

**CURRICULUM**  
**OF**  
**MASS COMMUNICATION**  
**BA (HONS)**  
**MA (HONS)**

(Revised 2006)



**HIGHER EDUCATION COMMISSION**  
**ISLAMABAD**

## **CURRICULUM DIVISION, HEC**

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## PREFACE

Curriculum of a subject is said to be the throbbing pulse of a nation. By looking at the curriculum one can judge the state of intellectual development and the state of progress of the nation. The world has turned into a global village; new ideas and information are pouring in like a stream. It is, therefore, imperative to update our curricula regularly by introducing the recent developments in the relevant fields of knowledge.

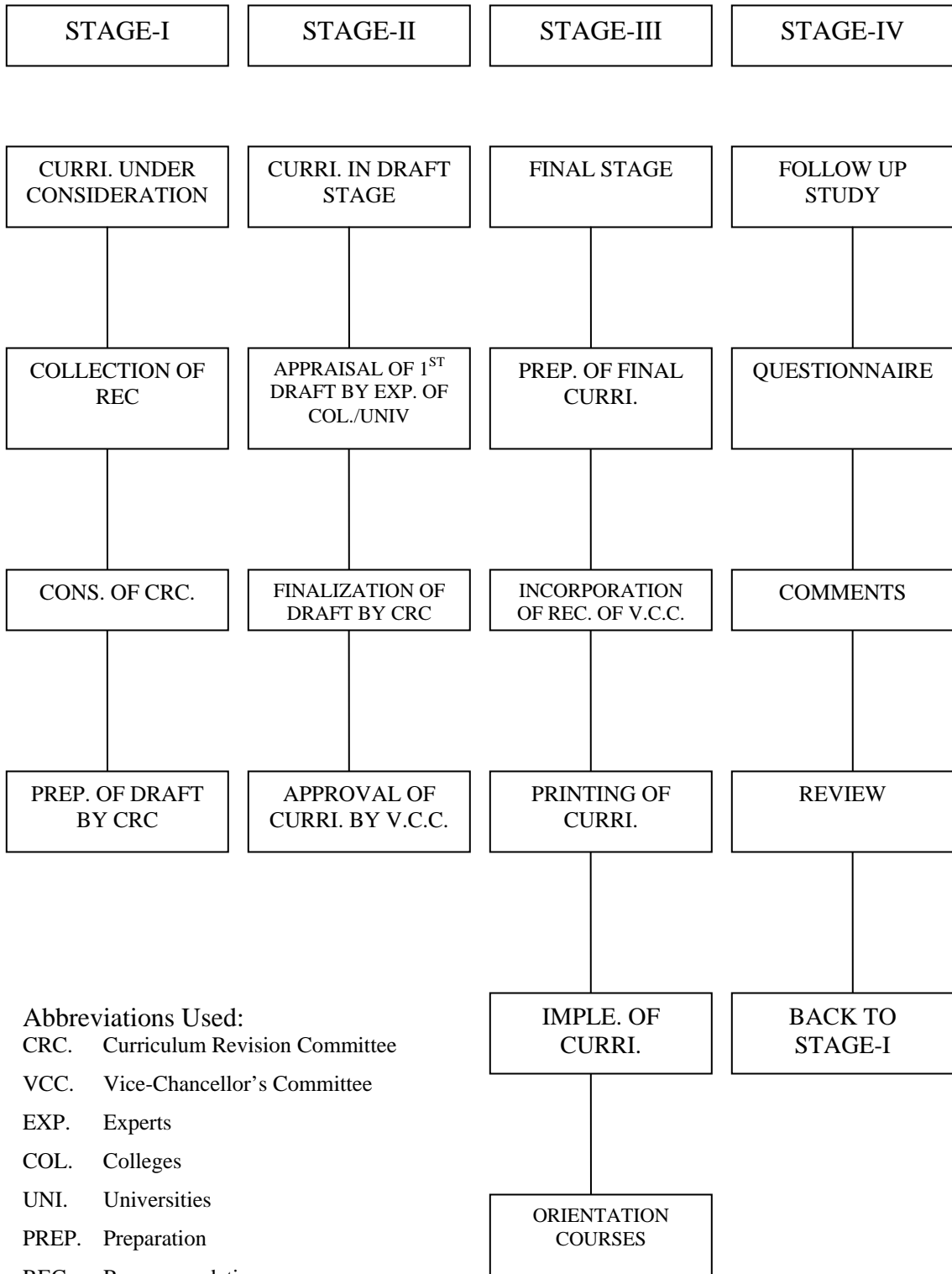
In exercise of the powers conferred by sub-section (1) of section 3 of the Federal Supervision of Curricula Textbooks and Maintenance of Standards of Education Act 1976, the Federal Government vide notification no. D773/76-JEA (Cur.), dated December 4, 1976, appointed University Grants Commission as the competent authority to look after the curriculum revision work beyond class XII at bachelor level and onwards to all degrees, certificates and diplomas awarded by degree colleges, universities and other institutions of higher education.

In pursuance of the above decisions and directives, the Higher Education Commission (HEC) is continually performing curriculum revision in collaboration with universities. According to the decision of the special meeting of Vice-Chancellors' Committee, curriculum of a subject must be reviewed after every 3 years. For the purpose, various committees are constituted at the national level comprising senior teachers nominated by universities. Teachers from local degree colleges and experts from user organizations, where required, are also included in these committees. The National Curriculum Revision Committee for Mass Communication in its meeting held in April 3-5, 2006 at the HEC Regional Centre, Lahore revised the curriculum after due consideration of the comments and suggestions received from universities and colleges where the subject under consideration is taught. The final draft prepared by the National Curriculum Revision Committee duly approved by the Competent Authority is being circulated for implementation by architectural institutions.

***Prof. Dr. Syed Altaf Hussain***  
*Member (Acad/R&D)*

May 2006

# CURRICULUM DEVELOPMENT



**Abbreviations Used:**

- CRC. Curriculum Revision Committee
- VCC. Vice-Chancellor's Committee
- EXP. Experts
- COL. Colleges
- UNI. Universities
- PREP. Preparation
- REC. Recommendations



## INTRODUCTION

The final meeting of the National Curriculum Revision Committee in Mass Communication was held from 3-5<sup>th</sup> April, 2006 at HEC, Regional Centre, Lahore to finalize the curriculum for BA (Hons) 4 year and MA (Hons). Following experts attended the meeting.

1. Prof. Shahida Kazi, Convener  
Chairperson,  
Department of Mass Communication,  
Jinnah University for Women,  
5-C, Nazimabad, Karachi.
2. Prof. Muhammad Inam Bari, Secretary  
Department of Mass Communication,  
University of Karachi,  
Karachi.
3. Prof. Dr. Karim Malik, Member  
Chairman,  
Department of Communication,  
B.Z. University, Multan.
4. Dr. Syed Abdul Siraj, Member  
Associate Professor,  
Department of Mass Communication,  
Allama Iqbal Open University, Islamabad.
5. Mr. Atta-ur-Rehman, Member  
Chairman,  
Department Mass Communication Management,  
Superior College,  
31-Tipu Block, New Garden Town, Lahore.
6. Ms. Irem Sultana, Member  
Lecturer,  
Department of Mass Communication and Media Studies,  
University of Sargodha, Sargodha.
7. Dr. Mujahid Ali Mansoori, Member  
Associate Professor,  
Institute of Communication Studies,  
University of the Punjab, Lahore.

8. Dr. Muhammad Aslam Pervez, Member  
Chairman,  
Department of Mass Communication,  
Gomal University,  
D.I. Khan.
9. Mr. Anwar Ejaz, Member  
Hamdard University,  
Islamabad.
10. Prof. Dr. Seemi Naghmana Tahir, Member  
Chairperson,  
Department of Mass Communication,  
University of Balochistan,  
Quetta.
11. Mr. Sajjad Paracha, Member  
Chairman, Department of Mass Communication,  
Islamia University, Bahawalpur.
12. Mr. Naeem Gul, Member  
Assistant Professor,  
Department of Journalism & Mass Communication,  
University of Peshawar,  
Peshawar.
13. Mr. Iqbal Anjum, Member  
Department of Mass Communication,  
G.C. University, Lahore.
14. Mr. Munzir Elahi, Member  
General Manager,  
Media and Communication,  
Pakistan Poverty Alleviation Fund,  
House No. 1 St. No. 20, F – 7/2, Islamabad.
15. Ms. Anjum Zia, Member  
Chairperson,  
Department of Mass Communication,  
Lahore College for Women University,  
Lahore.

16. Mr. Shafiq Ahmad Member  
Lecturer,  
Department of Mass Communication,  
National University of Modern Languages(NUML),  
Islamabad.
17. Mr. Mustafa Kamal, Member  
Senior Producer,  
Radio Pakistan,  
Lahore.
18. Mr. Taseer Mustafa, Member  
Assistant Editor,  
Daily Jang, 13 Davis Road,  
Lahore.
19. Ms. Samar Mahmood Member  
Senior Sub-editor, Magazine Section,  
The Nation, Lahore.
20. Mr. Har Bakhsh Makhijani, Member  
Assistant Professor,  
Department of Mass Communication,  
University of Sindh,  
Jamshoro.
21. Ms. Sameea Jamil, Member  
Chairperson,  
Department of Mass Communication,  
Kinnaird College, Lahore.
22. Prof. Dr. Miskeen Ali Hijazi, Member  
Dean, Faculty of Social Sciences,  
University of Central Punjab  
186 Abu Bakr Block, New Garden Town  
Lahore.
23. Dr. Ahsan Akhtar Naz Member  
Assistant Professor,  
Institute of Communication Studies,  
University of the Punjab,  
Lahore.

24. Ms. Noshina Saleem Member  
Assistant Professor,  
Institute of Communication Studies,  
University of the Punjab,  
Lahore.

Meeting started with recitation from the Holy Quran.

Prof. Dr. S. Altaf Member (Acad & R&D) HEC welcomed the participants on behalf of Chairman, HEC. He briefly described the procedure of curriculum development and informed the Committee that the main objective of curriculum is to give a minimum baseline of curriculum for the graduates of a certain subject so that uniformity and standardization of curriculum may be maintained. After this, the participants of the Committee introduced themselves.

Dr. Altaf stressed that research culture in the field of social sciences and especially in mass communication be promoted.

Dr. Altaf informed the members about the HEC schemes reprinting of foreign books.

Ms. Ghayur Fatima, Dy. Director (Curriculum) HEC, briefed the committee of the obligations of the Commission for review, revision and development of curricula as per provisions of the Act of Parliament, 1976. The Dy. Director assured the committee of full cooperation and assistance. Then the session was declared open for general discussion.

The committee unanimously appointed Prof. Shahida Kazi as Convener and Prof. Muhammad Inam Bari, as Secretary of the Committee.

## SCHEME OF STUDIES FOR B.A.(HONS)

### SEMESTER – I

S#	Course title	Cr. Hrs.
1.	English Compulsory	3
2	Islamic Studies	2
3	Introduction to Communication	3
4	Communication Skills	3
5.	Subsidiary Subject –I*	3
6	Subsidiary Subject – II*	3
	Total	17

### SEMESTER – II

S#	Course title	Cr. Hrs.
1.	English Compulsory-II	3
2.	Pakistan Studies	2
3.	Mass Media Development	3
4.	Computer Skills	2+1
5.	Subsidiary Subject - I*	3
6.	Subsidiary Subject - II*	3
	Total	17

### SEMESTER – III

S#	Course title	Cr. Hrs.
1.	English Compulsory – III	3
2.	Journalistic Writing – I	3
3.	Functional Urdu	3
4.	Books, Magazines, and Newspaper Reading	3
5.	Subsidiary Subject -I*	3
6.	Subsidiary Subject -II*	3
	Total	18

### SEMESTER – IV

S#	Course title	Cr. Hrs.
1	English Compulsory – IV	3
2	Journalistic Writing-II	3
3	Contemporary Mass Media	3
4	Subsidiary Subject – I*	3
5	Subsidiary Subject -II*	3
	Total	15

\* These courses will be decided by the Chairmen/Chairpersons of the Departments of Mass Communication according to the availability of facilities and requirements of the area.

## SEMESTER-V

S#	Course title	Cr. Hrs.
1	News Writing & Reporting	4
2	Broadcast Journalism	4
3	Online Journalism	3
4	Theories of Communication – I	3
5	Mass Media in Pakistan	3
	Total	17

## SEMESTER-VI

S#	Course title	Cr. Hrs.
1.	Sub-Editing & Page Designing (Theory & Practice)	3+1
2	Feature, Column & Editorial writing (Theory & Practice)	3+1
3	National and International Affairs	3
4	Introduction to Advertising and Public Relations	3
5	Theories of Communication –II	3
	Total	17

## SEMESTER-VII

S#	Compulsory Papers	Cr. Hrs.
1	Research Methods in Communication	3
2	Development Communication	3
3	Media Ethics and Laws	3
	<b>SEQUENCES</b>	
	<b>i) Print Media</b>	
4.	Advanced Reporting	3
5	Newspaper Production	3
	<b>ii) Broadcast Media</b>	
4	Radio News Reporting & Production	3
5	TV News Reporting & Production	3
	<b>iii) Advertising &amp; Public Relations</b>	
4	Advertising-I	3
5	Public Relations-I	3
	<b>iv) Organizational Communication</b>	
4	Organizations & Organizational Behaviour	3
5	Business & Marketing Communication	3
	Total	15

## SEMESTER–VIII

<b>S#</b>	<b>Compulsory Papers</b>	<b>Cr. Hrs.</b>
1	Media Management & Marketing	3
2	Specialized Journalism Health, Education, Economic, Environment Media & Gender, Labor etc.	3
3	Research Report	3
<b>SEQUENCES</b>		
<b>i) Print Media</b>		
4.	Advanced Sub-Editing	3
5	Magazine & Book Production	3
<b>ii) Broadcast Media</b>		
4	Radio Programme Production	3
5	TV Programme Production	3
<b>iii) Advertising &amp; Public Relations</b>		
4	Advertising-II	3
5	Public Relations-II	3
<b>iv) Organizational Communication</b>		
4	Business Writings (Practical exercises)	3
5	Managerial Communication	3
	Total	15

**TOTAL CREDIT HOURS:**

**135**

**COURSE CONTENTS**  
**FOR**  
**B.A. (Hons)**

**SEMESTER - I**

- |           |                                      |                   |
|-----------|--------------------------------------|-------------------|
| <b>1.</b> | <b>English Compulsory - I</b>        | <b>3 Cr. Hrs.</b> |
|           | As prescribed by HEC                 |                   |
| <b>2</b>  | <b>Islamic Studies</b>               | <b>2 Cr. Hrs.</b> |
|           | As prescribed by HEC                 |                   |
| <b>3</b>  | <b>Introduction to Communication</b> | <b>3 Cr. Hrs.</b> |

**COURSE OBJECTIVE**

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.

**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. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 2000



**COURSE OBJECTIVE**

This course is devised to acquaint the students with evolution of mass media in the world.

The course will have an overview of major contemporary issues of global media. A brief introduction of world media organization will also be covered in this course.

**COURSE CONTENTS**

- Brief survey of origin and development of press in U.K, U.SA and sub continent etc. (Problems and issues of major early newspapers, magazines and periodicals.)
- History and development of radio in the world (BBC, Voice of America, All India Radio and Radio Pakistan etc.)
- Brief survey of origin and development of TV in UK, USA and South Asia.
- Brief survey of origin of film and recording industry in the world.
- Major Media organizations of the world.
- Mass media and globalization.
- Media moguls of the world.

**Recommended Books:**

1. Media Now, James Straubhaar, Focal point, 2004
2. Dynamics of Mass Communication, Wimmer and Dominick, 7<sup>th</sup> Edition, McGraw Hill New York 2001.
3. Mass Media Mass Culture, Stan Le Roy Wilson, 2000, McGraw Hill.
4. Television in Asia Edited y David French & Michel Richards. Sage Publication, New Delhi, Thousand Oaks and London, 2000
5. Handbook of Media in Asia AMIC, Singapore 2004.
6. Press in SAARC countries AMIC, Singapore 2002.
7. **A History of Mass Communication: Six Information Revolutions, by Irving Fang Focal press USA 1997.**
8. Introducing Mass Communication, Michael W. Gambol, McGraw Hill New York 1996.
9. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.

# COMPUTER SKILLS IN MASS COMMUNICATION

## 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 computer 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 PageMaker.** Creating layouts for Newspapers and Magazines.
8. **Use of Scanner**
9. **Introduction to Internet**
10. **Graphics**

## Books Recommended:

1. Master Visually Office 2003 by Michael S. Toot.
2. How to do everything with Microsoft Office 2003 (How to do everything) by 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.



### **Books Recommended:**

**Professional Writing Skills** by Janis Fisher Chan, Diane Lutovich

**3 Functional Urdu 3 Cr. Hrs.**

This course is available in Hard Copy. However soft copy also available

**4 Books, Magazines & Newspapers Reading 3 Cr. Hrs.**

### **OBJECTIVE:**

Reading of news and other matter in news papers. Comparative study of different newspapers. Major national and international issues. Discussions on issues and reports on issues.

Reading of selected books and writing of book reports.

**5 Subsidiary Subject – I 3 Cr. Hrs.**

Political Science – I

**6 Subsidiary Subject – II 3 Cr. Hrs.**

Economics – I

### **SEMESTER-IV**

**1 English Compulsory-IV 3 Cr. Hrs.**

Prescribed by HEC

**2 Journalistic Writings-II 3 Cr. Hrs.**

### **OBJECTIVES**

This course will cover the craft of opinion writing i.e. editorial writing, column writing, feature writing, article writing, letters to the editor and review writing to add impact of story. Later, they will develop the skills of being economical with words and use of quotes professionally.

### **CONTENTS**

- Mechanics of opinion writing, editorial, editorial note, column, feature, article, letter to editor and review writing.
- Treating various publicity materials. Extending news from Press releases, Press statements, from notes, handouts and press talks.

## **News Writing**

Intro and Body of news; lead, its components and types, inverted pyramid style and block paragraphs, beat / specialized reporting; in-depth reporting, Headlines; news writing for radio and television.

## **Interviewing**

- a. Construction of questionnaire
- b. Types of questionnaire (open /close ended)
- c. Conducting interview
- d. Procedure of writing interviews for news pages and magazines.

## **3 Contemporary Mass Media 3 Cr. Hrs.**

### **OBJECTIVE:**

Media in the world. Development of media in the present age, satellite, cable, Internet etc. World news flow, the issue and debate. Problems and issues of contemporary media.

### **BOOKS RECOMMENDED:**

**4 Subsidiary – I 3 Cr. Hrs.**  
Political Science – II

**5 Subsidiary-II 3 Cr. Hrs.**  
Economics – II

## **SEMESTER-V**

## **1 News Writing & Reporting 4 Cr. Hrs.**

### **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 Pren, 1979
8. Ken Metzler, "Creative Interviewing", Englewood Cliffs, N.J; Pren, 1977

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

## **2 Broadcast Journalism 4 Cr. Hrs.**

### **OBJECTIVES**

This course is designed to introduce the operational aspects of electronic media to students and intends to cover the basic elements of news reporting, writing and editing for broadcast media. It further aims to familiarize them with different formats, techniques and other technical aspects of production for Radio and Television.

### **CONTENTS**

Introduction to Radio, TV, Film and internet; Working of radio and TV stations; Production of radio and TV news and programmes; Script writing for radio and TV. Production of Radio and TV programs. Radio TV Talks, Discussions, plays and documentaries; Qualification and duties of a radio and TV News producers.

Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and cable TV etc.)

### **Books Recommended:**

1. Understand the Media, Andrew Hart, Rontledge, New York. 1991.
2. Inside the Media, Conrad fink, Longman, New York. 1990.
3. Television Culture, John Fiske, Mcthuen, London. 1987
4. Modern Mass Media, John C. Merrill, John Lee, Edward Jay Friedlander, Harper & Row, New York. 1990.
5. Power of TV, Conrad Lodziak, Frances Prilie, London. 1986.
6. Mass media: An introduction to Modern Communication, Ray Eldon Hiebert, Donald F. Ungurait. Thomas W. Bohn, Longman, New York. 1982.
7. Media Studies, Stewart Price, Pitman Publishing, London. 1993
8. Media Impact, Shirley Biagi, Wadworth, Belmont, 2<sup>nd</sup> Edition. 1992.
9. Telecommunication an Introduction to Electronic media, lynne Gross 6<sup>th</sup> ed. Brown and Benchmark, London. 1997
10. Electronic Media, Christopher H. Sterling, Preager London. 1994

11. Pakistan Cinema, Mushtaq Gazdar, Oxford University Press, Karachi. 1997.

### **3 Online Journalism 3 Cr. Hrs.**

#### **OBJECTIVES**

This course is designed to familiarize the students with the technical aspect of online journalism.

To enable the students to produce news and other contents to be disseminated through internet.

#### **CONTENTS**

Scope and importance of online journalism

Socio-economic, legal, cultural and political issues related to the access of information through internet.

Scanning and Surfing.

Techniques of cyber costing, publishing and marketing.

Online editions of newspapers/magazines

Prospects and challenges of online journalism.

#### **Books Recommended:**

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

### **4 Theories of Communication –I 3 Cr. Hrs.**

#### **OBJECTIVES**

1. 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.
2. On the completion of this course, the students will be able to adopt different media theories in research methodology and designing messages.

#### **CONTENTS**

Theory

- Definition, Construction and types
- Difference between theory, model and paradigm

Mass communication theory – Evolution and Development

Communication messages as Product:

Mass media, mass society, mass culture,

Normative theories of communication

Functional theories of communication

Theories concerned with media effects

Media Functions for individual (uses and gratification)

Gate keeping and information.

**Books Recommended:**

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

**5            Mass Media in Pakistan            3 Cr. Hrs.**

**Mass Media in Pakistan**

**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, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam 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.

### **5. News Agencies**

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

### **Books Recommended:**

- 1. Khurshid Abdus Salam Dr., Journalism in Pakistan, United Publishers, Lahore.
- 2. Lent J. A., Newspapers in Asia.
- 3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
- 4. Khurshid Abdus Salam Dr. & Hasan Mehdi, Journalism for All.
- 5. Nelson R.D., Publication Designed.
- 6. Moen D., Newspaper Layout Design.
- 7. Khurshid Abdus Salam Dr., Fun-e-Sahafat.
- 8. Hasan Mehi, Sahafat.
- 9. Khurshid Abdus Salam Dr., Dastan-e-Sahafat.
- 10. Hijazi, Miskeen Ali, Fun-e-Idarat.

11. Khurshid Abdus Salam Dr., Sahafat Pakistan-o-Hind Mein.
12. Hasan Mehdi, Mass Media in Pakistan.
13. French David and Richard Micheal (1996), Contemporary Television Eastern Perspectives, SAGE Publication International UK.
14. French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International UK.
15. Aziz Yousaf (2003), Cable Television – A vision for Future, Pakistan.
16. Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
17. Sh. Mugheesuddin (1981), ABC of Radio Journalism.
18. Crook Tim (1988), International Radio Journalism – History, Theory & Practice by Routledge, 11 New Felter Lane, London, EC4P 4EE.
19. Corner John (1986), Documentary and the Mass Media, Edward Arnold (Publishers) Ltd. 41 Bedford Square, London, WC1B 3 DQ.
20. William E. McCavitt & Peter K. Pringle (1986), Electronic Media Management by Butterworth Publishers, 80-Montavale Aveneu Stoneham, MA 02180.
21. Max Wylio (1950), Radio & Television Writing, New York Renchard and C. Inc.
22. Bond Fraster's (1954), Television aur Iblagh, Maktaba-e-Karwan, Lahore.
23. Haider Sajjad (1989), Radivai Sahafat, Muqtadara Qaumi Zaban, Islamabad.

## **SEMESTER-VI**

### **14 Sub-Editing and Page Designing (Theory & Practice)**

3+1 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, Mc Giffert Renert
4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion's, London, : David and Cherl, 1975
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
7. Fun-eKhabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi

**2 Feature, Column & Editorial Writing**

**3 Cr. Hrs.**

**OBJECTIVES:**

1. 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.

2. 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. **Reviews**
  - 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. Bostan Macmillin Co.
3. Hohenberg. J. The Professional Journalist.
4. Reddick. D.C. 1949. Modern Feature Writing. New York.
5. Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.
6. Shafiq Jalandari. Feature Nigari.
7. Shafiq Jalandari. Kalam Naweesi
8. Miskeen Ali Hijazi. Idaria Naweesi.

9. Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Pub.
10. William L. Rivers. 1988. Writing Opinion. Reviews. Iowa State Pr; 1<sup>st</sup> ed.
11. Bruce Garrison. 2004. Professional Feature Writing: Lea's Communication series. Lawrence Erlbaum Associates; 4<sup>th</sup> ed.
12. Campbell, B. Titchener. 1988. Reviewing the Arts: Communication Textbook Series. Lawrence Erlbaum Assoc. Inc.
13. Charlotte Digregorio. 1993. You can be a columnist: Writing and Selling your way to prestige. Civetta Press.

### **3 National and International Affairs 3 Cr. Hrs.**

#### **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. K.K. Aziz. Making of Pakistan
2. Qureshi, I.H. The Struggle for Pakistan
3. Choudhry, G.W. Constitutional Development in Pakistan.
4. Burke, S.M. Pakistan's Foreign Policy – An Historical Analysis.
5. Lawrence Ziring. Pakistan – The Enigma of Political Development
6. Peter Calvocressi. World Politics since 1945.
7. Spero. Politics of international Economic Relations.
8. Hassan Riaz. Pakistan Naguzeer Tha.
9. Humayyun Adeeb. Pakistan Ki Kharija Policy.
10. Ishtiaq Hussain Qureshi. Mukhtasar Tareekh Pak-o-Hind.

## **4 Introduction to Advertising & Public Relations 3 Cr. Hrs.**

### **OBJECTIVES:**

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

### **Advertising**

- a. Definition, Purpose and scope
- b. Evolution and Development
- c. Socio – economic role of Advertising
- d. Types of 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

### **Public Relations**

- a. Definition, nature and scope of Public Relations
- b. Process of Public Relations
- c. Duties of Public Relations Officer

### **Tools of Public Relations**

- a. Press Agency
- b. Publicity,
- c. Advertising,
- d. Propaganda,
- e. Backgrounders,
- f. Handouts &
- g. Press release

### **Comparative Study**

- a. Advertising vs PR;
- b. Advertising vs Propaganda
- c. Publicity and Propaganda
- d. Publicity vs Sales promotion

### **Publics and Public Relations**

- a. Internal Public
- b. External Public

### **Public Relations & Opinion Formation**

- a. Information
- b. Persuasion
- c. Public Opinion

### **5. Organization and Sources of Public Relations**

- a. Various types of Public Relations organization.
- b. International Public Relations
- c. Business, trade and finance & diplomatic Relations

### **6. Practical**

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

### **Recommended Books:**

1. "Effective Public Relations" by Centre, H. Allen, Cutlip. M. Scott, New Jersey" Prentice Hall Inc. 1978
2. "Essentials of Advertising", by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
3. "Public Relations for Marketing Management", by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
4. "Public Relations", by Jefkins, Frank, Long Acre, London: Pitman Publishing, 1991
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. "Taloqaat-e-Aama", by S. A. Siraj, Allama Iqbal Open University, 1990
9. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
10. "Advertising", by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

**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
- Typology of media effects (short term and deliberate effects, short term and non-deliberate effects)
- Diffusion of innovations model.
- Knowledge gap theory
- Social realities versus mediated realities
- Attitude and persuasion
- Opinion formation, spiral of silence, agenda setting.
- Cultivation effects hypothesis

**Books Recommended:**

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

# SEMESTER VII

## Compulsory courses

### 1. RESEARCH METHODS IN COMMUNICATION

#### OBJECTIVES

This course will give students an insight into the methods and techniques of scientific research. It will also enable them to investigate the mass media phenomenon in the society.

#### CONTENTS

- Concept & need of mass media research. Defining research & the process of theory building.
- Elements of social research: concept, construct, variable, Hypothesis , measurement: levels and scales.
- Kinds of social scientific Research: Quantitative and Qualitative Research, Pure and applied research, Historical, Descriptive, Co-relational, and experimental research.
- Sampling
- Research process. Various methods: survey experiment, content analysis.
- Case Study Hypotheses testing. Tools of statistical analysis. Measures of central tendency. Standard deviation.

#### Books Recommended:

1. Joseph and Dominic. 1999. Mass Media Research. 4<sup>th</sup> ed. Wadsworth Publishing Co. Belmont, California.
2. Babbie, Earl. 1992. The Practice of Social Research. 6<sup>th</sup> ed. Wadsworth Publishing Co. Belmont, California.
3. Mary John Smith. 2000. Contemporary Communication Research Methods. Wadsworth Publishing Co. Belmont, California.
4. Karlinger. 1987. Foundation of Behavioural Research, 3<sup>rd</sup> ed. Holt Rinehart Inc. Florida.
5. R.L. Gay. 1992. Research Methods in Education, Princeton Publishing Co. New York.
6. Methods of social research, Kenneth D. Bailey, Free Press, New York 2004.
7. Tehqeeq. Mateen-ur-Rehman Murtaza Karachi, University 1998
8. Qawaid-e-Tahqeeq Dr. Nisar Zubairi Fazali Sons Karachi 1999.

## **2. DEVELOPMENT COMMUNICATION**

### **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 able to have a better insight in Development Communication and will analyze the nature and treatment of media contents on developmental issues.

### **CONTENTS**

The need for development communication; Basic Concept: Promotion of development: development, as process & Goal. Sociology of development,

- Extension Communication and Development Communication
- Development Journalism and Development Communication
- Development Communication and Development Support Communication

### **Development Communication And Social Change**

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

### **Planning Development Communication campaign**

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

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

- Financial problems
- Lack of education and training
- Control over media
- Political problems

- Economic Problems
- Administrative problems
- Media Sociology
- Case Studies: work on developing a communication strategy. 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. Hedebro, Goran. 1999.New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.
6. Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
7. Diffusion of Innovation, E.M. Rogers, Free Press, New York 3<sup>rd</sup> Ed. 1983.
8. Perspectives an Development Communication, K. Saudanaudan 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.

## **3. MEDIA ETHICS AND LAWS**

### **OBJECTIVES**

The course seeks to apprise the students of the laws and regulations governing the media in Pakistan and the relationship between the government and the media. It will also familiarize them with different codes of ethics followed by the media in the world as well as in Pakistan and discuss the norms and values that the media should follow

### **CONTENTS**

- Need of laws & code of ethics to regulate the media.
- Code of ethics for journalists and other media professionals.

- Code of ethics in the West and Islamic perspectives of media ethics
- Issues concerning freedom of expression,
- Absolute vs responsible freedom
- Evolution of press laws with special reference to Sub-Continent and Pakistan.
- Salient features of the current press and publication regulations: a critical analysis.
- PEMRA:Laws pertaining to the electronic media in Pakistan.
- Freedom of expression.
- Defamation laws, libel, slander etc.
- Contempt of court.
- Copy Right Act: contemporary trends in the law of Copy Right and the concept of intellectual property rights.

**Books recommended:**

1. Mass media Laws & Regulations in Pakistan, Javed Jabbar & Qazi Faiz Isa (Compilers), AMIC, Singapore, 1997
2. International Libel Handbook, Nick Braithwaite and Clifford Chalice (eds), Butterworth – Heinemann, Oxford, Ed. 1995.
3. Freedom of Expression in (Islam, Mohammad Hashim Kamali, Berita Publishing, Kuala Lumpur, 1994
4. Ethics for the Media, William L. Rivers and Cleve Mathews, Prentice – Hall New Jersey, 1988
5. Barrett, Oliver Boyd. (1997). Media in Global Context. London: Arnold.
6. Curran, James. (2000).Mass media and Society. London: Arnold Headline Group.
7. Dennis, Defleur. (2000).Introduction to Mass Communication. Boston:Houghton Mifflin Co.
8. Hassan, Jawad. & Hadi, Syed Ali. (2004).Media and the Mass Communications Laws of Pakistan.Lahore:Book biz.
9. Shamsuddin,M(1990). European Press: Tradition and Transition: Area Study Centre For Europe. Karachi: University of Karachi.

**SEQUENCES FOR SPECIALIZATION**

**i) Print Media**

**4. Advanced Reporting**

**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. Iltis & Douglas A. Anderson, McGraw Hill, New York, 3<sup>rd</sup>, Ed. 1994
2. News Reporters & News Sources, Herbert Strenz, Prentice Hall, New Delhi, 2<sup>nd</sup> Ed 1992
3. News Reporting & Writing, Brian S. Brook, George Kennedy, Daryl R. Moen, Don Raulo, St Martin's Press, New York 4<sup>th</sup> Ed 1992
4. Reporting for the Print Media, Fred Fedler, Harcourt Brace Jovanovich Publishers, Fort Worth, 5<sup>th</sup> Ed 1993
5. Interpretative Reporting, Curtis D. MacDougal, Macmillan, New York 8<sup>th</sup> Ed. 1982
6. The Computerized Newspaper, Paul Willaims, Heinemann, London, 1990
7. Investigative Reporting, Clark R. Mollenhoff, Macmillan, New York. 1981.
8. Media Credibility, S.K. Aggarwal, Mittal Publications, New Delhi, 1989.
9. Public Affairs Reporting: Investigation, Interpretation and research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersey, 1976

## **5. Newspaper Production**

### **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, 4<sup>th</sup> Edition, 1996
3. Picture Editing: an introduction, Tom Ang, Focal Press. Oxford, 1996
4. the Computerized Newspaper, Paul Williams, Oxford, London, 1990
5. Newspaper Design for the Times, Lois Silvestein, Van Nostrand, New York, 1990
6. Modern Newspaper Editing & Production, F.W. Hodgson, Heinemann, London. 1987.

### **PRACTICAL:**

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

## **ii) Broadcast Media**

### **4. Radio News Reporting and Production**

#### **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, Muqtadira quomi Zaban, Islamabad, 1989

## **5. TV News Reporting and Production**

### **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. Ltale, Wadsworth, Belmont, 1990
6. ENG Television News, Charles F.Cremer, 3<sup>rd</sup> Ed. McGraw Hil, New ork, 1996
7. Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993

### **iii) Advertising and Public Relations**

#### **4. ADVERTISING-I**

##### **OBJECTIVES**

##### **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, 4<sup>th</sup> Ed. 1992
3. Public Relations Cases, Jerry A. Hendrix, Wadsworth, Belmont, 1992
4. Advertising Management. David A. Aaker, Prentice Hall, 4<sup>th</sup> Ed. India, 1996
5. Commodity Advertising, Olan D. Forker, New York, 1993
6. The Practice of Advertising, Norman Hart, 4<sup>th</sup> Ed. London. 1995
7. Do It Yourself Advertising, Fred E. Hahn, John Wriley & Sons, New York, 1993

#### **5. Public Relations – I**

##### **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, Allama Iqbal Open University, 1990
5. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
6. The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
7. the Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995
8. Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.

## **iv. Organizational Communication**

### **4. Organizations and Organizational Behaviour**

## **OBJECTIVE**

### **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 5<sup>th</sup> ed. 1996.
2. Small Group Communication Theory and Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hieznaman, Brown Benchmark Publishers, Madison, 1996.

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

## **5. Business & Marketing Communication**

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

### **PRACTICAL**

Assignments.

#### **Books Recommended:**

1. Communicating at Work, Ronald B. Adler, McGraw Hill, New York, 5<sup>th</sup> ed. 1996.
2. Small Group Communication Theory & Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hienman, Brown & Benchmark Publishers, Madison, 1996.
3. Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortworth, 3<sup>rd</sup>, 1995.
4. Organizational Communication, Peter K. Minning, Aldine De Gruyter, New York, 1992.

5. Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Tossey Bass (Publishers), San Francisco, 1992.
6. Communication, A Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, Harper Collins Publishers, 1991.
7. Inside Organizational Communication, Corol Renss and Donn Silvis (eds) Longmann, New York, 1985.
8. Organizational Communication , Howard H. Green Baun (all volumes), Sage Publication, London. 1983.

Internship: 180 Hrs. internships at any media institutions. It is a mandatory non credit course.

## **SEMESTER VIII**

### **COMPULSORY COURSES**

#### **1. Media Management and Marketing**

Organization of Mass Media in Pakistan (Press, Radio, T.V.): Private ownership Vs. Public ownership; Personnel administration: types of media personnel; executive, editorial, production, Circulation and Advertising personnel; financial administration of the media; Comparison of media with other social institutions and with each other; Media regulatory laws ;Media conglomerates. 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, Lawrance Erlebaum, London, 1999.
4. Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
5. Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
6. Newspaper Organization and Management, Hervert L. William, 1994.
7. Rucker Frank News Papers Circulation. Iowa state college press Iowa.

#### **2. Specialized Journalism:** (Health, Education, Economic, Environment, Media & Gender, Labor etc.)

Reporting business & Commerce, Sports & Scientific Affairs Economic Journalism: concept and definitions. Evolution of economic journalism in Pakistan. Analyzing the Budgets, taxation structure, financial & banking system of Pakistan. The stock exchange and money markets. Trade and commerce. Understanding and writing on balance sheets and company

reports. Reporting economic scene. Writing analytical articles on economic affairs. General overview of history and development of sports in the world. Major Sports played in Pakistan Gender: Meanings & definitions, Link between gender and media, status of women in Pakistan, Gender issues in Pakistan, Role of women in media (global and national perspective). Role of media in achieving gender equality. Importance & significance of health Communication (particularly with reference to Pakistan Health awareness campaign in popular language (Planning, design, presentation), Impact of health campaigns through media. Environment: Definition and importance. Critical appraisal of environmental issues in Pakistani media i.e. print and electronic.

### **Books Recommended**

1. Theodore Norgan, Introduction to Economics
2. Meenai, Money and Banking in Pakistan.
3. Read The Realm of Sports.
4. W.G.Wad Reporting & Writing Sports.
5. Reports of IUCN, WWF, UNEP and EPA.
6. Articles and features of national dailies.
7. Human development report of South Asia by Dr. Mehboob ul Haq.

## **3. Research Report**

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

## **SEQUENCES FOR SPECIALIZATION**

### **i) Print Media**

#### **4. Advanced Sub-Editing**

##### **OBJECTIVES**

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

##### **CONTENTS**

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

##### **PRACTICAL:**

Manual and computerized subbing exercises and assignments

### **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, Mc Giffert Renert

4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion's, London, : David and Cherl, 1975
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
7. Fun-eKhabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi

## **5. Magazine and Book Production**

### **A. THEORY MARKS-60**

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.

### **B. PRACTICAL MARKS-40**

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. "Mujalati Sahafat"
8. "Fun-e-Sahafat" by Khursheed Abdul Salam
9. "Jadeed Urdu Sahafat" by Masood Bin Mehmood

## **ii) Broadcast Media**

### **4. Radio Programme Production**

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: k Knowledge Industry Publishing.
6. Hausman, Carl. (1995). Crafting the News for Electronic Media. California:Wadsworth Publishing.
7. Haider, Sajjad. (1989).Radyai Sahafat. Islamabad:Muqtadira Quomi Zaban.
8. Jank, Hakemulder. (1998). Radio and T.V. Journalism. New Delhi: Arnolds Publishers.
9. Mcleash, Robert. (1999). Radio Production 4<sup>th</sup> ed.Oxford: Focal Press.
10. Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
11. Qureshi, Haseen-uddin. (1990). Khabrain Sunye. Karachi:Wish Publications.
12. Rumsey, Farancis. & McCormick, Tim. (1996). Sound Recording .Oxford Focal Press.
13. Siddique, Idress. (1990). Radio Journalism in Pakistan. Lahore: Ferozson.
14. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. ltd.
15. Sterling, Christopher H. (1994).Electronic Media. New York: Praeger.

16. Wilby, Pete. (1996).The Radio Handbook. London: Routledge.

### **5. TV Programme Production**

- 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 3<sup>rd</sup> ed. New York: McGraw Hill.
5. Holland, Patricia. (1997). The Television Handbook. London: Routledge.
6. Kazi, Shahida. (1993). Television Journalism. Translated by Auj-e-Kamal. Karachi: Dunya-e-Adab.
7. Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
8. Sinclair, John. (1996). New Patterns in Global Television. New York: Oxford University Press
9. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
10. Thomson, Roy. (1994). Media Grammar of the Editing. Oxford: Focal Press.

### **iii) Advertising & Public Relations**

#### **4. Advertising-II**

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

#### **Parcticals:**

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, 3<sup>rd</sup> 1986
4. "Essentials of Advertising", by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
5. "Advertising: Made Simple", by Jefkins, Frank, Calcutta; Rupa Co. 1982
6. "Advertising" by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice-Hall, Inc. USA 1974
7. "The Design of Advertising", by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
8. "Advertising", by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

#### **5. Public Relations - II**

#### **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. The will be required to manage complete events such as press conference, seminar, workshop, exhibition etc.

### **BOOKS RECOMMENDED:**

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 , Buter Worth 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.

## **iv) Organizational Communication**

### **4. Business Writings**

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, 7<sup>th</sup> 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, 2<sup>nd</sup> Ed. 1986.
5. Successful Business Writing, Marla Treece, Allyn & Bacon Inc. Boston, 1980

## **5. Managerial Communication**

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

**SCHEME OF STUDIES FOR  
M.A.(HONS)  
Total Cr. Hr. 30**

**SEMESTER – I**

S#	Courses	Cr. Hrs.
1.	Approaches to Mass Communication Studies	3
2.	Mass Media Research	3
3	Mass Media & Society	3

**SEMESTER – II**

S#	Courses	Cr. Hrs.
1.	Research Proposal & Seminars	3
2.	International Communication	3
3	Evolution of Media Research	3

**SEMESTER – III**

S#	Courses	Cr. Hrs.
1.	Advanced Development Support Communication	3
2	Advanced Public Relations & Advertising	3
3	Advanced Broadcast Media	3

**SEMINAR –IV**

1.	Thesis Writing	6 Cr. Hrs.
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# COURSE CONTENTS FOR M.A. (Hons)

## 1. Approaches to Mass Communication Studies 3 Cr. Hrs.

### Concept of communication theory & its development (Paradigms & Anomalies)

#### Media Effects Studies:-

Magic bullet theory – Limited media effects-  
Theory of selectivity-Media determinism-  
Cultivation theory- The spiral of silence-  
Powerful Effects Model-  
Uses and gratification-Agenda setting.  
Gate keeping.

An Overview of liberal – pluralist & dominance theory

#### Alternative Approaches to Mass Communication Studies.

- Marxist approach
- Frankfurt School of Thought
- Media Hegemony Theory
- Political Economy Media Theory
- Birmingham School of Thought
- Hermon & Chomsky Propaganda Model
- Feminism
- Media Sociology

#### Recommended Books

1. Blumler, J.G, and Katz E. (1974). *The uses of mass communication*, Beverly Hills/London: Sage Publication.
2. Mcluhan, Marshall and Eric. *Laws of Media: The new science*. Toronto: University of Toronto Press.
3. McQuail, Denis. (1977). *The influence and effects of mass media*. In Curran, James, Michael Gurevitch and Janat Wollacott (eds), *Mass Communication and society*. Beverly Hills; Sage, pp 70-94.
4. McQuail, Denis. (1987). *Mass Communication theory: An introduction*. (2<sup>nd</sup> ed.) Beverly Hills: Sage.
5. McQuail, Denis. And Windahl, Sven. (1993). *Communication models for the study of mass communications*. New York: Longman.
6. Reynalds, Paul Davison. (1971). *A primer in theory construction*. Indianapolis: Bobbs-Merrill E, Publishing.
- 7.
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- 11.
- 12.
- 13.

14. Severin, Werner and James Tankard Jr.(1979), *Communication theories*.New York: Hastings Hours.
15. Backer,Samual. (1984). Marxist approach to media studies: The British experience. *Critical Studies on Mass Communication*,
16. Gerbner,George (ed). (1983). Ferment in the field of Communcation Scholars address critical issues and research tasks of the discipline. *Journal of Communication*, 33 pp-1-362.
17. Gitlin,Todd.(1976) Media Sociology. The dominant Paradigm. *Media And Society*, 6 pp 205-253.
18. Hardt,Hanno (1986) Review essay: Ferment and the field, *Journal of Communication*, 36.pp 145-154.
19. Hardt,Hanno. (June/1988).Comparative media research: The world according to America, *Critical Studies in Mass Communication* 5 (2).
20. Lazersfeld,Paul. (1941) Remarks on administrative and Critical Communication Research. *Studies in Philosophy and social science*, 8,pp.2-16
21. Nordenstreng, Kaarle. (1968). Communication research in the United State: critical perspective, *Gazette*, 14 pp 1-10
22. Seymore-ure. C. (1974). *The polical impact of the mass media*, London: Constable.
23. Snow,R.P. (1984). *Creating media culture*. Beverly Hills: Sage.

## **2. Mass Media Research                      3 Cr. Hrs.**

### **Constructing Social Explanations**

1. Concepts and variables; conceptual analysis; operational definitions; relationship between variables; theoretical propositions and hypothesis. Bivariate relationship
2. Research Proposal  
Importance of Research proposal, characteristics of research proposal:
  - a. Literati on view for problem exploration
  - b. Problem selection and significance of study
  - c. Justification
  - d. Literature review
  - e. Theoretical frame work
  - f. Conceptual repertoire
  - g. Methodology
  - h. Questionnaire
  - i. Citation footnoting, references and bibliography.

### **3. Data reduction, analysis and interpretation**

Loading data reduction, code-book construction, frequencies and continuous measures, analysis of cross breaks, considerations in selecting a

statistical test, directional and non-directional hypothesis, statistical significance one- tailed and two tailed test, chi-square, analysis of variance.

### **Books Recommended**

1. Joseph, Dominic. 1999. Mass Media Research. 4<sup>th</sup> ed. Wadsworth Publishing Co. Belmont, California.
2. Babbie, Earl. 1992. The Practice of Social Research. 6<sup>th</sup>. Ed. Wadsworth Publishing Co. Belmont, California.
3. Mary John Smith. 2000. Contemporary Communication Research Methods, Wadsworth Publishing Co., California.
4. Karlinger. 1987. Foundation of Behavioral Research, 3<sup>rd</sup> ed. Holt, Rinehart Inc. Florida.
5. R.L. Gay. 1992. Research Methods in Education, Princeton Publishing co. New York.

### **3. Mass Media and Society      3 Cr. Hrs.**

#### **OBJECTIVES**

This course is based on the analysis of the mass media effects on society. This course provides a crucial overview of the relationship between media and society. In general, the course will interpret and analyses the different roles of media, specifically, the relationship between media, power and politics and the impact of media upon cultural identities.

#### **CONTENTS**

##### **Mass media and society: General perspectives:**

- i. Communication and Society
- ii. The effects of technology in changing social values
- iii. Feminist perspective on the media

##### **Mass Media, Perception and attitude:**

- i. Assumption and perception
- ii. Cultural expectation and perception
- iii. Motivation and perception
- iv. Attitude and perception
- v. Techniques of persuasion
- vi. The concept attitude and attitude change
- vii. Credibility and its sources
- viii. Fear Appeal
- ix. Inoculation theory

##### **Intercultural Communication**

- i. Concept of Intercultural communication
- ii. Obstacles to intercultural Communication

- iii. Effects of intercultural Communication on:
  - a. Individual
  - b. Social
  - c. Political
  - d. Economic
  - e. Cultural

### **Mass Media and Post-Modernism**

- i. The Concept of Post-modernism
- ii. Historical Perspective
- iii. Post modernism and Post structuralism
- iv. Post-Modernism and the Mass Media

### **Mass Media and Globalization**

- i. Functions of media in the modern society
- ii. The concept of international Communication
- iii. Globalization and media firms
- iv. Global media flow
- v. Global media effects.

### **Political Communication**

- i. Definition of political communication
- ii. Political coverage and reality
- iii. Packaging politics and the mass media
- iv. Media bias and political leaning
- v. Powers and the mass media

### **Sociology of Mass Media**

- i. Democratic Communication
- ii. Freedom of Communication
- iii. Journalistic Responsibilities

### **Communication issues in the Mass Society**

- i. People's right to know
- ii. Public access to the media
- iii. Mass Media and the public trust
- iv. Media-Government Relationship

### **Controlling Mass Media: Institutions and Regulators**

- i. Relationship between commercial media and regulators
- ii. Media regulating authorities
- iii. Major laws for regulating the media
- iv. Media ethics

### **Influences on Media Contents**

- i. Influences on media contents from individual workers
- ii. Influence of media routines
- iii. Organizational influence on media contents

- iv. Influences on media contents from outsiders
- v. The influence of ideology.

### **Analyzing Contents of Print and Electronic Media**

- i. Concept of media content analysis
- ii. Content Categorization
- iii. Nature and treatment of media contents analysis
- iv. Researches on media contents and their findings

### **Books Recommended**

1. Watson, J. 2003. The Global Arena: Issues of Dominance and Control in Media Communication: An Introduction to Theory and Process, New York.
2. Lister, Dovey, Giddings, Grant and Kelly. 2003. Networks, Users and Economics, in New Media: A Critical Introduction London; Routledge.
3. Grossberg, Wartella & Whitney. 1998. Media Globalisation, in Media Making: Mass Media in a Popular Culture. Thousand Oaks: Sage.
4. Haywood, T. 1998. Global networks and the myth of equality: trickle down or trickle away? In Loader, B. Cyberspace Divide: Equality, Agency and Policy in the Information Society London: Routledge.
5. Holderness, M. 1998. Who are the World's Information Poor? In Loader, B. Cyberspace Divide: Equality, Agency and Policy in the Information Society London: Routledge.
6. Held, D., & McGrew, A. 2002. Globalization/Anti-Globalization. London: Hoogvelt, A. 2001. Globalization and the Postcolonial World Basingstoke: Palgrave.
7. Waterman, P. 2001. Globalization, Social Movements and the New Internationalism London.
8. Freeman, C. 2000. Social inequality, Technology and Economic Growth, in Wyatt, S, Henwood, F. Miller, N and Senker, P. Technology and In/equality: Questioning in Inforamtion Society London.
9. Lull, J. 2000. Globalization and Cultural Territory, In Media, Communication, Culture: A Globalization and Cultural Terrotory, In Media, Communication, Culture, A. Global Approach, 2<sup>nd</sup> ed. Cambridge.

## **SEMESTER – II**

### **1. Research Proposal & Seminars 3 Cr. Hrs.**

The students will start writing and present their research proposals

### **2. International Communication 3 Cr. Hrs.**

#### **OBJECTIVES**

This course will enable the students critically review and analyze, Mass Media Phenomena and issues at international level.

#### **CONTENTS**

- a. Communication among Nations
- b. Approaches to the study of international communication
- c. Controls and Restriction on Cross-boarder flow of information
- d. Intercultural Communication
- e. Muslims Portrayal in the Western Media
- f. Conflicts between the central and peripheral countries and UNESCO
- g. Media and Foreign Policy
- h. Ad vocative, Adversarial and watchdog role of the media
- i. The Dominant Paradigm of International Communication
- j. Issues in international Communication
- k. Role of the media in conflict resolution
- l. How media can be used to enhance international cooperation.
- m. Clash of civilizations

#### **Books Recommended**

1. Teal P. D. 1997. The Muslim in the read view Mirror-understudying McLuan, London.
2. Marchand, P. 1998. Marshall McLuhan. The Medium and the messenger, MIT Press.
3. Sreberny-Mohammadi et al. 1997. Media in global context Arnold.
4. Tomlinson, J. 1991. Culture unprecalism, London
5. Watson, J. 2003. The Global Arena: Issues of Dominance and control in media Communication : An introduction to theory and process, New York . Palgrane Macmillan.
6. Luii, J. 2000. Globalization and cultural territory in Media, Combridge UK.

### **3. Evolution of Media Research 3 Cr. Hrs.**

This course will be designed by Dr. S. Abdul Siraj, Allama Iqbal Open University.

## SEMESTER-III

### 1. **Advanced Development Support Communication** 3 Cr. Hrs.

Development and Modernization

Role of Mass Media of Communication in Development

Communication models of development

Dominant paradigm

Development support communication campaign – levels of planning and execution, general features and influence process.

Communication and social change; process of social change.

Communication and diffusion of innovations

Modern perspectives on communication and Development

Communication effects gap and public Communication campaign

Participatory Development support Communication: planning and actions.

Social marketing theory

Marketing Communication

Case study: work on Development support communication ; strategy involving a Development support projects of a student own choice.

Ball – Rokeach and DeFleur dependency model of Mass Communication Effects.

Rostow's Stages of Economic Growth

Rogers Model of Diffusion of Innovation.

Convergence Model of Communication

#### **Books Recommended**

1. Pogers, Everett. 1995. Diffusion of innovations. 4<sup>th</sup> ed. New York. The Free Press.
2. Rogers, E. M. 1983. Diffusion of Innovations, 3<sup>rd</sup> ed. The Free Press, New York.
3. White, S.A. 1994. The concept of participation: transforming rhetoric to reality. In white, S.A. et. Al. Participatory Communication: Working for change and Development. Sage Publications, Delhi, India.
4. Blake, C. 1993. Development Communication Revisited: an end to Eurocentric visions. Development.
5. Lerner, D. 1958. The passing of Traditional Society. The Free Press, New York
6. Schramm, W. 1964. Mass Media and national Development. Stanford, University Press, Stanford.
7. Servaes, J. 1991. Toward a new perspective for Communication and Development. In Casmir, F.L. Communication in Development . Ablex Publishing Corporation, Norwood.
8. Woods, R. 1993. Communication, Technology and the Development of People. Routledge, London.

9. Todaro, M.P. 1977. Economics for a developing world: an introduction to principles, problems and policies for Development. 2<sup>nd</sup> Ed. Longman, London. UK.

## **2. Advanced Public Relations and Advertising**

3 Cr. Hrs.

### **Public Relations**

#### **Introduction to:**

Public and Public opinion

Opinion and attitude formation

Public Relation Artwork

Public relation and other institutions

Public relations in Government Departments:

Public relations in autonomous institutions.

Public relations in industrial and social organizations

Public Relation and the Mass Media:

Public Relations through print media

Public Relations through press conferences, special events and trade fairs

Public Relations through electronic media.

International Public Relations

### **ADVERTISING**

Advertising and Consumer. Socio-economic and cultural aspects.

Visualisation

Copy writing: Structure; headline; slogans

Advertising Media: Media strategy; Press; Radio, and T.V.

Artwork and layout

Planning the advertising campaign

Advertising and Marketing Research.

## **3. Advanced Broadcast Media**

3 Cr. Hrs.

### **Radio Programme Production:**

1. Brief history of Radio in the World, Sub-Continent and Pakistan.
2. Structure & functioning of Pakistan Broadcasting Corporation.
3. Distinctive features of radio news.
4. News sources.
5. Selection of news for radio.
6. Interviewing for radio.
7. Radio news writing: Style, Drafting, Choice of words, Compilation of radio news bulletin and newsreels.
8. Presentation.
9. News commentaries and analyses.

10. Characteristics of radio news reader.
11. Working of a Radio station.
12. Set up of studios.
13. Kinds of microphones.
14. Duties of radio producer, programme planning and budgeting.
15. Production of different types of programmes: Talks and discussions, features and documentaries, plays, children's programmes, sport, announcements.
16. Commercial productions and public service broadcasting.
17. Outdoor Broadcasts.
18. Trends of FM Radio in public & private sector in Pakistan.

### **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: k Knowledge Industry Publishing.
6. Hausman, Carl. (1995). Crafting the News for Electronic Media. California:Wadsworth Publishing.
7. Haider, Sajjad. (1989).Radyai Sahafat. Islamabad:Muqtadira Quomi Zaban.
8. Jank, Hakemulder. (1998). Radio and T.V. Journalism. New Delhi: Arnolds Publishers.
9. Mcleash, Robert. (1999). Radio Production 4<sup>th</sup> ed.Oxford: Focal Press.
10. Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
11. Qureshi, Haseen-uddin. (1990). Khabrain Sunye. Karachi:Wish Publications.
12. Rumsey, Farancis. & McCormick, Tim. (1996). Sound Recording .Oxford Focal Press.
13. Siddique, Idress. (1990).Radio Journalism in Pakistan. Lahore:Ferozson.
14. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. ltd.
15. Sterling, Christopher H. (1994).Electronic Media. New York: Praeger.
16. Wilby, Pete. (1996).The Radio Handbook. London: Routledge.

### **T.V. Programme Production**

1. Brief history of TV in the world & Pakistan.
2. Structure & functioning of PTV.
3. Set up and working of a TV news room.

4. Duties of a news producer.
  1. Sources of TV news, spoken words and visuals.
  2. Use of visuals. TV news film.
  3. Basics of news film shooting and use of cameras.
  4. Script writing for TV.
  5. Compilation of a bulletin.
  6. Preparation of special report.
  7. Working of TV station.
  8. TV producer: qualifications and duties.
  9. Genesis of TV programme from idea to recording; lighting, shooting, editing etc.
  10. Production of different types of TV programmes. talks, discussions, documentaries, plays, shows etc.
  11. Out door Broadcasting.
  12. Cable Television in Pakistan. Ethical and cultural issues.

#### **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 3<sup>rd</sup> ed. New York: McGraw Hill.
5. Holland, Patricia. (1997). The Television Handbook. London: Routledge.
6. Kazi, Shahida. (1993). Television Journalism. Translated by Auj-e-Kamal. Karachi: Dunya-e-Adab.
7. Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
8. Sinclair, John. (1996). New Patterns in Global Television. New York: Oxford University Press
9. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
10. Thomson, Roy. (1994). Media Grammar of the Editing. Oxford: Focal Press.

### **SEMESTER – 6**

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| <b>1.</b> | <b>Thesis Writing</b> | <b>6 Cr. Hrs.</b> |
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## RECOMMENDATIONS

1. The National Curriculum Revision Commission strongly regretted the decision of the Federal Public Service Commission to reduce the weightage of Mass Communication from 200 marks to 100 marks at the competition and superior services examinations.

It was noted with concern that while the discipline is being strengthened the world over it is not being given due importance by the FPSC. The committee requested the Higher Education Commission to take up the case with the FPSC to restore weightage of 200 marks to Mass Communication.

In view of the growing importance of media education in the present era, the Mass Communication discipline be introduced at intermediate. This will also lead to better intake of Mass Communication at the universities.

2. The Mass Communication curriculum Revision Committee also noted with concern the PEMRA's exorbitant fee structure for FM Radio licenses for purely educational purposes. The educational institutions are non commercial institutions it is unjustified to charge Rs.130,000/- for license as fee. The PEMRA may be asked to charge a nominal fee only to meet the actual processing expenditure. The present license and renewal fee may be waived off and reimbursed to the institutions, which have already paid such high fee.
3. The Committee was of the view that due to the practical and professional nature of the discipline of Mass Communication, the proposed four year B.S. programme may not be offered to the private candidates. The programme be strictly run by the accredited institutions which have basic infrastructure for teaching and practicals. Universities be encouraged to upgrade and beef-up necessary facilities at their campuses.
4. A Pakistan Media Council, to be composed of media educators, be formed on the pattern of Pakistan Medical and Dental Council and Pakistan Engineering Council to ensure profession standards by issuing license to media professionals. Among other thing the council will ensure that only Mass Communication graduates be offered jobs at media institution. The media executives be requested that only such candidates be absorbed in the profession who have been how bear registered/licensed by the Media Council. Council will also help in enforcement/implementation of HEC initiatives by all the member departments/universities to ensure uniformity in standards.

5. The Committee also requested the HEC to allocate direct grant for establishment of FM Radio stations in Departments of Mass Communication. Many departments have obtained FM Radio license from PEMRA and their radio project is pending for want of funds. Such universities are supposed to go on air within one year otherwise the licenses will stand cancelled. Since the process of PC-I is too lengthy and time consuming, the HEC may consider to provide funding for radio under some other heads so that the radio can go on air within the stipulated time and fast growing electronic media may also get better trained personnel as soon as possible.
6. Part time / visiting faculty may be appointed from Media industry so that liaison may be strengthened.
7. HEC should provide fund, for establishment of FM Radio, TV Station, Print Media lab to enable the graduates to come of to the requirement of media industry.
8. Research journals of Mass Communication to be included in the digital Library of HEC.
9. Foreign Experts may be invited for teachers training in the discipline of Mass Communication.
10. Foreign Scholarship may be awarded to the Mass Communication Teachers and students.
11. HEC should persuade Ministry of Information and Broadcasting to ensure participation of Mass Media on Foreign Training programmes offered by Different agencies.
12. A paper of general knowledge should be introduced at BA (Hons) for all disciplines.
13. Incentive should be provided by HEC or concerned university to the supervisor (from the industry) of the internee.
14. The period of internship should be extended to at least three months.
15. Special quota for the teachers and students of mass communication departments be reserved in the training academy of PBC, PTV and information services.

16. HEC may provide grant for publication of a research journal in Mass Communication to provide an opportunity to the Mass Communication research scholars for publishing their work on various mass communication related topics.
17. HEC should initiate the process for identification & realization of importance of media production as a small or medium enterprise or as a self employed entrepreneur activity with the concerned ministries, Government departments, research organizations, banks, and financial institutions.