



Department of Journalism Studies

School of Communication Studies, University of the Punjab



Prospectus M.Phil



Faculty

The following are the faculty members of the Department of Journalism Studies:

1. **Prof. Dr. Bushra Hameedur Rahman**
Chairperson
M.Phil. and Ph.D. Communication Studies



2. **Dr. Muhammad Shabbir Sarwar**
Associate Professor
M.Phil. and Ph.D. Communication Studies



3. **Dr. Akram Soomro**
Assistant Professor
M.Phil. and Ph.D. Communication Studies



4. **Mr. Naveed Iqbal**
Lecturer
M.Phil. Communication Studies



Administrative Staff

The following are the Administrative Staff of the Department of Journalism Studies:

1. **Mr. Muhammad Imran**
Stenographer/P.A to Chairperson
M.A (History), LL.B, PGD International Relations



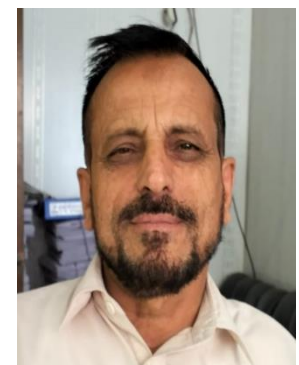
2. **Mr. Rashid Masih**
Junior Clerk
M.Sc Communication Studies



3. **Mr. Ghulamm Shabbir**
Junior Clerk
Matric



4. **Mr. Muhammad Sardar**
Naib Qasid



Department of Journalism Studies

History

Department of Journalism in the Indo-Pak subcontinent was first established in October 1941 with a six-month certificate course in one room of Law College, University of the Punjab, Old Campus. By 1942 the program gained so much popularity that the certificate course was replaced by a one-year diploma course. However, in 1960 under the leadership of Prof. Marghoob Siddiqi classes in MA Journalism commenced. In 1965 the Department of Journalism was shifted to the Department of Philosophy and then in 1966 to the IER building in the New Campus. In 1985 its nomenclature was changed from Journalism Department to Mass Communication. In the year 1990 Department shifted to its own purpose-built building. In 2006 under the leadership of Prof. Dr. Mugheesuddin Sheikh, it was upgraded to Institute of Communication Studies (ICS) offering a Masters program with a specialization in Communication and Print media, PR & Advertising, Digital Media and Electronic Media, along with Masters in Development Journalism and Masters in Film and Television Studies. In 2021 the Institute was further upgraded to the School of Communication Studies with independent six departments.

Department of Journalism has had the honour of being led by

- Prithvi Pal Singh
- F.W Bushan
- Prof. Marghoob Siddiqi
- Prof. Abdus Salam Khurshid
- Prof. Waris Mir
- Prof. Dr. Miskeen Ali Hijazi
- Prof. Dr. Shafique Jahlundhri
- Prof. Dr. Mughees ud Din Sheikh
- Prof. Dr. Ahsan Akhtar Naz

Department of Journalism Studies is one of the six departments of the School of Communication Studies, University of the Punjab. Courses are designed in a way that prepares students with contemporary journalistic skills in a student-centered instruction model and a healthy environment of mutual respect, care, and honesty. Students are encouraged to critical, analytical, and design thinking to meet the challenges faced in the rapidly changing world of journalism and contribute to developing a culture of mutual respect, trust, and understanding. As we believe that journalism is not a stand-alone discipline, we have combined disciplines of arts sciences and other social sciences education to encourage our students to expand and enrich their understanding of public life. Our liaisons with the media industry aim to continuously engage students in meeting real-life challenges in journalism.

Department Vision

Though Journalism performs a number of functions in today's world, the primary goal of journalists is to serve humanity with humility, care, and justice. Journalists need to take their profession with great trust and remember that they are guiding honestly and sincerely for the progress and welfare of their society. Journalists do so by informing the public on issues not in a hurried manner but by going beneath what is apparent, and checking the way power is exercised, to stimulate democratic debates. This way they play an important role in political, economic, social, and cultural development.

Our guiding principle is to develop a strong core educational structure with a balance between ethical values, academic strong foundations, and practical training. Our journalism courses are designed to prepare students for careers in journalism as part of the larger community not as detached individuals. The curriculum of the program is organized around three curricular axes:

1. An axis comprising the norms, ethical values, tools, high standards, and practices of journalism to promote understanding, harmony, and integration.
2. An axis emphasizing the social, cultural, political, economic, legal, and ethical aspects of journalism practice both within and outside the national borders.
3. An axis comprising knowledge of the world and journalism's intellectual and technological challenges.

Department of Journalism Studies stands for teaching students how to:

- Become independent, honest, responsible, and caring professional journalists which is essential for both the public good and politics.
- Demonstrate an understanding of professional ethical principles, and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Reflect on journalism ethics and best practices in journalism.
- Develop both broad general knowledge and the foundation knowledge from other disciplines important to journalism.
- Reflect on the political economy of media (including ownership, organization, and competition).
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Facilities

Multimedia Computer Lab

Students can perform their assignments, connect to the internet, and send and receive an email in an open computer lab. They have access to the same software as students with disabilities in teaching labs. The ADA-compliant furniture in these labs makes them even more useful. To assist users, College Assistants are stationed at the lab.



AV Lab

Students will learn to communicate in a variety of ways in the Audio and Video Production Smart Lab. They'll learn how to communicate using body language, spoken words, graphic design, website design, flash animation, and audiovisual creation. High-end video cameras and camcorders with accessories, professional lighting kits, portable green screens, audio, and video booths, and a screening room to review your final creations are all available in this facility.



FM 104.6

The School of Communication Studies developed "University of Punjab-FM 104.6" as a non-commercial educational FM Radio Station to provide audio services to the university and surrounding areas. This radio station, "University of Punjab-FM 104.6," broadcasts information about education, career, and social skills needed by young people and society. Students and the community gain the most from the programmes' design. Professionals and experts from various fields of specialization are invited to give live and recorded lectures on various educational topics by the radio station, which invites them to serve as resource persons. The "University of Punjab-FM 104.6" is committed to providing a platform for students, instructors, parents, and the general public to create hope, patriotism, and nationalism. In order to reinvigorate and establish Islamic ideals in our daily conduct, the radio station plays religious programmes.



PU Web TV

You can gain experience in numerous departments that work together to generate the successful programs, including pre and post production and hosting, by joining SCS TV station.



Library

Faculty, students, researchers, and employees of the university can all use the SCS library because it is multidisciplinary in nature. The library's collection is particularly broad and deep in terms of its breadth and depth. The collection is well-suited to stimulate and support both academic endeavours and practical research projects. The library makes use of cutting-edge systems and technology. There is a mix of professionals and paraprofessionals running the library, all of whom are highly trained and dedicated to delivering cutting-edge services of the highest caliber. According to the collections' distinctive characteristics, the books and other reading materials are divided into parts.



Conferences in Department of Journalism Studies with Association of Media & Communication Academic Professionals (AMCAP) titled *“Revisiting Relationship between Journalism(s) and Society in the Digital Age for Common Good in 2023”*





PU Journalism Society

Join forces with like-minded aspiring journalists and help people with a genuine interest in journalism as a profession, learn more through seminars, networking events, and writing competitions in order to build a community of like-minded individuals. It aims to: Promote media literacy and journalistic skills, Improve opportunities for employment by providing the skills they need to pursue a career in journalism and a chance to network with other aspiring journalists already in the field, Inform

members about job openings and career opportunities by sharing and expressing multiple routes in the sector, Plan and promote educational events and knowledge exchanges between society's members and with journalists' professional specialists, Create liaison with the Alumni of the Department.



Sports Gala / Games

Each year, the Department organizes an annual sports gala for students. Faculty members and students actively participated in different sports events, including cricket, badminton, table tennis, football, basketball, and many others. To entertain the Faculty and students, the Department also organizes a music system in which different motivational songs are played to cheer up the teams. At the end of the event, the winning teams got prizes and trophies.



Career Counselling and Placement Cell

Department of Journalism Studies has established its own Career Counseling and Placement Cell to assist students to develop their whole personality while also preparing to make career, educational, and life decisions. The cell offers conducive environment to facilitate the students to determine their career paths following their passion with a service attitude. The cell tries to link the attributes of a student to the available career options to create a personalized roadmap. Career counsellors in one-on-one sessions discuss various factors affecting choices in alignment with future prospects.

Degree Programs:

Department of Journalism is currently offering the following programs:

- Bachelor's Degree in Journalism Studies (Regular and Replica)
- Bachelor's Degree in Journalism Studies in 5th semester for BA and AD graduates (Regular and Replica)
- MPhil Journalism Studies (Morning and Replica) approved by all the statutory bodies of PU and HEC.

M.Phil. Journalism Studies

Department Mission

Though Journalism performs a number of functions in today's world, the primary goal of journalists is to serve humanity with humility, care, and justice. Journalists need to take their profession with great trust. They must earnestly work for the progress and welfare of their society. Journalists not only inform the public about socio-political issues but also provide in-depth analysis. They check how various social institutions of the society exercise their powers. They keep an eye on each pillar of government and provide a platform for debates and discussions. Their contribution to society plays an important role in political, economic, social, and cultural development.

Ethical values, practical training and academic strong foundations are our guiding principles in developing this educational structure. Our journalism courses are designed to prepare students for careers in journalism and academia within the larger discipline of communication research and media studies. Our courses aim to integrate our students with the global community of mass media and journalism.

Introduction

We care about journalism and its study. We care because journalism is central to democracy, citizenship, everyday life along with an understanding of key social institutions. Journalism studies is one of the fastest-growing areas within the larger discipline of communication research and media studies. As indicated by a serious, though not altogether coherent body of academic literature and ongoing scholarly work, the study of journalism has matured to become an academic field of its own right and has become a rich, dynamic and ever-emerging field of research.

The program is structured around a critical engagement with key theoretical and empirical traditions, fields of inquiry, and scholarly debates in journalism studies. Broadly speaking the course covers thematic sections, like covering scholarship on news production and organizations, news content, journalism and society, and journalism in a global context, within this, we aim to provide a systematic and accessible overview of the state of scholarship which advances theory-building and problem solving, along with identifying areas for further research. It will have an interdisciplinary, but nevertheless principally sociological, approach to the broad field of journalism and media research.

Program Introduction

This program is designed to meet the rapid and exciting developments in the area of Journalism with its complexity, richness, and promise in terms of theory and research. We hope this program will boost the intellectual foundations of Journalism Studies, providing the student with an overview of journalism as a dynamic field of study across its diverse epistemological, theoretical and methodological traditions.

The MPhil in Journalism Studies sets out to comprehensively map the field and bring forward the agenda for future research in an international context. We intend to help our students in providing a sense of journalism research on a global scale, covering not just the dominant Anglo-American traditions but also looking beyond this context, to Africa, Latin America, continental Europe, and Asia. It intends to bring out productive scholarly debates that echo diversity in Journalism Studies.

Program Objectives

1. To equip them with the knowledge and principles of research in journalism studies
2. To make them understand the high relevance of research in journalism studies to social life
3. To create logical thinking, to relate theories with research in a systematic way
4. To encourage creativity in developing a research design to their research study
5. To encourage students to conduct the study in an ethical way
6. To develop the ability to select a research method appropriate to a specific question
7. To encourage them to do research projects in collaboration.

Market Need / Rationale of the Program

- It will equip the scholars and working journalists to look into the rapid developments in the area of Journalism with its complexity
 - Boost the intellectual foundations of scholars in Journalism studies
 - They will be able to make sense of journalism research on a global scale
 - Work for scholarly debates encouraging diversity of Journalism studies
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- They will have the opportunities in academic and media industry ***Physical Facilities*** (Lab and library facilities etc.)

Admission Eligibility Criteria

- Years of Study completed: 16 Years of
- Study Program/Subject: Journalism
- Percentage/CGPA 50% 2.5
- Entry Test (if applicable) with a minimum requirement

- Any other (if applicable)

Duration of the Program 2 years

Semesters: 04/Years 02/ Credit Hours: 24

Scheme of Studies / Semester Wise Subjects

#	Code	Course Title	Cr. Hrs
Semester I			
1.	MSJS-101	Philosophy of Social Sciences	3
2.	MSJS-102	Theories of Journalism-I	3
3.	MSJS-103	Research Methods-I	3
4.	MSJS-104	Optional Courses (Group-A) <ul style="list-style-type: none"> • Global perspective on Journalism Studies • Media, Culture & Society • Media Information Literacy • Peace Journalism • Political Communication 	3
Total Credit Hours: 12			
Semester II			
1.	MSJS-105	Theories of Journalism – II	3
2.	MSJS-106	Research Methods – II	3
3.	MSJS-107	Research Practicum	3
4.	MSJS-108	Optional Courses (Group-B) <ul style="list-style-type: none"> • Global Perspective on Media Laws & Ethics • International Communication • Development Journalism • Journalism in the Digital Age • Political Economy of Journalism 	3
Total Credit Hours: 12			
Semester III-IV			
		Thesis	06
Total Credit Hours: 06			

Semester 1

MSJS 101

Philosophy of Social Sciences

03 Credit Hours

Course Objectives:

This course offers students an understanding of key philosophical questions related to the stated and unstated premises of the respective discipline in terms of epistemology, methodology, ethics, and history. The course is divided into two main parts. The first half presents and elaborates a broadly-speaking positivist view of social science wherein social scientists are encouraged to emulate an approach to research found in the natural sciences. The second half explores what are essentially post-positivist views wherein the subject matter of social science requires a philosophical approach to investigation fundamentally different from the traditional scientific perspective which includes interpretive and critical approaches. The main purpose of instruction in the philosophy of science is to strengthen students' ability to reflect and enrich their perspective on research education.

Learning outcomes:

Students will be able to

- Develop knowledge of the distinctive character, strengths, and limitations of their own discipline including other disciplines and other sectors of society
- Develop ability for critical thinking, including their ability to reflect on their own discipline and own research from different external academic perspectives
- Combine scientific strength and authority with academic maturity
- Identify theoretical, ethical, and methodological problems in the research process, and will have the ability to evaluate the consequences of different approaches to these problems.
- Identify strategic research questions and formulate realistic research plans, with knowledge strategies informed by the philosophy of science.
- Analyze the relationship between matters of method and general epistemological positions and apply this insight in the evaluation of potential research projects.
- Identify, evaluate and practically handle ethical problems in research

Course Contents

- Who Cares about Philosophy of Social Science?
- Quantifiers and Their Critics
- Rational Choice
- Paradigms and Progress
- Facts, Values, Politics, Policy
- Interpretivism
- Skepticism and Relativism
- Critical Perspective

Suggested Readings:

1. Fay, B. (1996). *Contemporary philosophy of social science: A multicultural approach* (Vol. 1) Oxford: Blackwell.
2. Giedymin, J. (1975). Antipositivism in contemporary philosophy of social science and humanities.
3. The British Journal for the Philosophy of Science, 26(4), 275-301.
4. Phillips, D. C. (1987). Philosophy, science and social inquiry: Contemporary methodological
5. controversies in social science and related applied fields of research. Pergamon Press.
6. Risjord, M. (2014). Philosophy of social science: A contemporary introduction. Routledge.

Teaching methodology:

- Lectures
- In Class Activities
- Written Assignments

Assessment:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

MSJS 102

Theories of Journalism – I

03 Credit Hour

Course Objectives:

Journalists and the organizations for which they work produce news. In other words, the news is both an individual product and an organizational product. The complex technologies that have been used to distribute media messages have required resources that few individuals control. This course deals with the journalism theories dealing with news production, how news is controlled due to political-economic interests of the news organizations, what role do journalists play as gatekeepers and the issue of gender in the newsrooms.

Learning outcomes:

Students will be able to

- Critically evaluate the dynamics of news production
- Identify the dynamics of news organizations in producing news
- See whether objectivity is a myth in news

Course Contents:

- Organizational Theory-News Organizations and Routines
- Journalists as Gatekeepers
- Objectivity, Professionalism, and Truth Seeking in Journalism
- Reporters and Their Sources
- Gender in the Newsroom
- Convergence and Cross-Platform Content Production
- Journalism, Public Relations and Spin

- Journalism Law and Regulation
- Journalism Ethics

Suggested Readings:

1. Edward S. Herman & Noam Chomsky (2002) *Manufacturing Consent: The Political Economy of the Mass Media*
2. Hardy, J (2014) *Critical Political Economy of the Media: An Introduction*, Routledge
3. Pamela J. Shoemaker, Timothy Vos (2009), *Gatekeeping Theory*. Routledge
4. Randy Nichols, Gabriela Martinez, (2020) *Political Economy of Media Industries Global Transformations and Challenge* Routledge

Teaching methodology:

- Lectures
- In Class Activities
- Written Assignments

Assessment:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

MSJS103

Research Methods – I

03 Credit Hour

Course Objectives:

It will give an overview of the research process and discuss the main components which include research questions, research hypothesis, research design, data collection, and data analysis. Differences between qualitative and quantitative measurements along with differences between research questions and research hypotheses will be discussed. How to relate theory with research. They will be acquainted with the overview of the important parts and expectations of research design (including ethics considerations). From here the course will move on to data collection methods, and quantitative and qualitative research methods. It will emphasize not only to consider the most appropriate method for the study of their chosen topic or problem but also what combination of research methods will produce a better and deeper understanding of the research problem.

Learning outcomes:

- Students will learn
- How and when to use which method and sampling techniques along with their pros and cons
- Relate theoretical frameworks with research study
- Become aware of the possible statistical analysis methods which are used for data analysis.

- Develop basic skills to write Research Proposal and Report

Course Contents:

- Why do research?
- Difference between Applied, Basic, and Action Research
- The basic assumption of the quantitative and qualitative research
- Relationship of Theory and Research
- Quantitative Research Design
- Qualitative Research Design
- Linking Literature review with research Objectives
- Hypothesis and Research Questions
- Probability and non-probability sampling techniques
- Survey
- Experimental Research
- Content Analysis
- Focus Group
- Participant observation
- Reference writing
- Writing Research Report

In all Sections of the course, review and discussion of many examples of published research articles on mass communication and journalism in peer-reviewed journals, which have used the techniques learnt about in the course. This is for the student to learn by example (from these papers), and for them to see that what they have learnt or covered in this course are indeed being used by other researchers like themselves.

Evaluation Process

Students will be assessed on their assignments, mid-term and one research report.

Suggested Readings:

1. Alversia, Y. (2011). Doing quantitative research in education with SPSS.
2. Dupagne, M., Potter, W. J., & Cooper, R. (1993). A content analysis of women's published mass communication research, 1965–1989. *Journalism quarterly*, 70(4), 815-823.
3. Erba, J., Ternes, B., Bobkowski, P., Logan, T., & Liu, Y. (2018). Sampling methods and sample populations in quantitative mass communication research studies: A 15-year census of six journals. *Communication Research Reports*, 35(1), 42-47.
4. Goertzen, M. J. (2017). Introduction to quantitative research and data. *Library Technology Reports*, 53(4), 12-18.
5. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. NYU Press.

6. Jankowski, N. W., & Jensen, K. B. (Eds.). (2002). *A handbook of qualitative methodologies for mass communication research*. Routledge.
7. Kamhawi, R., & Weaver, D. (2003). Mass communication research trends from 1980 to 1999. *Journalism & Mass Communication Quarterly*, 80(1), 7-27.
8. Neuman, L. W. (2007). *Social research methods*, 6/E. Pearson Education India.
9. Neuman, L. W. (2007). *Social research methods*, 6/E. Pearson Education India.
10. Thorson, E., Wicks, R., & Leshner, G. (2012). Experimental methodology in journalism and mass communication research. *Journalism & Mass Communication Quarterly*, 89(1), 112-124.
11. Trumbo, C. W. (2004). Research methods in mass communication research: A census of eight journals 1990–2000. *Journalism & Mass Communication Quarterly*, 81(2), 417-436.
12. Walliman, N. (2010). *Research methods: The basics*. Routledge.

Teaching methodology:

- Lectures
- In Class Activities
- Written Assignments

Assessment:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

MSJS-104

Optional Course (Group A)

03 Credit Hours

One optional course will be selected by the students from Group-A below. The course will be offered on the availability of the teachers as well as on the number of students who select any optional course. The teacher offering the course will be responsible to provide the course outline.

- Global perspective on Journalism Studies
- Media, Culture & Society
- Media Information Literacy
- Peace Journalism
- Political Communication

Semester 2

MSJS 105

Theories of Journalism – II

03 Credit Hour

Course Objectives:

Ideas about what news is and how it is selected have long fascinated the practitioners and scholars of journalism alike, although they tend to use very different language when discussing the subject. Academics have described the production of news as the passive exercise of routine and highly regulated procedures in the task of selecting from already limited supplies of information. This course aims to explore the tension between practitioner and academic accounts of news selection and framing and setting an agenda where large segments of the public come to perceive some of the issues as more important than others. This course also focuses on linguistics, semiotics, discourse studies and reception analysis with reference to news contents.

Learning Outcomes:

Students will be able to:

- Critically look into how news are framed
- Identify the hidden meanings behind the linguistic choices in the news
- Identify the hidden elements in the news construction
- Understand the ideological biases hidden in the news contents

Course Contents:

- Agenda Setting
- News Values and Selectivity
- Nature, Sources, and Effects of News Framing
- News, Discourse, and Ideology
- Rethinking News and Myth as Storytelling
- The Commercialization of News
- Framing
- The spiral of silence
- Constructionist Theory / News making
- Journalism and Democracy
- Alternative and Citizen Journalism
- Journalism and Popular Culture
- Audience Reception and News in Everyday Life

Suggested Readings:

1. Dearing, J. W., Rogers, E. M., & Rogers, E. (1996). *Agenda-setting* (Vol. 6). Sage.

2. Gearhart, S., & Zhang, W. (2015). "Was it something I said?" No, it was something you posted!"
3. A study of the spiral of silence theory in social media contexts. *Cyberpsychology, Behavior, and Social Networking*, 18(4), 208-213.
5. Hertog, J. K., & McLeod, D. M. (2001). *A multiperspectival approach to framing analysis: A field guide*. In *Framing public life* (pp. 157-178). Routledge.
6. McCombs, M. (2005). A look at agenda-setting: Past, present and future. *Journalism Studies*, 6(4), 543-557.
7. Noelle-Neumann, E. (1974). The spiral of silence a theory of public opinion. *Journal of communication*, 24(2), 43-51.
8. Pan, Z., & Kosicki, G. M. (1993). Framing analysis: An approach to news discourse. *Political communication*, 10(1), 55-75.

Teaching methodology:

- Lectures
- In Class Activities
- Written Assignments

Assessment:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

MSJS 106

Research Methods – II

03 Credit Hour

Course Objectives:

The course aims at:

1. Familiarizing students with qualitative & critical perspectives.
2. Training students regarding various designs of qualitative methods.
3. Developing academic writing, Data analysis, and interpretation skills.

Learning Outcomes:

On completing this course, students will be able to:

- Discuss, design, and execute qualitative research methods.
- Will be able to critically look into different methods to analyze media contents
- Analyze data, draw inferences, and write interpretations for research reports.
- Write research reports, synopsis, research papers, and thesis.

Course Contents:

- Discourse Analysis
- Critical Discourse Analysis
- Framing Analysis

- Semiotic Analysis
- Sociological Analysis
- Marxist Analysis
- Tools and Techniques of Data Analysis
- Research Practices for New Media
- Writing Research Proposals, Reports and Thesis
- Writing For research Journals

Suggested Readings:

1. Berger, A. A. (2014). Semiotics and society. *Society*, 51(1), 22-26.
2. Chouliaraki, L., & Fairclough, N. (2022). *Discourse in late modernity*. Edinburgh university press.
3. Dianiya, V. (2020). Representation Of Social Class In Film (Semiotic Analysis of Roland
4. Barthes Film Parasite). *Profetik: Jurnal Komunikasi*, 13(2), 212-224.
5. Erba, J., Ternes, B., Bobkowski, P., Logan, T., & Liu, Y. (2018). Sampling methods and sample populations in quantitative mass communication research studies: A 15-year census of six journals. *Communication Research Reports*, 35(1), 42-47.
6. Jankowski, N. W., & Jensen, K. B. (Eds.). (2002). *A handbook of qualitative methodologies for mass communication research*. Routledge.
7. Jessop, B. O. B. (2004). Critical semiotic analysis and cultural political economy. *Critical discourse studies*, 1(2), 159-174.
8. Kress, G. (1990). Critical discourse analysis. *Annual review of applied linguistics*, 11, 84-99.
9. Neuman, L. W. (2007). *Social research methods*, 6/E. Pearson Education India.
10. Trumbo, C. W. (2004). Research methods in mass communication research: A census of eight journals 1990–2000. *Journalism & Mass Communication Quarterly*, 81(2), 417-436.
11. Van Dijk, T. A. (1993). Principles of critical discourse analysis. *Discourse & society*, 4(2), 249-283.
12. Van Gorp, B., & Vercruysse, T. (2012). Frames and counter-frames giving meaning to dementia: A framing analysis of media content. *Social science & medicine*, 74(8), 1274-1281.
13. Weiss, G., & Wodak, R. (Eds.). (2007). *Critical discourse analysis*. New York: Palgrave Macmillan.

Teaching methodology:

- Lectures
- In Class Activities
- Written Assignments

Assessment:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Course Objectives: The course aims at;

1. Developing skills of managing information and using it in academic writings.
2. Developing skills of academic writing (research proposal, research report, reviews / thesis and research papers.
3. Developing skills of argumentation, rationalization and operationalization in search.

Learning Outcomes: On completing the course, students will be able to;

- Manage multiple sources of information both traditionally and digitally.
- Write various formats of academic research report
- Present, discuss and evaluate research proposals and projects.

Course Contents:

- Online information searching techniques
- Web search engines
- Online subject directories
- Electronic theses and dissertation (ETDs)
- HEC Digital Library
- Pakistan Research Repository
- Evaluating information sources and critical reading
- Literature review
- Plagiarism
- Turnitin software
- Endnote software
- Formatting of research thesis/report
- Ethics with respect to science and research
- Intellectual honesty and research integrity
- Writing a critique on Research paper, dissertation
- Book reviews
- Development of Research tool- Statement writing, the concept of reliability and validity
- Planning data collection and fieldwork schedule
- Scrutiny of the prepared data file by peer review and Data Entry

One optional course will be selected by the students from Group-B below. The course will be offered on the availability of the teachers as well as on the number of students who select any optional course. The teacher offering the course will be responsible to provide the course outline.

- Global Perspective on Media Laws & Ethics
- International Communication
- Development Journalism
- Journalism in the Digital Age

- Political Economy of Journalism

Semester 3

MSJS 201

Thesis

06 Credit Hour

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

Before submission of their proposal, it will be mandatory for the students

- To attend at least three workshops designed to meet the needs of the students in compiling, interpreting, and writing their dissertation.
 - SPSS
 - NVIVO
 - Data Analytics
 - Academic Writing
 - Writing Literature Review
 - Linking Hypothesis with Methodology
- To present their research proposal in the seminar. This seminar will focus on exploring various ideas, for discussion related to the selection of topic, relevant literature, and methodological application for writing research proposals/synopses for final MPhil dissertation. Students will prepare verbal, visual presentations. Faculty members will also be invited to share their scholarly work and research in the field of Journalism Studies.

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.