

# CURRICULUM OF MASS COMMUNICATION

For B.S 4-Years Program 2022



DEPARTMENT OF MASS COMMUNICATION

UNIVERSITY OF KARACHI

2022



## Minutes of the Meeting of Board of Studies Mass Communication (29-09-2021)

A meeting of the Board of Studies Department of Mass Communication was held in the Department on 29-9-2021 to consider the following agenda.

**Agenda Item 1:** To finalize and approve the courses for BS Program-2022.

Following members and experts attended the meeting.

1. Dr. Fouzia Naz Fouzi
2. Dr. Asmat Ara Asmat Ara
3. Dr. Sadia Mahmood Sadia Mahmood
4. Mr. Khalid Anam Absent
5. Ms. Misbah Khalid Misbah Khalid
6. Mr. Mazhar Abbas Mazhar Abbas
7. Mr. Kamal Siddiqui -
8. Dr. Raana Afzal (Co-opted) Raana Afzal
9. Mr. Humair Ishtiaq Humair Ishtiaq



**A meeting of Department Board of Studies was held on 29 September 2021  
at the Chairperson office, to finalize the Syllabus Course for  
BS Four Year Program 2022.**

Dr. Fouzia Naz, Chairperson Department of Mass Communication briefed board about the meeting agenda.

Boards of studies members including External experts (media professionals) approved the BS Four Years 2022 Syllabus with appreciation for updating syllabus as per the hour needs for the media opportunities and challenges. Moreover, the following recommendations were also advised:

1. First year students also need to study about the international history, current affairs and geography.
2. In first years courses outline, inclusion and teaching of communication skills is vital.
3. Students must be trained for modern technology and computer application.
4. Focus must not be only on newspaper management but also on electronic media and cross-media management.
5. In film studies learning of skill related scripting and production of documentaries, web series, and short films should be included.
6. Animation course outlines are advised to be part for employing upcoming opportunities.

Dr. Fouzia Naz  
Chairperson



Meeting ended with a vote of thanks from the chair.

Name and Designation

Signature

- |                                  |                      |
|----------------------------------|----------------------|
| 1. Dr. Fouzia Naz (Chairperson)  | <u>Fouzia</u>        |
| 2. Dr. Asmat Ara (Assoc Prof)    | <u>Asmat</u>         |
| 3. Dr. Sadia Mahmood (Asst.Prof) | <u>Sadia Mahmood</u> |
| 4. Mr. Khalid Anam (Observer)    | <u>Abseent</u>       |
| 5. Ms. Misbah Khalid (Expert)    | <u>Misbah Khalid</u> |
| 6. Mr. Mazhar Abbas (Expert)     | <u>Mazhar</u>        |
| 7. Mr. Kamal Siddiqui(Expert)    | <u>-</u>             |
| 8. Dr. Raana Afzal (Co-opted)    | <u>Raana</u>         |
| 9. Mr. Humair Ishtiaq            | <u>Humair</u>        |

## **Content**

- 1. Upgraded Syllabus for B.S Four Years Program 2022**
- 2. Breathing Courses**

**UPGRADED SYLLABUS  
FOR  
B.S FOUR YEARS PROGRAM 2022**

Semesters	Number of courses
1 <sup>st</sup> Year I Semester	5
1 <sup>st</sup> Year II Semester	5
2 <sup>nd</sup> Year I Semester	6
2 <sup>nd</sup> Year II Semester	6
3 <sup>rd</sup> Year I Semester	6
3 <sup>rd</sup> Year II Semester	6
4 <sup>th</sup> Year I Semester	7
4 <sup>th</sup> Year II Semester	7
<b>48</b>	

First Year Semester I		
Course Code	Course Title	Credit Hours
300.1	Compulsory I	3
300.1	Compulsory II	3
301	Minor I	3
301	Minor II	3
MC-311	Introduction to Mass Communication - Major	2+1
MC-301	Introduction to Mass Communication – Subsidiary	2+1
	Total Credit	15
	Hours	

First Year Semester II		
Course Code	Course Title	Credit Hours
300.2	Compulsory I	3
300.2	Compulsory II	3
302	Minor I	3
302	Minor II	3
MC-312	Digital Media - Major	2+1
MC-302	Digital Media – Subsidiary	2+1
	Total Credit	15
	Hours	

Second Year Semester I		
Course Code	Course Title	Credit Hours
400.1	Compulsory I	3
400.1	Compulsory II	3

401	Minor I	3
401	Minor II	3
MC-411	Mass Media & Society - Major	3
MC - 412	Introduction to Print Journalism - Major	2+1
MC-402	Mass Media & Society – Subsidiary	3
	Total Credit	18
	Hours	

<b>Second Year Semester II</b>		
Course Code	Course Title	Credit Hours
400.2	Compulsory I	3
400.2	Compulsory II	3
402	Minor I	3
402	Minor II	3
MC-412	Fundamentals of Advertising & PR - Major	2+1
MC - 422	Basics of Electronic Media - Major	2+1
MC-402	Fundamentals of Advertising & PR – Subsidiary	2+1
	Total Credit	18
	Hours	

<b>Third Year Semester I</b>		
Course Code	Course Title	Credit Hours
500	Compulsory	3
MC – 511	Mass Media in Pakistan / Data Journalism	2+1
MC – 521	News Reporting & Writing Skills	2+1
MC – 531	Introduction to Social Sciences	3
MC – 541	Pakistan History & Contemporary Issues	3
MC – 551	Research Methodology – I Qualitative	3
	Total Credit	18
	Hours	

<b>Third Year Semester II</b>		
Course Code	Course Title	Credit Hours
500.2	Compulsory	3
MC – 512	Online Journalism	2+1
MC – 522	Crisis & Disaster Communication	3
MC – 532	Sub-editing and News Page Designing	2+1
MC – 542	Theories of Mass Communication	3
MC - 552	Research Methodology – II Quantitative	3
	Total Credit	18
	Hours	

Fourth Year Semester I		
Course Code	Course Title	Credit Hours
600.1	Compulsory	3
MC – 611	Thesis - I	3
MC – 621	Development Support Communication	3
MC – 631	Media Ethics & Laws	3
	<b>Specialization Electives</b>	
MC-641-P	Advanced Reporting/ Mass Media Coverage of Conflicts in Pakistan	2+1
MC-651-P	Newspaper Management and Production	2+1
MC-661-P	Mechanics of Magazine Editing	2+1
	<b>OR</b>	
MC-641-E	Radio News Production	2+1
MC-651-E	TV News Production	2+1
MC-661-E	Film Studies	2+1
	<b>OR</b>	
MC-641-AP	Advertising for Print	2+1
MC-651-AP	Public Relations for Print	2+1
MC-661-AP	Planning advertising & Public Relations Campaigns	2+1

Fourth Year Semester II		
Course Code	Course Title	Credit Hours
600	Compulsory	3
MC – 612	Thesis - II	3
MC – 622	Creative Writing	3
MC – 632	Media & Social Movements/ Media & Gender	3
	<b>Specialization Electives</b>	
MC-642-P	Advanced Magazine Production	2+1
MC-652-P	Book Production	2+1
MC-662-P	Specialized Journalism/ Media & Human Rights	2+1
	<b>OR</b>	
MC-642-E	Radio Program Production	2+1
MC-652-E	TV Program Production	2+1
MC-662-E	Film Production	2+1
	<b>OR</b>	
MC-642-AP	TVC & Short Film for Persuasion	2+1
MC-652-AP	Digital Advertising & Public Relations	2+1
MC-662-AP	PR & Management	2+1

## First Year

First Year Semester I		
Course Code	Course Title	Credit Hours
300.1	Compulsory I	3
300.1	Compulsory II	3
301	Minor I	3
301	Minor II	3
MC-311	Introduction to Mass Communication - Major	2+1
MC-301	Introduction to Mass Communication – Subsidiary	2+1
	Total Credit	15
	Hours	

### MC -311 - INTRODUCTION TO MASS COMMUNICATION

#### Credit Hours: 2+1

#### Course Description

To make students understand the basic concept of communication and mass communication.

To help students to develop an understanding of evolution of printing, press and newspapers.

Highlighting various contents of each

#### Learning Outcomes

Upon successful completion of the course the student will be able to:

- Identify the Media of Mass Communication.
- Understand the basic knowledge of Mass Communication, the communication process and distinguish among various mass media.
- Able to understand evaluation and appraisal of media content.
- Able to start opinion writing and evaluate the content of Media.

#### Course Outline

##### **Communication**

- Introduction to communication
- Definitions of Communication
- Explanation of the components of definitions of Communication
- The process of Communication
- Types of Communication
- Verbal

- Non-verbal
- Factors for successful Communication
- Contexts of Communication
- Personal

Intrapersonal Communication

Interpersonal Communication

Non personal

- Public Communication
- Mass Communication

### **Mass Communication**

- Introduction to Mass Communication
- Definitions of Mass Communication
- Explanation of the components of the definitions
- The process of Mass Communication
- Factors for successful and effective Mass Communication
- The functions of Mass Communication
- The role of Mass Media in our lives
- Differences between Communication and Mass Communication

### **Media of Mass Communication**

- Medium
- Medium and Media of Mass Communication
- Characteristics of various Mass Media
- Mass Media as Social institution

### **Print Media**

- Trace the history of early press and printing
- Origin of news and newspapers
- The role and importance of newspapers in social Fabric
- News and editorials contents of the newspapers
- Role of Newspaper in the Society

### **Adjuncts of Mass Media**

- News agencies
- Syndicates
- Advertising: An Introduction
- Public Relations: The concept
- Development support Communication

## Management and Careers in Mass Media

- Working and Administration of the Mass Media
- Careers in the Mass Communication field

### Recommended Books

- Baran S., (2013) “Introduction to Mass communications: Media Literacy and culture”, (8th Edition). McGraw Hill Higher Education
- Biagi S., (2011) Media Impact: An Introduction to Mass Media (Wadsworth series in Mass Communication and Journalism: General Mass Communication), (10<sup>th</sup> edition). Cengage learning: April 2011
- Campbell R. (2016) Media Essentials: A brief Introduction (3<sup>rd</sup> edition). Bedford Books, 2016
- Campbell R., (2016) Media and Culture (10<sup>th</sup> edition) Bedford Books
- Camp Bell, R. Christopher R. Martin, Fabos B. (2015) “An Introduction to Mass Communication: Media and Culture” (9th edition).
- Dickhaus J., (2017) “Introduction to Mass communication: People platforms and practices” Cognella Academic publishing.
- Dominick R. J., (2013) Dynamics of Mass Communication, (12<sup>th</sup> edition). McGraw Hill Publishing Company, 2013.
- Hamson E. R., (2017) Mass Communication: Living in a Media World (6<sup>th</sup> edition). Sage Publication
- John V. Pavlik and McIntosh S. (2014) “Converging Media: A new Introduction to Mass Communication” (3rd Edition). Oxford University Press
- Pavlik V. ., (2017) Converging Media (5<sup>th</sup> edition) Oxford University Press
- Potler W. J., (2016) Media Literacy (8<sup>th</sup> edition). Sage Publication
- Tarow J. (2010) Media Today: An Introduction to Mass Communication, (3<sup>rd</sup> edition).

### FIRST YEAR - II SEMESTER

First Year Semester II		
Course Code	Course Title	Credit Hours
300.2	Compulsory I	3
300.2	Compulsory II	3
301	Minor I	3
301	Minor II	3
MC-312	Digital Media - Major	2+1
MC-302	Digital Media – Subsidiary	2+1
	Total Credit	15
	Hours	

## MC - 312 - DIGITAL MEDIA

### **Credit Hours: 2+1**

### **Course Description**

To make students understand the basic concept of digital communication and digital journalism.

To help students to develop an understanding of digital newsroom, content management systems, SEOs, and an understanding of digital media formats including photo & video editing using industry standard authoring software.

### **Learning Outcomes:**

- After completion of the course students will be able to humanize by producing right messages at the right time for the right audience and on the right social media platforms
- To raise online visibility and presence.
- Able to understand the evolution of social media platforms

### **Course Outlines:**

- Introduction to Digital Journalism
- Working of Digital Newsrooms
- News and Feature writing for digital newsrooms
- Content Management systems of digital media-word press and other platforms
- Digital News rooms tools (Understanding and web analytics-google analytics, chartbeat
- Search Engine Optimization (SEO) and engagement to enhance reach of news on digital platforms.
- Foundations and importance of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, SnapChat).
- Usage of Social Media to find and spread the News
- Photo and Video Editing
- Blogs writing and editing
- Data Journalism
- Mobile Journalism (MoJo)
- Understanding news website design and its basic coding
- Programming for digital and live shows

### **Recommended Books:**

- Byron, P. (2020). Digital Media, Friendship and Cultures of Care (First ed.). Routledge.
- Gabriele Balbi, P. M. (2018). A History of Digital Media An Intermedia and Global Perspective (First ed.). Routledge.

- Gershon, R. A. (2017). *Digital Media and Innovation: Management and Design Strategies in Communication* (First ed.). SAGE Publications, Inc.
- Lelia Green, D. H. (2020). *The Routledge Companion to Digital Media and Children* (First ed.). Routledge.
- Lindgren, S. (2017). *Digital Media and Society* (First ed.). SAGE Publications Ltd.
- Megh R. Goyal, E. E. (2021). *Digital Media and Wireless Communications in Developing Nations, Agriculture, Education, and the Economic Sector* (First ed.). Apple Academic Press.
- Michael Arnold, M. G. (2017). *Death and Digital Media* (First ed.). Routledge.
- Nael Jebri, S. J. (2020). *Journalism, Society and Politics in the Digital Media Era*. Intellect Ltd.
- Penelope M. Abernathy, J. S. (2018). *The Strategic Digital Media Entrepreneur* (First ed.). Wiley-Blackwell.
- Richard Lewis, J. L. (2020). *Digital Media Foundations: An Introduction for Artists and Designers* 1st Edition. Routledge.

## SECOND YEAR

Second Year Semester I		
Course Code	Course Title	Credit Hours
400.1	Compulsory I	3
400.1	Compulsory II	3
401	Minor I	3
401	Minor II	3
MC-411	Mass Media & Society - Major	3
MC - 411	Introduction to Print Journalism - Major	2+1
MC-401	Mass Media & Society – Subsidiary	3
	Total Credit	18
	Hours	

### SECOND YEAR – 1<sup>ST</sup> SEMESTER

#### MC – 411 - MASS MEDIA & SOCIETY

#### Credit hours: 2+1

#### Course Description:

Upon successful completion of the course, the student will be able to:

Acquire the basic knowledge of relationship of media and society and understand the basic concepts of media conglomeration. They will be able to analyze and evaluate the role of media in society and vice versa.

#### Learning Outcomes

- To introduce the nature of relationship between media and society.
- To develop a strong understanding of society in which the media operate to inform, socialize and entertain the people.
- To discuss the role of media in society and impact of society on media content.
- To talk about the trend of conglomeration in media and its implications

#### Course Outline:

- Concept of the society and Mass Society
- Institutions of Society
- Functions of Mass Media for Individual/ Society
- Era of Digital Media
- Media conglomeration
- Social control on media content
- Media and Social Change
- Role of media in society

- Media and Public Opinion Building
- Media and democracy
- Media and Minorities
- Media and Health, Agriculture, Education and Violence
- Media and culture

### **Books recommended**

- Folkerts, Lacy, (2010) “The media in your life”, Pearson Education Inc.USA
- James and Curran (N.D), “Mass Media and Society” (latest edition) Arnold Hodder, London
- McQuail, Denis. (2006). *Mass Communication Theory*. (5<sup>th</sup> Edition). New York: Sage.
- Merrill John C (2013), “Global Journalism”, Longman, New York.
- Nick Couldry (2013). “Media, Society, World”, Social Theory and Digital Media Practice. Polity, USA.
- O’Shughnessy, M & Stadler, J. (2002). *Media and Society: An Introduction*. (2<sup>nd</sup> Ed). Australia: Oxford University Press
- Wilson Stanley Roy, (2013) “Mass Media and Mass Culture” McGraw Hill, New York.
- Poepsel Mark, (2018) “Media, Society, Culture and you”, Rebus Community
- Lindgren. Simon, (2017), Digital Media and Society, SAGE.

## **MC – 421 - INTRODUCTION TO PRINT JOURNALISM**

### **Credit Hours: 2+1**

### **Course Description:**

This introductory course is designed to introduce students to a variety of print article genres and formats. It also introduces students to newspaper practice and the routines of the modern newsroom. This course is also designed to teach students how to produce articles suitable for publication in the print media. Students will consider the role of editorials, analyse the role of language and examine two case studies of international print media practice.

### **Learning Outcomes**

To help the students understand and use the various forms of media content with an emphasis on writing such items themselves.

### **Course Outline**

- Contents of Mass Medias, News, types of news, news values, sources of news.

- Purpose and content of editorials, types of editorials. Columns, Book, film and TV review writing.
- Features; types of features; feature writing. Letters of editor.
- Contents of radio and TV programs and advertising and Public Relations content for print media
- What is news, nose for news, news value, Five Ws, Leads and their types; Translation, Proof reading.

### **Recommended Books:**

- Ahuja, B.N. (1988) Theory and Practice of Journalism, Surjeet Publications
- Hassan M. and Khurshid A. Salam, (1997) Journalism for All (6<sup>th</sup> Edition). Aziz Book Depoet, Lahore
- Hennessy B. and Hodgson F.W., (1995) Journalism: A Manual of Tasks, Projects and Resources, Focal Press Oxford
- Dennis D., (1996) Introduction to Mass Communication, Houghton Mufflin Co, Boston,
- Edward J Whetmore, (1995) Introduction to Mass Communication Wadsworth Publishing Co. California
- Jossi F. An Introduction to reporting in Pakistan (1992) Nigarshat, Mashal Pakistan,
- Joseph M.K., (1997). Basic Source Material for News Writing, Anmol Publications, New Delhi,
- Khawaja M. Umer, (1985) A Guide to Practical Journalism, Publishers United, Lahore,
- Mencher M. (1997) News Reporting and Writing (7<sup>th</sup> edition). Brown and Banchmark, London
- Newson D, James A. Wollert, (1985) Media Writing, Wadsworth Publishing Company California
- Shahid, M. Imtiaz., (1997) Mass Communication-Introduction New Trends, Caravan Enterprises, Lahore,
- Yusuf M.M, (1993). Explaining Journalism (3<sup>rd</sup> Edition). A-One Publishers, Lahore

فاطمی، حسن عسکری (1995)، پاکستانی ابلاغیات، مکتبہ صحافت کراچی۔

ابلاغ عام۔ مہدی حسن، مکتبہ کاران، لاہور، 1974

خبر نگاری، احمد نسیم سندیلوی، مقتدرہ قومی زبان، اسلام آباد، 1992

رہبر اخبار نویسی، سید اقبال قادری، ترقی اردو بورڈ نئی دہلی، 1989

صحافت، موسیٰ خان جلال زئی، پرنس بک ڈپو، لاہور، 1993

مبادیات اخباری نویسی فرخندہ ہاشمی، ملک بک ڈپو، لاہور، 1987

<b>Second Year Semester II</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
400.1	Compulsory I	3
400.2	Compulsory II	3
402	Minor I	3
402	Minor II	3
MC-412	Fundamentals of Advertising & PR - Major	2+1
MC - 422	Basics of Electronic Media - Major	2+1
MC-402	Fundamentals of Advertising & PR – Subsidiary	2+1
		18

	Total Credit	
	Hours	

**SECOND YEAR - II SEMESTER**  
**MC – 412 - FUNDAMENTALS OF ADVERTISING AND PUBLIC RELATIONS**

**Credit Hours: 2+1**

**Course Description**

Course introduces Advertising and Public Relations. Focus is on development, function, and artistry. This course contains on various necessary tools & methods of Public Relations and key concepts of advertising and how does advertising agencies work. This will provide a concrete knowledge to students about the theoretical concepts of advertising and PR.

**Learning Outcomes**

At the end of this course students will be able to:

- Understand the fundamentals of advertising & PR and how it links with current practices in the field.
- Explain the role of the Public Relations professional in the corporate environment.
- Develop an understanding of strengths and limitations of basic models of Advertising & PR.
- Comprehend modern practices of Advertising & PR in Digital Media.
- Discover innovative methods to execute advertising campaigns.
- Critically evaluate models as applied to practical advertising problems.

**Course Outline**

- **Introduction to Advertising & Public relations: Origin, Definitions and History**
- **Importance & Scope of Advertising & Public Relations.**
- **Different Models of Public Relations**
  - Press agency Model
  - Public Information Model
  - Two way Asymmetric Model
  - Two way Symmetric Model
- **Various tools of Public Relations.**

Press Release, Media kit, Advertorials, BTL/ATL and conferences, blogs etc.

- **Difference between Public Relations, Publicity, Advertising, Marketing and Propaganda.**

Public relations and propaganda  
Advertising, Publicity and Propaganda  
Public Relations & Marketing  
Relationship between PR and Advertising

- **Designing Public Relations Kit**

Press Releases/Handouts  
Curtain Raisers  
Press Conference  
Press Briefing  
Interview  
Feature, Column, Article, Advertisement  
Press Obituary regarding Crisis management as well as event management  
Fact Sheets & Statistical charts  
News Letter/Printed Material

- **Audiences, stakeholders and publics of Public Relations.**

Employee  
Community  
Customer  
Industrial/Business  
Media  
Academia  
Government Groups  
Special Interest

- **Types of Advertising**

Brand Advertising  
Corporate Advertising  
Public Service Advertising  
Direct Response Advertising

- **Key Concepts in Advertising Process**

Creative idea  
Creative Execution  
Creative Media Use  
Advantages and Disadvantages of Advertising  
Functions of Advertising

- **Key Players in Advertising Process**
  - The Advertiser
  - Advertising Agency
  - Advertising Department
  - In-House Advertising
  - The Media
  - The Suppliers
  - Target Audience
- **What Makes an Advertisement Effective**
- **Structure and Function of Advertising Agency**
  - Planning and Development Department
  - Creative Department
  - Art Department
  - Media Department
  - Production Department
  
- **Copywriting for Advertising**
  - Tips for Copywriting
  - Format
  - Types of Headlines

**Recommended Books:**

- Belch, M. A. & Belch, G. E. (2012). *Advertising and promotion: An integrated marketing communications perspective*. Boston: McGraw-Hill.
- Centre, H. Allen, Cutlip. M. Scott. (2012). "Effective Public Relations". New Jersey : Prentice Hall Inc.
- George Belch and Michael Belch. (2014). ‘Advertising and Promotion: An Integrated Marketing Communications Perspective’. McGraw-Hill Publishing Company Limited.
- Jen Green. (2012). “Advertising”. The Rosen Publishing
- Katz, H. E. (2010). *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. New York & London: Taylor & Francis.
- Liana Evans. (2010). “Social Media Marketing”. Pearson Education, Inc, Publishing.
- Rodgers, S. & Thorson, E. (Ed.) (2012). Advertising theory. London: Routledge
- Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge
- Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K. (2015). "Public Relations: Strategies and Tactics". New York. Harper Collins Publishers.

## **MC – 422 - BASICS OF ELECTRONIC MEDIA**

**Credit Hours: 2+1**

### **Course Description**

Course introduces electronic media. Focus is on development, function, and artistry. Content includes studio practices; procedures and demonstrations as related to radio and television broadcasting, cable-casting, and closed circuit TV applications. “Hands on” production experience reinforces theoretical material.

### **Learning Outcomes**

On successful completion of this course, students will be able to:

- Identify the major events in broadcast history and the key people involved with these events.
- Explain the business of broadcasting, including such topics as advertising, ratings and syndication.
- Analyze the impact of new technology on broadcasting as it relates to industry growth and diversification.
- Define broadcasting and video production terms.
- Describe the process of developing radio and television programming.
- Analyze the laws and regulations governing broadcasting in Pakistan.

### **Course Outline**

- An Overview of Radio Broadcasting
- An Overview of Television Broadcasting
- Scriptwriting and an Introduction to Production Terms
- An Introduction to Multi-camera and Single-Camera Production
- An Overview of New Technologies
- Station Organization and Operation
- Advertising and Station Profits
- Programming Techniques
- Audience Ratings.
- Media Theories and Effects
- Regulation and Licensing

### **Recommended Books:**

- Carl Hausman, P. G. (2019). *Announcing for Broadcasting and the Internet The Modern Guide to Performing in the Electronic Media* (1st ed.). Routledge.

- Donald G. Godfrey, S. L. (2014). *Routledge Reader on Electronic Media History* (1st ed.). Routledge.
- Kirkpatrick, S. (2018). *Introduction to Media Distribution Film, Television, and New Media* (1st ed.). Routledge.
- Lind, R. A. (2017). *Race and Gender in Electronic Media Content, Context, Culture* (1st ed.). Routledge.
- Manuel Alvarado, M. B. (2014). *The SAGE Handbook of Television Studies*. SAGE Publications Ltd.
- Mark Balnaves, S. H. (2008). *Media Theories and Approaches: A Global Perspective*. Red Globe Press.
- Norman J. Medoff, B. K. (2021). *Now Media The Evolution of Electronic Communication* (4th ed.). Routledge.
- Reeve, H. (2017). *Electronic Media and Broadcasting*. Larsen and Keller Education.
- Robert S. Fortner, P. M. (2014). *The Handbook of Media and Mass Communication Theory*. John Wiley & Sons, Inc.
- Wolk, A. (2015). *Over The Top: How The Internet Is (Slowly But Surely) Changing The Television Industry*. CreateSpace Independent Publishing Platform.

## THIRD YEAR

Third Year Semester I		
Course Code	Course Title	Credit Hours
500	Compulsory	3
MC – 511	Mass Media in Pakistan	2+1
MC – 521	News Reporting & Writing Skills	2+1
MC – 531	Introduction to Social Sciences	3
MC – 541	Pakistan History & Contemporary Issues	3
MC – 551	Research Methodology – I Qualitative	3
	Total Credit	18
	Hours	

### THIRD YEAR-1<sup>ST</sup> SEMESTER

#### MC – 511 - Mass Media in Pakistan

#### Credit Hours: 3

#### Course Description:

This course is designed to remember the role of Muslim Press in the Sub- Continent with reference to the work of eminent journalists and their role for freedom movement, It will help students to develop an understanding of evolution and genesis of print and electronic media in Pakistan. Through this students will understand the dynamics of Mass Media operation in the Country including state-press relations and also state of media freedom in Pakistan.

#### Learning outcomes:

- The students will acquire the basic knowledge of growth of Muslim press in sub-continent, during British rule. This will enable them to evaluate and analyze the contribution of Press toward socio-political awakening of the masses.
- The students should have developed a strong grip over the press history and evolution in the sub-continent in general and in particular in Pakistan.
- They should be able to demonstrate understanding of various aspects of Mass Media operation and role in the Country Pakistan.

#### Course Outline:

##### 1. Introduction

- a. A brief account of beginning of Press in Sub-continent 1780- 1857
- b. Press and its role during war of independence.

c. English press Vis a vis vernacular press (Bengali, Hindi, Persian and Urdu) during War of Independence.

## **2. Press during freedom Movement.**

- a. Role of Sir Syed Ahmed Khan, MaulanaAbulKalam Azad, Moulana Mohammad Ali Jauhar, MoulanaZafarali Khan, MoulanaHasratMouhani and their newspapers.
- b. A brief account of Press in Pakistan during 1930- 1947.
- c. Jinnah and Press Freedom,( Legal fights for Kesari, resignation from imperial legislative Council, respect for Editors institution, Dawn, Manshoor and other newspapers).
- d. Important Newspapers from all four Provinces during Pakistan Movement and their support for political movements of the era.

## **3. Mass Media in Pakistan**

- a. Newspapers in Pakistan, problems and prospects.
- b. Important newspapers and their editors and policies.
- c. An overview of growth and development of Press in Pakistan during following political phases;  
1947-1958, 1959-1971, 1971-1977, 1977-1987, 1988-1999, 2002- till date.

## **4. Broadcasting in Pakistan 1947- 1995**

- a. From Radio Pakistan to Pakistan Broadcasting Corporation  
Numerical growth,geographical expansion, and technological leap in broadcasting sectorin Pakistan.
- b. Golden Era of Radio in the Country 1955-1970.
- c. Shifting of listenership from urban to rural.
- d. Pakistan enters into Frequency Modulated era beginning of FM100.
- e. PEMRA and deregulation of Radio Broadcasting in Pakistan.
- f. FM Radio revival of radio listenership in the country.

## **5. Television in Pakistan 1964 to current**

- a. Beginning and development of Television in Pakistan 1964-71.
- b. Television in Democratic Era. Pakistan Television, Quetta and Peshawar.
- c. Expansion, technological growth vis-a-vis policy imperatives.
- d. Television in Zia Era, new policy guidelines and limitations.
- e. Restoration of democracy and television 1988-1999.
- f. Establishment of PEMRA and deregulation of television 2002 and onwards.

### **Books Recommended:**

- French David& Richard Michael ‘Television in Contemporary Asia’ (2000) Sage Publication International UK.
- Hassan Mehdi, Mass Media in Pakistan (2001) Aziz Publishers Lahore.
- Hijazi Miskeen Ali, Punjab Mein Urdu Sahafat, (1995) Azhar sons Printers Lahore.
- KhanAltafullah, ‘News Media and Journalism in Pakistan’ (2011) LAP Lambert Academic Publishing, Germany.
- Khursheed Abdul Salam,Dastan-e- Sahafat, (1995) Faridi Book Centre Lahore.

- MasoodTahir Dr.’ Urdu SahafatUneesweenSadimein’(2003) Fazli Sons, Urdu Bazaar Karachi. NiaziZamir’ Press in Chains, (1986), Karachi Press club.

### **Research Articles/ Reports.**

1. Aziz Yousuf, ‘Prospects & Promotion of Electronic Media in Pakistan,(2003) PEMRA, Islamabad.
2. Aziz Yousuf’ Cable Television; A Vision for the Future, (2003) PEMRA Islamabad.
3. Christopher Schmidt, Pakistan’s Media Landscape: The Effects of Liberalization, DW Akademic, Germany.
4. Pintak Lawrence, Nazir Syed Javed, Pakistani Journalism: At the cross Road of Muslim Identity, national Priorities and Journalistic Culture. Media Culture and Society, vol 35, No, 5.
5. TahirSeemiNaghmana ‘Two Decades of Hits and Misses, Twenty Years of Print Media Freedom in Pakistan’ (2009) Defense Journal Karachi.

## **MC – 521 - NEWS REPORTING AND WRITING SKILLS**

### **Credit Hours: 2+1**

### **Course Description:**

Through this course students will understand the basics of News Reporting, reporting beats and will learn news gathering techniques. This course also explains the dynamics of source credibility and will make students capable of writing of different kinds of stories.

### **Learning Outcomes**

- Acquire basic writing skills in reporting
- Demonstrate to write news stories
- Able to filter content and dig out news story from documents
- Differentiate difference between writing for print and broadcast media

### **Course Outline:**

- News; Definition, Elements, Values, concepts of 5Ws and 1H, sources.
- Different structures of news, types of intro, body and paragraphing.
- Basics of Writing, attribution, plagiarism, Opinion vs. facts, Language, Grammar
- Principles of clear writing and news writing techniques
- Importance of timing
- Introduction to beat reporting, Crime & Accidents/Disasters, political, business and commerce, sports, Courts, Parliament etc.
- Obituary
- Contents of Newspaper

### **News**

Definition, Type, Sources, News value

### **Editorial**

Definitions, Types, Editorial, page. Importance, Structure of Editorial. Impact of Editorial, analyzing the media policy through Editorials.

### **Column**

Definition and concepts, functions and type of columns role of columnists in society.

### **Feature**

Definition and concepts, Types, Sources of the material. Feature writing techniques, Structure of feature.

### **Letters to Editor**

Need and significance, practice, writing

- Difference between print and electronic news
- Interviews, press conference, seminar, political gatherings
- Reporting Ethics
- Elements of online News reports
- Multimedia Contents
- Text visuals and photos
- Writing at least 20-25 news stories of different beats

### **Recommended Books:**

- Barnas , F., & White, T. (2010). Broadcast News Writing, Reporting, and Producing, Fifth Edition.
- Filak, V. F. (2017). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age.
- Group, M. (2013). News Reporting and Writing.
- Group, T. M. (2020). News Reporting and Writing (13 Ed.).
- Hatch, D. (2014). Write Everything Right!: Let the world's highest-paid writers show you the secrets of making readers
- Hodgson, F. (2013). Explore a preview version of New Subediting, 3rd Edition right no (3rd Edition ed.).
- Papper, R. A. (2020). Broadcast News and Writing Stylebook ( 7th Edition ed.).
- Rich, C. (2010). Writing and Reporting News.
- Rich, C. (2010). Writing and Reporting News: A Coaching Method.
- Siegal , A. M., & Connolly, W. (2015). The New York Times Manual of Style and Usage, 2015 Edition: The Official Style Guide Used by the Writers and editors.

## **MC – 531 - INTRODUCTION TO SOCIAL SCIENCES**

**Credit Hours: 3**

**Course Description:**

This course is designed to familiarize students with the social and psychological environments in which the mass media function and create effects.

Concepts like culture, perception, socialization, personality development, public opinion, persuasion and social change etc., will be discussed in relation to mediated communication of information and ideas.

### **Learning Outcome:**

At the end of the semester the students are expected to have a deeper understanding of the individual and environmental aspects of communication and mass communication.

### **Course Outline:**

- **Introduction to media psychology and media sociology**

Concept of social sciences. Interaction as the basis of society. Core concepts of anthropology, sociology, psychology and social psychology. Relationship of social sciences with media. A brief review of social effects of the media.

- **The perceptual process**

Concept; constructing the world in our head; information processing. Processing of news versus entertainment.

- **Culture and the media**

Definitions; popular and mass culture. Culture of mass communication – how do they interact.

- **Socialization and personality development**

Concepts and approaches to understand personality. Culture and personality. Uses of media by individuals. Media as agents of socialization. Social communication.

- **Attitudes and behaviors**

Definitions: Attitudes and values, various kinds of attitudes. Stereotypes, Public Opinion, Prejudice.

- **Effective persuasion**

Concept of persuasion; using message to change attitudes, motivation. Elements of credibility, content, channel and audience; resistance to persuasion.

- **Social change and the media**

Concepts and factors of change. Role of media in social change, diffusion of innovation. Sources of change.

- **Economics**

Basic concepts of economics. Capitalism and its impact on media and media studies.

### **Recommended Books:**

- Dill, K. E. (2013). The Oxford Handbook of Media Psychology. Oxford University Press.
- Giddens, A., & Sutton, P. W. (2017). Sociology (8th ed.). Polity Press
- Gerring, J., & Christenson, D. (2017). Applied Social Science Methodology: An Introductory Guide. Cambridge University Press.
- Giles, D. (2010). Psychology of the Media. London: Red Globe Press.

- Henslin, J. M. (1999). Down to Earth Sociology: introductory readings. 10th ed. New York: Free Press.
- Hodkinson, P. (2017). Media Culture and Society. SAGE Publications.
- Perry, J. A., & Perry, E. K. (2012). Contemporary Society – An introduction to Social Sciences. New York: Routledge.
- Marchionatti, R., & Cedrini, M. (2016). Economics as Social Science: Economics imperialism and the challenge of interdisciplinarity. Taylor & Francis.
- Montgomery, M. (2018). Language, Media and Culture. Taylor & Francis.

### **MC – 541- Pakistan History and Contemporary Issues**

#### **Credit Hours: 3**

#### **Course Description:**

This course provides a background on Pakistan history and the political development after its creation. It will also cover the salient features of Pakistan such as economy, human development, foreign policy and national & international affairs.

#### **Learning Outcome:**

Upon completion of the course students are expected to:

- Acquire the basic knowledge of historical background of Pakistan history.
- Analyze and evaluate the contemporary national and international issue.

#### **Course outline:**

Overview of Post Independence History of Pakistan

- Pakistan: The Early years (1947-1958)
- The Marshal Law Period (1958-1971)
- Zulfikar Ali Bhutto Government (1971-1977)
- The General Zia ulHaq Regime (1977-1988)
- Eleven years of Democracy (Benazir Bhutto and Nawaz Sharif Governments 1988-1999)
- General Musharaf’s Rule (1999-2008)
- People’s Party Government.
- Nawaz Sharif 3<sup>rd</sup> Era.
- PTI Government (Imran Khan Government (2018-2022))

#### **National Affairs:**

- Foreign Policy of Pakistan (Basics of Pakistan’s foreign Policy, Pakistan relation with other countries)
- Economic Development of Pakistan.
- Culture and Society of Pakistan (Pakistani Society and Culture – Modernization and its impact on society)
- Pakistan’s relation with other countries – India, Afghanistan Iran, China, USA.

- China Pakistan Economic Corridor (CPEC) Issues and challenges.

### **International Affairs:**

- United Nations and its current role in conflict resolution.
- Muslim World, Issues and problems, Role of OIC.
- CAARC
- Kashmir Dispute
- Palestine Israel conflict.
- War against terrorism and its different dimensions.
- Russia U-Kerian War
- Islamophobia in Western World.

### **Recommended Books:**

- Aeron Davis. (2007). The Mediation of Power. Routledge Taylor and Francis Group
- Ahmed, Javed (1999), Pakistan's Political, Economic and Diplomatic Dynamics, Studio 4, Lahore.
- Dr. SafdarMehmood. (2000). International Affairs.Jang Publishers. Lahore
- Hussain, Irtiza (1989) Strategic dimensions of Pakistan's Foreign Policy, Progressive Publishers, Lahore.
- Inyatullah, (1997). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd., Lahore
- Jain, Rashmi (2007), The United States and Pakistan 1947 – 2006, Radiant Publishers, New Delhi.
- Ken Booth & Tim Dunne.(2002). Worlds in Collision Terror and the Future of Global Order. Palgrave Macmillan.
- Mahmood, Safdar (2000) Pakistan: Political Roots and Development 1947-1999, Oxford University Press, Karachi.
- Noam Chomsky (1997). World Orders Old and New. Pluto Press.USA
- Rizvi, Hasan-Askari (2000), Military, State and Society in Pakistan, Macmillan Press Ltd, UK
- Saeed, Khawaja Amjad (2007), The Economy of Pakistan, Oxford University Press, Karachi.
- Shahid, Imtiaz (2001) Contemporary Affairs, Caravan Enterprises, Lahore.
- Talbot, Ian (1999) Pakistan: Modern History, Vanguard Lahore.
- Uzair, Mohammad, (2004) Economy of Pakistan: Perspectives and problems, Royal Book Company, Lahore.
- Ziring, Lawrance (1997) Pakistan in 20<sup>th</sup> Century, Oxford University Press, Karachi.

**MC – 551- Research Methodology-I Qualitative**

**Credit Hours: 3**

### **Course Description:**

This course is an overview of social science research designs and qualitative analysis. It explains a set of methodologies, strategies and techniques that are generally defined as 'qualitative' in contrast to quantitative.

### **Learning Outcomes:**

At the end of the semester, students are expected to

- Have better understanding of Basics of Scientific research
- Have a deeper knowledge of different Genres of Qualitative research.
- Prepare synopsis for conducting qualitative research
- Collect and evaluate data for case studies and focus group researches

### **Course Outline:**

- Scientific Research: Characteristics and importance
- Step for conducting scientific research.
- Basics of Research
- Formulation of Research Questions
- Introduction to Qualitative research: definition, scope and ethics.
- Strengths and weaknesses of Qualitative Research
- Genres of Qualitative research.
- Orientation to Fieldwork: Warrants and Field notes
- Styles of Ethnographic Research.
- Case Studies
- Focus groups
- Historical research
- Narrative Discourse analysis
- Mix Methods Research
- A brief Introduction to different Referencing Styles

### **Recommended Books:**

- Dominick, Joseph R and Wimmer (2014) Mass Media Research, Wadsworth
- Neumann, L. W. (2012) Social Research Methods : Qualitative and Quantitative Methods, 8th edition, Pearson New edition
- Stephen M. Croucher and Daniel Cronn-Mills. (2019). *Understanding Communication Research Methods*. New York: Routledge.
- Pamela J. Shoemaker & Stephen D. Reese. (2014). *Mediating the Message in the 21st Century - A Media Sociology Perspective*. New York: Routledge.
- Klaus Krippendor. (2004). *Content Analysis - An Introduction to Its Methodology*. SAGE Publications California, London, New Delhi.
- Daniel Riffe, Stephen Lacy, and Frederick G. Fico. (2005). *Analyzing Media Messages*. Lawrence Erlbaum Associates, Publishers New Jersey, London.

- Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. (2014). *Qualitative Data Analysis*. SAGE Publications Los Angeles, London, New Delhi, Singapore, Washington DC.
- Patricia Leavy. (2017). *Research Design*. Guilford Publications New York.
- Johnny Saldana. (2012). *Fundamentals of Qualitative Research*. Oxford University Press.
- Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. (2014). *Qualitative Data Analysis*. SAGE Publications Los Angeles, London, New Delhi, Singapore, Washington DC.
- Steven J. Taylor Robert Bogdan and Marjorie L. DeVault. (2016). *Introduction to Qualitative Research Methods*. John Wiley & Sons, Inc. New Jersey.
- Sarah J. Tracy. (2013). *Qualitative Research Methods - Collecting Evidence, Crafting Analysis, Communicating Impact*. Wilay and Blackwell UK.
- Greg Guest, Kathleen M. MacQueen, and Emily E. Namey. (2012). *Applied Thematic Analysis*. SAGE Los Angeles, London, New Delhi, Singapore, Washington DC.
- Zuberi, Nisar Ahmed, (2014), ThqeeqkyTareqy, revised edition, Karachi University Press.

Third Year Semester II		
Course Code	Course Title	Credit Hours
500.2	Compulsory	3
MC – 512	Online Journalism	2+1
MC – 522	Crisis & Disaster Communication	3
MC – 532	Sub-editing and News Page Designing	2+1
MC – 542	Theories of Mass Communication	3
MC - 552	Research Methodology – II Quantitative	3
	Total Credit	18
	Hours	

### Third Year II Semester

#### MC – 512 - Online Journalism

#### Credit Hours: 2+1

#### Course Description:

To guide the students, learn and practice on line journalism with its uses, scope, political and legal cum cultural issues. This course therefore focuses on the use of multimedia tools such as computers, internet, digital audio recorders, video recorders, cameras and GSM phones to tell stories and their effects on journalism's role in society. It will also introduce the techniques of journalism in digital media and offer students to conceptual tools with which to join the fray. The class will also include lectures on new-media themes, such as the security and ethical challenges of publishing online; and the characteristics that distinguish news Web sites from print and broadcast media.

## **Learning Outcomes:**

On completion of this course students will be able to

- Demonstrate skills in the use of industry standard media tools
- Will be able to produce online content on web based media sites
- Recognise and deploy appropriate online journalism strategies to engage readers across a range of online media

## **Course Outline:**

- OVERVIEW OF ONLINE JOURNALISM AROUND THE WORLD
- What is online journalism?
- Multimedia Journalism
- Convergence
- Online-Only Newspapers
- Hybrid Newspapers
- Internet Television
- The Changing Landscape: Why newspapers and broadcast outlets are on the web
- Unique features of news websites: Multimedia, and interactive chats and blogs.
- ELEMENTS OF MULTIMEDIA AND ONLINE JOURNALISM
- Video
- Audio
- Podcasts
- Headlines
- Texts
- Animation
- Maps
- Still photos
- Graphics
- Slideshows
- Online gaming
- Interactivity
- Hyperlinks
- ONLINE AND MULTIMEDIA JOURNALISM
- 5 Easy Steps to Great Online Communication
- Choosing the right media format to tell a story
- Editorial Tools for real-time audience building
- CITIZEN AND PARTICIPATORY JOURNALISM
- Citizen and Participatory Journalism
- Hyperlocal Journalism
- Blogging
- Crowdsourcing
- NEW MEDIA AND SOCIAL NETWORKS
- New Media

- Social Media
- Social networking websites such as Facebook, Google+, LinkedIn
- Microblogging websites such as Twitter
- Video sharing websites such as YouTube
- Photo sharing websites such as Flickr, Instagram
- Weblogs
- Wikis
- Online gaming
- Social Bookmarking
- Internet forums and Chat rooms
- Short messages (SMS)
- SECURITY, ETHICAL AND LEGAL CHALLENGES ONLINE
- Cookies
- Spyware
- Trojan Horse
- Worms
- Hacking
- Phishing
- Trolling
- Fake News
- Graphic Manipulation
- Plagiarism
- AUDIO JOURNALISM ONLINE
- What is audio journalism online?
- How to use an audio recorder
- How to conduct an audio interview
- How to edit audio online using free & open source software: Soundcloud or Audio boom
- How to embed edited MP3 file directly on a web page, so people can listen to it
- How to create and publish audio slideshows online

### **Books Recommended:**

- Amobi, T. I. & McAdams, M. (2014). Issues and techniques of multimedia and online journalism. Lagos: Concept Publications Limited
- A Bradshaw, P, and A Rohumaa, L. (2013). ‘‘The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age’’. Taylor & Francis
- A Steensen, S., A Westlund, O. (2020). ‘‘What is Digital Journalism Studies?’’. Routledge
- Bob Franklin, Lily Canter. (2019). ‘‘Digital Journalism Studies: The Key Concept’’.Routledge
- Coops, John: (1991), Teach by yourself; Desktop Publishing; London Hodder and stonghton.
- Developments in Digital Journalism Studies’’. Routledge
- Janet Jones and Lee Salter. (2011). ‘‘Digital Journalism’’. SAGE

- De Wolk, R. (2001) Introduction to Online Journalism, Boston: Allyn and Bacon.
- Deggans, E.C. (2006).” What Is Your Media Pyramid?” Poynter
- Electronic Resources, 3rd edn, Orlando, FL: Harcourt Brace and Company.
- Electronic Resources: Second Edition: Harcourt Brace College Publisher, U.S.
- Glaser, Mark. (2003) “Online News Pioneers see lots of changes in the first 10 years,” OJR,
- Gordon, R. (2005) “Online opportunities make journalism’s future bright, despite gloomy feelings,” OJR
- Hall, J. (2001), Online Journalism: A Critical Primer, London: Pluto Press.
- Herbert, J. (2001) Practicing Global Journalism, Oxford: Focal Press.
- John Herbert, (2002), Journalism in the digital Age: Theory and Practice for Broadcast, Print and Online media, Focal Press, Oxford.
- Pavlik, J.V. (2001), Journalism and New Media, Columbia, NY: University Press.
- Randy Reddick and Elliot King, (1997), The Online Journalist: Using the Internet and the
- Reddick, R. and King, E. (2001), The Online Journalist: Using the Internet and Other
- Rosales, R.G. (2006). The elements of online journalism. New York: iUniverse Inc.
- OnyekaUwakwe, (2010). Introduction to Mass Communication in the digital age
- Ward, M. (2002), Journalism Online, Oxford: Focal Press.

### **MC – 522 - Crises and Disaster Communications**

#### **Credit Hours: 3**

#### **Course Description:**

The main objective of the course is to produce communication professionals responsible for communicating effectively in emergencies and disasters.

The course aims to explain how risk communication can positively impact in mitigating community vulnerability by developing risk communication strategies and evaluating efforts of risk communication.

#### **Learning Outcome:**

Upon completion of this course, participants are expected to:

- Acquire the basic knowledge of crises and disaster communication and understand the sensitivity of the subject in journalism and communication.
- Solve, analyze and evaluate the problems and hurdles communication practitioners and journalists face in crises report writing and news reporting.
- Demonstrate individually the dynamics of crises and disaster communication globally in general and Pakistan in particular.

#### **Course Outline:**

##### **Introduction**

- Defining and understanding crises / disasters and their types

- Crises communication: definitions, explanation, types and examples
- Disaster communication: understanding and examples
- Communication in crises and disaster management context

### **The Techniques & Strategies**

- Techniques for crises / disaster risk reduction and effective crises communication: techniques, tools, precautions etc.
- Audience-specific strategic message development: Crises research; diversity
- Designing a crises / disaster communication plan
- Developing strategic messages
- Government – media liaison pre, during and post crises / disaster situations
- Individual Case Studies and Presentations

### **The Traditional and Contemporary Role of Media in Crises/Disaster Coverage**

- Risk communication: theories, preparedness etc.
- Identification and labeling on key stakeholders of crisis; direct affectees, indirect affectees, facilitators, sources, etc
- Crises, disaster and risk preparedness: measuring risks, vulnerabilities and damages in case of unprepared masses
- Role of Social media vis-a-vis disaster communication

### **Case Studies in Disaster Information Flows**

- Pakistan centric media reporting on crises (2005 Earthquake, Floods coverage, Internally Displaced Persons, Refugees, etc.)

### **Communication during Emergency Phases: Pre Disaster, During Disaster, Post Disaster**

- Managing the post-crises challenges and opportunities
- Engaging affectees in response to crises/disaster

### **Key Rules and Guidelines to Report Crises/ Disaster**

- Protection of journalists in crises / disaster communication
- Dos' and don'ts of communication during crises and disasters
- Ethical considerations during crises coverage: rights in crises etc

### **Recommended Books:**

- Coleman, A. (2020). Crisis Communication Strategies: How to Prepare in Advance, Respond Effectively and Recover in Full (1st ed.). Kogan Page.
- Coppola, D. (2006). Introduction to International Disaster Management. Butterworth Heinemann. Burlington, MA: Elsevier
- Coppola, D.P. (2017). Communicating Emergency Preparedness. London: Routledge.
- Covello, V. & Sandman, P. M. (2001). Risk Communication: Evolution and Revolution. In Solutions to an Environment in Peril. Edited by Anthony Wolbarst. Johns Hopkins University Press. Pp. 164-178.
- Haddow, D.G. &Haddow, K.H. (2009). Disaster Communications in a Changing Media World. Butterworth Heinemann: Elsevier
- Gillmor, D. (2006). We the Media: Grassroots Journalism By the People, For the People. O'Reilly Media Inc.,
- Lisa Anderson-Meli, S. K. (2020). Public Relations Crisis Communication A New Model (1st ed.). Routledge.
- NaimKapucu, A. B. (2017). Disaster and Crisis Management Public Management Perspectives (1st ed.). Routledge.
- Schneider, S. K. (2011). Dealing with Disaster: Public Management in Crisis Situations (2nd ed.). Routledge.
- Yan Jin, L. L. (2017). Social Media and Crisis Communication (1st ed.). Routledge.

### **MC – 532 - Subediting and News Page Designing**

#### **Credit Hours: 3**

#### **Course Description:**

- Knowledge about the roles and responsibilities of editors in the newsroom, including how copy editors work
- Identify grammatical errors, punctuation and structure of news style
- Improve text to bring clarity and make story logical and balance by taking versions from all sides

#### **Learning Outcomes:**

- Understands the process of editing and news worthiness
- Analyse content and bring out a story for its target audience
- Demonstrate good editing skills, writing headlines, sub-headlines and page layout
- Evaluate the worth of the story and where to place it and on which page

#### **Course Outline:**

##### **Sub Editor**

- Nature and scope of sub-editing
- Qualities of a Sub-Editor
- Responsibilities/Duties of a Sub-Editor

## **Mechanics of News Editing**

- Selecting creed material
- Style Books
- Translation
- Structuring and re-writing of news story
- Writing tickers

## **Make-up**

- Make up techniques
- Basic principles of page makeup
- Different kinds of page makeup

## **Headlines**

- Definition
- Purpose of Headlines
- Qualities of Headlines
- Kinds of Headlines
- Principles of Headlines making.

## **Photo Editing and Writing Captions**

- Principles of selecting pictures
- Writing appropriate captions
- Principles and process of photo editing

## **Use of Computer**

- Use of computers in the newsroom
- MS Office: Word, Excel, Power Point Presentation,
- In-page
- Computerized Page making techniques
- Adobe photo shop and picture scanning.
- Adobe Illustrator and CorelDraw for designing

## **Recommended Books:**

- Bly, R. W. (2016). The copywriter's handbook: a step-by-step guide to writing copy that sells (3rd edition).
- Filak, V. F. (2017). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age.

- Hodgson, F. (2013). Explore a preview version of New Subediting, 3rd Edition right no (3rd Edition ed.).
- . Lupton , E., & Phillips, J. C. (2015). Graphic Design: The New Basics: Second Edition, Revised and Expanded icial Style Guide Used by the Writers and editors.
- Mier, M. (2015). Learn Photoshop CC With Pictures: The Visual & Fast Way To Learn Photoshop.
- Reimold, D. (Daniel Reimold). Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age.
- Siegal , A. M., & Connolly, W. (2015). The New York Times Manual of Style and Usage, 2015 Edition: The Off(2014). Write Everything Right!: Let the world’s highest-paid writers show you the secrets of making readers.
- Zuckerman, G. (2013). The Frackers: The Outrageous Inside Story of the New Billionaire Wildcatters.

### **MC – 542 - Theories of Communication**

#### **Credit Hours: 3**

#### **Course Description:**

This course will explore the theoretical foundations of the media and the paradigm shifts in Mass Communication. It will trace the development of media theories following the four eras of Mass Communication theory: mass society, scientific perspective/limited effects, cultural criticism and moderate effects. It will examine the various categories of theories including Normative, Source, Message, Channels/Medium, and Audience theories and introduce students to the use of these theories for analyzing and understanding the processes and problems of mass communication. It will also trace the emergence and growth of Development Communication theories as well as theories of Media and Gender with the ultimate aim of demonstrating how these theories can be applied to developmental issues in society.

Ultimately, the course seeks to develop and enhance students’ understanding and interpretation of communication theories as well as their ability to apply these theories to their own research inquiries and endeavors.

#### **Learning Outcomes:**

Upon completion of the course students should be able to:

- Understand the historical development of Mass Communication theories and how they link with historically important social, political and technological events/issues in the field of communication.
- Develop an understanding of the strengths and limitations of basic theories of mass communication and the ability to apply those theories in research and practice.
- Comprehend how mass communication theories are accepted throughout society.
- Discover that mass communication is often at the centre of how we perceive “truth “and “reality”

- Critically evaluate theories as applied to practical mass communication problems e.g., media portrayals of sex and violence.

**Course Outline:**

**1. Introduction**

- What is theory?
- Mutuality of Research and Theory
- Functions of theories
- Why do we study theory?

**2. Historical Development of Theory**

- Origin of mass communication theories
- Paradigm shifts in Mass communication theories

**3. Normative theories**

- Authoritarian media theory
- Soviet-communist media theory
- Libertarian or free press media theory
- Social responsibility media theory
- Democratic participant media theory
- Development media theory

**4. Source Theories**

- Agenda setting
- Framing
- Priming
- Gate-keeping
- Source Credibility
- Hegemony
- Status Conferral

**5. MESSAGE THEORIES**

- Agenda setting
- Framing
- Priming

- Gate-keeping
- Diffusion of Information
- Representation/Depiction
- Propaganda

## **6. Audience Theories**

- Two step flow
- Uses and gratifications
- Individual Differences
- Social categories
- Social Action
- Social Networking
- Cultivation Analysis
- Social Learning
- Aggressive Cues
- Catharsis
- Reception
- Technological Determinism
- Spiral of Silence
- Hypodermic/Stimulus-Response/Magic Bullet
- Social Shaping of technology
- Knowledge Gap
- Persuasion theories
- Media Dependency
- Cognitive Consistency theories
- Reinforcement

## **7. Development Communication Theories**

- Modernization
- Diffusion of Innovations
- Social Marketing
- Participatory Model

- Behavior Change Communication BCC
- Communication for Social Change CFSC Model

#### **8. Media And Gender Theories**

- Patriarchy
- Role theory
- Symbolic Annihilation
- Depiction and Representation
- Feminist theory

#### **9. International Communication Theories**

- World Systems
- Dependency
- Structural Imperialism
- Cultural Imperialism
- Globalization
- Propaganda

#### **10. Medium Theories**

- Technological Determinism
- Global Village
- The Medium is the Message
- Media morphosis
- Public Sphere

#### **11. Cyber Communication And Virtual Community Theories**

- Digital Divide
- Outcome Interactivity
- Global Village
- Internet Addiction
- Internet Dependency
- Internet Use and Depression

#### **Recommended Books:**

- Amobi, T. I. (2010). Paradigm shifts in mass communication theories, in Ralph Akinfeleye (ed.). Mass communication: A book of readings
- Anaeto, S. G., Onabajo, O. & Osifeso, J. B. (2008). Models and theories of communication
- Bowie, MD: African Renaissance Inc..
- Baran, S.J. and Davis, D. K. (2003). Mass communication theory: Foundations ferment & future. 3<sup>rd</sup> edition, Belmont CA.: Wadsworth.
- Baran, S.J. and Davis, D. K. (2009). Mass communication theory: Foundations ferment & future. 5<sup>th</sup> edition, Belmont CA.: Wadsworth
- Folarin, B. (2003). Theories of mass communication: An introductory text.
- Jeffres, L. W. (1997). Mass media effects 2<sup>nd</sup> edition, Illinois: Waveland Press Inc.
- Littlejohn, S.W. and Foss, K.A. (2008). Theories of human communication. 9<sup>th</sup> edition, Belmont, CA.: Thompson Wadsworth
- McQuail, D. (2005). Mass communication theory: An introduction. 5<sup>th</sup> edition, Thousand Oaks: Sage
- McQuail, D. (2010). Mass communication theory: An introduction. 6<sup>th</sup> edition, Thousand Oaks: Sage
- Severin, W. J & Tankard, Jr. J. W. (2001), Communication theories: Origins, methods & uses in the mass media. 5<sup>th</sup> edition, New York: Longman.
- Zuberi Nisar Ahmed, (2014), Iblaghky Nazaryat o Afkar, lahore

### **MC – 552 - Research Methodology-II (Quantitative)**

#### **Credit Hours: 3**

#### **Course Description:**

This course introduces quantitative research techniques. Students will be provided opportunity to examine various basic principles and statistical techniques used by social scientist to conduct quantitative research.

#### **Learning Outcomes:**

After learning this course students are expected

- To evaluate and write quantitative literature review.
- Formulate different types of hypotheses.
- Design appropriate research methodology for conducting quantitative research.
- To design questionnaires and coding sheets for their future research (thesis).
- Select and implement suitable Experimental design for empirical research.

#### **Course Outline:**

- Introduction to Quantitative Research and its scope in mass communication.
- Steps for conducting social scientific research.
- Dimensions of social scientific research
- Uses and development of concepts and construct
- Identification of various types of variables.

- Formulation of hypotheses and research questions.
- Sampling Techniques and their subtypes
- Simple and specialized rating scales of measurement.
- Levels of measurements.
- Uses and interpretation of measures of central tendency, dispersion and percentages.
- A brief introduction to SPSS and different hypothesis testing methods.
- Data collection and interpretation through survey research.
- Quantitative content analysis and its important elements
- Experimental research: its importance and use of different types of experimental designs.
- Use of existing statistics for new insight.
- Research report writing
- Ethics of research.

**Recommended Books:**

- Stephen M. Croucher and Daniel Cronn-Mills. (2019). *Understanding Communication Research Methods*. New York: Routledge.
- Dominick, Joseph R and Wimmer,(2012), *Mass Media Research*, wodswoth
- Klaus Krippendor. (2004). *Content Analysis - An Introduction to Its Methodology*. SAGE Publications California, London, New Delhi.
- Daniel Riffe, Stephen Lacy, and Frederick G.Fico. (2005). *Analyzing Media Messages*. Lawrence Erlbaum Associates, Publishers New Jersey, London.
- Neumann,L,W,(2012) *Social Research Methods :Qualitative and Quantitative Methods,&thedition*,Pearson New edition
- Patricia Leavy. (2017). *Research Design*. Guilford Publications New York.
- Zuberi, Nisar Ahmed, (2014), *ThqeeqkyTareqy*,revised edition, Karachi University Press

Fourth Year Semester I		
Course Code	Course Title	Credit Hours
600	Compulsory	3
MC – 611	Thesis - I	3
MC – 621	Development Support Communication	3
MC – 631	Media Ethics & Laws	3
	<b>Specialization Electives</b>	
MC-641-P	Advanced Reporting/ Mass Media Coverage of Conflicts in Pakistan	2+1
MC-651-P	Newspaper Management and Production	2+1
MC-661-P	Mechanics of Magazine Editing	2+1
	<b><u>OR</u></b>	
MC-641-E	Radio News Production	2+1
MC-651-E	TV News Production	2+1
MC-661-E	Film Studies	2+1
	<b><u>OR</u></b>	

MC-641-AP	Advertising for Print	2+1
MC-651-AP	Public Relations for Print	2+1
MC-661-AP	Planning advertising & Public Relations Campaigns	2+1

### **Fourth Year-1<sup>st</sup> Semester**

#### **MC – 611 - Thesis-I**

#### **Credit Hours: 3**

#### **Course Description:**

This course is the practical application of Research Methodology I & II (taught in the last two semesters). It enables students to design their research synopsis for conducting scientific research.

#### **Learning Outcomes:**

After completion of this course students are expected to

- Prepare research design for their thesis with all technical and methodological details of scientific research
- Write chapter literature review after critical evaluation of relevant researches.
- Design conceptual and theoretical framework
- Design necessary data collection tools

#### **Course Outline:**

- Identification of Research problem
- Extensive literature review for the selected topic
- Formulation of hypothesis or Research questions or both according to the need of the study
- Theoretical framework
- Making decisions about the methodology of the selected topic (quantitative, qualitative or mix methods approach)
- Preparation of research design according to the selected methodology
- Design conceptual framework
- Decide and prepare required data collection tools, (questionnaire. Coding sheets, experimental material, study protocol or list of primary and secondary sources etc)
- Decide sampling and its subtype for topic understudy.

#### **Practical**

Writing of first four chapters i.e.

- Introduction
- Literature Review
- Theoretical Framework

- Methodology

### **Recommended Books:**

- Dominick, Joseph R and Wimmer (2014) Mass Media Research, Wadsworth
- Neumann, L.W. (2012) Social Research Methods :Qualitative and Quantitative Methods, & the edition, Pearson New edition
- Stephen M. Croucher and Daniel Cronn-Mills. (2019). *Understanding Communication Research Methods*. New York: Routledge.
- Pamela J. Shoemaker & Stephen D. Reese. (2014). *Mediating the Message in the 21st Century - A Media Sociology Perspective*. New York: Routledge.
- Klaus Krippendor. (2004). *Content Analysis - An Introduction to Its Methodology*. SAGE Publications California, London, New Delhi.
- Daniel Riffe, Stephen Lacy, and Frederick G. Fico. (2005). *Analyzing Media Messages*. Lawrence Erlbaum Associates, Publishers New Jersey, London.
- Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. (2014). *Qualitative Data Analysis*. SAGE Publications Los Angeles, London, New Delhi, Singapore, Washington DC.
- Patricia Leavy. (2017). *Research Design*. Guilford Publications New York.
- Johnny Saldana. (2012). *Fundamentals of Qualitative Research*. Oxford University Press.
- Matthew B. Miles, A. Michael Huberman, and Johnny Saldana. (2014). *Qualitative Data Analysis*. SAGE Publications Los Angeles, London, New Delhi, Singapore, Washington DC.
- Steven J. Taylor Robert Bogdan Marjorie L. DeVault. (2016). *Introduction to Qualitative Research Methods*. John Wiley & Sons, Inc. New Jersey.
- Sarah J. Tracy. (2013). *Qualitative Research Methods - Collecting Evidence, Crafting Analysis, Communicating Impact*. Wiley-Blackwell UK.
- Greg Guest, Kathleen M. MacQueen, Emily E. Namey. (2012). *Applied Thematic Analysis*. SAGE Los Angeles, London, New Delhi, Singapore, Washington DC.
- Zuberi, Nisar Ahmed, (2014), ThqeeqkyTareqy, revised edition, Karachi University Press.

## **MC – 621 - DEVELOPMENT SUPPORT COMMUNICATIONS**

### **Credit Hours: 3**

### **Course Description:**

This course identifies how Advertising, Broadcast communication, Newspaper, Magazines and Public Relations effects ethnicity/culture and alternative life styles of rural and urban populations. It examines attitudes, trends and perceptions which help shape mass communication messages.

### **Learning Outcome:**

At the end of this course students will be able to understand:

- The basic concepts of Development Support Communication and theories.
- Various Communication strategies, tools and Challenges faced by National & International development agencies.
- Design campaigns for the development support programs.

### **Course Outline:**

- Concept of DSC, Evolution, Need and Importance, Factors for successful DSC and Problems for development communicator.
- Development support communication and social change, concept and level of change, sources of change, Role of opinion leader, Communication Channels, Factors influencing Change. Obstacles to change, Reducing resistance to change.
- Role of Advocacy and Social Mobilization in DSC, Concept of Advocacy and its use in DSC, Social mobilization and its multiple levels, Community participation, Difficulties in implementing Community participation.
- Concept of diffusion and innovation, its stages, Categories of adopters/ consumers, characteristics of diffusion, Consequences of diffusion of innovation.
- Planning of a DSC Campaign, Concept of DSC Campaign, and Advantages of DSC, Creating the plan, stages and techniques of the campaign, Media selection and slogans.
- Campaign planning and discussion of Final projects.
- Media/Agents/Tools for DSC, Folk art, Folk Heroes, Folk Festivals, Traditional media, Cultural Perspective of Folk lore.
- Using Print Media for DSC. News material for Print Media,

### **Practical**

Undertaking Live Communication Campaigns on a range of Social Issues

### **Recommended Books:**

- AIOU (2002) Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.
- E.M.Rogers, (1983) Diffusion of Innovation, Free Press, New York<sup>3<sup>rd</sup></sup> Ed
- Goyal, Megh R (2021) Digital Media and Airless Communication in Developing Nations, Agriculture, Education and Economic section, Taylor & Francis Group.
- Iqani, Mehita (2021), Media and the Global South; narrative territorialities, cross cultural currents, Routledge T&A
- Jerry W. Robinson, Jr. and Gary Paul Green. (2011) Introduction to Community Development. SAGE Publications, Inc.
- Jan Servaes (2008) Communication for Development and Social Change, SAGE Publications

- Karin Gwinn Wilkins, Thomas Tufte, and Rafael Obregon (2014) The Handbook of Development Communication and Social Change, John Wiley & Sons, Inc. UK.
- Paolo Mefalopulos. (2008). Development Communication Sourcebook - Broadening the Boundaries of Communication. The World Bank, Washington DC.
- Sue Kenny, Brian McGrath and Rhonda Phillips. (2018). the Routledge Handbook Of Community Development. New York: Routledge.
- Renata Schiavo. (2007) Health Communication, Jossey-Bass, San Francisco.
- Srinivas Raj Melkote H. Leslie Steeves. (2015) Communication for Development, SAGE Publications
- Thussu, D.k. (2000). International communication: Continuity and Change, NY, London

## **MC – 631 - MEDIA ETHICS AND LAWS**

### **Credit Hours: 3**

### **Course Description**

Through this course students will get introduction to laws relating to print, electronic and social media and define legal terminologies as well as understanding the basic working of the legal system in Pakistan. Also differentiate between unethical and ethical practices in print, electronic and social media. Student will also learn practices and laws related to use of raw materials like footages, photographs, and other such materials.

### **Learning Outcomes**

- Acquire knowledge of legal system and its importance in media industry
- Apply both ethical and legal standards in required fields
- Able to avoid liable/defamation and invasion of privacy
- Demonstrate a working knowledge of the ethical principles and concepts which will be helpful in solving ethical issues in media industry.

### **Course Outline**

- Introduction to Legal system in Pakistan, law makers, policy makers and the court system
- History of Media Laws
- Freedom of speech in 1973 Constitution

### **Laws Regulating Media**

- PEMRA Ordinance 2002
- PEMRA Rules 2009
- Freedom of Information 2002
- Press Council of Pakistan Ordinance 2002
- Pakistan Broadcasting Corporation Act 1973.

- Television Broadcast Station Operations Regulation
- Radio Broadcast Stations Operations Regulations
- Companies Act 2018 (For registration of TV/Radio)
- The Prevention of Electronic Crimes Act 2016

### **Laws Regulating Media Employees**

- Newspapers Employees (Condition of Services) Act 1973
- Industrial Relation Ordinance 2002
- Payment of Wages Act 1936
- Social Security Ordinance 1965
- Provident Fund Act 1925

### **Copyright Laws**

- Copyrights Laws in Pakistan
- Plagiarism
- Protection of Speech
- Defamation of Character, Libel and Slander, and right to privacy

### **Ethics**

- Introduction to Media Ethics, basic theory, historical perspectives
- Ethics in reporting violence, offensive material
- Ethics in advertising material, business pressures, truth telling and objectivity
- Islamic perspective of ethics
- Online journalism ethics
- Coverage of Blasphemy Issues, Jihad, terrorism and ethics

### **Code of Ethics**

- Code of Conduct Rules 2010
- Code of Conduct for Media Broadcasters and Cable Operators
- Code of Conduct PFUJ

### **Privacy in Media**

- Issues of privacy and media, privacy laws
- Protection of Public Rights, public interest issues

### **Recommended Books**

- Moore, R. L., M. D (2018), Media Laws and Ethics, 5<sup>th</sup> Edition Routledge Taylor & Frances Group.
- Batala E. (2010), Media Laws and Ethics, National Open University Nigeria.
- Neelamalar M. (2010), Media Laws and Ethics, PHI Learning Private Limited, New Delhi.

- Mphiripiri N. A (2017), Media Law, Ethics and Policy in the Digital Age, Midland State University, Tanzania.
- Liposchultz J. H. (2021), social media Law and Ethics. Routledge Publishers.
- Harris, J. (2018), Social Media Communication: Social Media Communication: Concept Data, Law and Ethics, Routledge Taylor & Francis Group.
- Messenger, A (2019), Media Law: A Practical Guide, Amazon Books.
- Mathewson, J & Armonk. M.E. (2013), Law and Ethics for Today's Journalist, New York.
- William A. Babcock (2015). The Sage Guide to Key Issues in Mass Media Ethics and Law. Sage Publication.
- Lewis J. (2014) Media Laws and Ethics in 21<sup>st</sup> Century, Palgrave Macmillan.

## **FOURTH YEAR- SEMESTER 1<sup>ST</sup> - ELECTIVE I - PRINT MEDIA**

### **MC – 641-P - ADVANCE REPORTING**

#### **Credit Hours: 2+1**

#### **Course Description:**

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.

#### **Learning Outcomes:**

- Acquired knowledge to look beyond the news to analyze, interprets and present event with dept and background.
- Able to explore hidden dimensions.
- Apply both ethical and professional standard in required field.

#### **Course Outline:**

- Interpretative report; concept, gathering information, special sources of information, Structure of interpretative reporting,
- What is an investigative story
- Need of investigation and structure of investigative reporting
- Conflict and disaster reporting
- Security protocol for conflict reporting
- Photojournalism; issues in conflict and disaster reporting.
- Questions of ethics & laws

#### **Practical work**

- Mock exercise of reporting on current issues both national and international.

## **Recommended Book**

- Advanced Reporting: Discovering Patterns in News Events by Donald L. Shaw (1996)
- Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques by Brant Houston (2020)
- Advanced Reporting - Essential Skills for 21st Century Journalism by Miles Maguire (2014)
- News Writing and Reporting: The Complete Guide for Today's Journalist by Chip Scanlan and Richard Craig (2013)
- Kipphan. Helmut, "Handbook of print media: technologies and production methods, Springers.

## **OR Mass Media Coverage of Conflicts in Pakistan**

### **Course Description**

On this course student will learn different strategies of managing conflict effectively. Student will understand types of complex strategies, and how to face the challenges for the media.

### **Learning Outcome**

- Understanding of the different types of conflict that exist in reporting.
- To be able to know the range of techniques to help and deal with the type of conflict.
- To be able to work on long term strategies for dealing with the conflict and effectively.

### **Course Outline:**

- **History of Conflicts and Role of Media in Pakistan**

Intra-state, Inter-state and Global involvement

#### **History of Conflict Reporting in Pakistan**

- Evolution of Broadcast media in Pakistan (Revolution before Evolution)
- The rapid rise of terrorism and conflict reporting
- Narrative and discourse analysis (with case studies)
- Understanding Inter cultural & Interfaith Conflicts; challenges for the media.

**CASE STUDIES:** *Mashal Khan on Social Media, Salman Taseer assassination, Laal Masjid Issue, Operation Swat, Zarb e Azb, Raah e Raast, RaddulFassad, Khyber V and Nageebullah Encounter.*

#### **Challenges of Conflict Reporting in Pakistan**

- Lack of competing narratives
- Censorship and self-censorship
- Misinformation
- Gate keeping on conflict issues

- No-go areas (e.g. anti-minority violence)

Gender violence and sensitivity

### **Practical Work**

- Interactive class exercises.
- Student will be required to identify conflict and reporting and national and international issues.

### **Recommended Books:**

- William K. (2020) A New History of War Reporting
- Bratic, V. (2008). "Examining peace-oriented media in areas of violent conflict." International Communication Gazette 70(6).
- Chomsky, N. and E. S. Herman (2010). Manufacturing consent: The political economy of the mass media, Random House.
- Christina Archetti (2013). Explaining News: National politics and journalistic culture in international context. California: Palgrave.
- Conboy, M. (2007). The language of news. New York: Routledge
- Madiha R. Tahir, Qalander Bux Memon & Vijay Prashad (2014) Dispatches from Pakistan
- SkareOrgeretK. (2021) Insights on Peace and Conflict Reporting (Journalism Insights)
- Janet Harris, Kevin Williams (2018) Reporting War and Conflict
- Jake Lynch (2010) Reporting Conflict: New Directions in Peace Journalism (New Approaches to Peace and Conflict)
- Daya KishanThussu& Des Freedman (2003) War and the Media: Reporting Conflict 24/7

## **MC – 651-P - NEWSPAPER MANAGEMENT AND PRODUCTION**

### **Credit Hours: 1.5+1.5**

### **Course Description:**

Newspaper production is designed to provide practical journalism experience to students through actual production of a Newspaper. Students will be writing stories, creating artwork, designing pages and handling advertising for their publication. Class members will be regarded as adjuncts to the staff of Newspaper and be asked to cover campus beats, report events etc.

### **Learning Outcome**

- Student will be able to develop news concept and the competence to find, gather and report news.
- To develop design and layout concept.

- Able to understand responsibilities of editorial staff, production and business decision making process.
- Will be able to consider legal and ethical guidance for producing newspaper.

### **Course Outline:**

- Organization of Mass Media in Pakistan
- Personnel administration, circulation issues.
- Advertising and financial administration of media.
- Marketing of media products.
- Management of printing unit.
- Methods of composing and printing.
- Scanner, film making, photo editing, page making, layout, editing and production.

### **Recommended Books:**

- Cole,P. Harcup,T. (2010). Newspaper Journalism. Sage, Singapore.
- Evans,H. (2009). Paper Chase: True Stories of Published Times. Hachette, UK.
- Franklin,B. (2008). Pulling Newspaper: Analysing Print Journalism. Library of congress cataloging publication data
- Franklin,B. Murphy,D. (1998). Making the Local News: Local Journalism in Context. Psychology Press.
- Frost,C. (2003). Designing for newspapers and magazines. Routledge.
- Keeble,R.(2005). Print Journalism: A critical introduction. Routledge. London and New York.
- Kippan,H. (2000). Handbook of Print Media: Technologies and Production Methods. Vol-1. Springer, Germany.
- Klanten,R. Kouznetsova,A. Errea,J. (2018). Newspaper Design: Editorial Design from the world 's best newsrooms. Gestalten
- Ludovico,A. (2012). Post- Digital Print: The Mutation of publishing since 1894. Onomatopée, Netherlands.
- Meon,D. (1989). Newspaper layout and design. Iowa State University Press.
- Nerone,J. Barnhurst,K. (2001). The form of news: A history. Guilford, USA

## **MC – 661-P - MECHANICS OF MAGAZINE EDITING**

**Credit Hours: 1.5+1.5**

### **Course Description**

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

### **Learning Outcome**

- Will be able to understand how magazine influence in society.
- To help students to develop and understanding of evolution of magazine.
- Highlighting various styles of magazines.
- Able to start creative writing, investigative reports and commentaries.

### **Course Outline**

- Introduction to Magazine Journalism
  - i. Definition
  - ii. Classification
  - iii. Scope and importance of magazines in society.
- History
  - i. A brief account of beginning of magazines in the world
  - ii. Evolution of magazines in sub-continent
  - iii. Role of magazines during Pakistan Movement.
- Magazines in Pakistan
  - i. Magazines in Pakistan Problems and prospects
  - ii. Important magazine their editors and policies
- Structure of Magazine
  - i. Title designing
  - ii. Page-making and designing
  - iii. Role and responsibilities of Editors
  - iv. Content of magazine
  - v. Importance of Editorial
  - vi. Photo editing
- E-magazine
  - i. Need and Importance
  - ii. Readership
  - iii. Future of magazines and their circulation

### **Practical Work**

Development of an E-magazine with its components.

### **Recommended Books:**

- S. J. (2004). Introduction to Mass Communication: Media Literacy and Culture. Boston: McGraw Hill, BYBaran,

- K. A. (2012). Introduction to Mass Communication. Enugu: New Generation Ventures Ltd,ByOkunna, C. &Omenugha,
- Tador, M. (1996). History of the Nigerian Press. In: T. Momoh& G. Omole (Eds). The Press in Nigeria. Lagos: Nigerian Press Council
- Alozie, V.O. (2009). The Print Media Newspaper and Magazine Production, Editing, Graphics and Organisation. Owerri: Pilvic Communication
- David E. & H. G. Miller (2006), Feature and Magazine Writing, New Delhi, Surjeet Publications
- Antony Davis (1988), Magazine Journalism Today, London, Heinemann Professional Publishing
- Robert Root (1996), Modern Magazine Editing, New York, Brown Publishers ·
- Roy Paul Nelson (1978), Articles and Features, New York, Houghton Mifflin Co. ·
- Jenny Mc Kay (2000), The Magazine Handbook, London, Routledge ·
- John Morrish (1996), Magazine Editing, London, Routledge ·
- Jill Dick (2004), Writing for Magazines, New Delhi, Unistar Books

## **FOURTH YEAR-I SEMESTER - ELECTIVE II - ELECTRONIC MEDIA**

### **MC – 641-E - RADIO NEWS PRODUCTION**

#### **Credit Hours: 1.5+1.5**

#### **Course Description:**

This course will enable the students to become practical radio journalists with an in-depth theoretical and practical understanding of reporting, editing, and production/presentation.

#### **Learning Outcome:**

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

#### **Course Outline:**

- Understanding and knowledge of radio broadcast
- The roles and responsibilities of reporter, sub-editor, copy editor, producer, newscaster, and anchor/host.
- Theoretical and practical reporting (news value)
- Theoretical and practical editing (what to go on air)

- Theoretical and practical production: bulletin making (news packages, event packages, breaking news, live coverage, monitoring)

### **Practical:**

- The students will be required to identify news, edit it and produce 05 bulletins. Besides, the students will also be required to conduct 02 short interviews.

### **Recommended Books:**

- Boyd, A. (1997). Broadcast Journalism Techniques of Radio and Television News. Focal Press, Oxford.
- Chantler, P., & Harris, S. (1997). Local radio journalism. Focal Press, Oxford.
- Crook, T. (1998). International radio journalism: history, theory and practice. Routledge, London.
- Hausman, C. (1992). Crafting the news for electronic media: Writing, reporting and producing. Woods worth publishing, California.
- Siddique, I. (1990). Radio Journalism in Pakistan. Ferozsons, Lahore.
- Tim Crook, Routledge, International Radio Journalism, London, 1988
- Wilby, P. (2002). The radio handbook. Routledge, London.
- Walters, R. L. (1994). Broadcast writing: principles and practice. McGraw-Hill, New York.

## **MC – 651-E -TV NEWS PRODUCTION**

### **Credit Hours: 1.5+1.5**

### **Course Description:**

The course will impart the elements of news gathering to screen presentations. This includes identification of news, news writing, editing, and screen presentation/production.

### **Learning outcome:**

This course will enable the students to become practical TV journalists with an in-depth theoretical and practical understanding of reporting, editing, and production/presentation.

- Students will fully understand all stages of television production, understand how to market news programs, including documentaries, and become familiar with the different positions available on the news channel.
- Students will learn the importance of teamwork.
- By the end of the semester, students will have a news program, reporting and documentary production, and news anchoring to add to their portfolio.

### **Course Outline**

- Introduction to the course
- Production steps
- News Gathering
- News Production
- News Presentation
- Electronic News Production System
- What is News Reporting
- Qualities of Reporter
- Tv Reporting
- Audio Beeper Vs Video Beeper
- News Packages
- Documentary Making (scripting, preproduction. production, post-production)

### **Concept of News Room**

- News Desk
- Assignment Desk
- Remote Station Reporter (Ftp File Concept)
- Monitoring Desk
- Archive in News Channels
- Editing
- Pcr
- Mcr
- Broadcast Room
- What Is Digital Satellite News Gathering?

### **New Bulletin**

- How to Make a Bulletin?
- Segments of Bulletin
- Breaking News
- Live Coverage
- How to Cover an Important Incident?

### **News Production**

- Control Rooms (Pcr And Mcr)
- Suporrt Areas
- Prompter

### **In-Studio: News Gathering Exercise**

### **News Anchoring**

- Qualities of News Anchor

### **Practical:**

- The students will be taught news identification and newsgathering skills besides editing and production.
- The students will be required to produce 10 a MIN bulletin. Besides, the students will also be required to conduct Beepers, a news package, and a short documentary.

### **Recommended Books:**

- Barnas, F., & Barnas, M. (2021). Broadcast News Writing, Reporting and Producing. Routledge.
- Keller, T. (2009). Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing. Holcomb Hathaway
- Schroeder, A. (2009). Writing and Producing Television News: From Newsroom to Air. Oxford University Press
- Schultz, B. (2005). Broadcast news producing. Sage.
- White, T., & Barnas, F. (2013) Broadcast News: Writing, Reporting, and Producing. Focal Press.
- Kazi. Shahida, (1993) Television Journalism, Translated by Aju-e-Kamal, Dynya-eAdab, Karachi
- Charles F. Cremer, ENG Television News, 3rd Ed. McGraw Hill, NY

## **MC – 661-E - FILM STUDIES**

### **Credit Hours: 1.5+1.5**

### **Course Description**

- The Film and Theatre Production course is meant to familiarize students with the process of turning scripts for films and plays into real-world projects.

### **Learning Outcomes**

At the end of this module, successful students will be able to understand and comprehend:

- To deliver a film or theatre project from basic to completion.
- To demonstrate filmmaking expertise in various styles of visual projects.
- To carry out technical responsibilities in the theatre production team.
- Students will be professionally sound for the production of theatre as well as film or similar visual projects.

## **Course Outline**

### Basics of Cinema and theatre production

- To introduce students to concepts and ideas related to film and theatre production.
- Let the students know the basics of techniques processes and equipment

### Introduction to the art of theatre

- Elements of theatre
- Audience and Theatre
- Theatre as an Art
- Theatre as Performance
- Special Qualities of Theatre

### Idea development

- Choosing subject matter
- How important is it to select an appropriate topic?
- Main idea behind the selection of topic
- Marketability of the topic
- Research for the topic
- Research process/Important aspects

### Fundamentals of Sound

- To develop skills related to sound production.
- Importance of sound in theatre production.
- To develop an in-depth understanding in students about how to use sounds in various forms to make their production interesting.

### Lighting for Films / Moods of lights for theatre

- To develop an in-depth understanding of studying various types of lights and their use
- To help students use the light practical and learn to use it in the future independently.

### Understanding Visual Storytelling

- To develop a basic understanding in students about visual writing and its elements, helping them to develop the pitch and script for their final project.

### Idea discussion

- To help students develop an in-depth knowledge of script
- To inspire students about breaking the self-confined limits and to encourage them to think outside the box.

## **Practical Work**

- Establishing basic understanding of script writing
- Short documentary

### **Recommended Book:**

- Arnold, S. (2014). *Introduction to Theater Arts*. McGraw-Hill Create.
- Davis, G. (2015). *Film Studies: A Global Introduction*. Routledge.
- Benyahia, S. C., White, J., & Gaffney, F. (2020). *Film Studies: The Essential Introduction*. Routledge/Taylor & Francis Group.
- Buckland, W. (2016). *Film Studies: An Introduction*. Mobius.
- Hayward, S. (2002). *Cinema Studies: The Key Concepts*. Routledge.
- Hischak, T. S. (2016). ). *Theatre as human action: an introduction to theatre arts*. Rowman& Littlefield, Lanham.
- Khan, A., & Ahmad, A. N. (2016). *Cinema and Society: Film and Social Change in Pakistan*. Oxford University Press
- Imran, R. (2016). *Activist Documentary Film in Pakistan: The Emergence of a Cinema of accountability*.Routledge.
- Nelmes, J. (2012). *Introduction to Film Studies*. Routledge.
- Novak, P. (2020). *Interpretation and Film Studies: Movie Made Meanings*. Springer International Publishing.
- Prince, N., & Jackson, J. (2009). *Exploring theatre*. Glencoe/McGraw-Hill, New York.
- Wilson, E. (2015). *The theatre experience*. McGraw-Hill Education, New York.

## **FOURTH YEAR-I SEMESTER - ELECTIVE III -ADVERTISING AND PUBLIC RELATIONS**

### **MC – 641-AP - ADVERTISING FOR PRINT**

### **Credit Hours: 1.5+1.5**

### **Course Description:**

This course will provide an understanding about the advertising for print media system, its impact on society. This course will also provide the practical knowledge about advertising for print media.

### **Learning Outcome**

- Understanding essentials of advertising process
- Understand the importance and trends in contemporary advertisement for print
- Understand the complete print ad development process

### **Course Outline:**

- **Advertising as promotional toolkit**
  - Advertising eras & ages in special reference
  - Global, International & National perspectives
  - Advertising and Integrated Marketing Communication (IMC)
  - Types of advertising
  - Functions of Advertising

- **Key players of advertising process**
  - Advertiser
  - Advertising Agency
  - In House Advertising
  - The Media
  - Vendor
  - Consumer Segmentation
  
- **Advertising Agency**
  - Types of agencies
  - Ad Agency: Functions, Types, Structure, Departments, Remuneration Pitching, Client Agency Relationship
  
- **Print Media Advertising Process**
  - The Creative Process and Meaning of Layout
  - Stages of Ad Design Process
  - Elements of Print Ad Copy
  - Sources of Copy Ideas and Effective Copy Writing,
  
- **Print Ad Production Process**
  - Media Planning and Strategy
  - Research in Advertising (Research during the Production of Ads),
  - Advertising Testing Techniques,
  - Advertising Budget
  
- **Advertising Ethics for print media**
- **Case studies in special reference to print advertising**

**Practical:**

- Creative and design exercises
- Prints ads development
- Advertising Research
- Advertising & Society Paper writing
- Activities with professionals

**Recommended Books**

1. Belch, M. A. & Belch, G. E. (2012). Advertising and Promotion: An Integrated Marketing Communications Perspective. Boston: McGraw-Hill.
2. Gary Dahl. (2011). Advertising For Dummies. John Wiley & Sons
3. Jim Aitchison. (2012). Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century. FT Press
4. Katz, H. E. (2010). The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying. New York & London: Taylor & Francis.
5. Monle Lee, Carla Johnson. (2013). Principles of Advertising: A Global Perspective. Second Edition. Routledge
6. Rodgers, S. & Thorson, E. (Ed.) (2012). Advertising theory. London: Routledge
7. Sinclair, J. (2012). Advertising, the Media and Globalization. London: Routledge
8. Yilmaz, Recep. (2019). Handbook of Research on Narrative Advertising. IGI Global

### **MC – 651-AP - Public Relations for Print**

**Credit Hours: 1.5+1.5**

#### **Course Description:**

This course will explore Public Relations Principles, concepts, theories, models and emerging trends associated with the PR practitioner in print media. Students will develop key skills and techniques of print media and public relations.

#### **Course Outline:**

- Understanding Public Relations and Corporate Communication
- PR Concepts. Definitions and Theory
- Brief History of PR and emergence of corporate communication. The Historical link.
- Model of PR
- Press Agency Models.
- Public Information Model
- Two Way Asymmetric Model
- Two Way Symmetric Model
- PR Process and Practice
  
- The PR Process: Defining the problems why it is problem, the strategy, Media selection, Feedback and evaluation.

Tool of PR:

Media Relations organizing Press Conference / Meets, Press Releases Briefs, Rejoinders etc.

The Public Relations Environment

- Trends consequence, Growth and power of public opinion.
- Political PR, PR vs spin.
- Sport PR
- Entertainment and celebrity management

## PR and Writing

- Printed literature, newsletter, Position paper, opinion paper, Blogs. Feature, Column, Articles.

### Introduction to Corporate Communication

- Defining Corporate Communication
- Why Corporate Communication is Important.
- Various kinds of organizational communication.
- Corporate Communication Applications
- Corporate governance
- Public affair / government relations /
- Advocacy, Lobbying
- Case studies.

## **Practical Work**

- Establishing the understanding of elements, features, layouts and description of brochures and newsletters

## **Recommended Books**

- W. Richard Whitaker, Ronald D. Smith, Janet E. Ramsey. (2019). ‘Media Writing: Print, Broadcast, and Public Relations’. Taylor & Francis
- Eric Yaverbaum, Ilise Benun. (2011). ‘Public Relations for Dummies’. John Wiley & Sons
  - Edward L. Bernays. (2013). ‘Public Relations’. University of Oklahoma Press
  - Edward L. Bernays. (2019). ‘Crystallizing Public Opinion’. Courier Dover Publications
- 5Rodgers, S. & Thorson, E. (Ed.) (2012). Advertising theory. London: Routledge
- 6Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge
- 7Whitaker, W. R. (2009). *Media writing: Print, broadcast, and public relations*. New York: Routledge.
- 8White, R. (2000). Advertising. London: McGraw Hill

## **MC – 661-AP - Planning of Advertising and Public Relations Campaigns**

### **Credit Hours: 1.5+1.5**

### **Course Description:**

This planning and campaign course will help students to explore the approaches of market research and campaign testing to develop research driven advertising and PR communication campaigns.

### **Learning Outcome:**

- To acquaint the students with the creative process and the role of creativity in Brand Building.
- To enable students to integrate the learning of various courses while conceptualization, planning and producing campaigns in groups.

### **Course Outline**

- **Introduction to Creativity**
  - Understanding creativity
  - Creativity in Ad + PR, stages in the creative process
  - Making a creative brief
  - Insight learning to use the ideation
  - Lateral thinking, Brainstorming and various creative linking modes
  - Creating – advertising Appeals: Rational and emotional
  - Conveying the big idea
  - Appreciation and presentation of the some of the great Brand campaigns
  - Campaign review
- **Campaign Planning**
  - Defining campaign planning
  - Brand versus social campaign
  - Overview of campaign planning
  - Situation analysis, objectives, budget, media, types and vehicles, creation of message
  - The planning cycle-varying strategies in promoting products / brand and social products
  - Positioning objectives, current and designed perception.
  - Budget setting: Factors determining budget, steps involved budget plan and execution style, source of delivery.
  - Research Techniques for Pre and Post Testing
- **Campaign Production**
  - From Script to Screen
  - Message production
  - Media Performance
  - Measurement & Management of Results
  - Criteria for judging, campaign result in sales, awareness, purchase, intention & emotional impact

### **Practical:**

- Planning, execution & measurement of PR campaign
- Planning, execution & measurement of advertisement campaign

### **RECOMMENDED BOOKS**

- Belch, M. A. & Belch, G. E. (2012). Advertising and promotion: An integrated marketing communications perspective. Boston: McGraw-Hill.

- Carmen Maye, Roy L. Moore, Erik L. Collins. (2010). Advertising and Public Relations Law. Routledge
- Carolyn Mae Kim. (2016). Social Media Campaigns: Strategies for Public Relations and Marketing. Taylor & Francis
- Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel D. Bradley, (2014). Advertising and Public Relations Research. M.E. Sharpe
- Gini Dietrich. (2014). Spin Sucks: Communication and Reputation Management in the Digital Age. Que Publishing
- Regina M. Luttrell, Luke W. Capizzo, (2018). Public Relations Campaigns: An Integrated Approach. SAGE Publications
- Ronald E. Rice, Charles K. Atkin. (2013). Public Communication Campaigns. SAGE

<b>Fourth Year Semester II</b>		
<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>
600	Compulsory	3
MC – 612	Thesis - II	3
MC – 622	Creative Writing	3
MC – 632	Media & Social Movement/ Media & Gender	3
	<b>Specialization Electives</b>	
MC-642-P	Mechanics of Magazine Editing	1.5 + 1.5
MC-652-P	Book Production	1.5 + 1.5
MC-662-P	Specialized Journalism/ Media & Human Rights	1.5 + 1.5
	<b>OR</b>	
MC-642-E	Radio Program Production	1.5 + 1.5
MC-652-E	TV Program Production	1.5 + 1.5
MC-662-E	Film Production	1.5 + 1.5
	<b>OR</b>	
MC-642-AP	TVC & Short Film for Persuasion	1.5 + 1.5
MC-652-AP	Digital Advertising & Public Relations	1.5 + 1.5
MC-662-AP	Public Relations & Management	1.5 + 1.5

#### **FOURTH YEAR-II SEMSTER**

#### **MC – 612 – THESIS II**

**Credit Hours: 3**

**Course Description:**

This course is the continuation of thesis I. It enables students to classify and evaluate the collected data and draw conclusion from the results. This practical application of research methodologies help young researchers to present and defend their scientific research confidently.

### **Learning Outcome:**

At the end of semester students are supposed to

- Apply research tools and methods according to the need and nature of your selected research problem.
- Evaluate the collected data critically
- Test their formulated hypothesis or answer the Research Questions by referring their results of study
- Write their thesis free from plagiarism.

### **Course Outline:**

- Data collection from the selected sample with the help of designed tools in the first semester
- Data classification and analysis
- Apply statistical tools (if required)
- Write down discussion on findings of the research
- Draw conclusion from the results
- Evaluation of selected theory(ies) from the results of the study
- Hypothesis testing or answers of Research Questions writing
- References

### **Practical:**

Writing of remaining chapters i.e.

- a. Findings & discussion
- b. Conclusion
- Editing of Research report according to APA referencing style
- Thesis presentation & defence (viva voce examination as per departmental policy)

### **Recommended Books:**

- Stephen M. Croucher and Daniel Cronn-Mills. (2019). *Understanding Communication Research Methods*. New York: Routledge.
- Dominick, Joseph R and Wimmer, (2012), *Mass Media Research*, wadsworth
- Klaus Krippendor. (2004). *Content Analysis - An Introduction to Its Methodology*. SAGE Publications California, London, New Delhi.
- Daniel Riffe, Stephen Lacy, and Frederick G.Fico. (2005). *Analyzing Media Messages*. Lawrence Erlbaum Associates, Publishers New Jersey, London.
- Neumann,L,W,(2012) *Social Research Methods: Qualitative and Quantitative Methods*,&thedition,Pearson New edition

- Patricia Leavy. (2017). *Research Design*. Guilford Publications New York.
- Zuberi, Nisar Ahmed, (2014), ThqeeqkyTareqy, revised edition, Karachi University Press

## **MC – 622 - CREATIVE WRITING**

### **Credit Hours: 3**

### **Course Description:**

This course describes the importance and complexity of opinion pages, explains the significance of different pieces of opinion writings and develop critical knowledge about contemporary issues by writing editorials, columns and political diaries.

### **Course Learning Outcomes:**

Upon successful completion of the course, the student will be able to:

- Understand the importance and complexity of opinion pages
- Differentiate between News, Feature, Column, and Editorial
- Demonstrate high skills to write Feature, Column, Editorial and Book Review
- Choose and evaluate public issues for opinion writing
- **Critically analyze** the contemporary issues for public opinion formulation

### **Course outline:**

#### **Feature Writing**

- Definition, Concept, Characteristics
- Scope of Feature writings
- Types of Features
- Difference between News and Feature
- Sources for the material
- Language of feature writing
- Feature Writing Technique
- The importance of Pictorial Display in feature

#### **Column Writing**

- Definition and Concept
- Significance and importance
- Functions of a Column
- Types of Columns
- Role of Columnist in society.

- Difference between News, column and feature
- Structure of a column

### **Editorial Writing**

- Definition of Editorial
- Purpose, importance and forms
- Functions of Editorial
- Techniques of Editorial writing
- Contents of editorial page
- Editorial page in Pakistan and its standard
- Analysis of contemporary news for editorial writing

### **Review Writing**

- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing

### **Script Writing**

Writing pitches and outlines

- Writing pitches and outlines
- Character and plot
- 3 act structure beginning, middles and endings
- Script formatting
- TV drama formats series, serial and soap
- Writing a TV Drama
- Three Act story structure
- Characterization and Dialogues
- How to build character
- How to make a good dialogue
- What is Script?
- Difference between Screenplay and Script
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

### **Practical:**

Students will write

- 5 Features,
- 5 Columns
- 5 Editorials
- 5 Book Reviews
- Scrap Book with clippings of important news stories and issues

### **Recommended Books:**

- Duncan S.V. (2006). A Guide to Screenwriting Success: Writing for Film and Television, Landham, MD: Rowman and Littlefield.
- Egri.L. (2011). The Art of Dramatic writing: Its Basis in the Creative Interpretation of Human Motives, Rockville, MD: Wildside Press.
- Goldberg, I. And Rabkin W (2003), Successful Television Writing. Hoboken, NJ: Wiley.
- Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of The News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
- Miskeen Ali Hijazi. IdariaNaweesi.
- Seger, L (2010), Making A Good Script Great. Los Angeles: Silman James.
- William E. Blundell 1988 The Art and Craft of Feature Writing: Based on the Wall Street Journal Guide. Penguin Group
- Martinez Standring (2008) The Art of Column Writing: Insider Secrets from Art Buchwald, Dave Barry,

### **MC – 632 - Media and Social Movement/**

### **Credit Hours: 3**

### **Course Description:**

Dissent and protest are profoundly important phenomena influencing the development of societies. This course examines the emergence of dissent in both historical and contemporary political environments, and the relationship of dissent and movements of protest to social change.

### **Learning Outcomes:**

- Make students understand the significance of dissent v/s conformity to maintain social order and promote different sets of values.
- Develop insight about the nature of dissenting ideas and the people who provided critical discourse, challenged social orders leading to different social movements in the Country.
- Be able to analyse the potential of mass media in circulating parallel dissenting views and creating an environment for building movements.
- Be able to recall the impact of various protests / right movements in the Country and their impact on the development of society.

## **Course Outline**

- Social Movement in Global Context Historical Perspectives.
- Social Movements in Pakistan, Movements for Press Freedom, Gender Equality, Labor Movements, Peasant Movements, Lawyers Movements, Rights for Transgender, Child Rights, Minority Rights, Consumer Rights, Bonded labor.
- Movements & Media in Pakistan
- Democracy, Leadership, Community and role of Social Movements.
- Revolutions, Social Movements and Country's Politics.
- Social Movements, Social Issues/Public Grievances.
- Social Movements and legislations in Pakistan.

## **Assignment:**

To do a case study paper on any social movement, international or national and the role of media in it. This will require each student to present the history, evolution and impacts on the society for each case study.

## **Recommended Books:**

- Corrigan-Brown, Catherine (2010). *Patterns of Protest: Trajectories of Participation in Social Movements*. Stanford: Stanford University Press
- Freeman, Jo (1999). On the Origins of Social Movements. *Waves of Protest: Social Movements Since the Sixties*. Lanham: Rowan and Littlefield
- Gamson, William A. and Wolfsfeld Gadi (1993). "Movements and Media as Interacting Systems."
- Gitlin, Todd (2003). *The Whole World is Watching: Mass Media in the Making and Unmaking of the New Left*. Berkeley: University of California Press.
- Khawja, Aslam (2017). *People's Movements in Pakistan*. Karachi, Kitab Publishers.
- Snow, David and Soule, Sarah (2010). *Conceptualizing Social Movements. A Primer on Social Movements*. New York: W.W. Norton.
- McCarthy, John D., and Mayer N. Zald. (1977.) "Resource Mobilization and Social Movements: A Partial Theory." *American Journal of Sociology* 82 (6)
- Buechler, Steven M. (1995.) "New Social Movement Theories." *The Sociological Quarterly* 36 (3)

- McAdam, Doug. (1999.) "The Political Process Model." In *Political Process and the Development of Black Insurgency, 1930–1970*, 36–59. Chicago: University of Chicago Press.
- Armstrong, Elizabeth A., and Mary Bernstein. (2008.) "Culture, Power, and Institutions: A Multi-Institutional Politics Approach to Social Movements." *Sociological Theory* 26 (1)
- Ryan, Charlotte. (1991.) "Getting Framed: The Media Shape Reality." In *Prime Time Activism: Media Strategies for Grassroots Organizing*, 53–74. Boston, MA: South End Press.
- DiCenzo, Maria. (2003.) "Gutter Politics: Women Newsies and the Suffrage Press." *Women's History Review* 12 (1): 15–33.
- Polletta, Francesca. (2006.) "Why Stories Matter." In *It was Like a Fever: Storytelling in Protest and Politics*, 1–31. Chicago: University of Chicago Press.
- Tufekci, Zeynep. (2017.) Introduction to *Twitter and Tear Gas: The Power and Fragility of Networked Protest*, xxi-xxxi. New Haven, CT: Yale University Press.
- Earl, Jennifer, and Katrina Kimport. (2011.) Introduction to *Digitally Enabled Social Change: Activism in the Internet Age*, 3–20. Cambridge, MA: MIT Press.
- Billard, Thomas J. (2021.) "Movement-Media Relations in the Hybrid Media System." *International Journal of Press/Politics* 26 (2): 341–361.
- Costanza-Chock, Sasha. (2012.) "Mic Check! Media Cultures and the Occupy Movement." *Social Movement Studies* 11 (3–4): 375–385.
- Tufekci, Zeynep. (2017.) "Platforms and Algorithms." In *Twitter and Tear Gas: The Power and Fragility of Networked Protest*, 132–163. New Haven, CT: Yale University Press.

## **OR Media and Gender**

### **Course Description**

This course addresses the intersection of communication; culture and identity, through an examination of gender and the media system. After introducing students to key approaches to study gender and mediated communication, the course will cover topics in four subunits.

### **Learning Outcome**

- Recognize diversity across audiences, content and producers of media
- Identify stereotypes of gender, race, class, and sexual identity in media portrayals
- Locate examples of framing, intersectionality, and symbolic annihilation in media
- Analyze texts in context of cultural and social identities, considering how reality is socially and discursively constructed by media

- Discuss media literacy in contemporary terms, in light of 21st century developments in online cultural production and new media

### **Course Outline**

- Literature
- Communication and media texts.
- Cultural studies.
- Feminist theory.
- Internet/new media studies
- To understand key theories and methods of studying media, power, and social identities
- Examine the role of media in constructing gender and its intersections with race, ethnicity, class, and sexuality
- Recognize the importance of diversity in media industries
- Address the role of new media technologies in challenging and/or reaffirming traditional constructions of gender
- Develop critical thinking.
- Become more responsible consumers and future producers of media texts and imagery

### **Recommended Books**

- Buikema R., Plate L, .Thiele K. · (2009) Doing Gender in Media, Art and Culture
- Kearney M. C. · (2012) The Gender and Media Reader.
- Kosut M · (2012) Encyclopedia of Gender in Media.
- Krijnen T., Bauwel S. V. · (2015) Gender and Media: Representing, Producing, Consuming.
- Lind R. (2019). Race/Gender/Class/Media: Considering Diversity Across Audiences, Content, and Producers.
- Manila, S · 2017 Women and men in the news: Report on gender representation.
- Ross K· (2013) The Handbook of Gender, Sex, and Media.
- Segal M. T, Demos V. (2018) Gender and the Media: Women's Places.
- Yousman W. E, Yousman L. B., et al. (2020). Gender, Race, and Class in Media: A Critical Reader.

**FOURTH YEAR-II SEMSTER - ELECTIVE I-PRINT MEDIA**

**MC – 642-P - MECHANICS OF MAGAZINE EDITING**

**Credit Hours: 1.5+1.5**

### **Course Description**

This course focuses on writing and editing for magazines and periodical. It explores the structures and formats of these publications and analysis of elements such as image, design and house style can appeals to readers and contribute to cohesive identity.

### **Learning Outcomes:**

- Write and edit material
- Suitable for print magazine and periodical
- Use text, images and design to reflect industry standard
- Demonstrate critical thinking and innovation when identifying and responding to problems in divert contexts within writing , editing and publishing.
- Applying initiative and judgement and planning, problem solving and decision making as a writer, editor.

### **Course Outline**

- Duties and qualities of magazine editor
- Special and important aspects of magazine journalism
- Editorial planning and responsibilities of editorial board.
- Collection of relevant material for magazine.
- Criteria for selection of material.
- Rewriting and editing material.
- Principles of objectives of make-up, layout, title page (with special reference to new horizon specialized magazine, business, science and sports etc.)
- Functions and duties of make-up editor.
- Layout techniques.
- Pictorial display.

### **Practical Work**

- Students split many groups and develop a editorial team and producing a weekly magazine.

### **Book Recommended:**

- Edited by: Hanusch, F. (2013). *Lifestyle Journalism*. New York: Routledge.
- Holmes, T., & Nice, L. (2012). *Magazine Journalism*. SAGE Publications.

- Leslie, J. (2013). *The Modern Magazine: Visual Journalism in the Digital Era*. Laurence King Publishing.
- Johnson, S., & Prijatel, P. (2013). *Magazine From Cover to Cover*. Oxford University Press.
- Navasky, V. S. (2012). *Art of Making Magazines*. Columbia University Press.

## **MC – 652-P - Book Production**

**Credit Hours: 1.5 + 1.5**

### **Course Description:**

The course aims to produce a book, course taught by an industry expert covers the process of creating professionally designed books. Starting from a blank page, and with no prior knowledge presumed, this course covers page layout and design, typography, working with images, workflow and production techniques, and leads students through all the steps needed to build final print-ready files.

### **Learning Outcome**

By the end of this course students will be able to

- Demonstrate a thorough understanding of typography, page layout and book design
- Plan and coordinate the production of streamlined workflows of successful print production.

### **Course Outline**

- Introduction and history of books
- Synopsis
- Brainstorming and streamlining potential resources, including target audience
- Chapter-wise break up of contents
- Writing
- Critiquing and creating titles and subtitles
- Editing for facts
- Editing for style
- Proofreading
- Layout designing (including graphics, diagrams, pictures and info graphs)
- Analyzing book design (font size, font type, dimensions and number of pages)
- Review and re-review
- Introduction to e-books (forms and formats)
- Book promotion/ marketing/ selling through traditional and digital means (internet, social media, events and so on)

## **Practical Work**

Understanding the protocols to produce a book

## **Recommended Books:**

- Gunn, D. (2016) Accessible eBook Guidelines for Self Publishing.
- Bullock, A. (2012). Book Production Routledge.
- Masterson, Pete, (2005). Book Design & Production. A Guide for Author and Publishers. Aeonix Publishing Group. California.
- Cope, B. & Mason, D. Digital Book Production. Common Ground Publishers.
- Montagnes, I. Editing & Publication: A training Manual.
- Factorovich, A. (2012) Book Production Guide. (4<sup>th</sup> Ed.) Anaphora Literary Press.
- Keh, H. T. Evolution of the book publishing industry: Structural changes and strategic implications, USA.
- Grenville, K. (2011). Writing from start to finish: A six step guide.
- Blanco, J. (2004). The Complete guide to book publicity. New York: Allworth.
- Thomson, B.J. (2021). The Digital Revolution in Publishing.

## **MC – 662-P - Specialized Journalism/**

**Credit Hours: 1.5 + 1.5**

## **Course Description**

This course will introduce students about the working of different departments, their structure, working style, problems in different beats of journalism and how to get information about the problems. Students will also learn about the importance of Journalistic sources and how to get information from sources that is important for news organizations.

## **Learning Outcome**

The objective of this course is to introduce the students with

- different beats, their issues
- train the students for understanding these beats for future reporting and writing
- It is also a primary objective of course to teach the students about the structure and duties of different departments.

## **Course Outline:**

- Introduction to specialized journalism
- Scope of specialized journalism
- Different beats of specialized journalism
- Training for reporting and writing news on specialized fields like politics, business, sports, economy, science, health etc
- Specialized journalism in Third world countries
- Specialized journalism in Pakistan
- Specialized journalism, digital media, social networks and the changing face of journalism
- Use of research, credible sources and techniques for specialized journalism

**PRACTICAL:** Minimum requirement: Five news stories for each category (Total 20 stories.)

**RECOMMENDEDBOOKS:**

- Agbese, D. (2008). The Reporters' Companion. Lagos, Nigeria: Newswatch Books Limited.
- Bonder, F. F.; Davenport, J. R., & Drager, M. W. (2005). Reporting for the Mass Media (8th ed.). New York: Oxford University Press.
- Folarin, et al.(eds.) (2006). Themes in Communication Writing. Lagos, Nigeria: SMC.
- Harper, C. and the Indiana Group (1998). Journalism 2001. Madison: Coursewise Publishing. Hule,
- B.D. & Anderson, D.A. (2003). News Writing and Reporting for Today's Media. Boston: McGraw-Hill Higher Education.
- Mencher, M. (2010). Mencher's News Writing and Reporting (11th ed.). Boston: McGraw-Hill Higher Education
- Mencher, M. (2003). News Reporting and Writing (9th ed.). San Francisco: McGraw-Hill.
- Moemeka, A. (2000). Reporter's Handbook: An Introduction to Effective Journalism. Kearney, USA: Morris Publishing.
- Obe, Joseph J. (2005). Reporting Diverse Areas: A Concise Text. Akure, Nigeria: SMC. Stovall,
- J. G. (2006). Writing for the Mass Media. New York: Pearson Education

**OR Media and Human Rights**

**Credit Hours: 1.5 + 1.5**

**Course Description**

The course media and human rights ensure present scenario of Human Rights violation and conflict environments prevailing in the country. The said course also addresses Human Rights Laws and the Media in backdrop of Human Right reporting, public policy and its application in the society.

## **Learning Outcomes**

Acquire the basic knowledge of human rights and role of media to understand the sensitivity of the subject in the world of media.

Solve, analyze and evaluate the dynamics of human rights, theories and its relation to media.

Demonstrate individually the significance of human rights and media in Pakistan.

## **Course Outline**

Introduction

Concepts

Social and Academic Platform

Role of Media

- News about Human Rights
- Importance of News
- How to write news on human rights issues.
- United Nations Declaration of Human Rights (UDHR)
- Signatory Countries & their socio political conditions
- United Nations
- Pakistan Constitution - 1973
- Fundamental Rights
- Awareness of Human Rights and Fundamental Rights
- Laws (Laws of lands) for protection
- Individual status/ community status
- Traditional, Tribal and Communal Laws
- Human Rights, Culture, Society & Valuable Community
- Human Rights Environment & Public Participation
- Human Rights Democracy, Governance & Country Laws
- Human Rights, Women Rights, Minority Issues, Child Rights & Bonded Labor
- Human Rights and Right to Information
- Human Rights Media Ethics, Media Profession and Media Language
- Human Rights, Human Dignity, International NGOs & National NGOs
- Human Rights, Media Practitioners, Global Media & Pakistan Media

Thematic work on the human rights issue in the identified areas and the practical participation of the students to take the photographs and prepare documents and short films to focus and highlight the human rights issues to support and promote the public agenda.

## **PRACTICAL**

- Video production on human rights issue
- Participation and observation, analysis of the documentaries and short films).

### **Recommended Books:**

- Kunal S. (2010) Gender, Human Rights and Environment, Books, New Delhi.
- F.G Chiweshe (2003) Human Rights and Media, Handbook. Human rights trust of Southern Africa.
- IFJ. (2011) Human Rights Reporting, Peter McIntyre, Council of Europe,
- Padovani, C. & Calabrese, A. (eds.) (2014) Communication Rights and Social Justice: Historical Accounts of Transnational Mobilizations. New York: Palgrave.
- Roosvall, A. & Tegelberg, M. (2018) Media and Transnational Climate Justice: Indigenous Activism and Climate Politics, New York.
- Amaya, H. (2015) "ICED: Videogames in the Battle between the Citizen and the Human", Popular Communication 13(2):
- American Anthropologist (2006), 108(1): 192-220, special issue: "Visual Anthropology: Technologies of Witnessing: The Visual Culture of Human Rights".
- Brooten, L. (2015) "Blind Spots in Human Rights Coverage: Framing Violence against the Rohingya in Myanmar/Burma", Popular Communication 13(2).
- Chouliaraki (2015)" Digital Witnessing in War Journalism: The Case of Post ArabSpringConflicts", Popular Communication 13(2)
- Chouliaraki, L. & Blaagaard, B. (2013) "Cosmopolitanism and the New News Media", JournalismStudies
- Christensen, M. (2016) "Cultures of Surveillance: Privacy and Compliant Exchange", Nordicom Review 37, Special Issue 2016
- Gozdecka, D. A. (2015) "Introduction: Identity, subjectivity and the access to the community of rights", Social Identities, 21(4)

### **FOURTH YEAR-II SEMSTER - ELECTIVE II ELECTRONIC MEDIA**

#### **MC – 642-E - RADIO PROGRAM PRODUCTION**

#### **Credit Hours: 1.5 + 1.5**

#### **Course Description:**

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

#### **Learning Outcome:**

At the end of this course student will know:

- About radio station, their environment and their equipment

- About the programming of different genre programs on radio
- Radio genres
- Produce, plan, and write scripts and briefs for a professional radio program.

### **Course Outline**

- Introduction to the Radio Environment.
- Introduction to the Radio Equipment.
- Introduction to Types of programs talk shows, morning shows, live/recorded, and indoor and outdoor coverages.
- Knowledge of microphone and its placement
- Types of scripts and their treatment
- Pre-Production
- Difference between Radio Feature, Radio Documentary, Radio Drama and Montage.
- Understanding of FM, AM, SW and MW.
- Post Production for Radio
- Trends of FM Radio in public & private sector in Pakistan.

### **Practical**

Students are required to produce and edit assigned programs.

### **Recommended Books:**

- David MacFarland (1997) Future Radio Programming Strategies: Cultivating Listenership in the Digital Age (Routledge Communication Series) 2nd Edition,
- Robert McLeish, Jeff Link (2015) Radio Production, 6th Edition,
- Robert L. Hilliard (2011) Writing for Television, Radio, and New Media (Broadcast and Production) 10th Edition,
- Flemming, C. (2002) The Radio Handbook. London: Routledge.
- Ford, Meg. (2013) Radio Broadcast. On Demand Publishing, LLC-Create Space.
- Gilmurray, B. (2010) The Media Student's Guide to Radio Production. UK: Mightier Pen Pub.
- Keith, M. (1990) Radio Production, Art & Science. London: Focal Press.
- McLeish, Robert (2005). Techniques of Radio Production, London: Focal Press.
- Siegel, E.H. (1992) Creative Radio Production. London: Focal Press.

## **MC – 652-E - TV PROGRAM PRODUCTION**

**Credit Hours: 1.5 + 1.5**

### **Course Description:**

The course covers the fundamentals of producing, scripting, directing, and editing for television. It will be a practical course and the students will be expected to produce and present different programs.

### **Learning outcome:**

- This course is meant to help students grasp the dynamics of the television show production process, regardless of whether the show is shot on a single camera or multiple cameras.
- Students will learn how to produce a television show using industry-standard production models.
- They would have a thorough understanding of the pre-production, production, and post-production stages of producing a short or long-form TV show.

### **Course Outline**

- Introduction to TV Environment.
- Introduction to TV Equipment.
- Introduction to Types of programs talk shows, morning shows, live/recorded, and indoor and outdoor coverages.
- Types of scripts and their treatment
- Pre-Production
- Difference between Feature, Documentary, Drama and Montage.
- TV Post Production Trends in public & private TV sector in Pakistan.

### **Practical**

Students are required to produce and edit assigned program

### **Recommended Books:**

- Attias, D. (2021). *Directing Great Television: Inside TV's New Golden Age*. Michael Wiese Productions.
- Bennett, T. (2014). *Showrunners: The Art of Running a TV Show*. Titan.
- Gross, L., Gross, B., & Perebinosoff, P. (2012). *Programming for TV, Radio & The Internet: Strategy, Development & Evaluation*. Routledge.
- Block, B. (2020). *The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media*. Routledge.
- Butler, J. G. (2018). *Television: Visual Storytelling and Screen Culture*. Routledge.
- Utterback, A. (2015). *Studio Television Production and Directing: Concepts, Equipment, and Procedures*. Focal Press.

## **Credit Hours: 1.5 + 1.5**

### **Course Description:**

The goal of this course is to introduce each student to the basic fundamentals of motion picture cinematography, including both technical knowledge and artistic application. Special focus will be placed on the specific camera and Lighting equipment. Topics will include but are not limited to camera operation, composition, and framing, lens choice, camera movement, setting proper exposure, lighting, collaboration, blocking, continuity, and all aspects of visual storytelling.

### **Learning Outcomes**

Upon successful completion of the course, the student will be able:

- a. Acquire the basic know-how about filmmaking techniques and their application in a real-world scenario,
- b. Evaluate the present status of the film making in present socio-political state of affairs of the society,
- c. Develop keen interest in the area of creative arts.

### **Course Outline**

- Role of the cinematographer
- Screen clips & short film
- Composition & Framing
- Frame size terminology
- Demo of camera equipment
- Lens Choice
- Exposure/F-Stop/Shutter/ISO
- Depth of field
- Camera operating
- Hands on introduction to camera equipment
- Composition/Framing exercise
- Exposure setting exercise
- Camera operating Exercise
- Focus Pulling exercise
- Camera movement
- Camera movement example clips
- Static camera
- Panning/Tilting
- Dolly
- Handheld
- Camera movement exercise with stations
- Lighting for emotional impact

- Lighting example clips
- Lighting terminology & concepts
- Color
- temperature
- Types of lighting units
- Controlling light
- Grip equipment
- Gels
- Diffusion
- Day exterior lighting techniques
- Bounced/diffused sunlight concepts
- Screen day exterior lighting example clips
- Shooting & Continuity rules
- Coverage/covering a scene
- 180 Degree Line

### **Practical Work**

Production of a short film

### **Recommended Books**

- Beker, M. (2017). *Write to Shoot: Writing Short Films for Production*. Routledge.
- Cleve, B. (2012). *Film Production Management*. Focal Press.
- Bernard, S. C. (2015). *Documentary Storytelling: Creative Nonfiction on Screen*. Focal Press.
- Brown, B. (). *Cinematography Theory and Practice*.
- Goi, M. (). *The ASC Manual: Tenth Edition*.
  
- Honthaner, E. L. (2013). *The Complete Film Production Handbook*. Routledge.
- Hoover, S. (2013). *Film Production: Theory and Practice*. Stephen Hoover
- Mascelli, J. V. (). *The 5C's of Cinematography*.
- Rosenthal, A., & Eckhardt, N. (2015). *Writing, Directing, and Producing Documentary Films*. Southern Illinois University Press
- Wales, L. M. (2017). *The Complete Guide to Film and Digital Production*. Routledge
- Stump, D. (). *Digital Cinematography: Fundamentals, Tools, Techniques & Workflows*.

**FOURTH YEAR-II SEMESTER - ELECTIVE III -ADVERTISING AND PUBLIC RELATIONS**

## **MC – 642-AP - TVC and Short Film for persuasion**

**Credit Hours: 1.5 + 1.5**

### **Course Description:**

This course will provide students the understanding about TVC and short films, how does the non-fiction form of film create persuasion for viewers.

### **Learning Outcome:**

- Understand the planning & production of TVC & short films
- Successful execution of brand TVC campaign
- Students can successfully produce their short films

### **Course Outline**

- **Television Advertising in the digital age**
  - Production of Ad for Electronic Media
  - Format for Radio and TV Commercials
  - Media Planning and Strategy
  - Factors determining Advertising opportunity of a product – Types of appeal
  
- **TVC: Creativity**
  - Creative idea
  - Formats
  - Type of Headlines
  - Sources of Copy Ideas and Effective Copy Writing
  
- **TVC: Stages from conception to distribution**
  - Campaign planning
  - Creative Brief
  - Product identity, message, audience
  - The agency
  - Strategy & Media Planning
  
- **TVC: Pre-Production**
  - Scripting & Storyboarding
  - Production Company & Director
  
- **TVC: The Shoot**
  - Logistics
  
- **Post-Production**
  - Editing

- Digital effects & Animation
- **Challenges for Television Advertising**
- **Laws and ethics for Television advertising**
- **Advertising and Society**
- **Short Films**
  - Developing idea
  - Storytelling
  - Types
  - Scripting
  - Budgeting & Finance
  - Pitching the project
  - The Creative Producer
  - Logistics
  - Direction
  - Shooting
  - Launch & Screening
  - Short Films in digital era

### **Practical**

- Creative exercises
- Script writing
- TVC production
- Short film production

### **Recommended Books**

- Chris Hackley, Rungpaka Amy Hackley. (2021). Advertising and Promotion. SAGE
- Catherine Johnson, (2012). Branding Television. Routledge
- Sandra Moriarty, Nancy D. Mitchell, William D. Wells, Robert Crawford, Linda Brennan, Ruth Spence-Stone, (2014). Advertising: Principles and Practice. Pearson Australia
- CasieHermansson, Janet Zepernick, (2019). “ The Palgrave Handbook of Children's Film and Television”. Springer
- Clem Gorman. (2015). “ Gallipoli: A Manual of Trench Warfare”. Lulu.com
- Katz, H. E. (2010). *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. New York & London: Taylor & Francis.
- Rodgers, S. & Thorson, E. (Ed.) (2012). Advertising theory. London: Routledge

**MC – 652-AP - Digital Advertising and Public Relations**

**Credit Hours: 1.5 + 1.5**

## **Course Description:**

This combine course of digital advertising and PR will give the knowledge of integrated marketing and strategic communications. It revolves around creating advertising and Public Relations messaging and content that connects with various audiences based on their world views.

## **Learning Outcome:**

- Understand modern day trends of integrated marketing communication
- Understand use of digital & social media for promotional campaigns
- Understand the management of digital & social media for advertising & PR campaigns and crisis

## **Course Outline**

- **Integrated Marketing Communication (IMC)**
  - Concept
  - Managing IMC
  - Brands & IMC
  - Role of IMC in building brands
- **Digital Advertising**
  - Defining & evolution
  - Contemporary trends
  - Digital media landscape
  - E-mailers and Search Engine Optimization (SEO)
  - Mobile marketing and augmented, reality emerging trends
  - Digital Ad Agencies
  - Structure and functions
  - How main stream advertising agencies are going digital and integration today
  - Digital media integration across advertising market research, activation
  - Advent of Hybrid Advertising (Online merging with offline)
  - Digital laws
  - Various case studies: Successful and disaster brand presence on social media
- **Digital PR**
  - PR in the age of New Media: Scope challenges and opportunities
  - Changing trends and leveraging the potential of New Media.
  - PR Tool of the Internet: Uses and their online Application (Online Media Relation and Press Release)
  - Social media platforms. Analytics and campaign
  - Online PR strategies
  - Relationship building in an internet age: How organizations use websites, Social networking sites and other digital platforms for communication with their stake holders and Media

## **Practical:**

- Planning & Execution of digital advertising campaigns

- Planning & Execution of digital PR campaigns

### **Recommended Books:**

- Brown, W. (2010). Public Relations and the Social Web: How to use Social Media and Web 2.0 in Communications. Kogan Page
- Carolyn Mae Kim. (2016). Social Media Campaigns: Strategies for Public Relations and Marketing. Taylor & Francis
- Andrew John McStay. (2016). Digital Advertising. Macmillan International Higher Education
- Danny Whatmough. (2018). Digital PR. Emerald Group Publishing
- GulrezAlam, MdBadshah Ansari, TeamologySoftech and Media Services. (2021). All about PR in the Digital World for Beginners. GulrezAlam
- Evans, D. (2010). Social Media Marketing: the Next Generation of Business Engagement. John Wiley & Sons
- Gareth Thompson. (2020). Post-truth Public Relations: Communication in an Era of Digital Disinformation. Routledge
- Heymann-Reder, D. (2012). Social Media Marketing. Addison-Wesley Verlag.
- Patrick Burgoyne, Daniele Fiandaca. (2010). Digital Advertising: Past, Present, and Future. Lulu.com
- Shelly Lannette Rodgers, Esther Thorson. (2017). Digital Advertising: Theory and Research. Routledge, Taylor & Francis Group
- Sinclair, J. (2012). Advertising, the Media and Globalization. London: Routledge
- Wollan, R., Smith, N., & Zhou, C. (2010). The Social Media Management Handbook. John Wiley & Sons

## **MC – 662-AP - Public Relations and Management**

**Credit Hours: 1.5 + 1.5**

### **Course Description:**

This course introduces effective communication and Public Relations strategies and techniques within an organizational and professional context. Through this course students will develop skills in management through Public Relations.

### **Learning Outcome:**

- Students will be able to recognize different forms of PR issues & crisis in society
- Understand how to handle & manage PR crisis
- Understand the social media crisis, its handling & management

### **Course Outline:**

#### **Issue Management**

- Issues management – defining the field.
- Context of issues management.
- Action planning: A frame work for managing issues.
- Crisis Public Relations management vs operational effectiveness.

### **Brand Management**

- The evolution of Branding in Today's World
- Understanding Brand Management.
- Various Theories and Model in Brand Management.

### **Crisis Management**

- What is crisis?
- Planning for a crisis
- Dealing with a crisis
- Management of crisis
- Handling the media in a crisis

### **Event Management**

- Event Planning
- Budgets
- Administration
- How to socialize effectively

### **Laws & Ethics**

### **Practical:**

- Case studies report writing
- PR Crisis handling & management campaigns

### **Recommended Books:**

- Adrian Wheeler. (2019). Crisis Communication Management. Emerald Publishing Limited
- Alan B. Bernstein, Cindy Rakowiz. (2012). Emergency Public Relations: Crisis Management in A 3.0 World. Xlibris Corporations
- Lisa Anderson-Meli, Swapna Koshy. (2013). Public Relations Crisis Communication: A New Model
- Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Toole. (2012). Events Management. Routledge
- Nigel Jackson. (2013). Promoting and Marketing Events: Theory and Practice. Routledge
- Peter Robinson, Debra Wale, Geoff Dickson. (2010). Events Management. CABI
- Meegan Jones, (2010). Sustainable Event Management: A Practical Guide. Earthscan

- Ruth Dowson, David Bassett. (2015). Event Planning and Management: A Practical Handbook for PR and Events Professionals. Kogan
- Wollan, R., Smith, N., & Zhou, C. (2010). The Social Media Management Handbook: Everything
- Yago de la Cierva. (2018). Leading Companies Through Storms and Crises. Pearson Education Canada

### **Breathing Courses**

#### **BS Four Year Program 2022**

Course No.	Course Title	Credit Hours
<b>1</b>	<b>Elementary Journalism &amp; Mass Communication</b>	<b>2+1</b>
<b>2</b>	<b>Digital Media</b>	<b>2+1</b>
<b>3</b>	<b>Introduction to Mass Media</b>	<b>2+1</b>
	<b>Total Credit Hours</b>	<b>9</b>

### **Breathing Course**

#### **1. ELEMENTARY JOURNALISM AND MASS COMMUNICATION**

**Credit Hours: 2+1**

**Course Description:**

To make students understand the basic concept of communication and Mass Communication, help them to develop an understanding of evolution of printing, press and Newspapers, Highlighting various contents of each Medium.

## **Course learning Outcomes**

Upon successful completion of the course the student will be able to:

- Identify the Media of Mass Communication.
- Understand the basic knowledge of Mass Communication, the communication process and distinguish among various mass Media.
- The students should be able to understand evaluation and appraisal of media content.
- Able to start opinion writing and evaluate the content of Media.

## **Course Outline**

### **1- Communication**

- Introduction to Communication.
- Definitions of Communication.
- Explanation of the components of definitions of Communication.
- The process of Communication.
- Types of Communication
  - Verbal
  - Non-verbal
- Factors for successful Communication.
- Contexts of Communication.
  - Personal
    - Intrapersonal Communication
    - Interpersonal Communication
  - Non personal
    - Public Communication.
    - Mass Communication.

### **2- Mass Communication**

- Introduction to Mass Communication.
- Definitions of Mass Communication.
- Explanation of the components of the definitions.
- The process of Mass Communication.
- Factors for successful and effective Mass Communication.
- The functions of Mass Communication.
- The role of Mass Media in our lives.
- Differences between Communication and Mass Communication.

### **3- Media of Mass Communication**

- What is Medium
- Medium and Media of Mass Communication

- Characteristics of various Mass Media
- Mass Media as Social institution.

#### **4- Print Media**

- Trace the history of early press and printing
- Origin of news and newspapers
- The role and importance of newspapers in social Fabric
- News and editorials contents of the newspapers
- Role of Newspaper in the Society

#### **Recommended Books**

- Baran S., (2013) “Introduction to Mass communications: Media Literacy and culture”, (8th Edition). McGraw Hill Higher Education
- Biagi S., (2011) Media Impact: An Introduction to Mass Media (Wadsworth series in Mass Communication and Journalism: General Mass Communication), (10<sup>th</sup> edition). Cengage learning: April 2011
- Campbell R. (2016) Media Essentials: A brief Introduction (3<sup>rd</sup> edition). Bedford Books, 2016
- Campbell R., (2016) Media and Culture (10<sup>th</sup> edition) Bedford Books
- Camp Bell, R. Christopher R. Martin, Fabos B. (2015) “An Introduction to Mass Communication: Media and Culture” (9th edition).
- Dickhaus J., (2017) “Introduction to Mass communication: People platforms and practices” Cognella Academic publishing.
- Dominick R. J, (2013) Dynamics of Mass Communication, (12<sup>th</sup> edition). McGraw Hill Publishing Company, 2013.
- Hamson E. R., (2017) Mass Communication: Living in a Media World (6<sup>th</sup> edition). Sage Publication 2017
- John V. Pavlik and McIntosh S. (2014) “Converging Media: A new Introduction to Mass Communication” (3rd Edition). Oxford University Press
- Pavlik V. , (2017) Converging Media (5<sup>th</sup> edition) Oxford University Press
- Potler W. J., (2016) Media Literacy (8<sup>th</sup> edition). Sage Publication
- Tarow J. (2010) Media Today: An Introduction to Mass Communication, (3<sup>rd</sup> edition).

#### **Breathing Course**

## **2. DIGITAL MEDIA**

**Credit Hours: 2+1**

## **Course Description**

To make students understand the basic concept of digital communication and digital journalism. Students will understand the working of digital newsroom, content management systems, SEOs, and an understanding of digital media formats including photo & video editing using industry standard authoring software.

### **Learning Outcomes:**

- To be able to use all major social media platforms
- To be able to humanize by producing right messages at the right time for the right audience and on the right social media platforms
- To raise online visibility and presence.
- To be able to understand the evolution of social media platforms

### **Course Outlines:**

- Introduction to Digital Journalism
- Working of Digital Newsrooms
- News and Feature writing for digital newsrooms
- Content Management systems of digital media-word press and other platforms
- Digital News rooms tools (Understanding and web analytics-google analytics, chartbeat
- Search Engine Optimization (SEO) and engagement to enhance reach of news on digital platforms.
- Foundations and importance of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, SnapChat).
- Usage of Social Media to find and spread the News
- Photo and Video Editing
- Blogs writing and editing
- Data Journalism
- Mobile Journalism (MoJo)
- Understanding news website design and its basic coding
- Programming for digital and live shows

### **Recommended Books:**

- Byron, P. (2020). Digital Media, Friendship and Cultures of Care (First ed.). Routledge.
- Gabriele Balbi, P. M. (2018). A History of Digital Media An Intermedia and Global Perspective (First ed.). Routledge.
- Gershon, R. A. (2017). Digital Media and Innovation: Management and Design Strategies in Communication (First ed.). SAGE Publications, Inc.
- Lelia Green, D. H. (2020). The Routledge Companion to Digital Media and Children (First ed.). Routledge.

- Lindgren, S. (2017). Digital Media and Society (First ed.). SAGE Publications Ltd.
- Megh R. Goyal, E. E. (2021). Digital Media and Wireless Communications in Developing Nations, Agriculture, Education, and the Economic Sector (First ed.). Apple Academic Press.
- Michael Arnold, M. G. (2017). Death and Digital Media (First ed.). Routledge.
- Nael Jebril, S. J. (2020). Journalism, Society and Politics in the Digital Media Era. Intellect Ltd.
- Penelope M. Abernathy, J. S. (2018). The Strategic Digital Media Entrepreneur (First ed.).
- Wiley-Blackwell. Richard Lewis, J. L. (2020). Digital Media Foundations: An Introduction for Artists and Designers 1st Edition. Routledge.

### **Breathing Course**

## **3. INTRODUCTION TO MASS MEDIA**

**Credit Hours: 3.0**

### **Course Description**

Course introduces electronic media. Focus is on development, function, and artistry. Content includes studio practices; procedures and demonstrations as related to radio and television broadcasting, cable-casting, and closed circuit TV applications. “Hands on” production experience reinforces theoretical material.

### **Learning Outcomes**

On successful completion of this course, students will be able to:

- Identify the major events in broadcast history and the key people involved with these events.
- Explain the business of broadcasting, including such topics as advertising, ratings and syndication.
- Analyze the impact of new technology on broadcasting as it relates to industry growth and diversification.
- Define broadcasting and video production terms.
- Describe the process of developing radio and television programming.
- Analyze the laws and regulations governing broadcasting in Pakistan.

### **Course Outline**

Although the following sequence of instruction may be rearranged, the contents and objectives of the course remain the same.

- An Overview of Radio Broadcasting
- An Overview of Television Broadcasting
- Scriptwriting and an Introduction to Production Terms
- An Introduction to Multi-camera and Single-Camera Production
- An Overview of New Technologies
- Station Organization and Operation
- Advertising and Station Profits
- Programming Techniques
- Audience Ratings.
- Media Theories and Effects
- Regulation and Licensing

### **Recommended Books:**

- Carl Hausman, P. G. (2019). *Announcing for Broadcasting and the Internet The Modern Guide to Performing in the Electronic Media* (1st ed.). Routledge.
- Donald G. Godfrey, S. L. (2014). *Routledge Reader on Electronic Media History* (1st ed.). Routledge.
- Kirkpatrick, S. (2018). *Introduction to Media Distribution Film, Television, and New Media* (1st ed.). Routledge.
- Lind, R. A. (2017). *Race and Gender in Electronic Media Content, Context, Culture* (1st ed.). Routledge.
- Manuel Alvarado, M. B. (2014). *The SAGE Handbook of Television Studies*. SAGE Publications Ltd.
- Mark Balnaves, S. H. (2008). *Media Theories and Approaches: A Global Perspective*. Red Globe Press.
- Norman J. Medoff, B. K. (2021). *Now Media The Evolution of Electronic Communication* (4th ed.). Routledge.
- Reeve, H. (2017). *Electronic Media and Broadcasting*. Larsen and Keller Education.
- Robert S. Fortner, P. M. (2014). *The Handbook of Media and Mass Communication Theory*. John Wiley & Sons, Inc.
- Wolk, A. (2015). *Over The Top: How The Internet Is (Slowly But Surely) Changing The Television Industry*. CreateSpace Independent Publishing Platform.