



Code	Subject Title	Cr. Hrs	Semester
BSCS-306	Sub Editing & Page Designing (Theory & Practice)	3	VI
Year	Discipline		
3	Mass Communication		

Introduction

- Nature and scope of Sub-Editing

Sub Editor

- Qualities of a Sub-Editor
- Responsibilities/Duties of a Sub-Editor

Mechanics of News Editing

- Reading creed material
- Symbols and their uses
- Translation
- Structuring and re-writing of news story

Make Up

- Make up techniques
- Basic principles of page make up
- Different kinds of make up

Headlines

- Definition
- Purpose of Headlines
- Qualities of Headlines
- Kinds of Headlines
- Principles of Headlines making.

Use of Computer

- Use of computers in the newspapers
- Composing
- Computerized Page making techniques

Recommended Readings:

1. The Art of Editing by Brooks Etal
2. News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
3. The Art of Editing News, Mc Giffert Renert
4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion's, London, : David and Cherl, 1975
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
7. Fun-e-Khabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi