



Code	Subject Title	Cr. Hrs	Semester
BSCS-302	Broadcast Journalism	3	V
Year	Discipline		
3	Mass Communication		

- Introduction to Radio,
- TV, Film and Internet;
- Working of Radio and TV stations;
- Production of Radio and TV news and programs;
- Script writing for radio and TV.
- Production of Radio and TV programs.
- Radio TV Talk Shows,
- Discussions, plays and documentaries;
- Qualification and duties of a radio and TV News producers.
- Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and cable TV etc.)

Recommended Readings:

1. Understand the Media, Andrew Hart, Rontledge, New York. 1991.
2. Inside the Media, Conrad fink, Longman, New York. 1990.
3. Television Culture, John Fiske, Mcthuen, London. 1987
4. Modern Mass Media, John C. Merrill, John Lee, Edward Jay
5. Friedlander, Harper & Row, New York. 1990.
6. Power of TV, Conrad Lodziak, Frances Prilie, London. 1986.
7. Mass media: An introduction to Modern Communication, Ray Eldon Hiebert,
8. Donald F. Ungurait. Thomas W. Bohn, Longman, New York. 1982.
9. Media Studies, Stewart Price, Pitman Publishing, London. 1993
10. Media Impact, Shirley Biagi, Wadworth, Belmont, 2nd Edition. 1992.
11. Telecommunication an Introduction to Electronic media, lynne Gross6th ed. Brown and Benchmark, London. 1997
12. Electronic Media, Christopher H. Sterling, Preager London. 1994
13. Pakistan Cinema, Mushtaq Gazdar, Oxford University Press, Karachi. 1997.