Course Contents for Subjects with Code: BSCS

This document only contains details of courses having code **BSCS**.
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<tr>
<td>BSCS-111</td>
<td>Mass Communication</td>
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<td>BSCS-211</td>
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<td>III</td>
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</table>

**Year | Discipline
--- | ---
1     | Applied Psychology, English, Social Work
2     | Sociology & Sociocultural Studies

**Communication**
- Definitions, types and significance of Communication
- Process of Communication: source; message; channel, noise; destination; encoding; decoding; and feedback
- Essentials of effective communication
- Role of Mass media in agenda setting
- Nature and functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development.)

**Media of Mass Communication**
- Print Media: newspapers, magazines, periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- Comparative study of mass media, their components, functions and effects.

**Recommended Readings:**
**Code** | **Subject Title** | **Cr. Hrs** | **Semester**
--- | --- | --- | ---
BSCS-101 | Introduction to Mass Communication | 3 | I

**Year** | **Discipline**
--- | ---
1 | Mass Communication

**Communication**
- Definitions, types and significance of communications
- Process of Communication: source; message; channel; noise; destination; encoding; and feedback
- Barriers in communication
- Essentials of effective communication
- Role of mass media in agenda setting
- Nature and functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development)

**Media of Mass Communication**
- Print Media: newspapers, magazines periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- New Media: (Internet) On-line journalism. Traditional/Folk-Media
- Comparative study of mass media, their components, functions and effects.

**Recommended Books:**
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<tr>
<td>BSCS-102</td>
<td>Contemporary World Media</td>
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<td>Mass Communication</td>
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Profile of News Channels
- CNN
- BBC
- Fox News
- Bloomberg
- Al-Jazeera
- Star News
- VOA

Profile of World Elite Press
- The New York Times
- The Washington Post
- The Los Angeles Times
- The London Times
- The Guardian
- Times
- News Week
- Economist

News Agencies
- AP
- Reuter
- AFP
- DPA
- APP

Media Conglomeration
Big Media Giants:
- AOL
- Times Warner
- Walt Disney
- News Corporation
- General Electric
- Viacom
### Code  | Subject Title                          | Cr. Hrs | Semester |
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<tr>
<td>BSCS-201</td>
<td>National and International Affairs</td>
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<td>III</td>
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<td>Year</td>
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<td>2</td>
<td>Mass Communication</td>
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#### National Affairs:
- An overview of post independence History of Pakistan.
- Constitutional Development in Pakistan
- Basis of Pakistan’s Foreign Policy and Pakistan’s relations with other countries India, Afghanistan, Iran, China and US, SAARC, ASEAN,
- Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.

#### International Affairs:
- Shift in balance of power: end of bipolar system and its implications.
- The United Nations and its current role in conflict resolution.
- Muslim World, Issue and problems, Role of OIC
- Issue and problems faced by contemporary World:
  - Geo Political Status of Pakistan;
  - Regional Arrangements three case studies European Union, ASEAN, and SAARC.
  - Palestine Israel conflict
  - Kashmir Dispute
  - Nuclear Problem
  - War against terrorism and its different dimensions
  - WTO and its implication and impact.

#### Recommended Books:
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<tr>
<td>BSCS-202</td>
<td>Mass Media in Pakistan</td>
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</table>

**Historical Background**
- Growth of the Muslim Press in the sub continent
- Press and the Pakistan Movement

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

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

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

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

**Recommended Books:**
1. Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.
3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
9. Niazi, Zamir, Press in Chains
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<td>BSCS-301</td>
<td>News Reporting &amp; Writing</td>
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**Year**

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**News**

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

**News Writing Techniques**

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

**The Reporter**

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

**Essentials of Reporting**

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

**Reporting Beats**

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

**News Agencies**

- International
- National
- Local

**Recommended Readings:**
3. Hohenberg “The Professional Journalist”
5. Porter and Luxon “The Reporter and the News”
10. Khursheed, Abdul Salam Dr., “Fun-e-Sahafat”

Center for Undergraduate Studies, University of the Punjab
12. Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
13. Reporting & Writing: Basics for the 21st Century by Christopher Scanlan
14. News in a New Century: Reporting in an Age of Converging Media by Jerry Lanson, Barbara Croll Fought
Pine Forge Press A Sage Publication Company.
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<th>Subject Title</th>
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<tr>
<td>BSCS-302</td>
<td>Broadcast Journalism</td>
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**Year** | **Discipline**
---|---
3 | Mass Communication

- Introduction to Radio,
- TV, Film and Internet;
- Working of Radio and TV stations;
- Production of Radio and TV news and programs;
- Script writing for radio and TV.
- Production of Radio and TV programs.
- Radio TV Talk Shows,
- Discussions, plays and documentaries;
- Qualification and duties of a radio and TV News producers.
- Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and cable TV etc.)

**Recommended Readings:**
3. Television Culture, John Fiske, Methuen, London. 1987
7. Mass media: An introduction to Modern Communication, Ray Eldon Hiebert,
BS (4 Years) for Affiliated Colleges

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<tr>
<td>BSCS-303</td>
<td>Online Journalism</td>
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- Scope and importance of online journalism
- Socio-economic, legal, cultural and political issues related to the access of information through internet.
- Scanning and Surfing
- Techniques of cyber costing, publishing and marketing Online editions of newspapers/magazines
- Prospects and challenges of Online journalism
- Writing for Website
- Blogs, Virtual Community
- Reporting Online

**Recommended Readings:**
The purpose of this seminar course is to provide students with opportunity to interact with the experts regarding different communication issues. In the seminar, students will present their papers prepared in consultation with their teachers. Presentation of paper is mandatory. The papers will be followed by the discussions. Seminars will be presided by an expert of the area or the teacher concerned. Teacher can also suggest source material to the students and they can also present a summary/abstract or critique on the book/article in the seminar. Nevertheless, focus will be on important communication issues. Each student will give at least two presentations in the seminars on two different issues.
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<tr>
<td>BSCS-305</td>
<td>Theories of Communication-I</td>
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**Year**  
**Discipline**  
Mass Communication

- Mass communication theory – Evolution and Development
- Normative theories
- Gate-keeping
- Two-step flow of communication
- Selective exposure, perception and retention
- Cognitive Dissonance theory
- Social Learning theory

**Recommended Readings:**
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<tr>
<td>BSCS-306</td>
<td>Sub Editing &amp; Page Designing (Theory &amp; Practice)</td>
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<td>VI</td>
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### Introduction
- Nature and scope of Sub-Editing

### Sub Editor
- Qualities of a Sub-Editor
- Responsibilities/Duties of a Sub-Editor

### Mechanics of News Editing
- Reading creed material
- Symbols and their uses
- Translation
- Structuring and re-writing of news story

### Make Up
- Make up techniques
- Basic principles of page make up
- Different kinds of make up

### Headlines
- Definition
- Purpose of Headlines
- Qualities of Headlines
- Kinds of Headlines
- Principles of Headlines making.

### Use of Computer
- Use of computers in the newspapers
- Composing
- Computerized Page making techniques

### Recommended Readings:
1. The Art of Editing by BrooksEtal
3. The Art of Editing News, Mc Giffert Renert
4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion’s, London,: David and Cherl, 1975
7. Fun-e-Khabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi
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<tr>
<td>BSCS-307</td>
<td>Feature, Column &amp; Editorial Writing (Theory &amp; Practice)</td>
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</table>

**Year** | **Discipline**
---|---
3 | Mass Communication

**The Editorial**
- Definition of Editorial
- Its purpose, importance and forms
- Functions of Editorial
- The Techniques of Editorial writing
- The contents of editorial page
- The editorial page in Pakistan and its standard.

**Feature Writing**
- Definition, Concept and Scope of Feature
- Types of Feature
- Sources for the material
- Feature Writing Technique
- The importance of Pictorial Display in features.

**Column Writing**
- Definition and Concept
- Functions of a Column
- Types of Column
- Role of Columnist in society.
- Practical Column Writing

**Reviews**
- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

**Recommended Readings:**
7. Shafiq Jalandari. Kalam Naweesi
Lawrence Erlbaum Assoc. Inc.
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<tr>
<td>BSCS-308</td>
<td>Research Methods-I</td>
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- Defining Research
- Concepts of Research in Mass Communication
- Steps in Research
- Elements of Research
  - Concepts
  - Constructs
  - Variables
  - Research question
  - Hypothesis
- Measurement Levels and scale
- Kinds of scientific research
  - Qualitative and Quantitative
  - Basic and Applied
  - Historical Research
  - Observational
  - Descriptive Research
  - Correlation Research
  - Experimental Research
- Sampling and its Techniques
- Literature Review and its Techniques
- Ethics in Research

**Recommended Readings:**

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<td>BSCS-309</td>
<td>Theories of Communication-II</td>
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**Year**  
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**Discipline**  
Mass Communication

**Media Effects Theories**  
- Levels and kinds of effects  
- Diffusion of innovations model.  
- Knowledge gap hypothesis  
- Social realities versus mediated realities  
- Attitude and persuasion  
- Opinion formation, spiral of silence  
- Cultivation effects hypothesis  
- Agenda setting, framing, priming

**Recommended Readings:**

BS (4 Years) for Affiliated Colleges

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<tr>
<td>BSCS-310</td>
<td>Introduction to Advertising &amp; Public Relations</td>
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**Advising**
- Definition, Purpose and scope
- Evolution and Development
- Socio – economic role of Advertising
- Types of Advertising (Advertising for Electronic and Print Media, Online Advertising)
- Advertising Agency; its organizational structure with special reference to Pakistan
- Media of advertising – Techniques and Tactics g. Copy writing and message construction

**Public Relations**
- Definition, Purpose and Scope
- Process of Public Relations
- Duties of Public Relations Officer
- Tools of Public Relations
- Comparative Study of Advertising, Propaganda and Publicity
- Public Opinion Formation
- PR Organizations: Business, Trade & Finance, International and Diplomatic Public Relations

**Practical**
- Preparation of backgrounders
- Curtain Raisers
- Writing of Press Notes, Handouts and Press releases.

**Recommended Readings:**
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<td>BSCS - 401</td>
<td>Research Methods-II</td>
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**Course Contents**

- Research Methods
  - Survey Method
  - Content Analysis Method
  - Case Studying Method
  - Experimental Method
  - Observational Method
  - Participant Observation Method
  - Focus Group
  - In-depth Interviews

- Data Analysis and Application Statistics
  - Techniques of Data Analysis
  - Descriptive Statistics
  - Non-Parametric Tests
  - Parametric Tests

- Proposal and Report Writing
- Referencing

**Recommended Books**
Course Contents

The need for development communication; Basic Concept: Promotion of development: development, as process & Goal. Sociology of development,

- Extension Communication and Development Communication
- Development Journalism and Development Communication
- Development Communication and Development Support Communication

Development Communication and Social Change

- The concept of change
- Level of change
- Sources of change
- The role of opinion leader
- The Communication channels
- Factors influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovations

Planning Development Communication campaign

- Concept of campaign i.e. Health, Literacy, Sanitation etc.
- Advantages of campaign
- Creating the plan
- Stages
- Techniques of campaign
- Using Slogans
- Selecting media and method

Prospects and Challenges of Development Communication in Pakistan

- Financial problems
- Lack of education and training
- Control over media
- Political problems
- Economic Problems
- Administrative problems
- Media Sociology
- Case Studies: work on developing a communication strategy.
Recommended Books

- Perspectives an Development Communication, K. Saudanaudan Nair, Sage Publication, London, 1993
- Social Change, Michael Kunczick FES Germany.
BS (4 Years) for Affiliated Colleges

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<td>BSCS-403</td>
<td>Media Ethics &amp; Laws</td>
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**Ethics**
- Introduction, need and nature
- Sources of ethics in Pakistan society.

**Media ethics**
- Need and scope
- Ethics and media profession
  - Social responsibility theory
  - Islamic code of ethics

**Ethical problems**
- External and internal pressures on media
- The violations of ethics in Pakistan (deadline and ethics)
- Privacy, corruption, personal interests, etc.

**Codes of Ethics and Application**
- International codes of ethics (Print, electronic and web media)
- Pakistani codes of ethics (ethical code of practice – 17 points in press council ordinance, 2002)
- Other codes of ethics and application

**Media laws**
- Introduction, need and nature
- Evolution of press laws in sub-continent and Pakistan.
Salient features of the current press ordinances:-
  o PEMRA ordinance.
  o Press Council Ordinance
  o Press Laws: An overview
  o Defamation Ordinance
  o Copy Right Act

Recommended Books
- Javed Jabbar Qazi Faiz Isa, Mass Media Laws and Regulation in Pakistan
- Dr. Ahsan Akhtar Nar, Sohafti Qawaneen. A.H. Publishers, Urdu Bazar, Lahore
- Dr. Naz, Sahafti Ikhlaqiat, Azeem Academi Urdu Bazar, Lahore.
### Course Contents


**Practical:**

10 interpretative stories. Scrapbook with clipping of foreign & diplomatic stories & their evaluation.

### Recommended Books

- News Reporters & News Sources, Herbert Strenzt, Prentice Hall, New Delhi, 2nd Ed 1992
- Reporting for the Print Media, Fred Fedler, Harcourt Brad ollege Publishers, Forthworth , 5th Ed 1993
- Public Affairs Reporting: Investigation, Interpretation nad research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersey, 1976
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<tr>
<td>BSCS-405</td>
<td>Newspaper Production</td>
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**Course Contents**


**Recommended Books**


**PRACTICAL:**

- The students will be required to produce newspapers during the semester.
### Course Contents


### PRACTICAL:

20 new stories, 5 interviews of 10 minutes each, submission of an audio cassette.

### Recommended Books

- International Radio Journalism, Tim Crook, Routledge, London, 1988
- Local Radio Journalism, Paul Chantler, Sam Harris, Focal Press, Oxford, 1997
- Crafting the News for Electronic Media, Carl Hausman, Woodsworth publishing California, 1995
- Radio Journalism in Pakistan, Idrees Siddique, Ferozson, Lahore, 1990
- Radyai Sahafat, Sajjad Haider, Muqtadira quomi Zaban, Islamabad, 1989
BS (4 Years) for Affiliated Colleges

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<td>BSCS-407</td>
<td>TV News Reporting and Production</td>
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Course Contents


Practical:

20 news stories and film commentaries, 5 interviews of 10 minutes each, submission of a video cassette

Recommended Books

- Visual Editing, Howard I. Finberg and Bruce D. Litale, Wadsworth, Belmont, 1990
- Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993
Course Contents


Practicals

Writing at least 20 copies for Press Ads. Posters, stickers and P.O.S. material.

Recommended Books

- Public Relations Cases, Jerry A. Hendrix, Wadsworth, Belmont, 1992
- Commodity Advertising, Olan D. Forker, New York, 1993
- Do It Yourself Advertising, Fred E. Hahn, John Wriley & Sons, New York, 1993
BS (4 Years) for Affiliated Colleges

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<td>BSCS-409</td>
<td>Public Relations-I</td>
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Course Contents

Public relations. A Business Way of Life. The corporate Personality of an Organization. Objectives, audiences, some communication guidelines; budget allocation; the Program, employees, opinion Leaders. PR in Sales support; marketing, advertising and public relations.

Practical:

Writing at least 20 press release s and handouts.

Recommended Books

- “Taloqaat-e-Aama”, by S. A. Siraj, Allama Iqbal Open University, 1990
- The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
- The Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995
BS (4 Years) for Affiliated Colleges

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<td>BSCS-410</td>
<td>Organizations and Organizational Behavior</td>
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Course Contents


Practical:

Each student will be required to identify & make a detailed study of Communication process in an organization.

Recommended Books

Course Contents


Practical

Assignments.

Recommended Books

BS (4 Years) for Affiliated Colleges

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<td>BSCS-400</td>
<td>Internship</td>
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<td>VIII</td>
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**Course Contents**

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

The students will be required to conduct research on selected topic under the guidance of their teacher and submit a research report at the end of the semester.

Recommended Books
BS (4 Years) for Affiliated Colleges

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<tr>
<th>Code</th>
<th>Subject Title</th>
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<th>Semester</th>
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<tbody>
<tr>
<td>BSCS-413</td>
<td>Media Management and Marketing</td>
<td>3</td>
<td>VIII</td>
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</tbody>
</table>

**Course Contents**

- Organization of Mass Media in Pakistan (Press, Radio & TV)
- Private Vs. Public ownership
- Personnel administration: Types of media personnel: executive, editorial and production
- Circulation, Advertising and Financial administration of the media
- Comparison of media with other social institutions and with each other
- Media conglomerates
- Marketing of media products

**Recommended Books**

- Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
BS (4 Years) for Affiliated Colleges

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<tbody>
<tr>
<td>BSCS-414</td>
<td>Specialized Journalism</td>
<td>3</td>
<td>VIII</td>
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<tr>
<td>Year 4</td>
<td>Discipline</td>
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<td>Communication Studies</td>
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Course Contents

**Specialized Journalism** – Health, Education, Economics, Environment, Women & Media, Labour, Regional Media, Media in SAARC Countries, Sports, Rural Journalism etc. (Out of these subjects, one can be opted).

The subjects will be offered based on the availability of the teacher and the student’s strength.

Recommended Books
BS (4 Years) for Affiliated Colleges

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<tr>
<td>BSCS-415</td>
<td>Advanced Sub-Editing</td>
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<td>VIII</td>
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</table>

Year: Discipline

4: Communication Studies

Course Contents

Drafting news items form handouts and press releases, translation, headlining, Use of computer, in subbing. Page making, Photo Editing,

Practical:

Manual and computerized subbing exercises and assignments

Recommended Books

- The Art of Editing by BrooksEtal
- News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
- The Art of Editing News, Mc Giffert Renert
- Design and Make of Newspaper, Sultan A.A
- Journalism, Trowin Ion’s, London.; David and Cherl, 1975
- Fun-e-Khabar Naveesi by A. R. Khalid
- Fun-e-Idarat by Hijazi, Miskeen Ali
- Sahafat by Hassan Mehdi
BS (4 Years) for Affiliated Colleges

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<tr>
<td>BSCS-416</td>
<td>Magazine and Book Production</td>
<td>3</td>
<td>VIII</td>
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<tr>
<td>Year</td>
<td>Discipline</td>
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<td>4</td>
<td>Communication Studies</td>
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**Course Contents**

- Qualification of a Magazine Editor
- Special & Important Aspects of Magazine Journalism
- Editorial Planning and responsibilities of Editorial Board
- Collection of material for Magazine
- Criteria for selection of material
- Rewriting & editing material
- Proof reading
- Principles and objectives of Make up / Layout / title page
- Function and duties of Make up Editor
- Layout techniques
- Pictorial Display
- New horizons of specialized magazines; Business, Science and Sports journalism etc.

**Practical:**

The students will be required to produce a general magazine in groups during the semester.

**Recommended Books**

- “Magazine Editing and Production” by Click, J. W. Russel N.
- “Photojournalism: Principles and Practices” by Edom, Clifton C.
- “Magazine for Millions: the Story of Specialized Publications” by Ford, James L.G.
- “Magazine Writer’s Handbook” by Franklyu
- “Mass Media-IV” by Ray Eldon Heibert, Donald F. Ungurait, Thomas W. Bohn.
- “Fun-e-Sahafat” by Khursheed Abdul Salam
- “Jadeed Urdu Sahafat” by Masood Bin Mehmood
BS (4 Years) for Affiliated Colleges

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<tr>
<td>BSCS-417</td>
<td>Radio Program Production</td>
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<td>VIII</td>
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Year  Discipline

| 4 | Communication Studies |

Course Contents

- Working of a Radio station.
- Set up of studios.
- Kinds of microphones.
- Duties of radio producer, Program planning and budgeting.
- Production of different types of programs: Talks and discussions, features and documentaries, plays, children’s programs, sport, announcements.
- Commercial productions and public service broadcasting.
- Outdoor Broadcasts.

Practical

Production of at least five documentaries, features or programmes of different types.

Recommended Books

BS (4 Years) for Affiliated Colleges

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<tr>
<td>BSCS-418</td>
<td>TV Program Production</td>
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<td>VIII</td>
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Year 4
- Discipline
- Communication Studies

Course Contents

- Working of TV station
- Genesis of TV program from idea to recording; lighting, shooting, editing etc.
- Production of different types of TV programs. talks, discussions, documentaries, plays, shows etc.
- Preparation of special reports.
- TV producer: qualifications and duties.
- Out door Broadcasting.
- Cable Television in Pakistan.
- Ethical and cultural issues.

Practical

Production of at least five documentaries, features or programmes of different types.

Recommended Books

BS (4 Years) for Affiliated Colleges

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<tbody>
<tr>
<td>BSCS-419</td>
<td>Advertising - II</td>
<td>3</td>
<td>VIII</td>
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<td>Year</td>
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Course Contents


Practical:

Students will be required to produce advertisements in supervision of the teachers.

Recommended Books

Course Contents


Practical

Besides writing exercises of press releases and handouts, the students will be required to plan PR strategies for various organizations. The will be required to manage complete events such as press conference, seminar, workshop, exhibition etc.

Recommended Books

- The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
- The Practice of Public Relations, Sam Black, Buter Worth Heinemann, London, 1995
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<tr>
<td>BSCS-422</td>
<td>Business Writings</td>
<td>3</td>
<td>VIII</td>
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<tr>
<td>BSCS-423</td>
<td>Managerial Communication</td>
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<td>VIII</td>
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<td>Year 4</td>
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Course Contents

What is managerial communication? Characteristics & various roles of communication,. Dynamics of Leadership, Decision making. Feedback for evaluation and information,. Management & the international environment. Media relations.

**Practical:**

Interview with the manager of a business organization.

**Recommended Books**