

<b>Programme</b>	B.S. (4-years), Communication Studies	<b>Course Code</b>	BSCS-102	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>Media History</b>				
<b>Course Introduction</b>					
The core objectives of this course are:					
<ul style="list-style-type: none"> <li>• To provide students with an overview of Historical Developments of Media at Local, National and International Level</li> <li>• To enable the students to understand different Socio-Political Movements and Role of Media</li> </ul>					
<b>Learning Outcomes</b>					
Students will be able to:					
<ul style="list-style-type: none"> <li>• Know the Chronological order of Events regarding the Evolution and Development of Mass Media</li> <li>• Developing an Analytical Approach towards different Historical Movements and Role of Media</li> </ul>					
Understand various forms of Mass Media and their Origin					
<b>Course Content</b>					
<b>Week 1</b>	1.	Evolution of Language: Overview of Theories, Speech, Writing			
<b>Week 2</b>	2.	History of Printing and Publishing World Wide; Early Newspapers, Start of press in the Sub-Continent, Early newspapers of the sub-Continent			
<b>Week 3</b>	3.	Role of the Muslim Press in Freedom Struggle of 1857			
<b>Week 4</b>					
<b>Week 5</b>	4.	Muslim Press in Post 1857 War of Independence Era: Sir Syed Ahmad Khan			
<b>Week 6</b>					
<b>Week 7</b>	5.	Muslim Militant Press: Maulana Zafar Ali Khan, Maulana Abul Kalam Azad, Maulana M A Johar			
<b>Week 8</b>					
<b>Week 9</b>	6.	Role of the Muslim press Pakistan Movement during March 23, 1940 to August 14, 1947			
<b>Week 10</b>					
<b>Week 11</b>	7.	Development of Print Media in Pakistan			
<b>Week 12</b>					
<b>Week 13</b>	8.	Development of Electronic Media in Pakistan			
<b>Week 14</b>					
<b>Week 15</b>	9.	Development of Digital Media in Pakistan			
<b>Week 16</b>					
<b>Textbooks and Reading Material</b>					

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

### Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

### Assignments: Types and Number with Calendar

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.