

BS(HONS)-I

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-301	English for Academic Purposes	3(3-0)
2	ISL- 302	Islamic Studies	2(2-0)
3	MCM-301	Introduction to Communication	3(3-0)
4	CSI-303	Computer Skills	3(3-0)
5	POL-321	Introduction to Political Science	3(3-0)
6	MCM-303	News Writing & Reporting	3(3-0)
	Total Credit Hours		17

BS(HONS)-II

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-322	Academic Reading and Writing	3(3-0)
2	PST-322	Pak Studies	2(2-0)
3	MCM-302	Mass Media in Pakistan	3(3-0)
4	MCM-304	Statistics Cum Mathematics	3(3-0)
5	MCM-306	Mass Media & Tolerance	3(3-0)
6	MCM-308	Sub Editing & Page Designing (T&P)	3(3-0)
	Total Credit Hours		17

BS(HONS)-III

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-421	Communication Skills	3(3-0)
2	URD-419	Functional Urdu	3(3-0)
3	MCM-305	National & International Affairs	3(3-0)
4	MCM-307	Introduction to Public Relations	3(3-0)
5	MCM-309	Introduction to Broadcast & Visual Media	3(3-0)
6	MCM-311	Basic Concepts in Social Sciences	3(3-0)
	Total Credit Hours		18

BS(HONS)-IV

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-422	Advanced Academic Reading and Writing	3(3-0)
2	MCM-310	Contemporary World Media	3(3-0)
3	MCM-312	Feature, Column & Editorial Writing (T&P)	3(2-1)
4	MCM-314	Advertising: Theory & Practice	3(2-1)
5	MCM-316	Introduction to Video & Photography	3(3-0)
	Total Credit Hours		15

BS(HONS)-V

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	MCM-313	Research Methods-I	3(3-0)
2	MCM-315	International communication	3(3-0)

3	MCM-317	Online Journalism	3(3-0)
4	MCM-319	Media Seminar	3(2-1)
5	MCM-321	Theories of Communication-I	3(3-0)
Total Credit Hours			15

BS(HONS)-VI

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	MCM-318	Media Society & Culture	3(3-0)
2	MCM-320	Development Communication	3(3-0)
3	MCM-322	Research Methods-II	3(3-0)
4	MCM-324	Writing Workshop	3(3-0)
5	MCM-326	Theories of Communication-II	3(3-0)
Total Credit Hours			15

BS(HONS)-VII

Compulsory Papers			
Sr. No.	Course Code	Course Title	Cr. Hrs.
1	MCM-323	Statistic for Social Sciences	3(3-0)
2	MCM-325	Media Psychology	3(3-0)
3	MCM-327	Media Ethics & Laws	3(3-0)
Optional Subjects			
1. Print Media			

4	MCM-329	Advanced Reporting	3(3-0)
5	MCM-331	Newspaper Production	3(3-0)
2. Broadcast Media			
4	MCM-333	Radio News Reporting & Production	3(3-0)
5	MCM-335	TV News Reporting & Production	3(3-0)
3. Advertising & Public Relations			
4	MCM-337	Advertising-I	3(3-0)
5	MCM-339	Public Relations-I	3(3-0)
4. Organizational Communication			
4	MCM-341	Organizations & Organizational Behavior	3(3-0)
5	MCM-343	Business & Marketing Communication	3(3-0)
	Total Credit Hours		15

BS(HONS)-VIII

Sr. No.	Course Code	Course Title	Cr. Hrs.
Compulsory Subjects			
1	MCM-328	Research Report	3(3-0)
2	MCM-330	Media Management & Marketing	3(3-0)
3	MCM-332	Specialized Journalism	3(3-0)
4	MCM-334	Internship	3(0-3)
Optional Subjects			
1. Print Media			
5	MCM-336	Advanced Sub-editing	3(3-0)
6	MCM-338	Magazine & Book	3(3-0)

		Production	
2. Broadcast Media			
5	MCM-340	Radio Program Production	3(3-0)
6	MCM-342	TV Program Production	3(3-0)
3. Advertising & PR			
5	MCM-344	Advertising-II	3(3-0)
6	MCM-346	Public Relations-II	3(3-0)
4. Organizational Communication			
5	MCM-348	Business Writings (Practical Exercise)	3(3-0)
6	MCM-350	Managerial Communication	3(3-0)
	Total Credit Hours		18
Over All Total Credit Hours of the Degree			130

BS(HONS)-I

BS(HONS)-I

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-301	English for Academic Purposes	3(3-0)
2	ISL- 302	Islamic Studies	2(2-0)
3	MCM-301	Introduction to Communication	3(3-0)
4	CSI-303	Computer Skills	3(3-0)
5	POL-321	Introduction to Political Science	3(3-0)
6	MCM-303	News Writing & Reporting	3(3-0)
Total Credit Hours			17

ENG-301

English for Academic Purposes

3 Cr. Hrs.

Objectives:

It will enable the students to learn the basics of Functional English Language which are essential for spoken and written communication. In order to enhance language skills and develop critical thinking, a grammar component will serve as a remedial necessity to help overcome their common errors in English Language.

Contents:

1. Introducing ourselves
2. Describing things
3. Getting and giving information
4. Recounting past events
5. Talking about facts and opinions
6. Agreeing and disagreeing
7. Compare and Contrast
8. Cause and effect
9. Using your imagination
10. Reporting
11. Writing Essays
12. Presentation skills
13. Assessment

Recommended books:

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.

3. 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.
4. Reading. Upper Intermediate.Brain Tomlinson and Rod Ellis.Oxford Supplementary Skills.Third Impression 1992.ISBN 0 19 453402 2.
5. 'Mind Your Language' by British Broadcasting Corporation (Book with CDs & Cassettes)
6. 'Choosing Your English' by British Broadcasting Corporation (Books with CDs & Cassettes)
7. 'Follow Me' by British Broadcasting Corporation (Book with CDs& Cassettes)

ISL-302

Islamic Studies

2 Cr. Hrs.

Objectives:

This course is aimed at providing basic information about Islamic Studies, to enhance understanding of the students regarding Islamic civilization and to improve their knowledge about the issues related to faith and religious life.

Contents:

Introduction to Quranic Studies

- 1) Basic Concepts of Quran
- 2) History of Quran
- 3) Uloom-ul -Quran

Study of Selected Text of Holy Quran

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

Seerat of Holy Prophet (SAWW)-I

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

Seerat of Holy Prophet (SAWW)-II

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

Introduction to Sunnah

- 1) Basic Concepts of Hadith
- 2) History of Hadith
- 3) Kinds of Hadith
- 4) Uloom –ul-Hadith
- 5) Sunnah& Hadith
- 6) Legal Position of Sunnah
- 7) Selected Study from Text of Hadith

Islamic Culture & Civilization

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

Islamic Economic System

- 1) Basic Concepts of Islamic Economic System
- 2) Means of Distribution of wealth in Islamic Economics
- 3) Islamic Concept of Riba
- 4) Islamic Ways of Trade & Commerce

Political System of Islam

- 1) Basic Concepts of Islamic Political System
- 2) Islamic Concept of Sovereignty
- 3) Basic Institutions of Govt. in Islam

Islamic History

- 1) Period of Khilafat-e-Rashda
- 2) Period of Umayyads
- 3) Period of Abbasids

Social System of Islam

- 1) Basic Concepts of Social System of islam
- 2) Elements of Family
- 3) Ethical Values of islam

Recommended Books:

- 1) Hameedullah Muhammad, “Emergence of Islam” , IRI, Islamabad
- 2) Hameedullah Muhammad, “Muslim Conduct of State”
- 3) Hameedullah Muhammad, ‘Introduction to Islam
- 4) Mulana Muhammad YousafIslahi,”
- 5) Hussain Hamid Hassan, “An Introduction to the Study of Islamic Law” leaf Publication Islamabad, Pakistan.
- 6) Ahmad Hasan, “Principles of Islamic Jurisprudence” Islamic Research Institute, International Islamic University, Islamabad (1993)
- 7) Mir Waliullah, “Muslim Jrisprudence and the Quranic Law of Crimes” Islamic Book Service (1982)
- 8) H.S. Bhatia, “Studies in Islamic Law, Religion and Society” Deep & Deep Publications New Delhi (1989)

MCM-301

Introduction to Mass Communication

3 Cr. Hrs.

Objectives:

This course is aimed at introducing the students with basic concept of communication and mass communication. This course further enables the students to understand the communication process and distinguish among various mass media.

Contents:

Communication

Definitions, types and significance. 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.

Books Recommended:

1. Dominick, J.R. (2006). *Dynamics of Mass Communication* (8th ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose. (2002). *Media Now: Communication Media in the Information Age* (3rd ed.). USA; Wadsworth.
3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 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
9. Communication, University of Karachi –2000.
10. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
11. Media of mass communication, John Vivian 5th Ed. Allyn and Bacon, London, 2000.

Objectives:

This course is aimed at introducing the students to computer technology and techniques with the view to acquaint them with its use in Print and Electronic Media. It focuses on the use of computers in Advertising, Magazine Production, Sub-Editing and Rewriting, T.V. Journalism etc and equips the students with the modern tools in vogue in Mass Communication globally.

Contents:

1. Introduction to computer
2. Microsoft Word. Typing English text.
3. Urdu In-page: Typing Urdu text.
4. Adobe Photoshop: Editing photographs/Advertisement designing.
5. Coral Draw: Layout and drawing.
6. Macromedia Flash: Animation making/Drawing cartoons for newspapers and magazines.
7. Adobe Page Maker: Creating layouts for Newspapers and Magazines.
8. Use of Scanner
9. Introduction to Internet
10. Graphics
11. PowerPoint
12. Excel

Books Recommended:

1. Master Visually Office 2003 by Michael S. Toot.
2. How to do everything with Microsoft Office 2003 (How to do everything) Laurie Ulrich, Laurie Ulrich.
3. Microsoft Office 2003 Step by Step by Online Training Solutions Inc., Curtis Frye.
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. Sams Teach Yourself Adobe (R) Photoshop (R) in 24 Hours by Carla Rose.
9. Corel Draw (R) 11: the Official Guide by Steve Bain, Steve Bain.
10. Macromedia Flash MX 2004 Hands-On Training (Hands on Training) H.O.T) by Rosanna Yeung.
11. Sams Teach Yourself Macromedia Flash MX 2004 in 24 Hours (Paperback) by Phillip Kerman.
12. Adobe PageMaker 7.0 Classroom in a Book by Adobe Creative Team, Adobe Creative Team.
13. Adobe PageMaker 7 by Against the Clock.
14. 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.
15. Adobe Premiere 6.5 Complete Course by Donna L. Baker.
16. A Journalist's Guide to the Internet: The Net as a Reporting Tool (2nd Edition) by Christopher Callahan.

Objectives:

The objective of this course is to introduce the students with the fundamentals of the subject of Political Science and prepare them for advanced studies in the forthcoming semesters. The very basic concepts and terminology commonly used in the further courses of studies are taught to make the students friendly with the subject.

Contents:

1. Definition, Nature, Scope and Sub-fields of Political Science.
2. Relationship of Political Science with other social sciences.
3. Approaches to the study of Political Science: Traditional and Modern.
4. Basic concepts of Political Science: Power, Authority, Legitimacy, Nation and Sovereignty.

5. State: its origin and evolution; Western and Islamic concepts of State, Forms of State: Unitary, Federation, Confederation.
6. Organs of Government: Legislature, Executive, Judiciary.
7. Forms of Government: Parliamentary, Presidential, Authoritarian.

Note: *Sub-fields of Political Science include: Political Philosophy/Theory; Comparative Politics; International Relations; Public Administration/ Public Policy; Local Government, etc.*

Recommended Books:

1. Choudhry Ahmad Shafi, *Usul-e-Siyasiat* (Urdu), Lahore Standard Book Depot, 1996.
2. Sheikh Bashir Ahmad, *Riyasat Jo Ilm* (Sindhi meaning Science of State), Jamshoro, Institute of Sindhalogy, University of Sindh, 1985.
3. MazherulHaq, *Theory and Practice in Political Science*, Lahore Bookland, 1996.
4. Michael G. Roskin, *Political Science: An Introduction*, London: Prentice Hall, 1997.
5. Mohammad Sarwar, *Introduction to Political Science*, Lahore IlmiKutubKhana, 1996.
6. Robert Jackson and Dorreen Jackson, *A Comparative Introduction to Political Science* (New Jersey, Prentice – Hall, 1997)
7. Rodee Anderson etc. *Introduction to Political Science*, Islamabad, National Book Foundation, Latest Edition.
8. R. C. Agarwal, *Political Theory (Principles of Pol. Science)*, New Delhi, S. Chand & Co., 2006.
9. V. D. Mahajan, *Political Theory (Principles of Pol. Science)*, New Delhi, S. Chand & Co., 2006.
10. Ian Mackenzi (Ed.), *Political Concepts: A Reader and Guide*, Edinburgh, University Press, 2005.

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Objectives:

The course would enable the students how to identify a possible news story where to gather information from, and how to put the collected information into a formal news story format.

The course is also intended to apprise the students of

- a) The significance of 'news' as a basic component of newspaper,
- b) The role of a reporter with reference to his professional qualities, duties, achievements, failures, skills and working conditions

Contents:**1. News**

- a. Definition and Elements of News
- b. News determinants and News Values
- c. Sources of News

2. News Writing Techniques

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

3. The Reporter

- a. Importance of a reporter
- b. Duties of a Reporter
- c. Qualities of a Reporter

4. Essentials of Reporting

- a. Observation,
- b. Looking for stories,
- c. Background information
- d. Track down relevant sources of information for stories

5. Reporting Beats

- a. Crime
- b. Court
- c. Political
- d. Parliamentary Affairs
- e. Culture,
- f. Sports,
- g. Education,
- h. Economic and Commerce; and others

6. News Agencies

- a. International
- b. National
- c. Local

Recommended Books:

- 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; Prentice, 1977

9. Hijazi, Miskeen Ali, "Fun-e-Idarat"
10. Khursheed, Abdul Salam Dr., "Fun-e-Sahafat"
11. Hashmi, Farkhanda, "Fun-e-KhabarNaweesi"
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, Barbar Company.

BS semester-II

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-322	Academic Reading and Writing	3(3-0)
2	PST-322	Pak Studies	2(2-0)
3	MCM-302	Mass Media in Pakistan	3(3-0)
4	MCM-304	Statistics Cum Mathematics	3(3-0)
5	MCM-306	Mass Media & Tolerance	3(3-0)
6	MCM-308	Sub Editing & Page Designing (T&P)	3(3-0)
Total Credit Hours			17

ENG-322

Academic Reading and Writing

3 Cr. Hrs.

Objectives:

To enable the students to:

- Read the lines (literal understanding of text), read between the lines (to interpret text) and read beyond the lines (to assimilate, integrate knowledge etc.)
- Write well organized academic texts including examination answers with topic/thesis statement/supporting details
- Write argumentative essays and course assignments

Reading and Critical Thinking

1. Read academic texts effectively by:

- Using appropriate strategies for extracting information and salient points according to a given purpose
- Identifying the main points supporting details, conclusions in a text of intermediate level
- Identifying the writer's intent such as cause and effect, reasons, comparison and contrast, exemplification
- Interpreting charts and diagrams
- Making appropriate notes using strategies such as mind maps, tables, lists, graphs
- Reading and carrying out instructions for tasks, assignments and examination questions

2. Enhance academic vocabulary using skills learnt in Compulsory English I course

3. Acquire efficient dictionary skills such as locating guide words, entry words, choosing appropriate definition, and identifying pronunciation through pronunciation key, identifying part of speech, identifying syllable division and stress patterns

Writing Academic Texts

Students will be able to:

1. Plan their writing: identify audience, purpose and message (content)
2. Collect information in various forms such as mind maps, tables, charts, lists
3. Order information such as:
 - Chronology for a narrative
 - Stages of a process
 - From general to specific and vice versa
 - From most important to least important
 - Advantages and disadvantages
 - Comparison and contrast
- Problem solution pattern
4. Write argumentative and descriptive forms of writing using different methods of developing ideas like listing, comparison, and contrast, cause and effect, for and against
 - Write good topic and supporting sentences and effective conclusions
 - Use appropriate cohesive devices such as reference words and signal markers
5. Redraft checking content, structure and language, edit and proof read

Grammar in Context

- Phrase, clause and sentence structure
- Combining sentences
- Reported Speech

Methodology

In this curriculum, students will be encouraged to become independent and efficient readers using appropriate skills and strategies for reading and comprehending texts at intermediate level. Moreover, writing is approached as a process. The students will be provided opportunities to write clearly in genres appropriate to their disciplines.

Recommended Readings:

1. Eastwood, J. (2004). *English Practice Grammar* (New edition with tests and answers). Karachi: Oxford University Press.
2. Fisher, A. (2001). *Critical Thinking*. C UP
3. Goatly, A. (2000). *Critical Reading and Writing: An Introductory Course*. London: Taylor & Francis
4. Hacker, D. (1992). *A Writer's Reference*. 2nd Ed. Boston: St. Martin's
5. Hamp-Lyons, L. & Heasley, B. (1987). *Study writing: A course in written English for academic and professional purposes*. Cambridge: Cambridge University Press.
6. Howe, D.H, Kirkpatrick, T.A., & Kirkpatrick, D.L. (2004). *Oxford English for Undergraduates*. Karachi: Oxford University Press.
7. Murphy, R. (2003?). *Grammar in Use*. Cambridge: Cambridge University Press.
8. Smazler, W.R. (1996). *Write to be Read: Reading, Reflection and Writing*. Cambridge: Cambridge University Press.
9. Wallace, M. (1992). *Study Skills*. Cambridge: Cambridge University Press.
10. Yorky, R. *Study Skills*.

PST-322**Pakistan Studies****2 Cr. Hrs.**

Objectives:

- To develop vision of Historical Perspective, Government, Politics, Contemporary Pakistan, Ideological Background of Pakistan.

- To study the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan.

Contents:

1. 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.

2. Government and Politics in Pakistan Political and constitutional phases:

- 1947-58
- 1958-71
- 1971-77
- 1977-88
- 1988-99
- 1999 onward

3. Contemporary Pakistan

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

Books Recommended

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

Objectives:

This course is designed to study the role of Muslim Press in the Sub- continent with reference to the work of eminent Muslim journalists, and its role during freedom movement and struggle for Pakistan. It is further designed to help students to have a look on the evolution of print and electronic media in Pakistan from the beginning till date, with reference to their problems and prospects.

Contents:

1. **Historical Background**
 - a. Growth of the Muslim Press in the sub continent.
 - b. Role of Sir Syed Ahmed Khan, MoulanaHasratMohani, Moulana Muhammad Ali Johar, MoulanaAbulKalam Azad, and Zafar Ali Khan.
 - c. Press and the Pakistan Movement.
2. **History and Development**
 - a. Press since independence.
 - b. Major Developments of Press in Pakistan
 - c. Major problems and prospects of Press in Pakistan
3. **Government and Press**
 - a. Government Press relations
 - b. The Print Media since 1947 to-date.
4. **Electronic Media in Pakistan**
 - a. Growth & expansion of Radio, Television and Film in Pakistan
 - b. Growth of Cable television and its cultural and ethical dimensions.
 - c. Establishment of Pakistan Media Regulatory Authority (PEMRA).
 - d. Salient features of PEMRA ordinance 2002
 - e. Electronic Media in Private Sector. FM radio and Satellite Television.
 - f. Online Journalism: Development and future prospects
5. **News Agencies**
 - a. Development of News Agencies.
 - b. Expansion, Working, Organizational, Structure and Future perspective in Pakistan.

Books Recommended:

1. KhurshidAbdus Salam, Journalism in Pakistan, United Publishers, Lahore.
2. Lent J. A., Newspapers in Asia.
3. MajeedNizami, 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
6. Asia, SAGE Publication International, UK.
7. Aziz Yousaf (2003), Cable Television – A vision for Future, Pakistan.
8. Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in
9. Pakistan.
10. Sh. Mugheesuddin (1981), ABC of Radio Journalism.
11. Niazi, Zamir, Press in Chains
12. Hassan, Mehdi (2001), Mass Media in Pakistan. Aziz Publisher. Lahore
13. Hassan, Jawad&Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.
14. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Dehli
15. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Dehli
16. Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.
17. Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication
18. Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.

Books in Urdu

1. KhurshidAbdus Salam (1966), Fun-e-Sahafat, Karwan Publications.
2. KhurshidAbdus Salam, Dastan-e-Sahafat.
3. Hijazi, Miskeen Ali (2005), Fun-e-Idarat, 6th Edition, Adan Printers.
4. KhurshidAbdus Salam, Sahafat Pakistan-o-Hind Mein.
5. Hussain, Muhammad Shahid, Iblighiat (2004) EduationPubliscation House Dehli
6. Hijazi, Miskeen Ali (1995), Punjab min Urdu Sahafat. Azhar Sons Printers. Lahore.
7. ShafiqJhaulundhary (2008), SahafatAurIblagh, 10th Edition. Ali Ejaz Printers. Lahore.

MCM-304

Statistics cum Mathematics

3 Cr. Hrs.

Credit Hours: 3 + 0

Specific Objectives of the Course: To prepare the students, not majoring in mathematics, with the essential tools of Calculations to apply the concepts and the techniques of Mathematics and Statistics in their respective disciplines.

Course Outline:

1. Statistics, Definition and basic understanding?

Definition of Statistics, Population, sample Descriptive and inferential Statistics, Observations, Data, Discrete and continuous variables, Errors of measurement, Significant digits, Rounding of a Number, Collection of primary and secondary data, Sources, Editing of Data. Exercises.

2. Presentation of Data

Introduction, basic principles of classification and Tabulation, Constructing of a frequency distribution, Relative and Cumulative frequency distribution, Diagrams, Graphs and their Construction, Bar charts, Pie chart, Histogram, Frequency polygon and Frequency curve, Cumulative Frequency Polygon or Ogive, Historigram, Ogive for Discrete Variable. Types of frequency curves.Exercises.

3. Measures of Central Tendency

Introduction, Different types of Averages, Quantiles, The Mode, Empirical Relation between Mean, Median and mode, Relative Merits and Demerits of various Averages. properties of Good Average, Box and Whisker Plot, Stem and Leaf Display, definition of outliers and their detection. Exercises.

4. Measures of Dispersion

Introduction, Absolute and relative measures, Range, The semi-Inter-quartile Range, The Mean Deviation, The Variance and standard deviation, Change of origin and scale, Interpretation of the standard Deviation, Coefficient of variation, Properties of variance and standard Deviation, Standardized variables, Moments and Moments ratios. Exercises.

5. Probability and Probability Distributions.

Discrete and continuous distributions: Binomial, Poisson and Normal Distribution. Exercises

6. Sampling and Sampling Distributions

Introduction, sample design and sampling frame, bias, sampling and non sampling errors, sampling with and without replacement, probability and non-probability sampling, Sampling distributions for single mean and proportion, Difference of means and proportions. Exercises.

7. Regression and Correlation

Introduction, cause and effect relationships, examples, simple linear regression, estimation of parameters and their interpretation. r and R^2 . Correlation.Coefficient of linear correlation, its estimation and interpretation.Multiple regression and interpretation of its parameters. Examples

Recommended Books

1. Walpole, R. E. 1982. "Introduction to Statistics", 3rdEd., Macmillan Publishing Co., Inc. New York.
2. Muhammad, F. 2005. "Statistical Methods and Data Analysis", KitabMarkaz, Bhawana Bazar Faisalabad.

Objectives of Course:

In this Globalized world more people from different nations, cultures, religions and lifestyles are working together and living in the same neighborhoods than ever before. Tolerance of each others' differences is a very important key to maintain peace in the society.

Following are the key objectives to include this course in the curriculum of Mass communication.

- To give the realization to the students that tolerance is a noble humanitarian and Islamic virtue.
- To promote gentle behavior, showing concern for others, being soft-hearted and being compassionate.
- To promote interfaith and harmony among the students.
- To enable the students to counter the menace of terrorism and unrest in the society.

Course Contents:

- ✚ Defining Tolerance, with Examples and Objectives.
- ✚ "Tolerance" defined by the United Nations, Importance of International Day for Tolerance.
- ✚ Importance of Tolerance in our lives and society.
- ✚ The Act of Toleration (1689), Declaration of the Rights of Man and Citizens
- ✚ Tolerance in world's different religions.
- ✚ "Khutba-e-Haj a Tul Wida", as a charter for basic human rights.
- ✚ The importance of Religious Pluralism, Acceptability of Religious Pluralism in Islam, Images to promote Tolerance.
- ✚ The power of media to promote Tolerance, Strategies to promote Tolerance through media.
- ✚ Peace Journalism, Conflict Resolution through media outlets, Effective ways to perform conflict reporting.
- ✚ Theories of conflict resolution:
 - ❖ Principled Negotiation by Roger Fisher and William Ury
 - ❖ Cooperative Model by Morton Deutsch
 - ❖ Human Needs Model by John Burton
 - ❖ Conflict Transformation by Bush, Folger And Lederach
- ✚ Ethnicity, its forms, effects and intensity.
- ✚ Proliferation of tolerance and interfaith Harmony

- ✚ Minorities in Pakistan and their role in national development

Practical Work

- ✚ Development of curriculum, co-curriculum and extra-curriculum techniques like advocacy campaigns, door-to-door campaigns etc.
- ✚ Selection and adoption of literature, excerpts from Urdu and Islamic History
- ✚ Training Workshops to imparting how to cover minorities, their social and religious events
- ✚ The Role of minorities in state-building

Suggested Readings:

- ✓ The Many Faces of Tolerance: Attitudes Toward Diversity By Ewa A. Golebiowska.
- ✓ Tolerance: Celebrating Differences by Robert Wandberg. Capstone Press.
- ✓ Liberal Democracy and the Limits of Tolerance. Edited by Raphael Cohen-Almagor
- ✓ Islam, the West, and Tolerance: Conceiving Coexistence By Aaron Tyler
- ✓ The Wisdom of Tolerance By Daisaku Ikeda, Abdurrahman Wahid

MCM-306

Sub Editing & Page Designing(T&P)

3 Cr. Hrs.

Objectives:

In the first phase this course is intended to introduce students to the practical aspects of newspaper editing including use of copy editing, symbols and use of computer, condensation, verification of spellings and facts, headline writing, story selection and basics of page layout. This course further intends to help students to develop and improve re-writing skills with an emphasis on how to analyze, recognize and re-write the information provided in a filed story with a view to improve it.

Contents:

1. Introduction

Nature and scope of Sub-Editing

2. Sub Editor

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

3. Mechanics of News Editing

- a. Reading creed material
- b. Symbols and their uses
- c. Translation
- d. Structuring and re-writing of news story

4. Make Up

- a. Make up techniques
- b. Basic principles of page make up
- c. Different kinds of make up

5. Headlines

- a. Definition
- b. Purpose of Headlines
- c. Qualities of Headlines
- d. Kinds of Headlines
- e. Principles of Headlines making.

6. Use of Computer

- a. Use of computers in the newspapers
- b. Composing
- c. Computerized Page making techniques

Recommended Books:

- 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, McGiffert 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-eKhabar Naveesi by A. R. Khalid
- 8. Fun-e-Idarat by Hijazi, Miskeen Ali
- 9. Sahafat by Hassan Mehdi

BS(HONS)-III

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-421	Communication Skills	3(3-0)
2	URD-419	Functional Urdu	3(3-0)
3	MCM-305	National & International Affairs	3(3-0)
4	MCM-307	Introduction to Public Relations	3(3-0)
5	MCM-309	Introduction to Broadcast & Visual Media	3(3-0)
6	MCM-311	Basic Concepts in Social Sciences	3(3-0)
	Total Credit Hours		18

ENG-421**Communication Skills****3 Cr. Hrs**

Objective:

To enable the students to meet their real life communication needs

Contents:

- Oral presentation skills (prepared and unprepared talks)
- Preparing for interviews (scholarship, job, placement for internship, etc.)
- Writing formal letters
- Writing different kinds of applications (leave, job, complaint, etc.)
- Preparing a Curriculum Vitae (CV), (bio-data)
- Writing short reports

Recommended Readings:

1. Ellen, K. 2002. *Maximize Your Presentation Skills: How to Speak, Look and Act on Your Way to the Top*
2. Hargie, O. (ed.) *Hand book of Communications Skills*
3. Mandel, S. 2000. *Effective Presentation Skills: A Practical Guide Better Speaking*
4. Mark, P. 1996. *Presenting in English*. Language Teaching Publications.

Objectives:

It will enable the students to learn the basics of Functional Urdu Language which are essential for spoken and written communication. In order to enhance language skills and develop critical thinking, a grammar component will serve as a remedial necessity to help overcome their common errors in Urdu Language.

Objectives:

This course is designed to provide the students an insight of events and affairs taking place in and around Pakistan. Understanding national and international affairs is indispensable for persons working for media. This course is planned to enlighten and enable the students to analyze events with proper perspective.

Contents:**National Affairs:**

1. An overview of post independence History of Pakistan.
2. Constitutional Development in Pakistan.
3. Basics of Pakistan's Foreign Policy and Pakistan's relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,
4. Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.

International Affairs:

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

Recommended Books:

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

9. Saeed, KhawajaAmjad (2007), The Economy of Pakistan, Oxford University Press.
10. Jain, Rashmi (2007), The United States and Pakistan 1947 – 2006, Radiant Publishers

MCM-307

Introduction to Public Relations

3 Cr. Hrs.

Objectives:

This course is designed to introduce students to the principles and techniques of public relations as currently practiced. Emphasis will be on the public relations processes and such activities that bring out student's problem-solving approach and creativity in message construction.

Contents

1. Public Relations

- a. Definition, Purpose and Scope, Organizational Structure
- b. Process of Public Relations
- c. Duties of Public Relations Officer(Do's and Don'ts in PR)
- d. Tools of Public Relations
- e. Comparative Study of Advertising, Propaganda and Publicity
- f. Public Opinion Formation, Kinds of Publics
- g. PR Organizations: Business, Trade & Finance, International and Diplomatic Public Relations, Media channels, Religious Departments & Government Department
- h. Created private media (House journals, Newsletter, Videos Audios, Slides, Exhibitions, Polls, Media feedback)
- i. Budgeting in PR
- j. 7 C's of PR
- k. Concept of E-PR
- l. Sponsorship as an important PR Tool
- m. Advertising in PR
- n. Code of Ethics and Law in PR

2. Practical

- a. Preparation of backgrounders
- b. Curtain Raisers
- c. Writing of Press Notes, Handouts and Press releases.
- d. Photo Captions

Recommended Books:

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: Publishing, 1991
4. "Taloqaat-e-Aama", by S. A. Siraj, AllamaIqbal 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. "Public Relations The Profession and The Practice" by LATTIMORE, Allied Book Company, 3rd Ed. 2012
8. "The Ethics of Journalism Individual, Institutional and Cultural Influences" by WHATT, Allied Book Company, 2014

MCM-309 Introduction to Broadcast and Visual Media

3 Credit Hours

Objectives

- This course emphasis on a comprehensive and active learning environment with hands-on experience in electronic media that will prepare students for meaningful and rewarding careers in radio, television and film industry.
- Further, this course also enlightens current theories, practices, researches and other creativities in the electronic media being practiced in Pakistan and abroad alike.
- During the course, students will learn and practice the techniques of Radio and T.V. reporting, news drafting and presentation. Moreover to broaden the vision of the students, development, impact and potential of both these medium will also be discussed.

Following topics will be studied in this course:

- Brief history of Electronic Media on the Globe.
- Advances and Innovations in Electronic Media to-date.
- Practices in Electronic Media: from Getting a story to Broadcasting...
- Organizational Structure of Radio and TV broadcast in Pakistan and developed countries.
- Impact of Broadcast Media on our society
- Impact of TV on world cultures
- Critical study of satellite TV and cable networks and their influence in Cultural Change. (Impact of Star Plus)
- Use of Internet for Broadcast in Pakistan
- Comparative and Analytical study of new media channels related to Pakistan with reference to Ownership, Organization, Policy, Contents and Effects

Suggested Readings

1. *Radio Journalism* by Mahmood Hussain
2. *Radio Journalism in Pakistan* by Idress Siddiqui
3. *Broadcast Journalism Basic Principles* by S.C. Bhatt
4. *Here's the News* by Paul De Maeseneer
5. *Art of Broadcasting* by S.P.Jain
6. *Television in Pakistan* by Jehangir A. Khan

MCM-311

Basic Concepts In Social Sciences

3Credit Hours

Objectives

This is a supportive course in BS Mass Communication Program at G.C. University Faisalabad. Objectives for including this course are:

- To strengthen the knowledge of students regarding basic concepts of social sciences since Communication is itself a Social Science.

- Monetary system, social and economic conditions of Pakistan with particular reference to Communication will be discussed in the course to give students an insight to elicit a realistic approach from them while practicing Mass Communication.
- More over, this course will also give the basic concepts about the Human Attitudes, Mass Behavior and Social Norms and means to affect them in an individual and at cumulative level.

Detail of the topics to be studied is as following:

Concepts and significance of social science

- Major Perspectives of Sociology
- Social Institutions
- Social Influence

Introduction to Social Psychology

- Self and Socialization
- Attitude 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

Introduction to Political Science

- Political System
- Review of Basic Concepts: State, Sovereignty Law Liberty, Equality and Fundamental Rights
- Political Parties and Pressure groups.

Suggested Readings

1. *The Social Order* by Robert Bierstedt
2. *Sociology* by Paul B. Horton
3. *Social Psychology-Individuals, Groups, Societies* by John W. McDavid
4. *Economic Survey of Pakistan (Current)* by Finance division of Pakistan
5. *Capital Market in Pakistan* by M. B. Abbasi
6. *W. Chaudhary: Constitutional Development in Pakistan. 1976.*
7. *Yousaf Zai, Parish Ullah: Introduction to Sociology, Islamabad. 1999.*

BS(HONS)-IV

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	ENG-422	Advanced Academic Reading and Writing	3(3-0)

2	MCM-310	Contemporary World Media	3(3-0)
3	MCM-312	Feature, Column & Editorial Writing (T&P)	3(2-1)
4	MCM-314	Advertising: Theory & Practice	3(2-1)
5	MCM-316	Introduction to Video & Photography	3(3-0)
Total Credit Hours			15

ENG-422	Advanced Academic Reading and Writing	3 Cr. Hrs.
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Objectives:

1. To enable the students to:
2. Read Academics text critically
3. Write well organized academic text e.g. assignments, examination answers
4. Write narrative, descriptive, argumentative essays and reports (assignments)

Contents:

1. Critical Reading

Advanced reading skills and strategies building on Foundations of English I & II courses in semesters I and II of a range of text types e.g. description, argumentation, comparison and contrast.

2. Advanced Academic Writing

Advanced writing skills and strategies building on English I & II in semesters I and II:

- Writing summaries of articles
- report writing
- Analysis and synthesis of academic material in writing
- Presenting an argument in assignments/term-papers and examination answers

Recommended Readings:

1. Aaron, J. 2003. The Compact Reader. New York: Bedford
2. Axelrod, R. B and Cooper, C.R. 2002. Reading Critical Writing Well: A Reader and Guide
3. Barnet, S. and Bedau, H. 2004. Critical Thinking, Reading and Writing: A Brief Guide to Writing. 6th Ed.
4. Behrens & Rosen. 2007. Reading and Writing Across the Curriculum.
5. Gardner, P. S. 2005. New Directions: Reading, Writing and Critical Thinking
6. George, D. and Trimbur, J. 2006. Reading Culture: Context for Critical Reading and Writing. 6th Ed.

7. Goatly, A. 2000. Critical Reading and Writing: An Introductory Course. London: Taylor & Francis
8. Grellet, F., Writing for Advanced Learners of English. CUP
9. Jordan, K. M. and Plakans, L. 2003. Reading and Writing for Academic Success
10. Jordon, R. R. 1999. Academic Writing Course. CUP.
11. Smith, L. C. 2003. Issues for Today: An Effective Reading Skills Text
12. Withrow, J., Effective Writing. CUP

MCM-310	Contemporary World Media	3 Cr. Hrs.
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Contents:

Profile of Major Media Giants

- CNN
- BBC
- VOA
- VOG
- Al-Jazeera
- AP
- AFP
- Star Network

Profile of World Elite Press

- The New York Times
- The Washington Post
- The Los Angeles Times
- The London Times
- The Guardian
- Times
- News Week

Media Conglomeration

- Big Media Giants:
- AOL
- Time Warner Disney
- News Corporation
- General Electric
- Bloomberg

MCM-312	Feature, Column & Editorial Writing (T & P)	3(2+1) Cr. Hrs.
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Objectives:

The course is designed to develop writing skills of the students for advanced journalistic writing like, editorial, column, feature, book reviews, Radio, TV programmes review. It would enable students to differentiate among various types of newspaper writings apart from the news. This course is also planned to train the students in such a way that they should learn the basic techniques and principles for these writings.

Contents:

1. **The Editorial**

- a. Definition of Editorial
 - b. Its purpose, importance and forms
 - c. Functions of Editorial
 - d. The Techniques of Editorial writing
 - e. The contents of editorial page
 - f. The editorial page in Pakistan and its standard.
2. **Feature Writing**
 - a. Definition, Concept and Scope of Feature
 - b. Types of Feature
 - c. Sources for the material
 - d. Feature Writing Technique
 - e. The importance of Pictorial Display in features.
3. **Column Writing**
 - a. Definition and Concept
 - b. Functions of a Column
 - c. Types of Column
 - d. Role of Columnist in society.
 - e. Practical Column Writing
4. **Review**
 - a. What is review
 - b. Difference between review and criticism.
 - c. The purpose of Review writing
 - d. The techniques of review writing
 - e. Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programmes etc.

Books Recommended:

1. Brenneck Clark. Magazine Article Writing New York.
2. Drewry J. E. 1951. Book Reviewing. BostanMacmillin 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. ShafiqJalandari. Feature Nigari.
7. ShafiqJalandari. KalamNaweesi
8. Miskeen Ali Hijazi. IdariaNaweesi.
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; 1sted.
11. Bruce Garrison. 2004. Professional Feature Writing: Lea's Communication series. Lawrence Erlbaum Associates; 4th 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.

This course is designed to introduce students to the principles and techniques of advertising as currently practiced. Emphasis will be on the advertising processes and such activities that bring out student's problem-solving approach and creativity in message construction.

Contents:

3. Advertising

- a. Definition, Purpose and scope
- b. Evolution and Development
- c. Socio – economic & societal role of Advertising
- d. Types of Advertising (Advertising for Electronic and Print Media, Online Advertising)
- e. Advertising Agency; its Organizational Structure with special reference to Pakistan
- f. Media of Advertising – Techniques and Tactics g. Copy writing and message construction
- g. Propaganda and its Techniques with Instances from Advertising
- i. Social Media Advertising
- j. Ethics in Advertising
- k. Types of Arguments prescribed by Aristotle (Ethos, Logos, Pathos)
- l. Basic steps in Planning the Ad Campaign
- m. Maslow's Hierarchy of Needs
- n. Diffusion of Innovation
- o. Advertising Terminologies
- p. 4 P's of Advertising Promotion (Product name, Price, Place, Promotion)

4. Practical

- a. Preparation of advertisement for Electronic and Print media
- b. Creative work regarding Logo, Monogram, Slogans, Jingles.

Recommended Books:

6. "Essentials of Advertising", by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
7. "Advertising: Made Simple", by Jefkins, Frank, Calcutta; Rupa Co. 1982
8. "Advertising" by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
9. "The Design of Advertising", by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
10. "Advertising", by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982
11. "Advertising" by JEFKINS, Allied Book Company, 4th Ed. 2015
12. "Advertising Management" by BATRA, Allied Book Company, 5th Ed. 2015
13. "Social Media Communication Concepts, Practices, Data, Law and Ethics" by LIPSCHULTZE, Allied Book Company, 2015
14. "The Art of Public Speaking" by LUCAS, Allied Book Company, 12th Ed. 2015
15. "Advertising Media Planning" by SISSORS, Allied Book Company, 7th Ed. 2015
16. "Advertising Principles and Practices" by WELLS, Allied Book Company, 7th Ed. 2016
17. "Facebook Marketing, Designing Your Next Marketing Campaign" by LEVY, Allied Book Company, 2nd Ed. 2011
18. "Journalism Ethics and Regulations" by FROST, Allied Book Company, 4th Ed. 2016

(I) Photography

- History of Photography
- Photojournalism! An emerging field of journalism
- Know your Camera! The art and science of camera operation
- Types of photos and photography
- Photo Composition! Laws/rules of photography
- Lighting techniques
- Terminology of photography and practical uses and application of terms i.e. exposure, depth of field, focal length, etc.
- Photo Editing! Introduction
- ABC of Adobe Photoshop and why is it necessary for photography
- Ethics of Photography and Photo Editing
- Photography Project (The project might consist of half the weightage of sessional marks and should be completed individually by the students enrolled)

(II) Videography

- Videography vs. Photography! How is making of video and still photos similar and different?
- Know your Video Camera, Basics of video camera operation
- Controlling the camera: Use of monopods, tripods, rolling tripods, dolly, jib arms and microphones
- Basics of Lens angle, Zoom, Depth of field, Exposure, Sharpness, (auto) Focus, Framing, Panning, Tilting, etc.
- Selecting the right shot/ Types of shots and selection of best possible type for your video
- Application of laws/rules of photography/videography
- Lighting for video (Indoors and Outdoors)
- Audio for video: Understanding and controlling audio for your video
- Basics of video editing
- Videography project (The project might consist of half the weightage of sessional marks and should be completed individually by the students enrolled. It should exhibit theoretical and practical knowledge of videography.)

Suggested Readings:

- The Complete guide to Nature Photography: by Sean Arbabi.
- Video Production Handbook; (4th Edition) (2008) Gerald Millerson, Jim Owens, and Absury College. Printed by Focal Press.
- Adobe Photoshop CS3 User Guide by Adobe available at http://www.adobe.com/support/documentation/archived_content/en/photoshop/cs3/photoshop_cs3_help.pdf
- http://www.adobe.com/support/documentation/archived_content/en/photoshop/cs3/photoshop_cs3_help.pdf
- <http://expertphotography.com/a-beginners-guide-to-photography/>

BS(HONS)-V

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	MCM-313	Research Methods-I	3(3-0)
2	MCM-315	Broadcast Journalism	3(3-0)

3	MCM-317	Online Journalism	3(3-0)
4	MCM-319	Media Seminar	3(2-1)
5	MCM-321	Theories of Communication-I	3(3-0)
Total Credit Hours			15

MCM-313
Research Methods-I
3 Cr. Hrs.

Objectives:

This course will give the students an insight into the basic principles of scientific research. Students will further be sensitized with the methods, techniques and other relevant concepts to investigate the media related phenomena in contemporary society.

Contents:

1. Methods of knowing
2. Defining Scientific Research
3. Concepts of Research in Mass Communication
4. Steps in Research
5. Elements of Research
 - a. Concepts
 - b. Constructs
 - c. Variables
 - d. Research question
 - e. Hypothesis
6. Measurement Levels and scale
7. Kinds of scientific research
 - a. Qualitative and Quantitative
 - b. Basic and Applied
 - c. Historical Research
 - d. Observational
 - e. Descriptive Research
 - f. Correlation Research
 - g. Experiment Of Research
 - h. Sampling and its Techniques
 - i. Literature Review and its Techniques

Books Recommended?

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.

MCM-315
International Communication
3 Cr. Hrs.

Contents:

1. History & development of Communication

2. Popular Media and Cold war propaganda
3. International Communication and Development
4. Approaches To Theorizing International Communication
5. A Critical Political Economy For The Twenty First Century
6. Liberalization and Development of the Telecom Sector
7. The Global media Market Place
8. Global Book production-The Top Ten
9. Communication & Cultural Globalization
10. International Communication and Culture
11. News media & The Foreign Policy
12. The Clash of Civilizations
13. The Portrayal of Muslims Western Media
14. International Communication in The Internet Age

Recommended Books:

1. Bruce Russett, Grasping the Democratic Peace: Principles for post Cold War World, Princeton, Princeton University Press, 1993.
2. Chris Brown, Understanding International Relations, London, Palgrave, 2005.
3. Hans J. Morgenthau, Politics Among Nations, New York, McGraw Hill, 1993.
4. J. Steans and L. Pettiford, International Relations: Perspectives and Themes, Harlow, Pearson Education Press, 2005.
5. James E. Dougherty and Robert L. Pfaltzraff Jr. Contending Theories of International Relations: Comprehensive Survey, Ed (New York), Harper and Row Publishers, 1981
6. John Baylis and Steve Smith, The Globalization of World Politics: An introduction to International Relations, Oxford University Press, London, 2005
7. John T. Rourke, International Politics on the World Stage, Boston, Boston University Press, 2004.
8. Karen A. Mingst, Essentials of International Relations, London, W.W. Norton & Company, 2004.
9. Robert Jervis and Art Robert, International Politics: Enduring Concepts and Contemporary Issues, New York, Addison Wesley, 2003.

Robert Jervis, Perception and Misperception in International Politics, Princeton, Princeton University Press, 1976.

MCM-317

Online Journalism

3(2+1) Cr. Hrs

Contents:

1. Distinguishing characteristics of online journalism
2. Characteristics of the Internet
3. Impact of Internet on Journalism
4. Flexible Delivery Platforms
5. Media convergence
6. Telecommunication
7. Useful Tips for Effective Web Design
8. Blogs and Blogging
9. Prevention of Electronic Crimes Ordinance, 2007 an ordinance

Books Recommended:

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
3. 1997.
4. Understanding Mass Communication, Defleur, Dennis, Houghton Muffin, N.Y, 1998.

5. Media Impact, Shirley Biagi, Wadsworth, 1999.
6. Media of Mass Communication, John Vivian, 1999.
7. Dynamics of Mass Communication, Dominic 6th ed.

MCM-319	Media Seminar	3 Cr. Hrs
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Objectives:

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 occasions.

MCM-321	Theories of Communication-I	3 Cr. Hrs.
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Objectives:

This course has been designed to enable the students to have a better insight into the concepts and effects of media on individual and society. On the completion of this course, the students will be able to adopt different media theories in research methodology and designing messages.

Contents:

1. Mass communication theory – Evolution and Development
2. Normative theories
3. Gate-keeping
4. Two-step flow of communication
5. Selective exposure, perception and retention
6. Cognitive Dissonance theory
7. Social Learning theory

Books Recommended:

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, 5thEd. Mac Graw Hill, Inc. New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd. ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd. ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd 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, 3rd ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.

BS(HONS)-VI

Sr. No.	Course Code	Course Title	Cr. Hrs.
1	MCM-318	Media Society & Culture	3(3-0)
2	MCM-320	Development Communication	3(3-0)
3	MCM-322	Research Methods-II	3(3-0)
4	MCM-324	Writing Workshop	3(3-0)
5	MCM-326	Theories of Communication-II	3(3-0)
	Total Credit Hours		15

MCM-318**Media Society & Culture****3 Cr. Hrs.****Contents**

1. Basic concepts and definitions of
2. Communication and its types
3. Individual, group and society
4. Norms, values, religion and culture
5. Opinion leader and their role
6. Globalization and Global culture
7. Culture and its importance
8. Pakistani Culture & Society
9. Role of Media in developing culture
10. Authoritarian, Liberalism, Socialism, Communism, & Social Responsibility
11. Social Institutions; their need and role(Family, Education, Political,
12. Religion, Recreational etc)
13. Social change and change agents
14. Role of Media as a part of recreational institution
15. Concept of Development communication
16. Role of Media tycoons in society
17. Role of Family, Peer Group, Religion , Education ,Economics & Politics in Individual & Social life

Recommended books

- 1.An introduction to sociology by Abdul Hmeedtaga
- 2.Principles of sociology by Muhammad sohailbhatti
3. Sociology by Anthony Gidden

MCM-320**Development Communication****3 Cr. Hrs.**

Objectives:

This course provides an overview of the important phenomena of Development Communication. In general, the course will interpret and analyze the role of mass media in highlighting social development in the society. After studying this course, students will be enabled to have a better insight in Development Communication and will analyze the nature and treatment of media contents on developmental issues.

Contents:

1. The need for development communication; Basic Concept: Promotion of development: development, as process & Goal. Sociology of development
 - a. Extension Communication and Development Communication
 - b. Development Journalism and Development Communication
 - c. Development Communication and Development Support Communication.
2. **Development Communication and Social Change**
 - a. The concept of change
 - b. Level of change
 - c. Sources of change
 - d. The role of opinion leader
 - e. The Communication channels
 - f. Factors influencing change
 - g. Obstacles to change
 - h. Reducing resistance to change
 - i. Diffusion of innovations
3. **Planning Development Communication campaign**
 - a. Concept of campaign i.e. Health, Literacy, Sanitation etc.
 - b. Advantages of campaign
 - c. Creating the plan
 - d. Stages
 - e. Techniques of campaign
 - f. Using Slogans
 - g. Selecting media and method
4. **Prospects and Challenges of Development Communication in Pakistan**
 - a. Financial problems
 - b. Lack of education and training
 - c. Control over media
 - d. Political problems
 - e. Economic Problems
 - f. Administrative problems
 - g. Media Sociology
 - h. Case Studies: work on developing a communication strategy. Making a development project of students' own choice.

Books Recommended:

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 3rd Ed. 1983.
8. Perspectives on 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.

MCM-322	Research Methods-II	3 Cr. Hrs
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Objectives:

This course will give the students an insight into the basic principles of scientific research. Students will further be sensitized with the methods, techniques and other relevant concepts to investigate the media related phenomena in contemporary society.

Contents

Research Design
 Survey Research & Telephone Interviewing
 Intercept Interviews in Mall and other High Traffic Areas
 Self-Administered Questionnaires
 Tools for Data Collection
 Pilot Testing the Questionnaire
 Interviewing
 Data Analysis
 Data Transformation
 Data Presentation & The Parts of the Table
 The Parts of the Table
 Use of Secondary Data
 Qualitative Research: Observation Studies/Field Research
 Historical Comparative Research
 Focus Group Discussion
 Report Writing, Results and Referencing

Books Recommended:

1. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
2. 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.

MCM-324	Writing workshop	3 Cr. Hrs.
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Objectives:

This course aims at introducing the students with different kinds of writings, to acquaint them about writing techniques and to develop their writing skills for different media.

Contents:

1. **Effective writing** (consistency, unity, coherence and compactness)
Writing effective sentences, paragraph writing, kinds and principles (inductive and deductive patterns of paragraph).
2. **Block paragraphing**
Longer composition – Essay writing, précis writing
Report writing: structure; techniques; documentation; words economy.
3. **Reporting skills**
 - a. Observation
 - b. Looking for stories
 - c. Back ground research.

Books Recommended:

1. Baumgardner, Dr.R. (1991). *English in Pakistan*. Karachi: Oxford University Press.
2. Eugene, Elrich. (1992). *Theory and Problems of Punctuation, Capitalization and Spellings*. 2nd ed. New York: McGraw Hills.
3. Hartley .B. (1982). *Streamline English*. Oxford: Oxford University Press.
4. Hicks, Whynford. (1993). *English for Journalism*. 1st ed. New York: Roulledge.
5. Hornby, S.A. (1989). *Oxford Advanced Learners Dictionary*. Oxford: Oxford University Press.
6. Hutchinson T. (1985). *Project English*. Oxford: Oxford University Press.
7. Swan M., *Practical English Usage*, O.U.P. 1980
8. Hornby S.A., *Oxford Advanced Learners Dictionary* O.U.P. 1989
9. Thomson J.A. Martinet, *A Practical English Grammar*, O.U.P. 1960
10. Thomson and Martinet, *A Practical English Grammar*, OUP, 1990
11. Chan & Lutovich, Janis Fisher, Diane, *Professional Writing Skills*
12. Murphy, *Advanced Grammar in Use*, Cambridge University Press.

MCM-326

Theories of Communication-II

3 Cr. Hrs.

Objectives:

This course has been designed to enable the students to make a better insight into the concepts and effects of Media on individual and society through study of various theories.

After study of this course, the students will be able to reconsider and adopt different media theory in designing message.

Contents:

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

Books Recommended:

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*, 5th 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*, 3rd. ed. Longman Group Ltd. London.

4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd. ed. St. Martin Press Inc. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd 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, 3rd ed. David McKay Co. New York.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth
Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.

BS(HONS)-VII

Compulsory Papers			
Sr. No.	Course Code	Course Title	Cr. Hrs.
1	MCM-323	Statistic for Social Sciences	3(3-0)
2	MCM-325	Media Psychology	3(3-0)
3	MCM-327	Media Ethics & Laws	3(3-0)
Optional Subjects			
1. Print Media			
4	MCM-329	Advanced Reporting	3(3-0)
5	MCM-331	Newspaper Production	3(3-0)
2. Broadcast Media			
4	MCM-333	Radio News Reporting & Production	3(3-0)
5	MCM-335	TV News Reporting & Production	3(3-0)
3. Advertising & Public Relations			
4	MCM-337	Advertising-I	3(3-0)
5	MCM-339	Public Relations-I	3(3-0)
4. Organizational Communication			
4	MCM-341	Organizations & Organizational Behavior	3(3-0)
5	MCM-343	Business & Marketing Communication	3(3-0)
	Total Credit Hours		15

STA-323**Statistics for Social Sciences****3 Cr. Hrs.**

1. Introduction to statistical package of social sciences.
2. Creating the variables and entering data.
3. Identifying data type.
4. Creating frequency tables.
5. Making graphs and tables.
6. Decision making for application of statistical tests on different variables.
7. Understanding of results of tests, applied.
8. Hypothesis Testing

Introduction, Statistical problem, null and alternative hypothesis, Type-I and Type-II errors, level of significance, Test statistics, acceptance and rejection regions, general procedure for testing of hypothesis. Exercises.

9. Testing of Hypothesis- Single Population

10. Testing of Hypotheses-Two or more Populations

Introduction, Testing of hypothesis and confidence intervals about the difference of population means and proportions for small and large samples, Analysis of Variance and ANOVA Table. Exercises

Recommended Books:

3. Walpole, R. E. 1982. "Introduction to Statistics", 3rd Ed., Macmillan Publishing Co., Inc. New York.
4. Muhammad, F. 2005. "Statistical Methods and Data Analysis", KitabMarkaz, Bhawana Bazar Faisalabad.

MCM-325	Media Psychology	3 Cr. Hrs.
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Contents:

1. Cognitive Psychology
2. Selective Perception & Consistency
3. Cognitive Dissonance Theory of Media
4. Psychology of Terrorism & Mass Media
5. Effect of Media Violation
6. Development Communication in Global Perspective
7. Advertising & It's effect on Human mind
8. Psychological warfare
9. Propaganda

Books Recommended

1. Cognitive Psychology of Mass Communication by Richard Jackson Harris
2. Media Psychology by David Giles
3. Psychology of Media and Politics by George Comstock and Erica Scharrer

Objectives

The course seeks to apprise the students about the codes of ethics, the laws and regulations, which are governing and regulating the media in Pakistan. The course develops the sense of norms, values and responsibility in future professionalize, government media relationship and press freedom in Pakistan.

Contents:

1. **Ethics**
 - a. Introduction, need and nature
 - b. Sources of ethics in Pakistan society.
2. **Media ethics**
 - a. Need and scope
 - b. Ethics and media profession
 - c. Social responsibility theory
 - d. Islamic code of ethics
3. **Ethical problems**
 - a. External and internal pressures on media
 - b. The violations of ethics in Pakistan (deadline and ethics)
 - c. Privacy, corruption, personal interests, etc.)
4. **Codes of Ethics and Application**
 - a. International codes of ethics (Print, electronic and web media)
 - b. Pakistani codes of ethics (ethical code of practice – 17 points in press council ordinance, 2002)
 - c. Other codes of ethics and application
5. **Media laws**
 - a. Introduction, need and nature
 - b. Evolution of press laws in sub-continent and Pakistan.
 - c. Salient features of the current press ordinances:-
 - d. PEMRA ordinance.
 - e. Press Council Ordinance
 - f. Press Laws: An overview
 - g. Defamation Ordinance
 - h. Copy Right Act

Books recommended

1. Dr. AhsanAkhtarNaz, SubafticZimadoryanMuqadraQaumZabar (Natal Language 1998, Islamabad.
2. JavedJabbarQaziFaiz Isa, Mass Media Laws and Regulation in Pakistan
3. Dr. AhsanAkhtar Nar, SohaftiQanane. A.H. Publishers, Urdu Bazar, Lahore
4. Dr. Naz, SabaftiIkhlaiyat, AzeemAcademi Urdu Bazar, Lahore.
5. Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.

Objectives:

The course seeks to teach the students to look beyond the news to analyze, interpret and present events with depth and background. It aims to produce writer who will not only look at the facts at their face value, but also explore hidden dimension.

Contents:

Interpretative report; concept, gathering information, special sources of information, what is an 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.

Books Recommended

1. News Writing & Reporting for today media, Bruce D. Itle & Douglas A. Anderson, McGraw Hill m, New York , 3rd, Ed. 1994
2. News Reporters & News Sources, Herbert Strenzt, Prentice Hall, New Delhi, 2nd Ed 1992
3. News Reporting & Writing, Brain S. Brook, George Kennedy, Daryl R. Moen, Don Raully, St Martin's Press, New York 4th Ed 1992
4. Reporting for the Print Media, Fred Fedler, Harcourt Brad college Publishers, Forthworth , 5th Ed 1993
5. Interpretative Reporting, Curtis D. MacDougal, Macmillan, New York 8th Ed. 1982
6. The Computerized Newspaper, Paul Willaims, Heinemann, London, 1990
7. Investigative Reporting, Clark R. Mollenhoff, Macmillan, New
8. Media Credibility, S.K. Aggarwal, Mittal Publications, New Delhi, 1989.
9. Public Affairs Reporting: Investigation, Interpretation nad research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersy, 1976

MCM-331**Newspaper Production****3 Cr. Hrs.**

Objectives:

The course aims at teaching the students at first hand the process of producing a news paper from news gathering and selection to editing, composing, page make up, use of illustrations to printing. It will be a practical course and the student will be expected to produce by themselves a complete daily or weekly newspaper.

Contents:

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.

Books Recommended

1. Marketing in Publishing, Patrick Forsyth, Routledge, London, 1997
2. Modern Newspaper Practice, F.W. Hodgson, Focal Press, Oxford, 4th 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.

PRACTICAL:

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

MCM-333	Radio News Reporting & Production	3 Cr. Hrs
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Objectives:

The course will impart the elements of selection writing, editing, compiling and presenting news for radio. It will be a practical course and the students will be expected to produce and present an entire news bulletin.

Contents:

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.

Books Recommended:

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, Muqtadiraquomi Zaban, Islamabad, 1989

MCM-335	TV News Reporting & Production	3 Cr. Hrs.
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Objectives:

The students will be taught the elements of selection, writing, editing, compiling and presentation of news for television. They will be taught the technical aspects of camera, lights and microphones and shooting and editing of news films and their placement in the news bulletin, besides the use of the live inserts and sound bites. They will be expected to produce bulletin for television. This is a practical course.

Contents:

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.

Books recommended

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 Hil, New ork, 1996

Objectives:

This course is designed to introduce students to the principles and techniques of advertising as currently practiced. The students will be made to look at the field from the viewpoints of the advertising practitioner, the channels of communication used and the various public which advertising persons try to reach. Emphasis will be on the advertising activities that bring out students creative problem-solving talents and help them.

Contents:

Indepth study of various Functions of Advertising. Micro and Macro Economic Impact of Advertising. Successful Advertising. Guidelines for writing potent copy alongwith techniques. Evaluation of work. Presentation of a campaign to the client.

Practicals

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

Books Recommended:

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

Objectives:

This course is designed to introduce students to the principles and techniques of public relations as currently practiced. The students will be made to look at the field from the viewpoints of the Public Relation practitioner, the channels of communication used and the various public which P.R persons try to reach. Emphasis will be on the public relation process and such activities that bring out students creative problem-solving talents and help them.

Contents:

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

Practical:

Writing at least 20 press release s and handouts.

Books recommended

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, AllamaIqbal 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, butter worth Heinemann, London, 1995
8. Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.

MCM-341

Organizations& Organizational Behavior

3 Cr. Hrs.

Contents:

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.

Books Recommended:

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New York 5th 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, Fortwarth, 3rd. 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, CarulRenss and Donn Silvis (eds) Longman, New York. 1985.

8. Organizational Communication, Howard H. Green Baun (all volumes), Sage Publication, London. 1983.
9. Management –A Global Perspective, 10th ed. Wehrich 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 Management, 2nd ed. Peter K. Pringle, Focal Press, London. 1991.
13. Managing Media Organization, John M. Lavine, Longman, New York. 1988.

MCM-343

Business & Marketing Communication

3 Cr. Hrs.

Contents:

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.

Books Recommended:

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New York, 5th 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, 3rd, 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.

BS(HONS)-VIII

Sr. No.	Course Code	Course Title	Cr. Hrs.
Compulsory Subjects			
1	MCM-328	Research Report	3(3-0)
2	MCM-330	Media Management & Marketing	3(3-0)
3	MCM-332	Specialized Journalism	3(3-0)
4	MCM-334	Internship	3(0-3)
Optional Subjects			
1. Print Media			
5	MCM-336	Advanced Sub-editing	3(3-0)
6	MCM-338	Magazine & Book Production	3(3-0)
2. Broadcast Media			
5	MCM-340	Radio Program Production	3(3-0)
6	MCM-342	TV Program Production	3(3-0)
3. Advertising & PR			
5	MCM-344	Advertising-II	3(3-0)
6	MCM-346	Public Relations-II	3(3-0)
4. Organizational Communication			
5	MCM-348	Business Writings (Practical Exercise)	3(3-0)
6	MCM-350	Managerial Communication	3(3-0)
	Total Credit Hours		18
Over All Total Credit Hours of the Degree			130

MCM-328	Research Report	3 Cr. Hrs.
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1. Learn and practice writing skills that will help them to write;
2. Read texts, and write to express their thoughts and to comment on the texts they have read; and
3. Write multiple drafts of essays based on their reading and class discussions, and an essay summarizing and critiquing two translation research papers.

MCM-330	Media Management & Marketing	3 Cr.Hrs.
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Objectives:

The objective of the course is to inculcate understanding regarding employees, organizations and social processes as well as overall organizational characteristics. It will focus on theory and practice in business and professional communication designed to evoke confidence in the student who is expected to become a media professional or a manager.

Contents:

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

Books Recommended

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, LawranceErlebaum, 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 N News Papers Circulation. Iowa state college press Iowa.

MCM-332	Specialized Journalism	3 Cr. Hrs.
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Contents:

Following areas will be included to have aspecialized journalistic sense about these.

- Health,
- Education,
- Economy,
- Environment,
- Media & Gender,
- Labor etc

2.

MCM-334	Internship	3 Cr. Hrs.
1. Every student is required to get working experience in any well reputed government, semi-government or private organization. 2. Student will have to spend the time worth to 3 credit hours in that organization 3. Verification letter by the Head of department of that organization will be required on completion of internship 4. More over, student will have to face a viva committee consisting of internal and external members to justify the worth and genuineness of this work		
MCM-336	Advanced Sub-editing	3 Cr. Hrs.

Objectives:

To train students about the modern computer based methods of sub-editing.

Contents:

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

Practical:

- Manual and computerized subbing exercises and assignments

Books recommended

1. The Art of Editing by BrooksEtal
2. News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
3. The Art of Editing News, McGiffertRenert
- 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-eKhabarNaveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehd

Objectives:

The course aims at teaching the students at first hand the process of producing a magazine from material gathering and selection to editing, composing, page make up, use of illustrations to printing. It will be a practical course and the student will be expected to produce by themselves a complete magazine.

Theory

1. Qualification of a Magazine Editor
2. Special & Important Aspects of Magazine Journalism
3. Editorial Planning and responsibilities of Editorial Board
4. Collection of material for Magazine
5. Criteria for selection of material
6. Rewriting & editing material
7. Proof reading
8. Principles and objectives of Make up / Layout / title page
9. Function and duties of Make up Editor
10. Layout techniques
11. Pictorial Display
12. New horizons of specialized magazines; Business, Science and Sports journalism etc.

Practical

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

Recommended Books

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. "MujalatiSahafat"

Objectives:

The course will impart the elements of selection, writing, editing, compiling and presenting different programmes for radio. It will be a practical course and the students will be expected to produce and present different programmes.

Contents:

1. Working of a Radio station.
2. Set up of studios.
3. Kinds of microphones.
4. Duties of radio producer, Programme planning and budgeting.
5. Production of different types of programmes: Talks and discussions, features and documentaries, plays, children's programmes, sport, announcements.
6. Commercial productions and public service broadcasting.
7. Outdoor Broadcasts.
8. Trends of FM Radio in public & private sector in Pakistan.

Practical

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

Books Recommended:

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: 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 4th 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, Francis. & 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.

MCM-342

TV Programme Production

3 Cr. Hrs.

Objectives:

The course will impart the elements of selection, writing, editing, compiling and presenting different programmes for TV. It will be a practical course and the students will be expected to produce and present different programmes.

- a. Working of TV station
- b. Genesis of TV programme from idea to recording; lighting, shooting, editing etc.
- c. Production of different types of TV programmes. talks, discussions, documentaries, plays, shows etc.
- d. Preparation of special reports.
- e. TV producer: qualifications and duties
- f. Out door Broadcasting.
- g. Cable Television in Pakistan
- h. Ethical and cultural issues.

Practical

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

Books Recommended.

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 3rd 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.

MCM-344

Advertising-II

3 Cr. Hrs.

Objectives:

The emphasis will be on the making of advertisements for radio and television. It will be a practical course and the students will be expected to produce the advertisements.

Contents:

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 Programmes. Advertising research.

Practical:

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

Books recommended:

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, 3rd 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

MCM-346**Public Relations– II****3 Cr. Hrs.**

Objectives:

The emphasis will be on the elements of writing, editing of press releases and handouts. It will be a practical course and the students will be expected to manage/organize different events.

Contents:

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 Books:

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. Making PR Work, Sushil Bahl, Wheeler Pub Isihing, New Delhi, 1994.
4. The Practice of Public Relations, Sam Black, Butterworth Heinemann, London, 1995
5. Public Relations. Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Surjeet Publications, New Delhi, 1998.
6. Strategic Communications Management: Making Public Relations Work, Johan Write, Laura Mazur, Addison Wesley Publishers, University Press Cambridge, 1995.

MCM-348**Business Writings****3 Cr. Hrs.**

Contents:

Basic writing 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.

Books recommended:

1. Effective business communication, Harta A. Murphy, 7th Ed 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

Contents:

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

Practical:

Interview with the manger of a business organization.

Books recommended

- 1 Managing Change, Bemard Bruce, Pitman Publishing, London, 1996.
2. the Skills of Management, W. David Ress, Routledge, London, 3rd Ed.1991
3. Training in Interpersonal Skills, Stephen R. Robins, Prentice Hall, Englewood, 1989.
- 4.Effective Writing for Engineers, Mangers and Scientists, J.J. Tichy, John Wiley & Sons, New York, 1988.
5. Organizational Communication: A managerial Perspective, Jane Whitney and Richarsd M. Hodgetts, Academic Press, New York, 1986.
6. Managing by Communication, Michele TolelaMyres and Gail E. Myres, McGraw Hill, New York, 1982.

SCHEME OF STUDIES
M.A. Mass Communication
GC University Faisalabad

Course Code	Course Name	Credit Hours
Semester – I		
MCM-551	News Gathering Techniques (T&P)	3(3-0)
MCM-553	Introduction to Mass Communication	3(3-0)
MCM-555	Media History	3(3-0)
MCM-557	National\International Affairs and Globalization of Media	3(3-0)
ENG-559	Language and Communication Skills	3(3-0)
CCS-551	Computer Applications	3(3-0)
Semester – II		
MCM-552	Basic Concepts in Social Sciences	3(3-0)
MCM-554	Sub Editing & Page Designing (T&P)	3(3-0)
MCM-556	Research Methods in Mass Communication	3(3-0)
MCM-558	Communication Theories	2(2-0)
MCM-560	Opinion Writing	3(3-0)
MCM-562	Mass Media & Tolerance	3(3-0)
Semester – III		
Only those students who will be able to maintain their CGPA 3.4 at the end of the 2 nd semester would be eligible to opt the thesis while all other students in lieu		

of thesis would take any one of the following optional courses along with the Project in the 4th semester.

MCM-559	Advertising Theory & Practice	3(3-0)
MCM-561	Public Relations Theory & Practice	3(3-0)
MCM-563	Radio Journalism	3(3-0)
MCM-565	Media Laws & Ethics	3(3-0)
MCM-567	Statistics for Social Sciences Research	3(3-0)
MCM-569	Magazine Journalism	3(3-0)
Semester – IV		
MCM-564	TV Journalism	3(3-0)
MCM-566	Media Management & Marketing	3(3-0)
MCM-568	Development Support communication	3(3-0)
MCM-680	Thesis	6(0-6)
MCM-681	Project	3(0-3)
MCM-682	Internship	3(0-3)
	Optional Courses	
MCM-570	Health Communication/ Advocacy Campaign	3(2-1)
MCM-572	Media Psychology	3(3-0)
MCM-574	Media Society & Culture	3(3-0)
MCM-576	Political communication	3(3-0)
Total		72

SEMESTER – I

MCM-551 News Gathering Techniques (T&P)
(Urdu & English)

3 Credit Hours

Objectives

The main objectives of the course are:

- To provide an opportunity to the students to learn the essential elements and requisites of news reporting
- This course gives training in basic reporting and news writing. Students practice writing news and receive out-of-classroom assignments. Students will cover a beat in the field of their choice for several days, and will produce news, features, and background stories.
- This course enables students to use their theoretical knowledge in practical form.

Course Contents

- News Definitions and Types
- News Value and 5Ws & 1 H concept in News Making.
- News Sources
- News Structure (Writing style)
- Interpretative and Investigative Reporting
- Interview and Press Conference
- Curtain Raiser
- News Feature
- Reporting of Speeches and Press Conference
- Reporter's Regular Beats
- Ethics of News Reporting
- Objectivity and Practical needs in News Reporting.
- Propaganda in news pages (Fed news, misinformation, Disinformation, Slanted news, Distorted news and Agenda setting)

Suggested Readings

1. *Scholastic Journalism* by Earl English and Clarence Hach.
2. *Journalism for All* by Dr. A. Salam Khurshid and Mehdi Hasan
3. *The Working Journalist* by Abdul Qayyum
4. *Basic News Writing* by Melvin Mencher
5. *Professional News Writing* by Hiley H. Ward
6. *Reporting* by Mitchel V. Channley
7. *Exploring Journalism* by R.E. Wolsely and Lawrance Campbell

MCM-553 Introduction to Mass Communication**3 Credit Hours****Objectives**

- This course deals with the basic concepts and the process of mass communication. By going through the theories, strategies and media of communication, students are expected to be able to utilize the appropriate media for specific purpose. This course is designed to foster applied and theoretical expertise in the subject of communication.
- This course also provides students with the opportunity to focus on Organizational and Interpersonal communication.
- After the successful completion of the course, students are expected to thoroughly understand the process of communication, its theoretical basis, logic and argumentation.

Topics to be studied in this course are enlisted below:

- The definition, importance and the process of Communication
- Dominant theories of Communication of all times (Magic Bullet / Moderate)
- Characteristics of Mass Communication
- Channels of Mass Communication
- Ingredients and features of Communication
- Barriers to Effective Communication
- Feed Back
- Essentials of Effective Communication
- Normative theories of Communication
- Early models of Communication
- Two steps flow of Communication
- Public Opinion
- Frame of Reference
- Family Communication
- Communication in Groups and Teams
- Process of Social Influence
- The Dynamics of Organizational communication
- Intercultural Communication

Suggested Readings

1. *Introducing Mass Communication* by Michael W. Gamble
2. *Communication: Theories, Origins, Methods and Uses in Mass Media* by Werner J. Sever
3. *The Process and Effects of Mass Communication* by Wilbur Schramm
4. *A Dictionary of Communication and Media Studies* by James Watson
5. *The Dynamics of Mass Communication* by Joseph R. Dominic
6. *Jullandhary, Shafiq: Sahafat Aur Ablagh, Lahore. 2001*

MCM-555

Media History

3 Credit Hours

Objectives

- To inform and enthuse the students about the contribution of the Muslim Press and Journalism in the sub-continent before and after the Independence war of 1857.
- To boost respect for the legendary Journalists of the Pakistan Movement and the Muslim cause.
- To make students aware of various stages in the development of journalism in Pakistan
- Comparative Studies of the Journalism Practices prevailing today with the once 60 years ago.

Course Contents

- History of Printing early journalism of the sub-continent of Indo- Pakistan
- Role of Muslim Press in Freedom struggle of 1857
- Stars of Muslim Journalism during the critical phase of the division of the Sub-continent.
- Role of Muslim press in Pakistan movement
- Press after Independence: major developments, problems and prospects
- Role of press in the political and socio- economic development of Pakistan
- Regional Press
- Development of radio, TV and news agencies
- Era of online Journalism

Suggested Readings

1. *Media in Global Context* by Oliver Boyd and Barrette Arnold, London
2. *A History of Indian Press* by S. Natarajan Asia Publishing House, London
3. *Mass Media and Society* by James Curran Headline Group London
4. *Emergence of Pakistan* by Chaudhry Muhammad Ali, Lahore.
5. Khurshid, Abdusalam: *Sahafat Pakistan-o-Hind Main*, Lahore. 1966.

Objectives

- It is vital for a Media Student to remain aware of the happenings around him or her since Communication can't be practiced in a vacuum. This course will create awareness among the students about major national and international current issues.
- To highlight the stance of Pakistan on various global issues so that students can analyze the position of Pakistan in the process of globalization.
- To develop a habit of reading newspaper and listening/watching electronic media to be in touch with current developments on issues.
- To enable the students to express their view point on different proceedings in the world.

Following topics will be discussed during semester-I:

In addition to that, any outstanding event occurred during this course will be included exclusively.

National Affairs

- Kashmir issue, history and possible solutions.
- Mega projects & Foreign Motives in Balochistan.
- Military Operation in federally Administered areas of Pakistan
- Earthquake in Pakistan, effects and Rehabilitation process.
- The challenges of water shortage in Pakistan.
- Military Problems in federally administered tribal areas of Pakistan.
- Gawader, Bright Prospects.
- Menace of sectarianism in Pakistan.
- Nuclear posture of Pakistan and global non proliferation.
- Pak-India relations, track-2 diplomacy.

International Affairs

- Post 9/11 Islamophobia, needs to promote inter faith harmony and global peace.
- WTO's appearance, facts and realities.
- Role of "OIC" in international issues.
- New emerging global energy wars.
- Process of globalization and insecurity of the developing countries.
- United Nation's motives in Iraq's invasion.
- Pakistan and Israel-Palestine dispute.
- New World information and communication order. McBride's commission report.
- Pak-India-Iran gas pipeline, dream or reality.
- Role and responsibilities of SAARC.
- Prospects in Afghanistan (post Taliban era)
- Introduction to major international organizations

Suggested Readings / Programs on TV and Radio

1. Imtiaz Shahid, *Contemporary Affairs*, Carvan Book House Lahore.
2. *Current Affairs Digest*. (Monthly), Bacon's Publishers Karachi.
3. Mushtaq Ahmed, *Govt. and Politics in Pakistan*.
4. Dr. Safder Mahmood, *International Relations*.
5. *Reader's Digest* (monthly)
6. Dr. Tahir Amin, *Mass Resistance in Kashmir*
7. K.L. Biswas, SAARC, *Roles and Responsibilities*.
8. Top Story, on CNN
9. Hard Talk, on BBC World.
10. News Bulletins on BBC, Radio Pakistan, PTV, ARY One World etc. (once a day at least)
11. Maluka, Zulfikar Khalid: *Myth of Constitutionalism in Pakistan*, Oxford. 1998.
12. Qureshi, Ishtiaq Hussain: *Struggle for Pakistan*; Karachi, 1964.

MCM-559

Language and Communication Skills
(Urdu & English)

3 Credit Hours

Objectives

- This course will meet specific needs of the students related to English language
- Besides theoretical orientation, it will help them to develop the linguistic skills, which are necessary for spoken and written communication.
- The grammar portion will help to overcome their fossilized errors in English language.

Course Contents

Theory

- Language as a symbolic Process
- Communicative importance of Language
- Social importance of Language
- Different Uses Of Language

Functional English

1. Reading Skills

- i. Skimming
- ii. Scanning
- iii. Predicting
- iv. Making inference
- v. Contextualized vocabulary

2. Writing Skills

- i. Outlining
- ii. Paragraph Development

- iii. Essay Writing
- iv. Coherence
- v. Writing newspaper Headlines and Articles

3. Speaking Skills

- i. Public Speaking
- ii. Participating in Discussions
- iii. Interviewing Skills
- iv. Group Discussions

4. Listening Skills

- i. News bulletins
- ii. Press Conferences
- iii. Speeches

5. Grammar

- i. Simple, Compound and Complex Sentences
- ii. Parallel Structures
- iii. Connectives
- iv. Conditionals& Reported Speech

Suggested Readings

- 1. *A Communicative Grammar of English* by Geoffrey Leech and Jan Savatvick
- 2. *Writing Effective Paragraphs* by Howard, J.C. and Tracz
- 3. *Study Skills for Advanced Learners* by Adkine, A. and Mckean
- 4. *English for Journalists* by Wynford Hicks

Objectives

- Computer skills are basic requirement for every student of today, regardless of the subject he/she has opted for.
- After having the training of “MS Office” students will be able to maintain their notes and afterwards they will use this basic knowledge in their practical life. Training of using internet and e-mail will be helpful to be in touch with the rest of world.
- More importantly, research work to complete the Thesis, is not possible without the help of computer skills.

Following subjects and skills will be covered in this course:

- Introduction to computer
- Major Components of a computer
- Categories of Computer
- Microsoft Office
 - MS Word
 - MS Excel
 - MS Power point
 - MS Access
- Use of Internet
- E-Mail
- Use of “OHP” and “Multimedia”
- Use of Scanners

SEMESTER – II

Objectives

This is a supportive course in the M. A. Mass Communication Program at G.C. University at Faisalabad. Objectives for including this course are:

- To strengthen the knowledge of students regarding basic concepts of social sciences since Communication is itself a Social Science.
- Monetary system, social and economic conditions of Pakistan with particular reference to Communication will be discussed in the course to give students an insight to elicit a realistic approach from them while practicing Mass Communication.
- More over, this course will also give the basic concepts about the Human Attitudes, Mass Behavior and Social Norms and means to affect them in an individual and at cumulative level.

Detail of the topics to be studied is as following:**Concepts and significance of social science**

- Major Perspectives of Sociology
- Social Institutions
- Social Influence

Introduction to Social Psychology

- Self and Socialization
- Attitude 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

Introduction to Political Science

- Political System
- Review of Basic Concepts: State, Sovereignty Law Liberty, Equality and Fundamental Rights
- Political Parties and Pressure groups.

Suggested Readings

8. *The Social Order* by Robert Bierstedt
9. *Sociology* by Paul B. Horton
10. *Social Psychology-Individuals, Groups, Societies* by John W. McDavide
11. *Economic Survey of Pakistan (Current)* by Finance division of Pakistan
12. *Capital Market in Pakistan* by M. B. Abbasi
13. *W. Chaudhary: Constitutional Development in Pakistan. 1976.*
14. *Yousaf Zai, Parish Ullah: Introduction to Sociology, Islamabad. 1999.*

MCM-554

Sub-editing and Page Designing (T&P)

3 Credit Hours

Objectives

- Sub- Editing is the back bone of the print and electronic journalism. Through this course, students will be made aware of the functions of a news room and responsibilities of a sub-editor.
- Students will learn the techniques of News Page Designing.
- This course is primarily designed to unfold the practical aspects of News-making to the students. This course is a blend of theories, text book teachings and practical experience of News-making from APP Tele-printer Kreed.
- This course grips nearly all topics relating to today's journalism and journalist practices including online journalism.

Following topics will be studied in this course:

- Introduction to News room and its Policy
- Basic Techniques of editing (accidents, catastrophes, social events etc.)
- Selection of News (Gatekeeper's role)
- Designing the news pages (layout &make-up)
- Translation Techniques
- Monitoring through radio, TV and internet
- Picture Editing & Selection
- Caption Editing

Suggested Readings

1. *Principles of Editing* by Daryl, L. Frazee
2. *Basic Media Writing* by Manchery, Melvin
3. *The Sociology of Journalism* by McNair, Brain
4. *Feature Writing for News Papers* by Danyel R. Wolliamson

5. *Principals of Editorial Writing* by Curtis D. MacDougall
6. *The Newspapers Handbook* by Richard Keeble

MCM-556

Research Methods in Mass Communication

3 Credit Hours

Objectives

- Basic purpose of this course is to develop a scientific attitude in the students.
- This course will enable the students to understand the concepts, characteristics and motives of a Humanities research.
- Students will be able to learn different methods of conducting and evaluating research process.
- From Hypothesis formation to finding Literary Gap and assimilating results, students will gain knowledge of every vital step involved in the process of Communication Research.
- By the end of the course, students will be able to formulate and cross-check questionnaires for conducting both Qualitative and Quantitative type of research and predicting outcomes with a error margin of less than plus minus 4.5 % by applying Probability rules and principles.

Following topics will be studied in this course:

- History and Significance of Research
- Quantitative and Qualitative Research methods
- Elements of Research
- Various Research Approaches
- Focus Groups and Interviewing Techniques
- Probability Principles
- Content Analysis
- Survey Research
- Data Analysis
- Case Studies
- Research Applications on different Medias
- Ethics in Research
- Mass Media Research & Internet

Suggested Readings

1. *The Basics of Research Process* by Muhammad Asif Iqbal
2. *Mass Media Research: An Introduction* by Winner Roger and Dominic Joseph
3. *Research Method in Social Relations* by Holt Rinehart
4. *Research Methodology* by Verma R.K.

Objectives

- This course will enable the students to learn the theories and models of Mass Communication worldwide and to relate theoretical approaches to the existing Communication scenario.
- Students will get their first encounter with Research in Communication by exploring a variety of Communication theories, their basis and rationales.
- Mastering this topic will enable students to use theoretical skills in the field of Mass Communication, research and investigation.
- The course emphasizes both theory and practice to improve skills and abilities in critical thinking and observation as well as in oral and written Communication.

Following topics will be studied in this course:

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

Suggested Readings

1. *Communication: The Theories, Origins, Methods and Uses in Mass Media* by Werner J. Sever
2. *Theories of Human Communication* by Stephen W. Little
3. *Communication Models for the Study of Mass Communication* by Dennis Mcquail
4. *The Process and Effects of Mass Communication* by Wilbur Schramm
5. *A Dictionary of Communication and Media Studies* by James Watson and Anne Hill

MCM-560

Opinion Writing
(Urdu & English)

3 Credit Hours

Objectives

- This Course aims to provide students to learn how to “WRITE IN” their own voices for newspapers, magazines and broadcast.
- Course includes exercises in editorial, column and feature writing for various media. Research will be required for a meaningful and impressionistic writing.
- By the end of this course, students are expected to communicate their thoughts, vision and information by developing accurate, completed and effective expressive skills.

Feature

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

Column

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

Editorial

- 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

Practice

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

Objectives of Course:

In this Globalized world more people from different nations, cultures, religions and lifestyles are working together and living in the same neighborhoods than ever before. Tolerance of each others' differences is a very important key to maintain peace in the society.

Following are the key objectives to include this course in the curriculum of Mass communication.

- To give the realization to the students that tolerance is a noble humanitarian and Islamic virtue.
- To promote gentle behavior, showing concern for others, being soft-hearted and being compassionate.
- To promote interfaith and harmony among the students.
- To enable the students to counter the menace of terrorism and unrest in the society.

Course Contents:

- Defining Tolerance, with Examples and Objectives.
- “Tolerance” defined by the United Nations, Importance of International Day for Tolerance.
- Importance of Tolerance in our lives and society.
- The Act of Toleration (1689), Declaration of the Rights of Man and Citizens
- Tolerance in world's different religions.
- “Khutba-e-Haj a Tul Wida”, as a charter for basic human rights.
- The importance of Religious Pluralism, Acceptability of Religious Pluralism in Islam, Images to promote Tolerance.
- The power of media to promote Tolerance, Strategies to promote Tolerance through media.
- Peace Journalism, Conflict Resolution through media outlets, Effective ways to perform conflict reporting.
- Theories of conflict resolution:
- Principled Negotiation by Roger Fisher and William Ury
 - ❖ Cooperative Model by Morton Deutsch
 - ❖ Human Needs Model by John Burton
 - ❖ Conflict Transformation by Bush, Folger And Lederach
- Ethnicity, its forms, effects and intensity.
- Proliferation of tolerance and interfaith Harmony
- Minorities in Pakistan and their role in national development

Practical Work

- ✚ Development of curriculum, co-curriculum and extra-curriculum techniques like advocacy campaigns, door-to-door campaigns etc.
- ✚ Selection and adoption of literature, excerpts from Urdu and Islamic History
- ✚ Training Workshops to imparting how to cover minorities, their social and religious events
- ✚ The Role of minorities in state-building

Suggested Readings:

- ✓ The Many Faces of Tolerance: Attitudes Toward Diversity By Ewa A. Golebiowska.
- ✓ Tolerance: Celebrating Differences by Robert Wandberg. Capstone Press.
- ✓ Liberal Democracy and the Limits of Tolerance. Edited by Raphael Cohen-Almagor
- ✓ Islam, the West, and Tolerance: Conceiving Coexistence By Aaron Tyler
- ✓ The Wisdom of Tolerance By Daisakui Ikeda, Abdurrahman Wahid

SEMESTER – III

Objectives

- This course is designed to enlighten the basic concepts of Advertising, from definitions to the creation of a comprehensive Advertising campaign.
- Students will learn the structure and functions of an Advertising agency.
- From Target Audience selection to Media Planning and Creative Strategies, students will get hands-on experience of all facets of Advertising.
- By the end of the course, students are expected to clearly understand the concepts and practices of advertising in Pakistan and will be in a comfortable position to devise a comprehensive advertising campaign of any type of product or service.

Following topics are planned to discuss during the course:

- Definition and types of Advertising
- Modern Media and Advertising
- Merits and Demerits of advertising
- Media reliance on advertisement business
- Advertising agencies and their working
- A review of Pakistani advertising agencies
- Advertisement hook's (derives/motives)
- Advertising and culture
- Role function of advertising

Suggested Readings

1. *Advertising* by Roderick White
2. *Essential of Advertising* by J.S. Chandan and Jagjeet Singh
3. *Advertising Fundamentals* by Burton and Miller
4. *Advertising as Communication* by Gillian Dyer
5. *How to get happy* by Judith Appelbaum
6. *Advertising Planning and Implementation* by David W. Nylur
7. *Advertisement Writing* by Frank Jefkins
8. *Contemporary Advertising* by William F. Arens

Objectives

- Public Relation is the combination of all the overt and covert strategies and efforts which could abridge the interest of an organization and its publics to help them bring closer to each other. In this course, Public Relations concepts, definition and historical development stages will be studied.
- This course offers an overview of the field of Public Relations. It is primarily concerned with the organizational, social and legal aspects of PR and how PR is evolved.
- This course will also cover Public Opinion; Theoretical Models, Definitions of Communication Problem, Planning, Programming and Evaluation.
- This course will enable the students to comprehend nearly all the strategies, planning, measurements required for a successful PR program.

Following topics are planned to discuss during the course:

- Definition and Importance of Public Relations
- Difference between Public Relations and Advertising
- Tools of Public Relations
- How to deal with Media
- Process of Public Relations
- Public Relations Message writing Techniques
- Press Releases, Press Conference, Pamphlets, Annual Reports
- Public Relations in Pakistan (past and present)
- “Publics” in Public Relations
- Planning Public Relations Strategic Strategies
- Public Relations Department DGPR and PID
- How to do successful Press Relations in Pakistan (opportunities and threats)
- Crisis Management Techniques

Suggested Readings

1. *Practical Public Relations* by Sam Black
2. *Public Relations: Potentials and Prospects* by Alauddin Masood
3. *Public Relations in Pakistan* by Alauddin Masood
4. *Sunshine at Madina* by Zakria Bashier
5. *Umer's Stress on Consultation* by Prof. Ziauddin Dawn Khi.
6. *Persuasion, Theory and Context* by Reardon K.
7. *Public Relations: Strategies and Tactics* by Denis L. Wilcox

MCM-563

Radio Journalism

3 Credit Hours

Objectives:

The course will impart the elements of selection writing, editing, compiling and presenting news for radio. It will be a practical course and the students will be expected to produce and present an entire news bulletin.

Contents:

- 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.

Books Recommended:

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, IdreesSiddique, Ferozson, Lahore, 1990
8. Radyai Sahafat, SajjadHaider, MuqtadiraquomiZaban, Islamabad, 1989

MCM-565

Media Laws and Ethics

3 Credit Hours

Objectives

- Knowledge of Media law is crucial for journalists and media practitioners, especially in terms of avoiding libel and lawsuits, and adopting high ethical and legal standards. This course will provide a glance at the current legal situation of the “Freedom of Press” in Pakistan particularly after and before RPPO.
- This course is designed to give a review of brief history of media laws. It will facilitate the students to work as successful media persons, protecting their source or organization from unnecessary court proceedings.

- This course defines the legal boundaries within which professional communication MUST operate. It also raises important issues that relate to the media careers.
- It is expected that after completing this course, students will be able to prepare news stories keeping the professional ethics in mind.

Following topics will be studied in this course:

- History of Media laws in the sub-continent.
- Press Laws and Regulations in Pakistan: PPO & RPPO.
- Law of Contempt and Defamation, libel, Slander etc.
- Freedom of Information Ordinance
- Censorship and related Legal issues
- Journalist Privileges issues
- Electronic Media Regulatory Act
- Freedom of the Press in Pakistan: Past & Present
- Press Organizations of Pakistan
- Issue of Ethics of Journalism and Press Councils
- Intellectual property rights

Suggested Readings

1. *Media Writing* by Doug Newsom and James A. Wallert
2. *Reporters Ethics* by Bruce M. Swain 3rd Edition
3. *Scholastic Journalism* by Earl English and Clarence Hach
4. Naz, Ahsan Akhtar: Sahafti Qawaneen, Lahore. 1998.
5. Naz, Ahsan Akhtar: Sahafti Qawaneen, Islamabad. 1997.

STA-567

Statistics for Social Sciences

3 Cr. Hrs.

Objectives:

This course is included to get the students prepared for managing the data of their research works by themselves. They will be able to have understanding of variables, data types, statistical tests and their applications.

Contents:

11. Introduction to statistical package of social sciences.
12. Creating the variables and entering data.
13. Identifying data type.
14. Creating frequency tables.
15. Making graphs and tables.
16. Decision making for application of statistical tests on different variables.
17. Understanding of results of tests, applied.

18. Hypothesis Testing

Introduction, Statistical problem, null and alternative hypothesis, Type-I and Type-II errors, level of significance, Test statistics, acceptance and rejection regions, general procedure for testing of hypothesis. Exercises.

19. Testing of Hypothesis- Single Population

20. Testing of Hypotheses-Two or more Populations

Introduction, Testing of hypothesis and confidence intervals about the difference of population means and proportions for small and large samples, Analysis of Variance and ANOVA Table. Exercises

Recommended Books

5. Walpole, R. E. 1982. "Introduction to Statistics", 3rdEd., Macmillan Publishing Co., Inc. New York.
6. Muhammad, F. 2005. "Statistical Methods and Data Analysis", KitabMarkaz, Bhawana Bazar Faisalabad.

MCM-569

Magazine Journalism

Urdu/ English

3 Credit Hours

- Magazine Journalism
- Magazine Editorial Trends in Pakistan
- Types and readership of Pakistani Magazines
- Foreign magazines and Readership in Pakistan
- The Duties of Magazine Editor
- Pictorial coverage
- Copy editing
- Picture Editing
- Caption writing
- Popular Contents of Pakistani Magazines

Suggested Readings

1. The Magazine Hand Book, Jenny McKay, Routledge, London, 2001.
2. Introduction to Mass Communication, Agee, Ault, Emery, Longman, 1997.
3. Understanding Mass Communication, Defleur, Dennis, Houghton Muffin, N. Y, 1998.
4. Media Effects, Biagi, Wadsworth, 1999.

SEMESTER – IV

MCM 564

TV Journalism

3 Cr. Hrs.

Objectives:

The students will be taught the elements of selection , writing, editing, compiling and presentation of news for television. They will be taught the technical aspects of camera, lights and microphones and shooting and editing of news films and their placement in the news bulletin, besides the use of the live inserts and sound bites. They will be expected to produce bulletin for television. This is a practical course.

Contents:

- 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

Books recommended

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 Hil, New ork, 1996
7. Television Journalism, ShahidaKazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993

MCM-566

Media Management & Marketing

3 Cr.Hrs.

Objectives:

The objective of the course is to inculcate understanding regarding employees, organizations and social processes as well as overall organizational characteristics. It will focus on theory and practice in business and professional communication designed to evoke confidence in the student who is expected to become a media professional or a manager.

Contents:

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

Books Recommended

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, LawranceErlebaum, 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 N News Papers Circulation. Iowa state college press Iowa.

MCM-568

Development Support Communication

3 Credit Hours

Objectives

- Development Support Communication is an important subject that enables the students to understand the strategies, which bring about change in a community. This course will discuss the purpose, objectives and results of various DSC campaigns successfully conducted in the past in different countries.
- Primarily, this course will discuss Diffusion and Innovation in developing and under-developed societies.
- This course will also suggest ways to select different mass media for DSC campaign.

Following subjects are included in this course:

- Introduction and Evolution of Development Support Communication
- Development Support Communication (DSC) and Change
- Models of DSC
- Diffusion of Innovation
- Social Communication
- Using Mass Media for Development Support Communication
- Planning DSC
- Evaluating DSC Programme

- Problems of Development Support Communication

Suggested Readings

1. *Mass Communication and Social Change* by Mary Bitterman
2. *Communication and Social Change* by Michael Kunczik
3. *Mass Media and National Development* by Wilbur Schramme
4. *Communication: Methods for All Media* by H. Read
5. *Planning for Innovation* by R.G. Haveloc
6. *Public Communication Campaigns* by R.E. Rice
7. *Information Technology in the Third World* by William, J. Stover

MCM-680

Thesis

(8 Credit Hours)

It is compulsory for the selected students to submit the thesis work in order to complete their Master's degree. After getting their research topic approved, the students will write their thesis under the guidance of their supervisors. The thesis will be evaluated by the chairman and external examiners and viva voce will be held.

MCM-681

Project

(3 Credit Hours)

Students will prepare 10 news stories about various activities of the university. They would have to write 2 articles, which must be published in any renowned newspaper.

OR

The final radio/TV production will be of professional quality acceptable by any radio /TV 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 in case of documentary as a narrator. The final production will be evaluated by the experts consisting of the Chairman, external and internal examiners.

- Every student is required to get working experience in any well reputed government, semi-government or private organization.
- Student will have to spend the time worth to 3 credit hours in that organization
- Verification letter by the Head of department of that organization will be required on completion of internship
- More over, student will have to face a viva committee consisting of internal and external members to justify the worth and genuineness of this work

Optional Courses

- 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
 - An introduction of SCOP
 - Condition planning and strategies for public Health
 - 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
 - Concept and importance of advocacy campaigns
 - Types of advocacy
 - Advocacy & Development communication
 - Steps in advocacy campaigns
 - Analysis, Strategy, Mobilization, Action, Evaluation, Continuity
 - What is DSC campaign?
 - Advantages of campaign approach
 - When to use a campaign
 - Creating the plan, Formulation of the plan
 - Deciding how is enough
 - Evaluating the DSC program
 - Steps in evaluation
 - The P process
- The student 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. In this project students will be indulged in designing communication strategies for development purpose. They will run a development campaign regarding any social problem.

Suggested Readings for Rural sociology

- 1-Health Communication: Phyllis Tilson Piotrow, Praeger
- 2- Media & Health: Clive Seale, Sage
- 3- Mass Communication & Public Health: Charles Atkin Laurence Wallack, Sage
- 4- Designing Health Communication Campaigns: Thomas E. Backer, Sage.

MCM572

Media Psychology

3 Cr. Hrs.

Contents:

10. Cognitive Psychology
11. Selective Perception & Consistency
12. Cognitive Dissonance Theory of Media
13. Psychology of Terrorism & Mass Media
14. Effect of Media Violation
15. Development Communication in Global Perspective
16. Advertising & It's effect on Human mind
17. Psychological warfare
18. Propaganda

Books Recommended

4. Cognitive Psychology of Mass Communication by Richard Jackson Harris
5. Media Psychology by David Giles
6. Psychology of Media and Politics by George Comstock and Erica Scharrer

MCM-574

Media Society & Culture

3 Cr. Hrs.

Contents

18. Basic concepts and definitions of
19. Communication and its types
20. Individual, group and society
21. Norms, values, religion and culture
22. Opinion leader and their role
23. Globalization and Global culture
24. Culture and its importance
25. Pakistani Culture & Society
26. Role of Media in developing culture
27. Authoritarian, Liberalism, Socialism, Communism, Sectarianism & Social Responsibility
28. Social Institutions; their need and role(Family, Education, Political,
29. Religion, Recreational etc)
30. Social change and change agents
31. Role of Media as a part of recreational institution
32. Concept of Development communication
33. Role of Media tycoons in society
34. Role of Family, Peer Group, Religion , Education ,Economics & Politics in Individual & Social life

Recommended books

1. An introduction to sociology by Abdul Hameed Taga
2. Principles of sociology by Muhammad Sohail Bhatti
3. Sociology by Anthony Giddens
4. Social System (Routledge sociology classics) by Talcott Parsons

MCM- 576

Political Communication

3 Cr. Hrs.

Contents:

1. Media and democracy
2. Political institutions, crisis & communication
3. Challenges in international politics
4. Comparative South Asian politics
5. China's international politics
6. SAARC in international politics and development
7. Comparison between European Union and South Asian Association for Regional Cooperation
8. Human rights and global politics
9. International relations theory
10. International security and global politics
11. Internet and civil society
12. The media and regime transformation in Pakistan, Russia and India
13. Media, war and security.
14. Ethics of war and peace

Recommended Books

1. The Nature and Origins of Mass Opinion by John R. Zaller
2. Handbook of Political Communication Research by Lynda Lee Kaid (Editor)
3. "Campaign Talk: Why Elections Are Good for Us," written by Roderick P. Hart
4. Comparing Political Communication Theories, Cases, and Challenges, Edited by Frank Esser University of Missouri, Columbia
5. Communication, Society and Politics Edited by Barbara Pfetsch
Political Communication and Social Theory by Aeron Davis Published July 14th 2010 by Routledge

SCHEME OF STUDIES

**MS in Mass Communication
GC University, Faisalabad**

Course Code	Course Name	Credit Hours
Semester – 1		
MCM-701	Communication Theories-1	03
MCM -702	Research Methods-1	03
MCM -703	Pakistani Media: Issues and Challenges	03
MCM -704	Media, Culture and Society	03
		12
Semester – 2		
MCM -705	Communication Theories-2	03
MCM -706	Research Methods-2	03
MCM -707	International Communication	03
MCM -708	Seminar	03
		12
Semester – 3 & 4		
MC-709	Thesis/Dissertation	06
Total		30

MS SYLLABUS

Total Credit Hours: 30

Course Work: 24

RESEARCH WORK (THESIS/DISSERTATION):06

This two year program is aimed at integrating communication theory and research methodology into two phases of scientific inquiry i.e. building theories and conducting scientific research. It particularly aims at promoting media research and preparing competent persons for teaching Mass Comm. / Journalism and holding administrative jobs in the fields of information and communication.

SEMESTER-1

- ✓ MCM-701: Communication Theories-1 (3 C.H)
- ✓ MCM-702: Research Methods-1 (3 C.H)
- ✓ MCM-703: Pakistan Media: Issues and Challenges(3 C.H)
- ✓ MCM-704: Media Culture and Society(3 C.H)

SEMESTER-2

- ✓ MCM-705: Communication Theories-2 (3 C.H)
- ✓ MCM-706: Research Methods-2 (3 C.H.)
- ✓ MCM-707: International & Political Communication (3 C.H.)
- ✓ MCM-708: Proposal Writing (3 C.H.)

SEMESTER-3&4

- ✓ MCM-709: Thesis/Dissertation (6 C.H.)

Semester-1

MCM-701: COMMUNICATION THEORIES-I (3 C.H)

OBJECTIVES

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 theory and research in a 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 will participate in class discussions.

COURSE CONTENTS

- Concept of Communication, theory and its development
- Theory Construction
- Normative theories of Press
- An overview of liberal/ pluralist & dominance Perspectives in Mass Communication.
- Media effects approach
- Media determinism
- The spiral of silence
- Media hegemony
- Marxist approach to media studies–the British experience.

REFERENCE BOOKS

1. Gerbner, George, (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.
2. Mc Luhan, Marshall and Eric,. Law of Media: The new science. Toronto: University of Toronto Press.
3. McQuail, Denis and Windahl, Severin. (1982): Communication models for the study of mass communication. New York: Longman.
4. McQuail, Denis (1987): Mass Communication Theory: An Introduction 2nd ed. Beverly Hills: Sage.
5. McQuail, Denis (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.

6. New Media, Old News: Journalism and Democracy in the Digital Age.(Natalie Fenton) 9781847875730 published on 25 Oct, 2009
7. Reynolds, Paul Davison. (1971): A primer in theory construction. Indianapolis: Bobbs-Merrill E, Publishing.
8. Severin, Werner and James Tankard Jr. (1979), Communication theories. New York: Hastings House.
9. James, Watson. (1998). Media communication. An introduction to theory and process. London: Macmillan
10. Merrill, John C. Lee, John. Friedland, Edward J. (2nd Ed.). (1994). Modern mass media. New York: Harper Collins College Publishers.
11. The Media and political process (Eric Louw) 9781848604469 publisher: Sage Publication Ltd. Publication Date: 30 March, 2010

MCM-702: RESEARCH METHODS-I (C.H 3)

This course focuses on methodology appropriate to the social scientific or behavioral study of human communication. The emphasis would be on the discussion of the language and methodologies of communication behavioral research. It comprises of 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 course will develop critical insight in the students and sensitive consumer of communication and behavioral research.

- Concept of Social Research
- Aims and motives of social research.
- Significance of research in mass communication Origin
- and growth of mass media research
- Different perspectives of Media Research
- Positivism
- Interpretive approaches
- Critical approach
- Feminist approach
- Post modernism
- Introduction to Quantitative and Qualitative Research Methods
- Content Analysis
- Level of Measurement
- Measurement of Scale

REFERENCE BOOKS

1. Davison, W. Philips and Yu. Fredrick T. (eds.) (1974): Mass Communication Research Major issue and future direction. New York: Praegar Publishers.
2. Jeffrey, Katzer, Kenneth H. Cook and Wayne W. Crouch, (1982): Evaluation information a guide for users of social science research (2nd ed.) Reading Mass: Addison-Wasley
3. Krippendorff, Klams. (1990): Content analysis. Beverly Hills, London: Sage.
4. Pool, Ithiel de Sola. (1959): Trends in content analysis. Urbana: University of Illinois Press.
5. Van Dijk, T. (1983): Discourse analysis. London: Lawrence Erlbaum.
6. Wimmer & Dominick. (1992). Mass media research. California: Wardsworth Co
7. Miller. (1970): Methods of Research in communication Emmerte.
8. Rosengren. Karl Eric (Ed.) (1981): Advances in content analysis. Beverly Hills/London: Sage Publications.
9. Analyzing Media Messages.Using Quantitative Content Analysis in Research, 3/E published 19 Dec, 2013 by (Daniel Riffe) 9780415517676
10. Methods for Analyzing Social Media published 31 Jul, 2013 by Klaus Bredl (9780415818322)

MCM-703: PAKISTANI MEDIA: ISSUES AND CHALLENGES (3 C.H.)

The general theme of this course will be to comprehend national communication in the wider perspective. The seminar will explore the impact and implication of the communication at the national level with emphasis on the 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 Students will be encouraged to prepare papers that will contribute directly towards their projects, thesis or dissertations.

1. Freedom vs. Responsibility

- a) Origin and Development of Communication Laws & their implementation
- b) Threat from the media power
- c) Media ethics
- d) Social responsibility of Mass Media

2. Mass Media and Pressure Groups

- a) Use of Mass Media by Political Parties
- b) Problems faced at the time of differentiating between information and propaganda
- c) Watching the watch dogs

3. Press and Government Relations

- a) Working of government public relations departments
- b) Patronizing the pampering of media persons
- c) Mass media as fourth pillar of the Estate

4. Mass Media & Culture

- a) Promoting culture of Muslim state and society: impact of cultural diversity
- b) Mass Value of Festivals & Meals
- c) Media Entertainment value
- d) Censorship Official/Unofficial

5. Mass Media & Religion

- a) Origin and development of religion based parties
- b) Khatibs, Peshimams and Pirs as opinion leaders
- c) Use of religious slogans for political ends
- d) Religious sentiments ethnic differences and the role of religious leaders

6. Present Media Scenario in Pakistan

- 1. Pakistan Electronic Media Regulatory Authority (PEMRA)
- 2. Media & Terrorism
- 3. Media & Gender
- 4. Journalist and Journalist Bodies

REFERENCE BOOKS

- 1. Abel, E. (Ed.). (1980). What's news: The media in American society. San Francisco Institute of Contemporary.
- 2. Altschull, H. (1984). Agent of powers: The news media in human affair. Newyork: Longman.
- 3. Gans, H. (1979). Deciding what's news. New York Pantheon Books.
- 4. Barisinger, H.(1984). Media technology and daily life media culture of society, 6,340-358.
- 5. Mass Media the Politics & politician by Dr. Zafar Iqbal

MCM-704: MEDIA CULTURE AND SOCIETY

The course will focus on the interrelationship among media, culture, and society. At this level students will go through readings mostly papers written by different scholars of cultural and development communication. They will also write critique on various articles on development communication.

- A typology of Society Culture relations

- The international dimension of development communication Media, Society & Culture: Connections & Conflicts Development Support Communication and Social Sector (Rural / agricultural environmental etc.) –
- Media of Development Support Communication.
Mass Communication and Social Change: Diffusion of Innovation, The knowledge Gap Hypothesis.
- Political Communication, Mass Media and Political Socialization.
Designing Communication Campaigns. Media conflict management Media and foreign relationship Post 9/11 technology & Cultural Change
Globalization of Culture

REFERENCE BOOKS

1. Chudhary, Anju Grover and Martin, L. John. (eds.) (1983): Comparative Media Systems, New York Longman Inc. p. 352.
2. Denton Jr., Robert E. and Cary C. Woodward. (1985): Political Communication in American. New York Praeger.
3. GM Canany. Emil. (1984): Diffusion of innovations: Why does it endure? Critical Studies in Mass Communication. 1(4), pp.439-442.
4. GM Canany. (Emile. (eds.) (1980): Communication in the rural third world. New York: Praeger.
5. Jacobson, Thomas: (1985): An epistemological shift in development communication theory. In Dervin, Brenda and Melvin S. Voigt (eds.) (1985): Progressive in Communication Sciences, 6 Norwood, Jarsey: Ablex Publishing Corporations.
6. Jayaweera, Neville and Amunugama, Sarath (eds.), (1987): Rethinking development communication, Singapore: AMIC.
7. Kothari, Rajni. (1984): Communication for alternative development: Towards a Paradigm, Development Dialogue, pp.1-2.
8. Paltetz. D. and Entman R.M. (1981): Media, power politics, New York: The Free Press.
9. Pye, Lucian W. (ed) (1963). Communication and Political development. Princeton: Uni. Press
10. Schramm, Wilbur. (1964). Mass media and national development: The role of information in the developing countries. Standford: Stanford Uni. Press: Paris: UNESCO.
11. Sonaike. S. Adefemi; (1988). Communication and third world development, Gazette, 41(2).
Hamelink, Cees J. Cultural Autonomy in Global Communication
13. Curran J. Media, Culture & Society
14. McQuail, Dennis Mass Communication Theory: An Introduction
15. Curran, J & Gurevitch, M Mass Media & Society
16. Media and Cultural Studies: Keyworks, 2/E published on 28 Feb, 2012 by (Meenakshi Gigi Durham) 9780470658086
17. Communicating Social Change. Structure, Culture, and Agency published on 27 June, 2011 by Mohan J. Dutta (9780415878746)

18. Media and Society. Production, Content and Participation published on Jan 31, 2015 by Nicholas Carah (9781446267691 (SAGE)
19. Mass Media and Society, 4/E published on Aug 26, 2005 by Michael Gurevitch (9780340884997)

Semester-2

MCM-705: COMMUNICATION THEORIES-II (C.H 3)

The course will enable students to challenge linear approaches to mass communication studies offered in Semester-I. And will broaden the theoretical vision of the students.

- Emerging Approaches:
- Alternative Approaches to the study of Mass Communication (Emerging Perspectives):
- Media Hegemony
- Media and Elite Class Relationship
- Propaganda Model of Herman and Chomsky
- Critical Perspective of Mass Communication Studies
- Mass Communication and Society
- Mass Media and Social Change
- Theories of Social Change (Functionalism, Evolutionary and Cyclical approach, Marxism and Modern Conflict Theory)

REFERENCE BOOKS

1. Becker, Samuel. (1984): Marxist approach to media studies: The British experience, Critical Studies on Mass Communication, 1, pp.66-8
2. Blumer, J. G., and Katz, E. (1974): The use of mass communication. Beverly Hills: London: Sage Publication.
3. Gitlin, Todd. (1976): Media Sociology. The dominant paradigm, Theory and Society, 6, pp. 205-233.
4. Hardt, Hanno, (June/1988): Comparative media research: the world according to America, Critical Studies in Mass Communication 5 (2).
5. Hardt, Hanno (1986): Review essay: Ferment and the field, Journal of Communication, 36, pp.145-154
6. Lazarsfeld, Paul. (1941): Remarks on administrative and Critical Communication research. Studies in Philosophy and social science, 8, pp.2-16
7. McQuail, Denis. (1994). Mass Communication theory, An introduction. 2nd ed. Beverly Hills: Sage.
8. Nordenstreng, Kaarle. (1968). Communication research in the United States: critical perspective, Gazette, 14 pp. 1-10.
9. Seymore, C. (1974): The Political impact of the mass media London: Constable.
- Snow, R. P. (1984): Creating media culture, Beverly Hills: Sage.

10. Katherine Miller. (2002). Communication theories: Perspectives, processes and contexts. New York: McGraw-Hill
11. Merrill, John C. Lee, John. Friedlander, Edward, Ja. (2nd Ed.). (1994). Modern Mass Media. New York: Harper Collins College Publishers.
12. Nordenstreng, Kaarle. (1968). Communication research in the United States: Critical perspective, gazette, 14 pp.1-10
13. Seymore-ure. C. (1974). The political impact of the mass media. London: Constable
14. Snow, R. P. (1984). Creating media and culture, Beverly Hills: Sage.
15. Mc Quail, D. (1994). Mass communication theory: An introduction. (3rd ed.).London: Sage.
16. Mc Quail, D. & Windahl, S. (1993). Mass communication models for the study of mass communication. (2nd ed.). London: Longman.
17. Understanding Media Economics published on May 1, 2013 by Gillian Doyle (9781412930772)
18. The Cultural Industries published on 26 Dec, 2012 by David Hesmondhalgh (9781446209264)
19. Media Audiences: Effects, Users, Institutions, and Power on 23 Oct, 2012 by (John L. Sullivan) 9781412970426
20. Media Studies: Key Issues and Debates published on Jul 21, 2007 by (Eoin Devereux) 9781412929837

MCM-706: RESEARCH METHODS-II (C.H 3)

The course is aimed at focusing specialized approaches of mass communication research. This will explore the strength and weaknesses of various methods of media research.

- Phenomenology.
- Ethno Methodology
- Symbolic Interactionism
- Ethnography of communication
- Focus group
- Case study
- Intensive interviews
- Qualitative content analysis
- Semiotic and Discourse analysis
- Critical Discourse Analysis
- Contextual Analysis
- Reception Analysis
- Narrative Analysis
- Statistics in Social Research
- Reference Writing

REFERENCE BOOKS

1. Barthes, R. (2000). Camera Lucida: Reflections on photography. Endulini, South Africa: Vintage.
2. Brannen, J. (2004). Working quantitatively and qualitatively. IN C.Seale, G. Gobo, J. F. Gubrium & D. Silverman (Eds.). Qualitative research practice. (312-326). London, UK: Sage publications Ltd.
3. Deacon, D., Pickering, M., Goding, P., & Mrudock, G. (1999). Researching communications. London, UK: Arnold.
4. Dervin, Brenda, Grossberg, Lawrence O, Keefe, Barbra J. & Ellen Watterlla, (eds.) (1989): Rethinking Communication, London / New Delhi: Sage Publishers.
5. Frederick, Williams. (1983): The Communication Revolution. Beverly Hills. California: Sage Publications.
6. Fairclough, N. (2001). Political discourse in the media: An analytical framework. In A. Bell & P. Garret (Eds.). Approaches to media discourse. (pp. 106-141). Oxford, UK: Blackwell Publishers.
7. Garrett, P. (2001). Media and discourse: A critical overview. In A. Bell & P. Garrett (Eds.) Approaches to media discourse. (pp. 1-20). Oxford, UK: Blackwell Publishers Ltd.
8. Shpart, Nancy Weatherly. (1988): Communication Research: The Challenge of the Information age. New York: Syracuse University Press.
9. Smythe. Dalles and Tran Van Dihn. (1983): On critical and administrative research, Journal of Communication, 33:117-27.
10. White-Robert (1988/89): Communication Research Trends. 9(3).
11. Discourse Analysis Putting Our Worlds into Words on 22 Dec, 2013 by (Susan Strauss) 9780415522199
12. Social Media: A Critical Introduction published on Dec 27, 2013 by Christian Fuchs (9781446257319)

MCM-707: **INTERNATIONAL COMMUNICATION (C.H.3)**

The general theme of this course will be the cultural imperative in international communication. The seminar 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.

- Approaches to the study of International Communication
- Clash of Civilization
- Technological advancement in communication

- Tran border Flow of Computerized Information to the 3rd world countries:
- Controls and Restrictions.
- The New International Information and Communication Order
- Intercultural communication: The case of Muslims, Islam and the Muslim World in the Western Media.
- Media Communication after 9/11
- Intercultural communication
- Cultural imperialism
- Cultural homogenization and synchronization
- War on terrorism
- Clash of civilization
- What is political communication?
- Approaches to political communication

REFERENCE BOOKS

1. Cees. J. Hamelink. (1983): Cultural Autonomy in Global Communication: Planning National Information Policy. New York: Longman.
2. Chauhan, Swati, & Cahndra, Navin.(1997). Foundation of news & journalism. Swati. New Delhi: Kanikha Publishers.
3. Dominick, J. R. (2002). The dynamics of mass communication: Media in digital age. NY: Mcgraw Hill.
4. Jones, M. & Jones, E. (1999). Mass media. London, Hampshire: Macmillan Press Ltd.
5. Joseph, M. K. (2000). Global perspectives modern media & journalism, New Delhi: Anmol Publishers.
6. McBride, Sean. (1980): Many voices, one world. UNESCO.
7. Michael, Gurevitch, et al., (1982): Culture, Society and the Media, Mathuen (Lincoln and New York).
8. Said, Edward. (1980): Covering Islam. The Case of Iranian Hostage
9. Schultz, D. E., & Kitche, P. J. (2001). Communicating globally. Chicago: NTC business books.
10. Thussu, D. K. (1998). (Ed.) Electronic empires global media and local resistance. NY, London: Arnold.
11. Do the Media Govern?: Politicians, Voters, and Reporters in America.(Shanto Iyengar) and Richard Reeves Published on Feb 04, 1997. (9780803956063)
12. Political Communication in American Campaigns (Joseph S. Tuman) (9781412909457) year 19 Oct, 2007
13. The Political Economy of Communication published on 31 March, 2014 by Vincent Mosco 9781412947008
14. Political Economy of Communications in India: The Good, the Bad and the Ugly published on 06 August, 2010 by Pradip N. (Ninan Thomas) 9788132104490
15. The World News Prism: Challenges of Digital Communication, 8/E published on 04 Oct, 2011 by (William A. Hachten) 9781444338584
16. Media Literacy Nov 21, 23013 by W. James Potter (9781483306674)

16. Political Economy of Communications in India: The Good, the Bad and the Ugly published on Aug 6, 2010 by Pradip N. (Ninan) Thomas) 9788132104490
17. The Political Economy of Communication March 31, 2014 by (Vincent Mosco) 9781412947008
18. Mediatized Conflicts: Understanding Media and Conflicts in the Contemporary World published on 1 May, 2006 by (Simon Cottle) 9780335214525

MCM-708: SEMINAR

The seminar will mostly focus on discussion related to proposals / synopses for M. Phil theses or dissertations. Students will be equipped to materialize their ideas into pragmatic research work and hence documentation of the research.

- Proposal writing
- Writing Abstracts
- Critique on the research work of scholars
- Components of thesis
- Research Ethics

REFERENCE BOOKS

1. Coley S. M., & Scheinberg, C. A. (2000). *Proposal writing*, Social Science
2. Writing a Successful Thesis Or Dissertation: Tips and Strategies for ...by Frederick C. Lunenburg, Beverly J. Irby - Language Arts & Disciplines - 2007 333
3. Proposal planning and writingPage 7 - by Lynn E. Miner, Jeremy T. Miner, Jerry Griffith, Jerry Griffith (Ph. D.) - Reference - 1998 - 174
4. Proposal writing by Soraya Moore Coley, Cynthia A. Scheinberg, University of Michigan. School of Social Work - Social Science - 1990 - 130 pages
5. Writing a Successful Thesis Or Dissertation by Frederick C. Lunenburg,
6. Beverly J. Irby - Language Arts & Disciplines - 2007 - 333 pages

SEMESTER-3&4

MCM-709: THESIS/DISSERTATION (6 C.H.)

During the aforesaid semesters, students will be required to work on their research projects approved by their advisors. It is mandatory for each researcher to meet his/her Supervisor at least once a week or to make alternative arrangement with the approval of the concerned supervisor.
