Programme	BS History	Course Code	BSCS-102	Credit Hours	3
Course Title	**Media History**				

Course Introduction

The core objectives of this course are:

- To provide students with an overview of Historical Developments of Media at Local, National and International Level
- To enable the students to understand different Socio-Political Movements and Role of Media

Learning Outcomes

Students will be able to:

- Know the Chronological order of Events regarding the Evolution and Development of Mass Media
- Developing an Analytical Approach towards different Historical Movements and Role of Media

Understand various forms of Mass Media and their Origin

Course Content

Week 1	1. Evolution of Language: Overview of Theories, Speech, Writing
Week 2	2. History of Printing and Publishing World Wide; Early Newspapers, Start of press in the Sub-Continent, Early newspapers of the sub-Continent
Week 3	3. Role of the Muslim Press in Freedom Struggle of 1857
Week 4	
Week 5	4. Muslim Press in Post 1857 War of Independence Era: Sir Syed Ahmad Khan
Week 6	
Week 7	5. Muslim Militant Press: Maulana Zafar Ali Khan, Maulana Abul Kalam Azazd, Maulana M A Johar
Week 8	
Week 9	6. Role of the Muslim press Pakistan Movement during March 23, 1940 to August 14, 1947
Week 10	
Week 11	7. Development of Print Media in Pakistan
Week 12	
Week 13	8. Development of Electronic Media in Pakistan
Week 14	
Week 15	9. Development of Digital Media in Pakistan
Week 16	

Textbooks and Reading Material

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