

## **M.Phil Communication Studies (Research Track)**

Course Work: 24 Credit Hours

Project/Thesis: 06 Credit Hours

Total Required: 30 Credit Hours

### **SEMESTER - I**

**(12 Cr. Hrs)**

CS-601 Communication Theories-I	3 Cr. Hrs
CS-602 Communication Research Methods-I	3 Cr. Hrs
CS-603 International Communication	3 Cr. Hrs
CS-604 Philosophy of Social Sciences	3 Cr. Hrs

### **SEMESTER - II**

**(12 Cr. Hrs)**

CS-605 Communication Theories-II	3 Cr. Hrs
CS-606 Communication Research Methods-II	3 Cr. Hrs
CS-607* Advanced Development Communication/ Media & Cultural Studies	3 Cr. Hrs
CS-608 M.Phil Seminar	3 Cr. Hrs

### **SEMESTER - III & IV**

**(06 Cr. Hrs)**

CS-609 Dissertation/Thesis	6 Cr. Hrs
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Note: Each Student will be required to take 24 Credits of course work in 2 semesters. After completing the course work the student must secure CGPA  $\geq 3.00$  and has to pass comprehensive (written) examination within one month of completion of 24 credit hours. Comprehensive exam has to be qualified by securing GPA  $\geq 3.00$ . For M.S/M.Phil degree each student has to complete requisite of 6 credit hours research work (after completing the course work).

\*Course will be offered based on the availability of the instructor.

### **SEMESTER I**

#### **CS-601                      Communication Theories – I                                              3 Cr.Hrs**

This is a pro-seminar course designed to explore the nature of communication and mass communication inquiry. Purpose of this course is to familiarize students with some of the basic literature of communication, mass communication theories and research in historical context. As a survey of the field, it provides highly selective readings, which have been chosen as they reflect some of the major intellectual ideas upon which this work has been based. Students will be assigned readings and they will participate in class discussions.

1. Communication Theory and its Development: Science and Human Behaviour, causality, casual relationship, scientific method, hypotheses, schizophrenic social science
2. Paradigm and Anomalies
3. Various Theoretical Perspectives: Post-Positivist Theory, Cultural Theory, Critical Theory, Normative Theory, Evaluating Theory.
4. An overview of Normative Approaches of Media & Communication: Libertarian Thought, The Marketplace of Ideas; A New Form of Radical Libertarianism, Social

Responsibility Theory; Development Concept, Revolutionary Concept, Authoritarian Concept, Communism Concept, and Transitional Media Approach.

5. Mass Society Approach of Communication: Social & Cultural

6. Traditional Approaches to Mass Communication Studies:

- Media Effects: The rise of media theory in age of Propaganda; behaviourism, Freudianism, Magic bullet theory, Lasswell's propaganda theory, Lipmann's theory, Libertarian reborn.
- Limited Effects theories: Paradigm shifts, Two step of Flow of Information and Influence, Lazerfeld Model, Attitude Change theory, Carl Hovland and experimental section, The Selective Processes, Limitation of experimental and Persuasion research.
- Middle Range Theories: Informational Flow, Diffusion of Innovation, Klapper's Generalization, Elite Pluralism, Assumptions, Drawbacks and contribution of Limited Effects theories. Significant Scholars and their writings.
- Revival of Dominant Paradigm, Theories of Media and Human Development: Television Violence Theories, General Aggression Model, Media and Children's Development. Social learning, Focus on structure and functioning of media,

### Recommended Readings:

Baran, Stanley J. (2015). *Mass Communication Theory*. Melbourne; CENGAGE Learning.

Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.

Bryant, J. & Thompson, S. (2002). *Fundamentals of media effects*. New York: McGraw-Hill.

Gerbner, G. (ed). (1983): Ferment in the field of communication scholars address critical issues and research tasks of the discipline, *Journal of Communication*, 33, pp. 1-362.

Jones, M. & Jones, E. (1999). *Mass media*. London, Hampshire: Macmillan Press.

Mattelar, Armand t (1998). *Theories of Communication*. London; Sage Publications.

Mattelart, A. and Mattelart, M. (1995). *Theories of Communication: A Short Introduction*. London: Sage Publications Ltd.

McQuail, D. and Windahl, S. (1982). *Communication models for the study of mass communication*. New York: Longman.

McQuail, D. (2005). *Mass communication theory: An introduction*. (5<sup>th</sup>ed). Beverly Hills: Sage.

McQuail, D. (1987). *Mass communication theory: An introduction*. 2<sup>nd</sup> ed. Beverly Hills: Sage.

McQuail, D. (1977): The influence and effects of mass media. In Curran, James, Michael Gurebvitch and Janat Wollacott (eds.) *Mass Communication and society*. Beverly Hills: Sage, pp.70-94.

Miller, k. (2002). *Communication theories: Perspectives, processes, and contexts*. New York: McGraw-Hill.

Narula, U. (2000). *Mass communication theory and practice*. New Delhi: Harahan.

Reynalds, P. D. (1971). *A primer in theory construction*. Indianapolis: Bobbs-Merrill E, Publishing.

Straubhaar, J., & Larose, R. (2002). *Media Now: Communication media in the information age*. (3rd ed.). UK, USA: Wadsworth.

Tankard, J. W., Severin, W. J. (1992). *Communication theories: Origins, methods, and uses in the mass media*. New York & London: Longman.

Vincent B. Leitch (2003). *Theory Matters*. New York; Routledge.

Watson, J. (1998). *Media communication: An introduction to theory and process*. London: Macmillan.

West, Richard (2007). *Communication Theory*. New York; McGraw Hill Int'l.

### CS-602 Communication Research Methods-I

3 Cr.Hrs

This course is an introduction to the methodology appropriate to the social scientific or behavioral study of human communication. Central to the course is the discussion of the language and methodologies of communication behavioral research. The course begins with a

brief explanation of the goals of the social science research with reference to communication / mass communication inquiry and briefly examines the implication of a social scientific methodology as a “way of knowing” about the world. The primary emphasis of the course will be on developing critical insight which will make the students a more intelligent and sensitive consumer of communication behavioral research. Another important emphasis of the course is on introducing students to highly selective array of specific skills and techniques for doing communication or mass communication behavioral research topics.

### Research Methods

- 1 Research in social sciences. Importance of research in social sciences. Aims and motives of social science research.
- 2 Research in mass communication Discipline.
- 3 Main approaches to contemporary research in communication and media studies (Positivism, Interpretive approaches, Critical approach, Feminist approach, Structuralism, Post modernism).
- 4 Research designs in quantitative methodology
- 5 Various Quantitative Research Methods (Survey method, experimental research, content analysis)
- 6 Uses of statistical analysis of tools in Research
- 7 Various reference writing styles in research

### Recommended Readings

- Boyle, Michael P. (2015). *Applied Communication Research Methods*. New York; Routledge
- Davison, W. P. and Yu. F. T. (eds.) (1974). *Mass communication research: Major issue and future direction*. New York: Praegar Publishers.
- Deacon. D., Pickering, M. Golding, P., & Murdock, G. (2007). *Research communications: A practical guide to methods in media and cultural analysis*. London: Hodder Arnold.
- Jeffrey, K., Kenneth H. C. & Wayne W. C. (1982): *Evaluation information, a guide for users of social science research* (2nd ed.) Addison-Wasley.
- Krippendorff, K. (1990). *Content analysis*. Beverly Hills, London: Sage.
- McNeill, Patrick. (1990). *Research methods; Society now*. New York: Routledge.
- Mytton, Graham. (2016). *Media Audience Research*. New Delhi; SAGE.
- Merrigan, G., & Hoston, C. L. (2004). *Communication research methods*. United States: Thomson Wardsworth.
- Newman, W. Lawrence. (1999). *Social research methods; Qualitative and quantitative approach*. New York: Oxford University press.
- Pool, I. & Sola, D. (1959). *Trends in content analysis*. Urbana: University of Illinois Press.
- Rosengren. K. E. (ed) (1981). *Advances in content analysis*. Beverly Hills/London: Sage Publications.
- Ruane, Janet M. (2016). *Social Research Methods*. New York; Wiley Blakwell.
- Rubin, Rebecca B. (2010). *Communication Research*. USA; Wadsworth
- Sarantakos, Sotirios. (1998). *Social research*. (2nd edition). London: Macmillan Press. p.152.
- Wimmer, D. Roger, and Dominick, R. Joseph. (1994). *Mass media research: An introduction*. (4th ed). California: Wadsworth Publishing Company.

### CS-603 International Communication

3 Cr.Hrs

The general theme of this course will be the cultural imperative in international communication. The seminar based course will explore the impact and implication that global communication has or may have on the diverse cultures of the world with emphasis on an understanding of the interrelationship between culture and communication.

In this course, students will present abstracts of pertinent books and articles from journals and periodicals. During the last half of the semester, students will present formal research papers on topics of their choice. However, the paper's topic should be related and critique will be given in the class. Copies of one page abstract of the paper will be distributed to class members on the day of presentation. Students will be encouraged to prepare papers that will contribute directly towards their projects, thesis or dissertations. Three-fourths final grade will be based on written paper and oral presentation. One-fourth of grade will come from abstracts and participation in class discussion.

1. Approaches to International Communication.
2. Theory and Research in International Communication
3. Media Corporations in the Age of Globalization
4. Role of Technology in International Communication
5. International Communication Orders  
(Development of New International Information and Communication Order (NIICO) and Aligned and Non-aligned Countries Perspective)
6. Transfer of Information Technology to the Third World: Threats and Alternatives (Sovereignty and Cultural Issues).
7. New Trends in Trans Border Flow of Digital Information: Issue of Controls and Restrictions.
8. Intercultural Communication: Issues and Challenges
9. International Issue of Media Debates: Terrorism, Islam phobia (The case of Muslims, Islam and Muslim world representation in the Western media), racism, Sectarianism, war and peace perspectives etc

### **Recommended Readings**

- Baran, S. J. (2001). *Introduction to mass communication. Media literacy and culture* 2001 update. California, London, Toronto: Mayfield Publishing Company.
- Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.
- Barker, Chris. (1999). *Television globalization and cultural identities*, Buckingham: Open University Press.
- Cees. J. Hamelink. (1983). *Cultural autonomy in global communication: Planning national information policy*. New York: Longman.
- Chauhan, S. & Chandra, N. (1997). *Modern journalism issues and challenges*. Swati. New
- Esposito, J. L. (1992). *The Islamic threat-myth or reality*. New York: Oxford University Press
- Esposito, J. L. (1992). *The Islamic threat-myth or reality*. New York: Oxford University Press.
- Gudykunst, William, B. & Mody, B. (Eds.). (2002). *Handbook of international and intercultural communication*. London, Sage.
- Gurevitch, M. et al. (1982). *Culture, society and media*. Lincoln, New York; Mathuen.
- Galtung, J. & Ruge, M. H. (1965). *The structure of foreign news*. Journal of Peace Research. Oslo. 35 pp
- Jaudt, F. E. (1995). *Inter cultural communication An introduction*. UK. New Delhi: Sage.
- Michael Gurevitch, et al., (1982): *Culture, Society and the Media*, Mathuen (London and New York).
- Reading of Richard A Gershon . *The transnational media corporation and foreign direct investment: The transnational media corporation: global messages and free market competition*.
- Said, E.W. (1981). *Covering Islam*. New York: Pantheon.
- Sehultz, D. E. & Kitchen, P. J. (2001). *Communicating globally*. Chicago: NTC business books.
- Thussu, D. k. (2000). *International communication: Continuity and change*, NY, London: Arnold.
- Thussu, D. K., & Freedman, D. (Eds.). (2003). *War and the media: Reporting conflict 24/7*. New Delhi: VISTAAR Publication.
- Thussu, D. k. (1998). (ed). *Electronic empires global media and local resistance*, NY, London: Arnold

The central objective of this course is to explore the conceptual, philosophical and logical relations of scientific ethos and philosophical belief and orientation in social sciences. Particular attention will be paid to the manner in which each has informed and reacted historically to the development in the other. While the concentration is on western philosophical theories, non-western and oriental views on various questions in the realm of social sciences will be introduced. The course will make students understand the process of production of knowledge. It will develop among the students an appreciation and, to some extent, critical thinking with regard to contemporary philosophical ideas concerning social sciences, cultural values and civilizational goals. It will also create an understanding of the scientific and philosophical approach towards social sciences. This philosophical orientation indeed should be a prerequisite for writing a meaningful and academically sound research dissertation in any discipline of social sciences.

1. The Scope of Philosophy of Social Sciences. Sciences System for the Creation of Knowledge.
2. What is Society? Social Action and Social Relation; Societies as Organization; Community and Association; A Functionally Inclusive Collectively.
3. Cultural Relativism. Celebration of Differences.
4. Epistemology and our Ways of Knowing, Objectivism, Subjectivism, Rationalism, Empiricism, Pragmatism, Authoritarianism, Intuition, Rationalism vs. Empiricism, Theory Construction in Social Sciences.
5. Holism and Individualism in History and Social Sciences. Methodological Holism versus the Methodological Individualism.
6. Subjectivity Objectivity and Inter Subjectivity: A Discourse on Truth and Society?
7. Language as a Tool for the Creation of Social Realities and Building Public Knowledge.
8. Sociology of Knowledge. Individual and the Society/State; Different Theories of self/mind and Critique of the Theories; Individual and the Process of Socialization; Media as an Agent of Social Change.
9. Logical Reasoning and Critical Thinking, Informal Fallacies, Developing Arguments-- Identifying Premises and Conclusion.
10. Placement of Mass Communication in the Context of Epistemological and Ontological Traditions of Social Sciences.

#### Recommended Readings:

Abraham Kaplan. *The new world of philosophy*.

Absar Ahmad Abraham Kaplan, *The New World of Philosophy*.

Absar Ahmad, *Knowledge-Marality Nexus*.

Benton, T., & Craib, I. (2001). *Philosophy of social science: The philosophical foundations of social thought*. Basingstoke: Palgrave.

Copi, Irving M. (2013). *Introduction to Logic*. Glos: Pearson Education Limited.

Daniel Kolak and Raymond Martin, *Wisdom without Answers: A Guide to the Experience of Philosophy*, 2<sup>nd</sup> edition.

Fay, Brian. (1991). *Contemporary Philosophy of Social Sciences*. Dallas: Wiley-Blackwell,.

Fazalur Rehman, *Major Themes of the Quran*.

Heaphy, B. (2007). *Late modernity and social change*. London: Sage.

Hughes, J. and Sharrock, W. (1997). *The philosophy of social research* (3rd ed). London: Longman.

John Hospers, *An Introduction to Philosophical Analysis*.

Pence, G. (2000). *A dictionary of common philosophical terms*. New York: The McGraw-Hill Book Company.

Rosenberg, A. (2007). *The philosophy of social science*. Westview Press  
 May Broadbeck (ed.), *Readings in the Philosophy of Social Sciences*.  
 M. Saeed Sheikh, *Studies in Muslim Philosophy*.  
 Mill, John Stuart. (2016). *Asystem of Logic*. California: Facsimile.  
 Rachles, James. (2015). *The Elements of Moral Philosophy*. Houston: McGraw Hills Higher Education.  
 Richard S. Rudner, *Philosophy of Social Science*.  
 Samuel Enoch Stumpf, *Socrates to Sartre: A History of Philosophy*.  
 W. T. Stace, *A History of Greek Philosophy*.

## **Semester II**

### **CS-605 Communication Theories -II**

**3 Cr.Hrs**

It aims to provide a comprehensive introduction to the most important ways of approaching the fundamental issues posed by the relationships between the media of communication, and socio, cultural and economic life. It will also enable students to understand the problems posed by different intellectual traditions, and to place those theories in their proper contexts. In addition this course will also enable students to challenge linear approaches to mass communication studies offered in Semester-I, and will broaden the theoretical vision of the students. This subject will enable them to understand the application of theory in their respective research areas.

1. Emergence of Critical Perspective of Mass Communication Theories. (Marxist Theory, Neo-Marxism, The Frankfurt School, Political Economy Theory, Critical Feminist Scholarship, Cultural Studies; Transitional verses Ritual Perspectives).
2. Audience Theories: From Source-Dominated to Active-Audience Perspectives, Revival of the Uses and Gratification Approach, Framing and Frame Analysis, Information Processing Theories, Entertainment Theory.
3. Theories of the Effect of Media on Society: Agenda-Setting, The Spiral of Silence, Media Intrusion Theory, Information (Innovation) Diffusion Theory, Social Marketing Theory, Media System Dependency Theory, The Knowledge Gap, Cultivation Analysis, Media Literacy.
4. Media and Culture Theories: Meaning-Making in the Social World, Pragmatism and the Chicago School, Social Constructionism, Media as Culture Industries: The Commoditization of Culture.
5. New Trends in Mass Communication Theory and Research:  
 Social Semiotic Theory, The Communication Revolution, Globalization vs Glocalization, Computer-Mediated Communication, Internet Addiction, New media Theory and Research: Challenges and Findings, Journalism's Disruptive Transition, Reconceptualizing and Reforming Journalism, A New Media Literacy, Future of Media Theory and Research: New Questions and Directions.

### **Recommended Readings:**

Baran, Stanley J. (2001). *Introduction to mass communication. Media literacy and culture 2001 up date*. California, London, Toronto: Mayfield Publishing Company.  
 Becker, S. (1984). Marxist approach to media studies. The British experience, *Critical Studies on Mass Communication*, 1, pp.66-98.  
 Bryant, J. & Thompson, S. (2002). *Fundamentals of media effects*. New York: McGraw-Hill.  
 Blumler, J. G., & Katz, E. (1974). *The use of mass communication*. Beverly Hills: London: Sage Publication.  
 Gitlin, T. (1976). Media sociology: The dominant paradigm, theory and society, pp. 205-233.

- Gurevitch, Michael, et al., (1982). *Media culture and society*. Lincoln, New York; Mathuen.
- Hardt, H. (June/1988). Comparative media research: The world according to America. *Critical Studies in Mass Communication*. 5 (2).
- Hardt, H. (1986). Review essay: Ferment and the field. *Journal of Communication*, 36, pp.145-154
- Lazersfeld, P. (1941). Remarks on administrative and critical communication research. *Studies in Philosophy and social science*, (8). pp. 2-16.
- McQuail, Denis. (1987). *Mass Communication theory: An introduction*. (2nd ed). Beverly Hills: Sage.
- McQuail, D. (2005). *Mass communication theory: An introduction*. (7<sup>th</sup>ed). Beverly Hills: Sage
- Miller, k. (2002). *Communication theories: Perspectives, processes, and contexts*. New York: McGraw-Hill.
- Nordenstreng, K. (1968). Communication research in the United States. *Critical Perspective Gazette*. (14). pp. 1-10.
- Seymore-ure. C. (1974). *The political impact of the mass media*. London: Constable.
- Snow, R. P. (1984). *Creating media culture*. Beverly Hills: Sage.
- Wadia, A. (1999). *Communication and media studies in ideas, initiatives and institutions*. New Delhi: Kanishka Publishers.
- Williams, Kevin (2003). *Understanding Media Theory*. London; Oxford University Press.

### **CS-606 Mass Communication Research-II**

**3 Cr.Hrs**

The course is aimed at focusing specialized approaches of mass communication research. After completion of this subject the students will enable to explore the strength and weaknesses of various methods and competent enough to apply various methods according to their areas in their final research theses.

1. Sources of Interpretive Paradigm (Phenomenology, Ethno methodology, Symbolic Interactionism, Ethnography of communication)
2. Qualitative Research Design (Planning, Observing & Learning, Interviewing, Creating & analyzing texts, Authoring & writing)
3. Qualitative Methods (Focus group, Case study, Intensive interviews, Qualitative content analysis, Semiotic and Discourse analysis)
4. Research Writings (Abstracts, Critique on the research work of scholars, etc)
5. Research Ethics
6. Proposal Writing
7. Components of Thesis

#### **Recommended Readings:**

- Deacon, D., Pickering, M., & Murdock, G. (1999). *Researching communication*. London, UK: Arnold.
- Dervin, B., Grossberg, L.O., Keefe, B. J. & Warterlla, E. (Eds.). (1989). *Rethinking communication*. London / New Delhi: Sage Publishers.
- Fairclough, N. (2001). Political discourse in the media: An analytical framework. In A.Bell, & P. Garrett (Eds.). *Approaches to media courses*. (PP.106-141). Oxford, UK: Blackwell Publishers.
- Frederick, Williams. (1983). *The communication revolution*. Beverly Hills. California: Sage Publications.
- Garrett, P. (2001). Media and discourse: A critical review. In A. Bell & P. Garrett (Eds.). *Approaches to media courses*. (PP. 1-20). Oxford, UK: Blackwell Publishers.
- Hult, C. A. (1996). *Researching and writing in the social sciences*.
- Sarantakos, S. (1998). *Social research*. (2<sup>nd</sup> ed.). London: Macmillan Press.

- Shpart, N. W. (1988). *Communication research: The challenge of the information age*. New York: Syracuse University Press.
- Van Dijk. T. (1983). *Discourse analysis*. London: Lawrence Erlbaum.
- Wimmer, D. Roger, and Dominick, R. Joseph. (1994). *Mass media research: An introduction*. (4<sup>th</sup> ed). California: Wadsworth Publishing Company.
- Wodak, R. (2004). Critical discourse analysis. In C. Seale, G. Gobo, J.F.Gubrium, & D. Silverman. (Eds.). *Qualitative research practice*. (197-214). London: Sage Publication.

## **CS-607 Advanced Development Communication**

**Or**

### **Media and Cultural Studies**

**3 Cr.Hrs**

**Advanced Development Communication:** This seminar course will enrich M. Phil students regarding change and advancement in development paradigms. At this level students will go through readings mostly papers written by different scholars of development communication. They will also write critique on various articles on development communication.

1. Concept of Advance Development Communication: Local, National and International Perspective.
2. Theories of Development Communication.
3. Media's Role in the Third World Countries Development.
4. State, Development and Communication.
5. Three Paradigms of Development Communication: Modernisation, Dependency-Dissociation and Multiplicity-the Alternative Model.
6. Mass Communication and Social Change: Diffusion of Innovation, the Knowledge Gap Hypothesis.
7. The Various Dimension of Development Communication: Rural, Agricultural, Health, Hygiene, Environment and Political, Literacy and Mobilization etc.
8. Use of New Media Technology in Development Communication.
9. Designing of Communication Campaigns on Various Developmental Issues.
10. Development Communication as Marketing.
11. International Development Communication: Collective Progress in New Era

### **Recommended Readings:**

- Chudhary, A. G., & Martin, L. J. (Eds.). (1983). *Comparative media systems*. New York Longman Inc.
- Denton, Jr., Robert, E. & Cary, C. W. (1985). *Political communication in American*. New York Praeger.
- Gudykunst, William, B. & Mody, B.(Eds.). (2002). *Handbook of international and intercultural communication*. London, Sage.
- GM Canany, E. (1984). Diffusion of innovations: Why does it endure? *Critical Studies in Mass Communication*. 1(4), pp. 439-442.
- GM Canany, E. (Ed.) (1980). *Communication in the rural third world*. New York: Preager.
- Jacobson, T. (1985). An epistemological shift in development communication theory. In D. Brenda and M. S. Voigt. (Eds.). (1985). *Progressive in communication sciences*, Norwood, Jarsey: Ablex Publishing Corporations.
- Jayaweera, N., & Amunugama, S. (Eds.). (1987). *Rethinking development communication*. Singapore: AMIC.
- Kothari, R. (1984). *Communication for alternative development: Towards a paradigm, development dialogue*, pp.1-2.
- Paltetz. D., & Entman, R. M. (1981). *Media, power politics*. New York: The Free Press.



Pye, L. W. (Ed.). (1963). *Communication and political development*. Princeton: Uni. Press

Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries*. Stanford: Stanford Uni Press: Paris: UNESCO.

Sonaika. S. A. (1988). *Communication and third world development*. Gazette 41(2).

## Media and Cultural Studies

This course will help to understand about culture and society relationship, connectivity and conflict. The general concern of this course will be on culture imperative in regional, national, international scenario. This course will explore the impact as well as implication of information, knowledge, and modern technology on the diverse cultures of the global world in order to establish better understanding of the interrelationship between culture and community through communication. In this course, students will understand how to implicate social, cultural practices and how different approaches, theories, models, of media, culture and society will have an impact on society and human practices.

1. Cultural Approaches to Mass Communication
2. A Typology of Society – Class, Ideology and Culture Identity and Relations
3. Contemporary Issues in Cultural Studies
4. Cross Cultural Communication Comparison
5. Communication Processing: Cultural Synchronization: Resistance, Success and Failure.
6. Media, Society and Culture Connections and Conflicts.
7. Role of New Media Technology in Socio and Cultural Change.
8. Globalization of Culture: New Trends, Impacts, and Challenges.
9. Emerging Trend of Digital Society : Issues, Impact and Challenges

## Recommended Readings:

Asante, M. K., Miike, Y., & Yin, J. (2008). *The global intercultural communication*. New York: Routledge.

Anderson, C. A., Gentile, D. A., & Buckley, K. E. (2007). *Violent media game effects on children & Adolescent*. New York: Oxford

Baran, S. J. Davis, D. K. (2000). *Mass communication theory: Foundations, ferment, and future*. Ontario: Wadsworth.

Cees.J. H. (1983). *Cultural autonomy in global communication: Planning national policy*. New York: Longman.

Curran, J. & Gurevitch, M. (Eds.). (1994). *Mass Media and Society*. London, New York : Edward Arnold.

Dominick, J. R. (7th ed.). (2002). *The dynamics of mass communication: Media in digital age*. NY: Mcgraw Hill.

Gerbner, G. (Eds.). (1977). *Mass media policies in changing cultures*. New York, London : A Wily-Interscience Publication.

Gershon, R. A. (1991). *The translational media corporation, global message and free market competition*. New jersey: Lawrence a Erlbaum Associate, Publishers.

Govind, V. (1988). *Culture neo-colonialism*. New Delhi: Allied. publishers (pt).

Jaudt, F. E. (1995). *Intercultural communication: An introduction*. UK.New Delhi : Sage.

Joseph. M. K . (2000). *Global perspectives modern media & Journalism*. New Delhi, : Anmol publishers.

McNair, B. (2006). *Cultural Chaos: Journalism, news and power in a globalize world*. London & NY: Routledge

The Anneberg School of Communication, University of Pennsylvania. (1989). *International Encyclopaedia of Communication*. New York: Ford University Press.

- Robert P. Snow. (1984). *Creating media cultures*.149.Beverly Hills, London,New York: Sage Publications.
- Semati, M. (2008). *Media culture & society in Iran: Living with globalization and Islamic state*. New York: Routledge.
- Sharivastava, K.M. (1998). *Media towards 21st century*. New Delhi: Sterling Publishers Private Ltd.
- Thomas, Amos Owen. (2007). *Imagination and borderless television: Media, culture and politics across Asia*. Netherlands: Maastricht school of management.
- Thussu, D. k. (1998). (Ed). *Electronic empires global media and local resistance*. NY, London: Arnold
- Thwaites, T., Davis, L. & Mules, W. (2002). *Introducing cultural and media studies: A semiotic approach*. London: Palgrave.
- Stoven, W. J. (1984). *Information technology in the third world*. Colorado,USA: Westview Press.
- Wilson, J. & Wilson, S. Roy. (1998). *Mass media mass culture: An introduction*. New York: McGraw-Hill, Inc.

### **CS-608 M. Phil Seminar**

**3 Cr.Hrs**

The seminar learning objectives are linked with specific themes of this seminar with the general university learning outcomes, and seek to facilitate in the students an increased competency to understand, identify, distinguish and integrate differing forms of knowledge and academic disciplinary approaches, improve oral and written communication skills, explore an appreciation of the self in relation to diverse social and academic contexts, and also enable to apply principles of ethics and respect in interaction with others.

This M.Phil seminar course is the most meaningful and transformative for students. It will focus to explore various ideas, for discussion related to selection of topic, relevant literature, and methodological application for writing research proposals/synopses for final M.Phil theses or dissertation. Students will prepare verbal, visual presentation or discussion with fellow students, faculty members will also be invited to present their scholarly work and research in the field of mass communication. The seminar course will sharpen reading, writing, and analytical skill among students.

### **Semester III & IV**

### **CS-609 Dissertation/Thesis**

**6 Cr.Hrs**

**Writing of M. Phil Thesis:** During second or third semester, students will be required to work on their research proposals and forward it for approval from Departmental Doctoral Programme Committee (DDPC). Their proposal must reflect clarity of concepts, logical interrelationship among various concepts, use of appropriate methodology, proposed plan for completion of thesis and references and suggested bibliography.

All researchers will be required to meet their advisor(s) at least once a week or to make alternative arrangement with the approval of his/her advisor. A student will be free to choose his/her advisor or co-advisors. Advisor(s) must be a Ph.D/M.Phil in Mass Communication. A student working under the guidance of his/her advisor will have to present his/her synopsis in the seminar before securing its approval from DDPC, and DPCC.

## **M.Phil Communication Studies (Professional Track)** **(Self-Supporting Program)**

### **SEMESTER - I (13 Cr. Hrs)**

CS-615 Theories of Mass Communication	3 Cr. Hrs
CS-616 Research Methods I	3 Cr. Hrs
CS-617 Media Ethics and Practices	3 Cr. Hrs
CS-618 Media Production Techniques I	4 Cr. Hrs

### **SEMESTER - II (13 Cr. Hrs)**

CS-619 PR & Advertising Theories	3 Cr. Hrs
CS-620 Research Methods II	2 Cr. Hrs
CS-621 Short Film Production	2 Cr. Hrs
CS-622 Digital Marketing and Management	3 Cr. Hrs
CS-623 Media Production Techniques II	3 Cr. Hrs

### **SEMESTER - III & IV (06 Cr. Hrs)**

CS-623 Project OR	6 Cr. Hrs
CS-623 Thesis	6 Cr. Hrs

### **SEMESTER I**

#### **CS-615: Theories of Mass Communication (3 Cr. Hrs)**

##### **Course Objectives:**

Theoretical perspectives are the foundations that help scholars associated with the discipline to understand history, evolution and scholastic contribution of the discipline. Theories also help in developing an insight into the understanding the reality, knowledge and values associated to the particular discipline. Mass communication theories as a subject offers a distinct character that is a beautiful collage incorporating various traditions and theories especially from linguistics, psychology, sociology and political science, but at the same time it has its own theoretical traditions that are rich, diverse and heuristic. The objective of this course is to make students familiar with advanced concepts in mass communication theory along with developing their analytical and critical understanding of use of theory in making sense of the professional media practices and in research. Moreover a debate with reference to advancements in mass communication discipline and emergence of new theoretical approached will also be discussed.

##### **Learning Outcomes:**

Following are the learning outcomes:

- To understand the process of theory development and evaluation.
- To understand the role of paradigms in theory and research relationship.
- To explain the media effect approach with reference to professional media practices.
- To critically evaluate relationship between theoretical perspectives and various social and cultural conditions.
- To be able to understand various debates on representation of religion, race, and gender from theoretical perspectives.
- To be able to explain theoretical perspective of in relation to digital revolution.

**Course Outlines:**

- Perspectives on communication theory
- Post-positivist, interpretive, critical and post modern paradigms on theory development
- Mass communication theory: an historical overview
- Mass society debate in theory.
- Normative tradition in mass communication theory.
- Theories of media effects.
- Critical-cultural theories in mass communication.
- Theories of message production and processing.
- Theories of discourse and interaction.
- Theories of communication contexts.
- Theories of Political economy.
- New media and mass communication theory.

**Recommended Books:**

- Baran, J. Stanley & Davis, K. Dennis. (2015). *Mass communication theory: Foundations, ferment, and future*. Delhi: Cengage Learning.
- Dainton, Marianne & Zelle, Elaine. D. (2011). *Applying communication theory to the professional life*. London: Sage.
- Griffin, Em. (2012). *A first look at communication theory*. New York: McGraw Hill.
- Leitch, Vincent B. (2003). *Theory matters*. New York: Routledge.
- Mattelart, A. & Mattelart, M. (1995). *Theories of communication: A short introduction*. London: Sage Publication.
- McQuail, Denis. (2011). *McQuail's mass communication theory*. New Delhi: SAGE.
- McQuail, Denis, Golding, Peter & Bens, de. Els. (2005). *Communication theory & research: An EJC anthology*. London: SAGE Publications.
- Moores, Shaun. (2005). *Media/Theory: Thinking about media and communications*. London: Routledge.
- Tankard, J. W., & Severin, W. J. (1992). *Communication theories: Origins, methods, and uses in the mass media*. New York & London: Longman.
- West, Richard & Turner, Lynn H. (2007). *Introducing communication theory: Analysis and application*. New York: McGraw Hill.
- Williams, Kevin. (2003). *Understanding media theory*. London: Arnold.

**CS-616: Research Methods****(3 Cr. Hrs)****Course Objectives:**

This course is designed to offer students an opportunity to develop in-depth knowledge of the main quantitative research methods in mass communication. This course is an introduction to the research methodology appropriate to the professional media practices. It will briefly examine the implications of social science methodology in order to conduct crisp comparisons and broaden critical insights in research. The course is specially designed to enlighten students with an array of specific skills, techniques and methods for quantitative analysis. It aims to provide hands-on experience in collecting, interpreting, evaluating, and reporting mass communication research in the relevant areas.

**Learning Outcomes:**

At the completion of the course:

- Students will possess an understanding of the reasons for conducting research in mass communication.

- Will have an understanding to the methods used to conduct research, and the application of research in mass communication.
- Student will have an understanding of quantitative research methods for mass communication.
- Will be able to make their own research design with a thorough understanding of sampling techniques, data collection methods, analysis of data and report writing.
- Students will be able to apply research skills for advertising evaluation and media measurement, and critical analysis skills relating to advertising, PR and media research.

#### **Course Outline:**

- Main approaches to social and cultural investigation that underpins contemporary research in mass communication.
- Dimensions of Research (Basic and Applied Research)
- Types of Applied Research (Evaluation research; Social impact assessment research and Action Research)
- Research approaches (Exploratory; Descriptive; Explanatory)
- Sampling techniques
- Quantitative research design and methods (Survey, Experimental, Content Analysis).
- Aims, motives, origin and growth of Advertising and Public relations research.
- Quantitative analysis techniques (use of various software including SPPSS)
- Report writing.
- Research ethics

#### **Recommended Books:**

- Earl, Babbie. (2008). *The Practice of social research*. New York: Routledge.
- Yegidis, L. Bonie & Weinbach, W. Robert. (2006). *Research methods*. New York, Pearson Education.
- Bordens, S. Kenneth & Abbott, B. Bruce B. (2002). *Research design and methods*. New York, McGraw Hill.
- Bertrand, Ina & Hughes, Peter. (2005). *Media research methods*. New York, Palgrave.
- Kumar, Ranjit. (2005). *Research methodology*. New Delhi: Pearson Education.
- Rubin R.B., Rubin, A.M., & L.J. (2005). *Communication research: Strategies and sources*. New York: Thomas Wadsworth.
- Sarantakos, Sotirios. (2005). *Social research*. New York: Palgrave.
- Volkmer, Ingrid. (Ed.) (2015). *The handbook of global media research*. New York: Wiley Blackwell.
- Mytton, Graham, Peter Diem & Piet Hein Van Dam, - *Media Audience Research: A guide for professionals*, New Delhi, Sage Publications, 2016.
- Frey, R. Lawrence & Cissna, N. Kenneth. (Ed.) (2009). *Routledge handbook of applied communication Research*. New York: Routledge..

### **CS-617: Media Ethics and Practices**

**(3 Cr. Hrs)**

#### **Course Objectives:**

The course is designed to bring in a broad array of debates on media ethics in news media, public relations, advertising and new media with special reference to Pakistan. It aims to stimulate the moral imagination and critical thinking amongst students. The objective is to encourage students to look into rational arguments from different points of view and to think about difficult choices of right versus wrong in the complex task of creating messages for public consumption.

#### **Learning Outcomes:**

- Will be able to appreciate different debates on media ethics in creating public messages

- With the help of case studies students will be able see for themselves how Code of ethics and justification models may be applied in journalism, new media, public relations, advertising and entertainment.
- Will be able to see the odds for ethical media practitioners, the commercial and other pressures that often complicate their decisions

#### **Course Outlines:**

- Theoretical Foundations for Media ethics
- Journalistic code of ethics- an Islamic perspective
- Codes of Ethics for news media, public relations and advertising specific codes with reference to Pakistan
- Social, economic, media owners, government or adversaries pressures and individual values
- New Technologies and techniques: New ethics
- Digitally manipulated content
- Media ethics and the economic market place
- Private lives, public interests in digital world
- The ethics of persuasive communication
- The ethics of new advertising technologies and techniques
- Infotainment, sensationalism and reality
- Violence and sexuality
- Citizen journalism- and innovative way or a clever way of saving money

#### **Recommended Books:**

- Bertrand, Claude Jean (2000): Media ethics and accountability Systems: transaction Publishers.
- Black, Jay, Steele, Bob and Barney, Ralph. (1999). Doing ethics in journalism: A handbook with case studies. New York: Allyn & Bacon.
- Christians, Clifford G. (2007). Utilitarianism in media ethics and its discontents. Journal of Mass Media Ethics 22 (2-3), pp. 113–131.
- Christians, Clifford G. and Fackler, P. Mark. (1993). Good news: Social ethics and the press. Oxford: Oxford University Press.

### **CS-618: Media Production Techniques-I**

**(4 Cr. Hrs)**

#### **Course Objectives:**

Core objectives of the course are to learn about all the three stages of Television production. All components of pre-production, production and post-production will be taught comprehensively. Although, emphasis of the course will be on Television production techniques, however, instructor will also teach and equip the students with Radio production techniques.

#### **Learning Outcomes:**

- To make the students familiar with various components of pre-production phase.
- To develop comprehension about different techniques of camera work, lighting and sound required for different genres of television programs production.
- To educate the students regarding post-production phase, particularly editing soft wares and techniques.

#### **Course Outlines**

- **Components of Pre-production phase** (Development of idea; proposal/concept paper; research; budgeting; script writing; shooting ratio; script breakdown; story boarding; production schedule; set-designing etc.)

- **Production phase:** Camera shots, angles and movements; Lighting; studio-based production; Audio and video switchers/panels; Indoor and out-door productions; dramatic and non-dramatic productions; Live and recorded productions.
- **Post-production:** Editing (basic grammar and soft-wares); graphics and animation; sound and music.
- Organizational structure of Television channel(s); TV channels and editorial policies; electronic media code of conduct(s)

#### **Recommended Books:**

- Boyd, Andrew. (2001). Broadcast Journalism: Techniques for Television and Radio News. Boston: Focal Press.
- Clark, Barbara. (2002). Guide to post production for TV and film: Managing the process. Boston: Focal Press.
- Cushion, Stephen. (2012). Television Journalism: Journalism studies, key texts. London: Sage.
- Defossard, Esta & Riber, John. (2005). Writing & Producing for television and Film. New Delhi: Sage Publications.
- Lyver, Des & Swainson, Graham. (2009). Basics of video production. Boston: Focal Press.
- Millerson Gerald & Ownes, Jim. (2010). Video production handbook. Boston: Focal Press.
- Stewart, Peter & Alexander, Ray. (2016). Broadcast journalism. Techniques for radio and television news. Boston: Focal Press.
- Underwood, Rich. (2007). Roll! Shooting TV News: Views from behind the lens. Boston: Focal Press.

## **SEMESTER II**

### **CS-619: Public Relations & Advertising Theories**

**(3 Cr. Hrs)**

#### **Course Objectives:**

This is a pro seminar course designed to explore and analyze intellectual bounds of Public Relations & Advertising in theoretical perspective. The course will develop and refine critical thinking among students in selecting and applying theories, principles, and techniques of public relations and advertising in different situations and in particular context of the fields. The course introduces advanced theories and concepts in public relations and advertising; provides an opportunity to explore the trends and challenges in the fields.

The course consists of highly selective readings to equip students with intellectual insights and reflect some of the major intellectual ideas upon which Public Relations and Advertising springs. The course aims to broaden the theoretical vision of the students in the light of contemporary practices of Public Relations and Advertising domains.

#### **Learning Outcomes:**

- After the successful completion of the course, the students will acquire an understanding of some basic and advanced theoretical concepts of public relations and advertising.
- Students will be able to compare and contrast theories of advertising and public relations as both lie in the domain of persuasive communication.
- Students will be able to map the historical progression and advancement of theory building in the domains of public relations and advertising.

#### **Course Outlines:**

- Advertising theories, process models and practical implications.
- Grunig and Hunt's theories of public relations.
- Public Relations and Corporate Social Responsibility.
- Theories of persuasive communication with reference to advertising and public relations:

Inoculation Theory; Theory of Reasoned Action (TRA); Theory of Planned Behavior (TPB); Narrative Paradigm; Social Judgment Theory; Elaboration Likelihood Model; Cognitive Dissonance Theory.

- Persuasion from Single to Multiple to Meta cognitive Processes.

### **Recommended Readings**

- Adrian R. M. (Ed.) (2005). *The Practice of Advertising*. Delhi: Elsevier Ltd.
- Brown, W. (2010). *Public relations and the social web: How to use social media and web 2.0 in communications*. New Delhi: Kogan Page.
- Banik, G.C. (2005). *PR & Media Relations*. Mumbai: Jaico Publishing House.
- Belch, M. A. & Belch, G. E. (2012). *Advertising and promotion: An integrated marketing communications perspective*. Boston: McGraw-Hill.
- Bivins, T. H. (1999). *Public Relations Writing: The Essentials of Style and Format*. Illinois: National Textbook Company.
- Brierley, S. (2002). *The Advertising Handbook*. London: Routledge.
- Clow, Kenneth E. (2005). *Concise Encyclopedia of Advertising*. New York: Best Business Books.
- Cappel, Joe. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*. Chicago: McGraw-Hill.
- Clow, K. E. & Baack, D. (2007). *Integrated advertising, promotion and marketing communications*. New Delhi: Pearson Education Inc.
- Curtin, P. A. (2007). *International public relations*. California: Sage Publications.
- Duncan, R. (2005). *Principles of advertising and IMC*. Boston: McGraw-Hill
- Harris, T. L. (2006). *The marketer's guide to public relations in the 21st century*. Ohio: Thomson Higher Education.
- Hendrix, J. A. (2004). *Public relations cases*. Belmont: Wadsworth/Thomson Learning.
- Jefkins, F. (1994). *Advertising*. London: Pitman Publishing
- Katz, H. E. (2010). *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. New York & London: Taylor & Francis.
- Lee, M. & Johnson, C. (2005). *Principles of Advertising: A global perspective*. New Delhi: The Haworth Press.
- Marconi, J. (2004). *Public Relations: The Complete Guide*. Ohio: South Western Educational Publishing.
- Plessis, E. D. (2005). *The advertised mind: Groundbreaking insights into how our brains respond to advertising*. London: Kogan Page.
- Rodgers, S. & Thorson, E. (Ed.) (2012). *Advertising theory*. London: Routledge
- Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge
- Singh, J. K. (2007). *Media and public relations*. New Delhi: A P H Publishing Corporation.
- Theaker, A. (2006). *The Public Relations Handbook*. London: Routledge
- Vachani, J. (2007). *Public relations management in media and journalism*. New Delhi: Kanishka Publishers.

### **CS-620: Research Methods-II**

**(2 Cr. Hrs)**

#### **Course Objectives:**

The course is designed to examine some of the epistemological foundations that motivate and inform the practices of qualitative inquiry. Different qualitative research methods will be explored with reference to communication studies. It aims to explore the practical dimensions of qualitative research, such as creating a research design, conducting interviews and observations, and analyzing qualitative data. The central concepts, issues, and dilemmas



associated with qualitative research will also be looked at. By using semiotic analysis along with critical discourse analysis the interaction between text and image will be explored.

### **Learning Outcomes:**

- Students will become familiar with the principles and methodologies of a number of paradigms within qualitative research (e.g., ethnographies, symbolic interactionism, hermeneutics, Phenomenology, critical studies).
- They will be able to design a qualitative research design from initial design of the project to writing a final report.
- They will be able to develop the skill to critically look into media contents through semiotic and critical discourse analysis.
- Will be able to apply the tools of semiotics for the analysis of concrete texts, both visual and written.
- Be able to analyze the interaction between text and image.
- Understand a range of ethical considerations involved in conducting qualitative research.

### **Course Outlines:**

- Sources of interpretive paradigm (Phenomenology, Ethno methodology, Symbolic Interactionism, Ethnography of communication)
- Qualitative research design (Planning, observing & learning, interviewing, creating & analyzing texts, authoring & writing)
- Qualitative methods (Focus group, case study, intensive interviews)
- Semiotic and Textual analysis (Image analysis, Image semiotics, Visual rhetoric, and Interaction between image and text)
- Critical Discourse Analysis

### **Recommended Books:**

- Gillespie, Marie & Toynbee, Jason (Ed.). (2006). *Analyzing media texts*: London: Open University Press.
- Lindlof R. Thomas, & Taylor, C. Brayan. (2002). *Qualitative communication research methods*. London: Sage Publications.
- Conklin, James & Hayhoe, F. George. (2011). *Qualitative research in technical communication*. New York: Routledge.
- Lorenzo-Dus, Nauria. (2009). *Television discourse: Analysing language in the media*. , New York: Palgrave Macmillan.
- O’Keeffe, Anne. (2006). *Investigating media discourse*. London: Routledge.
- Dahlberg, Lincoln & Phelan, Sean. (2011). *Discourse theory and critical media politics*. New York, Palgrave.

## **CS-621: Short Film Production**

**(2 Cr. Hrs)**

### **Course Objectives:**

Short film is an important genre in film production. It drives its uniqueness because of range of subjects that can be covered through it as well as its technical spectrum that provides flexibility to apply various production techniques. It provides a solid foundation to the new film makers to learn, practice and master the art of film making. Moreover it also makes new film makers confident enough to make their entry into the feature films production. The domain of short film production requires high level of technical skills, aesthetics sensibilities and production management. Students trained through this course can make their entry into the various fields of production besides short films i.e. video production, TV drama, TVC production and video songs production. Course content will help the students to overcome their production

shortcomings along with learning some advance techniques required for film making. Students will also be sensitized with essential concepts into film theory and criticism.

**Learning Outcomes:**

- To understand the genre of short film.
- To select the themes for short film.
- To master the skill of script writing for short film.
- To understand and execute the production process involved in short film making.
- To learn the skills required to work effectively as producer and director for the short film production.
- To learn the essential technical skills required for short film production.

**Course Outlines:**

- Short history of short film.
- Understanding film theory and criticism.
- Short film styles.
- The craft vs. art and collaboration.
- Production process for short films; Pre- Production, Production, post production and screening.
- Script; central theme, story, characters, dialogues, screen play.
- Original vs. adapted screen play.
- Team building for films; producer, director, art director, director of photography, post production director, crew, talent, interns.
- Finance for films; fund raising, corporate, private.
- Producer role; production management, script breakdown, schedule, budget, contracts, legal matters.
- Director role; understanding the script, themes development, characters development, shooting plan, determining the visual style of the story, locations and rehearsals, floor plans and story board, camera work.
- The art of production management.
- Production design; sets, locations, wardrobe, props.
- Camera; camera equipments, lenses, lights, jargon, video formats, color systems, shots, frames, composition, focus, camera movements, lighting styles.
- Sound; equipments, mics, jargon, placements of mics, boom, zoom device.
- Working with actors; selection, auditions, rehearsals, contracts, shooting day management.
- Post Production; post production techniques, software, jargon, editing styles, graphics, animation, color correction, compilation, export.
- Screening; online, festivals, cinematic release.

**Recommended Books:**

- Anderson, Barry. (2015). The DSLR filmmakers handbook. NJ: Wiley
- Casinghino, Carl. (2010). Moving images: Making movies, understanding media. Singapore: Cengage Learning
- Clark, Barbara. (2002). Guide to Postproduction for TV and film: Managing the process. NY: Focal Press.
- Cooper, Patricia & Dancyge, Ken. (2005). Writing the short film. NY: Focal Press.
- Hill, John, Gibson, Church Pamela, Dyer, Ricarrrd, Kaplan, E. Ann & Willemen, Paul. (eds.). (2000). Film studies. Critical approaches. Oxford: Oxford University Press.
- Millerson, Gerald, Owens, Jim & College, Asbury. (2008). Video production handbook. Oxford: Taylor & Francis.
- Rabiger, Michael. (2008). Directing: Film techniques and aesthetics. NY: Focal Press.

- Rea, Peter & Irving, David K. (2015). Producing and directing the short film and video. NY: Focal Press.
- Thurlow, Clifford. (2008). Making short films: The complete guide from script to screen. NY: Bllosbury.

## **CS-622: Digital Marketing and Management**

**(3 Cr. Hrs)**

### **Course Objectives:**

Before the penetration of social media and its acceptance as a communication channel there used to be only three ways of getting noticed: buy expensive advertising, beg mainstream media to tell your story for you or else hire a huge sales staff to praise your product at every doorstep. Now a better option is available i.e publishing interesting content over the web and social media. In this era, the web provides tremendous opportunities for brands/businesses and organizations to reach potential audiences directly. The tools of marketing and PR have changed. The skills that worked offline to help you buy or beg your way into opportunity are skills of interruption and coercion. Online success of a social media marketer comes from thinking like a journalist and a thought leader. This course will equip the students with both the theory and practice for harnessing the power of social media for the purpose of marketing.

### **Learning Outcomes:**

- To be able to use all major social media platforms (as tools of marketing, PR and content sharing)
- To be able to humanize the brand/business by producing right messages at the right time for the right audience and on the right social media platforms
- To raise online visibility and presence for different brands/businesses and organizations
- To be able to understand the evolution of social media platforms
- To be able to engage consumers with content that they are looking for and to produce that content as well.
- To prepare and execute actionable social media strategies for different organizations/businesses and brands.
- To have complete command over social media management and social media advertising tools.
- To be able to do audience research through social media

### **Course Outlines:**

- Foundations of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, SnapChat).
- Basics of content marketing (this includes blogging as well)
- Difference between inbound and outbound marketing in terms of social media marketing
- Production of online content like blogs, videos, e-books, audios messages, slides, news releases that allow organizations to communicate directly with the buyers in a form that they appreciate
- Social media engagement and content categories
- Social media optimization (SMO) techniques
- Social media plans, strategies and editorial calendars
- Advanced features of the most populated (in terms of users) social media networks
- How to run Facebook Ads, Twitter ads, LinkedIn ads and YouTube ads
- social media automation and scheduling by using tools such as Buffer and Hootsuite
- Social media not just for marketing, but also for content sharing, PR and customer service
- How to sell on social media (social media ecommerce)

- Future of social media response management and “chat bots” to fulfill the buyer’s needs for instant 24/7 communication in an “always-on world”
- Case studies of social media usage by local and foreign brands/businesses and organizations

#### **Recommended Books:**

- Macarthy, Andrew. (2017). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More. New York: Create Space Independent Publishing Platform.
- Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.
- Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: Apress.

### **CS-623: Media Production Techniques-II**

**(3 Cr. Hrs)**

#### **Course Objectives:**

Core objective of the course is to make the students familiar with news production and its various elements. Emphasis of the lectures will be on journalistic content production techniques. At the end of the course, students will produce a documentary/news bulletin as part of their assessment in this course.

#### **Learning Outcomes:**

- To make the students familiar with organizational structure and technical operations of news channels and news room(s)
- To develop comprehension about various aspects of news production and techniques.
- To make them familiar with process of documentary production.

#### **Course Outlines:**

- Broadcast Journalism: Scope and principles
- Reporting (live and recorded); News report and package
- News Bulletin/Run Down
- News writing (report, package, bulletin/run down)
- Structure of news channel(s) and news room(s)
- Mechanism and operations of production control room (PCR) and Master control room (MCR)
- Documentary production
- Special transmission (live and recorded)
- Functions of DSNG and OB
- News contents and editorial policies
- Journalistic code(s) of ethics

#### **Recommended Books:**

- Bruzzi, Ne. Stella. (2000). *Documentary: A critical introduction*. London: Routledge.
- Coles Robert. (1998). *Doing documentary work*. Oxford: Oxford University Press.
- Hogarth, David. (2006). *Realer than reel: Global directions in documentary*. Texas: University of Texas Press
- Musburger, B. Robert. (2010). *Single camera video production*. Oxford: Oxford University Press.
- Niblock, Sarah & Machin, David. (2006). *News Production: Theory and Practice*. London: Routledge.
- Rabiger, Michael. (2010). *Directing the documentary*. Oxford: Oxford University press.
- Rosenthal, Alan. (2002). *Writing, directing and producing documentary Films and videos*. Illinois: Southern Illinois University Press.

- Renov, Michael. (2004). The subject of documentary. Minnesota: University of Minnesota Press.
- Simon, Mark. (2007). Storyboard: motion in art. Oxford: OUP.
- Schroeder, Alan. (2009). Writing and producing television news: From newsroom to air. Oxford: OUP

### **CS-623: Final Project/ Thesis**

**(6 Cr. Hrs)**

At the end of the second Semester students will be required to present their proposal for either research project or thesis in a seminar attended by students and faculty members not later than six weeks after the end of the second semester.

#### **Final project**

Final Project will consist of two parts- media production/s and written work.

Media production/s will be in the form of documentary/short film/news bulletin/TVCs and documentary. Written work will be of (5000) five thousands to (8000) eight thousands words approximately.

Students can complete their final project on one of the following areas:

#### **1. Documentary or Short Film**

Duration of TV documentary and short film will be from 10 to 40 minutes. It can be made on any relevant social and cultural topic. (Please note that any film shorter than 50 minutes qualifies as short film) Written work will include background research for the media production, production details including script, screen play, shooting details, and theoretical details relevant to the genre selected for the production.

#### **2. Advertising Project**

For advertising project production part will be consisting of three TVCs and one documentary. Duration of TVCs should be under 120 seconds for each TVC and one corporate or public service documentary on the same topic with 12 to 20 minutes duration. Written work will include advertising research, promotional campaign including various tools of IMC and theoretical details relevant to the project.

#### **3. Public Relations Project**

For PR project production part will be consisting of three (3) TVCs and one documentary. Duration of TVCs should be under 120 seconds for each TVC and one corporate documentary on the same topic with 12 to 20 minutes duration. Written work will include PR research, PR campaign including various tools of Public relations and theoretical details relevant to the project.

**OR**

#### **Final Thesis (M.Phil Professional Track)**

Final thesis will be an original research work presented in written format of minimum 15000 (fifteen thousand) words count. It must be in a proper format and include chapters specific to the academic writing format including introduction, literature review, methodology, findings and analysis, conclusion and references.

## **B.Sc in Communication Studies**

The normal period for the completion of B.Sc program is four years. Ordinarily, it is completed in 8 semesters. This provides the students with a broad base of scholarship and learning with appropriate combination to suit their respective interest and aptitude. This also helps them in some way to plan accordingly before they enter the profession.

All those candidates who hold four years B.Sc degree in Communication Studies will be eligible to seek admission in any M.Phil program of Communication Studies.

### **Structure of the Program:**

Total Semesters:	08
Total Credit hours:	136
Duration of each semester:	4.5 months

### **Objectives & Scope:**

- To produce vision-oriented young media professionals and educators with a solid foundations in the filed of functional journalism, information technology and communication studies education.
- To establish a permanent source of producing skillful nursery for M. Phil / M.S in Communication Studies, moreover they will be able to meet the challenges of tomorrow, as par with international standards.

The graduates of this program can work at national and international levels in both public and private sector. Their degree is at par with US bachelor's degree in term of total credit hours. After completing this degree the students will be able to join any field of specialization like Radio / TV journalism, Public relations, Advertising, Development communication and Print Journalism. This program is the first of its kind in the public sector universities that integrates information technology with media.

### **Admission Criteria**

Those who have passed Intermediate or equivalent examination (Such as GEC A Level. ICS) and are not older than 24 years are eligible to apply.

The students will be selected purely on the basis of their academic performance.

No. of Seats on merit	Forty Only (40)
PU Employee's Son/Daughter	1
PU Teacher's Son/Daughter	1
Sports basis	1
Extracurricular	1
Foreign Student	1

### **Overview of the Program**

- The program will be completed in four years comprising of 8 semesters with a minimum of 136 credit hours.
- Number of credit hours for taught courses range from 3 to 4. The internship will carry a total of 6 credit hours. The student will be evaluated on the basis of internship performance and internship report that will be submitted at the end of the internship program. The board of examiners consisting one external, Director ICS and the teacher in-charge of internship, will examine the internee. The board will be appointed by the In-charge / Director. Only satisfactory / unsatisfactory will be awarded for internship.
- In the beginning of the 8th semester 2 projects or thesis will be assigned to the student in his/her area of interest. The deadline for the submission of the project/thesis will be Monday of the eighteenth week of 8th semester. The projects / thesis will be of 6 credit hours and will carry 200 marks. The project will be completed under supervision of the faculty member chosen by the student and approved by the Board of Studies. The project / thesis will be evaluated by two examiners (Internal and External appointed by BOS and viva voce will be conducted.
- A student will have to complete 136 credit hours of coursework, write two comprehensive project reports/ thesis and undertake an intensive 2-month internship program.

**SEMESTER - I****Total Cr Hrs 17**

BSCS 101	English – I	3 Cr. Hrs
BSCS 102	Islamic Studies	2 Cr. Hrs
BSCS 103	Introduction to Mass Communication	3 Cr. Hrs
BSCS 104	Computer Skills for Mass Communication	3 Cr. Hrs
BSCS 105	Introduction to Sociology-I	3 Cr. Hrs
BSCS 106	Introduction to Gender Studies-I	3 Cr. Hrs

**SEMESTER - II****Total Cr Hrs 17**

BSCS 107	English – II	3 Cr. Hrs
BSCS 108	Pak Studies	2 Cr. Hrs
BSCS 109	Contemporary World Media	3 Cr. Hrs
BSCS 110	Statistics Cum Mathematics	3 Cr. Hrs
BSCS 111	Introduction to Sociology-II	3 Cr. Hrs
BSCS 112	Introduction to Gender Studies-II	3 Cr. Hrs

**SEMESTER - III****Total Cr Hrs 18**

BSCS 201	English – III	3 Cr. Hrs
BSCS 202	Functional Urdu	3 Cr. Hrs
BSCS 203	National & International Affairs	3 Cr. Hrs
BSCS 204	Statistics	3 Cr. Hrs
BSCS 205	Psychology-I	3 Cr. Hrs
BSCS 206	Introduction to Political Science-I	3 Cr. Hrs

**SEMESTER - IV****Total Cr Hrs 15**

BSCS 207	English IV	3 Cr. Hrs
BSCS 208	Mass Media in Pakistan	3 Cr. Hrs
BSCS 209	Writing Workshop	3 Cr. Hrs
BSCS 210	Psychology-II	3 Cr. Hrs
BSCS 211	Introduction to Political Science –II	3 Cr. Hrs



**SEMESTER - V****Total Cr Hrs 15**

BSCS 301	News Reporting & Writing	3 Cr. Hrs
BSCS 302	Broadcast Journalism	3 Cr. Hrs
BSCS 303	Online Journalism	3 Cr. Hrs
BSCS 304	Media Seminar	3 Cr. Hrs
BSCS 305	Theories of Communication-I	3 Cr. Hrs
BSCS 306	Personal Development	0 Cr. Hrs

**SEMESTER-VI****Total Cr Hrs 15**

BSCS 307	Sub Editing & Page Designing (Theory & Practice)	3 Cr. Hrs
BSCS 308	Feature, Column & Editorial Writing (Theory & Practice)	3 Cr. Hrs
BSCS 309	Research Methods-I	3 Cr. Hrs
BSCS 310	Theories of Communication-II	3 Cr. Hrs
BSCS 311	Introduction to Advertising & Public Relations	3 Cr. Hrs

**SEMESTER-VII****Total Cr Hrs 15**

BSCS 401	Research Methods-II	3 Cr. Hrs
BSCS 402	Development Communication	3 Cr. Hrs
BSCS 403	Media Ethics and Laws	3 Cr. Hrs
BSCS 404	*Course from Specialization	3 Cr. Hrs
BSCS 405	*Course from Specialization	3 Cr. Hrs

**SEMESTER-VIII****Total Cr Hrs 24**

BSCS 406	Research Report / Project	6 Cr. Hrs
BSCS 407	Media Management & Marketing	3 Cr. Hrs
BSCS 408	Specialized Journalism <i>Photo Journalism, Population and Development, Health, Education, Economics, Environment, Women &amp; Media, Labor, Regional Media, Media in SAARC Countries, Sports, Rural Journalism etc. (Out of these subjects, one can be opted).</i>	3 Cr. Hrs
BSCS 409	*Course from Specialization	3 Cr. Hrs
BSCS 410	*Course from Specialization	3 Cr. Hrs
BSCS 411	Internship	6 Cr. Hrs

(12 C. Hrs for course work & 12 for practical work)

\*the students will opt one specialization sequence from Group A, B, C and D and will study the courses accordingly.

## **Specialization Courses**

### **Group-A (Print Media)**

Advanced Reporting	<b><u>Credit Hrs</u></b> 3 Cr. Hrs
Newspaper Production	3 Cr. Hrs
Advanced Sub-Editing	3 Cr. Hrs
Magazine and Book Production	3 Cr. Hrs

### **Group-B (Electronic Media)**

Radio News Reporting and Production	<b><u>Credit Hrs</u></b> 3 Cr. Hrs
TV News Reporting and Production	3 Cr. Hrs
Radio Program Production	3 Cr. Hrs
TV Program Production	3 Cr. Hrs

### **Group-C (Advertising and Public Relations)**

Advertising I	<b><u>Credit Hrs</u></b> 3 Cr. Hrs
Public Relations I	3 Cr. Hrs
Advertising II	3 Cr. Hrs
Public Relations II	3 Cr. Hrs

### **Group-D (Organizational Communication)**

Organizations and Organizational Behavior	<b><u>Credit Hrs</u></b> 3 Cr. Hrs
Business and Marketing Communication	3 Cr. Hrs
Business Writing	3 Cr. Hrs
Managerial Communication	3 Cr. Hrs

## **SUMMER SEMESTER**

There will be a summer semester during which an intensive crash program will be offered. The registration in this semester will be mandatory for all the students. The students will be graded on F (Fail) or S (Satisfactory) basis. Consequently the students will be awarded a language certificate in addition to the degree at the completion of their B.Sc Program.

### **Fundamentals of Multimedia Program**

This course will enhance the skills and experience of the students regarding various multimedia applications and technical expertise. The basics of multimedia tools, graphic designing, interactive graphics, multimedia equipment handling, audio/video recording and editing will help the students to work professionally in their field of distinction.

### **Language Course**

The objective of the language selected (one from the list below) is to make students familiar with the basic grammar and practical usage of that language. This course will enable the students to work in media organizations operating in foreign languages as well as to monitor foreign media. Regional media are growing in Pakistan, so acquaintances with regional languages not only provide students with job opportunities but also will be a milestone towards national integrity. Languages will be offered based on the expertise and facilities available at the period of its offering:

French	German
Persian	Arabic
English	Chinese
Turkish	Hindi
Sindhi	Pashto
Balochi	Punjabi

# **SEMESTER – I**

## **BSCS 101 : English-I (Functional English)**

### **Grammar:**

- Parts of speech and use of articles
- Sentence structure: Active and Passive Voice
- Practice in unified sentence
- Analysis of phrase, clause and sentence structure
- Transitive and intransitive verbs
- Punctuation and spelling
- Vocabulary building

### **Comprehension:**

- Answers to questions on a given text

### **Reading Skills**

- Skimming, scanning, predicting and guessing

### **Writing Skills**

- Making an outline, paragraph development, writing headlines, reports & short articles, precise writing

### **Speaking Skills**

- Spoken English techniques

### **Discussion**

General topics and every day conversation (topics for discussion to be at the discretion of the teacher keeping in view the level of students)

### **Listening**

To be improved by showing documentaries/films carefully selected by subject teachers.

### **Translation skills**

Urdu to English

### **Paragraph writing**

Topics to be chosen at the discretion of the teacher

**Note: Extensive reading is required for vocabulary building**

### **Recommended Readings:**

#### **Grammar**

1. Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 1, 2 & 3. Third edition. Oxford University Press. 1997. ISBN 0194313492
2. Practical English Usage by Michael Swan, Oxford University Press, Karachi.

#### **Writing**

1. Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand and Francoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0 19 435405 7 Pages 20-27 and 35-41.

#### **Reading/Comprehension**

1. Reading. Upper Intermediate. Brain Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 453402 2.

#### **Speaking**

1. 'Mind Your Language' by British Broadcasting Corporation (Book with CDs & Cassettes)

2. 'Choosing Your English' by British Broadcasting Corporation (Books with CDs & Cassettes)
3. 'Follow Me' by British Broadcasting Corporation (Book with CDs& Cassettes)

## **BSCS 102 : Islamic Studies**

### **Introduction to Quranic Studies**

- Basic Concepts of Quran
- History of Quran
- Uloom-ul -Quran

### **Study of Selected Text of Holy Quran**

- Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
- Verses of Surah Al-Hujrat Related to Adab Al-Nabi Verse No-1-18
- Verses of Surah Al-Mumanoon Related to Characteristics of faithful (Verse No-1-11)
- Verses of Surah al-Furqan Related to Social Ethics (Verse No.63-77)
- Verses of Surah Al-Inam Related to Ihkam (Verse No-152-154)
- Verses of Surah Al-Ihzab Related to Adab al-Nabi (Verse No.6,21,40,56,57,58.)
- Verses of Surah Al-Hashar (18,19,20) Related to thinking, Day of Judgment
- Verses of Surah Al-Saf Related to Tafakar, Tadabar (Verse No-1,14)

### **Seerat of Holy Prophet (SAWW)-I**

- Life of Muhammad Bin Abdullah ( Before Prophet Hood)
- Life of Holy Prophet (S.A.W) in Makkah
- Important Lessons Derived from the life of Holy Prophet in Makkah

### **Seerat of Holy Prophet (SAWW)-II**

- Life of Holy Prophet (S.A.W) in Madina
- Important Events of Life Holy Prophet in Madina
- Important Lessons Derived from the life of Holy Prophet in Madina

### **Introduction to Sunnah**

- Basic Concepts of Hadith
- History of Hadith
- Kinds of Hadith
- Uloom –ul-Hadith
- Sunnah & Hadith
- Legal Position of Sunnah
- Selected Study from Text of Hadith

### **Islamic Culture & Civilization**

- Basic Concepts, Historical Development, Characteristics of Islamic Culture/Civilization and Contemporary Issues
- Islam & Science: Basic concepts, contribution of Muslims in Science

### **Islamic Economic System**

- Basic Concepts of Islamic Economic System
- Means of Distribution of wealth in Islamic Economics
- Islamic Concept of Riba
- Islamic Ways of Trade & Commerce

### **Political System of Islam**

- Basic Concepts of Islamic Political System
- Islamic Concept of Sovereignty
- Basic Institutions of Govt. in Islam

### **Islamic History**

- Period of Khilafat-e-Rashida
- Period of Umayyads
- Period of Abbasis

### **Social System of Islam**

- Basic Concepts of Social System of Islam
- Elements of Family
- Ethical Values of Islam

### **Recommended Readings:**

1. Hameed ullah Muhammad, "Emergence of Islam" , IRI, Islamabad
2. Hameed ullah Muhammad, "Muslim Conduct of State"
3. Hameed ullah Muhammad, 'Introduction to Islam
4. Hussain Hamid Hassan, "An Introduction to the Study of Islamic Law" leaf Publication Islamabad, Pakistan.
5. Ahmad Hasan, "Principles of Islamic Jurisprudence" Islamic Research Institute, International Islamic University, Islamabad (1993)
6. Mir Waliullah, "Muslim Jrisprudence and the Quranic Law of Crimes" Islamic Book Service (1982)
7. H.S. Bhatia, "Studies in Islamic Law, Religion and Society" Deep & Deep Publications New Delhi (1989)
8. Dr. Muhammad Zia-ul-Haq, "Introduction to Al Sharia Al Islamia" Allama Iqbal Open University, Islamabad (2001).

## **BSCS 103 : Introduction to Mass Communication**

### **Communication**

- Definitions, types and significance of Communication
- Process of Communication: source; message; channel; noise; destination; encoding; decoding; and feedback
- Barriers in communication
- Essentials of effective communication
- Role of mass media in agenda setting
- Nature and Functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development.)

### **Media of Mass Communication**

- Print Media: newspapers, magazines, periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- New Media: (Internet) – On-line journalism. Traditional/Folk-Media.
- Comparative study of mass media, their components, functions and effects.

### **Recommended Readings:**

1. Dominick, J.R. (2006). Dynamics of Mass Communication (8<sup>th</sup> ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose. (2002). Media Now: Communication Media in the Information **Age** (3<sup>rd</sup> ed.). USA; Wadsworth.
3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co.

Bostan. 2000

4. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6th ed., 1997.
6. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M. (Nation Language Authority, Islamabad 1990.
7. Dynamics of Mass Communication Roger Dominic 6th ed, McGraw Hill New York, London 1999.
8. Ta'araf-e-Iblagh-e-Amma, Matin-ur-Rehman Murtaza, Department of Communication, University of Karachi –2000.
9. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
10. Media of mass communication, John Vivian 5th Ed. Allyn and Bacon, London, 2000.

### **BSCS 104 : Computer Skills for Mass Communication**

- Introduction to computer
- Microsoft Word. Typing English text.
- Urdu In-page: Typing Urdu text.
- Adobe Photoshop: Editing photographs/Advertisement designing.
- Coral Draw: Layout and drawing.
- Macromedia Flash: Animation making/Drawing cartoons for newspapers and magazines.
- Adobe PageMaker: Creating layouts for Newspapers and Magazines.
- Use of Scanner
- Introduction to Internet
- Graphics
- PowerPoint
- Excel

### **Recommended Readings:**

1. Master Visually Office 2003 by Michael S. Toot.
2. How to do everything with Microsoft Office 2003 by Laurie Ulrich..
3. Microsoft Office 2003 Step by Step by Curtis Frye Online Training Solutions Inc.
4. Beginner's Guide to Adobe Photoshop by Michelle Perkins.
5. Photoshop Elements 3 for Dummies by Deke McClelland, Galen Fott.
6. Adobe Photoshop Elements 2 Complete Course by Jan Kabili.
7. Sams Teach Yourself Adobe Photoshop CS2 in 24 Hours, First Edition by Carla Rose.
8. Corel Draw (R) 11: the Official Guide by Steve Bain, Steve Bain.
9. Macromedia Flash MX 2004 Hands-On Training (Hands on Training) H.O.T) by Rosanna Yeung.
10. Sams Teach Yourself Macromedia Flash MX 2004 in 24 Hours (Paperback) by Phillip Kerman.
11. Adobe PageMaker 7.0 Classroom in a Book by Adobe Creative Team, Adobe Creative Team.

12. Adobe PageMaker 7 by Against the Clock.
13. Publication Production using Pagemaker: A guide to using Adobe PageMaker 7 for the production of newspapers, newsletters, magazines and other formatted publications by Gordon Woolf.
14. Adobe Premiere 6.5 Complete Course by Donna L. Baker.
15. A Journalist's Guide to the Internet: The Net as a Reporting Tool (2<sup>nd</sup> Edition) by Christopher Callahan.
15. The Associated Press Guide to Internet Research and Reporting by Frank Bass
16. How to Use the Internet by Rogers Cadenhead, Mark E. Walker.

## **BSCS 105 : Introduction to Sociology-I**

### **Introduction**

- What is Sociology?
- Scope and Significance
- Fields of Sociology
- Sociology and other Social Sciences

### **Social Interaction and Social Structure**

- Social Interaction
- The nature and basis of Social Interaction
- Social Processes
- Social Structure

### **Culture**

- Meaning and Nature of Culture
- Elements of Culture
- Cultural Variations

### **Socialization**

- Socialization Process
- Agents of Socialization
- Socialization and the Life Course

### **Social Organization**

- Meaning and Forms
- Social Groups-Types and Functions
- Social Institution: forms, nature and inter-relationship

## **BSCS 106 : Introduction to Gender Studies-I**

### **Introduction**

- Introduction to Gender Studies
- Difference between Women's Studies and Gender Studies
- Multidisciplinary nature of Gender Studies
- Importance of Gender Studies
- Understanding the concepts of sex and gender
- Introduction to gender terms and concepts
- Gender lens, sex disaggregated data, gender discrimination.
- Gender sensitivity and gender sensitization.
- Importance of gender analysis in framing policies, programs and projects



### **Gender Indicators**

- Identifying gender sensitive indicators
- Gender equality and equity
- Gender socialization
- Gender and Language

### **Gender Mainstreaming**

- Explanation of the concept with reference to definitions given by United Nations, UNDP, Beijing 95, etc.
- Importance of gender mainstreaming in policies, programs and projects
- Strategies for gender mainstreaming
- Process of gender mainstreaming in an organization
- Qualities required at individual level for gender mainstreaming policies
- Strategies for successful implementation of gender mainstreaming in an organization

### **Matriarchy and Patriarchy**

- Difference between the terms Matriarchy and Patriarchy
- Origin and development of Matriarchy
- Comparative study of Women in early societies
- Hunting and gathering age
- Agricultural development age
- Industrialization
- Patriarchy: concept and development
- Origin of Patriarchy
- Pakistan: A Patriarchal society

### **Recommended Readings:**

1. Jane Pilcher (2005). 50 key concepts in Gender Studies. Sage Publication
2. Beatrice Kachuck (2002). Modern Theories of Feminism. Sage Publication.
3. K. Sultane (2004). Woman and Man. Church World Service: Lahore
4. Kumari Jayawardena (1994). Feminism and Nationalism in the Third World . ASR: Lahore.
5. UNESCO (2003). Breaking the mould: Men's involvement in the quest for gender equality. UNESCO
6. Bela Awasthi (2002). Women's Liberation and Modern World. Omsous Publication: New Delhi
7. United Nations (2002). Gender mainstreaming: An Overview. United Nations.
8. Azra Asghar Ali.(2000).The Emergence of feminism Among Indian Muslim Women 1920-1947.Oxford University Press:
9. Kamla Bhsan (2000). Understanding Gender. Okhla: New Delhi
10. Socorro L.Reyes (2003). Gender Sensitivity and Awareness rising: Step by Step. UNDP: Islamabad.

## **SEMESTER – II**

### **BSCS 107: Technical Writing and Presentation Skills**

#### **Essay writing**

- Descriptive, narrative, discursive, argumentative

#### **Academic writing**

- How to write a proposal for research paper/term paper
- How to write a research paper/term paper (emphasis on style, content, language, form, clarity, consistency)

#### **Technical Report writing & Progress report writing**

#### **Presentation Skills**

- Personality development (emphasis on content, style and pronunciation), techniques for presenting written material through multi-media

**Note: Extensive reading is required for vocabulary building**

#### **Recommended Readings:**

Technical Writing and Presentation Skills

Essay Writing and Academic Writing

1. Writing. Advanced by Ron White. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 435407 3 (particularly suitable for discursive, descriptive, argumentative and report writing).
2. College Writing Skills by John Langan. Mc=Graw-Hill Higher Education. 2004.
3. Patterns of College Writing (4<sup>th</sup> edition) by Laurie G. Kirszner and Stephen R. Mandell. St. Martin's Press.

Presentation Skills

#### **Reading**

1. The Mercury Reader. A Custom Publication. Compiled by norther Illinois University. General Editors: Janice Neulib; Kathleen Shine Cain; Stephen Ruffus and Maurice Scharton. (A reader which will give students exposure to the best of twentieth century literature, without taxing the taste of engineering students).

### **BSCS 108 : Pakistan Studies (Compulsory)**

#### **Historical Perspective**

- Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
- Factors leading to creation of Pakistan
- People and Land
  - Indus Civilization
  - Muslim advent
  - Location and Geo-Physical features.

#### **Government and Politics in Pakistan**

Political and constitutional phases:

- 1947-58
- 1958-71
- 1971-77

- 1977-88
- 1988-99
- 1999 onward

### **Contemporary Pakistan**

- Economic institutions and issues
- Society and social structure
- Cultural diversities
- Foreign policy of Pakistan and challenges
- Futuristic outlook of Pakistan

### **Recommended Readings:**

1. Burki, Shahid Javed. State & Society in Pakistan, The Macmillan Press Ltd 1980.
2. Akbar, S. Zaidi. Issue in Pakistan's Economy. Karachi: Oxford University Press, 2000.
3. S.M. Burke and Lawrence Ziring. Pakistan's Foreign policy: An Historical analysis. Karachi: Oxford University Press, 1993.
4. Mehmood, Safdar. Pakistan Political Roots & Development. Lahore, 1994.
5. Wilcox, Wayne. The Emergence of Bangladesh., Washington: American Enterprise, Institute of Public Policy Research, 1972.
6. Mehmood, Safdar. Pakistan Kayyun Toota, Lahore: Idara-e-Saqafat-e-Islamia, Club Road, nd.
7. Amin, Tahir. Ethno - National Movement in Pakistan, Islamabad: Institute of Policy Studies, Islamabad.
8. Ziring, Lawrence. Enigma of Political Development. Kent England: WmDawson & sons Ltd, 1980.
9. Zahid, Ansar. History & Culture of Sindh. Karachi: Royal Book Company, 1980.
10. Afzal, M. Rafique. Political Parties in Pakistan, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
11. Sayeed, Khalid Bin. The Political System of Pakistan. Boston: Houghton Mifflin, 1967.
12. Aziz, K.K. Party, Politics in Pakistan, Islamabad: National Commission on Historical and Cultural Research, 1976.
13. Muhammad Waseem, Pakistan Under Martial Law, Lahore: Vanguard, 1987.
14. Haq, Noor ul. Making of Pakistan: The Military Perspective. Islamabad: National Commission on Historical and Cultural Research, 1993.
15. Qazi, Shahida "Pakistan Studies in Focus", FEP Karachi 2002

## **BSCS 109 : Contemporary World Media**

### **Profile of News Channels**

- CNN
- BBC
- Fox News
- Bloomberg
- Al-Jazeera
- Star News
- VOA

### **Profile of World Elite Press**

- The New York Times
- The Washington Post

- The Los Angeles Times
- The London Times
- The Guardian
- Times
- News Week
- Economist

#### **News Agencies**

- AP
- Reuter
- AFP
- DPA
- APP

#### **Media Conglomeration**

Big Media Giants:

- AOL
- Time Warner
- Walt Disney
- News Corporation
- General Electric
- Viacom

### **BSCS 110 : Statistics Cum Mathematics**

The course outline will be provided by the concerned teacher.

### **BSCS 111 : Introduction to Sociology-II**

#### **Social Stratification**

- Definition
- Class and Caste System
- Dimensions of Stratification
- Global Stratification

#### **Social Institutions**

- Family
- Education
- Religion
- The Economy and Work
- Politics and Government
- Health and Medicine
- Mass Communication

#### **Social Change**

- Processes and Social Change
- Causes
  - Culture
  - Demographic Change
  - Conflict
  - Ideology: Collective Behavior and Social Movement
  - Social Institutions

- Physical Environment
- Social Problems
- Resistance to Social Change

## **BSCS 112 : Introduction to Gender Studies-II**

### **Gender and Development**

- Effect of development process on women and men
- Approaches to gender and development
- The Welfare Approach
- The WID Approach
- Gender and Development Approach (GAD)
- Women and Development Approach (WAD)
- The Efficiency Approach
- The Empowerment Approach
- Gender and Environment Approach (GED)

### **Gender Equality and Inequality**

- Gender equality and the Millennium Development Goals
- The Millennium Development Goals
- Indicators of gender equality
- Gender equality and poverty
- Gender equality and health & nutrition goals
- Gender equality and environment
- Gender inequality in developing countries
- Impact of Modernization
- Impact and influence of supreme powers in the developing countries
- Analysis of situation in Pakistan

### **Gender Studies in Pakistan**

- Analysis of gender gaps in different fields
- Suggestions for balanced gender
- Relation society.

### **Recommended Readings**

1. Pam Kosty (2002). Gender. McGraw Hill.
2. World Bank (2003). Gender Equality and the Millennium Development Goals. World Bank
3. Janet H.Momsen (2004). Gender and Development. London: Rutledge.
4. Kessler, Evelyn S. (1976). Women: An Anthropological view. Holt, Rinehart and Winston: New York.
5. AM. G.Mazur (2002). Theorizing Feminist Policy. Oxford University Press;
6. Michael S. Kimmel (2005). Handbook of students on Men and masculinities. Sage Publication
7. Tazi Nadia (2004). Keywords Gender. Vistaar Publication, New Delhi
8. Christina Haghes (2002). Key concepts in Feminist theory and Research. Sage Publications.
9. UNESCO. (2003). The role of men and boys in achieving gender equality. UNESCO.

## **SEMESTER – III**

### **BSCS 201 : English (III) Communication Skills**

#### **Paragraph writing**

- Practice in writing a good, unified and coherent paragraph

#### **Essay writing**

- Introduction

#### **CV and job application**

#### **Translation skills**

- Urdu to English

#### **Study skills**

- Skimming and scanning, intensive and extensive, and speed reading, summary and précis writing and comprehension

#### **Academic skills**

- Letter / memo writing and minutes of the meeting, use of library and internet resources

#### **Presentation skills**

- Personality development (emphasis on content, style and pronunciation)

#### **Recommended Readings:**

##### Grammar

1. Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 2. Third edition. Oxford University Press 1986. ISBN 0 19 431350 6.

##### Writing

1. Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand and Francoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 019 435405 7 Pages 45-53 (note taking).
2. Writing. Upper-Intermediate by Rob Nolasco. Oxford Supplementary Skills. Fourth Impression 1992. ISBN 0 19 435406 5 (particularly good for writing memos, introduction to presentations, descriptive and argumentative writing).

##### Reading

1. Reading. Advanced. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1991. ISBN 0 19 453403 0.
2. Reading and Study Skills by John Langan
3. Study Skills by Richard Yorky.

### **BSCS 202 : Functional Urdu**

The course outline will be provided by the concerned teacher.

### **BSCS 203 : National and International Affairs**

#### **National Affairs:**

- An overview of post independence History of Pakistan.
- Constitutional Development in Pakistan.
- Basics of Pakistan's Foreign Policy and Pakistan's relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,

- Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.

#### **International Affairs:**

- Shift in balance of power: end of bipolar system and its implications.
- The United Nations and its current role in conflict resolution.
- Muslim World, issues and problem, Role of OIC
- Issues and problems faced by contemporary World:
  - Geo Political Status of Pakistan;
  - Regional Arrangements three case studies European Union, ASEAN, and SAARC.
  - Palestine Israel conflict
  - Kashmir Dispute
  - Nuclear Problem
  - War against terrorism and its different dimensions
  - WTO and its implication and impact.

#### **Recommended Readings:**

1. Safdar Mahmood (2006-2007). International Affairs. 2<sup>nd</sup> Edition. Jahangir Printers, Lahore, Pakistan.
2. Ken Booth & Tim Dunne. (2002). Worlds in Collision Terror and the Future of
3. Global Order. Palgrave Macmillan.
4. Noam Chomsky (1997). World Orders Old and New. Pluto Press.USA
5. Aeron Davis. (2007). The Mediation of Power. Routledge Taylor and Francis Group
6. Saiyyad Muhammad, Saleem Moini. (1995). International Law. Pakistan Writer's Co-operative Society Karachi, Lahore.
7. Mehmood, Safdar. (2000). International Affairs. Jang Publishers. Lahore
8. Inyatullah, (1997). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd., Lahore
9. Rizvi, Hasan-Askari (2000), Military, State and Society in Pakistan, Macmillan Press Ltd.
10. Saeed, Khawaja Amjad (2007), The Economy of Pakistan, Oxford University Press.
11. Jain, Rashmi (2007), The United States and Pakistan 1947 – 2006, Radiant Publishers

#### **BSCS 204 : Statistics**

The course outline will be provided by the concerned teacher.

#### **BSCS 205 : Introduction to Psychology-I**

- What is Psychology?
  - Brief Description
  - Approaches
  - Schools
  - Methods of Psychology
- Sensation
- Perception
- Learning
- Memory
- Thinking
- Motivation

- Emotions

### **BSCS 206 : Introduction to Political Science-I**

- Political Science as a discipline
- Various Political Systems
- Basic Concepts of Political Sociology
- Agents of Political Socialization/Mobilization
- Political Communication



## **SEMESTER - IV**

### **BSCS 207 : English IV**

The course outline will be provided by the concerned teacher.

### **BSCS 208 : Mass Media in Pakistan**

#### **Historical Background**

- Growth of the Muslim Press in the sub continent.
- Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam Azad, and Zafar Ali Khan.
- Press and the Pakistan Movement.

#### **History and Development**

- Press since independence.
- Major Developments of Press in Pakistan
- Major problems and prospects of Press in Pakistan

#### **Government and Press**

- Government Press relations
- The Print Media since 1947 to-date.

#### **Electronic Media in Pakistan**

- Growth & Expansion of Radio, Television and Film in Pakistan
- Growth of Cable television and its cultural and ethical dimensions.
- Establishment of Pakistan Electronic Media Regulatory Authority (PEMRA).
- Salient features of PEMRA ordinance 2002
- Electronic Media in Private Sector. FM Radio and Satellite Television.
- Online Journalism: Development and future prospects

#### **News Agencies**

- Development of News Agencies.
- Expansion, Working, Organizational, Structure and Future perspective in Pakistan.

#### **Recommended Readings:**

1. Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.
2. Lent J. A., Newspapers in Asia.
3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
4. Hasan Mehdi, Mass Media in Pakistan.
5. French David and Richard Micheal (2000), Television in Contemporary, Asia, SAGE Publication International, UK.
6. Aziz Yousaf (2003), Cable Television – A vision for Future, Pakistan.
7. Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
8. Sh. Mugheesuddin (1981), ABC of Radio Journalism.,
9. Niazi, Zamir, Press in Chains
10. Hassan, Mehdi (2001), Mass Media in Pakistan. Aziz Publisher. Lahore
11. Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.
12. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Dehli

13. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Dehli
14. Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.
15. Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication
16. Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.

### **BSCS 209 : Writing Workshop**

The students will learn how to express themselves through writing. It will be a practical course which will enhance the writing skills of the students.

### **BSCS 210 : Introduction to Psychology-II**

- Stress
- Consciousness
- Personality
- Abnormal Psychology / Psychopathology
- Psychotherapy
- Social Cognitions

### **BSCS 211 : Introduction to Political Science-II**

- Media and Foreign Policy
- Media & Democracy
- Basic Concepts of Political Economy
- Electoral Process and Function
- Basic concepts of International Relations

## **SEMESTER-V**

### **BSCS 301 : News Reporting and Writing**

#### **News**

- Definition and Elements of News
- News Determinants and News Values
- Sources of News

#### **News Writing Techniques**

- The Lead/Intro, its components and types,
- Inverted Pyramid form and hunting for leads and other formats,
- Block paragraphs and special treatment to news.

#### **The Reporter**

- Importance of a reporter
- Duties of a Reporter
- Qualities of a Reporter

#### **Essentials of Reporting**

- Observation,
- Looking for stories,
- Background information
- Track down relevant sources of information for stories

#### **Reporting Beats**

- Crime
- Court
- Political
- Parliamentary Affairs
- Culture,
- Sports,
- Education,
- Economic and Commerce; and others

#### **News Agencies**

- International
- National
- Local

#### **Recommended Readings:**

1. Anderson David "Investigative Reporting", Englewood Cliffs, Prentice, Hall, 1964
2. Charnely Mitchell's "Reporting", New York Hoet, Rinhart & Winston 1964
3. Hohenberg "The Professional Journalist"
4. Mac Dougall, Curtis D. "Interpretative Reporting", New York, Macmillan 1972
5. Porter and Luxon "The Reporter and the News"
6. William L. Rivers "Finding Facts", Englewood Cliffs, N.J; Prentice Hall, 1975.
7. Alden Todd, "Finding Facts Fast", Barclay, Ten Speed Press, 1979

8. Ken Metzler, "Creative Interviewing", Englewood Cliffs, N.J; Pren, 1977
9. Hijazi, Miskeen Ali, "Fun-e-Idarat"
10. Khursheed, Abdul Salam Dr., "Fun-e-Sahafat"
11. Hashmi, Farkhanda, "Fun-e-Khabar Naweesi"
12. Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
13. Reporting & Writing: Basics for the 21st Century by Christopher Scanlan
14. News in a New Century: Reporting in an Age of Converging Media by Jerry Lanson, Barbara Croll Fought Pine Forge Press A Sage Publication Company.

### **BSCS 302 : Broadcast Journalism**

- 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, Stuart 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.

### **BSCS 303 : Online Journalism**

- Scope and importance of online journalism
- Socio-economic, legal, cultural and political issues related to the access of information through internet.
- Scanning and Surfing
- Techniques of cyber costing, publishing and marketing Online editions of newspapers/magazines

- Prospects and challenges of Online journalism
- Writing for Website
- Blogs, Virtual Community
- Reporting Online

#### **Recommended Readings:**

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
3. Understanding Mass Communication, Defleur, Dennis, Houghton Muffin, N.Y, 1998.
4. Media Impact, Shirley Biagi, Wadsworth, 1999.
5. Media of Mass Communication, John Vivian, 1999.
6. Dynamics of Mass Communication, Dominic 6th ed.

#### **BSCS 304 : Media Seminar**

The purpose of this seminar course is to provide students with opportunity to interact with the experts regarding different communication issues. In the seminar, students will present their papers prepared in consultation with their teachers. Presentation of paper is mandatory. The papers will be followed by the discussions. Seminars will be presided by an expert of the area or the teacher concerned. Teacher can also suggest source material to the students and they can also present a summary/abstract or critique on the book/article in the seminar. Nevertheless, focus will be on important communication issues. Each student will give at least two presentations in the seminars on two different issues.

#### **BSCS 305 : Theories of Communication-I**

- Mass communication theory – Evolution and Development
- Normative theories
- Gate-keeping
- Two-step flow of communication
- Selective exposure, perception and retention
- Cognitive Dissonance theory
- Social Learning theory

#### **Recommended Readings:**

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5<sup>th</sup> Ed. Mac Graw Hill, New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3<sup>rd</sup> . ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup> ed. St. Martin Press. New York.
5. Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup> ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3<sup>rd</sup> ed. David McKay Co. NewYork.

8. Joseph, Dominic. 2004. Mass Media Research 4<sup>th</sup> ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2<sup>nd</sup> ed. Longman Publisher, New York.

## **BSCS 306 : Personal Development**

- Imagination: Your key to a better life
- Self-Image
- Dream, Big Dream
- Work and Passion
- Self Confidence
- Be Proactive
- The Power of Belief
- Positive Mental Attitude
- Emotional Intelligence
- Positive Thinking
- Live with Character
- Live with Service Attitude
- Attitude is a Choice
- Habits are the key to all success
- Time Management
- Lifelong Learning
- Study Skills
- Stress Management
- How to Mind Map
- Dr. Edward de Mono's Six Thinking Hats
- Case Studies of Successful Personalities
- CV writing/Interview Giving/Jot demonstrations/Job Applications

### **Recommended Readings:**

1. Change Your Thinking, Change Your Life by Brian Tracy
2. Maximum Achievement by Brian Tracy
3. The Magic of Thinking Big by David Schwartz
4. Stop Worrying and Start Living by Dale Carnegie
5. Your Erroneous Zones by Wayne Dyer
6. Think and Grow Rich by Napoleon Hill
7. Road to Success by Faiez H Seyal
8. Seven Habits of Highly Effective People by Stephen Covey
9. Unlimited Power by Anthony Robbins
10. 59 Seconds: Think a Little, Change a Lot by Richard Wiseman
11. A waken the Giant Within by Anthony Robbins
12. Success Principles by Anthony Robbins
13. You Can Become The Person You Want To Be by Robert H Schuller
14. Tough Time Never Last But Tough People Do by Robert H Schuller
15. Mind Maps for Kids: The Shortcut to Success at School by Tony Buzan
16. Six Thinking Hats by Edward de Bono
17. Life's Greatest Lessons: 20 Things That Matter by Hal Urban

18. The Personal MBA by Josh Kaufman
19. Feel The Fear And Do It Anyway by Susan Jeffers
20. The Feeling Good Handbook by David D. Burns
21. Stop Stealing Dreams: What is School For? By Seth Godin
22. What Color is Your Parachute by Richard Nelson Bolles
23. Change Your Life in Seven Days by Paul McKenna
24. Get The Life You Want by Richard Bandler

## **SEMESTER VI**

### **BSCS 306 : Sub Editing & Page Designing (Theory & Practice)**

#### **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

### **BSCS 307 : Feature, Column & Editorial Writing (Theory & Practice)**

#### **The Editorial**

- Definition of Editorial



- Its purpose, importance and forms
- Functions of Editorial
- The Techniques of Editorial writing
- The contents of editorial page
- The editorial page in Pakistan and its standard.

### **Feature Writing**

- Definition, Concept and Scope of Feature
- Types of Feature
- Sources for the material
- Feature Writing Technique
- The importance of Pictorial Display in features.

### **Column Writing**

- Definition and Concept
- Functions of a Column
- Types of Column
- Role of Columnist in society.
- Practical Column Writing

### **Reviews**

- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

### **Recommended Readings:**

1. Brenneck Clark. Magazine Article Writing New York.
2. Drewry J. E. 1951. Book Reviewing. Bostan Macmillin Co.
3. Hohenberg. J. The Professional Journalist.
4. Reddick. D.C. 1949. Modern Feature Writing. New York.
5. Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.
6. Shafiq Jalandari. Feature Nigari.
7. Shafiq Jalandari. Kalam Naweesi
8. Miskeen Ali Hijazi. Idaria Naweesi.
9. Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
10. William L. Rivers. 1988. Writing Opinion. Reviews. Iowa State Pr; 1<sup>st</sup> ed.
11. Bruce Garrison. 2004. Professional Feature Writing: Lea' Communication series. Lawrence Erlbaum Associates; 4<sup>th</sup> ed.
12. Campbell, B. Titchener. 1988. Reviewing the Arts: Communication Textbook Series. Lawrence Erlbaum Assoc. Inc.
13. Charlotte Digregorio. 1993. You can be a columnist: Writing and Selling your way to prestige. Civetta Press.

## **BSCS 308 : Research Methods-I**

- Defining Research
- Concepts of Research in Mass Communication
- Steps in Research
- Elements of Research
  - Concepts
  - Constructs
  - Variables
  - Research question
  - Hypothesis
- Measurement Levels and scale
- Kinds of scientific research
  - Qualitative and Quantitative
  - Basic and Applied
  - Historical Research
  - Observational
  - Descriptive Research
  - Correlation Research
  - Experimental Research
- Sampling and its Techniques
- Literature Review and its Techniques
- Ethics in Research

#### **Recommended Readings:**

1. Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Dehli, 110053.
2. N. C. Pant, "Modern Journalism – Principles and Practices", first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Dehli-110002.
3. Shearon A. Lowery, Melvinl. De Fleur, "Milestones in Mass Communication Research", Second Edition 1988, Longman Inc 95, Chrch Street, White Plains, NY 10601.
4. Joseph, Dominic. 2004. Mass Media Research 4<sup>th</sup> ed. Wadsworth Publishing Company, Belmont, California.
5. Dennis Everett, Marshall John. 2003. Media Debates. 2<sup>nd</sup> ed. Longman Publisher, New York.

### **BSCS 309 : Theories of Communication-II**

#### **Media Effects Theories**

- Levels and kinds of effects
- Diffusion of innovations model.
- Knowledge gap hypothesis
- Social realities versus mediated realities
- Attitude and persuasion
- Opinion formation, spiral of silence
- Cultivation effects hypothesis
- Agenda setting, framing, priming

**Recommended Readings:**

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3<sup>rd</sup> ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5<sup>th</sup> Ed. Mac Graw Hill, Inc. New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3<sup>rd</sup> ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3<sup>rd</sup> . ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2<sup>nd</sup> ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3<sup>rd</sup> ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4<sup>th</sup> ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2<sup>nd</sup> ed. Longman Publisher, New York.

**BSCS 310 : Introduction To Advertising & Public Relations****Advertising**

- Definition, Purpose and scope
- Evolution and Development
- Socio – economic role of Advertising
- Types of Advertising (Advertising for Electronic and Print Media, Online Advertising)
- Advertising Agency; its organizational structure with special reference to Pakistan
- Media of advertising – Techniques and Tactics g. Copy writing and message construction

**PUBLIC RELATIONS**

- Definition, Purpose and Scope
- Process of Public Relations
- Duties of Public Relations Officer
- Tools of Public Relations
- Comparative Study of Advertising, Propaganda and Publicity
- Public Opinion Formation
- PR Organizations: Business, Trade & Finance, International and Diplomatic Public Relations

**Practical**

- Preparation of backgrounders
- Curtain Raisers
- Writing of Press Notes, Handouts and Press releases.

**Recommended Readings:**

1. “Effective Public Relations” by Centre, H. Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978
2. “Essentials of Advertising”, by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
3. “Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London:

Pitman Publishing 1991.

4. "Advertising: Made Simple", by Jefkins, Frank, Calcutta; Rupa Co. 1982
5. "Advertising" by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
6. "The Design of Advertising", by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
7. "Taloqaat-e-Aama", by S. A. Siraj, Allama Iqbal Open University, 1990
8. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
9. "Advertising", by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

## **SEMESTER – VII**

### **BSCS 401 : Research Methods-II**

- Research Methods
  - Survey Method
  - Content Analysis Method
  - Case Studying Method
  - Experimental Method
  - Observational Method
  - Participant Observation Method
  - Focus Group
  - In-depth Interviews
- Data Analysis and Application Statistics
  - Techniques of Data Analysis
  - Descriptive Statistics
  - Non-Parametric Tests
  - Parametric Tests
- Proposal and Report Writing
- Referencing

### **BSCS 402 : Developmental Communication/Journalism**

- The need for development communication
- Basic Concept
- Promotion of development: development, as process & Goal. Sociology of development,
- Extension Communication and Development Communication
- Development Journalism and Development Communication
- Development Communication and Development Support Communication

#### **Development Communication and Social Change**

- The concept of change
- Level of change
- Sources of change
- The role of opinion leader
- The communication channels
- Factors influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovations

#### **Planning Development Communication campaign**

- Concept of campaign i.e. Health, Literacy, Sanitation etc.
- Advantages of campaign
- Creating the plan
- Stages
- Techniques of campaign
- Using Slogans
- Selecting media and method

## **Prospects and Challenges of Development Communication in Pakistan**

- Financial problems
- Lack of education and training
- Control over media
- Political problems
- Economic Problems
- Administrative problems
- Media Sociology
- Case Studies: work on developing a communication strategy.

## **Recommended Readings:**

1. AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.
2. Anjaneyulu, Shri K.et.al.1999. Local Radio. making an impact. Agricultural Information Development Bulletin.
3. Ascroft ,Joseph.1991. The Profess of Development Support Communication. A.Symposium paper, Ohio. The Ohio State University
4. Chen, Peter. 2002 .Visual Communication Materials for Rural Audiences. Re-orienting artists and copywriters. Development Communication Report.
5. Hedebrö, Goran. 1999.New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.
6. Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
7. Diffusion of Innovation, E.M. Rogers, Free Press, New York 3<sup>rd</sup> Ed.1983.
8. Perspectives of Development Communication, K. Saudanandan Nair, Sage Publication, London, 1993
9. Communication and the Third World, Geoffrey Reeves, Routledge, London, 1993
10. Global Communication in Transition, Hamid Mowlana, Sage publication, London, 1996
11. Social Change, Michael Kunczick FES Germany.

## **BSCS 403 : Media Ethics & Laws**

### **Ethics**

- Introduction, need and nature
- Sources of ethics in Pakistan society.

### **Media ethics**

- Need and scope
- Ethics and media profession
  - Social responsibility theory
  - Islamic code of ethics

### **Ethical problems**

- External and internal pressures on media
- The violations of ethics in Pakistan (deadline and ethics)

- Privacy, corruption, personal interests, etc.)

### **Codes of Ethics and Application**

- International codes of ethics (Print, electronic and web media)
- Pakistani codes of ethics (ethical code of practice – 17 points in press council ordinance, 2002)
- Other codes of ethics and application

### **Media laws**

- Introduction, need and nature
- Evolution of press laws in sub-continent and Pakistan.
- Salient features of the current press ordinances:-
  - PEMRA ordinance.
  - Press Council Ordinance
  - Press Laws: An overview
  - Defamation Ordinance
  - Copy Right Act

### **Recommended Readings**

1. Dr. Ahsan Akhtar Naz, Sahafti Zimadariyan, Muqatdra Qaumi Zaban, (National Language 1998, Islamabad.
2. Javed Jabbar Qazi Faiz Isa, Mass Media Laws and Regulation in Pakistan
3. Dr. Ahsan Akhtar Nar, Sohafti Qawaneen. A.H. Publishers, Urdu Bazar, Lahore
4. Dr. Naz, Sahafti Ikhlaiyat, Azeem Academi Urdu Bazar, Lahore.

## **BSCS 404 : Course from specialization (I)**

### **Group A (Print Media)**

#### **Advanced Reporting**

Interpretative report; concept, gathering information, special sources of information, Investigative Story. Need of investigation, foreign & diplomatic reporting. Questions of ethics & laws. Structure of interpretative, investigative, foreign news stories.

#### **Practical:**

10 interpretative stories. Scrapbook with clipping of foreign & diplomatic stories & their evaluation.

### **Recommended Readings**

1. News Writing & Reporting for today media, Bruce D. Itle & Douglas A. Anderson, McGraw Hill m, New York , 3<sup>rd</sup> , Ed. 1994
2. News Reporters & News Sources, Herbert Strenzt, Prentice Hall, New Delhi, 2<sup>nd</sup> Ed 1992
3. News Reporting & Writing, Brain S. Brook, George Kennedy, Daryl R. Moen, Don Raully, St Martin's Press, New York 4<sup>th</sup> Ed 1992
4. Reporting for the Print Media, Fred Fedler, Harcourt Brad College Publishers, Forthworth , 5<sup>th</sup> Ed 1993
5. Interpretative Reporting, Curtis D. MacDougal, Macmillan, New York 8<sup>th</sup> Ed. 1982
6. The Computerized Newspaper, Paul Willaims, Heinemann, London, 1990

7. Investigative Reporting, Clark R. Mollenhoff, Macmillan, New York. 1981.
8. Media Credibility, S.K. Aggarwal, Mittal Publications, New Delhi, 1989.
9. Public Affairs Reporting: Investigation, Interpretation and research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersey, 1976

## **Group B (Electronic Media)**

### **Radio News Reporting and Production**

Distinctive features of radio news. Basic requirements. News sources, selection of news for radio. Radio news writing; style, drafting choice of words; compilation of radio news bulletin. Presentation. Interviewing for radio. News commentaries & analysis. Talks & discussions. Characteristics of radio news reader.

#### **Practical:**

20 new stories, 5 interviews of 10 minutes each, submission of an audio cassette.

#### **Recommended Readings:**

1. International Radio Journalism, Tim Crook, Routledge, London, 1988
2. Broadcast Journalism, Andrew Boyd, Focal Press, Oxford, 1997
3. Local Radio Journalism, Paul Chantler, Sam Harris, Focal Press, Oxford, 1997
4. The Radio Handbook, Pete Wilby, Routledge, London, 1996
5. Crafting the News for Electronic Media, Carl Hausman, Woodsworth publishing California, 1995
6. Broadcast Writing, Roger L Waltern, McGraw Hill, New York, 1994
7. Radio Journalism in Pakistan, Idrees Siddique, Ferozson, Lahore, 1990
8. Radyai Sahafat, Sajjad Haider, Muqtadira quomi Zaban, Islamabad, 1989

## **Group C (Advertising And Public Relations)**

### **Advertising-I**

In-depth study of various Functions of Advertising. Micro and Macro Economic Impact of Advertising. Successful Advertising. Guidelines for writing potent copy along with techniques. Evaluation of work. Presentation of a campaign to the client.

#### **Practical**

Writing at least 20 copies for Press Ads. Posters, stickers and P.O.S. material.

#### **Recommended Readings:**

1. Advertising Excellence, Courtland L. Bovee, McGraw- Hill, Inc. New York, 1995
2. Contemporary Advertising, Bovee / William F. Arens, Arwin Homwood, Boston, 4<sup>th</sup> Ed. 1992
3. Public Relations Cases, Jerry A. Hendrix, Wadsworth, Belmont, 1992
4. Advertising Management. David A. Aaker, Prentice Hall, 4<sup>th</sup> Ed. India, 1996
5. Commodity Advertising, Olan D. Forker, New York, 1993
6. The Practice of Advertising, Norman Hart, 4<sup>th</sup> Ed. London. 1995
7. Do It Yourself Advertising, Fred E. Hahn, John Wiley & Sons, New York, 1993

## **Group D (Organizational Communication)**



## **Organizations and Organizational Behavior**

Concept, types, structure and characteristics of management and organizations. Functions of managers, functions of organizations. Group and intergroup communication. Inter and intra organization communication. Barriers. Improving organizational communication. Private ownership vs. Public ownership. Personnel management. Executive, editorial, production, circulation and advertising personnel, financial administration of the media.

### **Practical:**

Each student will be required to identify & make a detailed study of Communication process in an organization.

### **Recommended Readings:**

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New York 5<sup>th</sup> ed. 1996.
2. Small Group Communication Theory and Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hieznaman, Brown Benchmark Publishers, Madison, 1996.
3. Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortworth, 3<sup>rd</sup> 1995.
4. Organizational Communication, Peter K. Manning, Aldine De Gruyter, New York. 1992.
5. Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Jossey Bass Publishers, San Francisco. 1992.
6. Communication, A. Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, harper Collins Publishers. 1991.
7. Inside Organizational Communication, Carul Renss and Donn Silvis (eds) Longman, New York. 1985.
8. Organizational Communication, Howard H. Green Baun (all volumes), Sage Publication, London. 1983.
9. Mangement –A Global Prespective, 10<sup>th</sup> ed. Weihrich and Koontz, McGraw Hill, New York, 1994.
10. Telecommunication Management, Barry L. Sherman, McGraw Hill, New York. 1995.
11. Strategic Newspaper Management, Conrad C. Fink, Southern Illinois University Press, Carbondale, 1988.
12. Electronic Media Mangement, 2<sup>nd</sup> ed. Peter K. Pringle, Focal Press, London. 1991.
13. Managing Media Organization, John M. Lavine, Longman, New York. 1988.
14. Personnel – The Management of People At Work, Dale S. Beach, MacMillan Publishing Co. New York.

## **BSCS 405 : Course from specialization (II)**

### **Group A (Print Media )**

#### **Newspaper Production**

Methods of composing and printing, historical development from Hand Composing to computer. Composing, Historical Development of Photo Printing – from wood Carving to Scanner, Film Making, Photo editing. History of page Making, Layout & make-up book editing & Production. Comparative Features of Newspaper, New Techniques of Printing.

### **Practical:**

The students will be required to produce news papers during the semester.

### **Recommended Readings**

1. Marketing in Publishing, Patrick Forsyth, Routledge, London, 1997
2. Modern Newspaper Practice, F.W. Hodgson, Focal Press, Oxford, 4<sup>th</sup> Edition, 1996
3. Picture Editing: an introduction, Tom Ang, Focal Press. Oxford, 1996
4. The Computerized Newspaper, Paul Williams, Oxford, London, 1990
5. Newspaper Design for the Times, Lois Silvestein, Van Nostrand, New York, 1990
6. Modern Newspaper Editing & Production, F.W. Hodgson, Heinemann, London. 1987.

### **Group B (Electronic Media)**

#### **TV News Reporting and Production**

Set up & working of news. Duties of news producer. Sources of TV news, spoken words & visuals. Use of visuals. TV news film. Basics of news film shooting & editing. Drafting of TV news. Compilation of bulletin. Preparation of network bulletin. Preparation of special report.

#### **Practical:**

20 news stories and film commentaries, 5 interviews of 10 minutes each, submission of a video cassette

### **Recommended Readings**

1. The television handbook, Patricia Holland, Routledge, London, 1997
2. Pre – Production Planning of Video Film and Multimedia, Steve R. Cartwright, Focal Press, Oxford, 1996
3. Training With Video, Steve R. Cartwright, Knowledge Industry Publications, New York, 1996
4. Basic Television Reporting, Ivor York, Focal Press, London, 1990
5. Visual Editing, Howard I. Finberg and Bruce D. Litale, Wadsworth, Belmont, 1990
6. ENG Television News, Charles F. Cremer, 3rd Ed. McGraw Hill, New York, 1996
7. Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993

### **Group C (Advertising and Public Relations)**

#### **Public Relations-I**

Public relations. A Business Way of Life. The corporate Personality of an Organization. Objectives, audiences, some communication guidelines; budget allocation; the Program, employees, opinion Leaders. PR in Sales support; marketing, advertising and public relations.

#### **Practical:**

Writing at least 20 press releases and handouts.

### **Recommended Readings**

1. "Effective Public Relations" by Centre, H. Allen, Cutlip. M. Scott, New Jersey" Prentice Hall Inc. 1978
2. "Public Relations for Marketing Management", by Jefkins, Frank. Long Acre, London: Pitman

Publishing 1991.

3. "Public Relations", by Jefkins, Frank, Long Acre, London: Pitman Publishing, 1991
4. "Taloqaat-e-Aama", by S. A. Siraj, Allama Iqbal Open University, 1990
5. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
6. The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
7. The Practice of Public Relations, Sam Black, Butterworth Heinemann, London, 1995
8. Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.

### **Group D (Organizational Communication)**

#### **Business & Marketing Communication**

Formal & Informal Organizational Communication. Work Group Behavior. Horizontal and Diagonal Communication. Dysfunctional Controls. Motivation within Organization. Changes & Growth. Communication Technology. Eliminating Physical Distance. Communication Challenges. Organizational Conflict Management. Ethical questions.

#### **Practical:**

Assignments.

#### **Recommended Readings:**

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New York, 5<sup>th</sup> ed. 1996.
2. Small Group Communication Theory & Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hienman, Brown & Benchmark Publishers, Madison, 1996.
3. Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortworth, 3<sup>rd</sup>, 1995.
4. Organizational Communication, Peter K. Minning, Aldine De Gruyter, New York, 1992.
5. Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Tossey Bass (Publishers), San Francisco, 1992.
6. Communication, A Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, Harper Collins Publishers, 1991.
7. Inside Organizational Communication, Corol Renss and Donn Silvis (eds) Longmann, New York, 1985.
8. Organizational Communication , Howard H. Green Baun (all volumes), Sage Publication, London. 1983.

## **SEMESTER – VIII**

### **BSCS 406: Research Report**

The students will be required to conduct research on selected topic under the guidance of their teacher and submit a research report at the end of the semester.

### **BSCS 407 : Media Management and Marketing**

- Organization of Mass Media in Pakistan (Press, Radio & TV)
- Private Vs. Public ownership
- Personnel administration: Types of media personnel: executive, editorial and production
- Circulation, Advertising and Financial administration of the media
- Comparison of media with other social institutions and with each other
- Media conglomerates
- Marketing of media products

### **Recommended Readings**

1. Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.
2. Managing Media Organizations, John Lavaine, Longman, 1994.
3. Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.
4. Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
5. Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
6. Newspaper Organization and Management, Hervert L. William, 1994.
7. Rucker Frank News Papers Circulation. Iowa state college press Iowa.

### **BSCS 408 : Specialized Journalism**

Photo Journalism, Population and Development, Health, Education, Economics, Environment, Women & Media, Labour, Regional Media, Media in SAARC Countries, Sports, Rural Journalism etc. (Out of these subjects, one can be opted)

The subjects will be offered based on the availability of the teacher and the student's strength.

### **BSCS 408 : Photo Journalism**

- Understanding Photojournalism I Foundations of Photojournalism
- DSLR Camera for Photojournalism
- Light for Photojournalism (Light and The Light Meter)
- Understanding Ambient Light and Flash Light
- Understanding Exposure and Zone System
- Lenses for Photojournalism
- Digital Image today's Photojournalism (Science, Illusions, Ethics and Truth)
- Developing of Photographs (Digital Darkroom)
- Digital/Black & White Images for Photojournalism

- Picture Editor
- Understanding Photojournalism
- Methodologies of Photojournalism
- Visualization
- Photojournalistic Composition
- Understanding Picture Categories
- History and Tradition
- Law, Ethics and Cultural Values in Photojournalism
- The Future Press Photographer or Photojournalist
- The Electronic Photojournalism
- The Photojournalistic Assignments

### **Recommended Readings**

1. Will Stapp, "John Beasley Greene", *Encyclopedia of Nineteenth Century Photography* New York and Oxford, England: Routledge, 2007, pp. 619-622
2. Weston Naef and James N. Wood, *Era of Exploration* (New York: Metropolitan Museum of Art, 1975); Joel Snyder, *American Frontiers: The Photographs of Timothy H. O'Sullivan, 1867-1874* (Millerton, New York: Aperture, 1981); Peter Bacon Hales, *William Henry Jackson and the Transformation of the American Landscape* (Philadelphia: Temple University Press, 1988).
3. Peter B. Hales, *Silver Cities: Photographing American Urbanization, 1839-1939* (Albuquerque, New Mexico: University of New Mexico Press, 2006), pp. 271-348.
4. William Stott, *Documentary Expression and Thirties' America* (New York: Oxford University Press, 1973); Maren Stange, *Symbols of Ideal Life* (New York and Cambridge, England: Cambridge University Press, 1989).
5. The Independent
6. World Press Photo
7. Rangefinder, The Magazine for Professional Photographers, April 2008, pg. 126
8. The Role of Photojournalism in Mediating Reality - Julianne Newton
9. ConXion Magazine (a Gannett publication) cover story, August 2004
10. Democrat & Chronicle December 17, 2006, cover story, Section C
11. "Kodak Presents Manuel Rivera-Ortiz Exhibit of India". Imaging Info. Retrieved 2010-03-07.
12. Photojournalism and documentary photography
13. Malo, Alejandro. "Documentary Art". ZoneZero. Retrieved 2012-11-16.
14. Perfect Digital Photography 2nd Edition (2009) - (Malestrom)
15. The 35mm Photographers Handbook
16. Monk, B. (1991) 1000 Photography Hints, Octopus Books
17. <http://web.cambridgeincolors.com>
18. <http://webs.kodak.com/US/en/digital/dlc/>
19. <http://webs.kodak.com/US/en/digital/dlc/book3/index.shtml>
20. <http://www.88.com/exposure/>
21. <http://www.photonhead.com/exposure>
22. National Geographic Magazines
23. <http://www.photo.net/learn/>
24. <http://www.schoolofphotography.com/digital.html>

### **BSCS 408 : Population and Development**

## **Population Dynamics**

- Population size, Distribution and Composition
- Over-Population and Under-Population
- Regulation of Evolution of Population Growth

## **Intersection between Population and Development**

- Global Trends Patterns and Debates
- Strategies and Policies
- Demographic Dividend

## **Issues in Population Development**

- Gender Equality
- Population Diversification
- Migration, Urbanization and Globalization
- Poverty
  - Issue of Employment
  - Saving and Investment
  - Population and Food Security
- Health & Population
  - Primary Health Care
  - Family Planning (Cultural & Religious Discourse)
  - Epidemic Deceases
  - STD and HIV, Hepatitis
  - Communication to Improve Health & Population Literacy
- Ecology & Population
  - Global Warming, Air and Water Pollution
  - Land degradation and Deforestation
  - Mechanisms for Sustainable Development of Quality of Life

## **Mass Media and Population Advocacy**

- Reporting of Population Issues from Theory and Practice
  - How to Prepare News, Reports, Columns, Feature, Articles for Print Media Campaign
  - How to prepare News, Reports, Talk Show, Advertisements and PR campaign for Electronic and Social Media etc.
- Media & Sustainable Strategies to address Population & Development

## **Media Role in Population Development and Control**

## **Media Cultural & Moral Perspective in Population Development**

### **SUGGESTED READINGS:**

1. Haupt, Arthur and Thomas T. Kane. 2004. Population Handbook, 5<sup>th</sup> edition. Washington, DC: Population Reference Bureau.
2. Weeks, John R. (2005). Population. An Introduction to Concepts and Issues. 10<sup>th</sup> edition.: Thomson Wadsworth
3. Krebs, Ronald R. and Jack S. Levy. 2001. Demographic Change and the Sources of International Conflict. In Myron Weiner and Sharon Stanton Russell, eds., Demography and National Security. Proovidence, RI: Berghahn Books

## **BSCS 409 : Course from Specialization-I**

### **Group A (Print Media)**

## **Advanced Sub-Editing**

Drafting news items form handouts and press releases, translation, headlining, Use of computer, in subbing. Page making, Photo Editing,

### **Practical:**

Manual and computerized subbing exercises and assignments

## **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

## **Group B (Electronic Media)**

### **Radio Program Production**

- Working of a Radio station.
- Set up of studios.
- Kinds of microphones.
- Duties of radio producer, Program planning and budgeting.
- Production of different types of programs: Talks and discussions, features and documentaries, plays, children's programs, sport, announcements.
- Commercial productions and public service broadcasting.
- Outdoor Broadcasts.
- Trends of FM Radio in public & private sector in Pakistan.

### **Practical**

Production of at least five documentaries, features or prgrammes of different types.

## **Recommended Readings:**

1. B O'Donnel, Lewis. (1992).Modern Radio Production. London: Wadsworth Publishing.
2. Boyd, Andrew. (1997).Broadcast Journalism. Oxford Focal Press.
3. Chantle, Paul. & Harris, Sam. (1997), Local Radio Journalism. Oxford:Focal Press.
4. Crook, Tim. (1988).International Radio Journalism. London: Routledge.
5. Hamelosky, Walter V. (1995).Principles of Media Development. New York: k Knowledge Industry Publishing.
6. Hausman, Carl. (1995). Crafting the News for Electronic Media. California:Wadsworth Publishing.
7. Haider, Sajjad. (1989).Radyai Sahafat. Islamabad:Muqtadira Quomi Zaban.
8. Jank, Hakemulder. (1998). Radio and T.V. Journalism. New Delhi: Arnolds Publishers.

9. Mcleash, Robert. (1999). Radio Production 4<sup>th</sup> ed. Oxford: Focal Press.
10. Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
11. Qureshi, Haseen-uddin. (1990). Khabrain Sunye. Karachi: Wish Publications.
12. Rumsey, Farancis. & McCormick, Tim. (1996). Sound Recording .Oxford Focal Press.
13. Siddique, Idress. (1990). Radio Journalism in Pakistan. Lahore: Ferozson.
14. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
15. Sterling, Christopher H. (1994). Electronic Media. New York: Praeger.
16. Wilby, Pete. (1996). The Radio Handbook. London: Routledge.

### **Group C (Advertising and Public Relations)**

#### **Advertising-II**

Advertising as a tool of marketing. Advertising and marketing mix. Consumer behavior and market segmentation. Making of effective TV commercials. Various types of TV commercials. Public service TV spots Radio advertising. Production of Radio Spots and sponsored Radio Programs. Advertising research.

#### **Practical:**

Students will be required to produce advertisements in supervision of the teachers.

#### **Recommended Readings:**

1. Advertising & Popular Culture, Jib Fowels, Sage London, 1996.
2. Contemporary Advertising, Courtland L. Bovee and William F. Arens Irwin, Homewood, 1986.
3. Consumer Behavior, Del. I. Hawkins, Business Publication Inc. Plang, Taxes, 3<sup>rd</sup> 1986
4. "Essentials of Advertising", by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
5. "Advertising: Made Simple", by Jefkins, Frank, Calcutta; Rupa Co. 1982
6. "Advertising" by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
7. "The Design of Advertising", by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
8. "Advertising", by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

### **Group D (Organizational Communication)**

#### **Business Writings**

Basic wring in organization: memos, Business letters, instructions, policies, regulations, evaluation reports, abstracts & press articles, newsletters, Brochures etc.

#### **Practical:**

Each student will be required to write at least five for each of the above and submit the file at the end of semester for evaluation.

#### **Recommended Readings:**

1. Effective business communication, Harta A. Murphy, 7<sup>th</sup> E.d New York, 1997.



2. Business Communications, David Nickson, Made Simple Books, Oxford, 1996.
3. Excellence in Business Communication, John V. Thill and Cortland L. Bovee, McGraw Hill, 1991.
4. Business English, Mary Ellen Guttey, Kent Publishing, 2nd Ed. 1986.
5. Successful Business Writing, Marla Treece, Allyn & Bacon Inc. Boston, 1980

## **BSCS 410 : Course from Specialization-II**

### **Group A (Print Media)**

#### **Magazine and Book Production**

- 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 Readings**

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

### **Group B (Electronic Media)**

#### **TV Program Production**

- Working of TV station
- Genesis of TV program from idea to recording; lighting, shooting, editing etc.
- Production of different types of TV programs. talks, discussions, documentaries, plays, shows etc.
- Preparation of special reports.
- TV producer: qualifications and duties.

- Out door Broadcasting.
- Cable Television in Pakistan.
- Ethical and cultural issues.

### **Practical**

Production of at least five documentaries, features or programmes of different types.

### **Recommended Readings.**

1. Anthony, Friedmann. (2001). Writing for Visual Media. Boston: Focal Press.
2. Cartwright, Steve R. (1996). Pre-Production Planning of Video Film and Multimedia. Oxford: Focal Press.
3. Cartwright, Steve R. (1996). Training with Video. New York: Knowledge Industry Publications
4. Finberg, Howard I and Itale, Bruce D. (1990). Visual Editing. Belmont: Wadsworth
- Cremer, Charles F. (1996). ENG Television News 3<sup>rd</sup> ed. New York: McGraw Hill.
5. Holland, Patricia. (1997). The Television Handbook. London: Routledge.
6. Kazi, Shahida. (1993). Television Journalism. Translated by Auj-e- Kamal. Karachi: Dunya-e-Adab.
7. Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
8. Sinclair, John. (1996). New Patterns in Global Television. New York: Oxford University Press
9. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
10. Thomson, Roy. (1994). Media Grammar of the Editing. Oxford: Focal Press.

## **Group C (Advertising and Public Relations)**

### **Public Relations-II**

Media relations. Media conferences. Sponsorships. Special events. Exhibitions and presentations. Advertising. Audio visual electronic media. Research. Speaker Panels. Professional Groups. Contingency Planning. Measuring Results.

### **Practical:**

Besides writing exercises of press releases and handouts, the students will be required to plan PR strategies for various organizations. They will be required to manage complete events such as press conference, seminar, workshop, exhibition etc.

### **Recommended Readings:**

1. The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
2. Public Relations, Writing & Media Techniques, Dennis L. Wilcox and Lawrence W. Nolte, Harper & Row, London, 1990.
3. The Practice of Public Relations, Sam Black, Butterworth Heinemann, London, 1995
4. Public Relations. Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Surjeet Publications, New Delhi, 1998.
5. Strategic Communications Management: Making Public Relations Work, Johan Write, Laura Mazur, Addison Wesley Publishers, University Press Cambridge, 1995.

## **Group D (Organizational Communication)**

### **Managerial Communication**

What is managerial communication? Characteristics & various roles of communication,. Dynamics of Leadership, Decision making. Feedback for evaluation and information,. Management & the international environment. Media relations.

#### **Practical:**

Interview with the manager of a business organization.

### **Recommended Readings**

1. Managing Change, Bernard Bruce, Pitman Publishing, London, 1996.
2. The Skills of Management, W. David Renss, Routledge, London, 3<sup>rd</sup> Ed.1991
3. Managing, John R. Schermerhorn Jr, James G. Hunt and Richard, N. Osborn, John.
4. Training in Interpersonal Skills, Stephen R. Robbins, Prentice Hall, Englewood, 1989.
5. Effective Writing for Engineers, Managers and Scientists, J.J. Tichy, John Wiley & Sons, New York, 1988.
6. Organizational Communication: A managerial Perspective, Jane Whitney and Richards M. Hodgetts, Academic Press, New York, 1986.
7. Managing by Communication, Michele Tulella Myres and Gail E. Myres, McGraw Hill, New York, 1982.

### **BSCS 411 : Internship**

The students are required to complete two month internship in the media organization. The student will be evaluated on the basis of internship performance and report that will be submitted at the end of the internship program.

# **M.Sc Communication Studies**

(Morning & Replica Program)

## **Objectives**

- To provide the students with an advanced study of communication theories and methodologies, as well as principles and strategies of communication that will enable them to become efficient communicators, media managers, administrators and researchers.
- To inform the students about contributions of Muslim and Western scholars regarding theories, principles and practices in the discipline of communication.
- To sensitize the students with the professional skills of managing media, public relations, advertising and other communication organizations.
- To provide the students with the knowledge and skills of using new communication technologies in a way that will benefit them professionally.

**Core Courses** will be offered during first two semesters.

## **SEMESTER – I**

## **Total Cr Hrs 18**

MCS 301	Language & Communication (Eng & Urdu)	2 Cr. Hrs
MCS 302	Introduction to Mass communication	3 Cr. Hrs
MCS 303	Media History, Law & Ethics	4 Cr. Hrs
MCS 304	Media and Politics	3 Cr. Hrs
MCS 305	News Writing & Reporting (Eng / Urdu)	3 Cr. Hrs
MCS 306	Computer Skills and Information Management	3 Cr. Hrs
MCS 307	Personal Development	0 Cr. Hrs

## **SEMESTER - II**

## **Total Cr Hrs 18**

MCS 308	News Editing (Eng/Urdu)	2 Cr. Hrs
MCS 309	Fundamentals of Mass Communication Theory & Research	4 Cr. Hrs
MCS 310	Fundamentals of PR and Advertising	3 Cr. Hrs
MCS 311	Basics of Development communication	2 Cr. Hrs
MCS 312	Introduction to Broadcast Media	3 Cr. Hrs
MCS 313	Introduction to Digital Media	2 Cr. Hrs
MCS 314	Basics of Social Sciences	2 Cr. Hrs

## **SEMESTER - I**

### **MCS–301: Language and Communication (English & Urdu) (2 Cr. Hrs)**

Based on “English for specific purposes”, this course will meet specific needs of students of Communication Studies. This course will be taught in both Urdu and English.

Besides theoretical orientation, it will enable them to develop the linguistic skills, which are essential for spoken and written communication.

A grammar component will serve as a remedial necessity to help overcome their fossilized errors in English and Urdu language.

## **Theory**

- Language as a symbolic process
- Communicative importance of language
- Social importance of language
- Different uses of language

### **Practice (Functional use of language English /Urdu)**

This part of the course consists of seven components

- Reading , Writing , Speaking , Listening, Grammar, Study Skills, Translation (Urdu into English, English into Urdu)

#### **1. Reading Skills**

- Skimming, Scanning, Predicting and Guessing Main Idea and Supporting detail, Newspaper Headlines, Reference.

#### **2. Writing Skills**

- Out line, Paragraph development writing headlines, Reports and Short Articles, Précis writing.

**i. Organizing Ideas :** Sequencing, Classification, Comparison and Contrast, Cause and Effect, Description and Narration.

**ii. Mechanics :** Punctuation and Spellings ; Dictionary skills

#### **3. Speaking Skills**

- Discussion and Interview Skills.

#### **4. Listening Skills**

- News Bulletins, Press Conference and Speech.

#### **5. Study Skills; Note taking and Note making**

#### **6. Grammar**

- Simple, compound and complex sentences, Parallel Structures, Connectives, Conditionals, Passive Voice, Reported Speech, Prepositions.
- Vocabulary, Idioms.

#### **Material**

- Material used in this course is adopted from various sources: English Language Teaching Books.

#### **Self-Study Resources**

- Newspaper Headlines, Articles and News Items, Advertisements, Travel Brochures, Pictures, Tapes and Exercises on Speeches including Press Conferences and News Bulletins.

### **MCS–302: Introduction to Mass Communication**

**(3 Cr. Hrs)**

- What is Communication? Communication Definition
- Communication as a process
- Ingredients of Communication
- Barriers of communication
- Essentials of effective communication
- Normative theories of communication
- Early models in communication

- What is Mass Communication and Mass Media?
- Books, Newspapers, Magazines, Film, Radio & TV
- Media Literacy and Understanding Mass Media and Social Control Function
- Convergence and the Reshaping of Mass Communication
- Mass Communication Theories and Effects
- Two step flow of communication.
- Propaganda and psychological warfare

### **MCS–303: Media History, Press Laws & Ethics**

**(4Cr. Hrs)**

- History of Printing and early Journalism of the sub continent of Indo-Pakistan, England and the USA
- Role of the Muslim press in freedom struggle of 1857 and Pakistan Movement during March 23, 1940 to August 14, 1947
- Impact of postal, telegraphic, telephone and fax services on journalism
- History of media laws in the sub-continent.
- Press laws and regulations in Pakistan: PPO & RPPO.
- Law of Contempt and Defamation
- Freedom of Information Ordinance
- Pakistan Electronic Media Regulatory Authority (PEMRA)
- Freedom of the press in Pakistan: Past & Present
- Press Organizations in Pakistan
- Issue of ethics of journalism and press councils

### **MCS – 304: Media and Politics**

**(3Cr. Hrs)**

- Major political systems and the role of media
- Media and democracy, responsibilities, functions and challenges
- Media and politics in Pakistan, the historical perspective : Ideology of Pakistan; Two Nation Theory; Objectives Resolution & constitutional development in Pakistan ; Creation of Pakistan ; Role of media in Democratic and authoritative regimes
- International political scenario: Developments after 9/11; War against Terrorism and Pakistani media
- Media and Government : Electoral Process & System in Pakistan, Political parties and their Background, role of media in electoral process ; Democratic transition and media
- Media and opinion formation : role of electronic and print media in rural areas of Pakistan ; Urban areas, impact of mass media ; media as an agent of social change and political awareness, polling and opinion surveys
- Election Campaigns
- Reporting Elections
- Fact Checking after Elections and Formation of Government

### **MCS–305: News Writing and Reporting (Eng/Urdu)**

**(3Cr. Hrs)**

- What is News and News Reporting? Definitions and Types
- News Determinants, news sense and News Value
- News Report Structure: Intro, 5Ws & 1H, points of view of stakeholders, backgrounder. Inverted pyramid style.

- Information Gathering  
Reporters' Beats (The teacher will put maximum focus on writing practice)
  - Crime and Accidents; Parliament; Politics, Courts; Business, Trade & Industry; Education; Health; Conflict; Sports; Showbiz; Environment; Development Sector
- Reporter's Sources: Human sources, documents, checklists, annual reports, budgets documents, Media Invitations,
- Covering and Reporting Press Conferences, media briefings, Speeches, seminars, workshop etc observations
- Reporting protest demonstrations
- Reporting Notes Taking Tips
- Curtain Raiser
- Investigative Reporting
- Development Reporting
- Conflict and War reporting
- Reporting for News Feature
- Difference in News writing and reporting in TV, Radio and Newspaper
- Reporting Ethics: ethics of news gathering, news writing and reporting

**Note:** This course is being offered in two languages (Urdu and English). The students can choose one. Extensive every day writing Practice will be done in the classroom and homework assignments. The instructors will duly mark the assignment and suggest improvement to the students. Individual assignment will be encouraged to help improve storytelling skills in individuals.

### **MCS-306: Computer Skills and Information Management (3 Cr. Hrs)**

- Introduction to computer, internet and social media usage
- Microsoft office : basic skills and practice of Word, PowerPoint and excel
- Basic skills and practice of Urdu software In-page
- Typing skills: English & Urdu
- Adobe Photoshop: Editing photographs/Advertisement designing.
- Macromedia Flash: Animation making/Drawing cartoons for newspapers and magazines.
- Adobe PageMaker: Creating layouts for Newspapers and Magazines.
- Skills of accessing and managing online academic resources
- Using online data bases for research and writing
- Basics of APA writing manual
- Weblog: designing, uploading and writing blogs

### **MCS-307: Personal Development (0 Cr. Hrs)**

## **SEMESTER - II**

### **MCS-308: News Editing (Eng/Urdu) (2 Cr. Hrs)**

- Introduction to News room & its policy
- Headline Techniques in computer age
- The News: Gates, Agendas and Values
- The Practice of Media: Pressures and Constraints
- Designing the pages with page makers by computer

- Principles of layout and make-up
- Translation
- Monitoring radio and television
- Selection and display of visuals
- Computer and modern techniques of page making, editing and preparation of final draft

### **MCS–309: Fundamentals of Mass Communication Research & Theory (4 Cr. Hrs)**

#### **RESEACRH**

- Research in Social Sciences
- Major perspectives in Research
- History of Mass Communication Research
- Steps in Research Process
- Survey Research Methods, Content Analysis & Focus Groups
- Questionnaire Construction
- Sampling Techniques
- Ethics of Social Research
- Reference writing

#### **THEORY**

- Introduction to Communication Theory
- Mass communication theory: Foundations, ferment, and future.
- Building Theory and Concept Explication
- Agenda-Setting, priming and framing
- Public Opinion, News Framing Public Opinion
- Uses and Gratifications
- Cultivation
- Selective Exposure
- Cognitive Dissonance
- Media Sociology
- Media Dependency
- Media Literacy
- Diffusion of Innovations
- Knowledge Gap and Digital Divide
- International News Flow
- Third-person effect, Spiral of Silence
- Journalism traditions and news routines Influences on media content
- Critical/Cultural Research

### **MCS–310: Fundamentals of PR & Advertising**

**(3 Cr. Hrs)**

#### **Public Relations**

- Definition and importance of Public Relations
- Tools of Public Relations



- Publics of Public Relations
- Specific areas of PR Specialization: Business, Government and Politics, Education, Hospitals, Non-Profit Organizations, Entertainment and Sports, International PR etc.
- Crisis Situation and Use of Public Relations
- Duties of PRO
- Public Relations departments of government organizations (ISPR<DGPR and PID) and PR departments of private organizations
- Production of Public Relations Materials
- Planning Public Relations Program
- Origin of PR in Pakistan
- PR Setup for Official and Non-Official Organizations
- Ethics and Public Relations: Definition of Ethics, Code of Professional conduct, Code of Ethics of Some developed Countries, Need for a code in Pakistan

### **Advertising**

- Definition of Advertising
- Short History for Advertising
- Types of Advertising
- Types of Advertising Agencies
- Roles of Advertising
- How Agencies are organized
- The five players of advertising
- Characteristics of Good Ads
- Merits and Demerits of Advertising
- Advertising and Culture
- Psychological influence on Consumers

### **MCS –311: Basics of Development Communication**

**(2 Cr. Hrs)**

- Basic Concept of Development Communication
- History of Development
- Approaches to Development Communication
- Shared Vision (Government, Community & Household)
- Core Values for Development
- Extension Communication
- Development Journalism
- Difference between Social Economic and Integrated Development, Targeted and Sustainable Development
- Development Media Theory and Democratic Participant Media Theory.
- Dominant Paradigms and Development
- Alternative paradigm
- Empowerment paradigm
- Participatory Approach
- Areas of development: global poverty, hunger, health, gender, environment sustainability etc.
- Social Change
- Role of Change Agents and Opinion Leaders

- Persuasion
- Social Mobilization
- Empowerment at the grass root level
- Strategies of communicating social change: indigenous movements, cultural resistance, and digital media activism
- Development Agencies and how they work
- Social Entrepreneurship
- Planning and designing communication campaign

### **MCS–312: Introduction to Broadcast Media**

**(3 Cr. Hrs)**

- Brief history of Radio and TV Journalism
- Radio and TV in Pakistan
- Organizational structure of Radio and TV broadcast in Pakistan
- Impacts of broadcast media on our Society, Impacts of TV on the world cultures
- Critical study of Satellite TV and cable networks
- Introduction of internet and electronic media in Pakistan
- CDs and Video cassettes in Pakistan
- Role of TV and Radio in the 21st century
- PEMRA Laws and their Implementation
- Role of Radio and TV in national integration
- Comparative and analytical study of new media channels related to Pakistan with reference to Ownership, Organization, Policy, Contents and Effects
- FM Radio Channel boom in Pakistan

### **MCS-313: Introduction to Digital Media**

**(2 Cr. Hrs)**

- What is Digital Media & Communication
- Understanding of content management and publishing system
- Understanding of graphic file formats suitable for web delivery
- Internet and World Wide Web research techniques
- Social, political and cultural impacts of digital communication.
- History, theory, technology, and uses of social media (such as Twitter, Facebook, blogging, etc.)
- Understanding social media
- Self-presentation & identity management
- Credibility & deception
- Privacy & anonymity
- Social analytics
- Social influence
- Civic engagement
- Political participation
- Social mobilization & protests
- Social media
- Traditional & social media

### **MCS-314: Basic Concepts of Social Sciences**

**(2 Cr. Hrs)**

- Introduction to Sociology and major perspectives
  - Culture, Society and Socialization
  - Social Institutions (Family, Religion, Politics and Media)
  - Social class.
  - Social change and its process
- Introduction to Social Psychology
  - Introduction to social psychology
  - Self and Socialization (Self influence and social roles )
  - Attitudes and Attitude change
  - Collective Behavior
- Introduction to Economics
  - Major economic systems
  - Monetary system
  - Balance of payment and Foreign Exchange
  - Globalization of Trade
  - Economic scene of Pakistan
  - Stock Market and its operation

### **Recommended Readings**

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- Gudykunst, William B. (Ed.) (2002). *Handbook of International and Intercultural Communication*, 2nd ed., Thousand Oaks, Sage Publications.
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- James W. Neuliep (2015). *Intercultural Communication* (6<sup>th</sup> ed.). Los Angeles; SAGE.
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- John, Herbert (2001). *Journalism in the Digital Age*. Oxford; Focal Press
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- R.B., Rubin.(1996). Communication Research, New York.
- Rebecca B. Rubin (2010). Communication Research. USA; Wadsworth
- Rubin, R. B. (2005). Communication Research: Strategies and Sources, 6th ed., Belmont, Wadsworth.
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- Schmidt, Wallace V. (2007). Communicating Globally: Intercultural Communication and International Business, Los Angeles, Sage Publications.
- Schramm. (1999). Elements of Modern Journalism, Lahore.
- Schroder, K. (2003). Researching Audiences, London, Arnold.
- Sharon, Gerson & Steven Gerson (2014). Technical Communication (8<sup>th</sup> ed.). New York; Pearson Education Inc.
- Shehab, Rafiullah. (1995). 50 years of Pakistan, Lahore.
- Steen, Rob. (2008). Sports Journalism: A Multimedia Primer, London, Routledge.
- Steve, Wright (2006). Digital Compositing for Film and Video. Oxford; Focal Press
- Stevenson, Robert L. (1984). On the Democratization of Development, Decision Making in the Third World.
- Terry, Flew & Adam Swift (2015). Media Economics. New York; Palgrave Macmillian Education.
- Terry, Flew (2014). New Media. Oxford; Oxford University Press
- Tim, Highfield (2016). Social Media and Everybody Politics. Cambridge; Polity Press

## **SPECIALIZATIONS**

For third and fourth semester each successful student will opt any one of the following specializations:

- **Communication Theory and Print Media**
- **Public Relations and Advertising**
- **Electronic Media (Radio & Television)**
- **Digital Media**

## **SEQUENCE ONE**

### **Communication Theory and Print Media**

#### **SEMESTER - III**

MCS 401	Mass communication Theory	3Cr.Hrs
MCS 402	Mass communication Research	3Cr.Hrs
MCS 403	Investigative Journalism (Case Studies)	3Cr.Hrs
MCS 404	Media Management and Production	3Cr.Hrs
MCS 405	Magazine Journalism	3Cr.Hrs
MCS 406	Online journalism	3Cr.Hrs

#### **Total Cr Hrs 18**

#### **SEMESTER - IV**

MCS 407	Feature, Column & Editorial (Eng/Urdu)	4Cr.Hrs
MCS 408	Advance Reporting (Eng/Urdu)	4Cr.Hrs
MCS 409	International Communication	2Cr.Hrs
MCS 410	Media, Culture and Society	2Cr.Hrs
MCS 411	Internship	2Cr.Hrs
MCS 412	Thesis/ Project	4Cr.Hrs

#### **Total Cr Hrs 18**

#### **SEMESTER - III**

##### **MCS-401: Mass Communication Theory**

**(3 Cr. Hrs)**

- Difference between Theory, Paradigm, Perspective and Model.
- Introduction to Mass Communication Theory
- Various approaches to Mass Communication Theories:
  - Effects Approach
  - Critical Approach
  - Pluralism vs. Dominance Approach
  - Development Media Approach
- Linear and Interactive Communication (Convergence Model of Communication)
- Herman and Chomsky Propaganda Model

##### **MCS-402: Mass Communication Research**

**(3 Cr. Hrs)**

- Communication Research: Meaning & Objectives
- Types of Research
- Selection of Research Topics
- Review of literature, use of documents for research
- Construction of research question and hypothesis
- Methods:
  - Surveys
  - Field Observational Studies
  - Content Analysis
  - Case Studies
  - Historical Research
- Selecting a Sample
- Coding Data

- Interpreting Data
- Analyzing Results
- Report Writing / Proposal Writing
- Semiotic and Structural Analysis
- Problems of Research in Pakistan
- Use of Computer in Research (SPSS & SCOPE etc.)
- Reference Writing

### **MCS-403: Investigative Journalism**

**(3 Cr. Hrs)**

- The soul of the investigative reporter
- Planning, developing and pitching an investigative project
- Investigative techniques
- Investigative storytelling
- Finding Sources / Dealing with Sources
- Ethics, accuracy & the law
- Fact checking and editing Draft final
- Case Studies (Watergate Scandal, Memogate Scandal, Panama Leaks, Dawn Leaks Etc.)

### **MCS-404: Media Management & Production**

**(3 Cr. Hrs)**

- Newspaper ownership and systems in Pakistan
- Media Legislation, Regulation & Governance
- Structure of Media Organization
  - Models of Management
  - Management Process
  - Management Styles and Leadership
  - Risks
- Newspaper Organization:
  - Managerial and Editorial Sections
  - Administration/Personnel Department, Business and Advertisement Department
  - Circulation Department, Works and Printing Department
  - Scanning & Composing Sections
  - Reference Library, Photographic Section Magazine Section
  - Account Department and Financial Management of newspapers
  - News Section (Staff Reporters, Correspondents and Special Correspondents, Forum Area Reporters and Pick Up Points)
  - Shift and Desk, Edition

### **Strategic Planning and Financial Management**

- Strategy and Tactics
- Constructing a Business Plan

### **Editorial Management**



## Production Process

### **MCS-405: Magazine Journalism**

**(3 Cr. Hrs)**

- Magazine Editorial Trends in Pakistan
- Types and readership of Pakistani Magazines
- Foreign Magazines Readership in Pakistan
- The Duties of Magazine Editor
- General Planning and Policy
- Planning and interpretation of Current Issues
- Layout via computer
  - Page making, Pictorial coverage, Headline and Titles through computer
  - Picture Editing, Caption writing, Copy editing
- Popular Contents of Pakistani Magazines
- Magazines and the Law
- Ethics of Magazine Editor

### **MCS-406: Online Journalism/Conflict**

**(2 Cr. Hrs)**

#### **OVERVIEW OF ONLINE JOURNALISM AROUND THE WORLD**

- What is online journalism?
- The changing landscape: Why newspapers and broadcast outlets are on the Web
- Online Journalism in Pakistan

#### **TOOLS OF ONLINE JOURNALISM**

- Multimedia
- Interactivity
- Hyperlinks
- Weblogs and content management systems

#### **CITIZEN AND PARTICIPATORY JOURNALISM**

- Citizen Journalism
- Weblogs

#### **NEW MEDIA AND SOCIAL NETWORKS**

- New Media
- Social Media
- Social Networking websites

#### **SECURITY AND ETHICAL CHALLENGES IN ONLINE JOURNALISM**

- Security challenges
- Applying Journalism Ethics to online journalism

## **SEMESTER - IV**

### **MCS-407: Feature, Column & Editorial Writing (Theory and Practical) (4 Cr. Hrs)**

**Journalistic Language and different genres of print media**

**Editorial writing**

- Editorial, Column, feature the structural introduction
  - Editorial Writing and practice, basics of editorial writing, research and editorials
  - Relationship between newspaper policy and editorial writing, Comparison of mainstream Urdu and English editorials
  - Editorial writing at national /international level, Finding Similarities/differences — Indian, Gulf, Europe, US Newspaper Editorials
  - Editorial Policy Analysis – Editorial treatment to same issue

### **Column Writing**

- Column Writing – Structural guidance
  - Analyzing contemporary columns of national and international newspapers
  - Column as the representative of self-writing, Writing Style of Same Columnist
  - Comparing the Styles – English vs. Urdu Columns / Topics
  - Column Writing – requisites and issues

### **Feature Writing**

- Feature – Structure – Types – Examples / Topics
  - Locating features research resources , Feature Writing Practice

**Practice:** Students would be assigned some topics to produce specialized writing and will be discussed in the class to improve their work.

## **MCS 408: Advance Reporting (Eng/Urdu)**

**(4 Cr. Hrs)**

This course builds on the practical skills students gained in Essentials of Journalism, while employing the more refined investigative techniques learned in Investigative Journalism or the narrative sensibility they gained.. This course will emphasise on print journalism, particularly the importance of reliable sources, journalistic ethics and transparency. There will be a stress on writing in both English and Urdu. Aside from going out and doing their own reporting, students will also be analyze the narrative structure of news and features in order to master storytelling.

The students will be required to pitch story ideas and to respond constructively to the ideas and writing of others.

The reporting assignments will be given to the students and they will be given ample time to complete them. The students will be required to write short news reports during class sessions.

## **MCS-409: International Communication**

**(2Cr. Hrs)**

- Communication among Nations
- Approaches to the Study of International Communication
- Controls and Restrictions on Cross-boarder flow of Information
- Inter Cultural Communication
- Muslims Portrayal in the Western Media
- Conflict between the Central and Peripheral Countries and UNESCO
- Media and Foreign Policy
- Advocative, Adversarial and Watchdog Role of the Media
- The Dominant Paradigm of International Communication
- Issues in International Communication Role of the Media in Conflict Resolution
- How media can be used to enhance international cooperation.

## **MCS-410: Media Culture and Society**

**(2 Cr. Hrs)**

- Defining Media, Culture and Society
- Socialization and Acculturation
- Theory of Society and Theory of Media
- Social Institutions and the Media Institution
- Diffusion Process
- Media Society Linkages
- Cultural Approach to Mass Communication
- The Interactive Approach
- Mass Media and Mass Culture
- Mass Media and Social Change
- The issues of Control and Ownership
- Communication among cultures
- Pakistani Culture and Media Theories of Human Communication
- Classical social thinkers and social change
- Analyzing Media :Analysis of textual and visual content, audiences and users, institutions and of the production of media and media technologies

#### **MCS-411: Internship**

**(2 Cr. Hrs)**

Every student is required to get working experience 2 months any well-reputed government, semi-government and private organization.

#### **MCS-412: Thesis/Project/Course (Book Designing and Publishing)**

**(4 Cr. Hrs)**

After getting the research topics approved, the students will write their thesis or work on their projects under the guidance of their supervisor. The Thesis / Project will be evaluated by the Director, external and internal examiners and viva-voce will be held.

#### **Recommended Readings**

- Angela, B. (1997). *Advanced Level Media*, New York. Annabella: Media in Global Context –Areder. New York.
- Baran, Stanley J.(2006): *Mass Communication Theory: Foundations, Ferment, and Future*, 4th ed., Noida U.P., Thomson Wadsworth.
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- Burgh, Hugo de. (2000). *Investigative Journalism: Context and Practice*, London, Routledge.
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- Cecilia, Friend (2000). *Contemporary Editing*. New York; Routledge
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- Chun, Wendy Hui Kyong (Ed.) (2006). *New Media Old Media: A History and Theory Reader*, New York, Routledge.
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- Ian, Reeves (2015). *The Newspapers Handbook*. New York; Routledge
- Ingrid, Volkmer (2012). *The Handbook of Global Media Research*. New York; Wiley Blackwell
- Itule, B. D. (2003). *News writing and reporting for today's media* (6th ed.). Boston: McGraw Hill
- Itule, Bruce D. (2003). *News Writing and Reporting for Today's Media* (Int'l ed.), Boston, McGraw-Hill.
- Jagdish, Vachani. (1999). *Media Politic and Ownership*, New Delhi.
- James Curren (Ed.) (2007). *Media and Cultural Theory*, London, Routledge.
- James, Conklin (2011). *Qualitative Research in Technial Communication*. New York; Routledge.
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- Janet M. Ruane (2016). *Social Research Methods*. New York; Wiley Blakwell.
- Joseph, Ammu (Ed.) (2006). *Whose News? The Media and Women's Issues*, 2nd ed., New Delhi, Sage Publications.
- Joseph, D. (1999). *The Dynamics of Mass' Communication*, New York.
- Josph R. Dominick. (2001). *The Dynamics of Mass Communication*. MacGraw Inc.
- Jossi, Franke. (1994). *An Introduction to Reporting*, Lahore.
- Jullandhry, Shafiq Dr. (2000). *Column Noveesi (urdu)*, Lahore.
- Jullandhry, Shafiq Dr. (2000). *Feature Nagari (urdu)*, Lahore.
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- Paul Copley (Ed.) (1996). *The Communication Theory Reader*, London, Routledge.
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- Peter, H. (2002) *Business Communication*. London: Routledge
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- Praneer, Liamputtong (2010). *Performing Qualitative Cross-Cultural Research*. London; Cambridge University Press.
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- Ramage, John D. (2006). *The Allyn & Bacon Guide to Writing*, 4th ed., New York, Pearson Education Inc.
- Rebecca B. Rubin (2010). *Communication Research*. USA; Wadsworth
- Rob, Layton (2011). *Editing and News Design*. New York; Palgrave MacMillian
- Roush, C. 2004) *Show me the money: Writing Business and Economic Stories for Mass Communication*.
- Rudin, R. (2002). *An Introduction to Journalism: Essential Techniques and Background Knowledge*, Oxford, Focal Press.
- Schultz, B. (2005). *Broadcast news producing*. Thousand Oaks: Sage Publications.
- Schultz, B. (2007). *Sports media: Reporting, producing and planning*. Delhi: Focal Press.
- Severin, Werner J., Tankard, James W. (1992). *Communication theories: Origins, Methods, And Uses in the Mass Media*. NY: Longmann.
- Sharma, Jitendar Kumar. (2003). *Print Media and Electronic Media: Implications for the Future*, Delhi, AuthorsPress.

- Shook, F. (2005). *Television field production and reporting* (4th ed.). New Delhi: Pearson Education.
- Smith, Jon(2007). *Essential Reporting: The NCTJ Guide for Trainee Journalists*, Los Angeles, Sage Publications.
- Steen, R. (2008). *Sports journalism: A multimedia primer*. Oxon: Routledge.
- Stuart, Allan (2004). *Reporting War*. New York; Routledge
- Ted, Palys (2003). *Research Decisions*. New York; Thomson Nelson.
- Tumber, Howard. (1999). *News: A Reader*, Oxford, Oxford University Press.
- UNESCO. (1997). *World Communication Report*, UNESCO.
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- Williams, Kavin. (2003). *Understanding Media Theory*, London, Bookman.
- Wulfemeyer, K. Tim. (2006). *Online Newswriting*, Iowa, Blackwell Publishing.
- Zachariah, Aruna. (2006). *Print Media Communication and Management: Elements, Dimensions and Images*, New Delhi, Kanishka Publishers.

## **SEQUENCE TWO**

### **Public Relations & Advertising**

#### **SEMESTER - III**

**Total Cr Hrs 16**

MCS-412	Theories, principles and Practices of PR	3 Cr. Hrs
MCS-413	Theories, Principles and Practices of Advertising	3 Cr. Hrs
MCS-414	Basics of Research in Advertising & Public Relations	3 Cr. Hrs
MCS-415	Advertising/Public Relations Workshop (Copy writing T&P)	4 Cr. Hrs
MCS-416	Media Planning, Operations, Monitoring & Evaluation	3 Cr. Hrs

#### **SEMESTER - IV**

**Total Cr Hrs 16**

MCS-417	Public Relation & Advertising: Case Studies	4 Cr. Hrs
MCS-418	Seminar (Presentation of the Project Proposals on Public Relations and Advertising)	2 Cr. Hrs
MCS-419	Internship (Public Relations Dept./Advertising Agency)	2 Cr. Hrs
MCS-420	Master Project on Public Relations	4 Cr. Hrs
MCS-421	Master Project on Advertising	4 Cr. Hrs
MCS-421(A)	Writing Practice (Press Releases, Handouts and Copy Writing)	0 Cr. Hrs

#### **SEMESTER - III**

##### **MCS-412: Theories, Principles and Practices of PR**

**(3 Cr. Hrs)**

- Functions and Tools of Public Relations
- Feedback and PR (two step flow of communication)
- PR and Opinion Leaders
- Media Coverage and Barriers
- Media's dependency on PR
- Principles of Persuasive writings
- Public Relations for different professions (Consumers, Community, Political, Government, Industrial and International)
- Ethical Issues in Public Relations

##### **MCS-413: Theories, Principles and Practices of Advertising**

**(3 Cr. Hrs)**

- New trends in Advertising : Case Studies
- Modern Media and Advertising
- Ethical issues in Advertising
- Advertising Planning and strategy
- Integrated Marketing Communication (IMC)
- Psychology of Advertising
- Media reliance on advertisement business
- A review of Pakistani advertising agencies
- Procedures of copy writing and production of electronic commercials

##### **MCS-414: Basics of Research in Advertising & Public Relations**

**(3 Cr. Hrs)**

- Diagnostic Research
- Quantitative and Qualitative Research
- Difference Between Market, Marketing and Advertising Research
- Exploratory Research
- The Research Process
- The Role of Advertising Research
- The Subject Matter of Advertising Research
- Evaluation Research Process in PR
- Levels of Program Evaluation
- Preparation criteria and Methods, Implementation Criteria and Methods, Impact Criteria and Methods
- Essentials of Evaluation Research
- Strategic Planning for Research
- Secondary Research
- Sampling Methods
- Questionnaire Designing
- Surveys
- Data Processing and Analysis
- Writing Research Report
- Audience and Message Research
- Cognitive Research
- Persuasion and Communication tests
- Attitude-Change Tests
- Psychological, Frame-by-Frame and In-Market Tests
- Interpreting and using Results of Evaluation

**MCS-415: Advertising / Public Relation Workshop**

**(4 Cr. Hrs)**

- Basics of PR Writing
- Press Release
- Feature Story Illustration Message Distribution
- Letters Proposals and Reports
- Leaflets and Brochures Sponsored
- Periodicals
- Handouts
- Press Notes
- Speeches
- Audio Visual Material in PR
- The Creative Process in Advertising
- Writing for the Print Media
- Writing for the Electronic Media

**MCS-416: Media Planning, Operations, Monitoring, & Evaluation**

**(3 Cr. Hrs)**

- The Media Strategy
- The functions of Media Planning in PR
- Evaluating Media opportunities



- Operational Stages within a media plan
- Television Advertising
- The Radio as a Channel
- Newspapers in Media Planning
- Magazines in Media Planning
- Specialty Advertising
- The alternate Media
- Expert Knowledge of Media opportunities
- Maintaining Plan performance
- Designing and planning of Media campaigns
- Conduct
- Focus groups
- Surveys
- Content analysis
- Writing research findings
- Monitoring Communication Program
- Evaluating Communication Program

## **SEMESTER - IV**

### **MCS-417: Public Relations & Advertising: Case Studies**

**(4 Cr. Hrs)**

- Case studies of typical Public Relations problems in industry, labor, education, government, social welfare, trade, political, community, consumer and international, etc., to, look at the practical application of public relations theory and research within such organizations. This course is designed to help develop and refine critical thinking on the part of the students in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases and problem situations. Uses of real life cases studies, tracking of current public relation issues and creation of full-scale public relations plan for their selected client (organization). This course is for the students who have mastered most of the skills and are ready to apply them to genuine public relations problems. Students will utilize the principles and techniques of public relations to analyze the working of public relations in their case studies.
- Case Study of Advertising Agencies, their problems, functions, policies, managements and structure, competition with market will enable the students to analyze and understand the typical, practical, application and problems in true means.
- All the students will be required to study examine and present one case study on Public Relations Organization or Advertising agency. This will be the collective critique of the team. Every team will give presentations of its critical report in the class and then before the experts consisting of the Director of the Institute, two external and internal examiners, who will evaluate them in viva voce for grading.

### **MCS-418: Seminar**

**(2 Cr. Hrs)**

#### ***(Presentation of the Project Proposals on Advertising / Public Relations)***

Students will be assigned different topics and they have to present them before the class in the seminar session

**MCS-419: Internship (Public Relations Department & Advertising Agency) (2Cr. Hrs)**

Every student is required to get working experience of 2 months in government, semi government or in any well reputed Public Relations Department or Advertising Agency.

**MCS-420: Master Project (Public Relations) (4 Cr. Hrs)**

During this project, teams will produce for their client organization as planned in their long-term plan of Public Relations. The students will target the audience for the messages, develop the themes, write the scripts, snap photographs, shoot the footage for their video / film, edit and dub and finalize their productions. The students will organize Advisory committees of different people for enhancing the image of the organization and will get the suggestions and proposals from the members of these committees for this purpose. Each team will produce at least ten different pamphlets for their selected organization. Print materials will be handed over to the teacher in the form of camera ready copy. Every team will give at least one presentation in the class about nature of the job and the way they have tackled it. The teams will present these productions in a viva voce, conducted by the Director, internal and external examiners.

**MCS-421: Master Project (Advertising) (4Cr. Hrs)**

During this project students' teams will produce video program or slide-tape show for their client Advertising Agency. The students will select a topic, develop the themes, write the scripts, snap photographs, shoot the footage for their video / film, edit and dub and finalize their productions. The students will prepare advertisements as a project and hand over to the teacher in the form of film. Every team will give at least one presentation in the class about the nature of the job and the way they have tackled it. The teams will present these productions in a viva voce, conducted by the director, internal and external examiners.

**MCS-421(A): Writing Practice (Press Releases, Handouts and Copy Writing) (0Cr. Hrs)**

Course outlines for this practical subject will be offered by the instructor himself/herself. Practical exercise will be different each time.

## **SEQUENCE THREE**

### **Electronic Media (Radio & Television)**

#### **SEMESTER - III**

**Total Cr Hrs 18**

MCS-422	Writing for Radio	4 Cr. Hrs
MCS-423	Writing for TV	4 Cr. Hrs
MCS-424	Types of Radio Production	3 Cr. Hrs
MCS-425	Types of TV Production (Theory)	3 Cr. Hrs
MCS-426	Post Production (Radio & TV)	4 Cr. Hrs

#### **Fourth Semester**

**Total Cr Hrs 18**

MCS-427	Electronic Media in Development	4 Cr. Hrs
MCS-428	Media Analysis	4 Cr. Hrs
MCS-429	Final Radio Production Project	4 Cr. Hrs
MCS-430	Final TV Production Project	4 Cr. Hrs
MCS-431	Internship	2 Cr. Hrs

#### **SEMESTER - III**

##### **MCS-422: Writing for Radio**

**(4 Cr. Hrs)**

- Basic Requisites : Writing for Ear, Important Considerations, a) Pace, b) Accent, c) Tone, d) Speed
- Using Effective gadgets, a) Sounds and Voices-the difference, b) BGM ( Background Music), c) VO ( Voice over), d) Sound Effects, e) Voice Clips
- Writing a radio documentary, a) Topic Selection, b) Research, c) Sound Aesthetics d) Writing an effective VO e) Developing an Audio sheet
- Writing Radio Drama, a) Plot, b) Characters, c) Scenes, d) Dialogues

##### **MCS-423: Writing for TV**

**(4 Cr. Hrs)**

- Writing Short Film/Drama—stages, Types of technical Script a) Synopsis, b) Treatment, c) Screenplay
  - Plot ,development of a plot – approaches , a) Three act structure, b) Hero`s Journey, c) Sequence approach
  - Characterization, Dialogues, a) Dialogue Description, b) Parts of a Dialogue, c) Using Appropriate Punctuation, d) Structure of a Dialogue
  - Writing Screen Play , a) Character Description, b) Scene description, c) Writing Dialogues, d) Character Movement, e) Camera Movement
- Writing Scripts for various genres, Talk Shows, News Packages, Magazine Shows, Stage Shows, Linking Programs

##### **MCS-424: Types of Radio Production**

**(3 Cr. Hrs)**

- Duties and responsibilities of Radio producer
- Organizational Structure of Radio station(s)

**Pre-production Phase:**

Idea development

Proposal writing

Budget

Research

Script-writing

Production Plan(s)

**Production**

**The Radio Studio:** Studio Layout, The studio desk, mixer, control panel, console, Music playout, Recording formats, Editing principles, Microphones,

**Using the Internet and social media:** An online presence, Internet radio, Radio podcasts, Making the best use of social media, Personal Twitter accounts, Blogs.

**Writing for the ear:** Who are you talking to? What do you want to say? Pictures and stories, The script.

**News – policy and practice:** Investigative reporting, Campaigning journalism, Civil disturbance and war reporting, The newsroom operation, Smartphone, Radio car, Equipment in the field, The news conference and press release.

**Interviewing:** The basic approach, Types of interview, Preparation before the interview, Question technique, Devil's advocate, Multiple questions, During the interview, Winding up, Style, Interviewing cold, location interviews.

**Vox pop:** Phrasing the question, Interviewing children, Choosing the site, The recorder, putting the question, The editing.

**News reading and presentation:** The seven Ps, Newsreading, Pronunciation, Vocal stressing, Inflection, Quotation marks, Errors and emergencies, Headphones, Trails and promos.

**The Discussion:** Format, Selection of Participants, The chairperson, Preparation, Starting the program, Speaker control, Subject control, Technical control.

**Phone-ins:** Technical facilities, Choosing the calls, The role of the host, Studio operation, The specific subject, Linking program together.

**Listener participation:** Letters, phone calls, emails, texts and tweets, Program follow-up, Texting.

**Outside broadcasts:** Planning, Visiting the site, Equipment, Program reach, Liaison with the basic studio.

**Drama - principles:** The idea, Story construction, Characterization, Script layout, The actors, The acoustic, Sound effects, Music, Production technique.

**Documentary and feature programs:** Planning, Research, Collecting the material, Compilation, Program sequence.

**The work of the producer:** Ideas, Resource planning, Taste, Editing the session, Post-production, Program administration.

**Post-production Phase:**

Importance of editing

Basic concepts, techniques, and grammar of audio editing

**MCS-425: Types of TV Production****(3 Cr. Hrs)**

**Overview of Television Production:** What is Television, Cable Television? The Production Crew, Production Methods, The Production Switcher, Role and responsibilities of television producer.

**The Production Process:** Stage 1: Planning and Preparation, Stage 2: The Production, Stage 3: Post Production.

**The Script and Production Plan:** The Script's Purpose, Suggestions for Scriptwriting. Planning: Concept, Planning a program, Organizing ideas, Content approach, Program proposal, Program title, Target audience, Budget, Talent, Initial decisions, Publicity and Promotion, Director's role, Rehearsals, Script reading, Dryrun, Walk-through.

**Production:** Ideas, Artists, Equipment, Production team, Technical operations, Director, Floor Manager, Production Assistant, Technical Manager, Lighting Supervisor, Vision Mixer, The Studio Production: Studio Rehearsal, Cueing, Recording the Production: Video Resolutions, 3D Television, Video Recording Media.

**Direction:** Script, Camera, Camera Cards, Caption, Props and Scenery, Speakers preparation, Dry Runs, Cueing performers, Talk back to the studio, Sound, Gimmicks, Off-the-Cuff Direction, Shot definition.

**Program Formats:** Interview: types of interviews - News interview, Hard interview, Panel interview, Thought process interview, (Guide for Producer, interviewer, interviewee) Studio interview, Camera work, Directing an interview, Preparation for interview, Interview Techniques. Talk show: Production pattern, Entertainment show, Audience-participation show, Quiz Programs.

**Documentary:** Preparation, Shooting, Editing, Animation, Titles.

**Drama:** Hazards of TV Drama, Single play, Serial, Soap Opera, Documentary drama, Drama Production, Dramatic structure, Planning meeting, Floor plan, Sets, Casting, Rehearsals, Music, Technical matters, Control Room Manners.

**Television Cameras:** Types of Cameras, Camera Basics, The Camera Lens, Types of Lenses, Using the Camera: Standard Shots: Camera Operation, Production Format Styles, Creating an Effective Image: Composing the Picture, The Effects of the Picture Frame, A Theory of Dynamic Composition.

**Lighting for Television:** Why is lighting necessary, The Nature of Light, Light Sources, Lighting Instruments, Basic Lighting Plan.

**Backgrounds and Sets:** The Influence of the Television Backgrounds, Basic Organization, Economical Sets, Set Components, Set Considerations.

**Makeup and Costumes:** Forms of Makeup, Principles of Makeup, Costumes.

**Audio for Television:** The Audio System, Acoustics, Mono Sound, Stereo Sound, Microphone Characteristics, Types of Microphones

**Editing the Production:** Editing Techniques in Television, Editing Basics, The Mechanics of Editing, Postproduction Logging

#### **MCS-426: Post Production (Radio & TV)**

**(4 Cr. Hrs)**

- Post Production Process
- History of Editing
- Editing Concepts / Techniques
- Adobe Premier Pro
- Grammar of Editing
- Montage
- Sound Design Concepts
- After Effects
- Basic Colour Theory

- Color Correction
- Graphics & Animation for Video
- Chroma keying & Compositing
- Rotoscoping
- Basic VFX Concepts
- Basic Motion Graphics

## **SEMESTER - IV**

### **MCS-427: Electronic Media in Development**

**(4 Cr. Hrs)**

- Use of Radio and TV in social development
- Catching the attention and holding the listeners/viewers
- Dialogue versus monologue
- Community broadcasting as a best means of Participation and Interaction in the field of:
  - Education
  - Health and social welfare
  - Environment protection
  - Population planning and control
  - Poverty reduction
  - Proper utility of resources

### **MCS-428: Media Analysis**

**(4 Cr. Hrs)**

Teacher will acquaint the students to the standards of quality production and teach the students techniques of critique writing. Students will be assigned different Radio and Television program for writing critiques on them. Every student will write at least two critical reports on two different Television programmes and two critical reports on Radio program assigned by the teacher. In radio critique, he will evaluate the quality of script, organization, concept, sound quality and reasons of deficiency and suggest ways of improvement in the program. In the critique on television program, they will evaluate the quality of photography, transmission, sound quality, concept, scene arrangement, set designing, camera technique, visual effects and editing. The students will present their critical report in the class where teacher will evaluate them for grading.

### **MCS-429: Final Radio Production Project**

**(4 Cr. Hrs)**

The final radio production will be of professional quality acceptable by any radio station for transmission. The theme of the script will be any development idea; the format could be drama, feature or documentary. It will be 20 minutes production. Students may give their own voice for some characters. In case of drama and feature, the students will select the characters of their program from themselves and in case of documentary; they will select any one from themselves as a narrator.

### **MCS-430: Final TV Production Project**

**(4 Cr. Hrs)**

This will be a professional quality production, which must be acceptable for any television channel. Teams of three to five students will work on final television production. They will produce a fifteen to twenty minutes documentary on any development topic suggested by

the teacher. They will: (i) write script (ii) make a production plan (iii) arrange Beta cam digital or Emetic camera and operate the camera themselves for outdoors shooting. They will select sound effects and video effects and edit their production themselves. The members of two teams can collaborate with each other during their production. While working on the script writing, editing and dubbing the teams will work separately. During their production every member of the team will demonstrate his / her ability to use all categories of equipment for photography, indoor production, mixing, dubbing and editing, The final production will be evaluated by the experts consisting of the Director, external and internal examiners.

### **MCS-431: Internship**

**(2 Cr. Hrs)**

### **Recommended Readings**

- Adrian R. Mackay (Ed.) (2005). *The Practice of Advertising*, 5th ed., Delhi, Elsevier Ltd.
- Alison, Theaker (2012). *The Public Relations Handbook*. New York; Routledge
- Andy, Green (2008). *Creativity in Public Relations*. New Delhi; Kogan Page
- Arens, William F. (2006). *Contemporary Advertising*, 10th ed., Boston, McGraw-Hill.
- Baack, Clow. (2007). *Integrated Advertising, Promotion, and Marketing Communications*, 3rd ed., New Delhi, Pearson Education.
- Banik, G.C. (2005). *PR & Media Relations*, Mumbai, Jaico Publishing House.
- Brierley, S. (2002). *The Advertising Handbook*, London, Routledge.
- Cappel, Joe. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*, Chicago, McGraw-Hill.
- Chatterjee Sabyasachi (Ed.) (2006). *Media and Advertising Management: New Trends*, Hyderabad, Icfai University Press.
- Chris, Wharton (2015). *Advertising Critical Approaches*. New York; Routledge
- Clow, Kenneth E. (2005). *Concise Encyclopedia of Advertising*, New York, Best Business Books.
- Dennis L. Wilcox (2009). *Public Relations Strategies and Tactics*. New Delhi; Pearson
- Feinglass, A. (2005). *The Public Relations Handbook for Nonprofits: a comprehensive and practical guide*, San Francisco, Jossey-Bass.
- Felton, G. (2006). *Advertising Concept and Copy*, 2nd ed., New York, W.W. Norton & Company.
- Halve, Anand B. (2005). *Planning for Power Advertising: A user's manual for students and practitioners*, New Delhi, Response Books.
- Jain, J.N. & P.P. Singh. (2007). *Modern Advertising Management: Principles and Techniques*, New Delhi, Regal Publications.
- Jane, Johnston (2010). *Public Relations*. Australia; Allen & Urwin.
- Jefkins, Frank. (2000). *Advertising*, New Delhi, Pearson Education.
- Jerking, Frank. (1994). *Advertising*, New Delhi.
- Jewler, A. Jerome & Bonnie L. Drewniany. (2005). *Creative Strategy in Advertising*, 8th ed., Belmont, Wadsworth.
- John, Sinclair (2012). *Advertising the Media and Globalisation*. New York; Routledge
- Jones, John Philip. (2005). *How to Turn Advertising Expenses into Investments: 20 Signposts to Greater Efficiency*, Delhi, Pearson Educations.
- Kaptan, S.S. (2002). *Advertising New Concepts*, New Delhi, Sarup & Sons.

- Kelley, Larry D. (2004). *Advertising Media Planning: A Brand Management Approach*, New Delhi, Prentice-Hall of India.
- Krishnamurthy, Sriramesh (2009). *The Global Public Relations Handbook*. New York; Routledge
- Landge. (2000). *Advertising Theory and Practice*, New Delhi.
- Lee, Monle & Carla Johnson. (2003). *Principles of Advertising: A Global Perspective*, New Delhi, Viva Books Private Ltd.
- Leonard, Saffir. (2000). *Power Public Relations*, USA.
- Marconi, Joe. (2004). *Public Relations: The Complete Guide*, Ohio, South Western Educational Publishing.
- Matt, Haig E. (2000). *P.R. Public Relations on the Internet*, London.
- Murtaza, Mateen. (2000). *Ishtiharkari*, Karachi.
- Newsom, Doug. (2000). *This is PR: The Realities of Public Relations*, 8th ed., Belmont, Wadsworth.
- Parente, D. (2000). *Advertising Campaign Strategy: A Guide to Marketing Communication Plans*, 2nd ed., Fort Worth, The Dryden Press.
- Rajeev, Batra (2016). *Advertising Management*. India; Pearson
- Rob, Brown (2010). *Public Relations and the Social Web*. New Delhi; Kogan Page
- Semenik, Richard J. (2002). *Promotion & Integrated Marketing Communications*, Ohio, South-Western.
- Singh, J.K. (2007). *Media and Public Relations*, New Delhi, A.P.H. Publishing Corporation.
- Surmanek, Jim. *Advertising Media A to Z: The Definitive Resource for Media Planning, Buying, and Research*, New Delhi, Tata McGraw-Hill.
- Tellis, Gerard J. (2004). *Effective Advertising: Understanding When, How, and Why Advertising Works*, New Delhi, Response Books.
- Theaker, Alison. (2004). *The Public Relations Handbook*, London, Routledge.
- Thomas, Harris. (2000). *Value Added Public Relations*, USA.
- Tilde, Heding (2009). *Brand Management*. New York; Routledge.
- Tyagi, C.L. & Arun Kumar. (2004). *Advertising Management*, New Delhi, Atlantic Publishers & Distributors.
- Vachani, Jagdish. (2007). *Public Relations Management in Media and Journalism*, New Delhi, Kanishka Publishers, Distributors.
- Vilanilam, J.V. (2004). *Advertising Basics! A resource guide for beginners*, New Delhi, Response Books.
- William D. Wells (2008). *Advertising Principle and Practice*. India; Pearson



## **SEQUENCE FOUR**

### **Digital Media**

#### **SEMESTER – III**

#### **Total Cr Hrs 15**

MCS-432	Basics of Digital Media	3 Cr. Hrs
MCS-433	Digital Media Theory	4 Cr. Hrs
MCS-434	Digital Media Research	4 Cr. Hrs
MCS-435	Multimedia Production	4 Cr. Hrs

#### **SEMESTER – IV**

#### **Total Cr Hrs 16**

MCS-436	Writing & Production for Digital Media	4 Cr. Hrs
MCS-437	Digital Media Advertising & Marketing	3 Cr. Hrs
MCS-438	Digital Media Public Relations	3 Cr. Hrs
MCS-439	Final Project	4 Cr. Hrs
MCS-440	Internship	2 Cr. Hrs

#### **SEMESTER - III**

##### **MCS-422: Basics of Digital Media**

**(3 Cr. Hrs)**

- Digitization, Remediation & Convergence
- History of Digital Media, Analog ancestry, Binary beginnings
- Exploring the digital media field
- Media convergence and divergence
- Digital Media Tools
  - Video Editing (Movie Maker; iMovie; Cinefx; MovieStorm; StoryBoard Pro)
  - Audio Editing (Audacity; Wavosaur; Ardour; WavePad)
  - Audio Slide Shows (PhotoStory; Animoto; Photo Peach)
  - Photo Editing (Pixlr Grabber; Pixlr Express; Pixlr-o-matic; Picase; Picnik)
  - Image/ image sharing (Flickr; Cooliris; Vi.sualize.us)
  - Video/video sharing (Youtube; Vimeo)
  - Image/video annotation (VoiceThread; VideoANT)
  - Presentations (Slideshare; cozimo; prezi; Omeka)
  - Data Visualization (D3; Dipity; Gephi; Timeline; Verite TimelineJS)
  - Content Management Tools (Drupal; Wordpress; Moodle)
- Social Media and its Management Tools
- Digital media careers
- Industry trends and new technology
- Cyber laws, new media regulations, cyber code of ethics, and online codes of practice

##### **MCS-423: Digital Media Theory**

**(4 Cr. Hrs)**

- Theories of Media Technology:
- Technological Determinism
- Social Construction of Technology
- Social and Technical Affordances
- Diffusion of Innovation

- Information Society
- Network Society, Networked Individualism, Social Networks
- The Participation Divide: Content creation and sharing in the digital age
- Digital Identity
- Digital Inequality: Social, political and infrastructural contexts
- Digital Disconnect: How capitalism is turning the internet against democracy

#### **MCS-424: Digital Media Research**

**(4 Cr. Hrs)**

- Definition, Types, and difference between new media research and traditional media research (Page Views, Visits or Sessions, Unique Visitors)
- Netnography
- Content Analysis
- Textual Analysis
- Audience Analysis: Audience Composition, Audience Segmentation, Mobile Audience Metrics, Cross-Device Audience Measurement, Audience Counting Guidelines, Industry Initiatives for Collecting Audience Data, Cookies and Considerations for their use in counting Audiences
- Cookies Defined, Cookie Types, Issues Counting UV, Cookies and Tracking
- Optimization and Analytics
- Ad Metrics and Metrics by Platform
- Digital metrics & monitoring tools

#### **MCS-425: Multimedia Production**

**(4 Cr. Hrs)**

Multimedia production means production using a combination of spoken and written words music, moving and still images, 2d and 3D animations, info graphics and hyperlinks

- Elements of video production
- Visual communication
- Script writing
- Lighting
- Set designing
- editing
- Shooting videos with DSLR
- Shooting videos for WEB
- Recording audio for WEB
- Digital audio editing
- Digital video Editing
- Launching a blog
- Embedding video images
- Inserting images in a post
- Creating Podcast
- Using social media

## **SEMESTER - IV**

### **MCS-426: Writing & Production for Digital Media (Workshop) (4 Cr. Hrs)**

The course will be designed by the instructor keeping in view the writing and production needs of the students with a greater focus on practical experience (Hands on practice).

### **MCS-427: Digital Media Advertising and Marketing (3 Cr. Hrs)**

- Digital Advertising and traditional advertising
- How Digital Phenomenon Changes Advertising
- Developing contests for Advertising campaigns on New Media
- Campaign Goals and Measurement
- Digital Platforms
- Key Components Within the Digital Ecosystem
  - Web Sites, Ad Networks, Mobile Sites and Apps
  - Social Networks, Native Ads, Content Marketing
  - Video Search (SEO, SEM), Email Marketing
- Mapping the Customer Journey to Purchase
- Purchase Funnel or Marketing “Filter”
- Buying/Selling Process
- Automated Media Buying and Selling

### **MCS-428: Digital Public Relations (3 Cr. Hrs)**

- Digital PR: Tools, Tips, and Trends
- What social media means for PR
- Tracking public search interest (Google Trends/Insights for Search, Hitwise)
- Social media monitoring (using RSS/Google Reader – blogosphere and forums)
- Internal site analytics tools and external site analytics tools (Quantcast, Compete.com, Alexa) and tracking tools
- The new influencers/blogger outreach (Klout, Alexa, Technorati)
- Developing contests for PR campaigns on Twitter and Facebook
- Trends in Digital PR; Mobile apps, QR codes, location based services

### **MCS-429: Final Project (4 Cr. Hrs)**

Students are expected to submit a project after their specialization consisting of multifaceted/multimedia packages, designed and reported specifically for the web, using technologies and tools that are used with digital media.

### **MCS-430: Internship (2 Cr. Hrs)**

#### **Suggested Readings:**

- Kerpen, D. (2011). *Likeable social media: How to delight your customers, create an irresistible brand, and be generally amazing on facebook (& other social networks)*. New York: McGraw-Hill.
- Macarthy, Andrew. (2017). *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More*. New York: Create Space Independent Publishing

Platform.

- Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.
- Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: Apress.
- Vincent, Miller (2011). Understanding Digital Culture. New York; Sage Publication.
- Henry, Jenkins (2013). Spreadable Media: Creating Value and Meaning in a Networked Culture. London; McGraw Hill inc.
- Mark, W. Schaefer (2014). Social Media Explained: Untangling the World's Most Misunderstood Business Trend. New York; Sage Publication.
- Guy, Kawasaki (2014). The Art of Social Media: Power tips for power users. Australia; McGraw Hill.
- Jeffrey K. Rohrs (2013). Audience: Marketing in the Age of Subscribers, Fans and Followers. New York; Sage Publications.
- Dave, Keppner. Likeable Social Media. New York; McGraw Hill.
- Robert W. McChesney (2013). Digital Disconnect: How Capitalism is Turning the Internet Against Democracy. New York; McGraw Hill.
- Adriana de, Souza e Silva (2012). Mobile Interfaces in Public Spaces: Locational Privacy, Control, and Urban Sociability. New York; Sage.
- Jose Van, Dijck (2013). The Culture of Connectivity: A critical History of Social Media. New York; Sage.

# **M.Sc in Communication Studies**

(With specialization in Development Journalism)

## **FIRST SEMESTER**

### **Total Cr Hrs 18**

MSDJ-375	Language & Communication (T&P)	4 Cr. Hrs
MSDJ-376	Introduction to Mass Communication	3 Cr. Hrs
MSDJ-377	National & International Affairs	3 Cr. Hrs
MSDJ-378	Development	3 Cr. Hrs
MSDJ-379	Social Change & Mass Media	3 Cr. Hrs
MSDJ-380	Computer Skills	2 Cr. Hrs

## **SECOND SEMESTER**

### **Total Cr Hrs 18**

MSDJ-381	Basic Concepts in Social Sciences	3 Cr. Hrs
MSDJ-382	Fundamentals of Research Methodology	3 Cr. Hrs
MSDJ-383	Basics of Development Communication	3 Cr. Hrs
MSDJ-384	Introduction to Advertising	3 Cr. Hrs
MSDJ-385	Introduction to Public Relations	3 Cr. Hrs
MSDJ-386	Basics of Broadcast Media	3 Cr. Hrs

## **THIRD SEMESTER**

### **Total Cr Hrs 16**

MSDJ-475	Rural Sociology	3 Cr. Hrs
MSDJ-476	Introduction to Development Journalism	3 Cr. Hrs
MSDJ-477	News Techniques (Reporting) (Urdu & English)	3 Cr. Hrs
MSDJ-478	News Techniques (Sub-Editing) (Urdu & English)	3 Cr. Hrs
MSDJ-479	Fundamentals of Magazine Journalism - Urdu & English / Sports Journalism / Business Journalism (Optional)	2 Cr. Hrs
MSDJ-480	Feature, Column & Article Writing (Urdu & English)	2 Cr. Hrs

## **FOURTH SEMESTER**

### **Total Cr Hrs 16**

MSDJ-481	Writing Practice-Specialized Reporting (Urdu & English)	3 Cr. Hrs
MSDJ-482	Health Communication	3 Cr. Hrs
MSDJ-483	Agricultural Communication	3 Cr. Hrs
MSDJ-484	Advocacy & DSC Campaigns (Practicum)	3 Cr. Hrs
MSDJ-485	Thesis / Projects	4 Cr. Hrs

## **FIRST SEMESTER (FIRST YEAR)**

**(Total credit Hrs: 18)**

### **MSDJ-375: Language and Communication (T &P)**

**(4 Cr Hrs)**

#### **Language & Communication:**

- Interrelationship of language and communication
- Social importance of language in communication

#### **Grammar:**

- Parts of speech and use of articles
- Sentence structure: active and passive voice
- Idiomatic phrases (Practice)
- Analysis of phrase, clause and sentence structure
- Transitive and intransitive verbs
- Punctuation and spelling
- Techniques of vocabulary building

#### **Comprehension:**

- Answers to questions on a given text

#### **Reading Skills:**

- Skimming, scanning, predicting and guessing

**Note: Extensive reading is required for vocabulary building**

#### **Writing Skills:**

- Making an outline, paragraph development, writing headlines, reports & short articles, precise writing

#### **Speaking Skills:**

- Spoken English techniques

#### **Discussion:**

General topics and every day conversation (topics for discussion to be at the discretion of the teacher keeping in view the level of students)

#### **Listening:**

To be improved by showing documentaries/films carefully selected by subject teachers.

#### **Translation skills:**

- Urdu to English
- English to Urdu

#### **Report writing:**

- How to report an event

#### **Paragraph writing:**

Topics to be chosen at the discretion of the teacher

#### **Presentation skills:**

- Personality development (emphasis on content, style and pronunciation)

**Practice:** Students are bound to present their term papers in the form of oral presentation in front of the class in the presence of relevant instructor.

### **SUGGESTED READINGS:**

#### **Grammar**

- Practical English Grammar by A.J. Thomson and A.V. Martinet. Exercises 1, 2 & 3. Third edition. Oxford University Press. 1997. ISBN 0194313492
- Practical English Usage by Michael Swan, Oxford University Press, Karachi.

### **Writing**

- Writing. Intermediate by Marie-Christine Boutin, Suzanne Brinand and Francoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993. ISBN 0 19 435405 7 Pages 20-27 and 35-41.

### **Reading/Comprehension**

- Reading. Upper Intermediate. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1992. ISBN 0 19 453402 2.

### **Speaking**

- 'Mind Your Language' by British Broadcasting Corporation (Book with CDs & Cassettes)
- 'Choosing Your English' by British Broadcasting Corporation (Books with CDs & Cassettes)
- 'Follow Me' by British Broadcasting Corporation (Book with CDs & Cassettes)

## **MSDJ-376: Introduction to Mass Communication**

**(3 Cr Hrs)**

- Communication: definition & its importance
- Communication as a Process and its elements
- Types of communication
- Barriers of communication
- Essentials of effective communication
- Normative theories
- Early models of communication.
- Two step flow of communication
- Propaganda and Psychological Warfare

### **SUGGESTED READINGS:**

- Joseph R. Dominick, *The Dynamics of Mass Communication*: McGraw – Hill:
- Stanley J. Baran, *Introduction to mass Communication*, McGraw – Hill:
- Melvin L. Defelur Jimothy G. Plax, *Fundamentals of Human Communication*, May Field:
- Dr. M.A. Hijazi, *Mass Communication Theory and Practice*: A-One Publishers:
- Stanley J. Baran, *Mass Communication Theory*, Wardsworth:
- Sarah Trenholm, *Interpersonal Communication*, Oxford University Press:
- James Watson, *Media Communication*, St. Martin's Press. NY:
- Wilbur Schramm Donald F. Roberts, *Press London: The Process & effects of Mass Communication*
- Pradeep Mandav, *Visual Media Communication*, Authors Press:
- Stephen W. Little John, *Theories of Human communication*, Wardsworth Thomson Learning:
- Peter Hartley: *Interpersonal communication*
- Abne M. Eisenberg, *Living Communication*, Prentice Hall, NY:
- Denis McQuail, *Communication Theory*, Longman:
- Larry L. Barker, *Communication*. Prentice Hall NY:
- Peter a. Anderson, *Handbook of Communication & Emotion*, Academic Press:
- Dahama and Bhatnagar: *Education and Communication for Development*. Oxford Publishing Co. New Delhi.
- Dimpleby and Burton: *More than Words*: Rutledge London and New York.
- Lionberger, H.f.: Gwin P.H: *Interpersonal Communication*: 1982.
- Cowdermilk. M.K.: *Problems, Principles and possible Methods for Communication with illiterate around the world*. New York.
- Rogers E.M: *Communication and Development*. Sage Publications. New Delhi.

## **MSDJ-377: National & International Affairs**

**(3 Cr Hrs)**

### **National Affairs:**

- An overview of pre and post independence history of Pakistan.
- Constitutional Development in Pakistan
- Basics of Pakistan's Foreign Policy and Pakistan's relations with other countries – India, Afghanistan, Iran, China and US,
- Contemporary issues Economic crisis, political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Energy Crisis, Poverty etc.
- Pakistan and United Nations
- Kashmir issue and Pak-India relations
- War against Terrorism and Pakistan

### **International Affairs:**

- Shift in balance of power: end of bipolar system and its implications.
- Post 9/11 scenario and war against terrorism
- The United Nations and its current role in conflict resolution
- Concept of nation state
- Muslim World, issues and problem, Role of OIC
- Issues and problems faced by contemporary World:
  - Geo Political Status of Pakistan;
  - Regional Arrangements three case studies European Union, ASEAN, and SAARC.
  - Palestine Israel conflict
  - War against terrorism and its different dimensions
  - WTO and its implication and impact

### **SUGGESTED READING:**

- Chris brown, *Understanding International Relations*, Palgrave:
- P.A. Reynolds, *An Introduction to International Relations*, Longman:
- A.K. Rai, *International Relations*, Aziz Publichers:
- J.C. Johari, *International Relations and Politics*, Sterling Publishers:
- K.K. Kulshrestha, *International Relation*, A-Z Publisher:
- Jack E. Vincent, *Understanding International Relations*, University Press of America:
- William Colson, *The Theory ad Practice of International Relations*, Prentice Hall:
- Daniel S. Papp, *Contemporary International Relations*, Macmillian:
- Lawrence S. Falkouski, *West view Press: Psychological Models in International Politics*
- Safdar Mahmood (2006-2007). *International Affairs*. 2nd Edition. Jahangir Printers, Lahore, Pakistan.
- Noam Chomsky (1997). *World Orders Old and New*. Pluto Press.USA
- Aeron Davis. (2007). *The Mediation of Power*. Routledge Taylor and Francis Group
- Dr. Safdar Mehmood. (2000). *International Affairs*. Jang Publishers. Lahore
- Inyatullah, (1997). *State and Democracy in Pakistan*, Vanguard Books Pvt. Ltd., Lahore
- Rizvi, Hasan-Askari (2000), *Military, State and Society in Pakistan*, Macmillan Press Ltd.
- Saeed, Khawaja Amjad (2007), *The Economy of Pakistan*, Oxford University Press.

## **MSDJ-378: Development**

**(3 Cr Hrs)**

- Definition of development
- Types of development



- Different approaches of development
- Dominant paradigm and the alternative model
- Barriers of development
- Bases of development
- Development planning and implementation in Pakistan
- Role of international development agencies
- Social change and development
- Developmental issues of Pakistan

### **SUGGESTED READINGS:**

- Steven Vago, Social Change, Prentice hall:
- IAN M. D. Little, Twentieth Century Fund: Economic Development
- H. W. Singer, International Development, McGraw Hill:
- Ralph T. Byrns, Economics, Forseman & Company:
- S. Akbar Zaidi, Issues in Pakistan Economy, Oxford University:
- Economic Survey 1998-1999: Government of Pakistan, Islambad
- Economic Survey 2000-2001: Government of Pakistan,
- World culture Report: UNESCO Pulbishing
- Knowledge for Development: Oxford University Press
- Human Development Report 2000: Oxofrd University press
- World social Science: UNESCO Publishing
- World Development Indication: the World Bank
- World Development: Report-knowledge for Development. 1999: The World Bank. Oxford University Press.
- Economic Survey of Pakistan (Annual Report), Latest.
- Development Journal of the Society for International Development Rome, Italy,
- Friedrich Ebert Stiftung Islamabad. Development Governance and Govern ability:.
- The Underdevelopment of Development, Sage publications. Chew:
- Poverty, Voluntary Organizations and Social Change,: Sheba Hafeez: Karachi.
- Sustainable *Development*; Fridrich Ebert Stiftung. Safdar Mehmood and Khalid Iqbal:

### **MSDJ-379: Social Change & Mass Media**

**(3 Cr Hrs)**

#### **Social change**

- What is Social Change and Need of social change for development
- Theories and perspectives of social change
- Process of social change (steps & categories)
- Essentials of social change
- Hurdles in the way of social change (Barriers of social change)
- How to overcome or reduce resistance
- Social mobilization and leadership development
- Definition of innovation and diffusion
- Process and stages of diffusion of innovation
- Categories of Adopters

#### **Social Change and Mass Media:**

- Linkage (grey areas) among communication, social change and development
- Role of mass media in community development

- Role of a mass media as a change agent in bringing out a social change
- Television and social change
- Radio and social change
- Planned social change and the use of mass media

#### **SUGGESTED READINGS:**

- Sheeba Hafeez: Karachi Poverty, Voluntary Organizations and Social Change:
- Brown M.R.: Communication And Agricultural Development
- Safdar Mehmood and Khalid Iqbal: Sustainable Development: Fridrich Ebert Stiftung Islambad.
- Ayaz, M: Agricultural Communication in Pakistan University of Wisconsin, Madison, USA.
- Naz, Dr. Ahsan Akhtar, *Pakistan Mein Tarraqi Pasand Sahafat (Urdu) Classics, the Mall, Lahore. 2002*

#### **MSDJ-380: Computer Skills**

**(2 Cr Hrs)**

- Introduction to computer
- Microsoft Word. Typing English text.
- Urdu In-page: Typing Urdu text.
- Adobe Photoshop: Editing photographs/Advertisement designing.
- Coral Draw: Layout and drawing.
- Macromedia Flash: Animation making/Drawing cartoons for newspapers and magazines.
- Adobe PageMaker: Creating layouts for Newspapers and Magazines.
- Use of Scanner
- Introduction to Internet
- Managing Information (various strategies to collect material from search engines)
- Graphic Designing
- Use of PowerPoint for presentation
- Use of Excel

#### **SUGGESTED READINGS:**

- Master Visually Office 2003 by Michael S. Toot.
- How to do everything with Microsoft Office 2003 (How to do everything) by Laurie Ulrich, Laurie Ulrich
- Microsoft Office 2003 Step by Step by Online Training Solutions Inc., Curtis Frye
- Beginner's Guide to Adobe Photoshop by Michelle Perkins.
- Photoshop Elements 3 for Dummies by Deke McClelland, Galen Fott.
- Adobe Photoshop Elements 2 Complete Course by Jan Kabili.
- Sams Teach Yourself Adobe Photoshop CS2 in 24 Hours, First Edition by Carla Rose.
- Sams Teach Yourself Adobe (R) Photoshop (R) in 24 Hours by Carla Rose.
- Corel Draw (R) 11: the Official Guide by Steve Bain, Steve Bain.

### **SECOND SEMESTER (FIRST YEAR)**

**(Total credit Hrs: 18)**

#### **MSDJ-381: Basic Concepts in Social Sciences**

**(3 Cr Hrs)**

##### **Introduction to Sociology**

- Scope and Significance of sociology

- Culture, Society and Socialization
- Social Institutions (Family, Education, Religion and Politics)
- Agents of Socialization

#### **Introduction to Social Psychology**

- Self and Socialization (Self influence and social roles)
- Attitudes and Attitude change
- Collective Behavior
- Psychological Disorders and their remedies

#### **Introduction to Economics**

- Monetary system
- Balance of payment and Foreign Exchange
- Stock Market and its operation
- Economic scene of Pakistan

#### **SUGGESTED READINGS:**

- Schramm, W. (1954). The Process and Effects of Mass Communication. Urbana Illinois:
- Akhtar, S.M. (1983). Lahore. Economic Development of Pakistan, United Publishers,
- Yousafzai, Farish Ullah: Introduction to Sociology, Islamabad. 1999.
- Dewett, K.K. (1933) Modern Economic Theory. New Delhi: Ram Nagar.
- Khawaja, A.H. (1992). Economics. Lahore. Naveed Publishers.
- Economic 15 McConnell, C.R. & Brue, S.L. (2002)
- Horton, P.B. & Hunt, C.L. (1984) Sociology. Tokyo: McGraw-Hill.
- Schellenberg, J.A. (1974). An Introduction to Social Psychology. New York: Random House.
- Popenoe, D. (1977). *Sociology*. New Jersey: Englewood Cliffs

#### **MSDJ-382: Fundamentals of Research Methodology**

**(3 Cr Hrs)**

- Definition, types and objectives of research
- Need of scientific research methods in development
- Process of research: selection of topic, review of existing theory & literature, hypothesis formulation – data collection and interpretation
- Quantitative and qualitative approaches
- Sampling methods
- Quantitative research methods: Survey, Content Analysis
- Qualitative research methods: Case Study, Focus group
- Writing a research proposal
- Writing references: APA style
- Ethics of research

#### **SUGGESTED READINGS:**

- David Hall & Irene Hall, Practical Social Research, Macmillan Press:
- Earl Babbie, Thomson The Practice of Social research, Wordsworth U.S.A:
- Lulus Bruhn Jensen, A Hand book of Media and Communication Research, Routledge:
- John Corner roger Silverstone, International Media Research, Rutledge:
- Uma Joshi, Media Research, Authors Press:
- Russel A. Jones, Research Methods in the Social and Behavior Science, Sinauer Associates:
- Chava Frankfort Nadmias, Research Methods in the Social Sciences, Arnold:
- Thomas R. Lindlof, Qualitative Communication, SAGE Publication New Delhi:

- Shahnaz Arif Ullah & K.M. Bhatti, Research Process, Pakistan Academy for Rural Development:
- Joseph R. Dominick, Thomson & Wordsworth: Mass Media Research
- David Decon Grahan Murdock, Researching Communication, Arnold:
- Belmont CA Wordsworth, Communication Research Strategies & Sources, Wordsworth Publication Co. NY:
- David Dooley, Social Research Methods, Prentice Hall, India:
- David L. Altheide, *Qualitative Media Analysis*, SAGE Publications:

### **MSDJ-383: Basics of Development Communication**

**(3 Cr Hrs)**

- Basic concept and definition of development communication
- The need for development communication
- Difference between
  - Mass communication and development communication
  - Development journalism and development communication
  - Development communication and development support communication
- Development media theory & Democratic participant media theory

#### **Development Communication and Social Change**

- The concept of change
- Level of change
- Sources of change
- The role of opinion leader
- The communication channels
- Factors influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovations

#### **Planning Development Communication Campaign**

- Concept of campaign i.e. Health, Literacy, Sanitation etc.
- Advantages of campaign
- Creating the plan
- Stages
- Techniques of campaign
- Using Slogans
- Selecting media and method

#### **Prospects and Challenges of Development Communication in Pakistan**

- Financial problems
- Lack of education and training
- Control over media
- Political problems
- Economic Problems
- Administrative problems
- Media Sociology
- NGO's and their working

#### **SUGGESTED READING:**

- Schramm, Wilbur and Daniel Lerner: Communication and Change, Hawii, 1978

- Schramm: Elements of Modern Journalism, Lahore 1999.
- Stevenson, Robert L.: On the Democratization of Development Decision Making in the Third world, 1984.
- Uma, Joshi: Text Book of Mass communication New Delhi. 1999.
- Robert L: On the Democratization of Development Decision Making in the Third WORLD 1984. UNESCO:
- Watson James: Media Communication, London. 1998.
- Watson James: A Dictionary of Communication and Media, New York. 1997.
- Yousafzai, Farish Ullah: Introduction to Sociology, Islamabad. 1999.
- Denis McQuail, *Communication Theory*, Longman:

### **MSDJ-384: Introduction to Advertising**

**(3 Cr Hrs)**

- Definition, functions and scope of Advertising
- Types of Advertising
- Impacts of (merits and demerits) advertising
- Historical background of Advertising industry
- Elements and process of making of an advertisement
- Production of electronic commercials
- Techniques of Copy Writings: Structure, Headline and Slogans
- Basics of media planning
- An overview of prominent advertising agencies of the world & Pakistan
- Organizational structure and functioning of a typical advertising agency
- Appeals of advertising
- Element of propaganda in advertising
- Advertising ethics, advertising from a social viewpoint
- Selection of media for advertising
- Modern mass media and advertising
- Integrated Marketing Communication (IMC)

### **SUGGESTED READINGS:**

- Aaker, David A., and John G. Meyers, Advertising Management (Englewood Cliffs, Nj: Prentice Hall, 1975)
- Bogart, Leo, Strategies in Advertizing, 2nd ed. (Lincolnwood, IL: NTC Business Books, 1990)
- Fox, Stephen, the Mirror Makers: A History of American of Advertising and Its creators (New York: Vintage Books, 1985)
- How Advertising is Reshaping Madison Avenue,” Business Week (September 15, 1986): 147.
- Jaffe, Andrew, “Entrepreneurs Fashion Lean, Mean Shops,” Adweek (January 19, 1987): 34.
- Ogilvy, David, Ogilvy on Advertising (New York: Vintage Books, 1985).
- Felton, George: Advertising Concept and Copy, 2nd ed., New York, W.W. Norton & Company, 2006.
- George, Belch: Advertising and Promotion, New York. 1997.
- Greg, Myers: AD Works Brands, Media, New York. 1999.
- Halve, Anand Bhaskar: Planning for Power Advertising: A user's manual for students and practitioners,
- New Delhi, Response Books, 2005.
- Heil, Barrett: Advertising on the Internet, London. 1997.

- Vilanilam, J.V.: Advertising Basics! A resource guide for beginners, New Delhi, Response Books, 2004.

### **MSDJ-385: Introduction to Public Relations**

**(3 Cr Hrs)**

- Definition, functions and scope of Public Relations
- Difference among PR, Propaganda, Publicity and Advertising
- Types of public relations
- History of public relations
- Public relations in Pakistan
- Elements of a PR plan
- Concept of different types of publics
- Working of ISPR, DGPR & PID
- Duties and qualities of a Public Relations Officer
- Concept of Islamic public relations
- Press relations in public Relations
- Tools of PR, Press Release & Handout
- Crisis Management and Damage Control
- Spin Doctors and PR
- Ethical Issues in Public Relations

#### **SUGGESTED READINGS:**

- Dacosta, Ottou: A Handbook on Effective Public Relations. New Delhi, 1998
- David, Wagg: The Public Relations Handbook, USA. 1992.
- Leonard, Saffir: Power Public Relations, USA. 2000.
- Matt, Haig E: P.R. Public Relations on the Internet, London. 2000
- Thomas, Harris: Value Added Public Relations, USA. 2000.
- Wilcox: Public Relations, New York. 1986.
- "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989

### **MSDJ-386: Basics of Broadcast Media**

**(3 Cr Hrs)**

- Introduction & brief history of Radio and TV,
- Radio and TV in Pakistan
- Digital broadcasting its nature and functioning
- Impacts of broadcast media on society
- Working and organizational structure 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
- PEMRA laws and their implementation
- FM radio in Pakistan
- Radio & TV talk shows (a critical & analytical overview)
- Discussions, plays and documentaries
- Qualification and duties of a radio and TV news producer
- Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and Cable TV etc.)
- Introduction of various TV Channels in Pakistan

### **SUGGESTED READINGS:**

- Kirk Johnson, Television & Social Change in Rural India, SAGE:
- A, William Bluem, Broadcast Management, Hastings House:
- Peter Ward TV Technical Operations and Introduction, Focal Press:
- Ralph Engelman, Public Radio and TV in America, SAGE:
- S. Venkataiah, Broadcast Education, Anmol Publication:
- David Hew Kridge John Robinson, Organizing Educational Broadcasting, Croom Helm London:
- Modern Mass Media, John C. Merrill, John Lee, Edward Jay Friedlander, Harper & Row, New York. 1990.
- Power of TV, Conrad Lodziak, Frances Prillie, London. 1986.
- Mass media: An introduction to Modern Communication, Ray Eldon Hiebert, Donald F. Ungurait. Thomas W. Bohn, Longman, New York. 1982.
- Waldo Abbot, Hand Book of Broadcasting, McGraw Hill:
- By Idrees Siddiqui Radio Journalism in Pakistan, Ferozsons, Lahore:
- By Dr. Mughees Uddin Sheikh, ABC of Radio Journalism, Ilmi Kitab Khana, Lahore:
- Media Impact, Shirley Biagi, Wadworth, Belmont, 2nd Edition. 1992.
- Telecommunication an Introduction to Electronic media, Lynne Gross 6th ed. Brown and Benchmark, London. 1997
- Electronic Media, Christopher H. Sterling, Preager London. 1994

### **THIRD SEMESTER (SECOND YEAR)**

**(Total c. Hrs: 16)**

#### **MSDJ-475: Rural Sociology**

**(3 Cr Hrs)**

##### **Introduction:**

- Introduction to rural sociology
- Definition and nature of rural Sociology
- Scope and aims of rural sociology
- Rural Sociology and other social sciences
- Rural sociology VS urban sociology

##### **Village life Through Ages:**

- Old is gold
- Aggregate of different kind
- Village aggregate of classified
- Difference between rural and urban lifestyles
- Regional factors

##### **Society under Change:**

- Force of work
- Common reasons
- Technology
- Trends in social system
- Living Style
- Social shift and cultural trend

##### **Development of Village:**

- Motivating factors

- Cooperative way
- Social fabric
- Status structure

#### **Village Economy:**

- Agriculture
- Value of land
- Living standard
- Typical rural problem
- Welfare programme

#### **Opportunity of Education:**

- Important factors
- Financial restraint
- Cultural card
- More reasons

#### **Religious Factors:**

- Comparison of rural urban
- Religious authority
- Modern Influence

#### **Caste System:**

- Caste factors
- Feudalism
- Economic life
- Community life
- Religious factors
- Rural leadership and politics

#### **SUGGESTED READINGS:**

- Ram Nathsarma, Manshiram Manohorial: Indian Rural Society
- Katar Singh, Rural Development: SAGE:
- Laxmi Devi, Policies, Methods & Strategies in Rural Development, Anmol Publications:
- O. P Dahama, Education and Communication for Development, Oxford & IBH Publishers:
- Elena Bashir, Extension Methods, National Book Foundation:
- Michael M. Cernea, Puttin People First, Oxford University press:
- Ayaz, M.: Agricultural Communication in Pakistan. University of Wisconsin, Madison, USA.
- Brown. M.R.: Communication and Agricultural Development.
- Naqvi, Ghulam-us-Saqlain, Mera Gaun, (Urdu Novel)
- Literature of Rural Academy, Peshwar.
- Sing, B. (2002). Modern teaching of Rural Sociology. New Delhi: New Delhi Dominant Publishers.
- Kamal, R. (2002). Rural Sociology. Delhi: B-2 opp New Delhi
- Chaudhary, A. (2004). Rural Sociology. India: New Delhi Dominant Publishers and Distributors
- Chit amber, J.B. (2003). Introductory Rural Sociology. New Delhi: New Age
- International (Pvt) Limited Publisher



- Why development journalism?
- Areas of development journalism:
  - Agriculture,
  - Health,
  - Environment,
  - Human Right,
  - Education,
  - Housing and Sanitation
  - Energy crisis
- Do's and don'ts of Development Reporting
- How to edit a development news story
- Qualities and responsibilities of a development journalist
- Features and Documentaries – Practice of development reporting and article writing
  - Development journalism in Pakistan
  - Role of development journalism in developing societies

#### **SUGGESTED READINGS:**

- Neville Jayaweera, Rethinking Development Communication, AMIC:
- Rabin Khemchand, Journalism & Human Development, Dominant Publishers:
- Development Support communication: Department of Mass Communication, Allama Iqbal Open University, Islamabad
- Uma Narula, Har-Anand: Development Communication
- Sing C. Chew, The Underdevelopment of Development, SAGE:
- Swati Chauhan Navin Chandra, *Foundation of News and Journalism*, Kanishka Publishers:

#### **MSDJ-477: News Techniques (Reporting) (Urdu & English)**

**(3 Cr Hrs)**

- News: Definition & Types
- News Determinants and News Values
- News Essentials: 5 W's & 1H, Inverted Pyramid
- News Sources
- News Writing Techniques
- Interpretative & Investigative Reporting
- Covering and attending Press Conferences
- Interview Techniques
- Curtain Raiser
- News Features
- Reporting of speeches, Workshops & Conferences
- Beat Reporting (an introduction)
- Ethics of News Reporting
- Propaganda in News (Fed News, Misinformation/Disinformation, Slanted News, Agenda Setting)

Note: This course is being offered in two languages (Urdu and English). Both are mandatory for all the students. Extensive every day writing Practice will be done in the class room.

#### **SUGGESTED READINGS:**

- Jossi, Franke: An Introduction to Reporting, Ferozsons, Lahore. 1994
- Raiteer, Chi: Digital Communication, Delhi. 2000.
- Sharmx: Elements of Modern Journalism, Lahore. 1999.

- Bob, Franklin: News Talk and News Media, New York. 1997.
- Herman. Chomsky, Noam: Manufacturing Consent, New York. 1988
- Language in the News: *Roger Fowler*, Routledge

### **MSDJ-478: News Techniques (Sub-Editing) (Urdu & English)**

**(3 Cr Hrs)**

#### **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

#### **Layout- via Computer:**

- Page making
- Pictorial coverage
- Headlines and Titles through computer
- Copy editing
- Picture Editing
- Caption writing

Note: This course is being offered in two languages (Urdu and English). Both are mandatory for all the students.

#### **SUGGESTED READINGS:**

- Daryl, Frazee: Principles of Editing, New York. 1996.
- Manchery, Melvyn: Basic Media Writing, New York. 1993.
- Murtaza, Mateen-ur-Rehman: Matabua'h, Karachi. 2000.
- The Art of Editing by Brooks et.al
- News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
- The Art of Editing News, Mc Giffert Renert
- Design and Make of Newspaper, Sultan A.A

- Journalism, Trowin Ion's, London,,: David and Cherl, 1975
- Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
- Fun-e-Idarat by Hijazi, Miskeen Ali
- Language in the News: *Roger Fowler*, Routledge

### **MSDJ-479: Fundamentals of Mag. Journalism - Urdu & English (Optional) (2 Cr Hrs)**

- Introduction to magazine journalism
- Characteristics of a good magazine
- Organizing a Magazine
- The Duties of Magazine Editor
- Magazine contents
- Magazine layout
- Magazine cover
- Reading Magazines/The Language of Images
- Magazine Circulation
- Magazine Design
- The Culture of the Glossy
- Work placement
- Investigative and Reportage Journalism
- Magazines and Markets
- Online Magazine Production
- Magazine Business
- Sports Journalism
- Music Journalism
- Life as a Freelance
- Magazine Editorial Trends in Pakistan
- Types of readership of Pakistani Magazines
- Foreign Magazines Readership in Pakistan
- General Planning and Policy
- Popular Contents of Pakistani Magazines
- Ethics of Magazine journalism

Practical: Writing and making a rough sketch of a specialized magazine is a compulsory practical requirement of this course.

### **SUGGESTED READINGS:**

- John Hines, The way to write magazine Articles. Elm Tree Books London:
- Franklyn Peterson, The Magazine Writer's Hand Book. Prentice Hall:
- J.W. Click, WCB: Magazine Editing and Production
- J.W. Click, Magazine Edition and Production, Wm. C. Brown Company:
- Rowena Ferguson, Editing the Small Magazine. Columbia University press:
- Robert Root, Wm. C. Brown: Modern Magazine Editing
- Leonard Mogel, *The Magazine*, Spectrum:

### **MSDJ-479: Sports Journalism (Optional)**

**(2 Cr. Hrs)**

- Sports journalism
- Difference among newspaper, broadcast media, magazine and online sports journalism

- Understanding Sports Economics
- Requisites of Sports Journalist
- Functioning of sports departments of media organisations
- Writing sports news (a report of real news or sporting event. Presenting event Report, Dealt with Multi-angled sports stories, Preview features, presenting personality profiles, Preparation of press releases and use of promotional material, etc.)
- Interview Techniques for Sports Journalism
- Qualities of a sports anchor / sports commentator
- Prerequisites of Live coverage
- Issues in sports (Purchase of broadcast Rights, Obtaining Uplink, Down Link facilities.)
- National and International sport organizations (FIFA, ICC, PCB, PSB, PHF, etc.)
- Meaning of ELANCE? And how it works, a distinctive platform for students and journalists to learn and earn. (All On Line)
- Dynamics of sports photography
- Career in sports Journalist

### **SUGGESTED READINGS:**

- Itule, B. D. (2003). News writing and reporting for today's media (6th ed.). Boston: McGraw Hill
- Mencher, M. New reporting and writing (7th ed.). Islamabad: National Book Foundation.
- Rajsekhar, T. (2007). Media and sports journalism. New Delhi: Sonali Publications.
- Schultz, B. (2005). Broadcast news producing. Thousand Oaks: Sage Publications.
- Schultz, B. (2007). Sports media: Reporting, producing and planning. Delhi: Focal Press.
- Shook, F. (2005). Television field production and reporting (4th ed.). New Delhi: Pearson Education.
- Steen, R. (2008). Sports journalism: A multimedia primer. Oxon: Routledge.

### **MSDJ-479: Business Journalism (Optional)**

**(2 Cr. Hrs)**

- Introduction to Business Journalism
  - Definition, Scope and importance of Business Journalism,
- A review of Business Journalism in Pakistan
  - National Business Dailies like Business Recorder, Financial Post etc.
  - National business Magazines, Coverage of Business issues in various newspapers and TV channels.
  - Coverage of important business issues in international media (Global recession etc).
  - Historical background of Business Journalism.
  - New Trends in Business Journalism.
- Introduction to Pakistan's Economy
  - Basic economic indicators like Inflation, GDP, Trade Deficit, Debt Servicing, Exports, Imports, and Taxation, etc.
  - Role of International Donor Agencies in Pakistan's economy. Balance of Payments, Monetary System, Foreign Exchange etc.
  - Important economic issues of Pakistan
- Areas of Business Journalism
  - Almost every story has a business angle but some of the major beats of business journalism are as follows
  - International business institutions, IMF, World Bank, Asian Development Bank, etc.

- Markets (Stock Market, Currency Market, commodity Markets and wholesale markets)
- Trade bodies (Chambers of Commerce and Industries and Traders & Industrial Associations etc)
- Public Sector departments (Finance Department, Industry Departments, Commerce Departments and SMEDA etc.
- Banking Sector
- Agriculture
- Tourism
- Autonomous departments & corporations (PIA, Railways, Wapda etc)
- Business Journalism in courts (Banking Courts, Company Benches of various Courts, Consumer Courts AND Anti Corruption Courts etc)
- Multinational Companies
- Regional and International Trade (like Pak-India trade etc)
- E commerce
- Important Sources of News for Business Stories
  - introduction to important business and financial institutions
- Online Resources for Business Journalism.
- Budget Preparation Process.
  - How to cover Budget Session?
  - Budget analysis
  - Budget reporting
- How to write a good business story?
  - News writing process.
  - Interview techniques for conducting a good interview for a business Newspaper/TV.
  - Maintenance of objectivity in Business and financial reporting.
- Information Gathering.
  - How to get information from financial documents like Audit reports, Annual reports of various companies, Finance bill and PC-1 etc?
  - How to verify business information?
  - How to avoid propaganda and PR content while writing a genuine business story?
- Language of a Business Story.
  - Difference between business stories of print media and broadcast journalism.
- Problems faced by a Business Reporter.
  - Control of media industry.
  - Facing Pressure Groups,
  - Pressure of Advertisers.
  - Using Public Adds as pressure tool by the Government.
- Ethics of Business Journalism.

### **SUGGESTED READINGS:**

- Bhatia, R.C. (2006) Business Communication. New Delhi: Ane Books India.
- Bovee, C.L. Business Communication Today (7<sup>th</sup> Ed.) Islamabad: National Book Foundation
- Cram, C.M. (2007) Communication in Business with Technology. Massachusetts: Thomson.
- Peter, H. (2002) Business Communication. London: Routledge
- Roush, C. (2004) Show me the money: Writing Business and Economic Stories for Mass Communication.

## **MSDJ-480: Feature, Column & Article Writing (Urdu & English)**

**(2 Cr Hrs)**

### **Feature Writing:**

- Definitions, Importance and Types of Features
- Selection and sources of topics and material
- Marketing Feature
- Difference between Feature and other Journalistic writings
- Current trends in Feature Writing

### **Column Writing:**

- Definition, Importance and Types of Column
- Functions of a Columnist
- Topic selection and sources of material
- Review Writing (Books, TV, Radio, Internet, Cable, etc.)
- Current trends in column writing

### **Editorial Writing:**

- Definition, Importance and Types of Editorial
- Structure and style of Editorial
- Qualities of a Good Editorial and Editorial Writer
- Topic Selection and Sources of Material
- Editorial Page and its Contents
- Comparison of Editorial Page of different National Dailies
- Current Trends in Editorial writings

### **Review Writing:**

- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

**Practice:** Students would be assigned some topics to produce specialized writings and they will be discussed in the class to improve their work.

**Note:** This course is being offered in two languages (Urdu and English). Both are mandatory for all the students.

### **SUGGESTED READINGS:**

- Ferguson, Donald L.: Journalism Today!, 4th ed., Illinois, National Textbook Company, 1993.
- Fleming, Carole: An Introduction to Journalism, New Delhi, Vistaar Publications, 2006
- Franklin, Bob: Key Concepts in Journalism Studies, New Delhi, Vistaar Publications, 2005.
- Friedlander, Edwar Jay: Feature Writing for Newspapers and Magazines: The Pursuit of Excellence, 3rd ed., New York, Harper Collins College Publishers, 1996.
- Granato, Len: Newspaper Feature Writing, (revised ed.), New Delhi, Inmol Publications, 2006.
- Naz, Dr. Ahsan Akhtar, Pakistan Mein Tarraqi Pasand Sahafat (urdu), Classic, Lahore-2002
- Naz, Dr. Ahsan Akhtar, Mukalmat (urdu), Al-Qamar Enterprises, Lahore-2002
- Brenneck Clark. Magazine Article Writing New York.
- Drewry J. E. 1951. Book Reviewing. Bostan Macmillin Co.
- Reddick. D.C. 1949. Modern Feature Writing. New York.
- Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.
- Miskeen Ali Hijazi. Idaria Naweesi.

- Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
- William L. Rivers. 1988. Writing Opinion. Reviews. Iowa State Pr; 1<sup>st</sup> ed.
- Bruce Garrison. 2004. Professional Feature Writing: Lea's
- Communication series. Lawrence Erlbaum Associates; 4<sup>th</sup> ed. Campbell, B. Titchener. 1988.

## **Fourth Semester (Second Year)**

**(Total c. Hrs: 16)**

### **MSDJ-481: Writing Practice (Specialized Reporting etc) (Urdu & English) (3 Cr Hrs)**

#### **Writing techniques:**

- Report Writing
- Précis Writing
- Editing / reporting practice
- Specialized reporting etc

**Note:** The students will learn how to express themselves through writing. It will be a practical course which will enhance the writing skills of the students. Mechanics of news writing, News gathering, Reporting (Press Conferences, Political meetings, Riots & other critical happenings), interviewing, Special Beat Reporting, Investigative reporting will be taught to the students by known journalists. This course is being offered in two languages (Urdu and English). Both are mandatory for all the students. Only foreign students will be exempted from Urdu language

### **MSDJ-482 Health communication (3 Cr Hrs)**

- WHO's definition of Public Health, Various dimensions of public health and their relationship with other areas of Social Sector
- Role of communication in promotion of national health
- P-Process
- Communication planning and strategies for public health
- An introduction of SCOP
- Conditions of public health in Pakistan
- Role of Pakistani media towards health issues
- Role of UNICEF and WHO
- Communication strategies of UNICEF
- Need for health education

#### **SUGGESTED READINGS:**

- Phyllis Tilson Piotrow, Health Communication, Praeger:
- Clive Seale, Media & Health, SAGE:
- Charles Atkin Laurence Wallack, Mass Communication & Public Health, SAGE:
- Thomas E. Backer, *Designing Health Communication Campaigns*, SAGE:

### **MSDJ-483: Agriculture Communication (3 Cr Hrs)**

- Agriculture in Pakistan
- Agriculture Extension System
- Agri-Media as a dimension of Development Support Communication
- Effective Channels for agricultural communication in Developing World

- Agriculture communication in Pakistan
- Need for AGRI-Based TV and Radio Stations in Pakistan
- Agricultural Communication through print media

### **SUGGESTED READINGS**

- Ram Nathsharma, Manshiram Manohorial: Indian Rural Society
- Katar Singh, Rural Development, SAGE:
- Laxmi Devi, Policies, Methods & Strategies in Rural Development, Anmol Publications:
- OP Dahama, Education and Communication for Development Oxford & IBH Publishers:
- Elenal Bashir, Extension Methods, National Book Foundation:
- Michael M. Cernea, Oxford University Press: Putting People First
- Ayaz, M.: Agricultural Communication in Pakistan, University of Wisconsin, Madison, USA.
- Brown. M.R.: *Communication and Agricultural Development*.

### **MSDJ-484: Advocacy & DSC Campaigns (Practicum)**

**(3 Cr Hrs)**

- Concepts and importance of Advocacy Campaigns
- Types of Advocacy
- Advocacy & Development Support Communication
- Steps in Advocacy Campaigns
- Analysis, Strategy, Mobilization, Action, Evaluation, Continuity
- What is a DSC campaign?
- Advantage of Campaign Approach
- When to use a Campaign
- Creating the Plan, Formulation of the Plan
- Deciding how much is enough
- Evaluation the DSC Program
- Steps in Evaluation
- The P Process

PRACTICUM: The Students will be required to take a project/field work where they will prepare advocacy/DSC Campaign & this practicum will be a mandatory part of the course.

### **SUGGESTED READINGS:**

- Entine, L. & Ziffern, A. 1980: Getting the word out: A handbook for Planning Public information campaign, Madison, Wise. University of Wisconsin – Extension.
- Evans, J.F. 1984: Education Campaign Planning Manuscript..
- Havelock, R.G.; 1969: Planning for innovation. Ann Arbor, MNich: Center for Research on Utilization of Scientific Knowledge.
- Jamias, JR. (Ed 1975: Reading in development communication. Los Banos, Philippines at Los Banos.
- Rogers, E. M. (Ed) 1976: *Communication and development: critical perspectives*. Beverly Hills, Calif.: Sage Publications.

### **MSDJ-485: Thesis / Project**

**(4 Cr Hrs)**

After getting the research topics approved, the students will write their thesis or work on their projects (two reports) under the guidance of their supervisor. The Thesis / Project will be evaluated by the Chairman/HOD, external and internal examiners and viva-voce will be held.



## **M.Sc Communication Studies (Film & Television Production)**

### **Course Outline**

**Total Credit Hours: 68**

#### **Semester I (18 Cr. Hrs)**

MSCFT-531	Theories of Mass Communication	3 Cr. Hrs
MSCFT-532	Media, Culture & Society	3 Cr. Hrs
MSCFT-533	History of Film & Television	3 Cr. Hrs
MSCFT-534	Film & Television Production Process	4 Cr. Hrs
MSCFT-535	Script Writing -I (Analysis, Treatment and Literary Criticism)	3 Cr. Hrs
MSCFT-536	Story Boarding	2 Cr. Hrs

#### **Semester II (16 Cr. Hrs)**

MSCFT-537	National & International Affairs	3 Cr. Hrs
MSCFT-538	<b>Script Writing – II</b>	3 Cr. Hrs
MSCFT-539	<b>Post Production – I</b>	4 Cr. Hrs
MSCFT-540	Television Project (In house production)	4 Cr. Hrs
MSCFT-541	Internship	2 Cr. Hrs

#### **Semester III (16 Cr. Hrs)**

MSCFT-631	Media Management & Marketing	3 Cr. Hrs
MSCFT-632	Documentary Film: Approaches, Techniques & Production	3 Cr. Hrs
MSCFT-633	Post Production – II	4 Cr. Hrs
MSCFT-634	Directing Film	3 Cr. Hrs
MSCFT-635	Short Film Production (Project)	3 Cr. Hrs

#### **Semester IV (18 Cr. Hrs)**

MSCFT-636	Musicology	3 Cr. Hrs
MSCFT-637	Drama Production (Project)	4 Cr. Hrs
MSCFT-638	Film Screening & Analysis (Seminar)	2 Cr. Hrs
MSCFT-639	TV News Production (Reporting, Editing & Presenting)	3 Cr. Hrs
MSCFT-640	Final Project (Film/Television)	6 Cr. Hrs

## Semester-I

### **MSCFT-531 Theories of Mass Communication**

**03 Cr. Hrs**

- Basic Concepts of Communication
- Requisites for Effective Communication
- Models of Communication
- Normative Theories
- Propaganda & Psychological Warfare
- Effect Theories

### **MSCFT-532 Media, Culture and Society**

**03 Cr. Hrs**

- Defining media culture and society
- Diffusion process
- Media society linkages
- Cultural approaches of Communication
- Mass media and mass culture
- Mass media and social change
- Communication among cultures
- Media Globalization and Imperialism
- Inter-Cultural Communication
- Effects of New Media Technology on Society
- Role of Media in Information Age

### **MSCFT -533 History of Film & Television**

**03 Cr. Hrs**

#### **Film**

- Genesis of film, Lumiere Brothers' Early Film
- History of Documentary Film and its socio political importance
- The role of film in the World Wars
- Development of film technology and filmmaking techniques
- The Emergence of Hollywood Studio System
- History of Film in Europe
- History of Film in India
- History of Film in Pakistan
- The Decline of Pakistani film-industry

#### **Television**

- The Coming of Television in America: a politics begins (1950s)
- Television in Europe and its relation with film
- History of Television in Britain: BBC, Channel 4 & ITV
- History of Television in Pakistan: PTV 1964
- The role of PTV in the 1970's, 1980's & 1990's
- The Growth of private TV channels in the post 2000 Pakistan

### **MSCFT-534 Film & Television Production Process**

**04 Cr. Hrs**

- **Camera**
  - Camera Operation & Picture Composition
  - Visual Communication

- Lenses
- Optical Characteristics of Lenses
- Types of Zoom Lenses
- How lens see the world
- Shot specifications
- Multi Camera Production Techniques
- **Lighting**
  - Types of Lighting
  - Studio lights
  - Lighting Science
  - Lighting Techniques
  - Perceptual Characteristics
- **Sound**
  - Basics of Sounds
  - Digital Audio
  - Analog & Digital Production Equipment
  - Sound Editing
- **Editing**
  - Basic Editing systems
  - Nonlinear Editing
  - Editing Techniques
  - Making Editing Decisions
  - Development of Audio/Video Editing
  - Transitions Devices
  - Audio Balancing
  - Mixing
  - Continuity
  - After Effects

**MSCFT-535 Script Writing I**  
**(Analysis Treatment and Literary Criticism)**

**03 Cr. Hrs**

**Course Contents**

1. Developing an idea, words and Imagery, writing narrative or descriptive scripts
2. Script analysis of eminent Urdu writers: Drama structure ; Character and Dialogue Analysis
3. From expression to implementation: Relating literary scripts with media; An orientation to important literary concepts: Romanticism; Personification.
4. Approaches to Screen writing: a. Stream of consciousness, b. Analytical approach, c Methodical approach
5. The concept of Synchronization, relationship between a word, its image in mind and a taken or developed visual/picture.
6. Different Genres of Electronic Media and Structure of Script : Drama ; Radio feature , Radio and TV Documentary; Short film; Talk Show; Road Show; Stage Show and Magazine Show.
7. Writing TV Documentary-Introduction, Genres, Functional Types and components.

- i. Structure of a TV documentary, a) Montage, b) VO (Voice Over), c) Visuals (Synchronization), 4) Graphics, Animation or Effects (Data Presentation).
- ii. Conducting research for documentary, a) Document research, b) Field research, c) Browsing visuals / Sound effects
- iii. Shooting Script or Conceptual Framework, Development of EDL ( Edit Decision List) and A/V ( Audio/Video) sheet

**MSCFT-536 Story Boarding**

**02 Cr. Hrs**

- Elements of Storyboard and Animatics
- Basic Compositions
- Human Figure in Drawing
- Camera angles & movement
- Perspective and Rendering techniques
- Constructing a scene defined by the script
- Producing animated

## **Semester-II**

**MSCFT-537 National & International Affairs**

**03 Cr. Hrs**

- Two Nation Theory: Thoughts of Sir Syed Ahmad and Allama Iqbal
- Objectives Resolution & constitutional development in Pakistan
- Indus Basin Treaty
- Indo-Pak Conflict: the Core Issue of Kashmir
- Salient features of 1903 constitution, Council of Common Interest and Provincial Autonomy
- Foreign Policy of Pakistan
- Theories of International Relations
- An introduction to International Organizations
- Major problems faced by the Muslim world before and after September 11, 2001.
- War against Terrorism and its impacts on Pakistan
- Nation States & Balance of power, New Scenario

**MSCFT-538 Script Writing II**

**03 Cr. Hrs**

**Television Script Writing**

1. An orientation to the various stages involved in TV script writing, Types of technical Script a) Synopsis, b) Treatment, c) Screenplay
2. Writing for lens: Presenting situations through camera with and without words ; various shots and camera angles and their Philosophy ; Incorporating camera angles into script
3. Transcription of a TV play : Documenting the drama details , the viewers` perspective
4. Screen Writing : Writing a Drama/Short Film/Feature Film
  - i. Writing and Developing a Plot– approaches , a) Three act structure, b) Hero`s Journey, c) Sequence approach, d) Syd Field`s Paradigm
  - ii. Characterization, Dialogues, a) Dialogue Description, b) Parts of a Dialogue, c) Using Appropriate Punctuation, d) Structure of a Dialogue.

- iii. Writing Screen Play , a) Character Description, b) Scene description, c) Writing Dialogues, d) Character Movement, e) Camera Movement
5. Writing Scripts for various genres :
  - i. Talk Shows: Incorporating research in script, data management: the effective intro/OC; Basic considerations for developing questions; the funnel technique ; writing wind up or ending
  - ii. News Packages: Effective OC; Brief writing for package; Bridge and conventional PTC ( Peace to Camera) and Signoff
  - iii. Magazine Shows/ Stage Shows; Intro writing ; Segment writing; Writing Linking programs

#### **MSCFT -539 Post Production I**

**04 Cr. Hrs**

- Importance of Post Production Phase
- Editing and Editor
- Linear and Non Linear Editing
- Continuity of Content/Message
- Introduction to Editing Softwares (Adobe Premiere, Final cut pro etc)
- Concept, Techniques and Grammar of Editing
- Audio and/or Video Editing
- Editing of Drama Talk Show, Documentary, music videos, advertisement, news report/package, public service message and promo

#### **MSCFT-540 Television Project (In house production)**

**04 Cr. Hrs**

- Talk show
- Sit com
- Morning Show
- Special Program on any celebrity (writer/ poet/politician)
- Music Program
- Kitchen Show
- Kids Show
- Film/ Show biz Reviews

At the end of the second semester students will be required to submit one television production of professional standard, which must be acceptable for any Television Channel. Groups of two to four students will work on their respective production. Each group will have to produce a 10 to 15 minutes production on any topic genera suggested by the teacher. Moreover, every member will have to demonstrate his/her contribution in all the segments of the production and the production will be evaluated by Internal Examiners.

#### **MSCFT-541 Internship**

**02 Cr. Hrs**

The students will be required to complete one month internship in the related fields to get hands-on experience. It will help the students to meet the demands of the industry and to know the future prospects of their desired field. At the completion of internship students will submit their Internship Reports.

## Semester-III

### **MSCFT-631 Media Management & Marketing**

**03 Cr. Hrs**

- Organization of Mass Media in Pakistan (Film & TV)
- Private Vs. Public Ownership

#### Media Legislation, Regulation & Governance

- Structure of Media Organization
- Models of Management
- Management Process
- Management Styles and Leadership
- Risks
- Personnel administration: Types of media personnel: executive, editorial and production
- Circulation, Advertising and Financial administration of the media
- Comparison of media with other social institutions and with each other
- Media conglomerates
- Marketing of Media Products
- Strategic Planning and Financial Management
  - Strategy and Tactics
  - Constructing a Business Plan

### **MSCFT-632 Documentary Film: Approaches, Techniques & Production**

**03 Cr. Hrs**

- Documentary Film & Film as Document
- Styles & Techniques: classical / direct cinema/ cinema vérité / Kino Pravda
- Documentary Film Language, message and movement
- Case Study: Propaganda Classic, Compilation to Television, Direct Cinema & Politics, Cinema Vérité Approach, the Soviet Montage Approach, the Television Documentary Approach
- Researching for documentary and putting together a powerful script
- Script format; pre shoot & post shoot script
- Pre Production, Production & Post Production
- Visual Elements of Documentary Film: Image, Colour, Line, Texture, Compilation, Continuity, Sequence & Order
- Aural Elements of Documentary Film: Narration. Voice Over, Talking Heads, Music, Sound Effects, Ambiance & Silence
- Elements of Story in documentary film: Beginning, Middle & End (Pacing, Tempo, Rhythm)

At the end of this course the students will be required to produce a documentary of 8 to 10 minutes duration which will be evaluated by the Internal Examiner.

### **MSCFT-633 Post Production II**

**04 Cr. Hrs**

- 1. After Effects

- 2. Basic Colour Theory
- 3. Color Correction
- 4. Graphics & Animation for Video
- 5. Chroma keying & Compositing
- 6. Rotoscoping
- 7. Basic VFX Concepts
- 8. Basic Motion Graphics

#### **MSCFT-634 Directing Film**

**03 Cr. Hrs**

- Script Analysis
- The screenplay- how to rethink about it and what to do with it?
- Story Boarding
- Art Designing
- Casting
- Location and set designing
- Directing the actors
- Crewing & rehearsal
- Directing for floor plan, camera & light
- Music Composition
- Editing: The rough cut
- The Final Cut

#### **MSCFT-635 Short Film Production**

**03 Cr. Hrs**

- Selecting / Developing an appropriate story / plot
- Script, Screenplay, and Dialogue Writing
- Visualization: Tools and Techniques
- Mise en Scene and Characterization
- Storyboarding, Camera Script & Treatment
- Staging Dialogue Sequence
- Lighting Techniques
- Lighting for character & ambiance
- Camera/Cinematography
- Sound
- Production Management
- Locations, Clearances, and Safety Issues
- Contracts

At the end of this course the students will be required to produce a short film of 10 to 15 minutes duration which will be evaluated by the Internal Examiner.

### **Semester-IV**

#### **MSCFT-636 Musicology**

**03 Cr. Hrs**

- Music Theory and History
- Use of Music in Film and Television
- Background Music
- Choosing appropriate music for sequences

**MSCFT-637 Drama Production (Project)****04 Cr. Hrs**

- Importance of Drama
- History of Drama
- Urdu Literature & Drama
- Different types of Drama
  - One-Act Plays
  - Series
  - Serial
  - Soaps
  - Sitcoms
- Story Idea
- Concept
- Research and developing story
- Structure/plot
- Dialogue
- Script Writing
- Character development
- Props
- Make-up
- Storyboarding
- Set-designing
- Acting
  - Voice and movement
  - Text and character
  - Scene study
  - Comparison of written and spoken text

At the end of this course the students will be required to produce a drama of 10 to 15 minutes duration which will be evaluated by the Internal Examiner.

**MSCFT-638 Film Screening & Analysis (Seminar)****02 Cr. Hrs**

- Language
  - Story Idea/concept
  - Script
  - Casting
  - Sound
  - Cinematography & Lighting
  - Sequences
- Editing
- Writing film Review

**MSCFT-639 TV News Production (Reporting, Editing & Presenting)****03 Cr. Hr**

- **Principles of TV Journalism**  
Definition – Meaning and scope of journalism – Fundamental values and principles of TV- Journalism– Functions – Western and Eastern approaches - TV News room and Reporting - the interactive structure



- **TV Reporting Section**

Field Reporting- Beat and Live Reporting

1. Beat Reporting - Allocation of Beats – Writing story (Intro and Body) –News Writing Formats (OC, VO, SOT) - Taking Visuals - Basics of camera – Shots (Angles & movement) - Basics of digital Audio– Taking SOTS ( Sound on Tape) and VOXPOPS ( Voices of people)
2. Live Reporting - Audio Video Beepers- Advanced field production (ENG, DSNG/OB)

- **TV News Production ( News Room)**

Understanding TV News Departments (*News Association- ENPS, Electronic News Production System*)

1. TV news room-hierarchical structure – Assignment Desk - News Desks (Copy writing & Editing) – Main News Desk (Connected with Reporting Section ), International Desk (News Feed, Reuters, AFP, AP), Business & Monitoring Desks, News Graphics (*ORAD*) – News Visuals (*Pebble Beach*) - Run Down Preparation
2. TV News Packages and Reports- Types and components, Approaches, Effective Composition,
3. Mechanism of PCR (Production Control Room) and MCR (Master Control Room)

- **TV News Studio**

Studio Floor, Cameras on Pedestals, Microphones, Lighting rigs and the controlling Equipment, the role of Floor Manager, Production Control Room, Video Monitor ( Teleprompter) , Video Mixer, Audio Mixing console, Character Generator, Digital Video Effects, VTR, and Talk Back.

## **MSCFT-640 Final Project (Film/Television)**

**06 C. Hrs**

At the end of the last semester the students will be required to submit two productions of any genre of their choice. It must be a professional quality production, which must be acceptable for any Television Channel. Groups of two to four students will work on their respective production. Each group will have to produce a 10 to 15minutes production on any developmental topic suggested by the teacher. Meanwhile, each member will have to demonstrate his/her contribution in all the segments of production and this production will be evaluated by experts including the Director, External and Internal Examiners.

## **Recommended Books**

### **Television:**

- Wallace V,S(2007),Communicating Globally :Intercultural Communication and International Business,New Delhi : Sage Publication.
- Jonathan,B(2004), An Introduction to Television Studies,London :Routledge
- Ravindranath ,P.K.(2004),Lectures on Broadcast Journalism,Delhi :Authors press
- Leanard ,S(2007 ),The Art of Video Production ,London:Sage Productions

- Joseph D,S(2007),World Television : From Global To Local,Los Angelas:Sage Publications,Inc.
- Ved Prakash ,G(2007),Electronic Communication and Management;Elements and Areas,New Delhi :Kanishka Publishers
- Jason ,M(2004),Genre and Television :From Cop Shows to Cartoons in American Culture,New York: Routledge
- Jonathan ,B(2008),An Introduction to Television Studies,London ,Routledge
- Rajsekar,T(2007), Modern Media and Television Journalism,New Delhi,Sonali Publications
- McCartney ,T(2004),Recording Studio Technology, Maintenance and Repair, New York,McGraw Hill Book Company,
- Huber, D (2005), Modern Recording Techniques. London, Focal Press
- Nasreen .P, (1998) Pakistan Television Drama and Social Change, Karachi, Lions Communications
- Shook, F, (2006) Televising Field Production and Reporting. New Delhi, dorling Kindersley
- Fires, B. (2005) Digital Audio Essentials: A Comprehensive Guide to Creating, Cambridge , O'reilly
- Bartelett, B (2005) Practical Recording Techniques, Boston, Focal Press
- Gaur, M.M (2006) Electronic Media, New Delhi, Omega Publications
- Johnson, (2005) Idependent Television over fifty years; ITV Cultures, New Delhi, Authorspress
- Millerson, (1993) Effective TV Production, London, Focal Press Publishers
- Ward (2000) TV technical operations an introduction, New Delhi, Focal Press Publishers
- Fiske, (2003) Reading Television, London, Rout ledge
- Master man, (2002) Televising Mythologies: Stars, Shows & Signs, London, Rout ledge
- Alten, Stanley R. (2004) Audio in Media, Australia, Wadsworth
- Bayes, S. (2004) The Avid Handbook: Intermediate Techniques, Strategies, and Survival Inf... , London, focal Press.
- Keith S. (1995) How to study television. London, Macmillan Press Ltd.
- White, S. (2003) Participatory Video: Images that Transform and Empower, New Delhi, Sage Publications

#### **Film:**

- Pandey,A(2005), Academic Dictionary of Film, Television and Theatre,Delhi:Isha Books.
- Brian,M(2005),Digital Cinema.NewYork:Macgraw Hill
- Browne,S(2007) High Definition Postproduction: Editing and Delivering HD Video.Amsterdam:Elsevier.
- Box,H(2003) Set Lighting Technician's Handbook: Film Lighting Equipment, Practice, and Electrical Distribution, 3rd Ed.Amsterdam:Focal Press
- Campbell,J(2005), Film & Cinema Spectatorship.Cambridge:Polity Press
- Chuck,G(2003), No-Budget Digital Filmmaking: How to Create Professional-Looking Videos for Little or No:New York: Macgraw Hill

- Dancyger,K(2006), The Director's Idea: The Path to Great Directing,Amsterdam:Elsevier
- Georgina ,G(2007), Careers in Media and Film: the Essential Guide,London:Sage Publications
- Olson,R(1999), Art Direction for Film and Video, 2nd Ed.Boston:Focal Press
- Muller,J(2006), Best Movies of the 70s,Koln:Taschen.
- Muller,J(2002), Movies of the 80s, Koln:Taschen.
- Tereska, A(2006), Contemporary Asia Cinema,Oxford:Berg.
- Jenat, W(2003), How Hollywood works.London:Sage Publications.
- Micheal,R(2005), Art Direction Handbook for Film.London:Focal Press.
- Jack C.,E(1995) A History of Film, 4th Ed.,London:Allyn and Bacon.
- Newton ,D(2001), A History of Film, 4th Ed.,U.S.A., Michael Wiese Productions Pub.
- Nelmes,J(2007), Introdcction to Film Studies, 4th Ed.,London:Routledge
- Trotter,D(2007), Cinema and Modernism,Oxford:Blackwell Publishing.
- Rick,A(2004), Silent Film Sound,New York,Columbia University Press.
- Seib,P(2006), Beyond the Front Lines: How the News Media Cover a World Shaped by War,New York,Palgrave Macmillan
- Wheeler,P (2005), Practical Cinematography, 2nd Ed.,London:Focal Press
- William H,P(2005), Film; An Introduction, 3rd Ed.,Bostan:Bedford

### **Communication Theories:**

- Angela,(1999),Advanced Level Media , New York
- Bell, (1998)Approaches to Media Discourse, U.K
- Hanson (2001),Visual Media Communication, New York
- Jadish Vachani, (1999),Media Politics and Ownership, New Delhi
- Joseph Dominick:(1999),The Dynamics of Mass Communication ,New York
- Uma,J(1999),Textbook of Mass Communication, New Delhi
- Baran, Stanley J. (2001). Introduction to Mass Communication, Media literacy and culture 2001 up
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