire. Boston: Academic Press
- Brodie, J. C. (2019). Amazon Affliate Marketing - the Secret E-Commerce Passive Income That Noone is Talking About. California: Amazon Digital Service.
- Brand, W. G. J. (2020). E-Commerce Business Model 2020. NY: Independently Published.

Title: Digital Entrepreneurship
Code: DMC-412
Semester: 8th
Rating: 3 Credit Hours

DMC-412: Digital Entrepreneurship   3 Cr. Hrs

Course Description:
This is an advanced level course that will create an opportunity for the students to apply the skills they have learned during their previous semesters to the concepts taught to them in this course. It discusses the media entrepreneurship models, techniques, financial and human resource models. The aspects related to digital media environment and freelancing will remain primary focus.

Learning Outcomes:
The student will be able to
- Develop the media entrepreneurship skills to create financial independence.
- Become successful as a freelancer in a competitive environment.
- Develop an ability to generate idea and execute it as entrepreneur.

Course Contents:
1. Introduction to entrepreneurship: The Entrepreneurial process.
2. Finding the entrepreneurial person within yourself
3. How media entrepreneurship is different?
4. Entrepreneurship: traditional vs digital media
5. Identifying and recognizing the opportunities
6. Feasibility analysis
7. Importance of business Plan: reasons and guidelines
8. Media industry trends
9. Media industry competitors
10. Financial models
11. Human resources models and techniques for media
12. Team building and job description
13. Importance and diversity of business
14. Marketing Issues in Entrepreneurship
15. Assessing new venture`s financial strength and viability
16. Financing and funding methods
17. The challenges of growth for entrepreneurs
18. Strategies for firm growth
19. Freelancing as entrepreneurship
20. The art of clients' management
21. Digital media business plan
22. YouTube channels
23. Website business ventures
24. Startup culture
25. Project management
26. Make winning proposal for seed funding
27. Fund raising techniques
28. SDGs incorporation into entrepreneurship
29. Personal branding as an entrepreneur
30. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion

2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Byrd, L. S. (2021). Cultivating Entrepreneurial Change Makers Through Digital Media Education. Pennsylvania: IGI Global
- Cannell, S. & Travis. (2018). YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer. Austin: Lioncrest Publishing.
- Ferrier, M. & Mays, E. (2017). Media Innovation and Entrepreneurship. Montreal: Rebus Foundation.

Title: Audience Studies: Monitoring & Evaluation Framework & Tools
Code: DMC-413
Semester: 8th
Rating: 3 Credit Hours
Type: Compulsory

DMC-413: Audience Studies: Monitoring & Evaluation Framework & Tools   3 Cr. Hrs

Course Description:
With the emergence of social media, the audience studies have gained more significance. The understanding of perspectives on audiences as a producer of content, audience data, audience capital and segmentation is essential for a media student to critically use them for their theoretical and practical work. This advanced level course is designed to offer the same.

Learning Outcomes:
The student will be able to
- Develop the in-depth understanding for different perspectives on audiences in digital environment.
- Critically analyze the role of audiences as content producers in changing dynamics of media.
- Understand the audience studies for content generation for digital media platforms

Course Contents:
1. New media new audience
2. Audience fragmentation
3. Audiences in digital environment
4. Consumers as producers
5. Collecting the audience data
6. Audience measurement and analysis
7. Digital media analytics
8. Techniques for audience engagement
9. Understanding subscribers, fans and followers
10. Content customizations and audience power
11. Mobile apps, Audiences on the go
12. Audience erosion
13. Methods for audience research
14. Audience studies beyond the effect approach
15. Audience as marketing capital
16. Future for the audience
17. Audience centered theories
18. Assignments
    Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.

2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Suggested Readings:
- Nightingale, V. (2014). The Handbook of Media Audiences. London: Pearson
- Ruddock, A. (2001). Understanding Audiences: Theory and Method. London: Sage

Title: Seminar
Code: DMC-414
Semester: 8th
Rating: 2 Credit Hours

DMC-414: Seminar   2 Cr. Hrs

Course Description:
The purpose of this course is to provide opportunity to students to interact with the experts of their respective specialization with reference to digital communication in Pakistan. In this seminar students will present their papers/campaign ideas/designs in consultation with the relevant experts. These presentations/talks will be followed by the discussion. The seminar classes will be conducted and presided by an expert who can also suggest source material to the students. Nevertheless, the focus of this seminar will be on an important issues and development in the field of digital media.

Title: Final Project/Thesis
Code: DMC-415
Semester: 8th
Rating: 6 Credit Hours

DMC-415: Final Project/Thesis   6 Cr. Hrs

In seventh Semester students will be required to submit their proposals for project or thesis not later than fourth week after the end of the sixth semester.

Students can complete their final project on one of the following areas:

1.Media Entrepreneurial Project
Student will pitch a unique idea with tangible impacts on journalism/digital media. Student have to produce a proposal for fundraising and incubation of the startup. Student must be able to justify future prospects of the project. Student will submit proof of managing team, goal accomplishment, budget spend, and impact of project with respect to SDGs.Written work will include background research for the project, feasibility and financial aspects. For YouTube production details of videos including script, screen play, shooting details will also be submitted.

2.Social Media Marketing Project
For social media marketing project student will develop website and social media pages (for three platforms minimum) for any product (goods, services), production part will be consisting of two TVC and short video depending upon topic.
Student will be required to run organic as well as paid campaigns with justifiable results. He/she will submit report on ROI & ROAS. Besides, student will submit detailed report on metrices like impressions, reach, cost per click, cost per result, cost per landing page view, etc. He/she will be responsible to justify engagement rate, followers/traffic count, and methods adopted to acquire traffic. A report with visual analysis is a must.

OR

Thesis
It will be an original research work presented in written format of minimum 10000 to 12000 (ten thousand to twelve thousand) words count. It must be in a proper format (APA 7th edition) and include chapters specific to the academic writing format including abstract, introduction, literature review, methodology, findings and analysis, conclusion and references.

Title: Quran Reading Translation
Code: HQ - 008
Semester: 8th
Rating: 3 Credit Hours

HQ - 008: Quran Reading Translation   1 Cr. Hrs

Course Contents:
1. Surah Al-Zariyat to Surah Al-Naas(سورة الزاريات تا سورة الناس)

Teaching Learning Strategies:
1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
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CHECKLIST FOR A NEW ACADEMIC PROGRAM

Parameters	
1. Department Missionand Introduction	☑
2. Program Introduction	☑
3. Program Alignment with University Mission	☑
4. Program Objectives	☑
5. Market Need/ Rationale	☑
6. Admission Eligibility Criteria	☑
7. Duration of the Program	☑
8. Assessment Criteria	☑
9. Courses Categorizationas per HEC Recommendation	☑
10. Curriculum Difference	☑
11. Study Scheme / Semester-wise Workload	☑
12. Award of Degree	☑
13. Faculty Strength	☑
14. NOC from Professional Councils (if applicable)	**NA**

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Chairperson