

3rd Board of Studies Meeting for BS Journalism and Mass Communication (04 Years Program)



Course Outline

October 5, 2021

Department of Media & Communication Studies

University of Swat

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Board of Studies Members

S.No	Name & Designation	Position
1	Jamal Ud Din (Assistant Professor) Department of Media & Communication Studies, University of Swat	Convener
2	Dr. Umar Hayat (Assistant Professor) Department of Economics and Development Studies, University of Swat	Member
3	Mr. Shahid Ali (Assistant Professor) Department of Economics and Development Studies, University of Swat	Member
4	Mr. Rafi Ullah (Lecturer) Department of Media & Communication Studies, University of Swat	Member
5	Dr. Hazrat Bilal (Assistant Professor) Institute of Cultural Heritage, Tourism and Hospitality Management, University of Swat	Member
6	Professor Dr. Khalid Sultan Department of of Mass Communication, NUMAL University Islamabad.	Member
7	Professor Dr. Zafar Iqbal Department of of Mass Communication, IIUI.	Member
8	Dr. Faizullah Jan (Associate Professor) Department of Journalism & Mass Communication University of Peshawar	Member
9	Dr. Shabir Hussain (Associate Professor) Department of Media Studies Bahria University, Islamabad	Expert
10	Mr. Rooh ul Amin (Assistant Professor) Department of Media and Communication Studies, International Islamic University Islamabad	Expert

Introduction:

Journalism around the world is in a state of rapid evolution. The lines between print, broadcast and online journalism are being erased. Reporters are increasingly required to produce stories for all the three media platforms, as well as reproducing it for mobile communications. For the next generation of journalists, this will be an essential skill. Universities on every continent are retooling their curricula to accommodate the new skills. There are several elements to this global reform in journalism education:

1. Shifting away from theoretical courses to “hands-on” skills-based classes;
2. The collapse of the traditionally-separate print, broadcast and photo-journalism sequences into a single “multi-platform” or “converged” major in which students learn the skills associated with all media platforms.

Pakistan’s journalism schools are uniquely positioned to take their place at the forefront of this reform movement. The Pakistani journalism sector has experienced a revolution in the past decade, spurred by the government’s reform of media regulations. This has created a huge need for well-trained, ethical and responsible young journalists able to operate in print, broadcast and on the internet.

Keeping in view the requirements both at national and global levels, few new courses have been included in the curricula. Courses like, New Media, Media and Women (Gender Studies) , Current Affairs, Functional Urdu, Opinion Writing and Introduction to Philosophy are new entries while some course have been upgraded. In the final semester of the program, students have to do research as well as practical work i.e. producing short film or short documentary and at least two news packages.

The present course outline is also at par to the standards set by Higher Education Commission (HEC) in its revised curricula for ‘Mass Communication 2018’. There are courses on major, general and foundation levels, whereas some general courses, including, psychology, political science, sociology, economics and philosophy are part of the curricula.

This course outline also meets with the standards set by the University of Swat. There is a balance between theory and practical. Each course is divided into 18 weeks wherein 16 weeks are reserved for classes while 2 weeks are for exams both mid and final term.

Program Objectives:

1. To provide high quality academic support to strengthen the Journalism and Media Studies and related applied areas, especially focus on provision of a broad, innovative, and quality education in all areas of journalism
2. To increase interaction among academic, industry and government organizations.
3. To highlight the role and duties of future journalists and to make them prepare for the challenges ahead with special emphasis on ethical and social values in the field of Journalism.
4. To provide market oriented graduates and scholars to be able to share and contribute their expertise to the market.
5. To develop creative and management skills in students. So that they become able to demonstrate good communication skills both in report writing and in presentations.

The Program Outcomes

To meet with the program objectives, the department of Media & Communication Studies will graduate communication experts and competent journalists who will be able to demonstrate the following measurable outcomes:

1. Graduates will be able to utilize their skills in journalism field.
2. Graduates will be able to work in groups of national and international media outlets.
3. A proficiency in journalism and basic communication skills including presentation, writing and speaking skills.
4. The ability to critically evaluate various aspects of issues, problems and developmental works of the country.
5. The ability to express thoughts and ideas through oral, written, and computer communications.

Programme Mission:

The mission of the Department of Media & Communication Studies is to serve the country by producing qualified and skilled journalists and scholars, who can meet with the demands of government, non-governmental organizations and academia.

STRUCTURE

S.No	Categories	No. of courses Max	Credit Hours Max
1	Compulsory Courses	09	25
2	General Courses to be chosen from other departments	08	24
3	Discipline Specific Foundation Courses	10	30
4	Major Courses including Research/Internship/Project	14	42
5	Electives Courses	04	12
	Total	45	133

S.No	Total Number of Credit Hours	130-136
1	Duration	Four years
2	Semester Duration	Sixteen weeks
3	Semesters	Eight
4	Course-load per Semester	15-18 Credit hours
5	Number of courses per semester	6 Maximum

Layout

Compulsory course		General courses from other Departments		Discipline Specific Foundation Course	
Courses		Courses		Courses	
Credit Hours		Credit Hours		Credit Hours	
Subjects	Cr Hr	Subjects	Cr Hr	Subjects	Cr Hr
1. Functional English -I	03	1. Introduction to	03	1. Introduction to	03
2. Functional English -II	03	Sociology		Journalism	
3. Public Speaking and	03	2. Introduction to	03	2. Media and	03
Presentation Skills		Economics		Society in Pakistan	
4. Pakistan Studies	02	3. Health	03	3. Introduction to	03
5. Introduction to Islamic	02	communication		Mass	03
Studies		4. Environmental	03	Communication	
6. Introduction to	03	Journalism		4. International	03
Statistics		5. Introduction to	03	Communication	
7. Computer and Digital	03	Political Science		5. Digital Media	
Skills in Mass		6. Sports and Photo	03	6. Media	03
Communication		Journalism		Management	
8. Language, Power and	03	7. Introduction to	03	7. Online	
Communication		Psychology	03	Journalism	03
9. Functional Urdu	03	8. Media and		8. Introduction to	
		Women (Gender		Film and	03
		Studies)		Documentary	03
				9. Peace and	
				Conflict Journalism	03
				10. Editing and	
				Page Designing	
	25		24		30

Major Courses Including Internship /Research Thesis/ Project		Elective Courses	
14 courses		4 courses	
42 Credit Hours		12 Credit Hours	
Subjects	Cr Hr	Subjects	Cr Hr
1. Reporting-I	03	1. Data Journalism	03
2. Reporting-II	03	2. Radio Production	03
3. Critical Thinking	03	3. Video and TV Journalism	03
4. Media Ethics & Laws in Pakistan	03	4. Political Communication	03
5. Introduction to Advertising	03		
6. Introduction to Public Relations	03		
7. Development Support	03		
Communication	03		
8. Current Affairs	03		
9. Communication Theories I	03		
10. Communication Theories II	03		
11. Research Methods I	03		
12. Research Methods II	03		
13. Internship- Option I	06		
14 Research thesis/project- Option II	06		
	42		12

Department of Media & Communication Studies

University of Swat

Scheme of Studies

BS Journalism and Mass Communication Four (04) Years Program

Year-1 (SEMESTER –I)

S#	Course Code	Course Title	CR. Hrs.
1	JMC 101	Introduction to Journalism	03
2	ENG 102	Functional English -I	03
3	JMC103	Sports and Photo Journalism	03
4	PS 104	Pakistan Studies	02
5	POLS 105	Introduction to Political Science	03
6	PSY 106	Introduction to Psychology	03
		Total	17

Year—1 (SEMESTER –II)

S#	Course Code	Course Title	CR. Hrs.
1	ENG 151	Functional English -II	03
2	JMC152	Computer and Digital Skills in Mass Communication	03
3	JMC 153	Introduction to Mass Communication	03
4	JMC 154	Media and Society and Pakistan	03
5	SOC 155	Introduction to Sociology	03
6	ISL 156	Introduction to Islamic Studies	02
		Total	17

Year-2 (SEMESTER –III)

S#	Course Code	Course Title	CR. Hrs.
1	ENG 201	Public Speaking & Presentation Skills	03
2	JMC 202	Health Communication	03
3	JMC 203	Digital Media	03
4	JMC 204	Online Journalism	03
5	URD 205	Functional Urdu	03
6	STAT 206	Introduction to Statistics	03
		Total	18

Year—2 (SEMESTER –IV)

S#	Course Code	Course Title	CR. Hrs.
1	JMC 251	Language, Power and Communication	03
2	JMC 252	Editing and Page Designing	03
3	ECO 253	Introduction to Economics	03
4	JMC 254	International Communication	03
5	JMC 255	Media and Women (Gender Studies)	03
6	JMC 256	Environmental Journalism	03
		Total	18

Year—3 (SEMESTER –V)

S#	Course Code	Course Title	CR. Hrs.
1	JMC 301	Communication Theories-I	03
2	JMC 302	Reporting-I	03
3	JMC 303	Media Ethics and Laws in Pakistan	03
4	JMC 304	Introduction to Advertising	03
5	JMC 305	Introduction to Film and Documentary	03
		Total	15

Year—3 (SEMESTER –VI)

S#	Course Code	Course Title	CR. Hrs.
1	JMC 351	Peace & Conflict Journalism	03
2	JMC 352	Introduction to Public Relations	03
3	JMC 353	Reporting-II	03
4	JMC 354	Video & TV Journalism	03
5	JMC 355	Political Communication	03
6	JMC 356	Current Affairs	03
		Total	18

Year-4 (SEMESTER-VII)

S#	Course Code	Course Title	CR. Hrs.
1	JMC 401	Data Journalism	03
2	JMC 402	Radio Production	03
3	JMC 403	Research Method-I	03
4	JMC 404	Development Support Communication	03
5	JMC 405	Communication Theories-II	03
		Total	15

Year—4 (SEMESTER –VIII)

S#	Course Code	Course Title	CR. Hrs.
1	JMC451	Research Methods-II	03
2	JMC452	Media Management	03
4	JMC453	Critical Thinking	03
5	JMC454	Internship or	06
	JMC455	Research thesis/ Project	
		Total	15

Summary:

Total Credit Hours 133

Duration 4 years

08 Semesters

Total Marks 4400

Semester I

Introduction to Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC101	Introduction to Journalism	03	I

Course Objectives:

This course is aimed at introducing the students with basic concept of journalism and its brief history. Besides history of journalism this course emphasis on ways that new technologies are changing these field and career opportunities.

Course Outcomes:

After completing this course, you will be able to:

- Explain the different types of journalism and Journalist
- News sources in Journalism
- Develop a system for fact checking and research;
- Use note taking skills effectively;
- Interview types and explaining how to perform an interview.

Week	Contents
Week 1 & 2	What is Journalism, description and feature of Journalism Origin of Journalism with special reference of Pakistan
Week 3 & 4	Media Conglomerates and globalization prose and cause Growth of media in decade of 2002
Week 5 & 6	Journalism in modern era, technologies and their impact on journalism practice in Pakistan Journalism around the world, Media Imperialism, Information flow from West to the rest?
Week 7 & 8	Journalism: Careers & Challenges, Mainstream media, regional & local media, circulation, target audience
Week 9 & 10	Structure of news organization, Newspapers' structure; editorial & non-editorial staff, duties and responsibilities

	TV channels' structure, Journalistic & non-journalistic staff, production & technical staff, duties and responsibilities
Week 11 & 12	How Newsroom operates, News editor, sub-editor and their duties, responsibilities Journalism versus PR, News versus advertisement/publicity
Week 13 & 14	Functions of a print news operation Functions of a broadcast news operations
Week 15 & 16	Beat reporting, statement reporting: Press release, handout etc Opinion, advocacy and activism in media

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**
 - o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Bill Kovach, Rosenstiel. R. (2007), *The elements of journalism*, Three River

Hassan, Mehdi, and Khurshid, Abdus Salam (1997). *Journalism for All*. Lahore: Aziz Book Depot,

Ahuja, B.N. (1993) Theory and Practice of Journalism. New Delhi: Surjeet Publications

Shamsuddin, M. (1990) Iblagh Kay Nazriyat. Islamabad: Muqtadira.

Merrill, J.C., Lee, J., Friedlander, E.J., (1994). *Modern Mass* (2nd ed). New York. Harper Collins College Publishers

Khurshid Abdus Salam (New Edition) Journalism in Pakistan, United Publishers, Lahore

Lamble, S. G. (2011). *News as it happens: An introduction to journalism*. University of the Sunshine Coast, Queensland.

<http://keralamediaacademy.org/wpcontent/uploads/2015/02/Handbook-of-Journalism-Studies.pdf>

<https://hostnezt.com/cssfiles/journalism/Introduction%20to%20Journalism%20By%20Richard%20Rudin.pdf>

Functional English – I

Course Code	Subject Title	Credit Hours	Semester
ENG102	Function English-I	03	I

COURSE DESCRIPTION

The course is designed to help students take a deep approach in reading and writing academic texts which involve effective learning strategies and techniques aimed at improving the desired skills. The course consists of two major parts: the ‘reading section’ focuses on recognizing a topic sentence, skimming, scanning, use of cohesive devices, identifying facts and opinions, guess meanings of unfamiliar words. The ‘writing section’ deals with the knowledge and use of various grammatical components such as, parts of speech, tenses, voice, narration, modals etc. in practical contexts.

COURSE OBJECTIVES

- ☐ To enhance language skills and develop critical thinking
- ☐ To enable students to identify main/topic sentences.
- ☐ To teach them to use effective strategies while reading texts.
- ☐ To acquaint them with cohesive devices and their function in the text.

COURSE LEARNING OUTCOMES

At the end of course the students will be able to have the ability to identify main topics, sentences and would teach them as well.

Week	Contents
Week 1	Basics of Grammar, Parts of speech and use of articles, Sentence structure,
Week 2 & 3	Active and passive voice, Practice in unified sentence,
Week 4 & 5	Analysis of phrase, clause and sentence structure, Transitive and intransitive verbs, Punctuation and spelling
Week 6 & 7	Comprehension Answers to questions on a given text
Week 8 & 9	Discussion

	General topics and every day conversation (topics for discussion to be at the discretion of the teacher keeping in view the level of students)
Week 10 & 11	Listening To be improved by showing documentaries/films carefully selected by subject teachers)
Week 12 & 13	Translation skills Urdu to English
Week 14 & 15	Paragraph writing Topics to be chosen at the discretion of the teacher
Week 16	Presentation skills Introduction

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**
 - o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

1. Functional English

a) Grammar

Practical English Grammar by A. J. Thomson and A. V. Martinet.

Exercises 1. Third Edition. Oxford University Press. 1997. ISBN 0194313492

Practical English Grammar by A. J. Thomson and A. V. Martinet.

Exercises 2. Third edition. Oxford University Press. 1997. ISBN
0194313506

b) Writing

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

c) Reading/Comprehension

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

Sports and Photo Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC 103	Sports and Photo Journalism	03	I

Course Objectives

Students will study aspects of the law and how it relates to journalism and sport, the cultural aspects of both journalism and sport, the importance of sport to local and national economies, and the role of the ethical reporter in the 21st century. National sports writers and broadcasters are invited to present and guest lecturers throughout the course have included journalists from the Herald, BBC and the Sun.

Outcomes

To give the essentials on what photojournalism is about and how it fits into the media landscape, social conscience and personal storytelling.

It will cover pre- and post-production, producing a story, how to use the camera, Photoshop and how to tell stories with pictures.

This is an introductory course in photojournalism presented in a multimedia context.

The course will be taught as a hands-on workshop. Instruction will progress from basic camera operation and the news “one shot” to more comprehensive visual storytelling that may incorporate audio, video or other multimedia components.

Week	Contents
Week 1 & 2	Introduction to Studying Sports and Photo Journalism, Types of Sports Journalism Evaluation/ History of Sports Journalism, Sports and Society
Week 3 & 4	Functions of Sports Journalism, Interview Skills and Techniques for sports Journalism, Sports news writing/ Reporting on sports journalism
Week 5 & 6	Ethics of Sports Journalism, Skills, Abilities & knowledge of sports Journalists

	Sports commentary and Broadcasting, Sports Feature (Print, Broadcast & Online)
Week 7 & 8	Marketing in Sports Journalism, Symbolic communication in Sports, Introduction to Photo journalism, Types, of Journalistic Photos
Week 9 & 10	History of Photo and Photo Journalism, Principles and characteristics of Sports and Photo Journalism and sources of Photo Journalism
Week 11 & 12	Criteria of Good Journalistic photos, Technical, composition and criteria. Photo criteria for print / Broadcast and online or social media and its effects
Week 13 & 14	Skills and techniques of Photo capturing, Ethics of Photo Journalism
Week 15 & 16	Working, Various Shooting Scenarios, (Press Conference, Sports Events, Food Photography, Classic and Environmental Photography

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Thomas Fensch Lawrence (1995)The Sports Writing Handbook 2nd edition, Erlbaum Associates.

Eileen Kennedy (2009) *Sport, Media and Society* , Laura Hills Berg.

James Toney (2013) *Sports Journalism, The Inside Track*, London, UK, The Bloomsbury Group, publishers.

Steen, R, (2007) *Sports Journalism: A Multimedia Primer*, Routledge,

Wilstein, Steve (2001) *AP Sports Writing Handbook*, McGraw-Hill, 2001.

Kenneth Kobre (1983) *Photojournalism: The Professionals' Approach*, Daylight

Andy Steel (2006) *The World's Top Photographers Photojournalism: And the Stories Behind Their Greatest Images*, Rotovision.

George Russell, Richard Lacayo (1998) *Time Eyewitness 150 Years of Photojournalism*, USA, Time-Life Books publishers.

Howard Chapnick (1994) *Truth Needs No Ally Inside Photojournalism*, University of Missouri Press,

Carlebach, Michael L. (1992). The Origins of Photojournalism in America. Smithsonian Institution Press.

Elliott S. Parker (1977). John Thomson, Photojournalist in Asia

Kenneth Kobre. 2008. *Photojournalism: The Professionals' Approach*, 6th edition Focal Press

Quinn, Stephen (2005). Convergent journalism : the fundamentals of multimedia reporting. New York: Peter Lang.

Pakistan Studies

Course Code	Subject Title	Credit Hours	Semester
PS104	Pakistan Studies	02	I

Course Objectives

This course is design to develop vision of Historical Perspective, Government, Politics, Contemporary Pakistan, and Ideological Background of Pakistan. The course will also cover the process of governance, national development, issues arising in the modern age and posing challenges to Pakistan.

Outcomes

- To develop vision of Historical Perspective, Government,
- Politics, Contemporary Pakistan, Ideological Background of
- Pakistan.
- To study the process of governance, national development,
- issues arising in the modern age and posing challenges to Pakistan.

Week	Contents
Week	Importance of Pakistan studies in media Ideology of Pakistan, ideology of Pakistan in the light of statements of Quid-i-Azam and Allama Muhammad Iqbal
Week 1 & 2	Movements for independence, prominent personalities of independence movement
Week 3 & 4	Role of Political parties during independence Creation and role of Muslim league and Congress
Week 5 & 6	Allama Iqbal's Presidential Address December 1930, The Role Of Chaudhry Rahmat Ali The Lahore Resolution, 1940, Elections Role In The Subcontinent
Week 7 & 8	Major Political Developments In 1945-46, Factors leading to creation of Pakistan- social, political and economic factors The Problems Of The New State , The Objectives Resolution (1949), Constitutional Issues,

Week 9 & 10	People and Land of Pakistan i. Indus Civilization ii. Muslim advent iii. Location and Geo-Physical features Contemporary Pakistan a. Economic institutions and issues b. Society and social structure c. Cultural diversities Foreign Policy Of Pakistan, Pakistan And The Muslim And Non-Muslim World
Week 11 & 12	Political and constitutional phases: 1947-58 1958-71 1971-77- separation of East Pakistan
Week 13 & 14	1977-88 1988-99 1999 -2008
Week 15 & 16	2008-2013 2013-onward

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Burki, Shahid Javed. State & Society in Pakistan, The Macmillan Press Ltd 1980.

Akbar, S. Zaidi. Issue in Pakistan's Economy Karachi: Oxford University Press, 2000.

S. M. Burke and Lawrence Ziring. Pakistan's Foreign policy: An Historical analysis. Karachi: Oxford University Press, 1993.

- Mehmood, Safdar. Pakistan Political Roots & Development. Lahore, 1994.
- Wilcox, Wayne. The Emergence of Bangladesh., Washington: American Enterprise, Institute of Public Policy Research, 1972.
- Mehmood, Safdar. Pakistan Kayyun Toota, Lahore: Idara-e- Saqafat-e-Islamia, Club Road, nd.
- Amin, Tahir. Ethno - National Movement in Pakistan, Islamabad: Institute of Policy Studies, Islamabad.
- Ziring, Lawrence. Enigma of Political Development. Kent England: Wm Dawson & sons Ltd, 1980.
- Zahid, Ansar. History & Culture of Sindh. Karachi: Royal Book Company, 1980.
- Afzal, M. Rafique. Political Parties in Pakistan, Vol. I, II & III. Islamabad: National Institute of Historical and cultural Research, 1998.
- Sayeed, Khalid Bin. The Political System of Pakistan. Boston: Houghton Mifflin, 1967
- Aziz, K. K. Party, Politics in Pakistan, Islamabad: National Commission on Historical and Cultural Research, 1976.
- Muhammad Waseem, Pakistan Under Martial Law, Lahore: Vanguard, 1987.
- Haq, Noorul. Making of Pakistan: The Military Perspective. Islamabad: National Commission on Historical and Cultural Research, 1993.
- Qazi, Shahida "Pakistan Studies in Focus", FEP Karachi 2002

Introduction to Political Science

Course Code	Subject Title	Credit Hours	Semester
POL.S105	Introduction to Political Science	03	I

Course Objectives: This course is an introduction to Political Science, where students will learn about the political systems, structure, types and political parties. In this course the students will also learn about the government and its types and about the state. The students will also learn about influence of the government and the power of media in political system.

Outcomes

Upon successful completion of this course, students will have the knowledge and skills to:

- Demonstrate knowledge and understanding of the nature and significance of politics and governance.
- Critically analyses some of the key concepts in political science.
- Apply concepts and theories used in the study of political science to the analysis of interests, institutions and behavior.
- Demonstrate the capacity to use different research methods used to investigate political phenomena.
- Have developed their research, writing, and verbal presentation skills.

Week	Contents
Week 1 & 2	Introduction to Political Science: <ul style="list-style-type: none">• Definition/Meaning• Importance• Scope Utility of Political Science Political Science and Journalism Importance of Political Science in Journalism
Week 3 & 4	Relation of Political Science with: <ul style="list-style-type: none">• Journalism• History

	<ul style="list-style-type: none"> • Sociology <p>Economics</p> <p>The State</p> <ul style="list-style-type: none"> • Origin/Definition • Elements of State • State and Government • State and Society <p>State and Association</p>
Week 5 & 6	<p>Theories of Political Science</p> <ul style="list-style-type: none"> • Theory of Divine Origin • Theory of Force • Patriarchal Theory • Matriarchal Theory <p>Theory of Social Contract</p> <p>Sovereignty</p> <ul style="list-style-type: none"> • Definition • Characteristics • Kinds • Theories • Islamic Concept of Sovereignty <p>Khilafat</p>
Week 7 & 8	<p>Rights</p> <ul style="list-style-type: none"> • Definition • Classification • Universal Declaration of Human Rights <p>Islamic Concepts of Rights</p> <p>Duties</p> <ul style="list-style-type: none"> • Meaning • Definition <p>Kinds</p>

Week 9 & 10	<p>Forms of Government</p> <p>Democracy</p> <ul style="list-style-type: none"> • Definition • Kinds • Condition <p>Pro and Cons</p> <p>Dictatorship and Aristocracy</p> <ul style="list-style-type: none"> • Definition • Characteristics • Main Features <p>Pro and Cons</p>
Week 11 & 12	<p>System of Government</p> <p>Federal System</p> <ul style="list-style-type: none"> • Definition • Necessary Conditions • Characteristics <p>Pro and Cons</p> <p>Unitary System of Government</p> <ul style="list-style-type: none"> • Meaning • Features • Pros and Cons <p>Comparison of Federal and Unitary system</p>
Week 13 & 14	<p>Parliamentary and Presidential system of Government</p> <ul style="list-style-type: none"> • Meaning • Nature • Pros and cons <p>Comparison of Parliamentary and Presidential system of Government</p> <p>Branches of Government:</p> <ul style="list-style-type: none"> • The Executive • The Legislature • The Judiciary <p>Theory of the separation of Powers</p>
Week 15 & 16	<p>Political Participation</p> <ul style="list-style-type: none"> • Political Parties

	<ul style="list-style-type: none"> • Interest Groups • Public Opinion <p>Electoral Process Course review</p>
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TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Haq, M. U. (1996). Theory and Practice in Political Sciences. Lahore Bookland, 1996.

Ian, M. (Ed.), (2005). Political Concepts: A Reader and Guide. Edinburgh, University Press.

Michael, G. R. (1997). Political Science: An Introduction. London: Prentice Hall.

R.C. Agarwal, (2006). Political Theory (Principles of Pol. Science). New Delhi, S. Chand & Co.

Rodee, A. (n.d.) Introduction to Political Science. Islamabad, National Book Foundation.

Sarwar, M. (1996). Introduction to Political Science. Lahore Ilmi Kutub khana.

V.D. Mahajan, (2006). Political Theory (principles of Pol. Science). New Delhi, S. Chand & Co.

Introduction to Psychology

Course Code	Subject Title	Credit Hours	Semester
PSY106	Introduction to Psychology	03	I

COURSE DESCRIPTION

The course introduces undergraduate students to some of the main concerns in Psychology. The class discussions will centre on broad topics of Psychology: Nature and Application of Psychology, Methods of Psychology, Biological Basis of Behavior, Sensation, Perception and Attention, Motives, Emotions, Learning, Memory, Thinking and Individual differences. The students will thus be given introductory overview of different areas of Marketing beginning with basic concepts.

COURSE OBJECTIVES

Describe psychology with major areas in the field, and identify the parameters of this discipline. Distinguish between the major perspectives on human thought and behavior. Appreciate the variety of ways psychological data are gathered and evaluated. Gain insight into human behavior and into one's own personality or personal relationships. Explore the ways that psychological theories are used to describe, understand, predict, and control or modify behavior.

COURSE LEARNING OUTCOMES

At the end of course the students will be able

- To have the ability to understand main topics related to Psychology.
- To have the ability to understand the basic principles of Psychology
- Students will be given opportunity to participate actively in class discussions.

Week	Contents
Week 1 & 2	<ol style="list-style-type: none">1. Introduction to Psychology<ol style="list-style-type: none">a. Nature & Application of Psychology with special reference to Pakistan.b. Historical Background and Schools of Psychology (A Brief Survey)2. Methods of Psychology<ol style="list-style-type: none">a. Observation

	<ul style="list-style-type: none"> b. Case History Method Experimental Method c. Survey Method d. Interviewing Techniques
Week 3 & 4	<p>3. Biological Basis of Behavior</p> <ul style="list-style-type: none"> a. Neuron: Structure and Functions b. Central Nervous System and Peripheral Nervous System <p>Endocrine Glands</p>
Week 5 & 6	<p>4. Sensation, Perception and Attention</p> <ul style="list-style-type: none"> a. Sensation <ul style="list-style-type: none"> (I) Characteristics and Major Functions of Different Sensations (II) Vision: Structure and functions of the Eye. (III) Audition: Structure and functions of the Ear. b. Perception <ul style="list-style-type: none"> (I) Nature of Perception (II) Factors of Perception: Subjective, Objective and Social (III) <p>Kinds of Perception:</p> <p>(IV) Spatial Perception (Perception of Depth and Distance) (V) Temporal Perception; Auditory Perception.</p>
Week 7 & 8	<ul style="list-style-type: none"> c. Attention <ul style="list-style-type: none"> (I) Factors, Subjective and Objective (II) Span of Attention (III) Fluctuation of Attention <p>Distraction of Attention (Causes and Control)</p> <p>5. Motives</p> <ul style="list-style-type: none"> a. Definition and Nature b. Classification <ul style="list-style-type: none"> i. Primary(Biogenic) Motives: Hunger, Thirst, Defecation and Urination, Fatigue, Sleep, Pain, Temperature, Regulation, Maternal Behavior, Sex ii. Secondary (Sociogenic) Motives: Play and Manipulation, Exploration and Curiosity, Affiliation, Achievement and Power, Competition, Cooperation, Social Approval and Self Actualization.
Week 9 & 10	<p>6. Emotions</p> <ul style="list-style-type: none"> a. Definition and Nature

	Physiological changes during Emotions (Neural, Cardial, Visceral, Glandular), Galvanic Skin Response; Pupillometrics
Week 11 & 12	c. Theories of Emotion d. James Lange Theory; Cannon-Bard Theory Schechter –Singer Theory 7. Learning a. Definition of Learning b. Types of Learning: Classical and Operant Conditioning Methods of Learning: Trial and Error; Learning by Insight; Observational Learning
Week 13 & 14	8. Memory a. Definition and Nature b. Memory Processes: Retention, Recall and Recognition Forgetting: Nature and Causes 9. Thinking a. Definition and Nature Tools of Thinking: Imagery; Language; Concepts
Week 15 & 16	c. Kinds of Thinking Problem Solving; Decision Making; Reasoning 10. Individual differences a. Definition concepts of Intelligence, personality, aptitude, achievement

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**
- ☐ Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

TEXT AND REFERENCE BOOKS:

- Atkinson R. C., & Smith E. E. (2000). Introduction to psychology(13thed.). Harcourt Brace College Publishers.
- Fernald,L.D.,&Fernald,P.S.(2005). Introduction to psychology. USA: WMCBrownPublishers.
- Glassman, W. E. (2000). Approaches to psychology. Open University Press. Hayes, N. (2000). Foundation of psychology (3rd ed.). Thomson Learning. Lahey, B. B. (2004). Psychology: An introduction (8th ed.). McGraw-HillCompanies, Inc.
- Leahey, T. H. (1992). A history of psychology: Main currents in psychological thought. New Jersey: Prentice-Hall International, Inc.
- Myers, D. G. (1992).Psychology. (3rd ed.). New York: WadsworthPublishers.
- Ormord, J. E. (1995). Educational psychology: Developing learners. Prentice- Hall, Inc.

Semester II

Functional English -II

Course Code	Subject Title	Credit Hours	Semester
ENG151	Functional English-II	03	II

COURSE DESCRIPTION

The course focuses on the basic strategies of composition and writing skills. Good writing skills not only help students obtain good grades but also optimize their chances to excel in professional life. The course includes modes of collecting information and arranging it in appropriate manner such as chronological order, cause and effect, compare and contrast, general to specific etc. It enables the students to write, edit, rewrite, redraft and proofread their own document for writing effective compositions. Because of the use of a significant amount of written communication on daily basis, sharp writing skills have always been valued highly in academic as well as professional spheres.

COURSE OBJECTIVES

This course aims to:

- ☐ Assist students identify the audience, message, and the purpose of writing
- ☐ Develop rhetorical knowledge and critical thinking
- ☐ Enable them express themselves in a variety of writing styles
- ☐ Help students write well organized academic texts including examination answers with topic/thesis statement and supporting details.
- ☐ Make students write argumentative essays and course assignments

COURSE LEARNING OUTCOMES

By the end of the course, students are expected to:

- ☐ Use different mechanics of writing to produce various types of compositions effectively keeping in view the purpose and the audience

- ☐ Demonstrate rhetorical knowledge
- ☐ Demonstrate critical thinking in well-organized forms of academic texts

Week	Contents
Week 1	Paragraph writing _Practice in writing a good
Week 2 & 3	unified and coherent paragraph
Week 4 & 5	Essay writing: Introduction
Week 6 & 7	CV and job application: Translation skills, Urdu to English
Week 8 & 9	Study skills: Skimming and scanning, intensive and extensive,
Week 10 & 11	and speed reading, summary and précis writing and comprehension.
Week 12 & 13	Academic skills: Letter/memo writing, minutes of meetings,
Week 14 & 15	use of library and internet
Week 16	Presentation skills: Personality development (emphasis on content, style and pronunciation) <i>Note: documentaries to be shown for discussion and review</i>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**
- ☐ Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

TEXT AND REFERENCE BOOKS:

Communication Skills:

a) Grammar

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

b) Writing

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

c) Reading

1. Reading. Advanced. Brian Tomlinson and Rod Ellis. Oxford Supplementary Skills. Third Impression 1991. ISBN 0 19 453403 0.
2. Reading and Study Skills by John Langan 6. Study Skills by Richard Yorky.

Students Output: To have improved communication skills

Computer and Digital Skills in Mass Communication

Course Code	Subject Title	Credit Hours	Semester
JMC152	Computer & Digital Skills in Mass Communication	03	II

Course objectives

This course aimed to introduce the students to computer technology and techniques with the view to acquaint them with its use in Print and electronic Media. It focuses on the use of various software a journalist can use while practicing journalism (print/television/radio) in daily routine. However this course will only provide the basic introduction of the said software's as in the advance courses students will learn the various other aspects in detail.

Outcomes

- Introducing the students to computer technology and techniques with the view to acquaint them with its use in Print and electronic Media.
- It focuses on the use of various software a journalist can use while practicing journalism (print/television/radio) in daily routine.
- However this course will only provide the basic introduction of the said soft-wares as in the advance courses students will learn the various other aspects in detail.

Week	Contents
Week 1 & 2	Introduction to Computer (Hardware/Software), History of computer, Parts of Computer, Types of computer
Week 3 & 4	MS office suite, MS word, excel, power point, Features, Functions, applications
Week 5 & 6	In-Page Basics (Urdu Composing and Page Making) Adobe Photoshop basics (Basic still image/Picture editing),
Week 7 & 8	Window Installation, Internet Securities, Search Engine, Role of Computer in Journalism & Mass Communication
Week 9 & 10	Camera,Types of Camera, History of Camera,

Week 11 & 12	Still camera basics Operating a still camera Elements of Camera
Week 13 & 14	Field & Studio photography Framing, Lighting
Week 15 & 16	Camera shots & angles Importance of Camera in Journalism & Mass Communication

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Michael S. Toot.(2003).*Master Visually Office*.
Laurie Ulrich, Laurie Ulrich.(2003).*How to do everything with Microsoft Office 2003*
Curtis Frye. *Microsoft Office 2003 Step by Step*. Online Training Solutions Inc.,
Michelle Perkins *Beginner's Guide to Adobe Photoshop*
Jan Kabili. *Adobe Photoshop Elements 2 Complete Course*
Carla Rose. Sams Teach Yourself: Adobe Photoshop CS 2 in 24 Hours, First Edition.
Carla Rose. *Sams Teach Yourself: Adobe (R) Photoshop (R) in 24 Hours*.
Steve Bain. *CorelDraw (R) 11:the Official Guide by Steve Bain*.
Rosanna Yeung. *Macro media Flash MX 2004 Hands-On Training*

Phillip Kerman. *Sams Teach Yourself: Macromedia Flash MX 2004 in 24 Hours*.

Adobe Page Maker 7.0 Classroom in a Book. Adobe Creative Team.

Adobe PageMaker7.Againstthe Clock.

Gordon Woolf. *Publication Production using Page maker: A guide to using Adobe Page Maker 7 for the production of newspapers, newsletters, magazines and other formatted*.

DonnaL. Baker. *Adobe Premiere 6.5 Complete Course*

Christopher Callahan. *A Journalist's Guide to the Internet: The Net as a Reporting Tool*.
2nd Edition

Frank Bass: *The Associated Press Guide to Internet Research and Reporting*

Rogers Caden head, Mark E. Walker. *How to Use the Internet*.

Yue-Ling Wong, *Digital Media Primer* (Prentice Hall, 2008)

Richard Harrington & Mark Weiser, *Professional Web Video* (Focal, 2010)

Pierre Kandorfer, *Digital Video Production Handbook* (Xlibris, 2009).

Don Tapscott, *Grown Up Digital* (McGraw Hill, 2008).

Introduction to Mass Communication

Course Code	Subject Title	Credit Hours	Semester
JMC153	Introduction to Mass Communication	03	II

Course objectives

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

Outcomes

- Analyze critically mass media and mass media messages;
- Understand the economic and social imperatives affecting message content, delivery and effects;
- Understand the influences of media content on cultural perceptions;
- Understand the characteristics of contemporary mass media, including the influence and roles of media history, media law and ethics, governmental regulation, and evolving technology.

Upon completion of Communication 1307, students should be able to

- Critically analyze and discuss media message content;
- Identify economic and cultural influences affecting mass media messages.
- Discuss the juxtaposition of factual information and entertainment demands on media content in light of economic and technological imperatives.
- Understand media history and technology and their effects on contemporary messages.
- Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity;
- Understand the evolving roles of social media messages on politics, behavior, and culture.
- Understand the effects of globalization and consolidation on the media.

Week	Contents
Week 1 & 2	Definition, nature and scope of mass communication, Significance of communication and mass communication History of communication, mass communication

Week 3 & 4	Types of communication, levels of mass communication Functions of communication & mass communication
Week 5 & 6	Process of communication & mass communication, components and elements of communication Encoding, decoding process and mechanism in communication and mass communication
Week 7 & 8	Feedback, Forms and Types of feedback, flow of feedback, criteria for effective feedback, Characteristics of feedback and Essential of effective communication
Week 9 & 10	Audience, Types of audience Print & electronic media audience and characteristics
Week 11 & 12	Folk and online media audience and characteristics Barriers of communication, types and levels of barriers of communication,
Week 13 & 14	Communication models, types of communication models, News diffusion: The J-curve models, Lasswell model, Shannon & Weaver model, De Fleur's model, Osgood & Schramm model, Dance's Helical model, The Hub Model, Katz & lazarsfeld's two-step flow model
Week 15 & 16	Media of mass communication, print, radio, television, online media, folk media, static media, film, etc Communication technologies introduction, satellite, cable TV, Teletex, videotext, fiber-optic, effects of information technologies

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

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

Introduction to Mass Communication, Whatmore, Edward J. (1995). California: Wadsworth Publishing

Briggs, Asa, and Peter Burke. *A Social History of the Media: From Gutenberg to the Internet*, 2001.

Campbell, Richard, Bettina G. Fabos, and Christopher R. Martin. (2007) *Media and Culture: An Introduction to Mass Communication*,

Dunwoody, Sharon, Lee B. Becker, Douglas M. McLeod, and Gerald M. Kosicki. (2005) *The Evolution of Key Mass Communication Concepts*,

Hoveyda, Fereydoun. (2000) *The Hidden Meaning of Mass Communications: Cinema, Books, and Television in the Age of Computers*.

Hassan, Mehdi, and Khurshid, Abdus Salam (1997). *Journalism for All*. Lahore: Aziz Book Depot,

Ahuja, B.N. (1993) *Theory and Practice of Journalism*. New Delhi: Surjeet Publications
Shamsuddin, M. (1990) *Iblagh Kay Nazriyat*. Islamabad: Muqtadira.

Dominick, J.R. (2006). *Dynamics of Mass Communication* (8th ed.) New York. McGraw-Hill

Murtaza, Matin-ur-Rehman (2000). *Ta'araf-e-Iblagh-e-Amma*. Karachi: Department of Mass Communication, University of Karachi

Gambol, Michael W. (1996). *Introducing Mass Communication*. New York: McGraw Hill.

Vivian, John (2000). *Media of Mass Communication* 5th Ed. London: Allyn and Bacon

Mcquail, Denis (1994) *Mass Communication Theory: an introduction*, London: Sage Publications

Media and Society in Pakistan

Course Code	Subject Title	Credit Hours	Semester
JMC154	Media & Society in Pakistan	03	II

Course Objectives: This course aims enabling the students to trace the historical development of mass media in Pakistan and its effects and impacts on the Society, to discuss the current development of international mass media, to address issues on media and society such as freedom of the press; media technology; media regulations; public opinion; violence; advertising; and social impact of new media and to provide better understanding of how the media affect society at micro and macro levels

Outcomes

Upon successful completion of this course, you will be able to:

- describe how mass communication industries operate as businesses, and summarize the historical, technological, legal, and economic forces affecting them;
- differentiate among various mass media, but also describe how the various media are interconnected and how this affects the cultural texts they create;
- explain the concepts of convergence and transmedia using examples from media today;
- summarize major theories used to study mass communication and apply them as a media-literate person; and
- analyze mass communication in the 21st century as a cultural enterprise, as the product of mass communication companies is culture.

Week	Contents
Week 1 & 2	Understanding Mass Media Society, culture, community and mass media
Week 3 & 4	Audience and types of Audience History media in Pakistan since 1947 Newspaper Radio
Week 5 & 6	role of newspaper & radio in socialization, development and violation

	History of Folk and static Media, history
Week 7 & 8	Types of folk media Media Effects and kinds of effects
Week 9 & 10	History media in Pakistan since 1947 <ul style="list-style-type: none"> • TV • Online News agency Role of TV in Pakistan,
Week 11 & 12	Role of Online in Pakistan role of TV, Online & News agency in socialization, development and violation
Week 13 & 14	How Pakistani media cover politics and government. How Pakistani media cover international affairs
Week 15 & 16	Four theories of the press Press-state relations in Pakistan

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

James Curran, Michael Gurevitch (2000), Mass Media and Society, 3rd ed. St. Martin Press Inc. New York.

Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.

Lent J.A., Newspapers in Asia.

Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.

Hasan Mehdi, Mass Media in Pakistan, Aziz Publishers Lahore.

French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International, UK.

Aziz Yousaf (2003), Cable Television–A vision for Future, Pakistan.

Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.

Sh. Mughees uddin (1981), ABC of Radio Journalism.

Niazi, Zamir, Press in Chains

Hassan, Mehdi (2001), Mass Media in Pakistan. Aziz Publisher. Lahore

Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.

Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Delhi

Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Delhi

Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.

Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication

Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore

Khurshid Abdus Salam (1966), Fun-e-Sahafat, Karwan Publications.

Khurshid Abdus Salam, Dastan-e-Sahafat.

Hijazi, Miskeen Ali (2005), Fun-e-Idarat, 6th Edition, Adan Printers.

Khurshid Abdus Salam, Sahafat Pakistan-o-Hind Mein.

Hussain, Muhammad Shahid, Iblighiat (2004) Education Publication House Delhi

Hijazi, Miskeen Ali (1995), Punjab min Urdu Sahafat. Azhar Sons Printers. Lahore.

Shafiq Jhaulundhary (2008), Sahafat Aur Iblagh, 10th Edition. Ali Ejaz Printers. Lahore.

Naz, Ahsan Akhtar (2002), *Pakistan main Taraki Pasand Sahafat*. Zahid Bashir Printers. Lahore.

Biagi, S. (2001) *Media Impact: An Introduction to Mass Media*. Fifth Edition. Singapore, Wadsworth and Thomson Learning.

Dominick, J (2005) *The Dynamic of Mass Communication*. New York: Mc Graw-Hill.

Macionis, J.J. (2007). *Society: The Basic*. New Jersey, Pearson/ prentice Hall.

Ryan, J.W. and Wentworth, W. M. (1999). *Media and Society: The Production of Culture in the Mass Media*, New York, Allyn and Bacon.

Vivian, John. (2007). *The Media of Mass Communication*. New York, Allyn and Bacon.

Introduction to Sociology

Course Code	Subject Title	Credit Hours	Semester
SOC155	Introduction to Sociology	03	II

Course Objectives

This course is designed to introduce the students with sociological concepts and the discipline. The focus of the course shall be on the significant concepts like social system and structures, socio-economic changes and social processes. Discussion on various social groups is also part of the course.

Outcomes

- Use the sociological imagination to see how features of your personal, everyday life are linked to ongoing processes of social organization and coordination.
- Articulate basic concepts, theories, and modes of explanation from the discipline of sociology and apply them to features of Canadian society and your own life.
- Identify the main methods of collecting data in sociological research and determine which is most appropriate for specific kinds of research questions.
- Describe the central ideas of the founders of sociology.

Describe how individuals are shaped through basic social processes of culture, socialization, micro-level social interaction, and organizational life.

Week	Contents
Week 1 & 2	General orientation and introduction to the course What is Sociology? <ul style="list-style-type: none"> • Definition • Scope
Week 3 & 4	The socio-economic factors that shape the journalistic work Socio-economic problems of journalists Importance of sociology in Journalism Linkage between the two disciplines
Week 5 & 6	Various concepts: <ul style="list-style-type: none"> • Society • Community Social Groups: <ul style="list-style-type: none"> ▪ Definition & Functions ▪ Types of Social groups <ul style="list-style-type: none"> i. In and out groups

	<ul style="list-style-type: none"> ii. Primary and Secondary groups iii. Reference groups iv. Informal and Formal groups <p>Pressure groups</p>
Week 7 & 8	<p>What is culture?</p> <ul style="list-style-type: none"> • Definition, aspects and Characteristics of culture <ul style="list-style-type: none"> i. Material and non-material culture ii. Ideal and real culture ▪ Elements of culture <ul style="list-style-type: none"> i. Beliefs ii. Values <p>Norms and social sanctions</p> <p>Organization of culture:</p> <ul style="list-style-type: none"> ▪ Traits ▪ Complexes ▪ Patterns ▪ Ethos ▪ Theme
Week 9 & 10	<p>Other concepts:</p> <ul style="list-style-type: none"> ▪ Cultural Relativism <p>Sub Cultures</p> <p>Socialization & Personality:</p> <ul style="list-style-type: none"> ▪ Personality, Factors in Personality Formation ▪ Socialization, Agencies of Socialization ▪ Role & Status
Week 11 & 12	<p>Social Interaction:</p> <ul style="list-style-type: none"> • Levels of Social Interaction <p>Process of Social Interaction</p> <p>Collective Behavior:</p> <ul style="list-style-type: none"> ▪ Collective behavior, its types ▪ Crowded behavior ▪ Public opinion
Week 13 & 14	<ul style="list-style-type: none"> ▪ Propaganda ▪ Social movements <p>Leadership</p> <p>Deviance and Social Control:</p> <ul style="list-style-type: none"> • Deviance and its types • Social control and its need
Week 15 & 16	<ul style="list-style-type: none"> • Forms of social control • Methods and agencies of social control • Course overview

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Brown,K.(2004).Sociology.UK:Polity Press

Frank,N.M.(2003).International Encyclopedia of Sociology.U.S.A:Fitzroy Dearborn Publisher

Kerbo,H.R.(1989).Sociology:Social Structure and Social Conflict.New York:Macmillan Publishing Company.

Introduction to Islamic Studies

Course Code	Subject Title	Credit Hours	Semester
ISL156	Islamic Studies	02	II

Course Objectives

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

Outcomes

- Display a basic understanding of the fundamental nature of Islam;
- Understand the dissonance between culture and religious practice;
- Articulate the central role of the concept of God in Islam;
- Recognize the central role of the unique concept of religion in Islam;
- Critique the commonly perpetuated misconceptions of Islam.

Week	Contents
Week 1 & 2	Introduction to Quranic Studies 1) Basic Concepts of Quran 2) Articles of faith Study of Selected Text of Holy Quran 1) Verses of Surah Al-Baqra Related to Faith (Verse No-284-286)
Week 3 & 4	2) Verses of Surah Al-Hujrat Related to Adab Al-Nabi (VerseNo-1-18) 3) Verses of Surah Al-Mumanoon Related to Characteristics of faithful (VerseNo-1-11) 4) Verses of Surah al-Furqan Related to Social Ethics (VerseNo.63-77) 5) Verses of Surah Al-Inam Related to Ihkam (VerseNo-152-154)
Week 5 & 6	6) Verses of Surah Al-Ihzab Related to Adabal Nabi (Verse No.6, 21, 40, 56, 57, 58.) 7) Verses of Surah Al-Hashar (18, 19, 20) Related to thinking, Day of Judgment 8) Verses of Surah Al-Saf Related to Tafakar, Tadabar (VerseNo- 1,14) 9) Verses of Surah Al Maida (verses 32)

Week 7 & 8	<p>Surah Noor and Surah Nisa for women rights</p> <p>Seerat of Holy Prophet (SAWW)-Sources of Islamic law</p> <p>Quran, Sunnah, Ijma, ijtehad</p>
Week 9 & 10	<p>Economic System</p> <p>1) Basic Concepts of Islamic Economic System</p> <p>2) Means of Distribution of wealth in Islamic Economics</p> <p>3) Islamic Concept of Riba</p> <p>4) Islamic Ways of Trade& Commerce</p>
Week 11 & 12	<p>Role of media regarding economic concepts</p> <p>Political System of Islam</p> <p>1) Basic Concepts of Islamic Political System</p>
Week 13 & 14	<p>2) Islamic Concept of Sovereignty</p> <p>3) Basic Institutions of Govt.in Islam</p> <p>Social System of Islam</p> <p>1) Basic Concepts of Social System of Islam</p>
Week 15 & 16	<p>2) Elements of Family</p> <p>3) Ethical Values of Islam</p> <p>4. Concept of Fundamental Rights in Islam</p> <p>Islamic communication & Ethics</p>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Hameed ullah Muhammad, “Emergence of Islam”, IRI, Islamabad

Hameed ullah Muhammad, “Muslim Conduct of State”

Hameed ullah Muhammad, ‘Introduction to Islam

Mulana Muhammad Yousaf Islahi,”

Hussain Hamid Hassan, “An Introduction to the Study of Islamic Law” leaf Publication
Islamabad, Pakistan.

Ahmad Hasan, “Principles of Islamic Jurisprudence” Islamic Research Institute,
International Islamic University, Islamabad (1993)

Mir Wali ullah, “Muslim Jurisprudence and the Quranic Law of Crimes” Islamic Book
Service (1982)

H.S. Bhatia, “Studies in Islamic Law, Religion and Society” Deep & Deep Publications
New Delhi (1989)

“Introduction to Al Sharia Al Islamia”

Allama Iqbal Open University, Islamabad (2001).

SEMESTER –III

Public Speaking and presentation Skills

Course Code	Subject Title	Credit Hours	Semester
ENG 201	Public Speaking and Presentation Skills	03	III

Course objectives:

This course is designed to expose students to basic oral presentation and communication skills. Preparation of presentation will be stressed, including speech writing along with the use of PowerPoints and other presentation tools. Students will be required to create and present a variety of talks, including academic presentations, business presentations and formal addresses. There will also be writing assignments to be completed outside class.

Outcomes

- Communicate clearly, effectively, and respectfully in a variety of types of speeches and written assignments.
- Understand and practice all the stages of the speech-making process (focusing a topic, developing main points and evidence, using transitions, organizing, drafting, revising, editing, and delivering).
- Adapt speeches based on an analysis of audience and the speaking situation.
- Execute effective oral arguments using logical, emotional, and credibility-based appeals.
- Critically analyze and evaluate both peer and professional speeches.
- Learn and utilize principles of effective listening as both speaker and audience.

Week	Contents
Week 1 & 2	General orientation and introduction to the course The basic of presentations : <ul style="list-style-type: none">• Breath control• Posture• Eye contact Managing fear of public speaking

Week 3 & 4	<p>Writing and presenting a speech:</p> <ul style="list-style-type: none"> • How to formulate a topic • How to organize and support ideas • How to write speech • How to practice • How to deliver <p>Listening Skills:</p> <ul style="list-style-type: none"> • Audience etiquette • How to critique a speech-content, form and delivery • How to make and receive audience feedback, including questions
Week 5 & 6	<p>Use of visual tools:</p> <ul style="list-style-type: none"> • Prezi & Power Point • Images • Graphics <p>Writing for print media:</p> <ul style="list-style-type: none"> • Gathering information <p>Presenting information in writing</p>
Week 7 & 8	<p>Types of speeches:</p> <ul style="list-style-type: none"> • Informative speech • Persuasive speech <p>Formal Speech</p> <p>Group feedback on informative speeches</p>
Week 9 & 10	<p>How to research, write and deliver a persuasive speech</p> <p>How to research, write and deliver a formal speech</p>
Week 11 & 12	<p>Group feedback on formal speeches</p> <p>Business presentations:</p> <ul style="list-style-type: none"> • Speaking to a business meeting • Sales presentations • Briefings

Week 13 & 14	Group feedback on business briefing Media briefing and interviews
Week 15 & 16	How to deliver a group presentation: <ul style="list-style-type: none"> • Selecting a topic • Assigning roles • Research, writing and visual aid preparation • Delivery, timing, cooperation

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Osborn, M., Osborn S and R. Osborn(2012). *Public Speaking: Finding Your Voice. 9th edition*, London: Pearson

Duarte,Nancy(2008)*Slide:ology: The Art and Science of Creating Great Presentations. 1st Edition*.

A. J. Thomson and A. V Martinet (1986) Practical English Grammar. Exercises 2.

3RDedition Oxford University Press. ISBN0 19431350 6.

Writing Intermediate by Marie-Christine Boutin, Suzanne Brin and Francoise Grellet. Oxford Supplementary Skills. Fourth Impression 1993 ISBN 0194354057.

Writing Upper-Intermediate by Rob Nolasco. Oxford Supplementary Skills. Fourth Impression 1992. ISBN0194354065 (particularly good for writing memos, introduction to presentations, descriptive and argumentative writing).

Health Communication

Course Code	Subject Title	Credit Hours	Semester
JMC 202	Health Communication	03	III

Course Objectives

This course is designed to provide students with a critical understanding of the effects of the media—mass, social, and participatory—in promoting and impeding the achievement of public health goals. Students will develop the skills necessary to use media strategically to advance public health policies and social change. The course covers the design, implementation and evaluation of media campaigns to promote public health goals, examines theories and research on media influences with respect to its potential harmful effects on wellbeing, and students design a digital media-based health communication campaign.

Outcomes

- Apply theory in order to address problems or make improvements to communication in the health care environment.
- Critique current health communication practices as they impact health across the population, including contributing to health disparities.
- Create messages that demonstrate effective application of communication principles in the health care environment.
- Interpret and critique current health communication research published in scholarly journals

Week	Contents
Week 1 & 2	Introduction to studying health communication, nature and scope of health communication. The role of inter-personal communication, importance and effective health communication.
Week 3 & 4	Tools for health communication, overview of health communication process. Aims of health communication (components and process)

Week 5 & 6	Strategic planning of an effective health communication. Visualization of health communication in different medium.
Week 7 & 8	Importance of folk media in health-related issues. Skills of health communicator situation analysis and audience's profile.
Week 9 & 10	Ethics of health communication, community health and social mobilisation
Week 11 & 12	Public health, media advocacy and opinion building.
Week 13 & 14	Developing effective media campaign for health p[romotion, components of effective health strategies.
Week 15 & 16	Overview of epidemics and pandemics through out history.

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Rukhsan Ahmad & Benjoman . R. Bates (2013) Health Communication and Mass Media: An Integrated Approach to Policy and Practice, London, New York, Routledge publishers.

Teresa L. Thompson; Alicia M. Dorsey; Roxanne Parrott; Katherine I. Miller (2003) Handbook of Health Communication , Lawrence Erlbaum Associates.

Brian Brown; Paul Crawford (2006) Evidence-Based Health Communication , Ronald Carter
Open University Press,

Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change
Lawrence Erlbaum Associates, 2002

Mark (2002) Communication and Health in a Multi-Ethnic Society By Robinson Policy
Press,

Jerry C. Parker; Esther Thorson (2008) Health Communication in the New Media Landscape

Martin Fishbein; Amy Jordan; Dale Kunkel; Jennifer Manganello (2008) Media Messages
and Public Health, London, New York, Routledge publishers

Institute of Medicine Staff (2002) Speaking of Health: assessing health communication
strategies for diverse populations by Institute of Medicine Staff .

Sheana Bull (2010) Technology-Based Health Promotion.

[Belinda Lewis](#) (2014) Health Communication: A Media and Cultural Studies Approach,
Palgrave Macmillan publishers.

Digital Media

Course Code	Subject Title	Credit Hours	Semester
JMC 203	Digital Media	03	III

INTRODUCTION TO DIGITAL MEDIA

Objectives:

To make students understand the dynamics of social media as an effective tool of news and views.

To enable students to produce right messages at the right time for the right audience and on the right social media platforms

To be able to understand the evolution of social media platforms

Learning Outcomes:

After the completion of this course the students would be able to engage social media users with content that they are looking for and to produce that content as well.

They would also be able to execute actionable social media strategies for different organizations/businesses and brands.

They would have developed command over social media management and social media advertising tools.

They would be able to do audience research through social media.

Course Outlines:

Week	Contents
Week 1 & 2	Introduction to Digital Journalism Working of Digital Newsrooms News and Feature writing for digital newsrooms

Week 3 & 4	Content Management systems of digital media-word press and other platforms Digital News rooms tools (Understanding and web analytics- Google analytics, chart beat
Week 5 & 6	Search Engine Optimization (SEO) and engagement to enhance reach of news on digital platforms.
Week 7 & 8	Foundations and importance of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, SnapChat).
Week 9 & 10	Usage of Social Media to find and spread the News
Week 11 & 12	Photo and Video Editing Blogs writing and editing Data Journalism
Week 13 & 14	Understanding news website design and its basic coding
Week 15 & 16	Mobile Journalism (MoJo) Programming for digital and live shows

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%)

Books Recommended:

Macarthy, Andrew. (2017). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More. New York: Create Space Independent Publishing Platform.

Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.

Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: A press.

Online Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC 204	Online Journalism	03	III

Course Objectives

This course introduces students to online journalism, providing an overview of the evolution of online journalism in Pakistan and the world, along with practical exposure to production of online news. It will combine lectures, discussions and hands-on work.

Outcomes

- The difference between online journalism and other forms of journalism
- How print and broadcast news organizations use online websites
- The differences between online news organizations and blogs
- How news organizations use citizen participation online
- The various elements that are included in online news sites
- The use of Twitter and other social media to enhance online news sites

Week	Contents
Week 1 & 2	Introduction to e-production, What is Web Journalism Scope of online journalism Multimedia Capabilities of Web Online journalism in Pakistan and abroad Difference between online and other forms of news distribution tools and software's for development of websites
Week 3 & 4	Online audiences: <ul style="list-style-type: none">• How audiences are evolving• How people read news online Structure, planning, design & maintenance of a news website

Week 5 & 6	<p>Content management systems</p> <ul style="list-style-type: none"> • Drupal • CMS • Wordpress • Using templates <p>Contents for News website: News stories, features & blogs</p> <p>Headline/ lead & summary writing for web</p> <p>News story structure: Inverted pyramid & 5Ws</p> <p>Writing lively and tightly</p> <p>Editing web text</p> <p>Writing for twitter</p> <p>Scanning, Surfing and Skimming</p>
Week 7 & 8	<p>Writing and editing for the web</p> <ul style="list-style-type: none"> • Story length • Brevity • Search engine optimization • Keywords <p>Using assigned story, provide a list of keywords to optimize search</p> <p>Online research and information gathering</p> <p>Using the internet to find information and people</p> <ul style="list-style-type: none"> • Google search • Twitter searches • Other search tools
Week 9 & 10	<p>Criteria and tools for evaluating websites</p> <p>Collecting and using data online</p> <ul style="list-style-type: none"> • Data acquisition and manipulation <p>Software</p> <p>Creating graphics and charts with data</p>

Week 11 & 12	<p>Blogs: What are they?</p> <p>Introduction to Blogs</p> <p>Writing Blogs</p> <p>Difference between news story and a blog entry</p> <ul style="list-style-type: none"> • Facts vs. opinion • The conversational voice • Using Twitter • Opportunities and dangers of blogging for journalists
Week 13 & 14	<p>Organizational & administrative structure of Online media</p> <p>Introduction to Online Radio and Online Television</p> <p>Basics for setup online Radio/Television</p> <p>Web Production team</p> <p>Role, qualities and responsibilities editors/ sub-editors, photographer</p>
Week 15 & 16	<p>Role qualities and responsibilities writer, reporters, webmaster, videographer</p> <p>The future of web journalism</p>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**
- ☐ Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

- Thornburg, Ryan.(2011) “Producing Online News: Digital Skills,” Stronger Stories. CQ Press.
- Allen, Moira, *WRITING.COM: Creative Internet Strategies to Advance Your Writing Career*
- Crump,Eric. & Carbone,Nick. Writing Online: A Student’s Guide to the Internet and Horton, William. World Wide Web by Web Page Design Cookbook
- Kilian, Crawford. Writing for the Web
- Sammons, Martha C.,The Internet Writer’s Handbook
- Stansberry, Domenic. Labyrinths: The Art of Interactive Writing and Design
- John Herbert (2000) Journalism in the Digital Age, , Focal Press Oxford,.
- Agee, Ault (1997) Introduction to Mass Communication, , 12th ed.Longman,.
- Defleur, Dennis (1998) Understanding Mass Communication, Houghton Mifflin, N.Y.,.
- Shirley Biagi (1999) Media Impact, , Wadsworth,.

Functional Urdu

Course Code	Subject Title	Credit Hours	Semester
URD 205	Functional Urdu	03	III

(2+1 Credit Hours)

عملی اردو

مقاصد: اس کورس کا مقصد طلباء و طالبات کو اردو زبان کے آغاز و ارتقاء اور صحافت اور صحافتی زبان کی اہمیت اور صحافتی اصناف تحریر کے بارے میں مکمل آگہی اور مہارت فراہم کرنا ہے تاکہ اردو صحافت کے پیشہ میں انہیں ممکنہ مسائل سے نبرد آزما ہونے کا فن سکھایا جائے۔ حاصل تدریس: کورس کی تکمیل پر طلبا و طالبات اردو صحافت و صحافتی زبان کی اہمیت اور مختلف صحافتی اصناف تحریر سے مکمل آگاہی اور تحریری مہارت حاصل کرسکیں گے۔ کورس کے بعد طلبا و طالبات درست صحافتی زبان کی تحریر و ادارت، ترجمہ اور اس سے متعلقہ اور امور میں مکمل مہارت کرسکیں گے تاکہ اردو صحافت کے پیشہ ورانہ امور درست طور پر انجام دے سکیں۔

کورس کی تفصیل

Contents	Week
زبان کا آغاز و ارتقاء زبان کی اقسام	ہفتہ 1 او 2
زبان کے فوائد و نقصانات صحافتی زبان کی خصوصیات	ہفتہ 3 او 4
1822 سے اردو صحافت اور صحافتی زبان سے موجودہ دور تک ایک تنقیدی جائزہ تلخیص نگاری ، اصول اور اہمیت	ہفتہ 5 اور 6
ترجمہ کی مہارت ، بنیادی لوازم محاورات اور ضرب المثل کا استعمال	ہفتہ 7 اور 8
قواعد زبان اصطلاح سازی، اہمیت ، اقسام اور اصول	ہفتہ 9 اور 10

اردو گرامر، جملو کی تصحیح	ہفتہ 11 اور 12
زبان کی ابلاغی اور معاشرتی اہمیت	
اردو بطور قومی رابطہ کی زبان	ہفتہ 13 اور 14
انٹرویو، قوائد و لوازم	
اسلوب نگاری، اصول و اہمیت	ہفتہ 15 اور 16
لغات کا استعمال، ذخیرہ الفاظ (فرہنگ) میں اضافہ	ہفتہ 17 اور 18

حوالہ کی کتب:

- 1۔ مولوی عبدالحق، قواعد اردو
- 2۔ ڈاکٹر فرمان فتح پوری، زبان اور اردو ادب
- 3۔ ڈاکٹر مسکین علی حجازی، صحافتی زبان
- 4۔ ڈاکٹر انعام الحق کوثر، ترجمہ اور اس کا فن
- 5۔ خلیل صدیقی، زبان کیا ہے؟
- 6۔ ڈاکٹر محمد شمس الدین، صحافتی زبان

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Introduction to Statistics

Course Code	Subject Title	Credit Hours	Semester
STAT 206	Introduction to Statistics	03	III

Course Objectives

This course provides students with an introduction to statistical concepts and thinking, the collect and summarizing of data, practical introduction to data analysis, the application of simple statistical techniques to analyze and interpret results and to utilize statistical packages like SPSS on computers to illustrate the power of statistical techniques.

Outcomes

- Define the terms “population” and “sample” as they apply to Statistics
- Define and differentiate between the nominal, ordinal, interval and ratio levels of measurement
- Explain the proper use of Statistics within real world application and provide examples of its abuse
- Have an understanding of experimental design and the use of random number tables and generators
- Create and interpret frequency tables, histograms, cumulative frequency tables, stem and leaf displays and scatter plots
- Calculate and interpret measures of central tendency and variation
- Calculate and interpret standard scores
- Be able to differentiate between discrete and continuous random variables
- Determine whether the conditions for a Binomial experiment apply and compute the

Binomial probabilities

Week	Contents
Week 1 & 2	Introduction to statistics, definitions, types of statistics, statistics role in media and for journalist Measures of Dispersion: Introduction, Absolute and relative measures, Range,

Week 3 & 4	The semi- Inter-quartile Range, The Mean Deviation, The Variance and standard deviation, Descriptive analysis, Population, sample, Observations,
Week 5 & 6	Data, Discrete and continuous variables, Errors of measurement, Significant digits, Rounding of a Number, Collection of primary and secondary data, Sources, Editing of Data.
Week 7 & 8	Measures of Central Tendency: Introduction, Different types of Averages, Quantiles, The Mode, Empirical Relation between Mean, Median and mode,
Week 9 & 10	SPSS introduction, installation, feature, application, Sampling and Sampling Distributions Introduction, sample design and sampling frame, bias, sampling and non sampling errors, sampling with and without replacement,
Week 11 & 12	probability and non-probability sampling, Sampling distributions for single mean and proportion, Difference of means and proportions. Hypothesis Testing Introduction, Statistical problem, null and alternative hypothesis,
Week 13 & 14	Type-I and Type-II errors, level of significance, Test statistics, acceptance and rejection regions, general procedure for testing of hypothesis Presentation of Data through SPSS Introduction, basic principles of classification and Tabulation, Constructing of a frequency distribution,
Week 15 & 16	Relative and Cumulative frequency distribution, Diagrams, Graphs and their Construction, Bar charts, Pie chart, Histogram, Frequency polygon and Frequency curve, Cumulative Frequency Polygon or Ogive, Histogram, Ogive for Discrete Variable. Types of frequency curves. Excell MS & Inview to Introduction

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Walpole, R. E. 1982. "Introduction to Statistics", 3rd Ed., Macmillan Publishing Co., Inc. New York.

Muhammad, F. 2005. "Statistical Methods and Data Analysis", Kitab Markaz, Bhawana, Bazar Faisalabad

Sheskin D J Handbook of parametric and non-parametric statistical procedures Chapman & hall/CRC, Washington, D.C., 2000.

Dabuel W W Biostatistics. John Wiley & Sons, New York, 1995.

Semester IV

Language, Power and Communication

Course Code	Subject Title	Credit Hours	Semester
JMC 251	Language, Power and Communication	03	IV

Course Objectives

This course will focus on how language shapes culture and how we use it in a variety of contexts to both oppress and empower.

There will be thematic units such as language and society, language and ethnicity, language and gender, and language and disability. The course will also incorporate a variety of media to engage students in critiquing how our use of language shapes society.

Outcomes

- Using their reading and/or research, students will compose critical/analytical essays with a clear thesis and introduction.
- Using their reading and/or research, students will compose critical/analytical essays with organized supporting paragraphs.
- Students will use the standard conventions of English grammar and punctuation and write clear and efficient sentences.
- Students will maintain a style and persona appropriate for a particular purpose and audience
- In their essays, students will use research and correct documentation from a variety of sources, to include electronic sources

Week	Contents
Week 1 & 2	General orientation to the course Language <ul style="list-style-type: none">• Evaluation of language• Multiple functions of language• Understanding Language
Week 3 & 4	Language and Representation Language and social life Language and thought Language and power Language and ideology

	Language and discourse
Week 5 & 6	<p>Theories of Representation</p> <p>Intentional approach</p> <p>Reflective approach</p> <p>Constructionist approach</p> <p>Interpretation of Power</p> <ul style="list-style-type: none"> • Politics • Ideology • Persuasion • Propaganda
Week 7 & 8	<p>Theories of Power</p> <ul style="list-style-type: none"> • Pluralism Theory • Elitism Theory • Marxism Theory <p>Power through language</p> <ul style="list-style-type: none"> • Gender Behaviour communication • Stereotyping • Genderlects
Week 9 & 10	<p>Communicative Power strategies</p> <ul style="list-style-type: none"> • Politeness Speech • Hate Speech • Choosing words
Week 11 & 12	<p>Importance of language in communication</p> <ul style="list-style-type: none"> • Human Rights • Public Relations • Social responsibility
Week 13 & 14	<p>Conversation Analysis</p> <ul style="list-style-type: none"> • Observation Report • Power Dominance • Solidarity <p>Ideology in advertising</p> <ul style="list-style-type: none"> • Manufacturing consent • Newspeak <p>Political Correctness</p>

Week 15 & 16	<ul style="list-style-type: none"> • Ideology in the News • Ideology and objectivity • News as social construction
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TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30 %** **(Mid Term Examination)**
- ☐ **Final Examination: 50 %** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20 %**
 - o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Language in the News: Discourse and Ideology in the Press by Roger Fowler, Routledge, 1996

Exploring media discourse by Myra Macdonald, Arnold publishers, 2003.

Media discourses: Analysing media texts by Donald Matheson, Open University Press, 2005

What's Language Got to Do with It? Ed. Keith Walters and Michal Brody. New York: W.W. Norton, 2005.

The Little, Brown Handbook. 10th Edition. Ed. H. Ramsey Fowler, Jane Aaron, and Janice Okoomian. New York: Pearson, 2007.

Editing and Page Designing

Course Code	Subject Title	Credit Hours	Semester
JMC 252	Editing & Page Designing	03	IV

Course Objectives

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

Outcomes

- Understand the role of editors.
- Be able to spot holes in stories and remedy them.
- Edit copy precisely and consistently, using correct grammar and eliminating libelous passages and items in poor taste.
- Have a solid grounding in English grammar.
- Be able to write clear and accurate headlines, decks and captions.
- Be able to design basic news pages.
- Understand the basic ethical issues confronting editors.

Week	Contents
Week 1 & 2	Describe editing, importance of editing Selection of News, Basic Criteria & Procedure of editing checking facts
Week 3 & 4	Difference between editing and rewriting, Rewriting: purpose principles and procedure Traditional Techniques of editing, Computer composing

Week 5 & 6	Principles of translation, Literary Vs Journalistic translation Translation From English Into Urdu And Vice Versa
Week 7 & 8	Describe Photo Journalism, Picture Editing (Using photoshop and Corel Draw softwares) Elements Of Good Picture, Ethics of Photojournalism and Purpose of Pictorial Display
Week 9 & 10	Caption Writing: Editing a Caption, Types of Caption, Size & Importance of Caption Purpose and Principle of Caption Writing, Photos without Caption
Week 11 & 12	Page Make-Up, Design and Layout, Forms Of Layout Design Principles, Elements of Design
Week 13 & 14	Dummy Pages, Principles and Types of Make-Up Page Planning, Art & Tracing, Visualization
Week 15 & 16	Computer Editing, Use of Page-Making softwares Editing stories for Newspapers, Radio and TV

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Readings

Cherl, David (2001). Journalism. Landon: Trowin lon's.

Gibson, M. L. (2004). *Editing in the Electronic Era*. Iowa: Iowa State

Ken, Matzler (2000). *News Editing*. Cliffs: Prentice Hall.

Brooks Etal , The Art of Editing.

Matzler Ken, Englewood, News Editing, Cliffs, Prentice Hall 1979

Mc Giffert Renert, The Art of Editing News,

Sultan A. A, Design and Make of Newspaper,

David and Cherl, Journalism, Trowinlon's, London, 1975

Gibson M. L. Editing in the Electronic Era, Gowa State University Press 1979

A. R. Khalid, *Fun-e Khabar Naveesi*

Hijazi, Miskeen Ali, *Fun-e-Idarat*

Hassan Mehdi, *Sahafat*

Introduction to Economics

Course Code	Subject Title	Credit Hours	Semester
ECO 253	Introduction to Economics	03	IV

Course objectives

This course is designed to introduce our students with the basic concepts of economics. This will enable them that how the economic system is running and will be familiarized with various concepts, including inflation, price hike, budget, supply and demand and markets.

Outcomes

- Explain the behaviour of buyers and sellers in the market using basic economic theories
- Explain the role of government in influencing buyer and seller behaviour in the market
- Describe basic economic theories that explain economic outcomes of the aggregate economy
- State basic economic principles that influence global trading and the challenges relating to globalization
- Recognize and analyze common economic issues which relate to individual markets and the aggregate economy
- Explain economic events in individual markets and the aggregate economy using basic economic theory and tools
- Outline the implications of various economic policies on individuals and on the economy
- Demonstrate competence in using simple diagrams and graphs to explain economic principles and their applications.
- Appreciate how your individual decisions and actions, as a member of society, affect the economy locally, nationally and internationally.

Week	Contents
Week 1 & 2	General orientation and introduction to the course Nature, scope and importance of economics

Week 3 & 4	<p>What is Economics:</p> <p>Various definitions</p> <p>Price Mechanism:</p> <ul style="list-style-type: none"> • Price hike • The role of market force in price determination • Demand and Supply
Week 5 & 6	<p>Consumer Behavior:</p> <ul style="list-style-type: none"> • Utility Concept • Budget constraints <p>Individual demand and market demand</p> <p>Money:</p> <ul style="list-style-type: none"> • Definition, kinds and function of money • Money supply • Money demand • Central Bank • Commercial Banks • Money Market • Capital Market • Stock Exchange
Week 7 & 8	<p>Development indicators:</p> <p>Economic growth</p> <p>Economic progress</p> <p>Foreign reserves</p>
Week 9 & 10	<p>Taxation policy:</p> <ul style="list-style-type: none"> • Both direct and indirect taxes • Sales tax • Income tax • Property tax

Week 11 & 12	<p>Firm and Industries:</p> <ul style="list-style-type: none"> • Business enterprises • Forms of business organization • Proprietorship • Partnership • Joint stock companies <p>Multi-national corporations</p> <p>Production and Cost Functions</p> <ul style="list-style-type: none"> • Production function • factors of production
Week 13 & 14	<p>Various economic systems:</p> <ul style="list-style-type: none"> • Capitalism • Socialism • Communism • & Islamic concept of economics <p>Budget formation:</p> <ul style="list-style-type: none"> • Surplus • Deficit <p>Balance</p>
Week 15 & 16	<p>Banking System in Pakistan:</p> <p>Commercial</p> <p>Islamic</p> <p>Price Hike, Inflation, Interest</p>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Mankiw, G. - Principles of Economics - 2nd Edition (2001), South-West Publishers.

Samuelson and Nordrons - Economics –18th Edition (2004)- McGraw Hill.

McConnell and Bruce - Principles of Economics -17th Edition (2006)- McGraw Hill.

Lipsey and Goerant-Principles of Economics-10th Edition (2003)- Oxford University Press

International Communication

Course Code	Subject Title	Credit Hours	Semester
JMC254	International Communication	03	IV

Course Objectives:

This course examines and discusses communication among nations, special emphasis will be given on communication between Western and Muslim nations. The topics are designed to cover the beginning of International communication, organizations involved, purpose and goals of International communication, International media and International audience. The effects and the future of International communication will also be discussed.

Outcomes

A solid grounding in mapping and processes of international communication

In-depth knowledge of the structures of communication within an international context

An advanced understanding of debates at the forefront of International communication

Evaluate international communication within the framework of social, cultural, economic, religious and political division of the early 21st century.

Week	Contents
Week 1 & 2	Describe International Communication, the Nature of International Communication Historical Context: The growth of telegraph, the era of news agencies
Week 3 & 4	The advent of popular media, Radio and International Communication TV and International Communication, IC & Development
Week 5 & 6	Issues in International Communication, Free flow of Information International Communication versus Intercultural Communication, Means of Communication at International level
Week 7 & 8	Theoretical Perspectives of International Communication Globalization of Western Culture, New World Information and Communication Order,

Week 9 & 10	Contraflow in global media, new technologies, The Economics and Ideologies of International Communication
Week 11 & 12	The Main Actors in International Communication, Worlds' big media Conglomerates International Media, Selling of Cultural Products in shape of Entertainment
Week 13 & 14	International Communication Technologies, De-regularization International Communication: An Asian Perspective
Week 15 & 16	International Media and Islam. Framing of Muslims world in Western media

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%),
Assignments (5%) and Presentations (10%).

Recommended Books

- Anokwa, K. and Haris, P. (1997). *Beyond Cultural Imperialism*, Singapore: Sage.
- Beyer, Peter (1994). *Religious and Internationalization*, London: Sage.
- Hachten, W.A. (1996). *The World News Prism*. Ames: Iowa State University Press.
- Herbert, J. (2001). *Practicing International Journalism*. Focal Press: Oxford.
- Herman, E. and McChesney R. (1997). *The International Media*. London: Cassel.
- Kamalipour, Y. (2002). *International Communication*. Singapore: Wardworth

Thussu, Daya Kishan (2000). *International Communication: Continuity and Change*, New York, Oxford University Press

Media and Women (Gender Studies)

Course Code	Subject Title	Credit Hours	Semester
JMC 255	Media and Women (Gender Studies)	03	IV

Course Objectives

- Understanding the concept about Gender
- Understanding women in media
- To describe women journalism
- Critically understanding the concept of feminism

Outcomes of the course

- Understanding the true essence of feminism
- Promoting women Journalism
- Gender Equality & Equity
- Avoiding the gender discrimination
- How to use gender balance

Week	Contents
Week 1 & 2	What is Gender, Difference between gender and sexes, Gender and Society, Communication and Women Empowerment,
Week 3 & 4	Human Rights and Women rights (United Nation and Conventions), Concept of feminism and its types
Week 5 & 6	The Concept of Feminism in their approaches towards cultures and religion. Understanding women Journalism (Opportunities and Challenges)
Week 7 & 8	Women and Globalization, Depiction of women in Mass Media (Print, Broadcast, Online)

Week 9 & 10	Impact of Women Journalism on Society (Print, Broadcast, Online), Portrayal of Women in Advertising
Week 11 & 12	Representation of Women in Media portrayal of Gender, The power images, objectification of women in media
Week 13 & 14	Status and Challenges of Working women in media industries. Empowering women in Information Era.
Week 15 & 16	Feminist theory of Mass Communication, The concept of feminism in Pakistan.

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%),
Assignments (5%) and Presentations (10%).

Recommended Books

Prasad K : Women in media, The women press 2005

Prasad K : Communication and empowerment of Women: The Women press 2004

Sarikakis K and Shade LR: Feminist intervention in International Communication: Minding
the gap, Rawman & Littlefield 2008

Prasad: Women, Globalisation and mass media: International Facets of Emancipation, New
Delhi, B.R Publication Corporation 2003

Munshi S: Images of Modern Women in Asia. Curzon press 2001

Bathla S: Women democracy and media, Sage 1998

Krishnan P & Dighe A: Affirmation & Denial- Construction of Femininity on Indian Television, Sage 1990

Creedon PJ: Women in mass communication, sage 1994

Muzamdar R: A short introduction of feminist theory, Anustup Pub 2010

Environmental Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC 256	Environmental Journalism	03	IV

This course is designed to introduce students with basic concepts of environmental journalism and its brief history. Besides this course will also cover the climate change issues, debate and other environmental issues in the world.

The course is designed to inculcate an understanding of scientific language and practice, knowledge of historical environmental events to students

Learning Outcomes

- Acquire knowledge of how to report environmental issues
- Familiarity with environmental issues worldwide
- Understanding of the importance of this new emerging field of journalism

Contents

Week	Contents
Week 1 & 2	Definitions of Environmental Journalism and Origin Environmentalism, in Pakistan and its importance
Week 3 & 4	Importance of water, mountains, forests in Environmental journalism Climate Change in Pakistani Press
Week 5 & 6	Biodiversity importance in environmental journalism Environmental issues and new technology
Week 7 & 8	Agriculture and food in environmental journalism Sustainable Cities and media role
Week 9 & 10	Urbanization and industrialization effects on environment Energy coverage by media vs advantages and disadvantages
Week 11 & 12	Role of Media in deforestation, green and clean Pakistan

	Online Media and Environmental Politics, The Green Campaign in Pakistan
Week 13 & 14	Environmentalism and Conservation: Role of mainstream and social media Nuclear weaponization and environmental journalism
Week 15 & 16	Need of Environmental Journalism in Pakistan, Issues to Environmental journalism in Pakistan

Recommended Books

Ejaz, W., Ittefaq, M., & Arif, M. (2021). Understanding Influences, Misinformation, and Fact-Checking Concerning Climate-Change Journalism in Pakistan. *Journalism Practice*, 1-21.

Neuzil, M. (2020). The development of environmental journalism in the Western world. In *Routledge Handbook of Environmental Journalism* (pp. 19-37). Routledge.

Abrar, A. N. (2018). Storytelling as a way of convincing audiences in environmental journalism. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 3(2), 84-90.

Friedman, S. (2004). And the beat goes on: The third decade of environmental journalism. *The environmental communication yearbook*, 1, 175-187.

Sharif, A., & Medvecky, F. (2018). Climate change news reporting in Pakistan: A qualitative analysis of environmental journalists and the barriers they face. *Journal of Science Communication*, 17(1), A03.

Acharya, K., & Noronha, F. (Eds.). (2010). *The green pen: Environmental journalism in India and South Asia*. SAGE Publications India.

Bodker, H., & Neverla, I. (2014). *Environmental journalism*. Routledge.

Turner, B., & Orange, R. (Eds.). (2013). *Specialist journalism*. Routledge.

Libby Lester & Brett. H (2013), *Environmental Conflict and the Media*, Petter Lang Publishing. Inc., New York

Boykoff, M. T. (2009). "We Speak for the Trees: Media Reporting on the Environment". *Annual Review of Environment and Resources*.

Witschi, N.S. (2002). *Traces of Gold: California's Natural Resources and the Claim to Realism in Western American Literature*. Tuscaloosa: University of Alabama Press

Semester V

Communication Theories-I

Course Code	Subject Title	Credit Hours	Semester
JMC301	Communication Theories-I	03	V

Course Objectives Course Objectives

This course introduces students to liberal pluralist perspective on sociology of mass media content. Theories of influence on mass media content are becoming increasingly important in understanding effects of mass media. This course shall summarize theories of influence on mass media content and suggest a framework for linking influences on content to effects of content.

Outcomes

- Direct effect paradigm Propaganda theories
- Limited effect paradigm Two step flow of information
- Selective process Klapper's phenomistic theory Diffusion Theory Functional analysis
- Normative theories Libertarian Theory Social responsibility theory
- Development media theory Democratic participant theory

Week (s)	Contents
Week 1 & 2	Definition and difference of theory, paradigm and model Types and functions of theories
Week 3 & 4	Process of theory formation Normative theories of media
Week 5 & 6	Four eras of Mass media theory Direct/powerful Effect paradigm Limited Effect paradigm Two/Multiple step flow of information Selective processes
Week 7 & 8	Moderate effect theories Re-powerful effect theories
Week 9 & 10	Propaganda Analysis: from Historical to Herman and Chomsky Propaganda Marshal McLuhan's Media Determinism
Week 11 & 12	Media Hegemony Theory
Week 13 & 14	Knowledge Gap Hypothesis
Week 15 & 16	Diffusion of Innovation

Suggested Books:

ABC Communication of Studies, David Gill, MacMillan, London, 1990.

Building Communication Theories, Fred L. Casimir (Ed) Lawrence Erlbaum Associates, Hillsdale, 1995.

Understanding Media Culture, Nick Stevenson, Sage, London, 1995.

Human Communication, Tulos Mass, McGraw Hill, New York, 1996. Communication Studies, John Comer, Edward Arnold, New York, 1993.

Edward, John Corner. (1993) Communication Studies New York Arnold.

Fiske, John (1990) Introduction To Communication Studies, London Methuen And Co.

Gill, David (1990) Abc Of Communication Studies, London Macmillan

Mass Communication Theory, Stanley J. Baran and Dennis K. Davis, Wadsworth, Belmont, 199.

Essentials of Mass Communication Theory, Arthur Esa Berger, Sage Publications, London, 199.

Mass Communication Theory, An Introduction, Denis McQuail, 3rd ed., Sage Publications, London, 1994.

Theories of Mass Communication, Melvin Defleur and Sandra Ball Rokeach, 5th ed., Longman, London, 1989.

Mass, Tulos, (1996), Human Communication. New York: McGraw Hill.

Mcquail, Denis (1977). The Influence And Effects Of Mass Media. In Curran, James Michael Gurevitch And Janat, Wollacott (Eds). Mass Communication And Society. Beverly Hills : Sage.

Mcquail, Denis. (1972) Sociology Of Mass Communication. Harmondsworth,: Penguin.

Murtaza, Muteen Ur Rehman. (1999) Nazaryat-E- Iblagh Karachi: Department Of Mass Communication, University Of Karachi.

Rogers, Everett. (1962) Diffusion Of Innovations. New York: Free Press.

Seymore, C (1974). The Political Impacts Of Mass Media. London: Constable.

Snow, R.P. (1984) Creating Media Culture. Beverly Hills: Sage

Reporting – I

Course Code	Subject Title	Credit Hours	Semester
JMC302	Reporting-I	03	V

Course Objectives

The course would enable the students how to identify a possible news story, from where to gather information and how to put the collected information into a formal news story format. The course is also intended to apprise the students of (a) The significance of ‘news’ as a basic component of newspaper, (b) The role of a reporter with reference to his/her professional qualities, duties, achievements, failures, skills and working conditions.

Outcomes

- Gather information, read and report current events.
- Predict and combat problems related to news reporting in the best possible way.
- Get a deep insight of the practical side of journalism.
- Join news organizations in which they will excel.
- Start practicing free-lance journalism.

Week	Contents
Week 1 & 2	News, Its Various Definitions, Kinds or types of News haracteristics of News, News Values,
Week 3 & 4	Getting News first vs. getting it right, Qualification of Reporters Duties of Reporters, Discuss Beats & Their importance
Week 5 & 6	Sources of News: News Sources for Journalist, News Sources for Individuals Written News Sources, Human News Source,
Week 7 & 8	News Agency: Structure & Functions. Introduction of International and National News Agencies, Syndicate Service
Week 9 & 10	Structures of a News Story, Developing News Writing Style News Lead: Types Of Lead, Elements Of Good News Lead

Week 11 & 12	Breaking News, Current affairs vs. Follow up stories Investigative Reporting, Statement Reporting, Press Release, Handout etc
Week 13 & 14	Monitoring Desk, its functions, Monitoring News Interview & its types, The Art of Interview
Week 15 & 16	Differences between News and opinion and hard news & soft news Discussion on the abstract term 'News Sense'

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Readings

Chakravarty, Suhas (2006). *News Reporting and Editing: An Overview*. New Delhi: Kanishka Publishers.

Clarence, Hach (2002). *Scholastic Journalism*, Iowa: Iowa State University Press.

Graber, Doris A. (1988). *Processing The News*. New York, London: Longman Publications.

Harris, Geogfrey And Spark, David (1997). *Practical Newspaper Reporting*. Oxford: Oxford Focal Press.

Itule, Bruce (2003). *News Writing And Reporting For Today Media (6th Ed:)* Boston: McGraw Hill.

Puri, Manohar (2006). *Art of Reporting*. New Delhi: Pragun Publications.

Selvaraj, Madhur (2005). *News Editing and Reporting*. New Delhi: Dominant Publishers and Distributors.

Sissons, Helen (2006). *Practical Journalism: How to Write News*. London: Sage Publications.

Media Ethics and Laws in Pakistan

Course Code	Subject Title	Credit Hours	Semester
JMC 303	Media Ethics and Laws in Pakistan	03	V

Course objectives

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

This course examines the structures and implementation of media laws in Pakistan and around the world, journalistic ethics and the concept of “media literacy,” which means the ability to assess the credibility of various types of information.

Outcomes

- Knowledge of media law and the reality of how it is implemented in various countries
- A sense of how ethical decisions are made in a journalistic context
- Ability to differentiate between credible media content and information from sources lacking credibility
- Recognize the relationship between media law and governance.
- Be able to develop model legal structure for evolving media systems.
- Understand the importance of tempering media power with ethical responsibilities.
- Be able to develop codes of ethics pertaining to journalism, entertainment, advertising, and public relations.

Week	Contents
Week 1 & 2	Ethics Introduction, need and nature, Sources of ethics in Pakistan society. Media ethics Need and scope Ethics and media profession

Week 3 & 4	<p>Social responsibility theory</p> <p>Islamic code of ethics</p> <p>Islamic concept of communication</p> <p>Ethical problems</p> <p>External and internal pressures on media</p> <p>The violations of media ethics in Pakistan (deadline and ethics)</p>
Week 5 & 6	<p>Privacy, corruption, personal interests, etc.)</p> <p>Violation of professional values: problems and consequences</p> <p>Codes of Ethics and Application</p> <p>International codes of ethics (Print, electronic and web media)</p> <p>Pakistani codes of ethics (Print, TV, Radio and web media)</p>
Week 7 & 8	<p>Pakistani codes of ethics (ethical code of practice –17pointsinpress council ordinance,2002),</p> <p>PFUJ, APNS, CPNE etc.</p> <p>Other codes of ethics and application</p>
Week 9 & 10	<p>Press Council of Pakistan</p> <p>Evolution, need, establishment and code of ethics</p> <p>Media Laws</p> <p>Introduction, need and nature</p>
Week 11 & 12	<p>Evolution of press laws in sub-continent and Pakistan</p> <p>Press acts & ordinance of Pakistan</p>
Week 13 & 14	<p>Pakistani Laws (Print, TV, Radio and web media), Plagiarism and copy right act</p> <p>Freedom of information and speech</p>
Week 15 & 16	<p>Social media ethics, cyber law & PTA</p> <p>Freedom of press in national and international laws</p>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Dr. Ahsan Akhtar Naz, Subahtic Zimadoryan Muqadra Qaum Zabbar (Natal Language 1998, Islamabad.

Jabbar, Javed. (1997). *Mass Media Laws and Regulations in Pakistan*. Singapore: AMIC.

Dr. Ahsan Akhtar Nar, Sohafti Qananee, A. H. Publishers, Urdu Bazar, Lahore

Dr. Naz, *Sahbafti Ikhlaiyat*, Azeem Academi Urdu Bazar, Lahore.

Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.

Dr. Muhammad Wasim Akbar, *Zarae Iblagh aur Islam* Nomani Kutab khana, Urdu Bazaar Lahore.

Curran, James & Gurevitch, Michael (1985). *The Study Of The Media: Theoretical Approaches. Culture, Society And The Media*. Suffolk: Richard Clay (the Chauser Press) Ltd.

Hodges, Louis W. (1986). *Defining Press Responsibility: A Functional Approach. Responsible Journalism*. California: Sage Publications.

Merrill, John C. (1986). *Three Theories Of Press Responsibility And The Advantages Of Pluralistic Individualism. Responsible Journalism*. California: Sage Publications.

Niazi, Zamir (1987). *The Press in Chains*. Lahore: Royal Book Company.

Niazi, Zamir (1994). *The Web of Censorship*. Karachi: Oxford University Press.

Introduction to Advertising

Course Code	Subject Title	Credit Hours	Semester
JMC 304	Introduction to Advertising	03	V

Course Objectives

This course is designed to introduce students to the world of advertising industry. This will enable our students to bring ideas and then implement. During the course students will be introduced to both print and digital media currently available to the markets and advertisers.

Outcomes

- Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.
- Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment.
- Develop an advertising plan and present and defend it persuasively.
- Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.
- Collaborate in the development of advertising and marketing communications material, in compliance with current Canadian legislation, industry standards and business practices.
- Participate in the development of creative solutions to address advertising and marketing communications challenges.
- Contribute to planning, implementing, monitoring and evaluating projects by applying the principles of project management.
- Complete all work in a professional, ethical and timely manner.

Week	Contents
Week 1 & 2	General orientation and introduction to the course The basics of advertising
Week 3 & 4	Scope and importance of advertisement Visualization, ideation, creative concept

Week 5 & 6	<p>Copy writing:</p> <ul style="list-style-type: none"> • Structure headline slogans <p>Language of advertising</p> <p>Advertising strategy:</p> <ul style="list-style-type: none"> • Radio • TV • Print <p>New Media</p>
Week 7 & 8	<p>Types of advertising</p> <p>Art work and layout</p>
Week 9 & 10	<p>Advertising campaign:</p> <ul style="list-style-type: none"> • Planning <p>Launching</p> <p>Advertising agency</p> <ul style="list-style-type: none"> • Structure and functions <p>Types</p>
Week 11 & 12	<p>Advertising in Pakistan:</p> <ul style="list-style-type: none"> • Major Departments • Agencies <p>Structure</p> <p>Research and advertising:</p> <ul style="list-style-type: none"> • Marketing research <p>Advertising research</p>
Week 13 & 14	<p>Ethics in advertising</p> <p>Creativity in advertising:</p> <ul style="list-style-type: none"> • Idea <p>Visualization</p>
Week 15 & 16	<p>Career opportunities in advertising</p> <p>Course review</p>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Book:

- Aaker, David A. (1996). *Advertising Management*. India: Prentice Hall, 4th Ed.
- Bovee, Courtland L. & Arens, William F. (1992). *Contemporary Advertising*. Boston: Arwin Homwood. 4th Ed.
- Bovee, Courtland L. (1995). *Advertising Excellence.*, New York: McGraw- Hill, Inc.
- Forker, Olan D. (1993). *Commodity Advertising*. New York: McGraw Hill.
- Fraser P. Steitel (1992). *The Practice of Public Relations*. Singapore: Merrill Publishing Company
- Hahn, Fred E. (1993). *Do It Yourself Advertising*. New York: John Wiley & Sons.
- Hart, Norman (1995). *The Practice of Advertising*. 4th Ed. London: McGraw Hill.
- Hendrix, Jerry A. (1992). *Public Relations Cases*. Belmont: Wadsworth.
- Jefkins, Frank (1991). *Public Relations for Marketing Management*. London: Pitman Publishing.
- Phillip H. (1989). *Public Relations: Strategies and Tactics*. New York: Harper Collins Publishers.

Introduction to Film and Documentary

Course Code	Subject Title	Credit Hours	Semester
JMC305	Introduction to Film and Documentary	03	V

Course Objectives

This course introduces core concepts of film and theatre analysis, which are discussed through examples from different national cinemas, genres, and direction. The coursework covers a wide range of styles and historical periods in order to assess the multitude of possible film and theatre techniques (camera techniques, editing, shot selection, etc.) and principles of narrative structuring. Throughout the semester, students will learn different methods of viewing, analysis, exposition, and criticism and will have the opportunity to write extensively about the films and theatre seen in class.

Outcomes

Film Studies

Undertake comprehensive analysis of various films;
Evaluate film as a social and cultural document;
Critically discuss a film and its context in an oral presentation;
Present ideas on film history and theory in a clear written format;
Understand the role of film within digital humanities.

Documentary

Week	Contents
Week 1 & 2	Introduction to Film, history of Film, film production requirement Types and Forms of Film, Hollywood, Bollywood and Lollywood
Week 3 & 4	Screen writing, idea, concept, dialogue, plot, story types, skills and techniques Film direction skills
Week 5 & 6	Set designing , requirement and skills, sound and music

	Dress and context , stuntman importance
Week 7 & 8	Choreography and cinematographic properties Editing, Audience and spectators, film and society
Week 9 & 10	What is Documentary. History of documentary, types of documentaries.
Week 11 & 12	Exploring the concept of documentary film, situation documentary film and social sciences. Significance and function of documentary
Week 13 & 14	Production of documentary, ideas, script and structure. Documentary direction skills, set designing, sound and score.
Week 15 & 16	Advance research (pre- production) Abilities, requirement and skills of documentary makers, culture of documentary making in Pakistan (shermen Ubaid chenai)

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

David Bordwell and Kristin Thompson. *Film Art: An Introduction* SEVENTH EDITION. New York: McGraw-Hill Inc., 2004.

Hayward, Susan. *Cinema Studies: The Key Concepts*. 4th ed. London: Routledge, 2013.

Kawin, Bruce, *How Movies Work*. Berkeley and Los Angeles: University of California Press, 1992.

Cook, David A., *A History of Narrative Film*, 4th ed. New York: W.W. Norton & Co., 2004.

Sikov, Ed. *Film Studies: an Introduction*. New York: Columbia UP

Dix, Andrew. *Beginning Film Studies*. Manchester UP. Print.

Grant, Barry Keith. *Film Study in the Undergraduate Curriculum*. New York: Modern Language Association of America, 1983. Print.

Polan, Dana, and Haidee Wasson. "Young Art, Old Colleges." *Inventing Film Studies*. Durham: Duke UP, 2008. Print.

Villarejo, Amy. *Film Studies: the Basics*. London: Routledge, 2007. Print.

Bergan, Ronald. *Film*. New York: DK Pub., 2006. Print.

Stam, Robert. *Film Theory: an Introduction*. Malden, MA: Blackwell, 2000. Print.

Dana Polan, *Scenes of Instruction: The Beginnings of the U.S. Study of Film* (UC Press, 2007)

Stanislavsky, Konstantin, *An Actor's Work* (London: Routledge, 2008)

Bogart, Anne and Landau, Tina, *The Viewpoints Book*, (New York: Theatre Communications Group, 2005)

Lecoq, Jaques, *The Moving Body*. (London: Methuen, 2002)

Whitmore, John, *Directing Postmodern Theatre* (Ann Arbor: University of Michigan Press, 1994)

Aston, Elaine & Savona, George, Theatre as a Sign-System: A Semiotics of Text & Performance (London: Routledge, 1991)

Carlson, Marvin, Performance: A Critical Introduction (London and New York: Routledge, 1996)

Counsell, Colin & Wolf, Laurie, Performance Analysis: An Introductory Course book (London: Routledge, 2001)

Freshwater, Helen, Theatre and Audience (Basingstoke: Palgrave Macmillan, 2009)

Kelleher, Joe, Theatre and Politics (Basingstoke: Palgrave Macmillan, 2009)

Semester VI

Peace and Conflict Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC351	Peace & Conflict Journalism	03	VI

Course objectives

The course seeks to introduce students to the concept of peace, conflict and violence, and analyze the role that media/journalists can play in conflict resolution and peace-building. Through a number of case studies, it examines how journalism can create opportunities to consider and value non-violent responses to conflict. In so doing, not only does it compare war journalism (the dominant paradigm, which generates a simplistic perception of significant events) to peace journalism (an alternative approach), but also examines techniques on how the reporting of war and violence (direct, structural, cultural) can be made more accurate and more useful by seeking the roots of conflict and highlighting possible solutions.

This course is devised to acquaint the students with evolution of mass media in the world. This course will have an overview of major contemporary issues of global media. A brief Introduction of world media organization will also be covered in this course.

Outcomes

This course is devised to acquaint the students with evolution of mass media in the world. This course will have an overview of major contemporary issues of global media. A brief Introduction of world media organization will also be covered in this course. The course explores conflict sensitive journalism as a field of theoretical and practical inquiry and research. The course will explore current perspectives, underlying assumption and a variety of models in reporting conflict with a view to emphasize conflict sensitive reporting. It also includes consideration of underlying sources of conflict, the multiplicity of causes and dynamics leading to manifest expression and escalation, with a focus on the strategic choices made by parties to a conflict.

The course examines the role of language (choice of words, e.g.) and representation in demonizing one party to the conflict and glorifying the other, which can lead to conflict escalation. The course explores the issues of journalistic ethics in reporting conflict. In addition, it also examines the personal security of journalist in a conflict zone.

Week	Contents
Week 1 & 2	<p>Peace and conflict theories. Definition of peace. Epistemology and etymology of peace.</p> <p>Critical theory (as covered in international relation and political science) with focus on modernism, post modernism, critical discourse analysis, futuristic studies and multiculturalism, intercultural harmony, interfaith harmony.</p> <p>Literature (of peace) because it creates empathy towards the suffering of others. Peace in the context of local traditions and customs.</p> <p>Symbolic meaning of peace-functionalism, conflict sociology, and symbolic interactionism, peace symbols, color (white) and image (dove). Symbolism in poetry (Sahir Ludhianvi's poems) and prose.</p>
Week 3 & 4	<p>Journalism and News writing—pro-peace language and thematic (gender and diversity) journalism, framing of news and questions etc.</p> <p>Social sector reporting as opposed to political or conflict reporting.</p> <p>Telling stories of people affected by conflict. Telling stories about “drivers” of peace.</p>
Week 5 & 6	<p>Critical thinking—look at news where stories are not pro-peace. For example, the way media covered the case of Rwanda where Hutu and Tutsi conflict was represented by media as conflict between two tribes. They are not tribes but two classes. A Hutu can become Tutsi and Vice versa.</p> <p>Positive nationalism—that we are a part of international community, in fact a country that has several nations and how could possibly contribute to the health of nations. Journalism to push for opening up of primary education to tolerance and peace because it becomes difficult to change minds later in life.</p>
Week 7 & 8	<p>Sociology. Comparative studies—cultures, societies and religions.</p> <p>Truth and reconciliation. War and peace studies—with focus on whose interest war serves.</p> <p>Practice of peace-journalism: Newsroom practices and writing stories</p>

Week 9 & 10	<p>Defining Conflict. What is conflict?. Types of conflict (global as well as local) and causes of conflict. Dynamics of conflict. Identifying conflict situation. Interests of conflicting parties. Understanding violence.</p> <p>Languages and news. What is conflict sensitive journalism?. What is conflict sensitive language?. How language can escalate a conflict?. Cultural sensitive language (choice of words/terms). Case Study—1. How language can do-escalate a conflict? Case Study—2.</p>
Week 11 & 12	<p>Language and Representation. Social Construction of Reality. Representing the self and the other. Stereotyping: Demonizing the other. Glorifying violence. Journalistic ethics (specific to conflict reporting). Taking security measures in a conflict zone.</p> <p>Theories of Representation. Reflective approach. Case Study—1. Intentional approach. Case Study—2. Constructionist approach. Case Study—3.</p>
Week 13 & 14	<p>Practical Work. Selecting published conflict stories of analysis. Identifying Linguistic terms, which could be avoided. Changing structure of the published stories in order to make them conflict sensitive. Picking on any conflict, writing a conflict sensitive report about it.</p> <p>Physical safety; Risk assessment Networking with other journalists, organizations, potential sources in the crisis area, Basic knowledge of first aid Tools, gadgets etc.</p>
Week 15 & 16	<p>Basic psychology concepts, Trauma, anxiety, depression, and PTSD, Grief and bereavement Psychological first aid Crisis intervention, General principles to digital security: Introduction The Internet and mobile phone systems, Mapping your digital assets and threats Identifying suitable digital tools Securing data on digital devices Recovering from data loss Securing communications, Ensuring backup power supply of Gadgets Using social media for crisis reporting</p>

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

- Wolfsfeld, Gadi (2004), Media and the Path to Peace, (Cambridge University Press)
- Spencer, Graham (2005), The media and peace: from Vietnam to the ‘War on terror’, (Palgrave, Macmillan)
- Allen, Tim & Jean Seaton (1999), The Media of Conflict, (Zed Books)
- Beebe, Shannon & Mary Kaldor (2010), The Ultimate Weapon is No Weapon: Human Security and the New Rules of War and Peace, (Public Affairs)
- Hawkins, Virgil (2008), Stealth Conflicts: How the World’s Worst Violence is Ignored, (Ashgate)
- Ibrahim Seaga Shaw, Jake Lynch, and Robert A. Hackett (2011), Expanding Peace Journalism, (Sydney University Press).
- Jake Lynch, Johan Galtung (2010), Reporting Conflict: New Directions in Peace Journalism, (University of Queensland Press).
- Lynch, Jake (2008), Debates in Peace Journalism, (Sydney University Press)
- Richard Keeble, John Tulloch, Florian Zollman (2010), Peace Journalism, War and Conflict Resolution, (New York, Peter Lang)
- Lynch, Jake and Annabel Mc Goldbrick (2005), Peace Journalism, (Hawthorn Press)
Read more at: <http://media.jour.auth.gr/peace-journalism/>
- Lauren Kessler and Duncan McDonald. When Words Collide: A Media Writer’s
- Guide to Grammar and Style. Belmont, California: Wadsworth (1996),

- William Strunk (and E.B. White): *The Elements of Style*. Longman (1999, or any edition).
- Renee J. C. (1991), *The Word: An Associated Press Guide to Good News Writing*
- Shirley Biagi (1992), *Interviews that Work: A Practical Guide for Journalists*, 2nd edition, Wadsworth Publishing.
- Howard, Ross (2004), *Conflict Sensitive Journalism. A Handbook*. Available at: <http://www.i-m-s.dk/media/pdf/Handbook%20pdfvers%20eng%20220404.pdf>
- Stovall, James Glen (2004). *Web Journalism - Practice and Promise of a New Medium*, Pearson Education, Boston, MA.
- Black, J. and R. Barney, eds. "Search for a global media ethic." [Special issue] *Journal of Mass (Eds.). Media Ethics*, 17(4), (2002).
- Black, J. 1993, Steele, Bob, Barney, Ralph, *Doing ethics in journalism – A hand book with case studies..*
- Kriesberg, L. & Dayton, B. W. (2012). *Constructive conflicts: From escalation to resolution*. Plymouth, U.K.: Rowman & Littlefield Publishers.
- Kriesberg, L. (2005). "Nature, dynamics, and phases of intractability," In Chester A. C., Fen O. H. & Pamela A. (eds.) *Grasping the nettle: Analysing cases of intractable conflict*, Washington, D.C.: USIP.
- Conboy, M. (2007). *The language of news*. New York: Routledge.
- Conflict sensitive journalism handbook, available at http://www.mediadiversity.org/en/index.php?option=com_content&view=article&id=293:conflict-sensitive-journalism-handbook
- Christina Archetti (2013). *Explaining News: National politics and journalistic culture in international context*. California: Palgrave.
- Conflict Sensitive Journalism: Moving Towards a Holistic Framework, available at <http://www.mediasupport.org/publication/conflictsensitive-journalism-moving-towards-a-holistic-framework>

Introduction to Public Relations

Course Code	Subject Title	Credit Hours	Semester
JMC 352	Introduction to Public Relations	03	VI

Course Description: This course focuses exclusively on public relation and provides a comprehensive understanding of how it fits within the wider communication mix. Students will learn about the basics of PR. This will expose our students to the various PR platforms in Pakistan. This course will further introduce our students to the various jobs and duties of Public Relation Officer (PRO). At the end of the course students will be sensitized about the various challenges and opportunities in PR department.

Outcomes

- The role and functions of public relations in an industrialized society.
- The historical evolution of public relations, career
- opportunities in the field, and professional/ethical/legal responsibilities.
- An understanding of public relations activity in firms, social agencies, trade
- organizations, government, education, sports and entertainment.
- The basic process of public relations —research, planning, communication,
- Evaluation —and the use of communications strategies to achieve organizational goals.
- Concepts of public relations, audience analyses, and persuasion.
- Practical guidelines for utilizing written, spoken, and visual techniques to reach the selected audience.

Week	Contents
1	General orientation and introduction to the course
2	What is PR? <ul style="list-style-type: none">• Definition Nature and scope of PR
3	Role of PR: <ul style="list-style-type: none">• Formation of public opinion

	<ul style="list-style-type: none"> • Attitude formation
4	PR process: Research Planning PR at work
5	Job description of PRO: <ul style="list-style-type: none"> • Duties Qualification
6	Building PR campaign: <ul style="list-style-type: none"> • Planning • Research Execution
7	The concept of two-way communication in PR <ul style="list-style-type: none"> • Consumer/client's rights • Consumers' feedback
8	Professionalism in PR Ethics in PR
9	Mid-Term Exam
10	Various PR departments: <ul style="list-style-type: none"> • PR in Govt. departments • In autonomous bodies In industrial and social organizations
11	PR through Mass Media <ul style="list-style-type: none"> • Print • Radio • TV
12	PR management:

	<ul style="list-style-type: none"> • Establishing contacts with media organizations and media persons • Conflict resolution
13	PR through social media:
14	PR tools : <ul style="list-style-type: none"> • Press conferences • Events Trade fares through press conference, special events and trade affairs
15	Writing a press release: <ul style="list-style-type: none"> • Language Style
16	Challenges and opportunities in PR
17	Course review
18	Final-Term Exam

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Fraser P. Steitel (1992). *The Practice of Public Relations*. Singapore: Merrill Publishing Company

Hendrix, Jerry A. (1992). *Public Relations Cases*. Belmont: Wadsworth.

Jefkins, Frank (1991). *Public Relations for Marketing Management*. London: Pitman Publishing.

Phillip H. (1989). *Public Relations: Strategies and Tactics*. New York: Harper Collins Publishers

Reporting-II

Course Code	Subject Title	Credit Hours	Semester
JMC 353	Reporting-II	03	VI

Course Objectives

Learn basics of writing for newspaper Improve basic writing shields Understand difference between writing for print and broad cast media Learn News gathering techniques.

Outcomes

- Gather information, read and report current events.
- Predict and combat problems related to news reporting in the best possible way.
- Get a deep insight of the practical side of journalism.
- Join news organizations in which they will excel.
- Start practicing free-lance journalism.

Week	Contents
Week 1 & 2	Advanced Reporting, Multiplatform Reporting, What Reporters must know Duties of Reporters, Discuss Beats & Their importance
Week 3 & 4	Differences between News and opinion and hard news & soft news Video Recording, Field work: Tips and Procedure
Week 5 & 6	Production of video news report, OC,VO, SOT, PTC DSNG, Live & As live coverage,
Week 7 & 8	Importance of video in online news report Photography, Head room, Nose room and other necessary elements of photography
Week 9 & 10	Elements of online News reports a) Multimedia Contents b) Text visuals and photos News Lead: Types Of Lead, Elements Of Good News Lead
Week 11 & 12	Breaking News, Cartain rasier vs. Follow up stories Investigative Reporting, Statement Reporting, Press Release, Handout etc

Week 13 & 14	Monitoring Desk, its functions, Monitoring News Interview & its types, The Art of Interview
Week 15 & 16	Beat Reporting Discussion on the abstract term 'News Sense'

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Readings

Chakravarty, Suhas (2006). *News Reporting and Editing: An Overview*. New Delhi: Kanishka Publishers.

Clarence, Hach (2002). *Scholastic Journalism*, Iowa: Iowa State University Press.

Graber, Doris A. (1988). *Processing The News*. New York, London: Longman Publications.

Harris, Geogfrey And Spark, David (1997). *Practical Newspaper Reporting*. Oxford: Oxford Focal Press.

Itule, Bruce (2003). *News Writing And Reporting For Today Media (6th Ed:)* Boston: McGraw Hill.

Puri, Manohar (2006). *Art of Reporting*. New Delhi: Pragun Publications.

Selvaraj, Madhur (2005). *News Editing and Reporting*, New Delhi: Dominant Publishers and Distributors.

Sissons, Helen (2006). *Practical Journalism: How to Write News*. London: Sage Publications.

Video & TV Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC354	Video & TV Journalism	03	VI

Objectives

All programs take birth from an idea. This idea is then developed and grown through the process of organization, recording and editing, before airing to the viewers. This course is designed to teach the students all these stages. They will learn how to think, grasp and express the creative idea and how to take forward the idea towards its complete production cycle. The course also includes the element of selling a program idea to a potential television channel.

Outcomes

- Demonstrate the cognitive, research, analytical, critical thinking, communication and presentation skills required for undergraduate study and professional practice
- Be able to apply the ethics and regulations that govern modern media and communication practice
- Have the ability to recognize news and to apply critical thinking, analytical skills and ethical practice in the gathering and presentation of news within the context of the professional requirements and demands of the multi-media newsroom
- Have the professional skills to work in a converged, multi-media newsroom and the ability to adapt to future changes in newsroom practice

Week	Contents
Week 1 & 2	Describe TV Journalism, history of TV importance of video/ footage for TV News
Week 3 & 4	Classification of TV programs: News, Current affairs, Entertainment
Week 5 & 6	TV News format, News Package, Short Documentaries
Week 7 & 8	Making the proposal and pilot design; targeting the audience, Searching for the resources and budgeting. Translating idea into program; choosing the right format and script
Week 9 & 10	Production, Pre Production, Post Production, Process of Production and editing; aids and tools
Week 11 & 12	Tips for field reporting, Prerequisites of TV reporting,

	Field interviews,SOT, Voxpops, Scriptwriting: Necessary elements & Relevency
Week 13 & 14	Selling the idea; check list and tips, The Elements of the news bulletin, process of preparing newscast
Week 15 & 16	Role of the anchor, On Camera Presentation, Posture and breath, TV Adverstiment- Money with Entertainment: Critical Evaluation

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Readings

Grant & Meadows (2202). *Communication Technologies Update*, 8the edition, Oxford: Focal Press

Hausman, Benoit & Messere, O'Donnel (2004). *Modern Radio Production*, 6ⁿ edition. Wadsworth: Australia

Mayeux, Peter E. (1994). *For the Electronic Media*, New York: McGraw Hill

Walters, Roger L. (1994). *Broadcast Writing: Principles and Practice*, 2nd Edition, 1994, New York: McGraw Hill.

Phillips, G., and Lindgren, M. (2013), *Australian Broadcast Journalism* (3rd edition). Oxford University Press.

Alysen, B. (2012). *The Electronic Reporter* (3rd edition). UNSW Press.

Political Communication

Course Code	Subject Title	Credit Hours	Semester
JMC 355	Political Communication	03	VI

Course Objectives: Course Objectives:

This course is aimed at introducing the students with political system and political communication process. Besides it is designed with the aim to provide a detailed understanding and critical interrogation of the theoretical literature on political communication and its applicability and relevance to Pakistani context.

Outcomes

- Demonstrate and introductory knowledge of the theories of political communication;
- Understand the relationships between media, political institutions and the public;
- Demonstrate knowledge of the applications of political communications in a variety of contexts;
- Analyze political communication in a range of contemporary media;
- Consider the impacts of political communication for Australian democracy;
- Demonstrate critical thinking and problem-solving skills;
- Demonstrate written and oral communication skills.

Week	Contents
Week 1 & 2	Introduction and essentials of Political Communication, Concepts & trends of Political Communication.
Week 3 & 4	Approaches & Types of Political Parties: Global and National context
Week 5 & 6	Media-government relations/ media-politics, media-policy relations.
Week 7 & 8	Theories & Models of Political Communication.
Week 9 & 10	Democracy & Media: US, Western & third world Perspectives. The Westernization of Political Communication.
Week 11 & 12	Media's role in conflict and peace processes in the context of politics;
Week 13 & 14	Packaging Politics, Celebrity Politics.

Week 15 & 16	Election in Pakistan-Media as Political Actors: Evaluating Print, Electronic & Web media' contents
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TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

Larry Powell and Joseph Cowart(2003), *Political Campaign Communication: Inside and Out*, Toronto: Pearson Education, Inc.

Catherine F. Smith (2010), *Writing Public Policy: A Practical Guide to Communicating in the Policy Making Process*, Oxford/New York: Oxford University Press.

Philippe J. Maarek (2011), *Campaign Communication and Political Marketing*, Wiley-Blackwell.

Heather MacIvor (2009), *Election*, Toronto: Emond Montgomery Publications.

McNair, B. (2008). *An introduction to political communication* (4th ed.). NY: Routledge

Schiffer, A. J. (2008). *Conditional Press Influence in Politics*. UK: Lexington Books.

Hassan, B. (2009). *Breaking Point*. Karachi, Pakistan: [Royal Book Company](#)

Street, J. (2001). *Mass Media, Politics and Democracy*. Palgrave Macmillan

Macmillan, P. (2009). *Making Pakistan a tenable State*. Lahore, Pakistan: Ferozsons.

Jenkins, H. & Thorburn, D, (2004). *Democracy and New Media*. MA, USA: The MIT Press.

Schiffer, A. J. (2008). *Conditional Press Influence in Politics*. UK: Lexington Books.

Current Affairs

Course Code	Subject Title	Credit Hours	Semester
JMC356	Current Affairs	03	VI

Learning Objectives:

Knowledge about contemporary National, International Issues

Describing Pakistan's role as a regional and international player

Developing analyzing skills of world issues

Course outcomes:

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

ACQUIRE the basic knowledge of National and International Affairs

ANALYZE and **EVALUATE** the contemporary national and international issues

DEMONSTRATE analytical skills as newsmen in the world of media **Course**

Week	Contents
Week 1 & 2	An overview of post-independence History of Pakistan. Constitutional Development in Pakistan. Basics of Pakistan's Foreign Policy
Week 3 & 4	Pakistan's relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN,
Week 5 & 6	Contemporary issues: political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty
Week 7 & 8	China Pakistan Economic Corridor (CEPAC) issues and challenges Terrorism, Insurgencies and Military Operations
Week 9 & 10	Shift in balance of power: end of bipolar system and its implications.

	The United Nations and its current role in conflict resolution. Muslim World, issues and problem, Role of OIC Issues and problems faced by contemporary
Week 11 & 12	World: Geo Political Status of Pakistan; Regional Arrangements three case studies European Union, ASEAN, and SAARC. Palestine Israel conflict Kashmir Dispute Nuclear Problem
Week 13 & 14	War against terrorism and its different dimensions WTO and its implication and impact.
Week 15 & 16	Emerging world blocks One Belt & One Road Initiative Islamophobia in Western world

Practical:

Students will conduct One Seminar on any of contemporary Issues

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Books Recommended:

Ken Booth & Tim Dunne.(2002). Worlds in Collision Terror and the Future of Global Order. Palgrave Macmillan.

Noam Chomsky (1997). World Orders Old and New. Pluto Press. USA

Aeron Davis. (2007). The Mediation of Power. Routledge Taylor and Francis Group

Dr. Safdar Mehmood. (2000). International Affairs. Jang Publishers. Lahore

Inyatullah, (1997). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd.,

Lahore

Rizvi, Hasan-Askari (2000), Military, State and Society in Pakistan, Macmillan Press Ltd.

Saeed, Khawaja Amjad (2007), The Economy of Pakistan, Oxford University Press.

Jain, Rashmi (2007), The United States and Pakistan 1947 – 2006, Radiant Publishers

Semester VII

Data Journalism

Course Code	Subject Title	Credit Hours	Semester
JMC401	Data Journalism	03	VII

Course Objectives

This introductory course gives the students the essential concepts, techniques and skills to effectively work with data and produce compelling data stories under tight deadlines. This course is developed to understand the basics of data and data journalism, including the history of the practice, use of data in journalistic storytelling, use of spreadsheets and basic data analysis for storytelling, use public records laws and understand their rights as a citizen and journalist, gain exposure to advanced tools of data journalism as well as advanced methods of gathering data.

Outcomes

Explain the use of data in journalism;
List the four main obstacles to the use of data in journalism;
Explain how to access and request data;
List the three key concepts to understanding data;
Explain data literacy;
Explain the responsibilities of a free press in a free society;
Define the right of access to government proceedings;

Week	Contents
Week 1 & 2	<p>What is data journalism — and where does it come from?</p> <ol style="list-style-type: none">1. What is data journalism?2. Inside a data team3. How to get a story <p>The business case for data journalism</p> <p>Finding stories in data - how do you do it?</p> <ol style="list-style-type: none">1. Setting up ‘data newswires’2. Strategic searching - tips and tricks3. Introduction to scraping <p>Data laws and sources</p>

Week 3 & 4	<p>How do you find the data - sources, and techniques?</p> <ol style="list-style-type: none"> 1. Newsroom math and statistics 2. Sorting and filtering data in Excel 3. Making new variables with functions <p>Summarizing data with pivot tables</p> <p>Cleaning data - how to make the data make sense</p> <ol style="list-style-type: none"> 1. Correct bad formatting 2. Misspellings 3. Invalid values and duplicates <p>Advanced cleaning techniques</p>
Week 5 & 6	<p>Scraping data - using the web as a data source</p> <p>Visualizing the data: what works and what doesn't</p> <ol style="list-style-type: none"> 1. The main principles of datavisualization 2. Choosing the best graphic forms 3. The art of insight <p>Hands-on with Adobe Illustrator</p>
Week 7 & 8	<p>Introduction to free dataviz tools,</p> <p>Introduction to Using Tableau,</p>
Week 9 & 10	<p>Basic Spreadsheets: rows, columns, cells, importing, sorting, filtering</p> <p>Applied analysis basics: calculating the formula for percent change</p>
Week 11 & 12	<p>Basic Spreadsheets II - mean, median, min, max, ranking</p> <p>Does anyone see the problem here?</p> <p>Reliability, replicability, transparency</p> <ul style="list-style-type: none"> • GIS in journalism -- stories with maps • Intro to GIS <p>When is a map not a map</p>
Week 13 & 14	<ul style="list-style-type: none"> • Freedom of information requests • Mapping the data for story

Week 15 & 16	<ul style="list-style-type: none"> • Using social media data for news story • The future of data journalism; • How to get a job with what you've learned
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TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books

The Data Journalism Handbook, edited by Jonathan Gray, Liliana Bounegru, and Lucy Chambers.

Computer-Assisted Reporting: A Practical Guide by Brant Houston Visualize This, by Nathan Yau.

Ansgard Heinrich (2011). Network Journalism, Routhledge.

Mark Blaine & Micheal Warner (2012). The Digital Reporter's Notebook.

Radio Production

Course Code	Subject Title	Credit Hours	Semester
JMC 402	Radio Production	03	VII

Course Objectives

This course introduces students to the theory and practice of writing and producing radio, with an emphasis on news programs. It would be the students to capture sound using a digital audio recorder, Edit sound using audio editing software, identify and isolate SoundBits, understand the basic concepts of radio news, know the different approaches when reporting for radio and TV and ability to produce a radio news package.

Ourcomes

- Capture sound using a digital audio recorder
- Edit sound using audio editing software
- Identify and isolate soundbites
- Understand the basic concepts of radio news
- Know the different approaches when reporting for radio and TV
- Ability to produce a radio news package

Week	Contents
Week 1 & 2	<p>Impact of radio as a medium:</p> <ul style="list-style-type: none">• Role in society• Demographics• History, PBC, PBC Structure and Organization• Types of radio programming <p>Radio production</p> <ul style="list-style-type: none">• Basics of recording• Using audio to make radio stories powerful• Gathering “sound on tape”

Week 3 & 4	<p>Audio editing</p> <ul style="list-style-type: none"> • Adobe Audition <p>The basics of broadcast and web news writing:</p> <ul style="list-style-type: none"> • Radio • Television • Internet • Marrying words and sounds
Week 5 & 6	<p>Types of radio news stories</p> <ul style="list-style-type: none"> • Readers • Readers with audio clip • Readers with audio package • Readers with live segment <p>Interview, types of interview, modes of interview,</p>
Week 7 & 8	<p>process of information, techniques for interview</p> <p>The interview</p> <ul style="list-style-type: none"> • Setting up to record a fixed interview <p>The full-length interview</p> <ul style="list-style-type: none"> • How a live or live-to-tape interviews differ from a field interviews for SOTs
Week 9 & 10	<p>Radio news writing #1</p> <ul style="list-style-type: none"> • “Reader spots” • Lead-ins <p>SoundBits</p> <ul style="list-style-type: none"> • Effective SoundBits
Week 11 & 12	<p>Radio news writing #2</p> <ul style="list-style-type: none"> • The radio news field package <p>Radio news writing</p> <ul style="list-style-type: none"> • Features

Week 13 & 14	<p>The newscast</p> <ul style="list-style-type: none"> • Structure • Content • Flow <p>On air delivery techniques</p> <ul style="list-style-type: none"> • Use of voice, breathing techniques • Posture for radio and TV delivery
Week 15 & 16	<p>Current affairs programs</p> <ul style="list-style-type: none"> • Difference between short newscast and longer current affairs broadcast • How the program is “stacked” • Types of stories <p>Current affairs programs</p> <ul style="list-style-type: none"> • Difference between short newscast and longer current affairs broadcast • How the program is “stacked” • Types of stories

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Books:

Kalbfeld, Brad. Associated Press Broadcast News Handbook. McGraw-Hill (2000)

Jonathan Kern, Sound Reporting: The NPR Guide (University of Chicago Press, 2008);

Ken Metzler, *Creative Interviewing* (Allyn and Bacon, 1996).

Hausman, Carl & Beniot, Philip (2004). *Modern Radio Production*. Australia: Wadsworth.

Hilliard, Robert L. (2000). *Writing for Television, Radio and New Media*. Australia: Wadsworth.

Walters, Roger L. (1998). *Broadcast Writing*. New York: McGraw Hill.

Barnes, Susan B. (2003). *Computer-Mediated Communication*. Boston: Pearson.

Grant, August E. & Meadows, Jennifer H. (2002). *Communication Technology Update*. Oxford: Focal Press.

Research Methods-I

Course Code	Subject Title	Credit Hours	Semester
JMC403	Research Methods-I	03	VII

Course Objectives

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

Outcomes

- Understand research terminology
- Be aware of the ethical principles of research, ethical challenges and approval processes
- Describe quantitative, qualitative and mixed methods approaches to research
- Identify the components of a literature review process
- Critically analyze published research

Week	Contents
Week 1 & 2	Research in social sciences. Importance of research in social sciences. Aims and motives of social science research
Week 3 & 4	The research Process, The development of mass media research
Week 5 & 6	Research Methodologies: Qualitative, Quantitative & Mixed
Week 7 & 8	Research Design for quantitative research, Various Quantitative Research Methods (Survey method, experimental research, content analysis)
Week 9 & 10	Literature review: Importance of literature review Reviewing the literature
Week 11 & 12	Theoretical Framework: Process & Types, Main approaches to contemporary research in communication and media studies: Positivism, Interpretive approaches,
Week 13 & 14	Critical approach, Feminist approach, Structuralism, Post modernism.
Week 15 & 16	Uses of statistical analysis of tools in Research Various reference writing styles in research

Recommended readings:

Boyle, Michael P. (2015). *Applied Communication Research Methods*. New York; Routledge
Davison, W. P. and Yu. F. T. (eds.) (1974). *Mass communication research: Major issue and future direction*. New York: Praeger Publishers.

Deacon. D., Pickering, M. Golding, P., & Murdock, G. (2007). *Research communications: A practical guide to methods in media and cultural analysis*. London: Hodder Arnold.

Jeffrey, K., Kenneth H. C. & Wayne W. C. (1982): *Evaluation information, a guide for users of social science research* (2nd ed.) Addison-Wasley.

Krippendorff, K. (1990). *Content analysis*. Beverly Hills, London: Sage.

McNeill, Patrick. (1990). *Research methods; Society now*. New York: Routledge. Mytton,

Graham. (2016). *Media Audience Research*. New Delhi; SAGE. Merrigan, G., & Hoston, C.

L. (2004). *Communication research methods*. United States: Thomson Wardsworth.

Newman, W. Lawrence. (1999). *Social research methods; Qualitative and quantitative approach*. New York: Oxford University press.

Pool, I. & Sola, D. (1959). *Trends in content analysis*. Urbana: University of Illinois Press.

Rosengren. K. E. (ed) (1981). *Advances in content analysis*. Beverly Hills/London: Sage Publications.

Ruane, Janet M. (2016). *Social Research Methods*. New York; Wiley Blackwell. Rubin,

Rebecca B. (2010). *Communication Research*. USA; Wadsworth Sarantakos, Sotirios.

(1998). *Social research*. (2nd edition). London: Macmillan Press. p.152.

Wimmer, D. Roger, and Dominick, R. Joseph. (1994). *Mass media research: An introduction*. (4th ed). California: Wadsworth Publishing Company.

N. C. Pant, "Modern Journalism—Principles and Practices", first Edition 2002, Kanishka

Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Delhi-110002. 3. Shearon A. Lowery, Melvinl. De Fleur, "Milestones in Mass Communication Research", 2 nded 1988,

LongmanInc 95, Chrch Street, White Plains, NY 10601.

Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Delhi, 110053.

Development Support Communication

Course Code	Subject Title	Credit Hours	Semester
JMC 404	Development Support Communication	03	VII

Course Objectives

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

Outcomes

- Highlights the role of information and communication in development.
- It addresses various issues including; population, children, poverty, women, with emphasis on how they all relate to the environment and sustainable development.
- Discussion about communication players, policy makers, communication and information resources, communication packaging and implementation for rural and urban communities and techniques for effective communication

Week	Contents
1	Define the term 'Development', Describe Development Support Communication (DSC)
2	Philosophy of development support communication, Needs of development support communication.
3	Communication, Development communication, Development Support Communication and Development Journalism (Differences)
4	Factors for successful development support communication, Importance of DSC
5	Dominant Paradigm for Development & its origin, salient feature of DPD

6	Alternative Model of Development & its origin, Role of China in Alternative model
7	Define Social Change, Strategies for introducing change, Sources of change
8	Types of change, Change in social values and beliefs
9	Mid Term Exam
10	Obstacles to change, Power of influence, Reducing resistance to change
11	Problems of DSC: Financial constraints, Unqualified practitioners, State owned media
12	<i>Environmental factors affecting development communication:</i> Political environment, Economic environment, Socio-cultural environment, Administrative and organizational Environment
13	Define Evaluation, Evaluation in DSC, Elements of Evaluation
14	Reasons of Evaluation, Types of Evaluation
15	Monitoring and Evaluation, Steps of Evaluation
16	Evaluation Plan, Criteria for Evaluation
17	Design for Evaluation Studies, How to conduct the Evaluation
18	Final Term Exam

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** (Mid Term Examination)
- ☐ **Final Examination: 50%** (Final Term Examination)
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Recommended Readings

Ascroft, Joseph (1991). *The Profess of Development Support Communication*, (A Symposium paper). Ohio: The Ohio State University

Developing Nations: a critical view. Iowa: The Iowa State University Press.

Hedebro, Goran (1999). *New perspectives on Development: how Communication contribute in Communication and Social Change*

Jan Servaes, Jacobson, White (2000). *Participatory Communication for Social change*. New Delhi: Sage Publication.

Reeves, Geoffrey (1993). *Communication and the Third World*. London: Routledge.

Saudanaudan, Nair K. (1998). *Perspectives an Development Communication*. London: Sage Publication.

Communication Theories-II

Course Code	Subject Title	Credit Hours	Semester
JMC 405	Communication Theories-II	03	VII

Course Objectives

This course introduces students to liberal pluralist perspective on sociology of mass media content. Theories of influence on mass media content are becoming increasingly important in understanding effects of mass media. This course shall summarize theories of influence on mass media content and suggest a framework for linking influences on content to effects of content.

Outcomes

- Distinguish the assumptions, methods, and objectives of social scientific, humanistic, and critical theories
- Evaluate communication theories on the basis of scientific and interpretive criteria
- Understand the broad range of questions that communication theories strive to answer

Week (s)	Contents
Week 1 & 2	Media and Audience Theories about the role of Media in everyday life Uses and Gratification Theory
Week 3 & 4	Agenda Setting Theory Framing and Frames Analysis
Week 5 & 6	Emergence of Critical and Cultural Theories of Mass Communication Critical Political Economy Feminism and its types
Week 7 & 8	Theories of Media, Culture and Society
Week 9 & 10	Media Dependency Theory
Week 11 & 12	Spiral of Silence Theory
Week 13 & 14	Social reality and Mediated Reality Cultivation Theory
Week 15 & 16	Social Learning Theory

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%), Assignments (5%) and Presentations (10%).

Suggested Reading:

Chaffee, Steven H. 2000 Mass Communication Uses and Effects, 3rd ed. MacGraw -Hill, New York.

Defleur MelvinL. 1999. Theories of Mass Communication, 3rded. David McKay Co. New York.

Dennis Everett, Marshall John. 2003. Media Debates. 2nded. Longman Publisher, New York.

Eid, M. & Dakroury, A. (2012). Basics in Communication and Media Studies. NY: Pearson Inc.

Mcquail, D. (2010). Mcquail's Mass Communication Theory (6th Edition). London: SAGE Publications Ltd.

James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rded. St. Martin Press Inc. New York

Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th ed. MacGraw-Hill, Inc. New York

Joseph, Dominic. 2004. Mass Media Research 4thed. Wadsworth Publishing Company, Belmont, California.

Mac Quill. 2003. Theories of Communication, 2nded. Longman Group Ltd. London.

Philip Rayner. 2003. Mass Media Studies: An Essential Introduction, Rutledge, New York.

- Rogers, E.M. (2003). *Diffusion of Innovation* (5th Edition). NY: The Free Press. Littlejohn, S.W., Foss, L.A., & Oetzel, J. G. (2016). *Theories of Human Communication*. USA, Illinois: Waveland Press.
- Baran, S.J. & Davis, D.K. (2014). *Mass Communication Theory: Foundations, Ferment, and Future* (7th Edition). Boston: Cengage Learning
- Werner J. Severin & James W. Tankard, Jr. 2003. *Communication Theories: Origins, and Uses in the Mass Media*, 3rded. Longman Group Ltd. London.

Semester VIII

Research Methods-II

Course Code	Subject Title	Credit Hours	Semester
JMC451	Research Methods-II	03	VIII

Course Objectives

The course is aimed at focusing specialized approaches of mass communication research.

After completion of this subject the students will enable to explore the strength and weaknesses of various methods and competent enough to apply various methods according to their areas in their final research theses.

Learning outcomes:

They will understand the sound measurement design for quality research.

They will also be trained in how to conduct academic and industry research. They will understand the type, process and method of descriptive research, content analysis and case studies.

Data analysis and appropriate statistical technique for specific research method is very crucial in research. Students will train that how to use statically appropriate technique while testing of the hypotheses.

Week (s)	Contents
Week 1 & 2	General orientation and introduction to the course, Qualitative Research Design (Planning, Observing & learning
Week 3 & 4	Interviewing, Creating & analyzing texts, Authoring & writing.
Week 5 & 6	Qualitative Methods (Focus group, Case study, Intensive interviews,
Week 7 & 8	Qualitative content analysis, Semiotic and Discourse analysis
Week 9 & 10	Research Writings(Abstracts, Critique on the research work of scholars, etc)

Week 11 & 12	Research Ethics, Proposal Writing Components of Thesis
Week 13 & 14	Coding data, Interpreting data, Analyzing results.
Week 15 & 16	SPSS, Presentation of data/Tabulation

Recommended readings:

Anantasi, A. & Urbina, S. (2004). Psychological Testing, Pearson Education, Inc.

Bryman, Alan & Bell, Emma (2011). Business Research Methods (Third Edition), Oxford University Press.

Chawla, Deepak & Sondhi, Neena (2011). Research methodology: Concepts and cases, Vikas Publishing House Pvt. Ltd. Delhi.

Deacon, D., Pickering, M., & Murdock, G. (1999). *Researching communication*. London, UK: Arnold.

Dervin, B., Grossberg, L.O., Keefe, B. J. & Warterlla, E. (Eds.). (1989). *Rethinking communication*. London / New Delhi: Sage Publishers.

Fairclough, N. (2001). Political discourse in the media: An analytical framework. In A.Bell, & P. Garrett (Eds.). *Approaches to media courses*. (PP.106-141). Oxford, UK: Blackwell Publishers.

Frederick, Williams. (1983). *The communication revolution*. Beverly Hills. California: Sage Publications.

- Garrett, P. (2001). Media and discourse: A critical review. In A. Bell & P. Garrett (Eds.). *Approaches to media courses*. (PP. 1-20). Oxford, UK: Blackwell Publishers.
- Hult, C. A. (1996). *Researching and writing in the social sciences*.
- Kerlinger, F.N., & Lee, H.B. (2000). *Foundations of Behavioural Research* (Fourth Edition), Harcourt Inc.
- Neuman, W.L. (2008). *Social research methods: Qualitative and quantitative approaches*, Pearson Education.
- Pawar, B.S. (2009). *Theory building for hypothesis specification in organizational studies*, Response Books, New Delhi.
- Rubin, Allen & Babbie, Earl (2009). *Essential Research Methods for Social Work*, Cengage Learning Inc., USA.
- Sarantakos, S. (1998). *Social research*. (2nd ed.). London: Macmillan Press. Shpart, N. W. (1988). *Communication research: The challenge of the information age*. New York: Syracuse University Press.
- Van Dijk. T. (1983). *Discourse analysis*. London: Lawrence Erlbaum.
- Wimmer, D. Roger, and Dominick, R. Joseph. (1994). *Mass media research: An introduction*. (4th ed). California: Wadsworth Publishing Company.
- Wodak, R. (2004). Critical discourse analysis. In C. Seale, G. Gobo, J.F. Gubrium, & D. Silverman. (Eds.). *Qualitative research practice*. (197-214). London: Sage Publication.

Media Management

Course Code	Subject Title	Credit Hours	Semester
JMC452	Media Management	03	VIII

Course Objectives

This course is designed to provide students with detailed insight into the structures, management, processes, economics of media industries. The course will be valuable as a part of career preparation for students interested in working media.

Outcomes

- Conduct research projects at professional standards in the field
 - Develop analytical and problem-solving skills
 - Demonstrate a sound knowledge of respective and integrated attributes of media
 - Be able to participate and lead teams
 - Be competent to situate and explain media in complex and varying environmental conditions, i.e. in historical, social, cultural and economic terms
 - Manage essential practices and processes of media content production
- Think critically to develop fresh insight and build knowledge

Week	Contents
Week 1 & 2	What is Management, types of management, what is media management, media and management perspectives
Week 3 & 4	Functions, characteristics, purpose of media management Private ownership vs. Public ownership
Week 5 & 6	Managerial skills, qualities and duties of media manager, Theoretical scope: planning, organizing, leading, co-coordinating & controlling
Week 7 & 8	Four function of management: Plan, organize, direct & control, Nature of media organization, advantages, disadvantages and features of media organization

Week 9 & 10	Media Organizational Structures, departments in media organization, Flow of organization communication: horizontal and vertical communication
Week 11 & 12	Media strategy, Business policy: Critical Perspectives, Role of Communications Managers/Communication officers
Week 13 & 14	Organizational & Administrative structure of media outlets
Week 15 & 16	Media & Public/audience Management and Marketing of Media Products

TEACHING METHODOLOGY:

- ☐ Lectures
- ☐ In Class Activities
- ☐ Written Assignments

ASSESSMENT:

- ☐ **Mid Term Evaluation: 30%** **(Mid Term Examination)**
- ☐ **Final Examination: 50%** **(Final Term Examination)**
- ☐ **Quizzes, Assignments and Presentations: 20%**

- o Twenty percent marks should be distributed between Quizzes (5%),
Assignments (5%) and Presentations (10%).

Recommended Books

[Jan Wicks, LeBlanc](#), [George Sylvie](#), [C. Ann Hollifield](#), [Stephen Lacy](#), [Ardyth Sohn](#), [Broadrick](#) (2014), Media Management: A Casebook Approach, Routledge,

[C. Ann Hollifield](#), [Jan LeBlanc Wicks](#), [Wilson Lowrey](#), [George Sylvie](#) (2015), Media Management: A Casebook Approach, Routledge

B. K. Chaturvedi (2009) “Media Management”, Global Vision Publishing.

Ardyth Broadrick Sohn (1999) Media Management: A Casebook Approach, L. Erlbaum Associates.

F.W. Hodgson, Modern Newspaper Practice, Focal Press, Oxford, 4th Edition, 1996

F. W. Hodgson, Heinne man, Modern Newspaper Editing & Production, London.1987.

“Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.

Strategic Communications Management: Making Public Relations Work, Johan Write, Laura

Jefkins, Frank. Long Acre, “Public Relations for Marketing Management”, London: Pitman Publishing 1991.

David A. Aaker, Advertising Management. Prentice Hall, 4th Ed. India, 1996

Critical Thinking

Course Code	Subject Title	Credit Hours	Semester
JMC453	Critical Thinking	03	VIII

Objectives:

Describing the importance and complexity of opinion pages

Explain the significance of different pieces of opinion writings **Developing** critical knowledge about contemporary issues to write editorials, columns and political diaries

Outcomes:

Week	Contents
Week 1 & 2	Overview of Subject, What is Opinion, Opinion Building and Opinion Transformation through medium, Slants and Policies of Opinion Writing, Differences between Personal opinion Writing, and organizational Opinion writing
Week 3 & 4	Concept of Feature, Types, and Importance of feature, Concepts of Feature Stories, Techniques of Feature Writing
Week 5 & 6	Abilities & Requirements of a Feature Story Writer, Differences between opinion writing and News Story writing, Importance of Pictorial/ graphical Display in features
Week 7 & 8	Importance of Pictorial/ graphical Display in features, Caption Writing and technique, feature and other medium Magazine, Radio, TV, Movies
Week 9 & 10	Define Column and Columnist, Functions, Types of Columns and its Structure
Week 11 & 12	Role of Columnist in a democratic Society, topics of interest of Difference Pakistani Columnists, Difference between Columns and News Stories, Columnists VS Journalist/ Reporter
Week 13 & 14	Editorial, Evolution of Editorial form of Editorial, Purpose of Editorial, Editorial as a tool of Public Opinion

Week 15 & 16	<p>Techniques and Structure of Editorial, Writing, contents of Editorial, Art of Writing & Interview</p> <p>Handout, press release writing, Review Writing, (Book, Documentary, Drama, Movies), Purpose of Review Writing</p>
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Text and Reference Books:

The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide

William E. Blundell 1988 Penguin Group

The Art of Column Writing: Insider Secrets from Art Buchwald, Dave Barry, by Suzette Martinez Standring(2008) Marion Street Press, Inc.

Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co. Shafiq

Jalandari. Feature Nigari.

Shafiq Jalandari. Kalam Naweesi

Miskeen Ali Hijazi. Idaria Naweesi.

Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.

Internship or Research Thesis/ Project

Course Code	Subject Title	Credit Hours	Semester
JMC454 JMC455	Internship or Research Thesis /Project	06	VIII

Course Objectives

Group of students shall be required to produce short documentary/ short film [duration Max. 10 minutes] and two news packages. On successful completion, the student will prepare a comprehensive report on what they have practiced/ experienced. An external evaluation of the both short documentary/ short film and news packages will be conducted.

Similarly, selected students will be required to conduct research on a carefully selected topic under the guidance of his/her teacher and submit a research report at the end of semester. During Third semester, a proposal shedding light on all the significant aspects of research will be prepared.

Outcomes [Internship]

- Developing a technical artifact requiring new technical skills.
- Using profession specific terminology appropriately.
- Effectively utilizing a new software tool to complete both the tasks.
- Creating training materials.
- Analyzing or visualizing data to create information.
- Writing requirements documentation.
- Selecting appropriate technologies.
- Acquiring and evaluating information.

Outcomes [Research]

- Understand some basic concept of research and its methodologies.
- Identify appropriate research topics
- Select and define appropriate research problems and parameters
- Prepare a project proposal (to undertake a project)

- Organize and conduct research (advanced project) in a more appropriate manner
- Write a research report and thesis

Text and Reference Books:

Robert C. Hornik (2002) Public Health Communication: Evidence for Behavior Change
Lawrence Erlbaum Associates, 2002

Mark (2002) Communication and Health in a Multi-Ethnic Society By Robinson Policy
Press,

Jerry C. Parker; Esther Thorson (2008) Health Communication in the New Media Landscape

Martin Fishbein; Amy Jordan; Dale Kunkel; Jennifer Manganello (2008) Media Messages
and Public Health, London, New York, Routledge publishers

Institute of Medicine Staff (2002) Speaking of Health: assessing health communication
strategies for diverse populations by Institute of Medicine Staff .

Sheana Bull (2010) Technology-Based Health Promotion.

[Belinda Lewis](#) (2014) Health Communication: A Media and Cultural Studies Approach,
Palgrave Macmillan publishers.