

M.Sc Communication Studies

(Morning & Replica Program)

Objectives

- To provide the students with an advanced study of communication theories and methodologies, as well as principles and strategies of communication that will enable them to become efficient communicators, media managers, administrators and researchers.
- To inform the students about contributions of Muslim and Western scholars regarding theories, principles and practices in the discipline of communication.
- To sensitize the students with the professional skills of managing media, public relations, advertising and other communication organizations.
- To provide the students with the knowledge and skills of using new communication technologies in a way that will benefit them professionally.

Core Courses will be offered during first two semesters.

SEMESTER – I

Total Cr Hrs 18

MCS 301	Language & Communication (Eng & Urdu)	2 Cr. Hrs
MCS 302	Introduction to Mass communication	3 Cr. Hrs
MCS 303	Media History, Law & Ethics	4 Cr. Hrs
MCS 304	Media and Politics	3 Cr. Hrs
MCS 305	News Writing & Reporting (Eng / Urdu)	3 Cr. Hrs
MCS 306	Computer Skills and Information Management	3 Cr. Hrs
MCS 307	Personal Development	0 Cr. Hrs

SEMESTER - II

Total Cr Hrs 18

MCS 308	News Editing (Eng/Urdu)	2 Cr. Hrs
MCS 309	Fundamentals of Mass Communication Theory & Research	4 Cr. Hrs
MCS 310	Fundamentals of PR and Advertising	3 Cr. Hrs
MCS 311	Basics of Development communication	2 Cr. Hrs
MCS 312	Introduction to Broadcast Media	3 Cr. Hrs
MCS 313	Introduction to Digital Media	2 Cr. Hrs
MCS 314	Basics of Social Sciences	2 Cr. Hrs

SEMESTER - I

MCS–301: Language and Communication (English & Urdu) (2 Cr. Hrs)

Based on “English for specific purposes”, this course will meet specific needs of students of Communication Studies. This course will be taught in both Urdu and English.

Besides theoretical orientation, it will enable them to develop the linguistic skills, which are essential for spoken and written communication.

A grammar component will serve as a remedial necessity to help overcome their fossilized errors in English and Urdu language.

Theory

- Language as a symbolic process
- Communicative importance of language
- Social importance of language
- Different uses of language

Practice (Functional use of language English /Urdu)

This part of the course consists of seven components

- Reading , Writing , Speaking , Listening, Grammar, Study Skills, Translation (Urdu into English, English into Urdu)

1. Reading Skills

- Skimming, Scanning, Predicting and Guessing Main Idea and Supporting detail, Newspaper Headlines, Reference.

2. Writing Skills

- Out line, Paragraph development writing headlines, Reports and Short Articles, Précis writing.

i. Organizing Ideas : Sequencing, Classification, Comparison and Contrast, Cause and Effect, Description and Narration.

ii. Mechanics : Punctuation and Spellings ; Dictionary skills

3. Speaking Skills

- Discussion and Interview Skills.

4. Listening Skills

- News Bulletins, Press Conference and Speech.

5. Study Skills; Note taking and Note making

6. Grammar

- Simple, compound and complex sentences, Parallel Structures, Connectives, Conditionals, Passive Voice, Reported Speech, Prepositions.
- Vocabulary, Idioms.

Material

- Material used in this course is adopted from various sources: English Language Teaching Books.

Self-Study Resources

- Newspaper Headlines, Articles and News Items, Advertisements, Travel Brochures, Pictures, Tapes and Exercises on Speeches including Press Conferences and News Bulletins.

MCS–302: Introduction to Mass Communication

(3 Cr. Hrs)

- What is Communication? Communication Definition
- Communication as a process
- Ingredients of Communication
- Barriers of communication
- Essentials of effective communication
- Normative theories of communication
- Early models in communication

- What is Mass Communication and Mass Media?
- Books, Newspapers, Magazines, Film, Radio & TV
- Media Literacy and Understanding Mass Media and Social Control Function
- Convergence and the Reshaping of Mass Communication
- Mass Communication Theories and Effects
- Two step flow of communication.
- Propaganda and psychological warfare

MCS–303: Media History, Press Laws & Ethics

(4Cr. Hrs)

- History of Printing and early Journalism of the sub continent of Indo-Pakistan, England and the USA
- Role of the Muslim press in freedom struggle of 1857 and Pakistan Movement during March 23, 1940 to August 14, 1947
- Impact of postal, telegraphic, telephone and fax services on journalism
- History of media laws in the sub-continent.
- Press laws and regulations in Pakistan: PPO & RPPO.
- Law of Contempt and Defamation
- Freedom of Information Ordinance
- Pakistan Electronic Media Regulatory Authority (PEMRA)
- Freedom of the press in Pakistan: Past & Present
- Press Organizations in Pakistan
- Issue of ethics of journalism and press councils

MCS – 304: Media and Politics

(3Cr. Hrs)

- Major political systems and the role of media
- Media and democracy, responsibilities, functions and challenges
- Media and politics in Pakistan, the historical perspective : Ideology of Pakistan; Two Nation Theory; Objectives Resolution & constitutional development in Pakistan ; Creation of Pakistan ; Role of media in Democratic and authoritative regimes
- International political scenario: Developments after 9/11; War against Terrorism and Pakistani media
- Media and Government : Electoral Process & System in Pakistan, Political parties and their Background, role of media in electoral process ; Democratic transition and media
- Media and opinion formation : role of electronic and print media in rural areas of Pakistan ; Urban areas, impact of mass media ; media as an agent of social change and political awareness, polling and opinion surveys
- Election Campaigns
- Reporting Elections
- Fact Checking after Elections and Formation of Government

MCS–305: News Writing and Reporting (Eng/Urdu)

(3Cr. Hrs)

- What is News and News Reporting? Definitions and Types
- News Determinants, news sense and News Value
- News Report Structure: Intro, 5Ws & 1H, points of view of stakeholders, backgrounder. Inverted pyramid style.

- Information Gathering
Reporters' Beats (The teacher will put maximum focus on writing practice)
 - Crime and Accidents; Parliament; Politics, Courts; Business, Trade & Industry; Education; Health; Conflict; Sports; Showbiz; Environment; Development Sector
- Reporter's Sources: Human sources, documents, checklists, annual reports, budgets documents, Media Invitations,
- Covering and Reporting Press Conferences, media briefings, Speeches, seminars, workshop etc observations
- Reporting protest demonstrations
- Reporting Notes Taking Tips
- Curtain Raiser
- Investigative Reporting
- Development Reporting
- Conflict and War reporting
- Reporting for News Feature
- Difference in News writing and reporting in TV, Radio and Newspaper
- Reporting Ethics: ethics of news gathering, news writing and reporting

Note: This course is being offered in two languages (Urdu and English). The students can choose one. Extensive every day writing Practice will be done in the classroom and homework assignments. The instructors will duly mark the assignment and suggest improvement to the students. Individual assignment will be encouraged to help improve storytelling skills in individuals.

MCS-306: Computer Skills and Information Management (3 Cr. Hrs)

- Introduction to computer, internet and social media usage
- Microsoft office : basic skills and practice of Word, PowerPoint and excel
- Basic skills ad practice of Urdu software In-page
- Typing skills: English & Urdu
- Adobe Photoshop: Editing photographs/Advertisement designing.
- Macromedia Flash: Animation making/Drawing cartoons for newspapers and magazines.
- Adobe PageMaker: Creating layouts for Newspapers and Magazines.
- Skills of accessing and managing online academic resources
- Using online data bases for research and writing
- Basics of APA writing manual
- Weblog: designing, uploading and writing blogs

MCS-307: Personal Development (0 Cr. Hrs)

SEMESTER - II

MCS-308: News Editing (Eng/Urdu) (2 Cr. Hrs)

- Introduction to News room & its policy
- Headline Techniques in computer age
- The News: Gates, Agendas and Values
- The Practice of Media: Pressures and Constraints
- Designing the pages with page makers by computer

- Principles of layout and make-up
- Translation
- Monitoring radio and television
- Selection and display of visuals
- Computer and modern techniques of page making, editing and preparation of final draft

MCS–309: Fundamentals of Mass Communication Research & Theory (4 Cr. Hrs)

RESEACRH

- Research in Social Sciences
- Major perspectives in Research
- History of Mass Communication Research
- Steps in Research Process
- Survey Research Methods, Content Analysis & Focus Groups
- Questionnaire Construction
- Sampling Techniques
- Ethics of Social Research
- Reference writing

THEORY

- Introduction to Communication Theory
- Mass communication theory: Foundations, ferment, and future.
- Building Theory and Concept Explication
- Agenda-Setting, priming and framing
- Public Opinion, News Framing Public Opinion
- Uses and Gratifications
- Cultivation
- Selective Exposure
- Cognitive Dissonance
- Media Sociology
- Media Dependency
- Media Literacy
- Diffusion of Innovations
- Knowledge Gap and Digital Divide
- International News Flow
- Third-person effect, Spiral of Silence
- Journalism traditions and news routines Influences on media content
- Critical/Cultural Research

MCS–310: Fundamentals of PR & Advertising

(3 Cr. Hrs)

Public Relations

- Definition and importance of Public Relations
- Tools of Public Relations

- Publics of Public Relations
- Specific areas of PR Specialization: Business, Government and Politics, Education, Hospitals, Non-Profit Organizations, Entertainment and Sports, International PR etc.
- Crisis Situation and Use of Public Relations
- Duties of PRO
- Public Relations departments of government organizations (ISPR<DGPR and PID) and PR departments of private organizations
- Production of Public Relations Materials
- Planning Public Relations Program
- Origin of PR in Pakistan
- PR Setup for Official and Non-Official Organizations
- Ethics and Public Relations: Definition of Ethics, Code of Professional conduct, Code of Ethics of Some developed Countries, Need for a code in Pakistan

Advertising

- Definition of Advertising
- Short History for Advertising
- Types of Advertising
- Types of Advertising Agencies
- Roles of Advertising
- How Agencies are organized
- The five players of advertising
- Characteristics of Good Ads
- Merits and Demerits of Advertising
- Advertising and Culture
- Psychological influence on Consumers

MCS –311: Basics of Development Communication

(2 Cr. Hrs)

- Basic Concept of Development Communication
- History of Development
- Approaches to Development Communication
- Shared Vision (Government, Community & Household)
- Core Values for Development
- Extension Communication
- Development Journalism
- Difference between Social Economic and Integrated Development, Targeted and Sustainable Development
- Development Media Theory and Democratic Participant Media Theory.
- Dominant Paradigms and Development
- Alternative paradigm
- Empowerment paradigm
- Participatory Approach
- Areas of development: global poverty, hunger, health, gender, environment sustainability etc.
- Social Change
- Role of Change Agents and Opinion Leaders

- Persuasion
- Social Mobilization
- Empowerment at the grass root level
- Strategies of communicating social change: indigenous movements, cultural resistance, and digital media activism
- Development Agencies and how they work
- Social Entrepreneurship
- Planning and designing communication campaign

MCS–312: Introduction to Broadcast Media

(3 Cr. Hrs)

- Brief history of Radio and TV Journalism
- Radio and TV in Pakistan
- Organizational structure of Radio and TV broadcast in Pakistan
- Impacts of broadcast media on our Society, Impacts of TV on the world cultures
- Critical study of Satellite TV and cable networks
- Introduction of internet and electronic media in Pakistan
- CDs and Video cassettes in Pakistan
- Role of TV and Radio in the 21st century
- PEMRA Laws and their Implementation
- Role of Radio and TV in national integration
- Comparative and analytical study of new media channels related to Pakistan with reference to Ownership, Organization, Policy, Contents and Effects
- FM Radio Channel boom in Pakistan

MCS-313: Introduction to Digital Media

(2 Cr. Hrs)

- What is Digital Media & Communication
- Understanding of content management and publishing system
- Understanding of graphic file formats suitable for web delivery
- Internet and World Wide Web research techniques
- Social, political and cultural impacts of digital communication.
- History, theory, technology, and uses of social media (such as Twitter, Facebook, blogging, etc.)
- Understanding social media
- Self-presentation & identity management
- Credibility & deception
- Privacy & anonymity
- Social analytics
- Social influence
- Civic engagement
- Political participation
- Social mobilization & protests
- Social media
- Traditional & social media

MCS-314: Basic Concepts of Social Sciences

(2 Cr. Hrs)

- Introduction to Sociology and major perspectives
 - Culture, Society and Socialization
 - Social Institutions (Family, Religion, Politics and Media)
 - Social class.
 - Social change and its process
- Introduction to Social Psychology
 - Introduction to social psychology
 - Self and Socialization (Self influence and social roles)
 - Attitudes and Attitude change
 - Collective Behavior
- Introduction to Economics
 - Major economic systems
 - Monetary system
 - Balance of payment and Foreign Exchange
 - Globalization of Trade
 - Economic scene of Pakistan
 - Stock Market and its operation

Recommended Readings

- A.I.O.U. Islamabad: Development Support Communication, Islamabad, 1997.
- Adler, R B. (2003). Understanding Human Communication, 8th ed., New York, Oxford University Press.
- Alreck, Pamela L. (2004). The Survey Research Handbook, 3rd ed., Boston, McGraw-Hill.
- Aziz, K. K.: Making of Pakistan, Oxford.
- Babbie, Earl. (2002). The Basics of Social Research, 2nd ed., Belmont, Wadsworth.
- Berger Arthur Asa. (1998). Media Analysis Techniques, London.
- Berger, Arthur Asa. (2005): Media Analysis Techniques, 3rd ed., Thousand Oaks, Sage Publications.
- Berry, David (Ed.) (2000): Ethics and Media Culture: Practices and Presentations, Oxford, Focal Press.
- Bhatia, R.C. (2006). Business Communication, New Delhi, Ane Books India.
- Bordens, Kenneth S. (2002). Research Design and Methods: A Process Approach, 5th ed., Boston, McGraw-Hill.
- Bouma, Gary D. (2004). The Research Process, 4th ed., Oxford, Oxford University Press.
- Brighton, Paul & Dennis Foy. (2007). News Values, Los Angeles, Sage Publications.
- Burn, Andrew. (2003). Analysing Media Texts, London, Continuum.
- Chaudhry, Muhammad Ali. (1970). *Emergence of Pakistan*, Lahore. 1970.
- Cottle, Simon (Ed.) (2003). Media Organization and Production, London, Sage Publications.
- Cozby, Paul C. (2004). Methods in Behavioral Research, 8th ed., Boston, McGraw-Hill.

- Creswell, John W. (2003). *Research Design: Qualitative, Quantitative, and Mixed Methods Approach*, 2nd ed., Thousand Oaks, Sage Publications.
- Deacon, David. (2007). *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*, 2nd ed., London, Hodder Arnold.
- DeFleur, M. L. (1993). *Fundamental of Human Communication*, London.
- Des, Freedman (2014). *The Contradictions of Media Power*. London; Bloomsbury.
- Dewdney, A. (2006). *The New Media Handbook*, London, Routledge.
- Everett M. R. (1971). *Communication of Innovations*, London.
- Fairclough, Norman.(1995). *Media Discourse*, London, Hodder Arnold.
- Ferguson, Robert. (2004). *The Media in Question*, London, Arnold.
- G. W. Chaudhry. (1975). *Pakistan, Transition Civilian to Military Rule*, Oxford.
- Galician, Mary-Lou (Ed.) (2007). *Critical Thinking About Sex, Love, and Romance in the Mass Media: Media Literacy Applications*, New Jersey, Lawrence Erlbaum Associates.
- Gamble, Michael W. (1989). *Introducing Mass Communication*, New York.
- Gonasckera. (1999). *Mass Media and Culture Identities*, London.
- Graham Mytton (2016). *Media Audience Research*. New Delhi; SAGE.
- Gravetter, Frederick J. (2003). *Research Methods for the Behavioral Sciences*, Belmont, Wadsworth.
- Gudykunst, William B. (Ed.) (2002). *Handbook of International and Intercultural Communication*, 2nd ed., Thousand Oaks, Sage Publications.
- Heinich & Molenda & Russel. (2000). *Instructional Media*, New York.
- Ingrid, Volkmer (2012). *The Handbook of Global Media Research*. New York; Wiley Blackwell
- James W. Neuliep (2015). *Intercultural Communication* (6th ed.). Los Angeles; SAGE.
- James, Conklin (2011). *Qualitative Research in Technial Communication*. New York; Routledge.
- Janet M. Ruane (2016). *Social Research Methods*. New York; Wiley Blakwell.
- Jewkes, Yvonne.(2004). *Media and Crime*, London, Sage Publications.
- John, Herbert (2001). *Journalism in the Digital Age*. Oxford; Focal Press
- John, Vivian (2015). *The Media of Mass Communication* (11th ed.). New York; Pearson Education Inc.
- Joseph, R. Dominick.(1999). *The Dynamics of Mass Communication*, New York.
- Jullandry, Shafiq.(2001). *Sahafat Aur Ablagh*, Lahore.
- Keeble, Richard. (2006). *The Newspapers Handbook*, 4th ed., London, Routledge.
- Khemchand, Rabin. (2000). *Journalism and Human Development*, New Delhi.
- Khurshid, Abdusalam. (2002). *Sahafat Pakistan-o-Hind Main*, Lahore.
- Lawrence R. Frey (2009). *Routledge Handbook of Applied Communication Research*. New York; Routledge.
- Liana Li, Evans (2011). *Social Media Marketing*. New Delhi; Pearson
- Lindlof, Thomas R. (2002). *Qualitative Communication Research Methods*, 2nd ed., Thousand Oaks, Sage Publications.
- Luke, Sloan (2017). *The Sage Handbook of Social Media Research Methods*. London; Sage
- Machin, David. (2007). *Global Media Discourse: A Critical Introduction*, London, Routledge.
- McMilin, Divya C. (2007). *International Media Studies*, Malden, Blackwell Publishing.
- Megan, Knight (2013). *Social Media for Journalists*. London; Sage
- Merrigan, G. (2004). *Communication Research Methods*, Belmont, Wadsworth.

- Michael P. Boyle (2015). *Applied Communication Research Methods*. New York; Routledge.
- Miller, Derek B. (2007). *Media Pressure on Foreign Policy*, New York, Palgrave MACMILLAN.
- Murthy, D.V.R. (2001). *Development Journalism*, New Delhi.
- Natarajan, S. (1962). *A History of the Press in India*, Bombay, Asia Publishing House.
- Nayyar, Deepak. (2007). *Modern Mass Communication: Concepts and Processes*, Jaipur, Oxford Book Company.
- Naz, Ahsan Akhtar. (1997). *Sahafti Zumadarian*, National Language Authority, Islamabad.
- Naz, Ahsan Akhtar. (1998). *Sahafti Qawanee*, Lahore.
- Naz, Ahsan Akhtar. (2002). *Pakistan Mein Taraqqi Passand Sahafat*, Classic, Lahore.
- Naz, Ahsan Akhtar. (2003). *Mukalamat (Progressive Movement & Journalism)*, Lahore.
- Naz, Ahsan Akhtar. (2005). *Sahafti Ikhlaiyat*, Lahore.
- Newbold, Chris (Ed.) (2002). *The Media Book*, London, Arnold.
- O'Keeffe, Anne. (2006). *Investigating Media Discourse*, London, Routledge.
- Oliver, Paul. (2003). *The Student's Guide to Research Ethics*, Maidenhead, Open University Press.
- O'Shaughnessy, M. (2006). *Media and Society: An Introduction*, 3rd ed., Oxford, Oxford University Press.
- Parikh, J. (1998). *Press and Journalism*, Common Wealth.
- Paul, Lambert (2014). *International Handbook of Social Media Laws*. UK; Bloomsbury
- Potter, W. J. (2008). *Media Literacy*, 4th ed., Los Angeles, Sage Publications.
- Pranee, Liamputtong (2010). *Performing Qualitative Cross-Cultural Research*. London; Cambridge University Press.
- Qureshi, I. H. (1964). *Struggle for Pakistan*; Karachi.
- R.B., Rubin.(1996). *Communication Research*, New York.
- Rebecca B. Rubin (2010). *Communication Research*. USA; Wadsworth
- Rubin, R. B. (2005). *Communication Research: Strategies and Sources*, 6th ed., Belmont, Wadsworth.
- Salkind, Neil J. (2006). *Exploring Research*, 6th ed., New Jersey, Pearson Education Inc.
- Schmidt, Wallace V. (2007). *Communicating Globally: Intercultural Communication and International Business*, Los Angeles, Sage Publications.
- Schramm. (1999). *Elements of Modern Journalism*, Lahore.
- Schroder, K. (2003). *Researching Audiences*, London, Arnold.
- Sharon, Gerson & Steven Gerson (2014). *Technical Communication* (8th ed.). New York; Pearson Education Inc.
- Shehab, Rafiullah. (1995). *50 years of Pakistan*, Lahore.
- Steen, Rob. (2008). *Sports Journalism: A Multimedia Primer*, London, Routledge.
- Steve, Wright (2006). *Digital Compositing for Film and Video*. Oxford; Focal Press
- Stevenson, Robert L. (1984). *On the Democratization of Development, Decision Making in the Third World*.
- Terry, Flew & Adam Swift (2015). *Media Economics*. New York; Palgrave Macmillian Education.
- Terry, Flew (2014). *New Media*. Oxford; Oxford University Press
- Tim, Highfield (2016). *Social Media and Everybody Politics*. Cambridge; Polity Press

SPECIALIZATIONS

For third and fourth semester each successful student will opt any one of the following specializations:

- **Communication Theory and Print Media**
- **Public Relations and Advertising**
- **Electronic Media (Radio & Television)**
- **Digital Media**

SEQUENCE ONE

Communication Theory and Print Media

SEMESTER - III

		<u>Total Cr Hrs 18</u>
MCS 401	Mass communication Theory	3Cr.Hrs
MCS 402	Mass communication Research	3Cr.Hrs
MCS 403	Investigative Journalism (Case Studies)	3Cr.Hrs
MCS 404	Media Management and Production	3Cr.Hrs
MCS 405	Magazine Journalism	3Cr.Hrs
MCS 406	Online journalism	3Cr.Hrs

SEMESTER - IV

		<u>Total Cr Hrs 18</u>
MCS 407	Feature, Column & Editorial (Eng/Urdu)	4Cr.Hrs
MCS 408	Advance Reporting (Eng/Urdu)	4Cr.Hrs
MCS 409	International Communication	2Cr.Hrs
MCS 410	Media, Culture and Society	2Cr.Hrs
MCS 411	Internship	2Cr.Hrs
MCS 412	Thesis/ Project	4Cr.Hrs

SEMESTER - III

MCS-401: Mass Communication Theory

(3 Cr. Hrs)

- Difference between Theory, Paradigm, Perspective and Model.
- Introduction to Mass Communication Theory
- Various approaches to Mass Communication Theories:
 - Effects Approach
 - Critical Approach
 - Pluralism vs. Dominance Approach
 - Development Media Approach
- Linear and Interactive Communication (Convergence Model of Communication)
- Herman and Chomsky Propaganda Model

MCS-402: Mass Communication Research

(3 Cr. Hrs)

- Communication Research: Meaning & Objectives
- Types of Research
- Selection of Research Topics
- Review of literature, use of documents for research
- Construction of research question and hypothesis
- Methods:
 - Surveys
 - Field Observational Studies
 - Content Analysis
 - Case Studies
 - Historical Research
- Selecting a Sample
- Coding Data

- Interpreting Data
- Analyzing Results
- Report Writing / Proposal Writing
- Semiotic and Structural Analysis
- Problems of Research in Pakistan
- Use of Computer in Research (SPSS & SCOPE etc.)
- Reference Writing

MCS-403: Investigative Journalism

(3 Cr. Hrs)

- The soul of the investigative reporter
- Planning, developing and pitching an investigative project
- Investigative techniques
- Investigative storytelling
- Finding Sources / Dealing with Sources
- Ethics, accuracy & the law
- Fact checking and editing Draft final
- Case Studies (Watergate Scandal, Memogate Scandal, Panama Leaks, Dawn Leaks Etc.)

MCS-404: Media Management & Production

(3 Cr. Hrs)

- Newspaper ownership and systems in Pakistan
- Media Legislation, Regulation & Governance
- Structure of Media Organization
 - Models of Management
 - Management Process
 - Management Styles and Leadership
 - Risks
- Newspaper Organization:
 - Managerial and Editorial Sections
 - Administration/Personnel Department, Business and Advertisement Department
 - Circulation Department, Works and Printing Department
 - Scanning & Composing Sections
 - Reference Library, Photographic Section Magazine Section
 - Account Department and Financial Management of newspapers
 - News Section (Staff Reporters, Correspondents and Special Correspondents, Forum Area Reporters and Pick Up Points)
 - Shift and Desk, Edition

Strategic Planning and Financial Management

- Strategy and Tactics
- Constructing a Business Plan

Editorial Management

Production Process

MCS-405: Magazine Journalism

(3 Cr. Hrs)

- Magazine Editorial Trends in Pakistan
- Types and readership of Pakistani Magazines
- Foreign Magazines Readership in Pakistan
- The Duties of Magazine Editor
- General Planning and Policy
- Planning and interpretation of Current Issues
- Layout via computer
 - Page making, Pictorial coverage, Headline and Titles through computer
 - Picture Editing, Caption writing, Copy editing
- Popular Contents of Pakistani Magazines
- Magazines and the Law
- Ethics of Magazine Editor

MCS-406: Online Journalism/Conflict

(2 Cr. Hrs)

OVERVIEW OF ONLINE JOURNALISM AROUND THE WORLD

- What is online journalism?
- The changing landscape: Why newspapers and broadcast outlets are on the Web
- Online Journalism in Pakistan

TOOLS OF ONLINE JOURNALISM

- Multimedia
- Interactivity
- Hyperlinks
- Weblogs and content management systems

CITIZEN AND PARTICIPATORY JOURNALISM

- Citizen Journalism
- Weblogs

NEW MEDIA AND SOCIAL NETWORKS

- New Media
- Social Media
- Social Networking websites

SECURITY AND ETHICAL CHALLENGES IN ONLINE JOURNALISM

- Security challenges
- Applying Journalism Ethics to online journalism

SEMESTER - IV

MCS-407: Feature, Column & Editorial Writing (Theory and Practical) (4 Cr. Hrs)

Journalistic Language and different genres of print media

Editorial writing

- Editorial, Column, feature the structural introduction
 - Editorial Writing and practice, basics of editorial writing, research and editorials
 - Relationship between newspaper policy and editorial writing, Comparison of mainstream Urdu and English editorials
 - Editorial writing at national /international level, Finding Similarities/differences — Indian, Gulf, Europe, US Newspaper Editorials
 - Editorial Policy Analysis – Editorial treatment to same issue

Column Writing

- Column Writing – Structural guidance
 - Analyzing contemporary columns of national and international newspapers
 - Column as the representative of self-writing, Writing Style of Same Columnist
 - Comparing the Styles – English vs. Urdu Columns / Topics
 - Column Writing – requisites and issues

Feature Writing

- Feature – Structure – Types – Examples / Topics
 - Locating features research resources , Feature Writing Practice

Practice: Students would be assigned some topics to produce specialized writing and will be discussed in the class to improve their work.

MCS 408: Advance Reporting (Eng/Urdu)

(4 Cr. Hrs)

This course builds on the practical skills students gained in Essentials of Journalism, while employing the more refined investigative techniques learned in Investigative Journalism or the narrative sensibility they gained.. This course will emphasise on print journalism, particularly the importance of reliable sources, journalistic ethics and transparency. There will be a stress on writing in both English and Urdu. Aside from going out and doing their own reporting, students will also be analyze the narrative structure of news and features in order to master storytelling.

The students will be required to pitch story ideas and to respond constructively to the ideas and writing of others.

The reporting assignments will be given to the students and they will be given ample time to complete them. The students will be required to write short news reports during class sessions.

MCS-409: International Communication

(2Cr. Hrs)

- Communication among Nations
- Approaches to the Study of International Communication
- Controls and Restrictions on Cross-boarder flow of Information
- Inter Cultural Communication
- Muslims Portrayal in the Western Media
- Conflict between the Central and Peripheral Countries and UNESCO
- Media and Foreign Policy
- Advocative, Adversarial and Watchdog Role of the Media
- The Dominant Paradigm of International Communication
- Issues in International Communication Role of the Media in Conflict Resolution
- How media can be used to enhance international cooperation.

MCS-410: Media Culture and Society

(2 Cr. Hrs)

- Defining Media, Culture and Society
- Socialization and Acculturation
- Theory of Society and Theory of Media
- Social Institutions and the Media Institution
- Diffusion Process
- Media Society Linkages
- Cultural Approach to Mass Communication
- The Interactive Approach
- Mass Media and Mass Culture
- Mass Media and Social Change
- The issues of Control and Ownership
- Communication among cultures
- Pakistani Culture and Media Theories of Human Communication
- Classical social thinkers and social change
- Analyzing Media :Analysis of textual and visual content, audiences and users, institutions and of the production of media and media technologies

MCS-411: Internship

(2 Cr. Hrs)

Every student is required to get working experience 2 months any well-reputed government, semi-government and private organization.

MCS-412: Thesis/Project/Course (Book Designing and Publishing)

(4 Cr. Hrs)

After getting the research topics approved, the students will write their thesis or work on their projects under the guidance of their supervisor. The Thesis / Project will be evaluated by the Director, external and internal examiners and viva-voce will be held.

Recommended Readings

- Angela, B. (1997). *Advanced Level Media*, New York. Annabella: Media in Global Context –Areder. New York.
- Baran, Stanley J.(2006): *Mass Communication Theory: Foundations, Ferment, and Future*, 4th ed., Noida U.P., Thomson Wadsworth.
- Bovee, C.L. Business Communication Today (7th Ed.) Islamabad: National Book Foundation
- Burgh, Hugo de. (2000). *Investigative Journalism: Context and Practice*, London, Routledge.
- Carl, Sessions Stepp (2008). *Editing for Todays Newsroom*. New York; Routledge
- Cecilia, Friend (2000). *Contemporary Editing*. New York; Routledge
- Chris, Frost (2003). *Designing for Newspapers and Magazines*. New York; Routledge
- Chun, Wendy Hui Kyong (Ed.) (2006). *New Media Old Media: A History and Theory Reader*, New York, Routledge.
- Conley, David. (2002). *The Daily Miracle: An Introduction to Journalism*, 2nd ed., Oxford, Oxford University Press.
- Cram, C.M. (2007) *Communication in Business with Technology*. Massachusetts: Thomson.
- Denis, McQuail. (1987). *Mass Communication Theory*, New Delhi.

- Dennis. (1996). *Media Debates*, London.
- Eisenthart, D. (1994). *Publishing in the Information Age*. Westport, CI: Quorum Books.
- Fenton, Howard M. & Frank J. Romano. (1997). *On-Demand Printing*. GATF, Prentice Hall PTR, Upper Saddle River.
- Ferguson, Donald L. (1993). *Journalism Today!*, 4th ed., Illinois, National Textbook Company.
- Fleming, Carole. (2006). *An Introduction to Journalism*, New Delhi, Vistaar Publications.
- Franklin, Bob. (2005). *Key Concepts in Journalism Studies*, New Delhi, Vistaar Publications.
- Friedlander, Edwar Jay. (1996). *Feature Writing for Newspapers and Magazines: The Pursuit of Excellence*, 3rd ed., New York, Harper Collins College Publishers.
- Frost, Chris.(2007). *Designing for Newspapers and Magazines*, London, Routledge.
- Gamble, Michael W. (1989). *Introducing Mass Communication*, New York.
- Ghallagher, P. (1992). *For all the Write Reasons*. Worcester, PA: Young Sparrow Press.
- Graham Mytton (2016). *Media Audience Research*. New Delhi; SAGE.
- Granato, Len. (2006). *Newspaper Feature Writing*, (revised ed.), New Delhi, Inmol Publications.
- Hamilton, James T. (2004). *All the News that's Fit to Sell: How the Market Transforms Information into News*, Princeton, Princeton University Press.
- Hamilton, John.(2000). *Casoonora was a book Lover*. Baoston Rouge. Lousisiana State University Press.
- Hanson. (2001). *Visual Media Communication*, N.Delhi.
- Ian, Reeves (2015). *The Newspapers Handbook*. New York; Routledge
- Ingrid, Volkmer (2012). *The Handbook of Global Media Research*. New York; Wiley Blackwell
- Itule, B. D. (2003). *News writing and reporting for today's media* (6th ed.). Boston: McGraw Hill
- Itule, Bruce D. (2003). *News Writing and Reporting for Today's Media* (Int'l ed.), Boston, McGraw-Hill.
- Jagdish, Vachani. (1999). *Media Politic and Ownership*, New Delhi.
- James Curren (Ed.) (2007). *Media and Cultural Theory*, London, Routledge.
- James, Conklin (2011). *Qualitative Research in Technial Communication*. New York; Routledge.
- James, Wilson. (1998). *Mass Media / Mass Culture*, New York.
- Janet M. Ruane (2016). *Social Research Methods*. New York; Wiley Blakwell.
- Joseph, Ammu (Ed.) (2006). *Whose News? The Media and Women's Issues*, 2nd ed., New Delhi, Sage Publications.
- Joseph, D. (1999). *The Dynamics of Mass' Communication*, New York.
- Josph R. Dominick. (2001). *The Dynamics of Mass Communication*. MacGraw Inc.
- Jossi, Franke. (1994). *An Introduction to Reporting*, Lahore.
- Jullandhry, Shafiq Dr. (2000). *Column Noveesi (urdu)*, Lahore.
- Jullandhry, Shafiq Dr. (2000). *Feature Nagari (urdu)*, Lahore.
- Jullandhry, Shafiq Dr. (2000). *Sahafat, Sahafi Aur Ablagh (urdu)*, Lahore.
- Kishore, Sharma (2010). *Art of News Writing Technique*. New Delhi; Centrum Press
- Lanson, Gerald. (1994). *Writing & Reporting the News*, 2nd ed., Fort Worth, Harcourt Brace College Publishers.

- Lanson, Jerry. (1999). *News in a New Century: Reporting in an age of converging media*, Thousand Oaks, Pine Forge Press.
- Lawrence R. Frey (2009). *Routledge Handbook of Applied Communication Research*. New York; Routledge.
- Littlejohn, Stephen W. (2003). *Theories of Human Communication*, 7th ed., Singapore, Thomson Asia Pte. Ltd.
- Manchery, Melvin. (1993). *Basic Media Writing*, New York.
- McGregor, Judy (Ed.) (2002). *What's News? Reclaiming Journalism in New Zealand, Australia*, Thomson.
- McKane, Anna. (2006). *News writing*, London, Sage Publications.
- McKay, Jenny. (2000). *The Magazine Handbook*, London, Routledge.
- McNair, Brian. (1998). *The Sociology of Journalism*, London.
- McQuail, Denis. (2005). *Mass Communication Theory*, 5th ed., New Delhi, Vistaar Publication.
- Mencher, M. *New reporting and writing* (7th ed.). Islamabad: National Book Foundation
- Michael P. Boyle (2015). *Applied Communication Research Methods*. New York; Routledge.
- Murtaza, Mateen-ur-Rehman. (2000). *Matbua'h*, Karachi.
- Naz, Dr. Ahsan Akhtar. (2002). *Mukalmat (urdu)*, Al-Qamar Enterprises, Lahore.
- Naz, Dr. Ahsan Akhtar. (2002). *Pakistan Mein Tarraqi Pasand Sahafat (urdu)*, Classic, Lahore.
- Paul Copley (Ed.) (1996). *The Communication Theory Reader*, London, Routledge.
- Perkin, W. (2000) *A Cheap and Easy Guide to Self-Publishing E-Books*. Downloadable Electric Book.
- Peter, H. (2002) *Business Communication*. London: Routledge
- Philo, Greg. (1998). *Media and Mental and Communication in the Global, Commonwealth*.
- Praneer, Liamputtong (2010). *Performing Qualitative Cross-Cultural Research*. London; Cambridge University Press.
- Raiteer, C. (2000). *Digital Communicaton*, Delhi.
- Rajsekhar, T. (2007). *Media and sports journalism*. New Delhi: Sonali Publications.
- Ramage, John D. (2006). *The Allyn & Bacon Guide to Writing*, 4th ed., New York, Pearson Education Inc.
- Rebecca B. Rubin (2010). *Communication Research*. USA; Wadsworth
- Rob, Layton (2011). *Editing and News Design*. New York; Palgrave MacMillian
- Roush, C. 2004) *Show me the money: Writing Business and Economic Stories for Mass Communication*.
- Rudin, R. (2002). *An Introduction to Journalism: Essential Techniques and Background Knowledge*, Oxford, Focal Press.
- Schultz, B. (2005). *Broadcast news producing*. Thousand Oaks: Sage Publications.
- Schultz, B. (2007). *Sports media: Reporting, producing and planning*. Delhi: Focal Press.
- Severin, Werner J., Tankard, James W. (1992). *Communication theories: Origins, Methods, And Uses in the Mass Media*. NY: Longmann.
- Sharma, Jitendar Kumar. (2003). *Print Media and Electronic Media: Implications for the Future*, Delhi, AuthorsPress.

- Shook, F. (2005). *Television field production and reporting* (4th ed.). New Delhi: Pearson Education.
- Smith, Jon(2007). *Essential Reporting: The NCTJ Guide for Trainee Journalists*, Los Angeles, Sage Publications.
- Steen, R. (2008). *Sports journalism: A multimedia primer*. Oxon: Routledge.
- Stuart, Allan (2004). *Reporting War*. New York; Routledge
- Ted, Palys (2003). *Research Decisions*. New York; Thomson Nelson.
- Tumber, Howard. (1999). *News: A Reader*, Oxford, Oxford University Press.
- UNESCO. (1997). *World Communication Report*, UNESCO.
- West, Richard. (2007). *Introducing Communication Theory: Analysis and Application*, 3rd ed., Boston, McGraw-Hill.
- Williams, Kavin. (2003). *Understanding Media Theory*, London, Bookman.
- Wulfemeyer, K. Tim. (2006). *Online Newswriting*, Iowa, Blackwell Publishing.
- Zachariah, Aruna. (2006). *Print Media Communication and Management: Elements, Dimensions and Images*, New Delhi, Kanishka Publishers.

SEQUENCE TWO

Public Relations & Advertising

SEMESTER - III

Total Cr Hrs 16

MCS-412	Theories, principles and Practices of PR	3 Cr. Hrs
MCS-413	Theories, Principles and Practices of Advertising	3 Cr. Hrs
MCS-414	Basics of Research in Advertising & Public Relations	3 Cr. Hrs
MCS-415	Advertising/Public Relations Workshop (Copy writing T&P)	4 Cr. Hrs
MCS-416	Media Planning, Operations, Monitoring & Evaluation	3 Cr. Hrs

SEMESTER - IV

Total Cr Hrs 16

MCS-417	Public Relation & Advertising: Case Studies	4 Cr. Hrs
MCS-418	Seminar (Presentation of the Project Proposals on Public Relations and Advertising)	2 Cr. Hrs
MCS-419	Internship (Public Relations Dept./Advertising Agency)	2 Cr. Hrs
MCS-420	Master Project on Public Relations	4 Cr. Hrs
MCS-421	Master Project on Advertising	4 Cr. Hrs
MCS-421(A)	Writing Practice (Press Releases, Handouts and Copy Writing)	0 Cr. Hrs

SEMESTER - III

MCS-412: Theories, Principles and Practices of PR

(3 Cr. Hrs)

- Functions and Tools of Public Relations
- Feedback and PR (two step flow of communication)
- PR and Opinion Leaders
- Media Coverage and Barriers
- Media's dependency on PR
- Principles of Persuasive writings
- Public Relations for different professions (Consumers, Community, Political, Government, Industrial and International)
- Ethical Issues in Public Relations

MCS-413: Theories, Principles and Practices of Advertising

(3 Cr. Hrs)

- New trends in Advertising : Case Studies
- Modern Media and Advertising
- Ethical issues in Advertising
- Advertising Planning and strategy
- Integrated Marketing Communication (IMC)
- Psychology of Advertising
- Media reliance on advertisement business
- A review of Pakistani advertising agencies
- Procedures of copy writing and production of electronic commercials

MCS-414: Basics of Research in Advertising & Public Relations

(3 Cr. Hrs)

- Diagnostic Research
- Quantitative and Qualitative Research
- Difference Between Market, Marketing and Advertising Research
- Exploratory Research
- The Research Process
- The Role of Advertising Research
- The Subject Matter of Advertising Research
- Evaluation Research Process in PR
- Levels of Program Evaluation
- Preparation criteria and Methods, Implementation Criteria and Methods, Impact Criteria and Methods
- Essentials of Evaluation Research
- Strategic Planning for Research
- Secondary Research
- Sampling Methods
- Questionnaire Designing
- Surveys
- Data Processing and Analysis
- Writing Research Report
- Audience and Message Research
- Cognitive Research
- Persuasion and Communication tests
- Attitude-Change Tests
- Psychological, Frame-by-Frame and In-Market Tests
- Interpreting and using Results of Evaluation

MCS-415: Advertising / Public Relation Workshop

(4 Cr. Hrs)

- Basics of PR Writing
- Press Release
- Feature Story Illustration Message Distribution
- Letters Proposals and Reports
- Leaflets and Brochures Sponsored
- Periodicals
- Handouts
- Press Notes
- Speeches
- Audio Visual Material in PR
- The Creative Process in Advertising
- Writing for the Print Media
- Writing for the Electronic Media

MCS-416: Media Planning, Operations, Monitoring, & Evaluation

(3 Cr. Hrs)

- The Media Strategy
- The functions of Media Planning in PR
- Evaluating Media opportunities

- Operational Stages within a media plan
- Television Advertising
- The Radio as a Channel
- Newspapers in Media Planning
- Magazines in Media Planning
- Specialty Advertising
- The alternate Media
- Expert Knowledge of Media opportunities
- Maintaining Plan performance
- Designing and planning of Media campaigns
- Conduct
- Focus groups
- Surveys
- Content analysis
- Writing research findings
- Monitoring Communication Program
- Evaluating Communication Program

SEMESTER - IV

MCS-417: Public Relations & Advertising: Case Studies

(4 Cr. Hrs)

- Case studies of typical Public Relations problems in industry, labor, education, government, social welfare, trade, political, community, consumer and international, etc., to, look at the practical application of public relations theory and research within such organizations. This course is designed to help develop and refine critical thinking on the part of the students in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases and problem situations. Uses of real life cases studies, tracking of current public relation issues and creation of full-scale public relations plan for their selected client (organization). This course is for the students who have mastered most of the skills and are ready to apply them to genuine public relations problems. Students will utilize the principles and techniques of public relations to analyze the working of public relations in their case studies.
- Case Study of Advertising Agencies, their problems, functions, policies, managements and structure, competition with market will enable the students to analyze and understand the typical, practical, application and problems in true means.
- All the students will be required to study examine and present one case study on Public Relations Organization or Advertising agency. This will be the collective critique of the team. Every team will give presentations of its critical report in the class and then before the experts consisting of the Director of the Institute, two external and internal examiners, who will evaluate them in viva voce for grading.

MCS-418: Seminar

(2 Cr. Hrs)

(Presentation of the Project Proposals on Advertising / Public Relations)

Students will be assigned different topics and they have to present them before the class in the seminar session

MCS-419: Internship (Public Relations Department & Advertising Agency) (2Cr. Hrs)

Every student is required to get working experience of 2 months in government, semi government or in any well reputed Public Relations Department or Advertising Agency.

MCS-420: Master Project (Public Relations) (4 Cr. Hrs)

During this project, teams will produce for their client organization as planned in their long-term plan of Public Relations. The students will target the audience for the messages, develop the themes, write the scripts, snap photographs, shoot the footage for their video / film, edit and dub and finalize their productions. The students will organize Advisory committees of different people for enhancing the image of the organization and will get the suggestions and proposals from the members of these committees for this purpose. Each team will produce at least ten different pamphlets for their selected organization. Print materials will be handed over to the teacher in the form of camera ready copy. Every team will give at least one presentation in the class about nature of the job and the way they have tackled it. The teams will present these productions in a viva voce, conducted by the Director, internal and external examiners.

MCS-421: Master Project (Advertising) (4Cr. Hrs)

During this project students' teams will produce video program or slide-tape show for their client Advertising Agency. The students will select a topic, develop the themes, write the scripts, snap photographs, shoot the footage for their video / film, edit and dub and finalize their productions. The students will prepare advertisements as a project and hand over to the teacher in the form of film. Every team will give at least one presentation in the class about the nature of the job and the way they have tackled it. The teams will present these productions in a viva voce, conducted by the director, internal and external examiners.

MCS-421(A): Writing Practice (Press Releases, Handouts and Copy Writing) (0Cr. Hrs)

Course outlines for this practical subject will be offered by the instructor himself/herself. Practical exercise will be different each time.

SEQUENCE THREE

Electronic Media (Radio & Television)

SEMESTER - III

Total Cr Hrs 18

MCS-422	Writing for Radio	4 Cr. Hrs
MCS-423	Writing for TV	4 Cr. Hrs
MCS-424	Types of Radio Production	3 Cr. Hrs
MCS-425	Types of TV Production (Theory)	3 Cr. Hrs
MCS-426	Post Production (Radio & TV)	4 Cr. Hrs

Fourth Semester

Total Cr Hrs 18

MCS-427	Electronic Media in Development	4 Cr. Hrs
MCS-428	Media Analysis	4 Cr. Hrs
MCS-429	Final Radio Production Project	4 Cr. Hrs
MCS-430	Final TV Production Project	4 Cr. Hrs
MCS-431	Internship	2 Cr. Hrs

SEMESTER - III

MCS-422: Writing for Radio

(4 Cr. Hrs)

- Basic Requisites : Writing for Ear, Important Considerations, a) Pace, b) Accent, c) Tone, d) Speed
- Using Effective gadgets, a) Sounds and Voices-the difference, b) BGM (Background Music), c) VO (Voice over), d) Sound Effects, e) Voice Clips
- Writing a radio documentary, a) Topic Selection, b) Research, c) Sound Aesthetics d) Writing an effective VO e) Developing an Audio sheet
- Writing Radio Drama, a) Plot, b) Characters, c) Scenes, d) Dialogues

MCS-423: Writing for TV

(4 Cr. Hrs)

- Writing Short Film/Drama—stages, Types of technical Script a) Synopsis, b) Treatment, c) Screenplay
 - Plot ,development of a plot – approaches , a) Three act structure, b) Hero`s Journey, c) Sequence approach
 - Characterization, Dialogues, a) Dialogue Description, b) Parts of a Dialogue, c) Using Appropriate Punctuation, d) Structure of a Dialogue
 - Writing Screen Play , a) Character Description, b) Scene description, c) Writing Dialogues, d) Character Movement, e) Camera Movement
- Writing Scripts for various genres, Talk Shows, News Packages, Magazine Shows, Stage Shows, Linking Programs

MCS-424: Types of Radio Production

(3 Cr. Hrs)

- Duties and responsibilities of Radio producer
- Organizational Structure of Radio station(s)

Pre-production Phase:

Idea development

Proposal writing

Budget

Research

Script-writing

Production Plan(s)

Production

The Radio Studio: Studio Layout, The studio desk, mixer, control panel, console, Music playout, Recording formats, Editing principles, Microphones,

Using the Internet and social media: An online presence, Internet radio, Radio podcasts, Making the best use of social media, Personal Twitter accounts, Blogs.

Writing for the ear: Who are you talking to? What do you want to say? Pictures and stories, The script.

News – policy and practice: Investigative reporting, Campaigning journalism, Civil disturbance and war reporting, The newsroom operation, Smartphone, Radio car, Equipment in the field, The news conference and press release.

Interviewing: The basic approach, Types of interview, Preparation before the interview, Question technique, Devil's advocate, Multiple questions, During the interview, Winding up, Style, Interviewing cold, location interviews.

Vox pop: Phrasing the question, Interviewing children, Choosing the site, The recorder, putting the question, The editing.

News reading and presentation: The seven Ps, Newsreading, Pronunciation, Vocal stressing, Inflection, Quotation marks, Errors and emergencies, Headphones, Trails and promos.

The Discussion: Format, Selection of Participants, The chairperson, Preparation, Starting the program, Speaker control, Subject control, Technical control.

Phone-ins: Technical facilities, Choosing the calls, The role of the host, Studio operation, The specific subject, Linking program together.

Listener participation: Letters, phone calls, emails, texts and tweets, Program follow-up, Texting.

Outside broadcasts: Planning, Visiting the site, Equipment, Program reach, Liaison with the basic studio.

Drama - principles: The idea, Story construction, Characterization, Script layout, The actors, The acoustic, Sound effects, Music, Production technique.

Documentary and feature programs: Planning, Research, Collecting the material, Compilation, Program sequence.

The work of the producer: Ideas, Resource planning, Taste, Editing the session, Post-production, Program administration.

Post-production Phase:

Importance of editing

Basic concepts, techniques, and grammar of audio editing

MCS-425: Types of TV Production**(3 Cr. Hrs)**

Overview of Television Production: What is Television, Cable Television? The Production Crew, Production Methods, The Production Switcher, Role and responsibilities of television producer.

The Production Process: Stage 1: Planning and Preparation, Stage 2: The Production, Stage 3: Post Production.

The Script and Production Plan: The Script's Purpose, Suggestions for Scriptwriting. Planning: Concept, Planning a program, Organizing ideas, Content approach, Program proposal, Program title, Target audience, Budget, Talent, Initial decisions, Publicity and Promotion, Director's role, Rehearsals, Script reading, Dryrun, Walk-through.

Production: Ideas, Artists, Equipment, Production team, Technical operations, Director, Floor Manager, Production Assistant, Technical Manager, Lighting Supervisor, Vision Mixer, The Studio Production: Studio Rehearsal, Cueing, Recording the Production: Video Resolutions, 3D Television, Video Recording Media.

Direction: Script, Camera, Camera Cards, Caption, Props and Scenery, Speakers preparation, Dry Runs, Cueing performers, Talk back to the studio, Sound, Gimmicks, Off-the-Cuff Direction, Shot definition.

Program Formats: Interview: types of interviews - News interview, Hard interview, Panel interview, Thought process interview, (Guide for Producer, interviewer, interviewee) Studio interview, Camera work, Directing an interview, Preparation for interview, Interview Techniques. Talk show: Production pattern, Entertainment show, Audience-participation show, Quiz Programs.

Documentary: Preparation, Shooting, Editing, Animation, Titles.

Drama: Hazards of TV Drama, Single play, Serial, Soap Opera, Documentary drama, Drama Production, Dramatic structure, Planning meeting, Floor plan, Sets, Casting, Rehearsals, Music, Technical matters, Control Room Manners.

Television Cameras: Types of Cameras, Camera Basics, The Camera Lens, Types of Lenses, Using the Camera: Standard Shots: Camera Operation, Production Format Styles, Creating an Effective Image: Composing the Picture, The Effects of the Picture Frame, A Theory of Dynamic Composition.

Lighting for Television: Why is lighting necessary, The Nature of Light, Light Sources, Lighting Instruments, Basic Lighting Plan.

Backgrounds and Sets: The Influence of the Television Backgrounds, Basic Organization, Economical Sets, Set Components, Set Considerations.

Makeup and Costumes: Forms of Makeup, Principles of Makeup, Costumes.

Audio for Television: The Audio System, Acoustics, Mono Sound, Stereo Sound, Microphone Characteristics, Types of Microphones

Editing the Production: Editing Techniques in Television, Editing Basics, The Mechanics of Editing, Postproduction Logging

MCS-426: Post Production (Radio & TV)

(4 Cr. Hrs)

- Post Production Process
- History of Editing
- Editing Concepts / Techniques
- Adobe Premier Pro
- Grammar of Editing
- Montage
- Sound Design Concepts
- After Effects
- Basic Colour Theory

- Color Correction
- Graphics & Animation for Video
- Chroma keying & Compositing
- Rotoscoping
- Basic VFX Concepts
- Basic Motion Graphics

SEMESTER - IV

MCS-427: Electronic Media in Development

(4 Cr. Hrs)

- Use of Radio and TV in social development
- Catching the attention and holding the listeners/viewers
- Dialogue versus monologue
- Community broadcasting as a best means of Participation and Interaction in the field of:
 - Education
 - Health and social welfare
 - Environment protection
 - Population planning and control
 - Poverty reduction
 - Proper utility of resources

MCS-428: Media Analysis

(4 Cr. Hrs)

Teacher will acquaint the students to the standards of quality production and teach the students techniques of critique writing. Students will be assigned different Radio and Television program for writing critiques on them. Every student will write at least two critical reports on two different Television programmes and two critical reports on Radio program assigned by the teacher. In radio critique, he will evaluate the quality of script, organization, concept, sound quality and reasons of deficiency and suggest ways of improvement in the program. In the critique on television program, they will evaluate the quality of photography, transmission, sound quality, concept, scene arrangement, set designing, camera technique, visual effects and editing. The students will present their critical report in the class where teacher will evaluate them for grading.

MCS-429: Final Radio Production Project

(4 Cr. Hrs)

The final radio production will be of professional quality acceptable by any radio station for transmission. The theme of the script will be any development idea; the format could be drama, feature or documentary. It will be 20 minutes production. Students may give their own voice for some characters. In case of drama and feature, the students will select the characters of their program from themselves and in case of documentary; they will select any one from themselves as a narrator.

MCS-430: Final TV Production Project

(4 Cr. Hrs)

This will be a professional quality production, which must be acceptable for any television channel. Teams of three to five students will work on final television production. They will produce a fifteen to twenty minutes documentary on any development topic suggested by

the teacher. They will: (i) write script (ii) make a production plan (iii) arrange Beta cam digital or Emetic camera and operate the camera themselves for outdoors shooting. They will select sound effects and video effects and edit their production themselves. The members of two teams can collaborate with each other during their production. While working on the script writing, editing and dubbing the teams will work separately. During their production every member of the team will demonstrate his / her ability to use all categories of equipment for photography, indoor production, mixing, dubbing and editing, The final production will be evaluated by the experts consisting of the Director, external and internal examiners.

MCS-431: Internship

(2 Cr. Hrs)

Recommended Readings

- Adrian R. Mackay (Ed.) (2005). *The Practice of Advertising*, 5th ed., Delhi, Elsevier Ltd.
- Alison, Theaker (2012). *The Public Relations Handbook*. New York; Routledge
- Andy, Green (2008). *Creativity in Public Relations*. New Delhi; Kogan Page
- Arens, William F. (2006). *Contemporary Advertising*, 10th ed., Boston, McGraw-Hill.
- Baack, Clow. (2007). *Integrated Advertising, Promotion, and Marketing Communications*, 3rd ed., New Delhi, Pearson Education.
- Banik, G.C. (2005). *PR & Media Relations*, Mumbai, Jaico Publishing House.
- Brierley, S. (2002). *The Advertising Handbook*, London, Routledge.
- Cappel, Joe. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*, Chicago, McGraw-Hill.
- Chatterjee Sabyasachi (Ed.) (2006). *Media and Advertising Management: New Trends*, Hyderabad, Icfai University Press.
- Chris, Wharton (2015). *Advertising Critical Approaches*. New York; Routledge
- Clow, Kenneth E. (2005). *Concise Encyclopedia of Advertising*, New York, Best Business Books.
- Dennis L. Wilcox (2009). *Public Relations Strategies and Tactics*. New Delhi; Pearson
- Feinglass, A. (2005). *The Public Relations Handbook for Nonprofits: a comprehensive and practical guide*, San Francisco, Jossey-Bass.
- Felton, G. (2006). *Advertising Concept and Copy*, 2nd ed., New York, W.W. Norton & Company.
- Halve, Anand B. (2005). *Planning for Power Advertising: A user's manual for students and practitioners*, New Delhi, Response Books.
- Jain, J.N. & P.P. Singh. (2007). *Modern Advertising Management: Principles and Techniques*, New Delhi, Regal Publications.
- Jane, Johnston (2010). *Public Relations*. Australia; Allen & Urwin.
- Jefkins, Frank. (2000). *Advertising*, New Delhi, Pearson Education.
- Jerking, Frank. (1994). *Advertising*, New Delhi.
- Jewler, A. Jerome & Bonnie L. Drewniany. (2005). *Creative Strategy in Advertising*, 8th ed., Belmont, Wadsworth.
- John, Sinclair (2012). *Advertising the Media and Globalisation*. New York; Routledge
- Jones, John Philip. (2005). *How to Turn Advertising Expenses into Investments: 20 Signposts to Greater Efficiency*, Delhi, Pearson Educations.
- Kaptan, S.S. (2002). *Advertising New Concepts*, New Delhi, Sarup & Sons.

- Kelley, Larry D. (2004). *Advertising Media Planning: A Brand Management Approach*, New Delhi, Prentice-Hall of India.
- Krishnamurthy, Sriramesh (2009). *The Global Public Relations Handbook*. New York; Routledge
- Landge. (2000). *Advertising Theory and Practice*, New Delhi.
- Lee, Monle & Carla Johnson. (2003). *Principles of Advertising: A Global Perspective*, New Delhi, Viva Books Private Ltd.
- Leonard, Saffir. (2000). *Power Public Relations*, USA.
- Marconi, Joe. (2004). *Public Relations: The Complete Guide*, Ohio, South Western Educational Publishing.
- Matt, Haig E. (2000). *P.R. Public Relations on the Internet*, London.
- Murtaza, Mateen. (2000). *Ishtiharkari*, Karachi.
- Newsom, Doug. (2000). *This is PR: The Realities of Public Relations*, 8th ed., Belmont, Wadsworth.
- Parente, D. (2000). *Advertising Campaign Strategy: A Guide to Marketing Communication Plans*, 2nd ed., Fort Worth, The Dryden Press.
- Rajeev, Batra (2016). *Advertising Management*. India; Pearson
- Rob, Brown (2010). *Public Relations and the Social Web*. New Delhi; Kogan Page
- Semenik, Richard J. (2002). *Promotion & Integrated Marketing Communications*, Ohio, South-Western.
- Singh, J.K. (2007). *Media and Public Relations*, New Delhi, A.P.H. Publishing Corporation.
- Surmanek, Jim. *Advertising Media A to Z: The Definitive Resource for Media Planning, Buying, and Research*, New Delhi, Tata McGraw-Hill.
- Tellis, Gerard J. (2004). *Effective Advertising: Understanding When, How, and Why Advertising Works*, New Delhi, Response Books.
- Theaker, Alison. (2004). *The Public Relations Handbook*, London, Routledge.
- Thomas, Harris. (2000). *Value Added Public Relations*, USA.
- Tilde, Heding (2009). *Brand Management*. New York; Routledge.
- Tyagi, C.L. & Arun Kumar. (2004). *Advertising Management*, New Delhi, Atlantic Publishers & Distributors.
- Vachani, Jagdish. (2007). *Public Relations Management in Media and Journalism*, New Delhi, Kanishka Publishers, Distributors.
- Vilanilam, J.V. (2004). *Advertising Basics! A resource guide for beginners*, New Delhi, Response Books.
- William D. Wells (2008). *Advertising Principle and Practice*. India; Pearson

SEQUENCE FOUR

Digital Media

SEMESTER – III

Total Cr Hrs 15

MCS-432	Basics of Digital Media	3 Cr. Hrs
MCS-433	Digital Media Theory	4 Cr. Hrs
MCS-434	Digital Media Research	4 Cr. Hrs
MCS-435	Multimedia Production	4 Cr. Hrs

SEMESTER – IV

Total Cr Hrs 16

MCS-436	Writing & Production for Digital Media	4 Cr. Hrs
MCS-437	Digital Media Advertising & Marketing	3 Cr. Hrs
MCS-438	Digital Media Public Relations	3 Cr. Hrs
MCS-439	Final Project	4 Cr. Hrs
MCS-440	Internship	2 Cr. Hrs

SEMESTER - III

MCS-422: Basics of Digital Media

(3 Cr. Hrs)

- Digitization, Remediation & Convergence
- History of Digital Media, Analog ancestry, Binary beginnings
- Exploring the digital media field
- Media convergence and divergence
- Digital Media Tools
 - Video Editing (Movie Maker; iMovie; Cinefx; MovieStorm; StoryBoard Pro)
 - Audio Editing (Audacity; Wavosaur; Ardour; WavePad)
 - Audio Slide Shows (PhotoStory; Animoto; Photo Peach)
 - Photo Editing (Pixlr Grabber; Pixlr Express; Pixlr-o-matic; Picase; Picnik)
 - Image/ image sharing (Flickr; Cooliris; Vi.sualize.us)
 - Video/video sharing (Youtube; Vimeo)
 - Image/video annotation (VoiceThread; VideoANT)
 - Presentations (Slideshare; cozimo; prezi; Omeka)
 - Data Visualization (D3; Dipity; Gephi; Timeline; Verite TimelineJS)
 - Content Management Tools (Drupal; Wordpress; Moodle)
- Social Media and its Management Tools
- Digital media careers
- Industry trends and new technology
- Cyber laws, new media regulations, cyber code of ethics, and online codes of practice

MCS-423: Digital Media Theory

(4 Cr. Hrs)

- Theories of Media Technology:
- Technological Determinism
- Social Construction of Technology
- Social and Technical Affordances
- Diffusion of Innovation

- Information Society
- Network Society, Networked Individualism, Social Networks
- The Participation Divide: Content creation and sharing in the digital age
- Digital Identity
- Digital Inequality: Social, political and infrastructural contexts
- Digital Disconnect: How capitalism is turning the internet against democracy

MCS-424: Digital Media Research

(4 Cr. Hrs)

- Definition, Types, and difference between new media research and traditional media research (Page Views, Visits or Sessions, Unique Visitors)
- Netnography
- Content Analysis
- Textual Analysis
- Audience Analysis: Audience Composition, Audience Segmentation, Mobile Audience Metrics, Cross-Device Audience Measurement, Audience Counting Guidelines, Industry Initiatives for Collecting Audience Data, Cookies and Considerations for their use in counting Audiences
- Cookies Defined, Cookie Types, Issues Counting UV, Cookies and Tracking
- Optimization and Analytics
- Ad Metrics and Metrics by Platform
- Digital metrics & monitoring tools

MCS-425: Multimedia Production

(4 Cr. Hrs)

Multimedia production means production using a combination of spoken and written words music, moving and still images, 2d and 3D animations, info graphics and hyperlinks

- Elements of video production
- Visual communication
- Script writing
- Lighting
- Set designing
- editing
- Shooting videos with DSLR
- Shooting videos for WEB
- Recording audio for WEB
- Digital audio editing
- Digital video Editing
- Launching a blog
- Embedding video images
- Inserting images in a post
- Creating Podcast
- Using social media

SEMESTER - IV

MCS-426: Writing & Production for Digital Media (Workshop) (4 Cr. Hrs)

The course will be designed by the instructor keeping in view the writing and production needs of the students with a greater focus on practical experience (Hands on practice).

MCS-427: Digital Media Advertising and Marketing (3 Cr. Hrs)

- Digital Advertising and traditional advertising
- How Digital Phenomenon Changes Advertising
- Developing contests for Advertising campaigns on New Media
- Campaign Goals and Measurement
- Digital Platforms
- Key Components Within the Digital Ecosystem
 - Web Sites, Ad Networks, Mobile Sites and Apps
 - Social Networks, Native Ads, Content Marketing
 - Video Search (SEO, SEM), Email Marketing
- Mapping the Customer Journey to Purchase
- Purchase Funnel or Marketing “Filter”
- Buying/Selling Process
- Automated Media Buying and Selling

MCS-428: Digital Public Relations (3 Cr. Hrs)

- Digital PR: Tools, Tips, and Trends
- What social media means for PR
- Tracking public search interest (Google Trends/Insights for Search, Hitwise)
- Social media monitoring (using RSS/Google Reader – blogosphere and forums)
- Internal site analytics tools and external site analytics tools (Quantcast, Compete.com, Alexa) and tracking tools
- The new influencers/blogger outreach (Klout, Alexa, Technorati)
- Developing contests for PR campaigns on Twitter and Facebook
- Trends in Digital PR; Mobile apps, QR codes, location based services

MCS-429: Final Project (4 Cr. Hrs)

Students are expected to submit a project after their specialization consisting of multifaceted/multimedia packages, designed and reported specifically for the web, using technologies and tools that are used with digital media.

MCS-430: Internship (2 Cr. Hrs)

Suggested Readings:

- Kerpen, D. (2011). *Likeable social media: How to delight your customers, create an irresistible brand, and be generally amazing on facebook (& other social networks)*. New York: McGraw-Hill.
- Macarthy, Andrew. (2017). *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More*. New York: Create Space Independent Publishing

Platform.

- Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.
- Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: Apress.
- Vincent, Miller (2011). Understanding Digital Culture. New York; Sage Publication.
- Henry, Jenkins (2013). Spreadable Media: Creating Value and Meaning in a Networked Culture. London; McGraw Hill inc.
- Mark, W. Schaefer (2014). Social Media Explained: Untangling the World's Most Misunderstood Business Trend. New York; Sage Publication.
- Guy, Kawasaki (2014). The Art of Social Media: Power tips for power users. Australia; McGraw Hill.
- Jeffrey K. Rohrs (2013). Audience: Marketing in the Age of Subscribers, Fans and Followers. New York; Sage Publications.
- Dave, Keppner. Likeable Social Media. New York; McGraw Hill.
- Robert W. McChesney (2013). Digital Disconnect: How Capitalism is Turning the Internet Against Democracy. New York; McGraw Hill.
- Adriana de, Souza e Silva (2012). Mobile Interfaces in Public Spaces: Locational Privacy, Control, and Urban Sociability. New York; Sage.
- Jose Van, Dijck (2013). The Culture of Connectivity: A critical History of Social Media. New York; Sage.