

**Department of Public Health
Institute of Social & Cultural Studies
Faculty of Behavioral & Social Sciences
University of the Punjab, Lahore**

Course Outline

Programme	BS Workplace Health & Safety Promotion	Course Code	WHSP 301	Credit Hours	3
Course Title	Interdisciplinary 1- Mass Communication				

WHSP 301- Mass Communication

Course Description

- This course is an examination of the effect and impact of mass media on contemporary life and society.
- The course covers both the historical evolution of media as well as contemporary developments and issues.
- Areas of coverage include, newspapers and journalism, magazine and book publishing, radio and television broadcasting, motion pictures, music recording, Internet and social media, cable and satellite communication, advertising and public relations; media law and ethics

Course Objectives

Upon completion of this course, students should be able to:

1. Critically analyze and discuss media message content;
2. Identify economic and cultural influences affecting mass media messages;
3. Discuss the juxtaposition of factual information and entertainment demands on media content in light of economic and technological imperatives;
4. Understand media history and technology and their effects on contemporary messages;
5. Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity;
6. Understand the evolving roles of social media messages on politics, behavior, and culture; and
7. Understand the effects of globalization and consolidation on the media.

Course Content

1 Introduction

- Mass Communication, concept and process of Communication, oral vs written Communication

- Two step flow of Communication, role of opinion leader

- Dynamic of Communication – Different meanings of Communication

2 Information and Journalism

- Functions, news function, education function, opinion for motives and entertainment function

3 Mass Media

- Components, functions and effects
- Mass media in Pakistan, size and dispersion
- Role of mass media in national development, prospects and problems

4 Public Relations

- Definition, purpose and scope, ethics
- Public relations in Pakistan, duties of PRO
- Public relations procedures and process

5 Press laws in Pakistan

- Press laws in Pakistan, concepts of press freedom and responsibility
- Ethics of journalism

Teaching-Learning Strategies

Teaching will be a combination of class lectures, class discussions, and group work.

Short videos/films will be shown on occasion.

Sessional Work

The sessional work will be a combination of written assignments, class quizzes, presentations, and class participation/attendance.

Assessments and Examination

Sessional Work: 25 marks

Midterm Exam: 35 marks

Final Exam: 40 marks

Recommended Readings

1. DeFleur, M. L., & DeFleur, M. H. (2016). *Mass communication theories: Explaining origins, processes, and effects*. Routledge.
2. McQuail, D., & Windahl, S. (2015). *Communication models for the study of mass communications*. Routledge.
3. Baran Stanley J (2000). *Mass Communication Theory: Foundations, Ferment, and Future*. London: Wadsworth Publishing Company.
4. Day, Louis. (2005). *Ethics in Media Communications: Cases and Controversies*. London: Wardworths Publishing Company.

5. Pember Don. (2004). Mass Media Law. New York: Mcgraw-Hill.
6. Wileox Dennis L. (2004). Public Relations Writings and Media Techniques. London: Allyn and Bacon.