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OUTLINES OF TESTS AND COURSES OF READING

No change

Riaz
16-5-2013

A.R. (Acad)

17/5/13

M.A. (Mass Communication) Part I and II

Examination of 1999-2000

NO Change

H.B.F.
24-3-09

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H.B.F.
27-4-2010

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A.R. (Acad)

Javed Ahmad
24-3-2009



A.O. (Meeting) 16/1

A.R. (Acad)

Javed Ahmad
27-4-2010

NO Change

H.B.F.

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Javed Ahmad
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CURRICULUM FOR M.A. MASS COMMUNICATION

M.A. PART I

Paper I :	Language and Communication	50
Paper II :	News Techniques and Traditions (English-Urdu)	100
Paper III :	Designing of News Pages (English-Urdu)	100
Paper IV :	Media History	100
Paper V :	National and International Affairs (N I A)	100
Paper VI :	Communication-I	50

M.A. PART II

Paper VII :	Editorial, Feature and Column Writing	50
Paper VIII :	Communication-II	50
Paper IX :	Development Support Communication	100
Paper X :	Public Relations	100
Paper XI :	Electronic Journalism	50
Paper XII :	Thesis or Two Optional Courses	100
Paper XIII :	Internship and Writings	50
Total Marks		100

Paper 1. LANGUAGE AND COMMUNICATION :

50

1. *Language as a code.*

(a) The Nature of Language.

- (i) Language as a symbolic process.
- (ii) Meaning of meaning.
- (iii) How the dictionary is compose.

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- (iv) Changing nature of words.
- (b) Evolution of language.
- (c) Comparison of language with other sciences.

2. *Social Importance of Language :*

- (a) Pre-symbolic era.
- (b) Language and culture.
- (c) Language as a tool of cohesion and division.
- (d) Talking for talking.
- (e) Language and Knowledge.
- (f) Language and success.

3. *Communicative Importance of Language :*

- (a) The most important and the most complicated mean of communication.
- (b) Sharing experiences through language.
- (c) Bringing the Words closer through Mass communication.
- (d) Predicting future and preserving the past.

4. *Use of Language.*

- (a) Language of daily use.
- (b) Literary Language.
- (c) Academic Language.
- (d) Technical/scientific Language.
- (e) Journalistic Language.

WRITING PRACTICE :

- 1. Structuring sentences and paragraphs.
- 2. Essay Writing.
- 3. Precis Writing.
- 4. Book Review.
- 5. Writing in styles of different genres of Journalism.

(These topics will serve both for Urdu and English students).

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Recommended Readings :

1. Hayakawa S. I., *Language in Thought & Action*, 1987, London.
2. Mc Crimmon, James M., *Writing With a Purpose*, 1978, Cambridge
3. Correll Robert M., *Modern English Structure*, 1962, London.
4. Sheridan Harriet W., *Structure and Style an analytical approach to prose writing*, 1966, New York.
5. Dean, Leonard F. *The Play Language*, 1989, New York.
6. Abid Ali Abid, *Intikaat-e-Adbiaat*, Lahore.
7. Hijazi Miskeem Ali, *Sahafati Zuban*, Lahore.

Paper II : News Techniques and Traditions :

100

1. News structure.
2. News values.
3. Objectivity and practical needs.
4. Source Credibility.
5. Propaganda in news pages.
 - (a) Fed news (b) misinformation/disinformation (c) slanted news (d) distorted news (e) news budgetting/agenda setting (f) playing up and down news (g) propaganda in headlines.
6. Newspapers policy and external pressures.
7. Problems of newsroom.
8. News transmission and composing/word processing technology.
9. Interpretative and investigative news.
10. Interviews and press conference.
11. Curtain Raiser.
12. News Feature.
13. Reporting the speeches and seminars.
14. Reporters regular beats.
15. Ethics of News Reporting and Editing.
16. Responsibilities of a sub-editor and a reporter.

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Practice :

Interviewing and news writing.

Paper III : Designing the News Pages :

100

1. Headline Techniques.
2. Selection of news.
(a) Gatekeeper's role. (b) Concept of framing.
3. Designing — a problem solving system.
4. Designing the pages with page markers.
5. Principles of layout and make-up.
6. Translation.
7. Monitoring radio and television.
8. Selection and display of visuals.

Practice :

- Designing of news pages.
- News Translation.
- Monitoring and transcribing.

These topics will serve both for Urdu and English Students.

Readings :

1. C. D. Mac Dougall, Interpretative Reporting, 1993, New York.
2. Anderson, David, Investigative Reporting, 1976, New York.
3. Copple, Neale Depth Reporting, 1964, Englewood Cliffs.
4. Metzler, Ken, New Strategies for Public Affairs Reporting, 1967, Englewood Cliffs.
5. McGiffett, Robert C. The Art of Editing the new 1972, Philadelphia.
6. Khurshid, Abdulsalam, Fan-e-Sahafat, Lahore.
7. Hijazi, Miskeen, Fan-e-Idaarat, 1976, Lahore.
8. Khalid, A.R. Fan-e-Khabar Naveesi, 1980, Lahore.
9. Jullandhry, Shafiq Sahafat, Aur Halaq, 1994, Lahore.

Paper IV : MEDIA HISTORY

Beginning of Printing Communication Systems of early Indian rulers. Communication systems of Muslim rulers of the Sub-Continent. Beginning of Printing in the Sub-Continent. Beginning of Journalism in the Sub-Continent. Role of the Press in Freedom Struggle of 1857. Beginning of Broadcasting in the Sub-Continent. Early stages of Film-productions in the Sub-Continent. Beginning of telecommunications and news agencies in the Sub-Continent. Militant Journalism of the Sub-Continent. Role of the Muslim Press during Pakistan Movement. Early ten years of Pakistani Media. Evolution of Film and Broadcasting in Pakistan. Impact of Satellites and Computers on our Press and Broadcasting Challenges of New Technologies Faced by Film and News Media. Press Laws and Press Freedom in Pakistan.

Readings :

1. Khurshid, Abdul Salam *Sahafat Pakistan-o-Hind Main, Lahore.*
2. Miskeen A. Hijazi, *Pakistan Main tblaaghiat, Lahore*
3. Naz, Ahsan Akhtar, (1990). *Sahafii Zimmy Darian. Muq-tadara Qaumi Zaban Islid.*
4. Ibid, (1995). *Sahafii Qawaneen* A.H Publishers, Lahore.

Paper V : National and International Affairs

1. Ideology of Pakistan.
2. Important Constitutional Problems and Objectives Resolution.
3. Bases of Indo-Pakistan Conflict.
4. Our Political System and major political issues.
5. Structure and role of major political parties in Pakistan.
6. Theories/Models of International Relations: Salient features of Pakistan's Foreign Policy.
7. Economic system and major economic problems of Pakistan.
8. Pakistan's relations with neighbouring Muslim countries
9. Current International Affairs Issues like: Bosnia, Palestine, Kashmir, Afghanistan and Central Asia etc.

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READINGS

1. Chandhry Muhammad Ali, Emergence of Pakistan, Lahore.
2. Irshad Mahmood, Kashmir Issue, Pak India talk. IPS, Islamabad.

3. پروفیسر خورشید احمد، پاکستان، بھارت اور عالم اسلام، بک پروموترز اسلام آباد 1994 -

4. Dr. Safdar Mahmood, International Relations, Lahore.
5. Amin, Tahir, Dr., *Mass Resistance* in accupied Kashmir, Book Promotr IPS, Islam.

Paper VI: COMMUNICATION 1 :—

The Evolution of Communication, Study From Early Communication study (Rhetoric and Speech) to interdisciplinary growth Models of Communication Lasswell, Shannon & Weaver, Osgood & Scramm Circular model, SMCR etc. Topics in Mass Communication: Public Opinion, Mass Society and Magic Bullet theory, Significance of the Selective influence theories. Propaganda and Psychological warfare Communication as imperialism, global problems and communication. Five Normative media theories: authoritarian, capitalist, marxist, development and Islamic Basics of Communication Research: Topic selection in media research, Literature reviewing, designing hypotheses and resarch questions. Basics of Reference Writing.

Readings :

- Berlo K. David, (1960) *The Process of Communication*, N.Y.
- Brent, D. Ruben. (1988) *Communication and Human Behavior* New York.
- Kivikuru, Ullamaija and Varis, Tapic (eds) (1987) *Approaches to International Communication UNESCO*.
- McQuail, Denis and Windahi, Seven (1993) ; *Communication models for the study of mass cammunication*, London.
- Rogers, Everett M. (1986), *Communication Technology the new media in Society*, London.
- Stevedson, Robert L. (1988). *Communication, Development and the Third World*, New York.

Martin, L. John & Chaudhry, Anju Grover, (1983). *Comparative Media Systems*, N. Y. London.

Sietbert et al (1956). *Four Theonis of Press*. Uni, of Illinois.
Dr. Mehdi Hassan, Ihleagh-e-Aam, Lahore.

Writing :

1. Special structure and style of editorials. Selection of topics for editorials and editorial notes Education, guidance, and representing public through editorials. Editorial page and its contents. Practice of editorial writing.
2. Special structure and types of feature. Sources of topic and materials for features, Slanting feature articles.
3. Column and its types—functions of a columnist—practice of column writing.

These topics will serve both for Urdu and English Students.

READINGS :

1. Hijazi, Miskeen Ali, Idaria Naveesi, Lahore.
2. Jullandhry, Shafiq, Feature Nigari, Lahore.
3. Jullandhry, Safiq, Urdu Column Naveesi, Lahore.

Sociology of mass communication-Introduction to various approaches to communication studies-Interactive communication and linear model - Convergence model of communication Development in Communication models and research - Theories of media and society - Alternative-Theories Dominance vs. pluralist, Political economy media theory - Chonsky's propaganda model, Gramsci model of media hegemony - Dependency and cultural domination - Media research content analysis (quantitative and qualitative). Coding and reliability - Requisites for writing of research paper and proposals (synopsis).

Readings :

1. Davison, W. Phillips and Yu, Fredrick T. (eds) 1974, Mass Communication Research major issues and future direction, N.Y.

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2. Jeffrey Katzer, Kenneth H. Cook and Wayne W. Croug, 1982, *Evaluation Information: A Guide for users of Social Science Research* (2nd ed.) Reading Mass Addison.
 3. Kivikuru, Ullamajja and Varis, Tapio (eds.) 1987, *Approaches to international communication*, Finland.
 4. Krippendorff, Klams, (1990). *Content Analysis*, London.
 5. McQuail, Denis (1987). *Mass Communication Theory*, An Introduction, Stage Publishing: London.
 6. Herman & Chomsky. *Propaganda Model Manufacturing Consent*.
 7. Sharp, Nancy Weatherly, (1988) *Communication Research*. Syracuse Uni. Press.
 8. Klapper Joseph T. (1960). *The Effects of Mass Communication*: N Y: The Free Press.
 9. Miller, (1970), *Methods of Research in Communication*.
 10. Pool, Ithiel De Sola. (1959). *Trends in content analysis*, Illinois: Uni. of Illinois.
 11. Reynolds, Paul Davison, (1971), *A primer in theory construction*, Indianapolis: The Bobbs Merrill Co.
 12. Severin, Werner and James Tankard Jr. (1979), *Communication*.
 13. Wimmer and Dominick, (1987). *Mass Media Research*: California Wardworth.
 14. Martin, L. John and Chaudhary, Anju Grover, (1983), *Comparative Mass Media Systems*, New York: Longman.
 15. Sitebert, F. Peterson, I and Schramm, W. (1956). *Four Theories of Press*, Urbana, IL: Uni. of Illinois Press.

Different approaches to development Integrated development- Development and international donor agencies- Social cultural and historical contexts - Diffusion of innovations - Role of change agent, opinion leader, and pressure groups - The concept of development support communication - The use of communication model for D S C - Need of communication planning and professional communication for development - Message construction - Pretesting and evaluation of messages.

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Practice :

Students will prepare posters and pamphlets for pretest their messages.

They will also work in groups to determine the fidelity of various message of different development projects programmes by taking into consideration specific receiver groups.

Readings :

1. Ascroft, Joseph, 1985, Interactive model of Third World Basic Need : Basic Needs Approach to development in Development Perspectives.
2. Seers, Dudley, 1979, The Meaning of Development
3. Rostow, W. W. 1964, The Five Stages of Growth a Summary.
4. Alonso William, 1980 Urban and Regional Imbalances in Economic Development.
5. Ascroft and Gary Gleason, 1980, Communication Support and integrated Rural development.
6. Ascroft and Srinives, 1984. On the Democratization of Development Decision Making in the third world.
7. Stevenson, Robert L. 1988 Communication Development and the Third World, New York.
8. Schramm, Wilbur and Daniel Lerner, 1978, Communication and Change; Hawaii.
9. Servin and Tankard, 1986, Group and Communication.
10. Pace Peterson and Busmett, Techniques for effective Communication, 1979.
11. Hrnik, Robert C, 1983, Development Communication, New York.
12. P. R. Sinha, Development Journalism, Maylsia:
13. Juan F. Jamias, 1975, Readings in Development Communication.

13. Quebrall Norac, 1976, Development Communication; Status and Trends : The time is Now, Philipines.

—Public Relations as a profession - Various approaches to Public Relations Tools of Public Relations - Need of Media Relations in Public Relations Feedback and Research, International Public Relations - Public of Public Relations for government, industry & business, educational institutions, welfare organizations, and politics—action public relations job - public relations practice in Pakistan - *Writing Practice* of backgrounders and curtain raiser.

Readings :

1. Al'auldin Masood, 1993, Public Relations in Pakistan, National Book Foundation, Islamabad.
2. Sana Choudhary, 1993, Jadeed Taulqat-e-Aama, National Language Authority, Islamabad,
3. Abdul Salam Khurshid & Mehdi Hasan, 1989, Taulqat-e-Aama, Lahore.
4. Naseem Ahmad, 1992, Taulqat-e-Aama, Psesha-e-Fun, Karachi.
5. Zahid Malik, 1970, Taulqat-e-Aama, Karachi.
6. Asif Javeed Mir, 1993, Media Planning in Politics, Panda Book, Lahore.
7. Cutlip, M Scott and Allen H. Centre, Effective Public Relations, New Jersey.
8. Newson, Doug and Alan Scott, This is PR, The Realities of Public Relations, California.
9. Canfield and Moore, Public Relations Principles, Cases and Problems, N.Y.

✓ سوال نمبر 50 پرز کا بنانا ہے :
1. Radio : Basic requirements for radio writing Distinguishing feature of radio news style, types of leads, body structures, Mechanics of copy, radio newsreel, topical features, talks, and commentaries sports coverage interview techniques, functioning of Radio Pakistan news organization, sources of news with reference to monitoring.

2. Television : How to plan, prepare and compile a T. V. News bulletin-Basic consideration in arranging the supporting visuals for use in the bulletins-How to plan the visual coverage of an event (local, regional national and international significance)-Fundamental requisites in determining by duration of a spoken words story for that of a visual story - Editing of and scripting for a visual story-How to synchronise the commentary with the visual-Various types of cameras required for news coverages-Out door Broadcast-Reporting on Camera-Production of a newcast-News documentaries and brief reports for use in newscast Studio programmes as part of news and current affairs-importance and impact of T.V. newscasts - Dissemination of knowledge through television-international T.V. networks and their contribution towards news gathering and exchange - T.V. and its influence on public opinion-T.V. in satellite age and visual gathering through satellite links - International satellite networks such as Eurovision, Asiavision etc.

Pakistan Television, its basic objectives its role in educating the masses ; dissemination of Islamic value and national integrity through Pakistan Television ; the past, present and future of Pakistan Television..

Thesis and Optional Courses : 100

Students may write a thesis on any related subject or can take two courses (50 marks each) from the optional courses. Students opting for thesis will also appear for a Viva Voce. Students may select any two optional courses from the following.

Newspaper Management :

— Organizational structure of Newspaper industry in Pakistan- Functions of a Circulation Department - Distribution system and its problems - Functions of Advertising department - Advertising Business and government Press relationship in Pakistan - Problems of Regional Press.

Newspaper Mechanics :

— Modern technology of news transmission i.e. E. mail, fax, mobile phones, monitoring etc. Electronic composing and various softwares - Electronic page-making-Scanners and computerized color separation - Automatic platemaking - Micro films and CD-ROM - Printing phases of four unit web rotary machines - Technological challenges faced by editorial staff.

Special aspects of manazine journalism - Professional and specialized Journallism Collection of materials for manazine - Special aspects of weeklies - Special aspects of monthlies - Technical Writing-Criteria for selection of materials - Magazines layout through page-makers - Selection of Photographers for magazines. Headline and caption writing for magazines Review of children, religious, Political, literary, digest, and developmental magazines of Pakistan. New horizons of specialized magazines.

Photo Journalish :

Origin of Photo journalism - News photography and its critical study-Use of camera Lighting and framing techniques. Photography with a purpose - Documentary Marketing black & white-color photographs and transparencies-Selecting and editing criteria of photography Camera process.

Radio Production :

Programme management-Planning for radio programmes-Responsibilities of a programme producer-Production of talks and discussions religious programmes, Music Programmes, Drama and feature programmes, Documentaries, National books, Running commentaries. external service, Mechanics of announcement-announcer's job introduction to studio facilities Audience research.

Television Production :

Programmes management-introduction of the equipment involved in T.V. productions-Special techniques in T.V. Studio-introduction of a studio-T.V. lighting-Set designing-Audio video recording Programme Productions Talk show-Drama Production-Children's Programme-Quiz programme-Interview/discussion-Documentary-Music programme-Religious Programmes-T.V. commercials-Imported Programmes.

Reading :

1. Piracha, Javed Iqbal 1980 Television Sehafat, Lahore.
2. Siddiqi, Idrees 1993, Radio Journalism.
3. Mugheesuddin, 1980, ABC of Radio Journalism.
4. A.R. Khalid, 1990, Radio Sahafat, Lahore.

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Advertising :
 Definition of Advertising - Types of Advertising Media selection for advertising - Merits and Demerits of Advertising - Motives of Advertising - Selection of appeals - Research in Advertising - Slogan writing - Identification of logo (trade marks) - Selection of visuals - Layout techniques - Planning Advertising Campaigns - Organizational structure of Pakistani Advertising Agencies.

Reading :

1. Dirkson, Charles and Kraegen, Arthur ... Advertising Principles and Problems Richard D. Homewood Illineis.
2. Barton, Royer : ... Advertising Agency Operations & Management Mc-Graw-Hill, New York
3. Barton, Royer : ... Media in Advertising 1964. Mc-Graw-Hill, New York.

Paper XIII : INTERNSHIP AND WRITTINGS

- (a) Working Experience.
- (b) Student's published writings.
- (c) Viva Voce.

Every student is required to get working experience for a minimum period of one month in any of the following :

1. Daily newspaper.
2. News Agency.
3. Television.
4. Radio
5. Public Relations/Information Agency.
6. Periodicals.
7. Advertising organization.

Students will get certificate to this effect and submit to the office of the department. Students are also required to contribute articles, features, by line stories, reportage etc. to the newspapers and periodicals, ten or more published articles/features, etc. are required (20) marks.

The above will be examined by a committee of 3 examiners headed by the chairman or his nominee. Other two examiners will be appointed by the Board of Studies. The award of the committee will be final.

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