

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BSCS-416</b>	<b>Magazine and Book Production</b>	<b>3</b>	<b>VIII</b>
Year	Discipline		
<b>4</b>	<b>Communication Studies</b>		

### Course Contents

- Qualification of a Magazine Editor
- Special & Important Aspects of Magazine Journalism
- Editorial Planning and responsibilities of Editorial Board
- Collection of material for Magazine
- Criteria for selection of material
- Rewriting & editing material
- Proof reading
- Principles and objectives of Make up / Layout / title page
- Function and duties of Make up Editor
- Layout techniques
- Pictorial Display
- New horizons of specialized magazines; Business, Science and Sports journalism etc.

### Practical:

The students will be required to produce a general magazine in groups during the semester.

### Recommended Books

- “Magazine Editing and Production” by Click, J. W. Russel N.
- “Photojournalism: Principles and Practices” by Edom, Clifton C.
- “Magazine for Millions: the Story of Specialized Publications” by Ford, James L.G.
- “Magazine Writer’s Handbook” by Franklyu
- “Mass Communication – An introduction (fourth Edition)” by John R. Bittner.
- “Mass Media-IV” by Ray Eldon Heibert, Donald F. Ungurait, Thomas W. Bohn.
- “Fun-e-Sahafat” by Khursheed Abdul Salam
- “Jadeed Urdu Sahafat” by Masood Bin Mehmood