

<b>Program</b>	BS Media & Development Communication	<b>Course Code</b>	<b>MDC 112</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>BASICS OF MASS COMMUNICATION (Major)</b>				
<b>Course Introduction</b>					
This course provides a foundational understanding of mass communication, exploring the history, principles, and functions of various mass media. Students will learn about the evolution of media, its role in society, and the impact of technological advancements on communication.					
<b>Learning Outcomes</b>					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> <li>1. Understand the history and development of mass communication.</li> <li>2. Analyze the functions and effects of different mass media on society.</li> <li>3. Evaluate the influence of technological advancements on mass communication.</li> </ol>					
<b>Course Content</b>					<b>Assignments/Readings</b>
<b>Week 1</b>	Introduction to Communication: Definitions, types, and significance of Communication				
<b>Week 2</b>	Process of Communication: source, message, channel, noise, destination, encoding, decoding, and feedback				
<b>Week 3</b>	Barriers in communication				
<b>Week 4</b>	Essentials of effective communication				
<b>Week 5</b>	Role of mass media in agenda setting				
<b>Week 6</b>	Nature and Functions of mass communication: Information, Education, Opinion Formation, Entertainment, and Development				
<b>Week 7</b>	Media of Mass Communication: Print Media - newspapers, magazines, periodicals, books, pamphlets, etc.				
<b>Week 8</b>	Media of Mass Communication: Broadcast Media - radio, TV, film				
<b>Week 9</b>	Media of Mass Communication: Digital Media - (Internet) - Online journalism				
<b>Week 10</b>	Media of Mass Communication: Traditional/Folk-Media				
<b>Week 11</b>	Media of Mass Communication: Social Media				
<b>Week 12</b>	Comparative study of mass media, their components, functions, and effects: Print vs. Broadcast				
<b>Week 13</b>	Comparative study of mass media, their components, functions, and effects: Digital vs. Traditional/Folk Media				
<b>Week 14</b>	Comparative study of mass media, their components, functions, and effects: Social Media vs. Other Media				
<b>Week 15</b>	Review and Integration of Key Concepts				
<b>Week 16</b>	Final Presentations and Course Wrap-Up				

<b>Textbooks and Reading Material</b>			
<ol style="list-style-type: none"> <li>1. Dominick, J.R. (2006). Dynamics of Mass Communication (8th ed.). New York; McGraw-Hill.</li> <li>2. Straubhaar &amp; LaRose. (2002). Media Now: Communication Media in the Information Age (3rd ed.). USA; Wadsworth.</li> <li>3. Rehman, M. U (2000) Murtaza, Ta'araf-e-Iblagh-e-Amma, Department of Communication, University of Karachi.</li> <li>4. Dennis, D., Mufflin, H. &amp; Bostan, C. (2000) Understanding Mass Communication</li> <li>5. Dominic, R. (1999). Dynamics of Mass Communication 6th ed, McGraw Hill New York, London.</li> <li>6. Hassan, M. and Khurshid, A. S. (1997) Journalism for All, , Aziz Book Depot, Lahore. 6th ed.</li> <li>7. Gambol, M. W. (1996). Introducing Mass Communication Michael W. Gambol, McGraw Hill.</li> <li>8. Whetmore, E. J. (1995) Introduction to Mass Communication, Wadsworth Publishing Co. California.</li> <li>9. Nazriyat, I. K. &amp; Shamsuddin, M. (1990). Nation Language Authority, Islamabad.</li> </ol>			
<b>Teaching Learning Strategies</b>			
<ol style="list-style-type: none"> <li>1. Class Discussion</li> <li>2. Projects / Assignments</li> <li>3. Group Presentations</li> <li>4. Students led presentations</li> <li>5. Thought Provoking Questions</li> <li>6. Field Visits and Guest Speakers</li> </ol>			
<b>Assignments: Types and Number with Calendar</b>			
Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.			
<b>Assessment</b>			
<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

