

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-101	Credit Hours	3
Course Title	Introduction to Media and Mass Communication				
Course Introduction					
The course aims to: <ul style="list-style-type: none"> • Make students understand the basic concept of communication and mass communication • Help students to develop an understanding of evolution of printing, press and newspapers • Highlighting various contents of each medium 					
Learning Outcomes					
Upon successful completion of the course the student will be able to: <ul style="list-style-type: none"> • Understand the core concepts and basic knowledge of the communication process and mass • Communication • Identify the media of mass communication and its development • Distinguish among various mass media for their implications and effects • Evaluate and appraise media content 					
Course Content					
Week 1	1. Communication 1.1 Definitions and Significance of Communication 1.2 Process of Communication: Source; Message; Channel; Noise; Destination; Encoding; Decoding; and Feedback 1.3 Types of Communication (verbal, nonverbal, Intra, Inter personal, Group, Mass Communication etc) 1.4 Barriers in Communication 1.5 Essentials of Effective Communication 1.6 Role of Mass Media in Agenda Setting Nature and Functions of Mass Communication (Information, Education, Opinion Formation, Entertainment and Development.)				
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					
Week 9	2. Media of Mass Communication 2.1 Traditional/Folk-Media 2.2 Print Media: newspapers, magazines, periodicals, books, pamphlets, etc. 2.3 Broadcast media: radio, TV, film, etc. 2.4 Technology in media: New media-Internet, social platforms, 2.5 Comparative study of mass media, their components, functions and effects 2.6 Media and social construction of reality				
Week 10					
Week 11					
Week 12					
Week 13					
Week 14					
Week 15					

Week 16	Comparative media systems role and functions, issues and challenges		
Textbooks and Reading Material			
<p>Dominick, J.R. (2006). Dynamics of Mass Communication (8th ed.). New York; McGraw-Hill.</p> <p>Defleur Dennis, Houghton. (2000). Understanding Mass Communication; Mufflin Co. Bostan.</p> <p>Edward J. Whetmore .(1995). Introduction to Mass Communication, Wadsworth Publishing Co. California.</p> <p>John Vivian 5th Ed. 2000.).Media of mass communication Allyn and Bacon, London</p> <p>Matin-ur-Rehman Murtaza. (2000). Ta'araf-e-Iblagh-e-Amma, Department of Communication, University of Karachi .</p> <p>Mehdi Hassan and Abdus Salam Khurshid,(1997). Journalism for All, Aziz Book Depot, Lahore. 6th ed.,</p> <p>Michael W. Gambol. (1996). Introducing Mass Communication, McGraw Hill,.</p> <p>Muqaddara Shamsuddin, M.(1990). Iblagh Kay Nazriyat, Nation Language Authority, Islamabad</p> <p>Roger Dominic 6th ed, (1999). Dynamics of Mass Communication McGraw Hill New York, London.</p> <p>Straubhaar, LaRose. (2002). Media Now: Communication Media in the Information Age (3rd ed.). USA; Wadsworth.</p>			
Teaching Learning Strategies			
<ol style="list-style-type: none"> 1. Lectures 2. In-Class Activities 3. Written Assignments 			
Assignments: Types and Number with Calendar			
<ol style="list-style-type: none"> 1. Class Participation 2. Attendance 3. Presentations 4. Attitude & Behavior 5. Hands-on Activities 6. Short Tests 7. Quizzes 			
Assessment			
Sr. No.	Elements	Weightage	Details
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.
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