



**Department of Communication & Media Studies**  
**Hazara University – Mansehra**

**Scheme of Studies**  
**M.Sc Two (02) Years Program**

**Year—1 (SEMESTER –I)**

S#	Subject Code	Subject Title	CR. Hrs.
1.	511	English	4
2.	512	Sub- Editing & News Writing (T&P)	3+1
3.	513	Reporting (T&P)	3+1
4..	514	Basic Concept in Social Sciences (Pol Science, & Sociology)	4
5.	515	Media Laws and Ethics	4
6.	516	Communication Theories I	4
		<b>Total</b>	<b>24</b>

**Year—1 (SEMESTER –II)**

S#	Subject Code	Subject Title	CR. Hrs.
1.	521	Advance News Writing and Page Designing (T&P)	3+1
2.	522	Advanced Reporting (T&P)	3+1
3.	523	Communication Theories – II	4
4.	524	Introduction to Advertising and Public Relations	4
5.	525	Current Affairs & Globalization of Media	4
		<b>Total</b>	<b>20</b>

**Year—2 (SEMESTER –III)**

S#	Subject Code	Subject	CR. Hrs.
1.	631	Broadcast Journalism	4
2.	632	Research Methods	4
3.	633	Opinion Writing (T&P)	3+1
4.	634	Community Journalism	2
5.	635	International Communication	4
6.	636	Proposal Writing	2
		<b>Total</b>	<b>20</b>

**Year—2 (SEMESTER –IV)**

S#	Subject Code	Subject Title	CR. Hrs.
1.	641	Public Relations	4
2.	642	Social Psychology	4
3.	643	Development support Communication	4
4.	644	Thesis	4
5.	645	Internship (Apprentice and Report)	4
		<b>Total</b>	<b>20</b>

**Total Credit Hours**                      **84**  
**Duration**                                      **04 Semesters:**  
**Total Marks**                                 **2100**

**Department of Communication & Media Studies**  
**Hazara University – Mansehra**  
**COURSE CONTENTS**  
**FOR**  
**M.Sc (2-years)**

**SEMESTER -I**

**1. Course Code: CMS 511 (English Compulsory –I) 4 Cr. Hrs.**

**Objectives:**

This course would enable the students to:

- learn fundamentals of grammars;
- parts of speech and correct use in sentences; and
- learn techniques of letter to the editor writing, personality sketch writing and report writing

**Contents:**

- Parts of Speech
- Punctuation marks
- Subject + Verb agreement
- Tenses
- Active and Passive Voice
- Direct and indirect narrations
- Dialogue writing
- Translation

**2. Course Code: CMS 512 (Sub- Editing & News Writing) 3 + 1 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:**

**Editing Procedure**

- Definition of Sub- Editing
- Tools of Sub- Editor
- Style And The Style Book

**News Room**

- Organization and Function
- Copy Flow Pattern in News Room

**Sub- Editor**

- Sub-Editor's Role as Hub and Gatekeeper
- News style and intro/lead

**Headline**

- Techniques of Writing Headline
- Type of Headline
- Headline Grammar
- Head Count
- Typographical Symbols In Headline



**4. Course Code: CMS 514 (Basic Concepts in Social Sciences)  
(Political Science, Economics & Sociology) **4 Cr. Hrs.****

**Political Science:**

**Objectives:**

This course would enable the students to learn:

- nature of state and sovereignty;
- law and fundamental rights; and
- Political parties, pressure groups, political awareness and role of mass media.

**Contents:**

- Review of Basic Concepts: State Sovereignty, Law, Liberty, Equality And Fundamentals Rights, Political Parties And Pressure Groups, Political Awareness And Role Of Mass Media.

**Economics:**

**Objectives:**

This course would enable the students to learn:

- basic concepts of development economics;
- inflation, taxation and balance of payment; and
- Problems of developing economics with reference to Pakistan.

**Contents:**

- Basic Concepts In Development Economics, Inflation, Taxation, Money Market, Balance Of Payment, Problems Of Developing Economics With Reference To Pakistan.
- Agricultural and Industrial Development In Pakistan.

**Sociology**

**Objectives:**

This course would enable the students to learn;

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

**Contents:**

- Sociology: Definition And Scope, Concept And Significance Of Social Science
- Culture, Norms, Values, Folkways, Mores, Laws.
- Social Structure
- Social Institution: Family, Education, Religion, Economy And Politics, Media Institutions.
- Socialization: Definition And Process
- Social Change: Definition, Theories Of Social Change: Evolutionary Theories, Cyclical Theories, Functionalist Theories, Conflict Theories, Factors Of Social Change With Particular Emphasis On Communication And Social Change.

**5. Course Code: CMS 515 (Media Laws and Ethics) **4 Cr. Hrs.****

**Objectives:**

This course would enable the students to learn:

- need of laws and code of ethics to regulate the media;
- communication: and 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 and Code of Ethics to Regulate The Media.
- Code of Ethics for Journalists and Other Media Professionals.
- Code of Ethics in Western and Islamic Perspectives.
- Issue Concerning Freedom Of Expression.
- Absolute VS Responsible Freedom.
- Evolution Of Press Laws With Special Reference To Sub- Continent And Pakistan.
- Salient Features Of The Current Press And Publication Regulations, A Critical Analysis.
- PEMRA, Laws Pertaining To The Electronic Media In Pakistan.
- Freedom Of Expression
- Defamation Laws. Contempt Of Court.
- Press Ordinances
- Copy Right Act Contemporary Trends In the Law Of Copy Right And The Concept Of Intellectual Property Rights.
- Current media legislations.

**6. Course Code: CMS 516 (Communication Theories – 1) 4 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**

- Communication: Definition, Types , communication is a process, hurdles Models Of Mass Media ,
- Origin of Communication: a brief overview of the theories related to evolution of communication. 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, 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.

## **Semester II**

### **1. Course Code: CMS 521 (Advanced News Writing & Page Designing) 4 Cr. Hrs.**

#### **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**

- Selection Of News: Basic Criteria And Procedure
- Rewriting: Purpose Principles, Procedure And Tie-Back
- Typographical Techniques / Computer Composing
- Translation: Principles, Literary vs Journalistic Translation, translation from English into Urdu and Vice Versa.
- Photo Journalism: Picture Editing (Selection, Copping And Scaling), Elements Of Good Picture, Ethics Of Photojournalism And Purpose Of Pictorial Display
- Caption Writing: Editing, Types Of Caption, Type Size, Purpose And Principle Of Caption Writing
- Page Make-Up, Design And Layout, Design Principle, Design Elements, Forms Of Layout, Modems, Dummying Pages, Principles And Types Of Make-Up, Page Planning And Visualization
- Computer Editing And Use Of Page-Maker
- Web Lay-Out And Designs: Mapping A Website

**Project:** Practical Exercise Based Upon Items.1-9

### **2. Course Code: CMS 522 (Advanced Reporting) 4 Cr. Hrs. (Theory & Practice)**

#### **Objectives:**

Builds 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.

### **3. Course Code: CMS 523 (Theories of Communication-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**

- Uses and Gratifications: Common Reasons for Media Use.
- Information. Personal Identity.... Integration And Social Interaction

**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 Gratification.
- Cognitive Consonance, Cognitive Dissonance Theory.
- Social Learning Theory.

4. **Course Code: CMS 524 (Introduction to Advertising & Public Relations)**  
**4 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

4. **Course Code: CMS 525 (Current Affairs and Globalization of Media)**  
**4 Cr. Hrs.**

**Objectives:**

This course would enable the students to learn about the day to day happening around the world. It will also enable the students to have full background knowledge of important burning socio-economic and political issues and the role of media in addressing such issues.

**Contents**

- Ideology of Pakistan
- Pakistan Society: Geography, People, Culture and Institutions
- Constitutional Developments
- Economics and Political developments
- Pakistan in the global context
- State of human rights in Pakistan
- Clash of civilizations: Reality and Myths.
- The process of globalization: its economic and political consequences
- Major issues in international communications: MC Bride Commission Report, New World Information and Communication Order

## **Semester III**

1. **Course Code: CMS 631 (Broadcast Journalism) (T&P)**      **3 + 1 Cr. Hrs.**

**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.

**Contents****(a) Radio**

- 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



**(b) Television**

- TV News Writing: Special Features.
- Scripting TV News
- Editing News Bulletins
- News Films
- PTV Structure and Organization
- TV program production

**2. Course Code: CMS 632 (Research Methods) 4 Cr. Hrs.****Objectives:**

This course would enable the students to learn:

- concept and need 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 hypothesis testing.

**Contents**

- Introduction to research methods in mass communication
- Steps in research process with special emphasis on proposal writing
- Measurement: Nature and Levels
- Survey research methods
- Sampling techniques
- Ethics of social research
- Construction of research question and hypothesis
- Review of Literature
- Content analysis
- Coding data
- Analysis and interpretation of data
- Semiotic and structuralize analysis
- Use of computers in research

**3. Course Code: CMS 633 (Opinion Writing) 4 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:

- 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****Editorial**

- Editorial page, contents of editorial page.
- The editorial pages of major Pakistani dailies.
- Editorial, definition and purpose.
- Types of editorial.
- Characteristics of editorial writings.
- Qualities of a good editorial writer.
- Functions of an editorial writer
- Techniques of editorial writing

**Column:**

- Definitions, types and various styles of column writing.
- Qualities of good columnist.
- The role of columnist in a democratic society.

**Feature:**

- Definitions and functions.
- Types of features, sources of features.
- Characteristics of feature stories.
- The importance of pictorial display in features

**Review:**

- What is review?
- The purpose of review writing
- Techniques of review writing
- Practice of reviewing books

**4. Course Code: CMS 634 Community Journalism (Women, Children, Minorities and Media) 2 Cr. Hrs.**

**Objectives:**

This course would enable the students to learn:

- the status of women, children and minorities in Pakistan;
- the issues relating to women, children and minorities in Pakistan; and
- Coverage of women, children and minorities professional skills.

**Contents:****Women**

- Status Of Women In Pakistan
- Women Issues in Pakistan
- Coverage of Women: Professional Skills.

**Children**

- Status Of Children in Pakistan
- Children Issues in Pakistan
- Coverage Of Children: Professional Skills

**Minorities**

- Status Of Minorities In Pakistan
- What Are The Issues Of Minorities
- Coverage of Minorities: Professional Skills.
- 

**5. Course Code: CMS 635 (International Communication) 4 Cr. Hrs.**

**Objectives:**

This course would enable the students to learn:

- concept and nature of communication among nations;
- control and restriction on cross border;
- inter-cultural communication and Muslims portrayal in the western media; and
- media and foreign policy.

**Contents**

- Communication among Nations
- Approaches to the Study of International Communication
- Controls and Restrictions on Cross-boarder flow of Information
- Intercultural Communication
- Muslims Portrayal in the Western Media
- Knowledge Gap Theory
- Conflict between the Central and Peripheral Countries and UNESCO
- Media and Foreign Policy
- Advocative, Adversarial and Watchdog Role of the Media
- The Dominance Paradigm of International Communication
- Issues in International Communication
- Role of the Media in Conflict Resolution
- How media can be used to enhance international cooperation.

**6. Course Code: CMS 636 (Proposal Writing) 2 Cr. Hrs.****Objectives:**

This course would enable the students to learn about the methods and techniques of writing an effective research proposal.

**Contents**

- Research Proposal – Definitions, Purpose and Importance.
- Contents of research proposal.
- Practice of writing research proposal.

**SEMESTER IV****1. Course Code: CMS 641 (PUBLIC RELATIONS) 4 Cr. Hrs.****Objectives:**

This course would enable the students to learn:

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

**Contents****A. Introduction**

- Introduction to Public Relations
- History of Public Relations
- Meaning of Public Relations

**B. Public Relation at Work**

- Scope And Ethics Of Public Relations
- Duties of Public Relations Officer.
- Qualification Of A Public Relation's Officer

**C. Public Relations and Other Institutions.**

- Public Relations in Government Department
- Public Relations in Autonomous Institutions and NGOs, etc.
- Public Relations in Industrial and Social Organizations.

**D. Public Relation and Mass Media.**

- Public Relations through Print Media.
- Writing Press Release, Handout, Press Note Etc.
- Public Relations through Press Conferences, Special Events And Trade Fairs.
- Public Relations through Electronic Media.
- House Magazine Production
- PR Campaign Production

**2. Course Code: CMS 642 (SOCIAL PSYCHOLOGY)****4 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****Social Psychology –an introduction.**

- The Field Of Social Psychology
- History Of Social Psychology
- Theory In Social Psychology

**The Self:**

- Definition Of The Self
- Measurement Of The Self
- Self As Determination Of Behavior

**Language and Communication**

- Introduction
- The Nature Of Language
- Unspoken Languages
- Theories Of Language Acquisition
- Language And Thought
- Social Structure And Communication

**Social Influence**

- Introduction
- Social Roles As Process
- Sex: A Universal Social Role

**Attitude and attitude change.**

- History Overview
- Defining Attitudes
- Measurement Of Attitude
- Attitude Organization
- Attitude And Behavior
- Consistency And Social Learning, Theories Of Attitude Change
- Other Theories Of Attitude Change
- Characteristics Of The Source The Message And The Audience In Attitude Change
- Can Attitudes Really Be Changed?

**Person Perception**

- Theories Of Person Perception
- Information Processing In Impression Formation

**Aggression and Violence**

- Definition Of Aggression
- Biological Explanation Of Aggression
- Other Theories Of Aggression
- Violence In Society
- The Concept of Aggression.

**Collective Behavior**

- Introduction
- Studying Collective Behavior
- Types Of Collective Behavior
- Social Movements
- Collective Behavior And Social Change

**3. Course Code: CMS 643 (Development Support Communication)  
4 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**

- Diffusion of innovation theory

**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

**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**

**Print Media**

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

**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 644 (Thesis) 4 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 research report at the end of the semester.

**5. Course Code: CMS 645 (Internship (Apprentice and Report) 4 Cr. Hrs.**

**Objectives:**

It will enable the student 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.