



Department of Communication & Media Studies
Hazara University – Mansehra

Scheme of Studies
BS Four (04) Years Program

Year—1 (SEMESTER –I)

S#	Course Code	Course Title	Cr. Hrs.
1.	311	English—I	3
2.	312	Islamic Studies	2
3.	313	Introduction to Communication	3
4.	314	Sociology –I	3
5.	315	Computer Skills	3
6.	316	Introduction to Mathematics	3
		Total	17

Year—1 (SEMESTER –II)

S#	Course Code	Course Title	Cr. Hrs.
1.	321	English–II	3
2.	322	Media Writing (T&P)	3
3.	323	Introduction to Statistics	3
4.	324	Pakistan Studies	2
5.	325	Social Psychology	3
6.	326	Sociology –II	3
		Total	17

Year—2 (SEMESTER –III)

S#	Course Code	Course Title	Cr. Hrs.
1.	431	English–III	3
2.	432	Radio News Reporting	3
3.	433	Functional Urdu	3
4.	434	Mass Media in Pakistan	3
5.	435	Political Science –I	3
6.	436	Economics –I	3
		Total	18

Year—2 (SEMESTER –IV)

S#	Course Code	Course Title	Cr. Hrs.
1.	441	English–IV	3
2.	442	Radio Program Production	3
3.	443	News Writing & Reporting (T&P)	3
4.	444	Political Science—II	3
5.	445	Economics—II	3
6.	446	Media Seminar	3
		Total	18

Year—3 (SEMESTER –V)

S#	Course Code	Course Title	Cr. Hrs.
1.	551	Sub-Editing (T&P)	3
2.	552	Advance Radio Journalism (T&P)	3
3.	553	Media Laws and Ethics	3
4.	554	Communication Theories—I	3
5.	555	Global Journalism	3
		Total	15

Year—3 (SEMESTER –VI)

S#	Course Code	Course Title	Cr. Hrs.
1.	561	Newspaper Production (T&P)	3
2.	562	Television News & Program	3
3.	563	Journalism in Contemporary Pakistan	3
4.	564	Introduction to Advertising & Public Relations	3
5.	565	Communication Theories II	3
		Total	15

Year—4 (SEMESTER –VII)

S#	Course Code	Course Title	Cr. Hrs.
1.	671	Research Methods	3
2.	672	Online Journalism	3
3.	673	Development Support Communication	3
4	674	Opinion Journalism/writing	3
5	675	Advance Reporting	3
		Total	15

Year—4 (SEMESTER –VIII)

S#	Course Code	Course Title	Cr. Hrs.
1.	681	INTERNSHIP (Apprentice and Report)	6
2.	682	Specialized Journalism	3
3.	683	Research Report	6
		Total	15

Total Credit Hours: 130
Duration: 08 Semesters
Marks: 4300

COURSE CONTENTS
BS Four (04) Years Program
Communication & Media Studies

SEMESTER - I

1. **Course Code: CMS 311 (English - I)** **3**
Cr. Hrs.

Objectives

Language is the basic tool of expression both verbal and written. A journalist has to disseminate information to the readers in various forms.

This course would enable the students to:

- learn fundamentals of English grammar;
- parts of speech and correct use in sentences; and
- Improve their listening, speaking and writing skills.

Contents

- Parts of speech (Introduction)
- Punctuation marks (at least 6)
- Tenses (first 6 tenses)
- Translation (news stories +paragraph)
- Vocabulary (pair of words etc.)
- Spellings (words commonly misspelt)
- Preposition usage (correct the sentences)

2. **Course Code: CMS 312 (Islamic Studies)**
2 Cr. Hrs.

Objectives:

This course is included in the scheme of study to enlighten the students about human serving role of the Mass Media. The course would provide:

- the message of the Holly Quran to mankind;
- Islamic belief system (Toheed and Risalat);
- principle guidelines of communication provided by the Quran and Sunnah;
- characteristics and responsibilities of a Muslim communicator (Journalist, Writer, Media men in the Islamic perspective)

Contents

- Basic message of the Quran.
- Toheed and Risalat.
- Islamic Concept of Communication.
- Ethics and Practices.

3. **Course Code: CMS 313 (Introduction to Communication)** **3**
Cr. Hrs.

Objectives:

The main objective is to enable the students to learn techniques of effective communication by studying:

- the nature, significance and process of communication;
- elements of an effective communication; source, message, channel, noise, destination and feedback;
- hurdles/barriers that affect the communication process; and
- The basics of mass media; print media and electronic media.

Contents

- **Communication**
Definitions, types, and significance. Process of communication: source; message; channel; noise; destination; encoding; decoding; and feedback. Barriers in communication. Essentials of effective communication, nature and Functions of mass communication. (Information, Education, Opinion formation, Entertainment and Development.)
- **Media of Mass Communication**
Print Media: newspapers, magazines, periodicals, books, pamphlets, etc. Broadcast media: radio, TV, film. New Media: (Internet) – On-line journalism. Traditional / Folk-Media.

4. Course Code: CMS 314 (Sociology – I) 3 Cr. Hrs.**Objectives:**

This course would enable the students to learn:

- nature and scope of sociology;
- the culture and society, cultural change;
- the social institutions; family, religion, political order and economic order; and
- The importance of communication in social system.

Contents

- Sociology: Definition and scope
- Terms of Sociology egocentrism, ethnocentrism, monogamy, polygamy, migration, society, socialization, monotheism, peer group, monopoly, social facts.
- Family Definition, importance and functions of a family
- Social change, Definition Essential agents of social change.
- Community, Definition, characteristics, Differences between rural and, urban communities.
- Social Mobility importance, types and disadvantages.

5. Course Code: CMS 315 (Computer Skills) 3 Cr. Hrs.**Objectives:**

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

Contents

- Introduction to computer.
- Microsoft Word. Typing English text.
- Urdu In-page. Typing Urdu text.
- Adobe Photoshop. Editing photographs/Advertisement designing.
- Coral Draw. Layout and drawing.
- Macromedia Flash. Animation making/Drawing cartoons for newspapers and magazines.
- Adobe PageMaker. Creating layouts for Newspapers and Magazines.
- Use of Scanner
- Introduction to Internet
- Graphics

6. Course Code: CMS 316 (Introduction to Mathematics) 3 Cr. Hrs

Objectives:

Specific objectives of the course: to prepare the students not majoring in mathematics, with an essential tools of Algebra to apply the concepts and the techniques in their respective discipline.

Contents:

- **Preliminaries:** Real number system, complex number, introduction to sets, set operations, functions, types of functions.
- **Matrices:** introduction to matrices, types, matrix inverse determinants, system of linear equations, Cramer's rule.
- **Quadratic equations:** solution of quadratic equations, qualitative analysis of roots of a quadratic equations, equations reducible to quadratic equations, cube roots of unity, relation between roots and coefficient of quadratic equations.
- **Sequences and series:** Arithmetic progression, geometric progression, harmonic progression.
- **Binomial Theorem:** Introduction to Mathematical Induction, binomial theorem with rational and irrational indices.
- **Trigonometry:** Fundamentals of trigonometry, trigonometric identities.

SEMESTER – II

1. Course Code: CMS 321 (English Compulsory-II) 3 Cr. Hrs.

Objectives:

This course would enable the students to:

- learn fundamentals of grammars;
- correct use of articles and punctuations in sentence structure; and
- Techniques of translation from Urdu to English and vice versa.

Contents

- Sentences and its kinds
- Idioms
- Tenses (last 6)
- Translation (Urdu to English and English to Urdu)
- Punctuation marks (last 6)
- Vocabulary (more pair of words etc)
- Spellings practice
- Adjectives, kinds, degrees

2. Course Code: CMS 322 (Journalistic/Media Writing) 3 Cr. Hrs.

Objectives:

This course would enable the students to learn basic writing skills for all media situations, with emphasis on sentence structure, simplicity for News, Press Release and other media situations.

Contents

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

News Writing

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

Interviewing

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

3. Course Code: CMS 323 (Introduction to Statistics) 3 Cr. Hrs**Objectives:**

This course would enable the students to learn:

- definition and scope of Statistics;
- data presentation techniques, classification, tabulation, graphs and charts;
- measures of central tendency, arithmetic mean median and mod;
- random variables and its types;
- probability, distribution, binomial distribution, poison distribution;
- sampling, simple random design;
- concept of hypothesis testing about mean and proportion; and
- Introduction to regression and co-relation techniques for data analysis.

Contents:

- **Definition of Statistics:** Descriptive and inferential statistics.
- Data presentation techniques, classification, tabulation, graphs and charts.
- Measures of central tendency, arithmetic, mean median and mode. Measures of dispersion, range variance and standard deviation.
- Random variables and its types, probability, distribution, binomial distribution, poison distribution. Sampling theory, simple random design.
- Concept of hypothesis testing about mean and proportion.
- Introduction to regression and correlation techniques for data analysis.

4. Course Code: CMS 324 (Pakistan Studies) 2 Cr. Hrs.**Objectives:**

This course would enable the students to know about:

- the ideology of Pakistan and its rationale;
- people and land of Pakistan;
- government and politics in Pakistan; and
- Contemporary Pakistan.

Contents**Historical Perspective**

- Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-i-Azam Muhammad Ali Jinnah.
- Factors leading to Muslim separatism
- People and land
- Muslim advent in the Sub-Continent
- Location and Geo-Physical features.

Government and Politics in Pakistan

- Political and constitutional crises:

Contemporary Pakistan

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

5. Course Code: CMS 325 (Social Psychology) 3 Cr. Hrs.**Objectives:**

This course would enable the students to learn:

- definition and nature of social psychology;
- major social psychological theories; Theory of Personality, Psychoanalytic Theory, Social Learning Theory and cognitive theory;
- self and socialization;
- social influence and social role; and
- attitude and attitude change.

Contents**Introduction to Social Psychology**

- Definition of Social Psychology

Major Socio-Psychological Theories:

- Theory of Personality
- Psychoanalytic Theory
- Social Learning Theory
- Cognitive Theory

Self and Socialization.

- Definitions of the Self
- The Symbolic Interaction and Behavioral Views

Social Influence and Social Role.

- Norms and Social Influence
- Conformity
- Independence Versus Conformity
- The Development of Concept "Role"
- Social Role as a Process
- Sex Role.

Attitude and Attitude Change

- Definition of Attitudes
- Attitude Formation
- Attitude and Behavior

6. Course Code: CMS 326 (Sociology – II) 3 Cr. Hrs.**Objectives:**

This course would enable the students to learn:

- nature and scope of sociology;
- the culture and society, cultural and social change; and
- the social institutions; family, religion, political order and economic order.

Contents

- Culture: definition, forms and characteristics.
- Important terminologies.
 - a) Folkways
 - b) Mores
 - c) Ethnocentrism
 - d) Mob and crowd
 - e) Egocentrism
 - f) Endogamy
 - g) Polygamy
 - h) Monogamy
- Religion: Definition, social functions of religion.
- Sociology vs Mass Media. Relationship between sociology and Mass Media.
- Social problems in Pakistan. Population growth, education, unemployment, health load shedding, impact of foreign cultural values.

SEMESTER-III**1. Course Code: CMS 431 (English Compulsory-III) 3 Cr. Hrs.****Objectives:**

This course would enable the students to:

- learn fundamentals of grammars;
- parts of speech and its correct use in sentences; and
- Paragraph kinds and principles of paragraph.

Contents

- Active and passive voice
- Letter writing (to editors etc)
- Proverbs
- Translation (news stories of different kinds)
- Effective writing (consistency, unity, coherence and compactness)
- Verb (transitive, intransitive, auxiliary)

2. Course Code: CMS 432 (Radio News Reporting) 3 Cr. Hrs.**Objectives:**

Students will gain the editorial skills needed for reporting. Students will experience working in a practical newsroom environment, making news, editorial and ethical decisions as active journalists carrying out work assignments. Students will learn how to produce and generate content for the campus radio.

Contents:

- **Ethics of Journalism**
This unit will look at ethics in journalism. Students will learn and discuss the meaning of truth, integrity, fairness and accountability. They will look at various ethical codes and then write their own. Students are also introduced to unethical reporting and unethical editing. They see how an interview can easily be distorted if great care is not taken in the editing process.
- **News Gathering**
What is news and how do we find it? This unit helps students develop their news judgment so that they can decide what is newsworthy. This will help them spot and make the most of the main angle in a story, and will help them write effective stories. Students also learn about sources of news, they're encouraged to keep an up-to-date contact book and maintain a diary. Students are also tested weekly on the latest stories making local, national and international news.
- **News Writing**
This will focus on writing radio. They will learn how to write keeping in mind the needs of the medium – for the eye, the ear and with visuals. There is a big difference between writing for print and writing for broadcast which students learn that they should not be printing or broadcasting their own opinions. This unit also looks at the importance of accuracy, balance and attribution.
- **Distinctive features of radio news.**
Basic requirements, News sources, selection of news for radio. Radio news writing; style, drafting choice of words; compilation of radio news bulletin. Presentation. Interviewing for radio. News commentaries & analysis. Talks & discussions. Characteristics of radio news reader.

3. Course Code: CMS 433 (Functional Urdu) 3 Cr. Hrs.

Objectives, contents and reading references are attached on a separate sheet in Urdu language

4. Course Code: CMS 434 (Mass Media in Pakistan) 3 Cr. Hrs.

Objectives:

This course would enable the students to learn:

- origin and development of comparative press in the sub-continent; growth of the Muslim press in the sub-continent, especially the role of Sir Syed Ahmad Khan, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam Azad and Zafar Ali Khan;
- development of broadcast media in South Asia; especially in Pakistan; and
- big media houses in Pakistan.
- government and press relations in Pakistan;
- the print media since 1947 to date;
- electronic media; and
- News agencies.

Contents

A. Historical Background

- Brief survey of origin and comparative development of press in the sub-Continent. (Problems and issues of major early newspapers, magazines and periodicals.)
- Growth of the Muslim Press in the sub continent.
- Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam Azad, and Zafar Ali Khan.
- Press and the Pakistan Movement.

B. History and Development

- Press since independence.
- Major Developments of Press in Pakistan
- Major problems and prospects of Press in Pakistan

C. Government and Press

- Government Press relations
- The Print Media since 1947 to-date.

D. Electronic Media in Pakistan

- Growth & expansion of Radio, Television and Film in Pakistan
- Big media houses in Pakistan: A Comparative Study.
- Private TV channels and FM Radio stations in Pakistan.
- Growth of Cable television and its cultural and ethical dimensions.

E. News Agencies

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

5. Course Code: CMS 435 (Political Science – I) 3 Cr. Hrs.

Objectives:

This course would enable the students to learn:

- definition of state and essential elements of the state;
- Islamic concept of sovereignty;
- the 1973 constitution of Pakistan and its salient features;
- forms of government; Democracy, Totalitarianism and dictatorship; and
- pillars of state; The Legislature, The Executive, The Judiciary and the Media.

Contents**The Nature of the State**

- Definition of State
- Essential Elements of the State
- Sovereignty: Attributes, Limitations, and Kinds
- Islamic Concept of Sovereignty
- The 1973 constitution of Pakistan and its salient features

Forms of Governments

- Classification of state and Government
- Dictatorship and Totalitarianism
- Democracy: Its Kinds, essentials, defects and merits
- Forms of state: Unitary and Federal
- Forms of Governments: Parliamentary and Presidential

Pillars of State

- The Legislature
- The Executive
- The Judiciary
- The Media

The Political Process in a State

- Pressure Groups
- Political Parties: Feature and Functions
- The two party versus Multiple-Party System
- Election Process
- The Suffrage
- Representation

6. Course Code: CMS 436 (Economics – I) 3 Cr. Hrs.**Objectives:**

This course would enable the students to learn:

- nature, scope and significance of Economics;
- microeconomics VS macroeconomics;
- demand, supply and equilibrium;
- utility theory; consumer behavior, preferences, utility function, laws of increasing and diminishing marginal utility and law of equi-marginal utility; and
- concepts of national income, GDP and GNP, real VS nominal GNP, NNP, NI, PDY, saving and personal consumption.

Contents**Introduction**

- Nature, scope and importance of Economics, Microeconomics vs. Macroeconomics, Scarcity and choice, Opportunity cost, Factors of production, Production possibility frontier.

Demand, Supply and Equilibrium

- Concepts of demand and supply, Laws of demand and supply, Market equilibrium, Shifts in demand and supply curves, and market equilibrium.

Elasticity

- Concept of elasticity, Price elasticity of demand, Income elasticity of demand, Cross Elasticity of Demand, Price elasticity of supply, Application of elasticity.

Utility Theory

- Consumer behavior, Preferences, Utility function, Laws of Increasing and diminishing marginal utility, Law of Equi-marginal utility.

National Income

- Concepts of national income, GDP & GNP, Real vs. nominal GNP, NNP, NI, PDY, Saving and Personal Consumption.

Macroeconomic Issues

- Concept of inflation, unemployment, Balance of payment, Exchange rate and Business cycles. Monetary Policy and Fiscal Policy and their role in the economy.

SEMESTER - IV**1. Course Code: CMS 441 (English Compulsory-IV) 3 Cr. Hrs.****Objectives:**

This course would enable the students to learn:

- essay writing;
- precise writing;
- report writing; and
- letters and other documentations.

Contents

- Essay writing
- Precise writing
- Direct and indirect narrations
- Translation
- Dialogue writing
- Article—its kinds and usages

2. Course Code: CMS 442 (Radio program production) 3 Cr. Hrs.**Objectives:**

Students will gain the technical and editorial skills needed for radio news reporting and program production.

Contents:**Special programs and features**

- This unit looks at how to produce interesting specialty magazine sections and programs. Students will learn about the importance of 'light and shade' in magazines and programming. There is also a focus on how to conduct a 'talent hunt' so that interviewees are interesting and well informed. They will learn about features to cover stories in depth. They are creative, fun and challenging to make. The use of detail and natural sound is essential in making good features. Students will learn about classic story telling techniques, they will read, listen to, watch and review outstanding work done by professional journalists.

Interviewing

- This unit looks at the skills required to be a good interviewer. Students will learn about the importance of research and pre-interviewing. They review good and bad interviews, and conduct interviews of their own class then reviews. They will conduct and attend a mock interviews and press conferences where their ability to identify the story is tested.

Reporting and Presentation

- This unit teaches students to tell stories, to put people at the heart of their stories rather than just focusing on cold statistics. They will learn how to present their material effectively.

Working of a Radio station.

- Set up of studios.
- Kinds of microphones.
- Duties of radio producer, Program planning and budgeting.
- Production of different types of programs: Talks and discussions, features and documentaries, plays, children's programs, sport, announcements.
- Commercial productions and public service broadcasting.
- Outdoor Broadcasts.
- Trends of FM Radio in public & private sector in Pakistan. Practical
- Production of at least five documentaries, features or programs of different types.

**3. Course Code: CMS 443 (News Writing & Reporting) 3 Cr. Hrs.
(Theory & Practice)**

Objectives:

This course would enable the students to learn:

- the fundamental demand of journalistic writing, particularly reporting for electronic media;
- prepare them for reporting work in a newsroom as well as in field reporting;
- in-depth know-how of using journalistic reporting terminologies and their usage;
- theoretical and practical knowledge of sub-editing process; and
- Newsroom organization, function and responsibilities.

Contents**A. News**

- Definition and Elements of News
- News determinants and News Values
- Sources of News

B. News Writing Techniques

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

C. The Reporter

- Importance of a reporter
- Duties of a Reporter
- Qualities of a Reporter

D. Essentials of Reporting

- Observation,
- Looking for stories,
- Background information
- Track down relevant sources of information for stories

E. Reporting Beats

- Crime
- Court
- Political
- Parliamentary Affairs
- Culture,
- Sports,
- Education,
- Economic and Commerce; and others

F. News Agencies

- International
- National
- Local

4. Course Code: CMS 444 (Political Science – II) 3 Cr. Hrs.

Objectives:

This course would enable the students to learn:

- the constitution of 1973;
- parliament, national assembly, senate and provincial assemblies;
- executive; cabinet and prime minister;
- president; election, powers and functions;
- judiciary; powers and functions of supreme court; and
- Bureaucracy in Pakistan.

Contents

- The Constitution of 1973.
- Parliament, National Assembly and Senate
- Provincial Assemblies.
- Executive (Cabinet and Prime Minister)
- President (Election, Powers and Functions).
- Judiciary (Hierarchy of Judiciary in Pakistan), Powers and Function of Supreme Court.
- Amendments in 1973 constitution
- Bureaucracy in Pakistan

5. Course Code: CMS 445 (Economics – II) 3 Cr. Hrs.

Objectives:

This course would enable the students to learn:

- economic development VS economic growth;
- characteristics of developing countries;
- methods to measure economic development: human development index, the importance of saving, investment and technical progress in economic development;
- factors of economic development;
- role of strategic sectors: agriculture, industry, human capital, transport and communication, banking – interest free banking; and
- Economic problems of Pakistan.

Contents

Concept of Economic Development

- Economic Development vs. economic Growth, Trickle-down effect.
- Characteristics of developing countries.
- Methods to measure economic
- Development: Human Development Index, the importance of saving, investment and technological progress in economic development.

Factors of Economic Development

- Role of natural, human, capital resources and infrastructure in economic development, Role of social factors: health, education and training in accelerating economic growth.

Role of Strategic Sectors

- Importance and problems of agriculture, industry, human capital, transport and communications, banking - interest free banking .

Economic problems of Pakistan:

- Agriculture, Industry, unemployment, inflation, corruption, bad governance – unequal distribution of national wealth and foreign trade.

6. Course Code: CMS 446 (Media Seminar) 3 Cr. Hrs.

Objectives:

The purpose of this seminar course is to provide students with opportunity to interact with experts regarding different communication issues. In the seminar the students will present their papers prepared in consultation with their teachers. Presentation of papers is mandatory. The papers will be followed by discussions. Seminar will be

presided by an expert of the area or the teacher concerned. Teacher can also suggest source material to the students and they can also present summary/abstract or critique on the book/article in the seminar. Nevertheless, focus will be on important communication issues. Each student will give at least two presentations in the seminars on two different occasions.

SEMESTER-V

**1. Course Code: CMS 551 (Sub-Editing) 3 Cr. Hrs.
(Theory & Practice)**

Objectives:

This course would enable the students to learn:

- nature, scope and techniques of sub-editing;
- structuring and re-writing of news stories;
- newspapers page makeup techniques;
- basic principles of page makeup;
- headlines, its nature and purpose; and
- use of computers in composing a newspaper.

Contents

A. Introduction

Nature and scope of Sub-Editing

B. Sub Editor

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

C. Mechanics of News Editing

- Reading creed material
- Symbols and their uses
- Translation
- Structuring and re-writing of news story

D. Make Up

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

E. Headlines

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

F. Use of Computer

- Use of computers in the newspapers
- Composing
- Computerized Page making techniques

**2. Course Code: CMS 552 (Advance Radio Journalism) 3 Cr. Hrs.
(Theory & Practice)**

COURSE DESCRIPTION

The course would especially encourage and involve women to ensure they get practical skills and develop the confidence to enter active journalism. Working in a familiar environment with colleagues and class fellows would prepare them for industry demands and needs. The course will enable women journalists to cover issues affecting women, an area very neglected due to acute shortage of women journalists, especially reporters, in media.

BASIC RADIO JOURNALISM – THEORY AND PRACTICE:

This course will introduce students to a range of technical and conceptual skills involved in radio journalism. Students will acquire reporting skills and use them to produce a number of practical news formats using production skills for radio. As students learn practical journalism skills, they will explore the editorial and ethical issues in a professional newsroom environment.

Objectives:

- Students will gain the technical and editorial skills needed for reporting.
- Students will experience working in a practical newsroom environment, making news, editorial and ethical decisions as active journalists carrying out work assignments.
- Students will learn how to produce and generate content for the campus radio.

TEACHING AND LEARNING ACTIVITIES:

This is an intensive course that should be taught over five weeks to a batch of students that would be then rotated to a new one at the end of the month. Workshops incorporate discussion and exercises based on particular issues of journalistic practice and assignments in progress. The training will include:

- A week long theory and practice course
- Three weeks of practical content production – a 15 minutes long magazine program that will have reports, news packages and interviews.

Each week students will be required to sit short current affairs tests to ensure they are following the news each day. In addition, they will be required to complete four formal assignments.

This course is technically demanding and as such students will be required to spend time outside of class familiarizing themselves with writing, recording and digital editing equipment. Students are expected to participate in training workshops and are required to work in teams for assignments, taking on roles and responsibilities within those teams. Students will work independently to produce the content assigned to them.

ASSESSMENT:

There are four assessment tasks. Satisfactory performance in all four is necessary to pass the subject. Marks will be deducted for failure to meet deadlines and poor team communication.

Assessment Task 1: Completing the Training:

Small groups of students will complete the training. They will complete mock and practical assignments during the course of training and will be required to submit these for review and feedback. The assignments will include a variety of stories. They must be well presented and technically competent.

The assignment would test the initial capability of the students to grasp concepts and apply them to journalism.

Value: 20% of total grade

Assessment Task 2: Producing program One, Week One of Content Production**Individual Task: News Writing, Reporting and Research Techniques:**

Students are required to produce reports, interviews and news packages. A written journal detailing all phone calls made, research notes and other research material (press releases, reports, studies, newspaper clippings etc.) must accompany your story, plus a separate cue sheet (written introduction/back announce, tape details) for the story for broadcast purposes. Marks are deducted for poor presentation and failure to meet the deadline.

Value: 20% of total grade

Assessment Task 3: Producing Program Two, Week Two of Content Production

Value: 20% of total grade:

Assessment Task 3: Producing Program Three, Week Three of Content Production

Value: 20% of total grade:

Assessment Task 4: Producing Program Four, Week Four of Content Production

Value: 20% of total grade:

MINIMUM REQUIREMENTS FOR THE COURSE:

Since class discussion and participation in activities form an integral part of this subject, students are expected to have knowledge of current affairs, health and development issues.

In order to ensure standards and meet the minimum requirement for course deliverables, students will be required to sit through two tests:

- a. A pre-training test that would assess their motivation and readiness to take the course:
- b. A post training test that would assess their progress through the training and grade their performance:

GRADES:

This will be graded course. All assessment tasks must be completed and submitted and a satisfactory level overall must be achieved to pass the subject. Assessment grades and final grades in the subject will be high Distinction / Distinction / Credit / Pass / Fail.

Grading Descriptors:

High Distinction: Work of outstanding quality on all objectives of the subject, which may be demonstrated by means of criticism, logical argument, and interpretation of materials or use of methodology. This grade may also be given to recognize particular originality or creativity.

Distinction: Work of superior quality on all objectives, demonstrating a sound grasp of content, together with efficient organization and selectivity.

Credit: Work of good quality showing more than satisfactory achievement on all objectives, or work of superior quality on most of the objectives of the subject.

Pass: Work showing satisfactory achievement on the overall objectives of the subject.

Fail: Unsatisfactory performance in one or more objectives of the subject as contained within the assessment items.

EXPECTATIONS ABOUT ASSESSMENT TASKS

All assessment tasks are expected to be submitted by the specified due date. Penalties may apply for late submission. Students would be required to keep electronic and paper copies of all assignments.

ACADEMIC INTEGRITY

Assessment items provide an opportunity for students to demonstrate that they understand the content being covered and have achieved the objectives of the subject. Assessment enables students to demonstrate their personal integrity and respect for scholarship. This means: acknowledging the source of ideas, views and opinions from any resources including the internet.

Penalties will be imposed for plagiarism and other forms of cheating. Students may be asked to produce drafts or research notes to prove that their assignment is entirely your own work. If the assignment contains any material that is plagiarized or copied from someone else they could receive zero for the whole subject.

Contents:

- Radio News Writing: Special Features, Documentaries and its Types.
- Editing news bulletin
- Coverage of special events
- Interviews; news commentary; news reel, documentary and feature
- PBC structure and organization

SUBJECT OUTLINE

The training process will be broken down in series of four journalism boot camps, with technical sessions in digital recording and editing on the side.

The trainings will focus on:

1. Ethics of Journalism

This unit will look at ethics in journalism. Students will learn and discuss the meaning of truth, integrity, fairness and accountability. They will look at various ethical codes and then write their own. Students are also introduced to unethical reporting and unethical editing. They see how an interview can easily be distorted if great care is not taken in the editing process.

2. Reporting and Presentation

This unit teaches students to tell stories, to put people at the heart of their stories rather than just focusing on cold statistics. They will learn how to present their material effectively.

3. Interviewing

This unit looks at the skills required to be a good interviewer. Students will learn about the importance of research and pre-interviewing. They reviews, and conduct interviews of their own that the class then reviews. They will conduct and attend a mock interviews and press conferences where their ability to identify the story is tested.

4. News Gathering

What is news and how do we find it? This unit helps students develop their news judgment so that they can decide what is newsworthy. This will help them spot and make the most of the main angle in a story, and will help them write effective stories. Students also learn about sources of news, they're encouraged to keep an up-to-date contact book and maintain a dairy. Students are also tested weekly on the latest stories making local, national and international news.

5. News Writing

This will focus on writing for print, radio and TV. They will learn how to write keeping in mind the needs of the medium – for the eye, the ear and with visuals. There is a big difference between writing for print and writing for broadcast which students learn that they should not be printing or broadcasting their own opinions. This unit also looks at the importance of accuracy, balance and attribution.

6. Specialty programs and features

This unit looks at how to produce interesting specialty magazine sections and programs. Students will learn about the importance of 'light and shade' in magazines and programming. There is also a focus on how to conduct a 'talent hunt' so that interviewees are interesting and well informed. They will learn about features to cover stories in depth. They are creative, fun and challenging to make. The use of detail and natural sound is essential in making good features. Students will learn about classis story telling techniques, they will read, listen to, watch and review outstanding work done by professional journalists.

3. Course Code: CMS 553 (Media Laws and Ethics) 3 Cr. Hrs.

Objectives:

This course would enable the students to learn:

- need of laws and code of ethics to regulate the media;
- communication: Islamic perspective;
- code of ethics in the west;
- issues concerning freedom of expression: freedom concerning media and media consumers, absolute VS responsible freedom;
- evaluation of press laws in sub-continent and Pakistan;
- PEMRA laws and ordinances; and
- Defamation laws, Contempt of Court and Copy Right Act.

Contents

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

4. Course Code: CMS 554 (Communication Theories – 1) 3 Cr. Hrs.

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.

Contents

- Origin of Communication: a brief overview of the theories related to evolution of communication.
- Communication: Definition, Types , communication is a process, hurdles Models Of Mass Media ,
- Evolution of Mass Communication:
- Siebert's Four Theories Of The Press
 - A)** The Authoritarian Theory **B)** The Libertarian Theory
 - C)** The Soviet Theory **D)** The Social Responsibility Theory
- Communication Models: The Advantages of Models, Aristotle Model of Communication, Linear Model, Non Linear Models, the Laswell Formula, Osgood and Schramm Model.
- Mass Society. Stages of Society ... Pre- Requisite of Mass Society....Mass Society and the Magic Bullet Theory..... Emergence of Mass Society Theory.
- Mass Culture: Introduction, Characteristics, Traditional Theories of Mass Culture.
- Gate Keeping and Information: Gate Keeping, Definition, and White's Model of Gate Keeping.
- Information: Definition, Information as a Message, Measuring Information, Information as a Pattern
- Islamic Concept of Communication: Communication in Islam, Islamic View Point of Communication.

5. Course Code: CMS 555 (Global Journalism) 3 Cr. Hrs.

Objectives:

This seminar based course will examine journalism around the globe with emphasis on other parts of the developing world. An expert will from any media setup will be invited, will deliver a lecture followed by academic discussion.

SEMESTER-VI

**1. Course Code: CMS 561 (Newspaper Production) 3 Cr. Hrs.
(Theory & Practice)**

Objectives:

This course would enable the students to learn:

- the fundamental demand of journalistic writing, particularly reporting for print media;
- methods of composing and printing;
- development of printing; film making and photo editing;
- history of page makeup, layout and production; and
- new techniques of printing.

Contents

- Methods of composing and printing, historical development from Hand Composing to computer Composing, Historical Development of Photo Printing – from wood Carving to Scanner, Film Making, Photo editing. History of page Making, Layout & make-up book Editing & Production. Comparative Features of Newspaper, New Techniques of Printing.

Practical:

The students will be required to compose and design news papers during the semester.

**2. Course Code: CMS 562 (T V News & Program) 3 Cr. Hrs.
(Theory & Practice)**

Objectives:

This course would enable the students to learn:

- the fundamental demand of journalistic writing, particularly reporting for electronic media;
- prepare them for producing TV news and program production.

Contents

- Set up & working of a TV.
- Duties of news producer.
- Sources of TV news
- Spoken words & visuals. Use of visuals.
- Drafting of TV news.
- Compilation of bulletin.
- Preparation of network bulletin.
- Preparation of special report.

Practical:

- 20 news stories and film commentaries, 5 interviews of 10 minutes each, submission of a video cassette

**3. Course Code: CMS 563 (Journalism in Contemporary Pakistan)
3 Cr. Hrs.**

(Class Discussion Course on Media Literacy)

Objectives:

Objectives of the course are to examine;

- The growth and structure of the news industry in modern Pakistan.
- Relationship between journalists and society and journalists and the state.
- Media laws in contemporary Pakistan
- Evaluation of information sources.
- Reading/listening/watching of news and related material in print and electronic media. Comparative study of different major national and international issues in newspapers/radio/news channels. Discussions on issues and reports on the issues.

**4. Course Code: CMS 564 (Introduction to Advertising & Public Relations)
3 Cr. Hrs.**

Objectives:

This course would enable the students to learn:

- advertising definition, nature, purpose and scope;
- advertising agencies and their functioning;
- techniques and tactics of advertising;
- public relations, nature and scope;
- process of public relations: internal public, external public;
- tools of public relations; and
- Organization and sources of public relations.

Contents

Advertising

- Definition, Purpose and scope
- Types of Advertising
- Advertising Agencies and Their working.
- Media of advertising – Techniques and Tactics
- Socio – economic role of Advertising
- Advertising and Culture
- Merits and demerits of Advertising.

Public Relations

- Definition, nature and scope of Public Relations
- Process of Public Relations
- Duties of Public Relations Officer
- Internal public
- External public

Tools of Public Relations

- Press Agency
- Publicity,
- Advertising,
- Propaganda,
- Backgrounders,
- Handouts &
- Press release

Comparative Study

- Advertising vs PR;
- Advertising vs Propaganda
- Publicity and Propaganda
- Publicity vs Sales promotion

Public Relations & Opinion Formation

- Information
- Persuasion
- Public Opinion

Organization and Sources of Public Relations

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

5. Course Code: CMS 565 (Communication Theories -II) 3 Cr. Hrs.**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.

Contents**Media Affects Theories**

- Levels and kinds of effects
- Typology of media effects (short term and deliberate effects,
- Short term and non-deliberate effects)
- Diffusion of innovations model.
- Knowledge gap theory
- Social realities versus mediated realities
- Attitude and persuasion
- Opinion formation, spiral of silence, agenda setting.
- Cultivation affects hypothesis
- Media sociology.
- Propaganda.
- Theory, Definition, Construction and Types.
- Uses and Gratifications: Common Reasons for Media Use.... Information. Personal Identity.... Integration and Social Interaction
- Cognitive Consonance, Cognitive Dissonance Theory.
- Social Learning Theory.

SEMESTER VII**1. Course Code: CMS 671 (Research Methods in Communication)
3 Cr. Hrs****Objectives:**

This course would enable the students to learn:

- concepts and needs of mass media research;
- elements of social research: concept, construct, variable, hypothesis and measurement;
- kinds of social scientific research;
- research process;
- research methods: survey methods and content analysis; and
- Case study and hypothesis testing.

Contents

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

2. Course Code: CMS 672 (Online Journalism) 3 Cr. Hrs**Objectives:**

This course would enable the students to learn:

- scope and importance of Online Journalism;
- socio economic, legal, cultural and political issues related to the access of information through internet;
- scanning and surfing;
- techniques of cyber casting, publishing and marketing; and
- Online editions of newspapers/magazines.

Contents

- Scope and importance of online journalism
- History of the internet
- Socio-Economic, legal, cultural and political issues related to access of information through internet
- Scanning and surfing
- Online editions of newspapers/magazines
- Prospects and challenges of online journalism

Practical

- FTP (file transfer protocol)
- YouTube uploading
- Drop box (data transferring activities)
- E-mail
- Multimedia basics.

2. **Course Code: CMS 673 (Development Support Communication)**
3 Cr. Hrs

Objectives:

This course would enable the students to learn:

- evaluation of Development Support Communication;
- models of Development Support Communication: dominant paradigm for development, alternative model of development;
- strategies for introducing change;
- environmental factors affecting development communication; and
- use of mass media for Development Support Communication.

Contents

Evolution of Development Support Communication

- Growth of term "Development"
- Philosophy of development support communication
- Needs of development support communication
- Difference between communication, development communication, development support communication and development journalism
- Factors for successful development support communication
- Diffusion of innovation theory

Models of Development Support Communication

- Dominant Paradigm for Development
- Alternative Model of Development

Development Support Communication and Change in the Social Setting

- Strategies for introducing change
- Sources of change
- Types of change
- Change of social values and beliefs.
- Power of influence
- Social stratification
- Obstacles to change
- Reducing resistance to change

Problems of Development Support Communication

- Financial constraints
- Unqualified practitioners
- State owned media

Environmental factors affecting development communication

- Political environment
- Economic environment
- Socio-cultural environment
- Administrative and organizational Environment

Using Mass Media for Development Support Communication

1. Print Media

- Newspaper
- News Letters
- Folders, Leaflets And Pamphlets
- Fact Sheet

2. Broadcast Media

- Radio
- Television

Non- Broadcast Media

- Exhibits and displays
- Posters
- Slides and film strips
- Overhead transparencies

Static Media:

- Motion Pictures
- Exhibits and Displays

Evaluation the DSC Program

Evaluation in DSC
 Elements of Evaluation
 Reasons of Evaluation
 Types of Evaluation
 Monitoring and Evaluation
 Steps of Evaluation
 Evaluation Plan
 Criteria for Evaluation
 Design for Evaluation Studies
 Conduct of the Evaluation.

**4. Course Code: CMS 674 (Opining Journalism/ Writing) 3 Cr. Hrs.
 (Theory & Practice)**

Objectives:

Language is the basic tool of expression both verbal and written. A journalist has to disseminate information to the readers in various forms.

This course would enable the students to learn:

- mechanism of opinion writing;
- editorial: its purpose form and significance;
- techniques of editorial writing;
- feature: nature and scope and its types;
- techniques of feature writing;
- column: nature and scope;
- techniques of column writing; and
- Reviews: purpose of review and techniques of review writing.

Contents:**A. The Editorial**

- Definition of Opinion Writing: - Editorial
- Its purpose, importance and forms
- Functions of Editorial
- The Techniques of Editorial writing
- The contents of editorial page
- The editorial page in Pakistani major national dailies.

B. Feature Writing

- Definition, Concept and Scope of Feature
- Types of Feature
- Sources for the material
- Feature Writing Technique
- The importance of Pictorial Display in features.

C. Column Writing

- Definition and Concept
- Functions of a Column
- Types of Column
- Role of Columnist in society.
- Practical Column Writing

D. Reviews

- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programmes etc.

**5. Course Code: CMS 675 (Advanced Reporting) 3 Cr. Hrs.
(Theory & Practice)**

Objectives:

To build on basic reporting skills in reporting class; students carry out reporting assignments in the field; producing stories for print and audio/video.

Contents

- Interpretative report; concept, gathering information, special sources of information, what is an investigative story. Need of investigation, foreign & diplomatic reporting. Questions of ethics & laws. Structure of interpretative, investigative, foreign news stories (Muslim world in western media).

Practical:

10 interpretative stories, both print and electronic media. Scrapbook with clipping/ CD/DVD/Cassette of foreign & diplomatic stories & their evaluation.

SEMESTER VIII

1. Course Code: CMS 681 Internship (Apprentice and Report) 6 Cr. Hrs.

Objectives:

It will enable the students to learn practical skills relating to print and electronic media.

Contents

- Every student will be required to join any national media organization as an intern for a period not less than two months. He will arrange his placement in any media organization with the concurrence of the department. On successful completion and positive report by the media organization, the student will prepare a comprehensive report on what he practiced, the introduction of the media organization and any other relevant aspects which the department may deem appropriate to be included. There shall be two supervisors i.e internal, faculty member and external; of the concerned media organization under whom the student has undertaken the internship.

2. Course Code: CMS 682 (Specialized Journalism: Health, Education, Economic, Environment, Sports, Conflict, Community, Human Rights.) 3 Cr. Hrs.

Objectives:

A course that is broken into two or three weeks segments, each devoted to a specialized journalism sectors enable the students have an overview of the specialized journalism filed.

Contents

- Economic/business journalism, Sports journalism, Conflict journalism, Community journalism, Environment, education, health and human rights issues.

3. Course Code: CMS 683 (Thesis/Research Report) 6 Cr. Hrs.

Objectives:

This practice would enable the students to develop an aptitude for research work and to produce research works in the future.

Contents

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