



COURSE OUTLINE BRIEFS

DEPARTMENT OF
**COMMUNICATION AND
MEDIA STUDIES**



FACULTY OF
**ARTS AND
HUMANITIES**



OVERVIEW

As the media and communication sector becomes ever more diverse and dynamic, degrees in the field of Media and Communication Studies are also growing in popularity. Media studies are a discipline and field of study that deals with the content, history, and effects of various media; in particular, the mass media.

The Department of Media and Communication Studies has been striving for providing quality communication education with innovation since its inception in 2003 and is further expanding its range. In a very short period after its establishment, the Department has established its own FM radio station; well-equipped computer lab with audio-video editing facilities; linkages with mainstream media and associated organizations including development sector and research organizations.

The Department built its reputation on scholarly and critical achievements across the Pakistan for creative writing skills and media professionals. It recently won an HEC funded project for the establishment of a state of the art 'Multi Media Information Centre'. The Department aims at serving the society by transmitting advanced knowledge and forging indigenous human resource into local and national media markets as well as in other professional organizations.

The Department is currently offering BS and Master's program with the facilities of print media, electronic media and public relation specialization. Soon the department will start the master's program in mobile journalism. The courses are designed to meet the specific requirements of the subject matter along with practical application in various fields.

The Department has very experienced and qualified faculty. There are two PhD and six MPhil permanent faculty members. Special lectures of professionals are also arranged frequently in order to familiarize the students with professional life. That's why the Department has significant job placement ratio in the relevant fields.

Academic Programs Offered

1. BS Communication & Media Studies
2. MA Communication & Media Studies
3. M. Phil Communication & Media Studies (Research Track)
4. M. Phil Communication & Media Studies (Professional Track)

BS Communication & Media Studies

Eligibility: At least 45% marks in intermediate or equivalent.

Duration: 04 Year Program (08 Semesters)

Degree Requirements: 133 Credit Hours

Semester-I

Course Code	Course Title	Cr. Hours
URCE-5101	Grammar	3 (3+0)
URCI-5105	Islamic Studies	2 (2+0)
MCOM-5101	Introduction to Conventional and Digital Communication	3 (3+0)
URCI-5109	Intro to Information and Communication Technology	3 (3+0)
MCOM-5102	Information Management	3 (3+0)
POLS-5101	Introduction to Political Science	3 (3+0)

Semester-II

URCE-5102	Language, Comprehension and Presentation Skills	3 (3+0)
URCP-5106	Pakistan Studies	2 (2+0)
MCOM-5103	Computer Applications in Mass Communication	3 (0+3)
MCOM-5104	Contemporary World Media	3 (3+0)
ULAW-5130	Introduction to Basic Laws	3 (3+0)
MCOM-5105	Journalistic Language (Urdu)	3 (3+0)
URCC-5110	Citizenship Education and Community Engagement	3 (1+2)

Semester-III

URCE-5103	Academic Writing	3 (3+0)
MCOM-5106	Introduction to Mobile Journalism	3 (3+0)
MCOM-5107	News Reporting and Sub-Editing	3 (3+0)
MCOM-5108	Current Affairs	3 (3+0)
ECON-5112	Principles of Economics	3 (3+0)
SOCI-5101	General Sociology-1	3 (3+0)

Semester-IV

MCOM-5109	Journalistic Language (English)	3 (3+0)
MCOM-5110	Functional Urdu	3 (3+0)
MCOM-5111	Introduction to Social Media	3 (3+0)
MCOM-5112	Media Ethics and Laws	3 (3+0)

PSYC-5106	Social Psychology	3 (3+0)
STAT-5121	Introduction to Statistics	3 (3+0)

Semester-V

GRAD-5115	Graphic Design-II	3 (3+0)
MCOM-6113	Photojournalism in the Digital Era	3 (3+0)
MCOM-6114	Human Communication, Cybernetics and Effect Theories-I	3 (3+0)
MCOM-6115	Introduction to Broadcast Media	3 (3+0)
MCOM-6116	Fundamentals of Research	3 (3+0)
MCOM-6117	Introduction to Film and Theatre	3 (3+0)

Semester-VI

MCOM-6118	Digital Journalism	3 (3+0)
MCOM-6119	Human Communication, Cybernetics and Effect Theories-II	3 (3+0)
MCOM-6120	Introduction to Advertising and Public Relations	3 (3+0)
MCOM 6121	Research Methods in Communication Studies	3 (3+0)
MCOM 6122	Opinion Writing	3 (3+0)
MCOM 6123	Foreign Language	F/P

Semester-VII

MCOM-6124	International Communication	3 (3+0)
MCOM-6125	Development Communication	3 (3+0)
MCOM-6126	Economics of New Media	3 (3+0)
	Sequences	
	i. Digital Media	
MCOM-6127	Creative Writing for Digital Media	3 (3+0)
MCOM-6128	Social Media Platforms	3 (3+0)
	ii. Broadcast Media	
MCOM-6129	Radio News Reporting and Production	3 (3+0)
MCOM-6130	TV News Reporting and Production	3 (3+0)
	iii. Strategic Communication	
MCOM-6131	Strategic Communication in Digital Age	3 (3+0)
MCOM-6132	Public Relations	3 (3+0)
	iv. Development Support Communication	
MCOM-6133	Development Support Communication	3 (3+0)
MCOM-6134	Technology and Social Change	3 (3+0)
	v. Print Media	
MCOM-6135	Conflict Reporting	3 (3+0)
MCOM-6136	Newspaper Production	3 (3+0)
	vi. Film and Theatre	
MCOM-6137	Film (Theory and Practice)	3 (3+0)
MCOM-6138	Theatre (Theory and Practice)	3 (3+0)

Semester-VIII

MCOM-6139	Media Management	3 (3+0)
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MCOM-6140	Research Report	3 (3+0)
MCOM-6141	Civic Media	3 (3+0)
	Sequences	
	i. Digital Media	
MCOM-6142	Convergent Media	3 (3+0)
MCOM-6143	Mobile Journalism Production and Broadcasting	3 (3+0)
	ii. Broadcast Media	
MCOM-6144	Radio Program Production	3 (3+0)
MCOM-6145	TV Program Production	3 (3+0)
	iii. Strategic Communication	
MCOM-6146	Advertising	3 (0+3)
MCOM-6147	Strategic Communication Campaign Design	3 (3+0)
	iv. Development Support Communication	
MCOM-6148	Development Journalism	3 (3+0)
MCOM-6149	Campaign Designing	3 (3+0)
	v. Print Media	
MCOM-6150	Sub-Editing and Page Designing	3 (3+0)
MCOM-6151	Magazine Production	3 (3+0)
	vi. Film and Theatre	
MCOM-6152	Film Production (Project)	3 (0+3)
MCOM-6153	Theatre (Project)	3 (0+3)

MA Communication & Media Studies

Eligibility: At least 45% marks in bachelors or equivalent.

Duration: 02 Year Program (04 Semesters)

Degree Requirements: 66 Credit Hours

Semester-I

MCOM-6201	Functional Media Language	3 (3+0)
MCOM-6202	Introduction to Conventional and Digital Communication	3 (3+0)
MCOM-6203	Media History, Laws and Ethics	3 (3+0)
MCOM-6204	News Reporting and Sub-Editing	3 (3+0)
MCOM-6205	Computer Applications in Mass Communication	3 (0+3)
MCOM-6206	Fundamentals of Social Media	3 (3+0)

Semester-II

MCOM-6207	Human Communication, Cybernetics and Effect Theories-I	3 (3+0)
MCOM-6208	Digital Journalism	3 (3+0)
MCOM-6209	Development Support Communication	3 (3+0)
MCOM-6210	Introduction to Public Relations and Advertising	3 (3+0)
MCOM-6211	Photojournalism in the Digital Era	3 (3+0)
MCOM-6212	International Communication	3 (3+0)

Semester-III

MCOM-6213	Human Communication, Cybernetics and Effect Theories-II	3 (3+0)
MCOM-6214	Research Methods in Communication Studies	3 (3+0)
MCOM-6215	Introduction to Broadcast Media	3 (3+0)
MCOM-6216	Current Affairs	3 (3+0)
MCOM-6217	Introduction to Mobile Journalism	3 (3+0)
MCOM-6218	Foreign Language	F/P

Semester-IV (Specializations)

Note: The students will opt any one of the specializations given below.

MCOM-6219	Media Management	3 (3+0)
	Sequences	
	i. Digital Media	
MCOM-6220	Creative Writing for Digital Media	3 (3+0)
MCOM-6221	Social Media Platforms	3 (3+0)
MCOM-6222	Convergent Media	3 (3+0)
MCOM-6223	Mobile Journalism Production and Broadcasting	3 (3+0)
	ii. Broadcast Media	
MCOM-6224	Radio News Reporting and Production	3 (3+0)
MCOM-6225	TV News Reporting and Production	3 (3+0)
MCOM-6226	Radio Program Production	3 (3+0)
MCOM-6227	TV Program Production	3 (3+0)
	iii. Strategic Communication	
MCOM-6228	Strategic Communication in Digital Age	3 (3+0)
MCOM-6229	Public Relations	3 (3+0)
MCOM-6230	Advertising	3 (0+3)
MCOM-6231	Strategic Communication Campaign Design	3 (3+0)

	iv. Print Media	
MCOM-6232	Conflict Reporting	3 (3+0)
MCOM-6233	Newspaper Production	3 (3+0)
MCOM-6234	Sub-Editing and Page Designing	3 (3+0)
MCOM-6235	Magazine Production	3 (3+0)
	v. Development and Communication	
MCOM-6236	Development Communication	3 (3+0)
MCOM-6237	Technology and Social Change	3 (3+0)
MCOM-6238	Development Journalism	3 (3+0)
MCOM-6239	Campaign Designing	3 (3+0)

M. Phil Communication & Media Studies (Research Track)

Eligibility: At least 45% marks or CGPA 2.0 or above in masters or equivalent.

Duration: 02 Year Program (04 Semesters)

Degree Requirements: 30 Credit Hours

Semester-I

MCOM-7101	Communication Theories – I	3 (3+0)
MCOM-7102	Communication Research Methods-I	3 (3+0)
MCOM-7103	Philosophy of Social Science	3 (3+0)
	Optional-I	3 (3+0)

Semester-II

MCOM-7104	Communication Theories-II	3 (3+0)
MCOM-7105	Communication Research Methods-II	3 (3+0)
	Optional-II	3 (3+0)
	Optional-III	3 (3+0)

Note: Students will opt 01 course in a 1st semester and 02 courses in the 2nd semester from the following optional courses.

Optional Courses:

MCOM-7106	International Communication	3 (3+0)
MCOM-7107	M. Phil Seminar	3 (3+0)
MCOM-7108	Media and Politics	3 (3+0)
MCOM-7109	Digital and Social Media	3 (3+0)
MCOM-7110	Film Studies and Critique	3 (3+0)
MCOM-7111	Advanced Development Communication	3 (3+0)
MCOM-7112	Media and Cultural Studies	3 (3+0)

Semester-III and IV

MCOM-7113	Thesis	6 (0+6)
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M. Phil Communication & Media Studies (Professional Track)

Eligibility: At least 45% marks or CGPA 2.0 or above in masters or equivalent.

Duration: 02 Year Program (04 Semesters)

Degree Requirements: 30 Credit Hours

Semester-I

MCOM-7201	Communication Theories	3 (3+0)
MCOM-7202	Research Methods	3 (3+0)
MCOM-7203	Tools and Skills of Production	3 (3+0)
	Optional-I*	3 (3+0)

Semester-II

MCOM-7204	Writing Techniques (Radio, TV and Film)	3 (3+0)
MCOM-7205	Seminar	3 (3+0)
	Optional-II*	3 (3+0)
	Optional-III*	3 (3+0)

Note: Students will opt 01 course in a 1st semester and 02 courses in the 2nd semester from the following optional courses.

Optional Courses

MCOM 7206	PR and Advertising Theories	3 (3+0)
MCOM 7207	Introduction to Filmosophy	3 (3+0)
MCOM 7208	Digital Media Marketing and Management	3 (3+0)
MCOM 7209	Film and Theater Studies (With Project)	3 (3+0)
MCOM 7210	Visual Communication	3 (3+0)
MCOM 7211	Public Relations and Advertising Practicum (with the project)	3 (3+0)
MCOM 7212	Advertising and PR in Digital Age	3 (3+0)
MCOM 7213	Media Ethics and Practice	3 (3+0)
MCOM 7214	Advance Development Communication	3 (3+0)
MCOM 7215	Digital and Social Media	3 (3+0)

Semester-III, IV

MCOM 7216	Project	6 (0+6)
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BS
COMMUNICATION &
MEDIA STUDIES

The course introduces the students to the underlying rules to acquire and use language in an academic context. The course aims at developing grammatical competence of the learners to use grammatical structures in context to make the experience of learning English more meaningful enabling the students to meet their real-life communication needs. The objectives of the course are to, reinforce the basics of grammar, understand the basic meaningful units of language, and introduce the functional aspects of grammatical categories and to comprehend language use by practically working on the grammatical aspects of language in academic settings. After studying the course, students would be able to use the language efficiently in academic and real-life situations and integrate the basic language skills in speaking and writing. The students would be able to work in a competitive environment at higher education level to cater with the long-term learners' needs.

Contents

1. Parts of speech
2. Noun and its types
3. Pronoun and its types
4. Adjective and its types
5. Verb and its types
6. Adverb and its types
7. Prepositions and its types
8. Conjunction and its types
9. Phrases and its different types
10. Clauses and its different types
11. Sentence, parts of sentence and types of sentence
12. Synthesis of sentence
13. Conditional sentences
14. Voices
15. Narration
16. Punctuation
17. Common grammatical errors and their corrections

Recommended Texts

1. Eastwood, J. (2011). *A basic English grammar*. Oxford: Oxford University Press.
2. Swan, M. (2018). *Practical English usage* (8th ed.). Oxford: Oxford University Press.

Suggested Readings

1. Thomson, A. J., & Martinet, A. V. (1986). *A practical English grammar*. Oxford: Oxford University Press
2. Biber, D., Johansson, S., Leech, G., Conrad, S., Finegan, E., & Quirk, R. (1999). *Longman grammar of spoken and written English*. Harlow Essex: MIT Press.
3. Hunston, S., & Francis, G. (2000). *Pattern grammar: A corpus-driven approach to the lexical grammar of English*. Amsterdam: John Benjamins.

Islamic Studies engages in the study of Islam as a textual tradition inscribed in the fundamental sources of Islam; Qur'an and Hadith, history and particular cultural contexts. The area seeks to provide an introduction to and a specialization in Islam through a large variety of expressions (literary, poetic, social, and political) and a variety of methods (literary criticism, hermeneutics, history, sociology, and anthropology). It offers opportunities to get fully introductory foundational bases of Islam in fields that include Qur'anic studies, Hadith and Seerah of Prophet Muhammad (PBUH), Islamic philosophy, and Islamic law, culture and theology through the textual study of Qur'an and Sunnah. Islamic Studies is the academic study of Islam and Islamic culture. It majorly comprises of the importance of life and that after death. It is one of the best systems of education, which makes an ethical groomed person with the qualities which he/she should have as a human being. The basic sources of the Islamic Studies are the Holy Qur'an and Sunnah or Hadith of the Holy Prophet Muhammad ﷺ. The learning of the Qur'an and Sunnah guides the Muslims to live peacefully.

Contents

1. Study of the Qur'an
2. Study of the Hadith (Introduction to Hadith literature, Selected Ahadith (Text and Translation))
3. Introduction to Qur'anic Studies
4. Basic Concepts of Qur'an
5. History of Quran
6. Basic Concepts of Hadith
7. History of Hadith
8. Kinds of Hadith
9. Uloom –ul-Hadith
10. Sunnah & Hadith
11. Seerat ul-Nabi (PBUH), necessity and importance of Seerat
12. Pact of Madinah, Khutbah Hajjat al-Wada' and ethical teachings of Prophet (PBUH).
13. Legal Position of Sunnah
14. Islamic Culture & Civilization
15. Characteristics of Islamic Culture & Civilization
16. Historical Development of Islamic Culture & Civilization
17. Comparative Religions and Contemporary Issues
18. Impact of Islamic civilization

Recommended Texts

1. Hassan, A. (1990). *Principles of Islamic jurisprudence*. New Dehli: Adam Publishers.
2. Zia-ul-Haq, M. (2001). *Introduction to al-Sharia al-Islamia*. Lahore: Aziz Publication.

Suggested Readings

1. Hameedullah, M. (1957). *Introduction to Islam*. Lahore: Sh M Ashraf Publisher.
2. Hameedullah, M. (1980). *Emergence of Islam*. New Dehli: Adam Publishers.
3. Hameedullah, M. (1942). *Muslim conduct of state*. Lahore: Sh M Ashraf Publisher.

This course is aimed at introducing the students with basic concepts of conventional and emerging concepts of digital communication. Students would be able to identify and distinguish between the key concepts of conventional and digital communication. Conventional media such as television, radio, newspapers and magazines have long been the primary outlet for communication campaigns, but added to this now are digital channels like social media (Facebook, Twitter, Instagram) that have increased the opportunities for companies, big and small, to connect and spread the word. Digital communications media are inherently capable of being more interactive, more participatory, more egalitarian, more decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. This course further enables the students to understand the communication process, conventional and digital communication systems, problems and prospects of conventional and digital communication and distinguish among various forms of mass media.

Contents

1. Communication: process, and function
2. Barriers in communication
3. Models of mass communication: linear, circular, transactional
4. Print media communication: newspapers, magazines, periodicals, books, pamphlets, etc.
5. Electronic media communication: radio, television, film
6. New media: (internet): website, blog, vlog, and social media
7. ICTs and emerging platforms of new media: web 2.0
8. The phenomenon of social media: Facebook, Twitter, LinkedIn, Google
9. Integration, convergence, consumerism and amplifications of mass contents on ICT platforms
10. Receiver of communication as channels of ICTs

Recommended Texts

1. Baran, S. (2016). *Introduction to mass communication: Media literacy and culture* (10th ed.). New York: McGraw-Hill.
2. Campbell, R., Martin, C., & Fabos, B. (2014). *Media and communication: Mass communication in a digital age*. New York: St. Martin's.

Suggested Readings

1. Dominick, J. (2014). *Dynamics of mass communication* (12th ed.). NYC: McGraw-Hill.
2. Vivian, J. (2015). *Media of mass communication*. London: Pearson.
3. Lindgren, S. (2017). *Digital media and society*. California: Sage.

The course introduces students to information and communication technologies and their current applications in their respective areas. Objectives include a basic understanding of computer software, hardware, and associated technologies. They can make use of technology to get maximum benefits related to their study domain. Students can learn how the Information and Communications systems can improve their workability and productivity. How Internet technologies, E-Commerce applications and Mobile Computing can influence the businesses and workplace. At the end of the semester, students will get a basic understanding of Computer Systems, Storage Devices, Operating systems, E-commerce, Data Networks, Databases, and associated technologies. They will also learn a Microsoft Office tool that includes Word, PowerPoint, and Excel. They will also learn Open office being used on other operating systems and platforms. Specific software related to specialization areas are also part of the course. The course will also cover Computer Ethics and related Social media norms and cyber laws.

Contents

1. Introduction, Overview and its types.
2. Hardware: Computer Systems & Components, Storage Devices and Cloud Computing.
3. Software: Operating Systems, Programming and Application Software,
4. Introduction to Programming Language
5. Databases and Information Systems Networks
6. The Hierarchy of Data and Maintaining Data,
7. File Processing Versus Database Management Systems
8. Data Communication and Networks.
9. Physical Transmission Media & Wireless Transmission Media
10. Applications of smart phone and usage
11. The Internet, Browsers and Search Engines.
12. Websites Concepts, Mobile Computing and their applications.
13. Collaborative Computing and Social Networking
14. E-Commerce & Applications.
15. IT Security and other issues
16. Cyber Laws and Ethics of using Social media
17. Use of Microsoft Office tools (Word, Power Point, Excel), mobile apps or other similar tools
18. Other IT tools/software specific to field of study of the students if required.

Recommended Texts

1. Vermaat, M. E. (2018). *Discovering computers: Digital technology, data and devices*. Boston: Course Technology Press.
2. Hajek, D., & Herrera, C. (2017). *Introduction to computers*. California: CreateSpace Independent Publishing Platform.

Suggested Readings

1. Timothy, J. O'Leary., & Linda I. (2017). *Computing essentials* (26th ed.). San Francisco: McGraw-Hill.
2. Schneider, G. M., & Gersting, J. (2018). *Invitation to computer science*. Boston: Cengage Learning.

Information Management is about ensuring that information is available to the right person, in the right format at the right time. This can be a complicated process. It involves a range of domains such as information governance, information asset management, information security, records management and information access and use management. This course provides an introduction to the core concepts in data and information management. It is centered on the core skills of identifying organizational information requirements, modeling them using conceptual data modeling techniques. The course provides an introduction to data and information management technologies that provide decision support capabilities. This course will prepare graduates to explain, analyze and interpret professional and scholarly literature, research data and information resources to articulate their implications for related fields of knowledge and practice. It will help students to meet the challenges of contemporary information workplaces to feel confident about their knowledge and abilities. Students will develop an advanced understanding of library collection and resource management, and study contemporary information management.

Contents

1. Information Management: Concepts
2. Scope and Importance of Information Management
3. How to search literature using online resources
4. Online information searching techniques
5. Web search engines
6. Electronic theses and dissertations (ETDs)
7. HEC Digital Library
8. Free Online Electronic Resources related to Media
9. Pakistan Research Repository
10. Evaluating information sources and critical reading
11. Easy and Systematic Literature review
12. Plagiarism and Turnitin software for plagiarism detection
13. HEC's plagiarism policy
14. APA and other citation styles
15. EndNote software for Thesis Management

Recommended Texts

1. American Psychological Association. (2010). *Publication manual of the American psychological association* (6th ed.). Washington, DC: American Psychological Association.
2. Ytheway, A., (2015). *Investing in information: The information management body of knowledge*, Geneva: Springer

Suggested Readings

1. Schwalbe, K., (2013). *Information technology project management*. Boston: Cengage Learning
2. Jourdery, D. N., & Taylor, A. G. (2018). *The organization of information* (4th ed.). Colorado: Libraries Unlimited.

This course offers the student a comprehensive introduction to politics, political institutions and issues. The course has four main objectives for the student to understand what is meant by politics, explore competing concepts and approaches, learn about how political institutions and processes work, and discuss contemporary political issues in an informed manner. While highlighting the main objectives of national life, the course explains further the socio-economic, political and cultural aspects of Pakistan's endeavors to develop and progress in the contemporary world. This course will also be very helpful to expand the understandings of the reader about the existed contemporary knowledge of the world and to excel his capabilities to serve for others. It enhances the skill of students to underpin the understanding about the political process, its valuable outcome and how to unleash socio-political activities in our surroundings. It enables the students to understand the political realities of a polity.

Contents

1. Definition, Nature, Scope and Relations with Other Social Sciences
2. State; Definitions, Elements, Functions, Difference Between State and Society
3. Types of Power, Debates in the Study of Power
4. States: State Formation, Development, and Change
5. States and Nations: Relations and Interactions
6. Constitution: The Highest Law of the Land
7. Approaches to Executive leadership
8. Government; Government Functions, Kinds of Governments
9. Presidential and Parliamentary Systems
10. Legislatures: Features, Functions, and Structure
11. Judicial Institutions: Structure and Design
12. Agents of Political Socialization
13. Functions of Political Parties
14. Bureaucracy and Democracy
15. Electoral Systems
16. Single-Member Districts
17. Proportional Representation

Recommended Texts

1. Grigsby, E. (2008). *Analyzing politics*. Boston: Cengage Learning.
2. Roskin, M. G., Cord, R. L., Medeiros, J. A., & Jones, W. S. (2016). *Political science: An introduction*. New York: Pearson.

Suggested Readings

1. Brodie, J., Rein, S., & Smith, M. S. (2013). *Critical concepts: an introduction to politics*. New York: Pearson.
2. Kesselman, M., Krieger, J., & Joseph, W. A. (2018). *Introduction to comparative politics: political challenges and changing agendas*. Boston: Cengage Learning.

The course aims at developing linguistic competence by focusing on basic language skills in integration to make the use of language in context. It also aims at developing students' skills in reading and reading comprehension of written texts in various contexts. The course also assists in developing students' vocabulary building skills as well as their critical thinking skills. The contents of the course are designed based on these language skills: listening skills, pronunciation skills, comprehension skills and presentation skills. The course provides practice in accurate pronunciation, stress and intonation patterns and critical listening skills for different contexts. The students require a grasp of the English language to comprehend texts as an organic whole, to interact with reasonable ease in structured situations, and to comprehend and construct academic discourse. The course objectives are to enhance students' language skill management capacity, to comprehend text(s) in context, to respond to language in context, and to write a structured response(s).

Contents

1. Listening skills
2. Listening to isolated sentences and speech extracts
3. Managing listening and overcoming barriers to listening
4. Expressing opinions (debating current events) and oral synthesis of thoughts and ideas
5. Pronunciation skills
6. Recognizing phonemes, phonemic symbols and syllables, pronouncing words correctly
7. Understanding and practicing stress patterns and intonation patterns in simple sentences
8. Comprehension skills
9. Reading strategies, summarizing, sequencing, inferencing, comparing and contrasting
10. Drawing conclusions, self-questioning, problem-solving, relating background knowledge
11. Distinguishing between fact and opinion, finding the main idea, and supporting details
12. Text organizational patterns, investigating implied ideas, purpose and tone of the text
13. Critical reading, SQ3R method
14. Presentation skills, features of good presentations, different types of presentations
15. Different patterns of introducing a presentation, organizing arguments in a presentation
16. Tactics of maintaining interest of the audience, dealing with the questions of audience
17. Concluding a presentation, giving suggestions and recommendations

Recommended Texts

1. Mikulecky, B. S., & Jeffries, L. (2007). *Advanced reading power: extensive reading, vocabulary building, comprehension skills, reading faster*. New York: Pearson.
2. Helgesen, M., & Brown, S. (2004). *Active listening: building skills for understanding*. Cambridge: Cambridge University Press.

Suggested Readings

1. Roach, C. A., & Wyatt, N. (1988). *Successful listening*. New York: Harper & Row.
2. Horowitz, R., & Samuels, S. J. (1987). *Comprehending oral and written language*. San Diego: Academic Press.

The course is designed to acquaint the students of BS Programs with the rationale of the creation of Pakistan. The students would be apprised of the emergence, growth and development of Muslim nationalism in South Asia and the struggle for freedom, which eventually led to the establishment of Pakistan. While highlighting the main objectives of national life, the course explains further the socio-economic, political and cultural aspects of Pakistan's endeavors to develop and progress in the contemporary world. For this purpose, the foreign policy objectives and Pakistan's foreign relations with neighboring and other countries are also included. This curriculum has been developed to help students analyze the socio-political problems of Pakistan while highlighting various phases of its history before and after the partition and to develop a vision in them to become knowledgeable citizens of their homeland.

Contents

1. Contextualizing Pakistan Studies
2. Geography of Pakistan: Geo-Strategic Importance of Pakistan
3. Freedom Movement (1857-1947)
4. Pakistan Movement (1940-47)
5. Muslim Nationalism in South Asia
6. Two Nations Theory
7. Ideology of Pakistan
8. Initial Problems of Pakistan
9. Political and Constitutional Developments in Pakistan
10. Economy of Pakistan: Problems and Prospects
11. Society and Culture of Pakistan
12. Foreign Policy Objectives of Pakistan and Diplomatic Relations
13. Current and Contemporary Issues of Pakistan
14. Human Rights: Issues of Human Rights in Pakistan

Recommended Texts

1. Kazimi, M. R. (2007). *Pakistan studies*. Karachi: Oxford University Press.
2. Sheikh, J. A. (2004). *Pakistan's political economic and diplomatic dynamics*. Lahore: Kitabistan Paper Products.

Suggested Readings

1. Hayat, S. (2016). *Aspects of Pakistan movement*. Islamabad: National Institute of Historical and Cultural Research.
2. Kazimi, M. R (2009). *A concise history of Pakistan*. Karachi: Oxford University Press.
3. Talbot, I. (1998). *Pakistan: A modern history*. London: Hurst and Company.

This course is aimed at introducing the students to computer technology and techniques to acquaint them with its uses in different media. It focuses on the use of various software a journalist requires while practicing journalism in daily routine. The students will learn to work effectively with a range of current, standard, and productive software applications used in various media productions. They will also be able to evaluate, select and use software appropriate to a given situation. It will help them to apply basic learning and assessment principles in the design, development, and presentation of material produced by different software. The course will facilitate students to demonstrate employability skills and a commitment to professionalism. It will also assist them to assess and solve a range of problems using software applications used in media, and adapt quickly to new software releases. Further, it will also give know-how on how to maintain quality assurance through critically evaluating procedures and results. The students will also be able to build up competencies required to develop the professional skills necessary to their survival and success in both the academic and business worlds through hands-on practice.

Contents

1. In-Page Basics (Urdu Composing and Page Making)
2. Adobe Page Maker Basics (Creating layouts for Newspaper and Magazines)
3. Adobe Photoshop Basics (Basic Still Image/Picture editing)
4. Coreldraw Basics (Page and Image Making and Designing)
5. Adobe Audition Basics (Basic Audio Editing for Radio)
6. Adobe Premiere Basics (Basic Video Editing for Television/Documentary/Short Film etc.)
7. Macromedia Flash Basics

Practical: Students will use the mentioned software in mini projects as per the instructions and guidelines given by the instructor.

Recommended Texts

1. Williams, R. (2008). *The non-designers design book* (3rd ed.). California: Peachpit Press.
2. Bain, S. (2002). *CorelDraw (R) 11: The official guide*. NYC: McGraw-Hill.

Suggested Readings

1. Baker, D. L. (2004). *Adobe premiere 6.5 complete course*. New Jersey: Wiley Publishing Co.
2. Faulkner, A. (2018). *Adobe photoshop CC classroom in a book*. NYC: Pearson.
3. Yeung, S. (2003). *Macromedia Flash MX 2004 hands-on training*. California: Peachpit Press.
4. Jago, M. (2013). *Adobe Audition CC classroom in a book*. (2nd ed.).California: Adobe Press.

The course will introduce the students to the contemporary media landscape, with a focus on global media and media infrastructure that are influencing the role of communications within private, public and community sector organizations. It offers an exploration of the structures, systems, effects, conventions, and genres of contemporary media with an emphasis on improving media literacy to foster critical and educated consumption of media. It will provide an insight into contemporary mass media and their organizational structures and how the developed world maintains its media hegemony over developing countries through their modes of communication e.g. wire services, TV channels, radio satellites, newspapers and magazines. Through this course, students will learn about the historical, social and political role of the media with a global perspective. It also attempts to unravel the hegemonic role of media conglomerates in the age of globalization.

Contents

1. Introduction of contemporary mass media: Need, importance and Influence
2. Information society, its characteristics and role of media
3. Role of contemporary media and globalization
4. Political economy of mass media
5. Media conglomerates: News Corporation, Sony, Walt Disney, Warner Brothers
6. Profile of satellite communication organizations I: Hughes Inc, Euro Sat, IntelSat, NASA
7. Profile of satellite communication organizations II: AsiaSat, Telecommunication Union
8. Profile of US media giants: Cable News Network (CNN), Voice of America (VOA)
9. Profile of British Broadcasting Corporation Inc. (BBC), Deutsche Welle (DW, Germany)
10. Profile of Al- Jazeera, Al-Arabiya, Star Networks India
11. Profile of top news agencies: Agence France Presse (AFP), Associated Press (AP), Reuters
12. Profile of US Elite Press: New York Times, The Washington Post, Los Angeles Times
13. Profile of Elite Press: The London Times, The Guardian, China Daily, People's Daily
14. Profile of World Elite Magazines: Times, News Week, Readers

Recommended Texts

1. Bob, V. (2017). *Contemporary mass media: producers and consumers*. Iowa: Kendall Hunt Publishing.
2. Dominick, J. R. (2014). *Dynamics of mass communication: media in transition* (14th ed.). NYC: McGraw-Hill.

Suggested Readings

1. Thussu, D. K. (2017). *International communication*. London: Sage.
2. Vivian, J. (2015). *Media of mass communication*. London: Pearson.

This course is designed to educate the students at large, the law, rules, regulations related to daily life. Students should behave and ensure order, predictability and security in some basic fields of life. This course is designed to aware the basic rights and obligations to make the civic. This course will develop basic necessary knowledge, skills and attitude for legal awareness among the students. to enlighten the basic principles and rules regarding basic fundamental rights of citizens as given by The Constitution of the Islamic Republic of Pakistan, Human Rights Laws, Consumer Protection Laws, Environmental Laws and Women Protection Laws to gain insight into the law and legal system. It will provide basic acquaintance to legal principles and will advance social justice. Moreover, it will impart light on corners of life that will make the student more vibrant, civilized and law-abiding citizens.

Contents

1. The Constitution of Islamic Republic of Pakistan, 1973
2. Fundamental Rights Article 8 to 28
3. Framework for implementation of Fundamental Rights under Article 184 and 199
4. European Convention on Human Rights
5. Universal Declaration of Human Rights 1948
6. Theory and practice of Human Rights in Pakistan
7. The Punjab Consumer Protection Act, 2005
8. The Punjab Consumer Protection Rules, 2009
9. Environmental Laws
10. The Pakistan Environmental Protection Act, 1997
11. The Punjab Environmental Protection Act, 1997
12. Women Protection Laws; The Women Protection Act, 2006
13. The Protection Against Harassment of Women at Workplace Act, 2010

Recommended Texts

1. Emanuel, S. L. (2019). *Constitutional law*. NYC: Wolters Kluwer.
2. Adil, Z. H. (2014). *The manual of consumer protection laws in Pakistan*. Lahore: Kashif Law Book House.

Suggested Readings

1. Brownlie, I., & Goodwin-Gill, G. S. (Ed.). (2010). *Brownlie's documents on human rights*. London: Oxford University Press.
2. Salzman, J., & Thompson, B. H. (2003). *Environmental law and policy*. NYC: Foundation Press.
3. *The Protection Against Harassment of Women at Workplace Act, 2010* (As amended up to date)

اُردو زبان کا اُردو صحافت کے ساتھ تعلق بہت پرانا ہے برصغیر پاک و ہند میں صحافت اپنے ابتدائی دور سے ہی اُردو کے ساتھ جڑی نظر آتی ہے۔ صحافت کو باقاعدہ ایک منظم ادارہ کے طور پر متعارف کرانے کا سہرا تو انگریزوں کے سر ہے لیکن برصغیر میں صحافت کو جو فروغ اُردو زبان کی وجہ سے ملا وہ دیگر زبانوں کو نہیں ملا۔ اُردو زبان کو یہ امتیاز بھی حاصل ہے کہ اس میں الفاظ اور قواعد کا جتنا ذخیرہ ادب کے لئے موجود ہے کم و بیش اتنا ہی ذخیرہ صحافتی استعمال کے لئے بھی میسر ہے۔ اُردو زبان کا یہ طرہ ہے کہ اس میں صحافتی الفاظ اور قواعد کو استعمال کرتے ہوئے اس بات سے اجتناب برتنا جاتا ہے کہ ثقیل الفاظ اور تراکیب سے پرہیز کیا جائے۔ صحافتی زبان کے لئے الگ ذخیرہ ہونے کے باعث صحافتی طالب علموں کے لئے یہ ضروری ہے کہ وہ صحافتی زبان میں عبور حاصل کریں۔ تاکہ صحافت میں اُردو کی خوبصورت روایت کو برقرار رکھا جا سکے۔ مذکورہ نصاب کے اغراض و مقاصد میں یہ شامل ہے کہ طالب علموں کو صحافتی زبان، اس کے خدو خال، قواعد، اصطلاحات، زبان کے استعمال اور صحافتی اسلوب سے متعارف کرایا جائے۔

Contents

- 1 زبان کی مبادیات، رموز اوقاف، املا، تلفظ
- 2 روزمرہ اور محاورہ کی زبان، تحریری صلاحیت، بولنے کی صلاحیت، تلخیص
- 3 صحافتی زبان، تحریری صحافت کی زبان کے خدوخال، مسائل اور حل
- 4 ڈیجیٹل صحافت کی زبان کے خدوخال، مسائل اور حل
- 5 صحافتی ادب، فیچر نگاری، کالم نگاری، اداریہ نویسی، مذاکرہ۔ میزبانی کے اصول
- 6 انگریزی اصطلاحات کے اردو متبادلات و اصطلاحات کا استعمال
- 7 اصطلاح - اردو متبادل

Recommended Texts

1. سہیل عباس، ڈاکٹر (2013)، بنیادی اردو قواعد، لاہور: پولیجر بکس
2. مشتاق صدف (2014)، اردو صحافت، زبان، تکنیک، تناظر، لاہور: سنگ میل پبلی کیشنز

Suggested Readings

1. مہدی حسن، ڈاکٹر (2006)، جدید ابلاغ عامہ، اسلام آباد: مقتدرہ قومی زبان
2. عدنان عادل (2013)، ٹیلی ویژن صحافت، اسلام آباد: انٹرنیشنل سنٹر فار جرنلزم

In recent years, community engagement has become a central dimension of governance as well as policy development and service delivery. However, efforts to directly involve citizens in policy processes have been bedeviled by crude understandings of the issues involved, and by poor selection of techniques for engaging citizens. This course will provide a critical interrogation of the central conceptual issues as well as an examination of how to design a program of effective community engagement. This course begins by asking: Why involve citizens in planning and policymaking? This leads to an examination of the politics of planning, conceptualizations of "community" and, to the tension between local and professional knowledge in policymaking. This course will also analyze different types of citizen engagement and examine how to design a program of public participation for policymaking. Approaches to evaluating community engagement programs will also be a component of the course. Moreover, to secure the future of society, citizens must train younger generations in civic engagement and participation. Citizenship education is education that provides the background knowledge necessary to create an ongoing stream of new citizens participating and engaging with the creation of a civilized society.

Contents

1. Introduction to Citizenship Education and Community Engagement: Orientation
2. Introduction to Active Citizenship: Overview of the ideas, Concepts, Philosophy and Skills
3. Identity, Culture and Social Harmony: Concepts and Development of Identity
4. Components of Culture and Social Harmony, Cultural & Religious Diversity
5. Multi-cultural society and inter-cultural dialogue: bridging the differences, harmony
6. Significance of diversity and its impact, Importance and domains of inter-cultural harmony
7. Active Citizen: Locally active, Globally connected
8. Importance of active citizenship at national and global level
9. Understanding community, Identification of resources (human, natural and others)
10. Human rights, Constitutionalism and citizens' responsibilities: Introduction to human rights
11. Universalism vs relativism, Human rights in constitution of Pakistan
12. Public duties and responsibilities
13. Social Issues in Pakistan: Introduction to the concept of social problem, Causes and solutions
14. Social Issues in Pakistan (Poverty, Equal and Equitable access of resources, unemployment)
15. Social Issues in Pakistan (Agricultural problems, terrorism & militancy, governance issues)
16. Social action and project: Introduction and planning of social action project
17. Identification of problem, Ethical considerations related to project
18. Assessment of existing resources

Recommended Texts

1. Kennedy, J. K., & Brunold, A. (2016). *Regional context and citizenship education in Asia and Europe*. NYC: Routledge Falmer.
2. Macionis, J. J., & Gerber, M. L. (2010). *Sociology*. NYC: Pearson.

Suggested Readings

1. British Council. (2017). *Active citizen's social action projects guide*. Scotland: British Council.
2. Larsen, K. A., Sewpaul, V., & Hole, G. O. (Eds.). (2013). *Participation in community work: international perspectives*. NYC: Routledge.

Academic writing is a formal, structured and sophisticated writing to fulfill the requirements for a particular field of study. The course aims at providing an understanding of the writer's goal of writing (i.e. clear, organized and effective content) and to use that understanding and awareness for academic reading and writing. The objectives of the course are to make the students acquire and master academic writing skills. The course would enable the students to develop argumentative writing techniques. The students would be able to the content logically to add specific details on the topics such as facts, examples and statistical or numerical values. The course will also provide insight to convey the knowledge and ideas objectively and persuasively. Furthermore, the course will also enhance the students' understanding of ethical considerations in writing academic assignments and topics including citation, plagiarism, formatting and referencing the sources as well as the technical aspects involved in referencing.

Contents

1. Academic vocabulary
2. Quoting, summarizing and paraphrasing texts
3. Process of academic writing
4. Developing argument
5. Rhetoric: persuasion and identification
6. Elements of rhetoric: Text, author, audience, purposes, setting
7. Sentence structure: Accuracy, variation, appropriateness, and conciseness
8. Appropriate use of active and passive voice
9. Paragraph and essay writing
10. Organization and structure of paragraph and essay
11. Logical reasoning
12. Transitional devices (word, phrase and expressions)
13. Development of ideas in writing
14. Styles of documentation (MLA and APA)
15. In-text citations
16. Plagiarism and strategies for avoiding it

Recommended Texts

1. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.
2. Bailey, S. (2011). *Academic writing: A handbook for international students* (3rd ed.). NYC: Routledge.

Suggested Readings

1. Craswell, G. (2004). *Writing for academic success*. London: Sage.
2. Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
3. Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association.

The main aim of this course is to introduce students to the technology behind the news creation process. This course will introduce digital storytelling on mobile platforms and the opportunity to learn the basics of the creation of news in a mobile technology environment. It will introduce the workflow for mobile video news production by explaining the possibilities and advantages of mobile journalism production. The course will introduce the use of mobile journalism equipment and apps through a set of practical filming and editing exercises. Identify and produce engaging multi-media news using the latest mobile media tools as more and more journalists are now using their smartphone as an electronic news gathering device. Online magazines and newspapers increasingly expect reporters to add multimedia content to their stories. This course will teach students how to record audio and how to shoot video using their smartphone. It is equally important to teach students about work ethics of mobile journalism as emerging practices that integrate the use of mobile technology to gather news and information generally follow traditional media ethics.

Contents

1. Global adoption and influence of portable devices
2. Integration of mobile in daily lives
3. Influence of mobile on modern journalism
4. The MOJO workflow
5. Seven basic steps of mobile reporting
6. Creation and sharing of branded mobile journalism content
7. Use of mobile apps to make an audio or video documentary
8. Narrated photo essay
9. Tactile interaction and content: tap, flick, pinch, drag, etc.
10. Adaptive vs. Responsive Design and Mobile News Product Development
11. Shoot video and learn how to frame the subject correctly
12. Well established cinematography techniques
13. Record interviews and use a microphone to get the best sound
14. Good interview techniques and learn how to edit for the sound
15. Take photographs and learn how to use picture composition and the rule of thirds
16. Using audio recordings and photographs to create a slideshow
17. Launch video news stories online using social media and web sites.
18. Ethics of Mobile Journalism and Privacy Issues

Recommended Texts

1. Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. Washington: CQ Press.
2. Burum, I., & Quinn, S. (2017). *MOJO: The mobile journalism handbook*. London: Routledge.

Suggested Readings

1. Hill, S., & Bradshaw, P. (2018). *Mobile-first journalism: producing news for social and interactive media*. London: Routledge.
2. Montgomery, R. (2018). *A field guide for mobile journalism*. London: Routledge.

The course 'News Reporting and Sub-Editing' intends to apprise the students about the basics of news writing, news editing, news gathering, news reporting and news analysis for print and electronic media. At an initial level, this course will train the students about the professional standards and in the next phase, it will guide the modern techniques. It is designed to equip students with theoretical knowledge along with skills required to conceive research and produce news reports across the media in different beats. The course also focuses on learning the importance of accuracy, balance and consistency in news. It will also develop a keen news sense, and understanding how to structure an effective news story by identifying the strongest angle and intro. With beat reporting, students would be able to understand the requisites required for specialized reporting. Through this course, students would be able to not only write news reports with the proper structure for specific beats but also execute the procedures and techniques of sub-editing with proficiency.

Contents

1. Basics concepts of news: Definition, Elements and Values of news
2. Structure of news
3. Sources of news
4. Characteristics of news
5. News writing techniques
6. Definition and types of headlines
7. Purposes and qualities of headlines
8. Principles of headline making
9. Qualities and responsibilities of news reporter
10. Difference between news reporting in print and electronic media
11. Beat Reporting I: Crime, Accidents, Disaster, Conflict, Court, Obituary
12. Beat Reporting II: Sports, Business, Health, Education, Politics, Parliament
13. An art of conducting Interviews
14. Techniques sub-editing
15. Qualities and responsibilities of Sub-Editor
16. Journalistic Translation
17. Types and techniques of make-up, basic principles of make-up
18. Computerized page designing and use of computer in news room

Recommended Texts

1. Clark, R. (2017). *America's best newspaper writing*. Bedford: St. Martin's.
2. Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Boston: Cengage Learning.

Suggested Readings

1. Ukonu, M. (2013). *News editing and design*. Nigeria: Grand Heritage.
2. Vincent, F. (2018). *Dynamics of news reporting and writing: Foundational skills for a digital age*. Washington: CQ Press.

This course is designed to provide the students with an insight of events and issues taking place in and around Pakistan. A general understanding of current affairs is of utmost importance to future media professionals and journalists. The course is planned to enlighten and enable the students to understand important national, regional and international events with their background and context. The main objective of the course is to develop an understanding of the students about issues that are influencing Pakistan and are influenced by prominent geographical factors and other major reasons. The course also aims to develop a basic understanding of controversies at national, regional and global levels including the logic behind multiple challenges. It aims to focus on developing an understanding of current affairs in the context of national issues being faced by Pakistan including economic, social, political, cultural and ethnolinguistic problems. It is designed to provide a general understanding of Pakistan's relations with major countries of the world including West, regional countries and the Muslim World.

Contents

1. An Overview of Post-independence History of Pakistan
2. Constitutional Development in Pakistan
3. Geo Political Status of Pakistan
4. Salient features of Pakistan's Foreign Policy
5. Pakistan's relations with West, Islamic World and Regional Countries
6. Contemporary issues being faced by Pakistan
7. Prospects and challenges of CPEC in Pakistan
8. Role of OIC in highlighting and resolving the issues of Muslim World and Islamophobia
9. Shift in balance of power from bi-polar to unipolar world and emerging global powers
10. Issues and problems faced by contemporary world in the Post-9/11 scenario
11. The United Nations and its role in conflict resolution
12. Significant Regional Arrangements like ASEAN, European Union, SAARC, SCO

Recommended Texts

1. Sattar, A. (2017). *Pakistan's foreign policy 1947-2016: A concise history* (4th ed.). Karachi: Oxford University Press.
2. Krenitsky, V. Y., & Moscalenko, V.N. (2013). *A political history of Pakistan, 1947-2007*. Karachi: Oxford University Press.

Suggested Readings

1. Booth, K., & Dunne, T. (2002). *Worlds in collision: terror and the future of global order*. UK: Palgrave Macmillan.
2. Mahmood, S. (2002). *Pakistan: political roots & development, 1947-1999*. Karachi: Oxford University Press.

The course is designed for beginners with either no formal background or very little acquaintance with economics. It develops the ability to explain core economic terms, concepts, and theories. The objective is to give the students a clear understanding of the basic concepts, tools of analysis, and terminologies used in microeconomics and macroeconomics. Emphasis will be on the use of graphs, diagrams, and numerical tables/schedules for exposition. A country's economy consists of three major economic agents; consumers, firms, and government. Analyzing the choices made by these economic agents is one of the main subjects of microeconomics. Students will learn how the decisions made by economic agents are represented in the market as demand and supply of commodities. Students will also learn about the determinants of macroeconomic conditions (national output, employment, and inflation), aggregate supply and demand, business cycles, public finance, international trade, and monetary and fiscal policy. The teacher is expected to draw examples from the surrounding world to clarify the concepts.

Contents

1. Introduction to economics and preliminaries
2. Theory of consumer behavior
3. Demand, Supply, market equilibrium and elasticities
4. Theory of production
5. Revenue and cost analysis of a firm
6. Theory of Market Structure
7. Firm's Behavior under perfect competition, monopoly, and monopolistic competition
8. Introduction to macroeconomics
9. National income and various concepts of national income
10. Consumption and saving function
11. Investment and its types,
12. Concept of aggregate demand and supply and their equilibrium
13. Concept of multiplier and accelerator
14. Monetary and fiscal policies
15. Inflation and unemployment (PHILLIPS CURVE)
16. Balance of payment problems and remedies
17. Public finance and taxation, debt and expenditure

Recommended Texts

1. Mankiw, N.G. (2018). *Principles of microeconomics* (8th ed.). Boston: Cengage Learning.
2. Diulio, E. A., & Salvatore, D. (2011). *Schaum's outline of principles of economics* (2nd ed.). NYC: McGraw-Hill.

Suggested Readings

1. Mankiw, N.G. (2019). *Macroeconomics* (10th ed.). NYC: Worth Publishers.
2. Nicholson, W. & Snyder, C.M. (2010). *Intermediate microeconomics and its application* (11th ed.). Mason, OH: South-Western Cengage Learning.
3. Froyen, R. T. (2013). *Macroeconomics: theories and policies* (10th ed.). Chapel Hill: Pearson.

Sociology is the study of society, patterns of social relationships, social interaction, and culture that surrounds everyday life. It is a social science that uses various methods of empirical investigation and critical analysis to develop a body of knowledge about social order and social change. The subject matter can range from micro-level analyses of society to macro-level analyses. The course is designed to introduce the students with basic sociological concepts and to get familiarity with the overall discipline. The focus of the course shall be on basic concepts like scope and significance of Sociology, How Sociology is related as well as distinct from other social sciences. It focuses on the constituent parts of the society i.e. social systems and structures, socio-economic changes and social processes. This will also give an understanding of the Culture, elements of culture and the relationship of culture and personalities. The course will provide a due foundation for further studies in the field of sociology.

Contents

1. Introduction to Sociology: The Science of Society, Scope and significance
2. Fields of Sociology: Sociology and other Social Sciences
3. Social interaction and social structure: The Nature and Basis of Social Interaction
4. Social Processes: Social structure Status, Roles, Power and Authority, Role Allocation
5. Culture: Meaning and nature of culture, Elements of culture: Norms, values beliefs, sanctions
6. Culture and Socialization, Transmission of Culture, Cultural Lag, Cultural Variation
7. Cultural Integration, Cultural Evolution, Cultural Pluralism, Culture and personality
8. Socialization & personality: Socialization, Agents of socialization
9. Personality: components of personality
10. Deviance and social control: Deviance and conformity
11. Mechanism and techniques of social control, Agencies of social control
12. Social organization: Definition, meaning and forms, Social groups; Functions of groups
13. Social Institutions: forms, nature and inter-relationship
14. Community: definition and forms (Urban and rural).
15. Social Institutions: Structure and functions of Institutions
16. Family, Religion, Education, Economy and political institution

Recommended Texts

1. Giddens, A. (2018). *Sociology* (11th ed.).Cambridge: Polity Press.
2. Macionis, J. J. (2016). *Sociology* (16th ed.). New Jersey: Prentice-Hall.

Suggested Readings

1. Anderson, M., & Taylor, F. H. (2017). *Sociology: The essentials* (9th ed.). Australia: Cengage Learning.
2. Schaefer, T. R. (2012). *Sociology* (13th ed.). NYC: McGraw-Hill.
3. Henslin, M. J. (2011). *Sociology: A Down to Earth Approach* (11th ed.). Toronto: Pearson.

The language of journalism is a fascinating field to be analyzed because it offers a challenging outlook on its subtleties and power in each journalistic genre. The study of journalistic language helps to understand how journalists create their stories or reports; shape points of view; deliver expected news; and how media language is different from other languages we encounter. Investigating, interviewing and fact-checking activities are basic components of journalism, transmitted to media consumers, to inform, persuade as well as to reinforce public beliefs, using manipulation techniques through language. The journalistic purpose is writing for newspapers, magazines or new media. All categories of media professionals have the fundamental mission to learn and practice their language as specialists with all linguistic nuances required in their profession. The course tends to articulate the basic concepts of journalistic communication skills. It will focus on improving linguistic and communicative strategies. Further, it will familiarize students with the most common words, idioms, and metaphors of the language used in the media. It will also help to develop reading, speaking, listening, and writing skills as associated with media topics and to raise students' awareness of how language choices influence meanings in the media.

Contents

1. Introduction to journalistic writings, the language of newspapers, radio and television
2. Improving Writing Skills, how to use a dictionary as a writer's language tool?
3. Principles of effective and meaningful writing.
4. Writing process: collecting data, organizing, drafting, revising, and proofreading
5. Journalist's word choices.
6. Parts of speech, active & passive voices, punctuation, reading skills for writers.
7. An effective sentence: Unity, coherence, emphasis, choppy sentences, sentence variety.
8. Paragraph writing: unity, coherence and development in a paragraph
9. Simple listing paragraphs, time-order paragraphs, multiple composition paragraphs.
10. The writing styles: Expository and report writing, descriptive and narrative writing.
11. Summarizing and précis writing.
12. Broadcast and web news writing, editorial, feature, column writing.
13. Writing Analysis, letters to editors, press releases and reviews, the art of interviews.

Recommended Texts

1. Cotter, C. (2010). *News talk: Investigating the language of journalism*. New York: Cambridge University Press.
2. Smith, A., & Higgins, M. (2013). *The language of journalism: A multigenre perspective*. London: Bloomsbury Publishing.

Suggested Readings

1. Richardson, J. (2013). *Language and journalism*. London: Routledge
2. Steel, J. (2012). *Journalism and free speech*. London: Routledge.

اُردو زبان کا اُردو صحافت کے ساتھ تعلق بہت پرانا ہے برصغیر پاک و ہند میں صحافت اپنے ابتدائی دور سے ہی اُردو کے ساتھ جڑی نظر آتی ہے۔ صحافت کو باقاعدہ ایک منظم ادارہ کے طور پر متعارف کرانے کا سہرا تو انگریزوں کے سر ہے لیکن برصغیر میں صحافت کو جو فروغ اُردو زبان کی وجہ سے ملا وہ دیگر زبانوں کو نہیں ملا۔ اُردو زبان کو یہ امتیاز بھی حاصل ہے کہ اس میں الفاظ اور قواعد کا جتنا ذخیرہ ادب کے لئے موجود ہے کم و بیش اتنا ہی ذخیرہ صحافتی استعمال کے لئے بھی میسر ہے۔ اُردو زبان کا یہ طرہ ہے کہ اس میں صحافتی الفاظ اور قواعد کو استعمال کرتے ہوئے اس بات سے اجتناب برتنا جاتا ہے کہ ثقیل الفاظ اور تراکیب سے پرہیز کیا جائے۔ صحافتی زبان کے لئے الگ ذخیرہ ہونے کے باعث صحافتی طالب علموں کے لئے یہ ضروری ہے کہ وہ صحافتی زبان میں عبور حاصل کریں۔ تاکہ صحافت میں اُردو کی خوبصورت روایت کو برقرار رکھا جا سکے۔ مذکورہ نصاب کے اغراض و مقاصد میں یہ شامل ہے کہ طالب علموں کو صحافتی زبان، اس کے خدو خال، قواعد، اصطلاحات، زبان کے استعمال اور صحافتی اسلوب سے متعارف کرایا جائے۔ اس کورس کی مدد سے مختصر مگر جامع انداز میں طالب علموں کو اُردو زبان، زبان کی تاریخ، زبان کی ادبی حیثیت سے متعارف کروایا جائے۔ علاوہ ازیں اُردو ادب کی مختلف اصناف کا بنیادی تعارف اور بہترین منتخب متن کا مطالعہ کی مدد سے اُردو ادب کی تاریخ، اہمیت اور معیارات سے آگاہ کیا جائے۔ اس کورس کی مدد سے طالب علموں میں گفتگو اور تحریر میں بہتری لانے کی صلاحیت پیدا ہوگی۔

Contents

- 1 اردو زبان کی مختصر تاریخ۔ اردو زبان کا قواعدی ڈھانچہ (املا، تلفظ، حرف و نحو، روزمرہ، محاورہ)
- 2 اردو کی لسانی اور ادبی روایتیں
- 3 اردو شاعری کی اصناف کا تعارف اور نمونہ جاتی تدریس
- 4 غزل کی روایت اور نمائندہ شاعروں کا مطالعہ
- 5 میر تقی میر، مرزا غالب، علامہ اقبال، احمد فراز، ناصر کاظمی، ظفر اقبال ان کی دو دو غزلوں کا مطالعہ
- 6 نظیر اکبر آبادی، مولانا حالی، ن م راشد، مجید امجد، پروین شاکر کم از کم ایک ایک نظم کا مطالعہ
- 7 اصناف شاعری، قصیدہ، مثنوی، مرثیہ، تعارفی مطالعہ
- 8 اردو نثر کی اصناف کا تعارف اور نمونہ جاتی مطالعہ
- 9 مضمون نویسی/مقالہ نویسی بنیادی خدوخال اور نمونہ جاتی مطالعہ

Recommended Texts

1. سپہیل عباس، ڈاکٹر (2013)، بنیادی اردو قواعد، لاہور: پولیجر بکس
2. خواجہ محمد زکریا، (2016)، مختصر تاریخ ادبیات مسلمانان پاک و ہند، لاہور: پنجاب یونیورسٹی

Suggested Readings

1. وقار احمد رضوی، (2012)، اردو غزل کی تاریخ، کراچی: اکادمی بازیافت
2. علی محمد خان، (2010)، اصناف نظم و نثر اردو، فیصل آباد: مثال پبلشرز
3. انوار احمد، (2008)، اردو افسانہ، ایک صدی کا قصہ، اسلام آباد: مقتدرہ قومی زبان
4. ممتاز احمد خان، (2013)، اردو ناول آزادی کے بعد، کراچی: انجمن ترقی اردو

The overall aim of this course is to introduce students with the skills of social media tools. It also aims to introduce key concepts and social platforms that have changed the media scenario. Using the representation of the virtual community as a focus, students will be introduced to ideas of collective resourcing, user-defined content, Web 2.0, media production and reporting on social media. Moreover, the course will also focus on technology, sharing and marketing ideas and dealing with privacy, ethics and legal issues. The course also focuses on issues like privacy, harassment, blackmailing, data theft, hacking, trolling, cyberbullying and honey traps etc. The students will learn how to move from in-person to online communication. They will also learn what social media are and their role in business and personal life. Further, they will also develop an understanding of how top sites and businesses are using social media for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients.

Contents

1. Emerging Media Trends
2. Media and Technology
3. How emerging technologies can change Journalism
4. Online Community
5. News as conversation
6. New Media: Emerging mediums of information (cell phone, web mediums)
7. Cell phone evolution and Social Media (1-G to 4-G)
8. Social Media Evolution
9. Social Media Ethics (Rules are in the flux)
10. Social Media Skills for Journalists
11. Blogs for Marketing and Advertising
12. Trolls & 1-9-90 Rule
13. Vod-casting basics and Pod-casting basics
14. How one can increase its social networking
15. Introduction to Micro Blogging
16. Future Trends and developments in Social Media
17. Social Media as an alternative public sphere

Recommended Texts

1. Fuchs, C. (2017). *Social media: A critical introduction* (2nd ed.). London: Sage.
2. Lipschultz, J. H. (2018). *Social media communication: concepts, practices, data, law and ethics* (2nd ed.). NYC: Routledge.

Suggested Readings

1. Mandiberg, M. (2012). *The social media reader*. NYC: New York University Press.
2. Hjorth, L., & Hinton, S. (2019). *Understanding social media* (2nd ed.). California: Sage.

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 a sense of norms, values and responsibility in future professionals. It will develop an understanding regarding government-media relationship and press freedom in Pakistan. The study of this course will help the students to understand the ethical and legal responsibilities and rights for future professional life. Understanding of this course will help the students to become a socially responsible journalist who cares for the laws and ethics not only due to the pressure of the government regulatory bodies but according to his/her will and consent. After completion of this course, students will be acquainted with the national and international laws and ethics to practice journalistic duties in the field.

Contents

1. Laws & Ethics: Definition and differences.
2. History of Journalistic Laws.
3. Type of Ethics.
4. Ethical issues in media: Privacy, Social responsibility, plagiarism etc.
5. PPO & RPPO
6. Press, Newspaper, News Agencies & Book Registration ordinance 2002.
7. Press Council of Pakistan, Ordinance 2002.
8. Defamation Act, Freedom of Information Act, Article 19-A, Contempt of Court Ordinance.
9. PEMRA Ordinance 2002 & Important amendments.
10. Cyber Crime Act.
11. Essentials of Journalistic Ethics.
12. Code of Ethics in UK & India.
13. Code of Ethics of Press Council of Pakistan.
14. Code of Ethics of PFUJ, CPNE & APNS.
15. Islamic perspective of Media Ethics.
16. Ethical debate & Social Media.
17. Media Ethics for Children & Women.
18. Media Ethics during War & Crisis.
19. State of freedom of expression in Pakistan.

Recommended Texts

1. Abrar, M. (2016). *Pakistani media laws*. Islamabad: Oxford University Press.
2. Babcock, W., & Freivogel, W. (2015). *The Sage guide to key issues in media laws and ethics*. California: Sage.

Suggested Readings

1. Little, J. (2013). *Journalism ethics and laws: Stories of media practice*. Australia, Victoria: Oxford University Press.
2. Neelamalar, M. (2010). *Media laws and ethics*. New Delhi: PHI Learning.

This course offers to review theory and research in social psychology and to apply its major principles to situations encountered in everyday life. Objectives of this course are: To investigate the dynamics of social interaction across various situations, to make students understand the influence of individual differences in social interactions. This course also advances the understanding of major principles and findings of social psychology. This course will specifically discuss four main areas: the science of social psychology; the individual within the social world; the impact individuals have on another individual or group; and social relationships. After learning this course student will be able to understand the interplay of social theories and research, how these theoretical concepts are applicable on individual and group behaviors? Describe, explain and evaluate research studies examining core areas of social psychology; they will be able to recognize and evaluate social, cultural, spiritual and other types of diversity; types and ways of social change and to apply psychological concepts, theories along with research findings to solve problems in everyday life.

Contents

1. Introduction to social psychology, historical perspective and research methodology.
2. Social cognition: social perception, perceiving and understanding others
3. The self: Answering the question: “Who Am I?”
4. Attitudes: Evaluating and responding to the social world, attitude development and behavior?
5. The fine art of persuasion and how attitudes are changed, resisting persuasion attempts
6. Cognitive dissonance and how do we manage it?
7. Stereotyping, prejudice, and discrimination: the causes, effects, and cures
8. Social influence: changing others’ behavior: conformity, obedience and compliance
9. Aggression: Its nature, causes, and control
10. Groups and individuals- the consequences of belonging; leadership: definition, leadership styles & theories, characteristics of effective leadership
11. Pro-social behavior: helping others, why people help and motives for pro-social behavior, responding to an Emergency. Factors that increase / decrease the tendency to help, the effects of being helped and why underlying motives really matter

Recommended Texts

1. Branscombe, N. R. & Baron, R. A. (2017). *Social psychology* (14th ed.). London: Pearson Education.
2. Myers, D. G. & Twenge, J. (2019). *Social psychology* (13th ed.). New York: McGraw-Hill.

Suggested Readings

1. Myers, D. G., Jordan, C., Smith, S., & Spencer, S. J. (2018). *Social psychology* (7th ed.). Ryerson: McGraw-Hill.
2. Baumeister, R. F., & Bushman B. (2017). *Social psychology and human nature* (4th ed.). Boston: Cengage Learning.

This is the general Statistics course designed for undergraduate programs of arts and social sciences. Statistics is an integral part of arts and social science research. We live in a world where there is no shortage of numerical data and there is an increasing demand for people who know how to make sense of it independent of the field of work. The goal of this course is to turn the students into one of such categories. In this course, students will learn the basics of descriptive and inferential statistics and the most commonly used statistical techniques found in arts and social science research. The course is designed to give the students an in-depth understanding of how these statistical techniques work but minimizing the mathematical burden on the student. While more focus will be given on the statistical analysis with the help of some statistical software SPSS, Excel etc. Moreover, the teacher will also focus on the interpretation of statistical data results which are obtained from the statistical software. So these activities will improve the analytical and research activities of arts and social science students.

Contents

1. Introduction to statistics: descriptive and inferential statistics, scope and limitations of statistics
2. Variable, data, types of variable and data, scales of measurements.
3. Display of data: Tabulation of data, graphical display, histogram, charts, stem and leaf plots.
4. Measures of central tendency: mean median, mode, box plot, and application in real life.
5. Measures of dispersion: range, quartile deviation, mean deviation, variance and standard deviation
6. Coefficient of variation, z-score and their application.
7. Normal distribution: normal distribution and its application,
8. Sampling and sampling distribution.
9. Hypothesis testing: z test, t-test, chi-square test
10. Regression analysis: simple linear regression, multiple regression.
11. Correlation analysis: Simple correlation, multiple correlation, partial correlation, partial correlation.
12. Test of independence between qualitative variables
13. All the observational analysis will be carried out using MS Excel and SPSS.

Recommended Texts

1. Weiss, N.A. (2017). *Introductory statistics* (10th ed.). England: Pearson Education.
2. Mann, P.S. (2016). *Introductory statistics* (9th ed.). New York: John Wiley & Sons.

Suggested Readings

1. Ross, S. M. (2010). *Introductory statistics* (3rd ed.). New York: Academic Press.
2. Dunn, D.S. (2001). *Statistics and data analysis for the behavioral sciences*. New York: McGraw-Hill.
3. Chaudhry, S. M., & Kamal, S. (2010). *Introduction to statistical theory part I &II*. Pakistan: Ilmi Kitab Khana.

This course is designed to familiarize the student with basic principles and fundamentals in visual art and design. This course introduces the terminology necessary to communicate concepts and theories in art and design. Students will develop proficiency in using graphic design/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc. This course is designed to provide learners with a foundation of desktop publishing terms and concepts and fundamental desktop publishing skills necessary to create effective business publications. After completing the program, students should be able to apply basic design principles to present ideas, information, products, and services in a creative visual manner. Students will have fundamental technical skills, knowledge, and abilities in graphic design. Students will understand the creative process; develop techniques and methods of creative problem-solving. Students will be able to create computer-based projects using Adobe Photoshop and Illustrator software programs. Students will develop basic skills using tools and theory used in the design process.

Contents

1. Discuss introductory concepts of print and digital publications.
2. Demonstrate typography concepts
3. Manage images appropriately (advertisement design, etc.)
4. Basics of Good Layout (Interdependency between words and visuals)
5. Introduction to applied projects, how they are originated, executed, and evaluated
6. Production & finishing skills
7. Basics of alignment
8. Idea development and product branding
9. Desktop publishing
10. Design applications: adobe creative suite (illustrator, photoshop, indesign and acrobat)

Recommended Texts

1. Ching, F. D., & Mulville, M. (2014). *European building construction illustrated*. New York: John Wiley & Sons.
2. Lupton, E. (2014). *Thinking with type: A critical guide for designers, writers, editors, & students*. San Francisco: Chronicle Books.

Suggested Readings

1. Carter, R., Meggs, P. B., & Day, B. (2011). *Typographic design: Form and communication*. NYC: John Wiley & Sons.
2. Pannafino, J. (2012). *Interdisciplinary interaction design: A visual guide to basic theories, models and ideas for thinking and designing for interactive web design and digital device experiences*. Pennsylvania: Assiduous Publishing.
3. Human, T. E. I. (1992). *The Role of Failure in Successful Design*. NYC: Vintage.
4. Frankland, T. W. (1944). *The pipe fitter's and pipe welder's handbook*. Wisconsin: Bruce Publishing Company.

This course focuses on the development of conceptual and technical know-how by introducing students to the basics and different genres of photography and photojournalism. The students will examine how meanings and persuasion are created in photographic imagery. It also emphasizes exploring and comprehending contemporary photographic concepts and practices alongside practical training to enter the field of photojournalism. It will help students to develop the habit of looking closely at the visible world around them to represent it in terms of aesthetics, beauty and truth. It would further enable students to know about the ethical issues that define photojournalism today. Also, it will make them able to look at what they are seeing and to see what they are looking at. The course will also introduce the students to the basics of equipment used in photography like cameras and lights so that they can create compelling images that communicate the intended message with accurate captions that are publishable in professional publications. The course will also enable students to demonstrate an ability to think as a visual journalist by finding visual stories, pitching them and creating compelling photographs.

Contents

1. Pinholes to Pixels-Historical Perspective
2. Photography Genres
3. Photojournalism Definition, Concept and Scope
4. Photojournalism Genres
5. Photojournalist Qualities and Characteristics
6. Roles and Responsibilities of Photojournalist
7. Ethics in Photojournalism
8. Contemporary Issues in Photojournalism
9. Photography Equipment and Techniques
10. Shots: Types and Framing
11. Caption Writing
12. Digital Imaging

Recommended Texts

1. Keene, M. (2016). *Practical photojournalism: a professional guide*. London: Guild of Master Craftsman Publications Ltd.
2. Kobre, K. (2016). *Photojournalism: the professional's approach* (7th ed.). NYC: Routledge.

Suggested Readings

1. Baradell, S. (2012). *Photojournalism: technology and ethics*. NYC: Black Star Publishing Co.
2. Rosenblum, N., & Stoll, D. (2019). *A world history of photography* (5th ed.). NYC: Abbeville Press.
3. Horton, B. (2001). *Associated Press guide to photojournalism (Associated Press handbooks)* (2nd ed.). NYC: McGraw-Hill.

This course aims to equip the students with identification and understanding of different phases of development of mass communication theories in the historical context. It also aims to focus on cybernetics and human communication to increase students' understanding of different communication phenomena in the contemporary era. The major objectives of the course are to provide a basis to understand several key communication theories and different intellectual foundations in the field of mass communication and to develop an understanding of evaluating the utility of theory by applying specific criteria and standards. The course provides an understanding of different classical and contemporary normative theories to develop an understanding of different media systems. This course will equip the students with an understanding of the development of initial communication theories which were based on observation, not on scientific research; then a paradigmatic shift of a new perspective which changed the focus of communication scholars from all-powerful media to the limited effects of media and later on to the moderate effects. The students will be able to critically analyze the gradual growth of communication theories.

Contents

1. Theory: Definitions, types, goals, evaluation criteria
2. Paradigm: Definitions, types
3. Models: Definitions, types, models of mass communication
4. Introduction to communication theory, four eras of communication theory
5. Cybernetics and communication theory, traditions of cybernetics
6. Powerful Effect Theories: Magic Bullet, Mass Society, propaganda Theories
7. Limited Effects Theories: Two-step Flow, Lazarsfeld model, Hovland experimental research
8. Moderate effect theories
9. Classical Normative: Authoritarian, Libertarian, Soviet Communist, social responsibility
10. Normative new: Democratic participant and development media
11. Islamic concept

Recommended Texts

1. Baran, S. J., & Davis, D. K. (2014). *Mass communication theory: foundations, ferment, and future* (7th ed.). Boston: Cengage Learning.
2. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London: Sage.

Suggested Readings

1. Littlejohn, S. W., Foss, L.A., & Oetzel, J. G. (2016). *Theories of human communication*. USA, Illinois: Waveland Press.
2. Eid, M., & Dakrouy, A. (2012). *Basics in communication and media studies*. New York: Pearson.

This introductory level course is designed to introduce the students to the concept of broadcasting and its various aspects. It will introduce students to the basics of radio and television productions. They will learn how to create quality audio and video using current and evolving technologies while learning the production process for radio and television. Through this course, the students would know the history and contemporary status of radio and television. The students will develop an understanding of the structure of broadcast media operations and media-related industries. They will learn how to create quality audio and video work using current and evolving technologies while learning the production process for radio and television. The course will acquaint them with knowledge through which they will be able to describe and analyze elements in the production process, apply the fundamental concepts of production in radio and television to complete a media project and develop proficiency in using the current and evolving hardware and software applications.

Contents

1. Introduction to radio as a medium
2. Structure of radio station
3. Type of radio programs: News, feature, documentary, voxpop, interviews
4. Radio production: Basics of recording, using audio variety, sound bites
5. Introduction to television as a medium
6. Structure of television Station
7. Type of TV programs: news, feature, documentary, voxpop, interviews
8. Basics of broadcast writing: Structure, contents, flow
9. Broadcast media crew
10. Basics of editing in broadcast media
11. Broadcast media in digital age
12. Production process

Recommended Texts

1. Pierson, J., & Bauwens, J. (2015). *Digital broadcasting: An introduction to new media*. London: Bloomsbury Academic.
2. Zettl, H. (2014). *Television production handbook* (12th ed.). Belmont: Wadsworth Publishing.

Suggested Readings

1. Barnas, F., & White, T. (2017). *Broadcast news writing, reporting, and producing* (7th ed.). New York: Routledge.
2. Brooks, B., & Pinson, J. (2016). *The art of editing in the age of convergence* (10th ed.). New York: Routledge.
3. Hudson, G., & Rowlands, S. (2007). *The broadcast journalism handbook*. London: Pearson Education.
4. Kroon, R. (2014). *A/V a to z: An encyclopedic dictionary of media*. North Carolina: McFarland & Company.

This course is aimed at providing an insight into the methods and techniques of scientific research. It aims at imparting a fundamental knowledge about the characteristics of science and scientific methods. It gives them a basic idea about major research methodologies like qualitative and quantitative so that they may be in a position to understand the basic characteristics and importance of both types of methodologies, compare them and understand the importance of triangulation to get the benefits of both of the methodologies to get answers to different research questions. It also aims at developing an understanding of other major types of research. The course is aimed at preparing the students for advanced courses in research by exposing them to basic elements of research; sampling and types of sampling; measurement techniques and scales and research process in general. It aims at enabling the students to develop a basic understanding of investigating the mass media phenomenon in society. It attempts to develop the interest of students in exploring their research education in the field of mass media and communication.

Contents

1. Methods of knowing
2. Characteristics of Science
3. Research: Definition, Types, Characteristics, Need and significance
4. Types of Research: Pure and applied research
5. Exploratory, Descriptive and Explanatory research
6. Cross- Sectional and Longitudinal research
7. Correlation and Experimental research, Historical research
8. Social Scientific Inquiry
9. Kinds of Social Scientific Research: Qualitative, Quantitative, Mix method
10. Sample: Probability and non-probability sampling techniques
11. Level of Measurement and measurement Scales
12. Validity and Reliability in research
13. Process of Research: Six sequential working model of research
14. Elements of Research: Concept, Construct, Variable, Hypothesis, Universe and population.

Recommended Texts

1. Neuman, L. (2010). *Social research methods*. NYC: Pearson.
2. Reinard, J. C. (2007). *Introduction to communication research* (4th ed.). New York: McGraw-Hill.

Suggested Readings

1. Shah, M. H., Kausar, S., & Rashida, S. (2015). *Dictionary and quick reference to media*. Faisalabad: Misaal Publication.
2. Wimmer, R.D., & Dominic, J.R. (2013). *Mass media research: an introduction* (10th ed.). Belmont: Wadsworth.

The students will study film and theatre as important art forms and understand their relevance to their own life as well as to other art forms. It will create a basic understanding of the history of film and theatre and the recognition of the duties and responsibilities of the personnel involved in producing film and theatre. The course will provide a general introduction to theatre study, including an overview of the components of theatrical performance and the rehearsal process, problems in a production context, and theatre criticism. The course will also examine various aspects of film including aesthetic, theoretical, critical, and practical. The students will learn the basic grammar of film and to develop a deeper understanding of how movies work. The course considers the idea of film as personal expression and the relationship of film to society. It will also enable students to know and learn the significance of both media in fulfilling basic functions of mass communication i.e., to inform, educate and entertain. It will also provide an insight into the history of these media in Pakistan so that the students can know about the reasons regarding the rise and fall of the two media in the country.

Contents

1. Film: definition, scope
2. Importance and role of films as a medium
3. Genres of films
4. Brief history of world cinema
5. History of cinema in Pakistan
6. Theatre: definition, scope
7. Importance and role of theatre as a medium
8. Genres of theatre
9. Brief history of theatre in world
10. History of theatre in Pakistan
11. Language of theatre

Recommended Texts

1. Wilson, E. (2003). *Living theatre: A history*. New York: McGraw-Hill.
2. Cousins, M. (2013). *The story of film*. London: Pavilion Books.

Suggested Readings

1. Krebs, K. (2014). *Translation and adaptation in theatre and film*. London: Routledge.
2. Catliff, S., & Granville, J. (2013). *The casting handbook for film and theatre makers*. London: Routledge.
3. Gazdar, M. (2019). *Pakistan cinema: 1947–1997* (2nd ed.). Karachi: Oxford University Press.
4. Afzal, F. (2005). *A critical stage: the role of secular alternative theatre in Pakistan*. Kolkata: Seagull Books.

The main objective of the course is to prepare future journalists in accordance with today's newsroom requirement where the online and digital platforms are as important as traditional print or broadcast platforms. Students will learn the latest trends in multimedia storytelling and production. Build storytelling skills in each medium used for multimedia production. Learn how to use digital tools to collect audio, still photographs, video, text and graphics to accurately tell a story for online distribution. Apply online publishing skills to disseminate work. Digital journalism is very different from traditional journalism that was around as little as a decade ago. From the way, the news is captured to its reception by readers, students wishing to become journalists need to be familiar with many digital skills to compete with the competition. The present course will guide students toward the major developments in digital media and how these may influence the media and journalism field in the coming days.

Contents

1. Significance of web, introduction and overview
2. Traditional journalism and the web, prospects and challenges for digital journalism
3. What is web or digital journalism and its scope
4. How the web is replacing other media and where web stands amongst new media
5. How web is the future of journalism
6. Characteristics of web journalism
7. Contents for news website: news stories, features & blogs, headline/ lead & summary
8. Writing for web, news story structure, inverted pyramid & 5Ws
9. Writing lively and tightly, editing web text, esthetic elements for web
10. Introduction to blogs, writing blogs, writing for twitter
11. Navigating the web, navigational scheme for digital newspaper or magazine
12. Recommended websites www.Dawn.com, www.bbc.com, www.cnn.com.
13. Recommended websites ww.cbc.ca, www.ctv.ca, www.thenews.com, www.thestar.com
14. Roles & responsibilities of web crew: Producer, reporter, writer & editor
15. Introduction to digital radio and digital television
16. Basic setup for digital radio/television
17. Creating the web, developing your website, creating the website storyboard
18. Features for news websites
19. Cyber Laws, ethics for web journalism, digital distribution systems and copyright issues
20. Marketing for the web, digital advertisement types

Recommended Texts

1. Athique, A. (2013). *Digital media & society: an introduction* (1st ed.). Cambridge: Polity.
2. Briggs, M. E. (2019). *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (4th ed.). London: Sage.

Suggested Readings

1. Paulussen, S. (2012). *Handbook of global online journalism*. New Jersey: Wiley-Blackwell.
2. Felder, L. (2011). *Writing for the web: Creating compelling web content*. Indianapolis: New Riders Publishing.

The course aims to promote students' critical and analytical approaches towards the understanding of mass communication theories. It is focused on preparing them for further inquiry into the field of mass communication. The primary objectives of this course are to provide students with an understanding of advanced communication theories; introduce them to the systematic study and research of communication and to develop an understanding of the application of theories in their respective research areas. It will train the students to understand the importance of communication theories from multiple philosophical perspectives including Marxist tradition, neo-Marxist approaches, functional approach and critical school of thought. This course will enable the students to understand the use of propaganda and persuasion in multiple fields like advertising, public relations, political communication etc. It will provide them insights about communication theories applicable at the micro, meso and macro level. It will help them understand how the effects of different media platforms and contents may be measured following different theoretical perspectives.

Contents

1. Cultural Theories: Marxism, Neo-Marxism, Frankfurt School, McLuhanism
2. Critical Theories: Political Economy, Media Hegemony, Herman and Chomsky Model
3. Critical Theories: Cultural Imperialism, Elite pluralism, Feminist perspective
4. Functional Approach: Media functions for society, Uses and Gratifications Theory
5. Functionalism: Social Learning Theory, Social Cognitive theory, Cultivation
6. Theories of media and society: Agenda setting, Spiral of Silence, Diffusion of Innovations,
7. Miscellaneous theories: Media system Dependency, Gate keeping, Knowledge gap hypothesis
8. Persuasion: Theories and Models

Recommended Texts

1. Baran, S.J., & Davis, D.K. (2014). *Mass communication theory: foundations, ferment, and future* (7th ed.). Boston: Cengage Learning.
2. Defleur, M. L. (2010). *Mass communication theories: explaining origins, processes and effects*. New York: Routledge.

Suggested Readings

1. Griffin, E. A., Ledbetter, A., & Sparks, G. G. (2015). *A first look at communication theory*. New York: McGraw-Hill.
2. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London: Sage.

This course is designed to develop an understanding of students on basic principles of advertising and public relations and its role in media and society. The media environment of the 21st century revolves around the advertising revenues. The corporate and social world is also relying on advertising and PR for the promotion of their ideas, goods, services and good image of organizations. This is an introductory course that introduces students' implications of communication in the public and corporate sectors. In this course, students will introduce with basic concepts of PR and advertising and other forms of communication. This course comprises on two parts PR theory and practice and advertising theory and practice. Both reflect the major concepts, theories and practices established in the Industry. At the end of this course, the students will understand the field of PR and advertising and can opt the specialization of PR and Advertising that can potentially help them to choose a career in this field. In the coming semesters, students will also find an opportunity to capitalize on this theoretical base for developing PR and advertising campaigns in a professional setting.

Contents

1. Public relations Origin: Definitions and History, Importance & Scope of PR
2. Role of Public Relations Practitioner, Skills for the ideal practitioner, Various tools of PR
3. Different Models of Public Relations
4. PR in organization & Reputation management
5. External & Internal environment & PR, Systems theory for PR, Future of the PR
6. Strengths and limitations of various media used for PR
7. Advertising Definition, Global & local advertising, History of advertising, Role of advertising
8. Merits and Demerits of Advertising, Ethical issues in Advertising
9. Marketing Function of Advertising, Difference between Marketing & Advertising, 4 Ps
10. Types of Advertising Agencies
11. Functions and working of Advertising Agency (various Departments)
12. Writing an effective copy for advertisement, Tool kit for Copy Writer
13. Types of advertising campaigns, Corporate, Public Service, Launching, Follow Up
14. Integrated strategies for Advertising and Public Relations
15. Difference between Public Relations, Publicity, Advertising, Marketing and Propaganda.

Recommended Texts

1. Moriarity, S., Mitchell, N., Wood, C., & Wells, W. D. (2018). *Advertising & IMC: principles and practice (what's new in marketing)* (11th ed.). NYC: Pearson.
2. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *Public Relations: Strategies and tactics* (11th ed.). NYC: Pearson.

Suggested Readings

1. Straubhaar, J., Larose, R., & Davenport, L. (2017). *Media now: Understanding media, culture & technology* (10th ed.). Boston: Cengage Learning.
2. Du Plessis, D. (2001). *Introduction to Public Relations and advertising*. South Africa: Juta Academic.

This course is aimed at providing students an insight into the methods and techniques of scientific research. It will provide them a basic understanding of conducting academic and industry research. The objectives of the course are to develop an understanding of the significance of research and scientific inquiry process; extensive understanding of research designs in communication research; and understand the type, process and method of different techniques of research. It aims at developing the interest of students to explore their research education in the field of mass media and communication. It will guide the students of the fundamental requirements and steps to develop a research proposal to conduct scientific research on multiple communication phenomena. It will update the students about different referencing and citation styles so that they are in a position to give citations in a required manner. The course will also provide a basic understanding of the basic concepts of Statistics. The students will be able to understand, compare and contrast major research methods of qualitative and quantitative methodologies.

Contents

1. Concept and need of mass media research
2. Issues related to communication research
3. Quantitative Research
4. Quantitative Research Methods: Survey, Content Analysis, Experimental Research
5. Qualitative Research
6. Qualitative Research Methods: Focus group, Case study, In-depth interviews, DA, CDA
7. Role of theory in the process of research
8. Theory construction process
9. Challenges of communication research in the contemporary era
10. Proposal writing
11. Referencing and citation styles
12. Measure of Central Tendency and Dispersion

Recommended Texts

1. Nueman, W.L. (2010). *Social research methods: Qualitative and quantitative approaches*. Boston: Pearson.
2. Reagan, J. (2006). *Applied research methods for mass communicators*. Michigan: University of Michigan Press.

Suggested Readings

1. Reinard, J.C. (2016). *Introduction to communication research* (6th ed.). New York: McGraw-Hill.
2. Beryrand, I., & Hughes, P. (2005). *Media research methods: Audiences, institutions, texts*. NYC: Palgrave MacMillan.
3. Wimmer, R.D., & Dominick, J.R. (2015). *Mass media research* (8th ed.). Belmont: Wadsworth.

The course is designed to develop and sharpen the writing skills of the students for advanced journalistic writing like editorials, columns, and features. It is a blend of theory and practice as it focuses on practical work along with theory. It would enable students to differentiate among various types of newspaper writings apart from the news. This course is also planned to train the students in such a way that they should learn the basic techniques and principles for these writings. It aims to enhance the critical thinking skills of the students and sensitize them to significant topics for writing. It is also planned to train the students in such a way that they should learn the basic techniques and principles for these writings and help the students to express their views through persuasive and compelling content. Through this course, students would be able to understand how to build logical arguments and identify logical fallacies in the arguments. Students would be able to learn journalistic techniques and stylistic tricks to help communicate concisely and persuasively while developing their unique style and perspective. Students will develop and enhance their journalism skills to effectively report and write on a wide range of issues, from personal to societal.

Contents

1. Editorial: Definition of editorial, purpose, importance, types, and functions
2. The content of editorial page and its standard in Pakistan
3. Analyzing the media policy through editorials
4. Editorial writing techniques and writing practice
5. Difference between editorial, column, and feature
6. Feature: Definition, concept and scope, types, and sources for feature writing
7. Feature writing techniques and the importance of pictorial display in feature
8. Column: Definition and concept, functions of a column, types of column
9. Role of columnist in society
10. Column writing techniques and practice of column writing

Recommended Texts

1. Hicks, W., Adams, S., Gilbert, H., & Holmes, T. (2016). *Writing for journalists* (2nd ed.). New York: Routledge.
2. Hutchinson, E.R. (2010). *The art of feature writing: From newspaper features and magazine articles to commentary*. Oxford: Oxford University Press.

Suggested Readings

1. Lynch, L. (2013). *Exploring journalism and the media* (2nd ed.). Boston: Cengage Learning.
2. Garrison, B. (2010). *Professional feature writing*. London: Routledge.

MCOM-6123

Foreign Language

3 (3+0)

The department will offer foreign languages such as Chinese, German, French, Arabic and Russian etc. according to availability of resources and instructor. The students will be given option to choose one language. The contents of this course will be developed by the instructor as per the guidelines of HEC.

This course is designed to develop an understanding of students about the importance and need of International Communication. Global politics over the global communication environment has changed the dynamics of International Communication. This course is emphasizing on International Communication and Development, social and political theories of International Communication, how global empires change the entire scenario of International Communication, Emerging perspectives, Cultural Communication and how industrialized countries are having a monopoly over hyper-reality and how it shapes the global communication. This course is designed to understand the hierarchy of media conglomerates and International news wire groups. This course also highlights the satellite communication and how satellite corporations shape the entire perspective of International communication. After this course the students will understand; the significance of global communication structure and how international communication regimes implementing various communication policies with communication industries. They will be able to map the flow of communication among Industrialized and underdeveloped nations.

Contents

1. Introduction: Need and Significance of International communication
2. Dimensions of IC in various disciplines
3. International Community and International Communication
4. International Communication and Development: Globalization and technology
5. Globalization and world Media system; Free Flow of Information
6. The Mac Bride Commission; NWICO; Opposition to NWICO
7. Creating global communication Infrastructure
8. The privatization of telecommunications
9. The Global Media Market Place
10. Convergence: Globalization and Cultural imperialism
11. Media, politics and economy in perspective of political economy concepts
12. Global news and information networks; Setting the global news agenda
13. Globalization and its impact on health, crime, knowledge, peace and poverty
14. Global Media Conglomerates
15. International Communication and News wires
16. News Corporation; Walt Disney; SONY; Warner's Brothers

Recommended Texts

1. Kamalipour, Y. R. (2019). *Global communication: A multicultural perspective* (3rd ed.). Maryland: Rowman & Littlefield Publishers.
2. Thussu, D. K. (2018). *International communication: Continuity and change* (3rd ed.). New York: Bloomsbury Academic.

Suggested Readings

1. Thussu, D. K. (2010). *International communication: A reader*. London: Routledge.
2. Chong, C. S. (2018). *Successful international communication*. London: Pavilion Publishing.
3. Chuan, C. (2014). *Internationalizing "international communication"*. Michigan: University of Michigan Press.

This course provides an overview of the important phenomena and concepts of Development Communication. In general, the course will interpret and analyze the role of mass media in highlighting social welfare and development in society. After studying this course, students will be able to have a better insight in development communication, along with development support communication and development journalism, and will analyze the nature and treatment of media contents on developmental issues. The course will impart the students with the required knowledge of communication tools and techniques facilitating development. The students will learn about the developmental role of communication, understand the important aspects of the development communication theory, develop the ability to differentiate the types of communication and understand the roles they play in development, develop skills that will be practical in designing communication strategies to handle developmental problems such as report-writing skills. The course will also focus on developing awareness of appropriate communication strategies, how to prepare and present messages with a specific intent and how to analyze a variety of communication acts. Similarly, it would emphasize the ethical use of information from integrated sources be communicated to a variety of audiences.

Contents

1. Development Communication: Basic Concepts
2. Development Support communication: Basic Concepts
3. Prospects and Challenges of Development Communication in Pakistan
4. Development Journalism: Introduction
5. Society under Change
6. Development of Village
7. Village Economy
8. Opportunity of Education
9. Religious Authority
10. Caste System

Recommended Texts

1. Heeks, R. (2017). *Information and communication technology for development* (1st ed.). Abingdon: Routledge.
2. Melkote, S. (2015). *Communication for development: theory and practice for empowerment and social justice* (3rd ed.). New York: Sage.

Suggested Readings

1. Onwumechili, C., and Ndolo, I. (2012). *Reimagining development communication in Africa*. Lanham: Lexington Books.
2. Tompkins, P. (2010). *Practicing communication ethics* (1st ed.). New York: Pearson.
3. Wilkins, K. & Tufte, T. (2014). *The handbook of development communication and social change: Global handbooks in media and communication research* (1st ed.).UK: Wiley-Blackwell.

Media economics involves the application of economic concepts and theories of media research. This course provides an introduction to media economics and its application in new media studies. Special attention is given to the structure, behavior, and performance of media operations; audience behavior and preferences; competition; and social implications. Students will develop an economic view of the role, function, and strategies of new media in the global marketplace. We will also review existing research and compare the mainstream mass communication approach with the media economics approach. Students will design/conduct a research project of their own. After this course the students will be able to; comprehend media economics with social sciences and will relate how media economists think; how media economics informs decision-makers in the advertising and related industries. They will also understand the hierarchies of media industries and how it functions and how it generates revenues. Moreover, this course will develop media product development ability among students that how convergence can create a media product more viable for revenues.

Contents

1. Overview of the course; why media economics; economics as King of social science?
2. What social scientists should do; how economists think; how media economics informs
3. Economic concepts: demand, supply and markets
4. More economic concepts: Consumer behavior, production, cost, revenue
5. Theory of the firm, industrial organization model; market structure and competition
6. Media financing and the capital market
7. Advertising
8. What would Google do?
9. Internet audience measurement
10. What's new about new media? What's NOT new about new media research?
11. The larger picture: Attention economy
12. Disruptive technologies
13. Free vs. fee debate
14. Is the future online?
15. Web 2.0 and its implications; the long tail
16. New developments in behavioral economics

Recommended Texts

1. Albarran, A. B. (2016). *The media economy*. London: Routledge.
2. Doyle, G. (2013). *Understanding media economics* (2nd ed.). New York: Sage.

Suggested Readings

1. Hoskins, C., McFadyen, S., & Finn, A., (2010). *Media economics: Applying economics to new and traditional media*. New York: Sage.
2. Robert, P. (2008). *The economics of financing of media companies*. New York: Fordham University Press.

The Internet has introduced new opportunities for dynamic storytelling as digital media have blurred roles of media producer, consumer, publisher and reader. It is a need of time to enable students to use their insights into new media audiences to produce better content for digital formats and environments. Digital media changed the patterns of media production and distribution; it also requires new skills for creative writing. Digital media requires multitasking from digital media persons. It demands more focused and specialized creative skills. This course through writing exercises, readings, lectures and live Q&As will provide the beginning writer with a toolkit of essential skills. The contents of this toolkit are giving and receiving critical feedback, reading with a writer's eye, navigating professional and educational pathways as a writer and generating, revising and editing material that is strong, original and imaginative. Students will leave the course with a practical understanding of the creative process and will be prepared to critique and write at a university level. It is designed to let the students discover and create their knowledge using the powerful digital devices we all have access to.

Contents

1. Introduction to different genres of Digital media
2. Introduction to creative writing
3. Essentials of Strong Writing
4. How Social Media Writing is different from other Forms of Writing
5. Writing for Websites, Weblogs, Twitter, Facebook etc.
6. Writing Persuasive Web Content and Blogs (the Do's and Don'ts)
7. Writing for General Audience and Domain Experts
8. Creating Good Stories: Content and structure, Storifying and Script Writing of thoughts.
9. How web writing is different from Essay Writing
10. Good and Bad Websites in terms of Contents, Techniques for Writing for Scanners
11. Ethical Considerations in Social Media Writing

Recommended Books

1. Carrol, B. (2019). *Writing and editing for digital media* (4th ed.). London: Routledge.
2. Williams, Dr. Andy (2017). *How to write great website content*. London: Routledge.

Suggested Books

1. Felder, L. (2011). *Writing for the web: Creating compelling web content*. New York: Pearson.
2. Hicks, T. (2013). *Crafting digital writing: Composing texts across media and genres*. New Hampshire: Heinemann.

The main objective of the course is to enable students to recognize social networks and their properties. Describe the history and development of various social networks. Examine copyright issues related to social media. Point out the limitations of account and sharing policies on various social networking platforms and discuss the ethics of violating terms of use. Interpret the practical implications of the service agreements for social media tools in regards to privacy and legal policies. Set up policies to manage a public social media account and the distribution of information. Students will be able to select tools to monitor information and to consolidate it into a manageable information stream. Understand the importance of monitoring and responding to the community that forms around your message or lack of message. Similarly, students will be able to examine how the choice of social network and social media tools affects the distribution of the message and the audience that is reached. Identify cases where social networks have influenced political movements or decisions. Formulate a social media marketing plan. Explain how different organizations within the same market utilize social networks to share or market information and ideas (Ex: Education, Business, Non-profits, Journalists). The course will generate discussions about geography-based social networking tools and their implications for marketing ideas and information.

Contents

1. Google: How to organize and link social media platforms, to share information with peers
2. How to log in to social media platforms with the same account and link the others
3. Google Docs How to collaborate with peers on group projects
4. How to share work with your class PLN and to collaborate on and create group projects
5. Facebook Basic profile, fan page, community pages, games
6. Blogs How to create original content and curate content
7. Youtube: How to create playlists, add original video content, subscribe to content and curate
8. How to create Playlists or upload short videos and share them with your classmates
9. How to promote pages among wider professional or academic community
10. Twitter How to create a Twitter account
11. How to engage with PLNs and the wider community, to share and find information
12. Linkedin Basic Profile and Linkage
13. Instagram as Celebrity used app
14. Rise of Tiktok and Likee
15. Other Popular Social Media Outlets Snapchat, Line, IMO, Instagram etc.

Recommended Texts

1. Burgess, J. (2017). *Handbook of social media*. London: Sage.
2. Fuchs, C. (2014). *Social media: a critical introduction*. London: Sage.

Suggested Readings

1. Van Susteren, G. (2017). *Everything you need to know about social media*. New York: Simon & Schuster.
2. Pavlik, J. V., & MacIntoch, S. (2015). *Converging media* (4th ed.). New York: Oxford University Press.

The course will impart the elements of selection, writing, editing, compiling and presenting news for radio. It will be a practical course and students will be expected to produce and present an entire news bulletin. This will help them to develop their skills regarding how news is produced in practical fields and what challenges they need to face while composing, compiling and producing particular pieces of news content. Apart from producing news, the students will also be able to work in an environment where they will be bound to follow the rules as followed in media outlets. Evaluate and critique broadcast and production practices both holistically and in terms of their parts, namely: audio, video, scripting, production, and editing. Write effectively for broadcast media as well as other forms and styles appropriate for the communications professions and audiences they serve. Demonstrate competency in shooting and editing video in the field and studio, using professional-level equipment and non-linear editing systems. Demonstrate proficiency in recording and editing for audio productions. Produce sophisticated deliverables for clients in a variety of areas, namely: corporate/industrial, informational/educational, and commercial/promotional.

Contents

1. Radio News Departments
2. Radio Newscast
3. Radio News Anchor and Reporter
4. Types of Radio News
5. Determining News Values
6. News Sources
7. Storytelling
8. Reporting
9. Writing and Producing News Package
10. Broadcast Interviews
11. Sound Recording
12. Laws and Ethics
13. Introduction to Audio Editing
14. Editing Software and Sound Effects
15. Hands on Practice at University Campus Radio

Recommended Texts

1. Barnas, F. (2017). *Broadcast news writing, reporting, and producing* (7th ed.). UK, Abingdon: Routledge.
2. Hillard, R. (2014). *Writing for television, radio, and new media* (11th ed.). Boston: Cengage Learning.

Suggested Readings

1. McLeish, R., & Link, J. (2015). *Radio production* (6th ed.). UK, Abingdon: Routledge.
2. Stewart, P., & Alexander, R. (2015). *Broadcast journalism: Techniques of radio and television news* (6th ed.). UK, Abingdon: Routledge.

This course is aimed to introduce students to current ideas and skills used in television journalism. The students will learn about how the broadcast news industry operates. It also develops students' audio and video news reporting skills by using industry equipment and software. The students will be able to analyze the concepts of broadcast news reporting and their role in the production of video stories. They will also be able to understand equipment operation and editing skills to produce television news reports. The course will enable them to know about the process of how to collect local, national and international news through interviews, investigation and observation, attending public events, seeking out records, and reviewing written work. The students will also get an acquaintance about receiving, analyzing, selecting, verifying and assembling information along with developing skills for researching and reporting on story developments. They will also understand the importance of teamwork and how liaison is created within production staff for producing and presenting news. They will be taught the technical aspects of cameras, lights and microphones and shooting and editing of news films and their placement in the news bulletin, besides the use of the live inserts and sound bites.

Contents

1. Types and Formats of Television News
2. Writing Broadcast News
3. Ad- Lib Situation within Broadcast News
4. Television News Production Team
5. Television News Reporter
6. Field Reporting and Techniques of Shooting Television News
7. Writing and Producing TV News Package and Reports
8. Live Stand-Up and Beepers
9. Interviews
10. ENG Van: Working and Technologies
11. Ethics in TV News Reporting
12. Editing in TV News

Recommended Texts

1. Barnas, F. (2017). *Broadcast news writing, reporting, and producing* (7th ed.). London: Routledge.
2. Shook, F., & Larson, J. (2017). *Television field production and reporting: A guide to visual storytelling* (7th ed.). London: Routledge.

Suggested Readings

1. Cappe, Y. (2006). *Broadcast basics: A beginner's guide to television news reporting and production*. Oregon: Marion Street Press.
2. Schultz, B.E. (2005). *Broadcast news producing*. California: Sage.
3. Stewart, P., & Alexander, r. (2016). *Broadcast journalism. Techniques of radio and television news* (7th ed.). NYC: Routledge.

Strategic communication is of increasing importance to most organizations. The advents of new communication technologies have changed the dimensions of corporate communication. This course covers the concepts and application of corporate communication, advertising and public relations in the digital age and a true definition of social media; myths and facts about social media that use in strategic communication. This course covers why Twitter, Facebook and Google plus matters; 3rd party tools for these handles; finding the right people & accounts to follow in your business and how to search properly for information & competitors when designing a strategic communication campaign. After this course, the students will be able to equip themselves with the skills to plan and implement a successful advertising and PR strategy with the use of digital media. Moreover, after this course, the students will be capable to handle the strategic communication campaign via Twitter, Facebook and Google plus. And will be capable to work in the working environment of SEOs.

Contents

1. Introduction to Cyber World and Social Media/Social Media Marketing
2. Social Media Integration and Assessment
3. Utilizing and Integrating Social Media Channels and Online Audience Profiling
4. Integration of social media services with blogs and websites; Emerging social media sites
5. Introduction to Twitter; Why Twitter matters, Twitter Strategies for Effective Marketing
6. 3rd party tools; Finding the right people & accounts to follow in business
7. Facebook: How to create Facebook's timeline for maximum consumer reach
8. How to improve Facebook fan engagement; Creating status updates that work
9. How to use polls & surveys that deliver results; Using Facebook offers to increase fans
10. Facebook events, advertising and marketing techniques
11. Ad metrics and how to figure out what is working?
12. Google Plus: Google Plus Basics and Statistics
13. How to build relative circles for your business; How to use Google Hangouts
14. Increase your visibility in SEO

Recommended Texts

1. Evans, D. (2016). *Social media marketing: the next generation of business engagement*. New Jersey: Sybex Publishing.
2. Heymann-Reder, D. (2016). *Social media marketing*. Germany: Pearson.

Suggested Readings

1. Weinberg, T. (2010). *The new community rules: marketing on the social web*. Sebastopol, CA: O'Reilly.
2. Wollan, R., Smith, N., & Zhou, C. (2012). *The social media management handbook: everything you need to know to get social media working in your business*. New Jersey: John Wiley & Sons.

This course is designed to introduce students to the principles and techniques of public relations in line with the traditional and modern approach. This course covers the scope and functions of PR, differences among various practices similar to the PR practice and theory, the history of PR focusing practice of PR by various national organizations. The course stipulated theory into practice and teaching modules are based on this model. In this course, the emphasis is that students will be made to look at the field from the viewpoints of the Public Relations practitioner, the channels of communication use and the various publics in which PR persons try to reach. Significance will be on the public relations process and such activities that bring out students' creative problem-solving talents approach. After this course, the students can understand the PR theory and practice from a national and international perspective and will be able to draft a press-release and other tools of PR and will be able to handle an independent PR practice of an organization.

Contents

1. Introduction: PR scope and functions; differentiations among PR, Advertising, propaganda
2. Foundations of Public Relations
3. A brief history of PR with special reference to Public Relations practice in Pakistan
4. Publics of PR, Internal and external publics: how to create key target audiences of PR
5. Process of PR
6. Public Relations Components and Planning
7. Media Relations
8. Writing for Public Relations: writing for print, online, TV and other for PR tools.
9. Crisis Communications
10. Social Projects and Public Relations
11. Ethical Issues in Public Relations
12. Persuasion, functions, Tools of PR
13. Public opinion and attitudes change
14. Propaganda and techniques.
15. Careers in Public Relations
16. Professional Development

Recommended Texts

1. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *Public relations: Strategies and tactics* (11th ed.). NYC: Pearson.
2. Stahl, S. (2018). *The art & craft of PR: Creating the mindset and skills to succeed in public relations today*. New York: LID Publishing.

Suggested Readings

1. Page, J. T., & Parnell, L. J. (2018). *Introduction to strategic public relations: digital, global, and socially responsible communication*. NYC: Sage.
2. Kelleher, T. (2017). *Public Relations*. London: Oxford University Press.

This course provides an overview of the important phenomena of development support communication (DSC). In general, the course will interpret and analyze the role of mass media in highlighting social development in society. It will enable students to learn how to utilize a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behavior change in both development and humanitarian contexts. This course identifies how advertising, television, radio, newspaper, magazines and public relations affect ethnicity/culture and alternative lifestyles of rural populations and developing nations. It examines attitudes, trends and perceptions which help shape mass communication messages. The course explains how communication brings development and social change in society. The students will understand key theories around communication, development, culture, behavior and social change. They will be able to recognize the role of research, design, development, implementation and monitoring and evaluation of DSC campaigns. It will enable students to identify the steps involved in the design and development of effective, evidence-based and human rights-based strategies for development. Overall, students will have an insight into development support communication and will analyze the nature of media contents on developmental issues.

Contents

1. Concept of DSC
2. Change
3. Development Support Communication and Social Change
4. Treatment of Content
5. Role of Advocacy and Social Mobilization in DSC
6. Concept of Diffusion and Innovation
7. Planning of a DSC Campaign
8. Campaign Planning and Discussion of final projects
9. Media/Agents/Tools for DSC
10. Using Print Media for DSC

Recommended Texts

1. Heeks, R. (2017). *Information and communication technology for development (1st ed.)*. Abingdon: Routledge.
2. Melkote, S. (2015). *Communication for development: theory and practice for empowerment and social justice (3rd ed)*. NYC: Sage.

Suggested Readings

1. Okaka, W. (2012). *Designing public awareness communication campaign: environmental public awareness evaluation research*. Riga: Lambert Academic Publishing.
2. Vihalemm, T., Keller, M., & Kissel, M. (2016). *From intervention to social change. A guide to reshaping everyday practices*. London: Routledge.

Rapid social change creates a powerful challenge to individuals and educational institutions. Technology education is not an exception. To be a useful and authentic learning area, technology education should constantly re-examine its rationale to formulate responses to changing contexts to improve the quality of learning for students. The more perspectives used for this process, the better the results should be. This course looks at technology as a social construct and examines the ways technology transforms the social world and the individuals within that world. In this course, students will explore the economic, political and social implications of recent technologies from many critical perspectives. Students will also examine the influence and effects of technology in a variety of environments including local, virtual and global communities, the workplace and the marketplace. Further, students will analyze diverse issues such as the impact of technology on democratic processes, surveillance, gender etc. Students will be able to explore several facets of social change that can influence an understanding of the aims and nature of technology education and that might contribute to its development. as social change is a very complex and dynamic phenomenon that can be considered from a variety of perspectives and is reflected in several processes.

Contents

1. Introduction to the Digital Age
2. Global Digital Development
3. Social Evolution
4. Digital Particularities
5. Globalization and Human Development
6. The Digital Divide & the Diffusion of Innovations
7. Public Policies and Private Strategies for Digital Development
8. Communication Technologies and Social Change
9. Social Construction of Technology
10. Global Content Areas Related to Social Change
11. The shift of emphasis from engaging society members primarily as producers
12. The colonization of the cognitive and moral spheres of human life by the aesthetic sphere
13. The integration of people into the technological world
14. The shift from the Welfare state to the Competition state.

Recommended Texts

1. Toyama, K. (2015). *Geek Heresy: Rescuing social change from the cult of technology* (1st ed.). New York: Public Affairs.
2. Massey, G. M. (2015). *Ways of social change: Making sense of modern times*. London: Sage.

Suggested Readings

1. White, L. (2013). *Medieval technology and social change* (1st ed.).Oxford: Oxford University Press.
2. Ralph, S. (2007). *Rethinking science, technology, and social change*. California: Stanford University Press.

The objective of this course development is to help students in developing a holistic view of reporting conflicts and violence in society and to educate the students on means and methods to reflect the same through various mediums of communication including formal media. It would expectantly provide the students with the national and international perspective on the conflict and its coverage. With this conceptual framework, the students will be taught how language, representation and framing of conflict play a key role when they write, edit or produce their reports in a conflict situation. Reporting on violent conflict may be the most dangerous assignment for a journalist. This on-the-ground perspective is critical for understanding conflict, but it also poses a serious threat to reporters in the field. Reporters, however, can also create risks for victims of conflict and can even escalate conflicts. For this reason, it is critical that journalists, as well as development professionals, approach their work with a mindset of “not harm.”

Contents

1. Conflict reporting and its history
2. The evolution of technology and conflict reporting
3. Mass media coverage of conflicts in Pakistan and the role of media in Pakistan
4. Challenges of conflict reporting in Pakistan
5. Contextualizing conflict and media coverage
6. Application of communication theories in conflict perspective
7. Objectivity vs subjectivity (and advocacy) in the context of conflict reporting.
8. Identification of stakeholders in any conflict
9. Reporting on perpetrators and victims: context and sensitivity (social, cultural, etc.)
10. Nature of conflict and overall context (information, propaganda, incitement)
11. Defining “glorification” and “sensationalism”

Recommended Texts

1. Lynch, J. (2014). *A global standard for reporting conflict*. New York: Routledge.
2. Nyatiti, E. (2013). *Media and conflict reporting*. Riga: Lambert Academic Publishing.

Suggested Readings

1. Rodgers, J. (2012). *Reporting conflict*. London: Palgrave.
2. Williams, K., & Harris, J. (2018). *Reporting war and conflict*. London: Routledge.

Newspaper production is designed to provide practical journalism experience to students through the actual production of their newspaper. The course aims at teaching the students at first hand the process of producing a newspaper from news gathering and selection to editing, composing, page makeup, use of illustration to printing. It will be a practical course and students will be expected to produce by themselves a complete daily or weekly newspaper. This will help them to learn the environment of media outlets through what phases and challenges a newspaper goes through and get to its audience. The course intends to develop skills for producing the content within a given period of time by building core concepts through practical exposure. Through this course, students would be able to understand the working of print media organizations as well as the production of newspapers with special reference to Pakistan's print media. It will also apprise the students about the basic skills of news editing, photo editing, book editing, page making and layout designing.

Contents

1. Organization of print media in Pakistan
2. Personnel administration, circulation
3. Advertising and financial administration of print media
4. Newspaper contents
5. Management of printing unit methods of composing and printing
6. News content and photo editing
7. Page making and layout
8. Book editing and production

Recommended Texts

1. Hodgson, F. W. (2011). *Modern newspaper editing and production*. London: Sage.
2. Hodgson, F.W. (2011). *Modern newspaper practice*. Oxford: Focal Press.

Suggested Readings

1. Hicks, W., Sally, A., Gilbert, H., Holmes, T., & Bentley, J. (2016). *Writing for journalists*. London: Routledge.
2. Layton, R. (2010). *Editing and news design: How to shape the news in print and online journalism*. Basingstoke: Palgrave Macmillan.
3. Ang, T. (2012). *Picture editing: An introduction*. Oxford: Focal Press.
4. Williams, P. (2014). *The computerized newspaper*. London: Oxford.

This course will focus on the critical and historical study of film with aspects incorporating digital film practice, screenwriting or reflecting on the film's role in society. It will provide an overview to film theories and methods of film analysis. It will encompass how cinema communicates, produces meanings, and constructs itself as a language. The course will enable students to demonstrate that they understand the pre-production, production, and postproduction filmmaking process. Further, they will comprehend the relationship between film form and aesthetic effect through both film analysis and when they create motion pictures. It will also allow them to exhibit a broad knowledge of film history, national cinemas and modes of production. The course tends to acquaint them with knowledge of key terms and concepts related to film and film theory along with having an understanding of major trajectories of film theory's development and their main concerns and contexts. This will help them to analyze filmic objects and experiences in precise cinematic terms (e.g. to discuss mise-en-scène, editing, cinematography, and sound, as well as genre and narrative). The students will also become aware of the basics of storytelling craft in the construction of fiction, documentary and alternative films.

Contents

1. Approaches to Film Theory
2. Researching Film: Skills and Methods
3. Experimental Film and Video Practice
4. Film and Media Cultures
5. Screen Aesthetics
6. Cinematography: Properties and Framing of the Shot
7. Mise-en-Scene: Design and Composition
8. Basics of Lighting for Film
9. Audio for Film
10. Editing for Film

Recommended Texts

1. Mittell, J., & McGowan, T. (2017). *Narrative theory and adaptation: film theory in practice*. London: Bloomsbury.
2. Brown, B. (2016). *Cinematography: Theory and practice: image making for cinematographers and directors, vol. 3* (3rd ed.). London: Routledge.

Suggested Readings

1. Ascher, S. (2013). *The filmmaker's handbook*. New York: Plume.
2. Wales, L. M. (2017). *The complete guide to film and digital production* (3rd ed.). London: Routledge.

This course is designed to develop students' knowledge and skills which stem from a study of theatre production practice, including acting, directing management, design and craft aesthetics. It will enable them to direct, design, and stage-manage a theatrical production. This will result in providing direction in the development of related professional skills. The students will develop an understanding of all aspects of theatrical production including acting, directing, design, technical, publicity. The course will help the students to apply discipline-specific skills to the creation of performance, learn collaborative skills in theatrical contexts, develop and apply process skills in production, discover problem-solving skills in the creation of artistic work and build up proficiency in skills like directing, design, technical theatre, management, playwriting, or dramaturgy. The course will also allow students to demonstrate an understanding of the different technologies and techniques used in the creation of theatre. It will allow them to build an intellectual and aesthetic understanding of the craft and technique of theatre arts, develop an appreciation of and respect for the various roles/aspects inherent within the theatrical process, explore the diversity of theatre and its intersection with community, culture and society and to produce diverse productions that challenge their creative ability.

Contents

1. Introduction to Theatrical Design
2. Stagecraft-I: Constructing, Painting, Rigging
3. Stagecraft-I: Assembling Stage Scenery and Equipment
4. Stagecraft-II: Planning, Layout, Construction
5. Stagecraft-II: Stage Setting, Tools, Material, and Resources
6. Stage Lighting: Equipment, Control Systems, Color, and Effective Lighting
7. Basic Principles of Sound
8. Directing: Play Analysis, Directing, and Stage Management.
9. Theatrical Make-Up: Purpose, Principles and Materials of Stage Make-Up

Recommended Texts

1. Hollowa, J. (2014). *Illustrated theatre production* (3rd ed.). London: Focal Press.
2. Gillete, J. M. (2012). *Theatrical design and production: An introduction to scene design and construction, lighting, sound, costume, and makeup* (7th ed.). New York: McGraw-Hill.

Suggested Readings

1. Carver, R. K. (2017). *Stagecraft fundamentals: A guide and reference for theatrical production* (2nd ed.). London: Routledge.
2. Kaluta, J. (2016). *The perfect stage crew: The complete technical guide for high school, college, and community theater* (2nd ed.). New York: Allworth Press.
3. Gillett, C., & Sheehan, J. (2016). *The production manager's toolkit: Successful production management in theatre and performing arts (the focal press toolkit series)* (1st ed.). London: Routledge.

This course will equip the students with both the theory and practice for managing the media. It will provide an understanding of the specificities of media management and marketing communications. It will also provide an understanding of different theories of media management and marketing communications. Scholars will learn to implement specific tools, practices and media management strategies. The course analyzes how to manage media organizations. Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of media enterprises. Media management contains the functions of strategic management, procurement management, production management, organizational management and marketing of media enterprises. Media enterprises are strategically organized economic entities whose central work is generating and marketing of media. The generation of media is the bundling of internally and externally generated content and its transformation into a medium. Marketing is the direct or indirect distribution of media. The term media in this connection is restricted to one-to-many-communication with one sender and a large number of consumers.

Contents

1. Concept, type, structure and characteristics of management and organizations
2. Types, functions and skills of managers
3. Group and inter group communication
4. Intra and inter organization communication
5. Horizontal and diagonal communication
6. Organizational conflict management
7. Organization of mass media in Pakistan: private ownership vs public ownership
8. Personal Administration
9. Media personnel: executive, editorial, production, circulation and advertising
10. Financial administration of the media
11. Management and media regulatory laws
12. Management and media conglomerates
13. Management and marketing of media Products

Recommended Texts

1. Hollifield, C. A., Wicks, J. L., Sylvie, G., & Lower, W. (2016). *Media management. A casebook approach* (5th ed.). New York: Routledge.
2. Mierzejewska, B. (2011). *Media management in theory and practice*. California: Sage.

Suggested Readings

1. Wirtz, B. W. (2016). *Media management*. Germany: Gabler Verlag.
2. Wirtz, B. W. (2011). *Business model management: design, instruments, success factors*. Germany: Gabler Verlag.

The specialized course of writing a research report provides an ample opportunity for the students to practically conduct research on carefully selected topics and present it in the research report format based on core concepts studied in the previous semester. The students will learn about the process of writing a research report from the very initial phase of selecting the topic to develop the instrument for research. It aims to strengthen the theoretical foundation and technical skills of the students required for conducting research under the guidance and presenting it in the form of a report by following the steps of writing a research report. Through this course, students would be able to sharpen their technical research writing skills in formulating objectives, rationale and significance of the study; developing hypotheses and research questions; inserting in-text citations; writing references and bibliography in APA style. The students will also learn about the art of conducting a literature review, linking the research understudy with the relevant theoretical framework; selecting appropriate methodology; and developing instrument/s.

Contents

1. Process of writing research report
2. Basics of APA format
3. Selecting the topic for research
4. Operationalization of the concepts
5. Developing hypothesis and research questions
6. Formulating rationale, objectives and significance of the study
7. Art of conducting literature review
8. Developing theoretical/conceptual framework
9. Selecting the appropriate methodology
10. Developing instrument

Recommended Texts

1. Wimmer, R. D., & Dominick, J. R. (2015). *Mass media research* (8th ed.). Belmont, California: Wadsworth.
2. Sarantakos, S. (2013). *Social research* (4th ed.). London: Macmillan Press.

Suggested Readings

1. Reinard, J. C. (2016). *Introduction to communication research* (6th ed.). New York: McGraw-Hill
2. Nueman, W. L. (2010). *Social research methods: Qualitative and quantitative approaches*. Boston: Pearson.
3. Reagan, J. (2006). *Applied research methods for mass communicators*. Michigan: University of Michigan Press.

This course focuses on the role(s) of civic media in democratic societies. This course will introduce the concept of civic media-- including traditional as well as recent forms of public information and advocacy such as blogs and social media platform feeds. Discuss how professional journalism fits within a larger realm of public and civic communications. This course addresses the use of communication technologies for mediating public discourse, organizing democratic protests or denouncing state violence. Through practice and research-based approach to digital media productions, we interrogate the media's capacity to produce "civic media", in other words, design space of possibility, "a way of imagining a future of technology that is pro-social and for public benefit." Understand key concepts in the field of civic media, for example, the public sphere; networked counter-publics; citizen journalism; radical media; hacktivism; visuality and counter-visibility. Students will articulate and defend their definition of the term "Civic Media". Assess common arguments about the role of digital media technologies in social change. Understand the key methods used to approach civic media content, including digital ethnography, image analysis, and discourse analysis. Produce their video content from an ethnographic perspective.

Contents

1. Introduction to Civic Media
2. How role of Media matters
3. Rethinking about importance of the informed citizens
4. A Digital Revolution?
5. Civic Rituals
6. Spectacular Reality (Then and Now)
7. Democracy in Virtual Worlds
8. Social Networks and Participatory Culture
9. Politics, Fantasy and Parody
10. Long-Form Multimedia Storytelling
11. Data Visualization
12. Integrated Communication Strategy in Digital Culture
13. Political Rhetoric & Public Speaking
14. Civil Liberties and Rights
15. Non-Profit Communications

Recommended Texts

1. Eric, G. (2016). *Civic media: Technology, design, practice*. Massachusetts: The MIT Press.
2. Mihailidis, P. (2018). *Civic media literacies: Re-imagining human connection in an age of digital abundance*. London: Routledge.

Suggested Readings

1. Navajas, H. G. D. (2014). *New technologies and civic engagement: new agendas in communication*. London: Routledge.
2. Bennet, W. L. (2008). *Civic life online: learning how digital media can engage youth*. Massachusetts: The MIT Press.

The course aims to introduce the concept of convergence and its various implications in journalism. It tends to cultivate the student's imagination and creativity through the technical skills needed to become professionals in the field of communication. It will encourage innovation and prepare students to meet the growth in digital technology and online interaction. It will train students to meet the challenges of the evolving media scene. It also strives to make students competent in multiple modalities of production and distribution and prepare them for a complex, convergent and fluid media environment. The course endeavors to train students to become thinking practitioners with a strong sense of ethics. The students will receive cross-platform training in print, radio, video, and web and social media techniques so that they can produce projects using multiple modalities. The course strives to equip the students with necessary conceptual, theoretical and practical skills to meet the challenges of constantly changing media scenarios. In addition to providing technical skills training in news and narrative forms, the course also seeks to learn a professional ethic in which students understand the importance of anticipating technical and business innovations, as well as keeping up with research that affects their field.

Contents

1. Convergence: Concept, Significance, Process and Effects
2. Media Convergence: Convergence Continuum, Lawson Borders Model, Flynn & Gordon model
3. Network Society
4. Understanding New Media Concepts: Social and Digital, Digital storytelling, Wiki Journalism
5. Need for multi-media/multi-skilled journalists
6. Blogging and journalism
7. Age of Information Journalism-Existential Journalism
8. Regulatory Challenges to Media Convergence
9. Convergence in Cinema and Cinema and Broadcasting
10. Media conglomerates, mergers and Consolidation

Recommended Texts

1. Adrian, A. (2013). *Digital media & society: An introduction* (1st ed.). Cambridge: Polity.
2. Grant, A.E. (2009). *Understanding media convergence*. London: Focal Press.

Suggested Readings

1. Jenkins, H. (2008). *Convergence culture: Where old and new media collide*. NYC: New York University Press.
2. Quinn, S., & Filak, V. (2014). *Convergent journalism: An introduction*. London: Focal Press.
3. Lugmayr, A., & Zotto, C. (2016). *Media convergence handbook - vol. 2: Firms and user perspectives (media business and innovation)* (1st ed.). NYC: Springer.

Through this course, students will learn how to gather, edit and file news content via their smartphones. Students will learn to produce content that are suitable for sharing via social media. This course aims to equip students with the skills required in multi-platform newsrooms and to meet the challenges of a news environment in which consumers are using their phones to access news and to share it via social media. Apply effective and collaborative team communication and management skills to complete the video process from pre-production script development through the production capture of quality video image and audio. On completion, students will be able to understand the digital video terms and apply the technique or concept using a digital video camera: storyboarding, cinematic camera angles, lighting Use a digital video camera to capture images using the camera techniques and cinematography: the rule of thirds, headroom, talking space, close-up, medium shot, establishing shot, cut-away, basic shot sequence, tilt, pan, and zoom.

Contents

1. Use of smartphones for news gathering and shooting high quality video clips
2. Organize visual elements into a video story
3. Producing live streams and conducting live interviews
4. Editing video with various apps and producing stories for social audiences
5. Editing videos for different social platforms
6. Writing a script for voice-over narration
7. How to produce reporter-led stories and report character-led stories with sound bites
8. How to produce piece-to-camera segments
9. Vertical video stories
10. Make a video from 10 photos and a script
11. Film in shot sizes and patterns
12. Use the correct apps for each type of video
13. Perform simple, but powerful video editing
14. Compress time with sequences
15. Storyboard a short video report

Recommended Books

1. Burum, I., & Quinn, S. (2015). *MOJO: The mobile journalism handbook: how to make broadcast videos with an iPhone or iPad*. London: Routledge.
2. Hill, S., & Bradshaw, P. (2018). *Mobile-First journalism: producing news for social and interactive media*. London: Routledge.

Suggested Readings

1. Montgomery, R. (2018). *Smartphone video storytelling*. London: Routledge.
2. Berry, M. & Schleser, M. (2014). *Mobile media making in an age of smartphones*. London: Palgrave Pivot.

The course is designed to provide a wide and comprehensive introduction to the area of radio broadcasting and will establish fundamental radio production competencies, from which the learner may progress to further study and/or training. It has an integrated and holistic approach to the key aspects of production: creative, technical, and administrative. The course will impart the elements of selecting, writing, editing, compiling and presenting different programs for radio. The course will also familiarize students with different phases of production. It will be a practical course and the students will be expected to produce and present different programs for the radio. Students will have a critical awareness of commercial, community and national broadcasting policy in both public service and private sector broadcast institutions. It will develop an understanding of the roles and functions of radio broadcasting institutions. It will develop creativity and competencies in radio production and presentation along with initiative and confidence when working independently and with others. Students will become familiar with the process, craft and technology of radio broadcasting.

Contents

1. Introduction to the Radio Environment
2. Introduction to the Radio Equipment
3. Microphones and its Placement
4. Types of Scripts and Treatment
5. Directing and Casting Actors for Radio Programs
6. Pre-Production for Radio
7. Types of program Productions
8. Radio Feature
9. Radio Documentary
10. Radio Drama and Montage
11. Different between FM, AM, SW and MW
12. Post Production for Radio
13. Trends of FM Radio in public and private sector in Pakistan
14. Radio Program Editing
15. Audio Editing Software and Applications

Practical: Students are required to produce and edit their own mini project for the successful completion of the course.

Recommended Books

1. Hausman, C., Messere, F., & Benoit, P. (2014). *Modern radio & audio production* (10th ed.). Boston: Cengage Learning.
2. Mcleish, R., & Link, J. (2016). *Radio production* (6th ed.). New York: Focal Press.

Suggested Readings

1. Connelly, D. W. (2013). *Digital radio production* (2nd ed.). Illinois: Waveland Press.
2. Geller, V. (2007). *Creating powerful radio: Getting, keeping and growing audiences news, talk, information & personality broadcast, HD, satellite & internet* (1st ed.). New York: Focal Press.

The objective of the course is to equip students with theoretical and applied knowledge as well as skills required for managing television programming, and producing and broadcasting various types of programs. This course is an introduction to the basic principles, procedures, and techniques of television production. The course will make students learn about general audio and sound mixing techniques, camera placement and operations, the use and characteristics of the various video and audio recording media, lighting techniques, technical and production differences between standard definition (SDTV) and HDTV/DTV production, elements of effective visual composition, editing techniques and understanding of postproduction and the ability to critique the strengths and weakness of video productions. The course will provide an opportunity to create a variety of video productions, allowing students to express personal creativity while developing the ability to conceptualize story ideas and effectively translate these ideas into video productions. The course also will help in learning and understanding the grammar and terminologies used in the creation of television programs. Overall, the students will have knowledge of media and tools used in production and understand responsibilities in working as teams in the production of television programs.

Contents

1. The Television Production Process
2. Television Camera: Lenses and Operation
3. Picture Composition
4. Lighting
5. Sound
6. Video Recording and Storage Systems
7. Production Crew
8. Studio and Field Productions
9. Directing and Casting for Television Programs
10. Producing
11. Post Production Editing

Practical: Students are required to produce and edit their own mini project for the successful completion of the course.

Recommended Texts

1. Owens, J. (2015). *Television production* (16th ed.). London: Routledge.
2. Zettl, H. (2014). *Television production handbook* (12th ed.). Belmont: Wadsworth Publishing.

Suggested Readings

1. Utterback, A. (2015). *Studio television production and directing*. London: Routledge.
2. Turner, R.S. (2011). *Cue & cut: a practical approach to working in multi-camera studios*. Manchester: Manchester University Press.

This course is designed to provide advanced training for the use of advertising. They will use their advertising skills to make advertising a communication tool for marketing and favorable consumer behavior. The emphasis will be on the making of advertisements for radio, television, social media and digital media apps. This course is an advertising practicum that will train students with a real-life advertising project. Students in course will relate their already theoretical knowledge into practice while creatively exploring the background of MNCs, TNCs or any other organization and their brand(s); strategic planning of the brand, formative research, designing creative strategy, media planning and execution and evaluation of the advertising campaign of the brand. After this course, the students will be able to; handle an independent advertising campaign featuring their branding creatively or they will choose an existing brand of MNCs or TNCs and craft an advertising campaign varying from their existing campaign. This campaign will execute in the form of a project and will open for public display. The committee of examiners will evaluate the campaign. After a successful defense of their project students can independently handle a corporate or advertising campaign.

Contents

1. Introduction: How to execute a real-life advertising project
2. Breakdown of advertising project
3. Background of organization and brand; Strategic Planning; Research
4. Creative Strategy; Creative media planning; Execution and evaluation
5. Advertising research with special reference to listening and viewership habits of consumers
6. Advertising and marketing mix
7. Consumer behavior of purchasing and market segmentation.
8. Creative: copy writing; designing; production.
9. Media planning and scheduling: media planning techniques; scheduling techniques.
10. Making effective TV commercials
11. Types of TV commercials Public service, TV spots, commercial documentary, industrial, etc.
12. Production of radio spots sponsored radio commercial programs.
13. Practical: execution of the advertising campaigns
14. Advertising campaign for radio, TV, social media,
15. Advertising campaign for digital media apps and static media

Recommended Texts

1. Blakeman, R. (2015). *Advertising campaign design just the essentials*. New York: Routledge.
2. Landa, R. (2016). *Advertising by design: Generating and designing creative ideas across media* (3rd ed.). New Jersey: Wiley.

Suggested Readings

1. Altsteil, T., Grow, J. M., & Jennings, M. (2019). *Advertising creative: Strategy, copy, and design* (5th ed.). New York: Sage.
2. Barry, P. (2016). *The advertising concept book: Think now, design later* (3rd ed.). London: Thames & Hudson.

Campaign Design is a practicum course that introduces students to the process of campaign development, management, and evaluation using the principles and strategies of integrated marketing communication, public relations and advertising. Students will also learn about the basics of campaign design, its implications and consequences. Strategic communication campaign design will also teach students to develop development campaigns by using traditional and new media tools to improve society. This course will recreate the real-world professional settings and mark your transition from academic to a professional environment. This course aims to help the students to master the elements of a strategic communication campaign through direct experience as a practitioner. Students will divide into different teams. Working in teams will develop a robust, strategic, measurable, and actionable strategic communication plan for a client assigned to by the instructor or students will choose it by themselves. This course consists of theoretical and practical knowledge.

Contents

1. Difference among Advertising, Public Relations and Marketing
2. Techniques used in campaign development.
3. Defining PR and PR Management by Objectives (MBOs)
4. Client Orientation and Ethical Issues
5. Content: Mission, Situation Analysis, Problem Statement
6. MBO Handout, Setting Goals and Objectives, Developing Strategies and Tactics
7. Formative vs. Summative Research: Making Informed Decisions
8. Elements of Campaign Design: Practical Applications of Theory
9. Campaign Planning: Techniques of Planning and scheduling
10. Mathematics Involved in Budgeting of Campaign; Timeline and Budget Development
11. Campaign Plan Presentation and Execution of campaign
12. Formative Research
13. Development of theme, copywriting: Creative aspects of a campaign
14. Campaign Implementation, Designing of Campaign: Layout, Design, thumbnail and dummy
15. Campaign Evaluation, Final campaign review
16. Report writing on campaigns
17. Review on campaign report and Exhibition of final campaigns

Recommended Texts

1. Wilson, L. J., & Ogden, J. (2016). *Strategic communications: planning for public relations and marketing* (6th ed.). Iowa: Kendall Hunt Publishing.
2. Mahoney, J. (2016). *Strategic communication: Campaign planning* (2nd ed.). London: Oxford University Press.

Suggested Readings

1. Moriarty, S., Mitchell, N. D., Wells, W. D., Crawford, R., Brennan, L., & Spence-Stone, R. (2016). *Advertising: Principles and practice*. Australia: Pearson.
2. Stacks, D. W. (2016). *Primer of Public Relations research* (3rd ed.). New York: Guilford Press.

The course will introduce the concept of development journalism and reflect on its history and its use in different scenarios. This course brings together established expertise in Development Studies with our industry-informed provision in journalism education. Development issues such as migration, poverty, the environment, aid and governance are increasingly relevant in journalism, and this course develops a theoretical understanding of these issues alongside practical journalism skills. The course equips students with a solid grounding in key theories, concepts and debates around the development and contemporary development journalism. It will help students to differentiate between development and non-development journalism will also be discussed. Also, the students will be taught real-life case studies to illustrate how development journalism can be used as a tool for sharing development experiences. The course also highlights the importance of writing about issues of development. The course also provides an insight to a collection of useful online tools, international platforms and funding opportunities for aspiring development journalists.

Contents

1. Introduction to Development Journalism
2. Development: History, Concepts, Theories, Models and Media
3. Scope of Development Journalism
4. Journalism and Sustainable Development
5. Ecological Journalism (Eco-Journalism)
6. Reporting Migration, with a Focus on Refugees
7. Ethical Investigative Journalism
8. Digital Media, Social Networks and the Changing Face of Journalism
9. Advocacy Journalism: Participation, Representation and Community
10. Human Development: Local and Global Context

Recommended Texts

1. Abiodun, S. (2017). *Exploring journalism practice and perception in developing countries*. Pennsylvania: IGI Global.
2. Banda, F. (2015). *Teaching journalism for sustainable development*. UNESCO.

Suggested Readings

1. Lugo-Ocando, J. (2017). *Developing news: Global journalism and the coverage of "third world" development*. UK, Abingdon: Routledge.
2. Price, M, and Abbot, S. (2017). *Measures of press freedom and media contributions to development: Evaluating the evaluators* (1st ed.). NYC: Peter Lang.
3. Gidreta, A. (2011). *Development journalism: Acceptability and implementation*. Riga: VDM Verlag Dr. Müller.

The course intends to provide practical exposure to the students by executing their theoretical concepts of formulating campaigns for development. The students would be able to learn the stages involved in designing a campaign from a careful selection of the topic from the specialized of development journalism to its final execution. The course aims to sharpen the creative and technical skills of the students required for designing and executing a campaign. The students would be able to brainstorm for relevant yet creative topics, conduction of research, planning the objectives, goals, communication strategy, media, and budget required for designing and execution of a campaign. The role of research and planning while carefully selecting a communication strategy would be highlighted in the course. Moreover, along with the essential elements of campaign design, the process of writing a campaign report according to the APA format would also be taught in the course. On completion, students would be able to develop a better understanding of campaign design and presenting it in the form of a campaign report.

Contents

1. Process of a development communication campaign
2. Essentials of writing campaign report
3. Selection of the topic/Problem statement
4. Identifying the target audience/ Audience segmentation
5. Formulation of objectives and goals
6. Conduction of research to analyze the problem, target audience, and situation
7. Connecting the campaign with development communication approach/theoretical framework/ Model
8. Planning of communication campaign
9. Selection of communication strategy
10. Developing and designing the content for communication tools
11. Selection of media channels
12. Schedule the campaign
13. Budgeting of the campaign
14. Implementation of the campaign plan
15. Evaluation of the campaign design

Recommended Texts

1. Okaka, W. (2012). *Designing public awareness communication campaign: environmental public awareness evaluation research*. Riga: Lambert Academic Publishing.
2. Melkote, S. R., & Steeves, H. L. (2015). *Communication for development: theory and practice for empowerment and social justice* (3rd ed.). New York: Sage.

Suggested Readings

1. Wabwire, J. (2012). *Community participation in designing & implementation: a case of selected health communication campaigns in Nambale town, Kenya*. Riga: Lambert Academic Publishing.
2. Heeks, R. (2017). *Information and communication technology for development* (1st ed.). Abingdon: Routledge.

The course aims to acquaint students with an extensive range of technical skills required for sub-editing and page designing to prepare a newspaper or magazine for print. The objective of the course is to train students about the modern computer-based methods of sub-editing. Students will be trained to use advanced software available for editing/page making/ designing both for newspapers and magazines. The course aims to introduce and train the students about modern editing techniques which are being practiced in the field of journalism at Pakistani and International level. It will also acquaint students with the skills to work on various desks in the news/editing room. Students would be able to execute the taught skills related to sub-editing and page designing on software with proficiency. The contents of the course are designed to develop the basic skills of sub-editing leading to the layouts of page design with the help of advanced software.

Contents

1. Copy editing and proofreading skills
2. Elements of layout and design
3. Newspaper coverage and audience needs
4. Legal issues related to newspaper coverage and production and copyright laws
5. Advertising sales concepts
6. Page designing and types
7. Basic principle of page making
8. Editing Softwares: Illustrator, End page
9. Editing Softwares: In-page, Adobe Photoshop, Corel Draw

Recommended Texts

1. Holmes, T. (2016). *Subediting and production for journalists: Print, digital & social* (2nd ed.). New York: Routledge.
2. Layton, R. (2011). *Editing and news design* (1st ed.). Victoria: Palgrave Macmillan.

Suggested Readings

1. Keeble, R., & Reeves, I. (2015). *The newspapers handbook* (5th ed.). London: Routledge.
2. Hodgson, F. W. (2013). *New subediting Apple-Mac, Quark Xpress and after* (3rd ed.). Burlington, MA: Focal Press.
3. Rosenauer, K. (2013). *Copy crafting: Editing for journalism today*. London: Oxford University Press.

The course is a specialized course that intends to develop not only conceptual foundation but also focuses on inculcating skills required for the production of specialized magazines. The course aims at teaching the students about the theoretical as well as practical knowledge about magazine production. It would enhance the knowledge of students about the process of producing a magazine from material gathering and selection to editing, composing, page designing and printing. Through practical work, the students will be provided an opportunity to produce a complete magazine by executing the skills of makeup and layout designs required for specialized magazine production. It intends to sharpen the creative skills of the students by providing hands-on experience of magazine production with special reference to new horizons of specialized magazines; business, fashion, science, education, and sports etc. Through this course, students would be able to learn about the process of magazine production from its initial stages to final execution.

Contents

1. Duties and qualities of a magazine editor
2. Special and important aspects of magazine journalism
3. Editorial planning and responsibilities of editorial board
4. Collection of relevant material for magazine
5. Criteria for selection of material
6. Principles and objectives of makeup/layout/title page
7. Designing makeup/layout/title of specialized magazines
8. Function and duties of makeup editor
9. Layout techniques
10. Pictorial display

Recommended Texts

1. Whittaker, J. (2017). *Magazine production* (2nd ed.). New York: Routledge.
2. Leslie, J. (2013). *The modern magazine: Visual journalism in the digital era*. London: Laurence King Publishing.

Suggested Readings

1. McKay, J. (2013). *The magazines handbook* (3rd ed.). NYC: Routledge.
2. Wolseley, R. (2012). *The magazine world: An introduction to magazine journalism*. Montana: Literary Licensing.
3. Holmes, T., & Nice, L. (2011). *Magazine journalism*. London: Sage.
4. Morrish, J. (2003). *Magazine editing: how to develop and manage a successful publication*. NYC: Routledge.

The objective of this course is to provide students with practical training in the creative techniques and practices and to equip them with a mix of training in filmmaking by having a realistic understanding of the filmmaker's craft along with the tools necessary to create a film. Through this course, the students will be able to identify and describe key terms, concepts, major trends and periods related to various modes of production (narrative, documentary, experimental, and/or animation). They will be able to demonstrate skills necessary to effectively collaborate and communicate on film project productions including working in groups. The course will enable students to exhibit skills required to create quality productions including skills in story development, producing, cinematography, editing, and audio production/post-production. It will also allow the development of the ability to create a working production schedule that allows time for the iterative process to incorporate feedback and critical reflection. The students will express a critical understanding of the contextual factors that shape the message in a film for a diverse audience. This will provide them with an opportunity to create media as self-expression to engage with the world around them, to reflect on social issues and to express their creative skills.

Contents

1. Storytelling and Screenwriting
2. Cinematography
3. Lighting
4. Sound Recording and Design
5. Scripting and Screenplay
6. Production
7. Post-Production
8. Visual Effects
9. Production and Art Design
10. Creative Practice

Practical: Students will be required to produce a short film for successful completion of course.

Recommended Texts

1. Wales, L.M. (2017). *The complete guide to film and digital production* (3rd ed.). London: Routledge.
2. Honthamer, E.L. (2010). *The complete film production handbook* (4th ed.). Oxford: Elsevier.

Suggested Readings

1. Braveman, B. (2013). *Video shooter: mastering storytelling techniques* (3rd ed.). London: Focal Press.
2. Chang, J. (2011). *Filmcraft: editing*. Oxford: Elsevier.
3. Ryan, M. (2017). *Producer to producer: a step-by-step guide to low-budget independent film producing* (2nd ed.). California: Michael Wiese Productions.

In this course, students will learn technical and practical skills for producing different genres of theatre. The students will be working with digital technology to create lighting, sound and digital design for a range of live staged events. This will help them to discover their areas of interest in theatre production and practice them accordingly. They will learn to work in collaborative/artistic ensembles; specifically enhancing skills of listening/respect towards others. This will help them possess a broad appreciation for theatre arts performance and production. The course will make them exhibit a fundamental working knowledge of the basic areas of theatre art. It will create a practical understanding of the rehearsal and performance process. The students will also be able to demonstrate their understanding of stage mechanics and the safe operation of equipment and rigging systems. It will also enable the students to get competencies in direction by cohesively and specifically analyzing a play by paying particular attention to given circumstances, environmental facts, character analysis, spine & scoring. They will further express their understanding of the application of the responsibilities of theatrical production personnel in the run of a production.

Contents

1. Building of Theatre
2. Play Writing
3. Plays on Stage (Comedy, Musical, Serious, Mayam).
4. Stage Management (Audio, video, props, costumes)
5. Stagecraft
6. Scenic Design (Constructing sceneries)
7. Lighting Design (Stage lighting)
8. The Technical Production
9. The Speaking Voice for Theatre
10. Scene Study (rehearsals)

Recommended Texts

1. Carver, Rita Kogler. (2017). *Stagecraft fundamentals: a guide and reference for theatrical production* (2nd ed.). London: Routledge.
2. Hollowa, John. (2014). *Illustrated theatre production* (3rd ed.). London: Focal Press.

Suggested Readings

1. Gillete, J. Micheal. (2012). *Theatrical design and production: An introduction to scene design and construction, lighting, sound, costume, and makeup* (7th ed.). NYC: McGraw-Hill.
2. Kaluta, J. (2016). *The perfect stage crew: the complete technical guide for high school, college, and community theater* (2nd ed.). NYC: Allworth Press.
3. Kinckman, L. (2016). *The stage manager's toolkit: templates and communication techniques to guide your theatre production from first meeting to final performance (the focal press toolkit series)* (2nd ed.). Routledge: London.



**MA
COMMUNICATION &
MEDIA STUDIES**



The course tends to articulate the basic concepts of journalistic communication skills. It will focus to improve the linguistic and communicative strategies involved in the five main groups of tasks that journalists need to perform. These include documentation, interviewing, e-mail communication, telephone language, and socializing. Further, it will familiarize students with the most common words, idioms, and metaphors of the language in the media. It will also help to develop reading, speaking, listening, and writing skills as associated with media topics and to raise students' awareness of how language choices influence meanings in the media. This course will improve the understanding of students about the discourse of language used in media. Through this course, students would be able to develop the essential skills to write a variety of content effectively across media.

Contents

1. Introduction to Journalistic Writings, Why Writing Skills are Viewed as Crucial
2. Qualities and the Concerns of a Good Writer and Qualities of Good Writing
3. Principles of Effective and Meaningful Writing
4. Journalistic Writing Process: Collecting data, Organizing, Drafting and Proofreading
5. How to use a Dictionary as a Writer's Language Tool?
6. Grammatical Sentence: Parts of Speech, Basic clause Pattern, Active and Passive Voices
7. Sentence types, reported speech, Subject-verb agreement, Problems with Pronouns
8. Adjective and Adverbs, Sentence Fragments, Comma Splices, and confused Sentences
9. An effective sentence: Unity, Coherence, Emphasis, Parallelism, needed words, Shifts
10. Choppy Sentences, Sentence Variety, Style – Guidelines and Pitfalls
11. Paragraph Writing: Unity, Coherence, and Development in a Paragraph
12. Simple Listing Paragraphs, Time-Order Paragraphs, Multiple composition paragraphs
13. The Writing Styles: Expository and Report Writing, Descriptive and Narrative Writing
14. Punctuation, Mechanics, Reading Skills for Writers
15. The Language of Newspapers
16. Broadcast and Web News writing, Editorial, Feature, Column writing,
17. Writing Analysis, writing letters to editors, Writing a press Release, Reviews, and Obituaries
18. The art of Interviews

Recommended Texts

1. Cotter, C. (2010). *Newstalk: Investigating the language of journalism*. NYC: Cambridge University Press.
2. Smith, A. & Higgins, M. (2013). *The language of journalism: A multigenre perspective*. London: Bloomsbury Publishing.

Suggested Readings

1. Richardson, J. (2013). *Language and journalism*. London: Routledge.
2. Steel, J. (2012). *Journalism and free speech*. London: Routledge.
3. Knight, R.M. (2010). *Journalistic writing: Building the skills, honing the crafts (3rd ed.)*. USA, Portland: Marion Street Press.

اُردو زبان کا اُردو صحافت کے ساتھ تعلق بہت پرانا ہے برصغیر پاک و ہند میں صحافت اپنے ابتدائی دور سے ہی اُردو کے ساتھ جڑی نظر آتی ہے۔ صحافت کو باقاعدہ ایک منظم ادارہ کے طور پر متعارف کرانے کا سہرا تو انگریزوں کے سر ہے لیکن برصغیر میں صحافت کو جو فروغ اُردو زبان کی وجہ سے ملا وہ دیگر زبانوں کو نہیں ملا۔ اُردو زبان کو یہ امتیاز بھی حاصل ہے کہ اس میں الفاظ اور قواعد کا جتنا ذخیرہ ادب کے لئے موجود ہے کم و بیش اتنا ہی ذخیرہ صحافتی استعمال کے لئے بھی میسر ہے۔ اُردو زبان کا یہ طرہ ہے کہ اس میں صحافتی الفاظ اور قواعد کو استعمال کرتے ہوئے اس بات سے اجتناب برتنا جاتا ہے کہ ثقیل الفاظ اور تراکیب سے پرہیز کیا جائے۔ صحافتی زبان کے لئے الگ ذخیرہ ہونے کے باعث صحافتی طالب علموں کے لئے یہ ضروری ہے کہ وہ صحافتی زبان میں عبور حاصل کریں۔ تاکہ صحافت میں اُردو کی خوبصورت روایت کو برقرار رکھا جا سکے۔ مذکورہ نصاب کے اغراض و مقاصد میں یہ شامل ہے کہ طالب علموں کو صحافتی زبان، اس کے خدو خال، قواعد، اصطلاحات، زبان کے استعمال اور صحافتی اسلوب سے متعارف کرایا جائے۔

Contents

1. زبان کی مبادیات، رموز اوقاف، املا، تلفظ
2. روزمرہ اور محاورہ کی زبان، تحریری صلاحیت، بولنے کی صلاحیت، تلخیص
3. صحافتی زبان، تحریری صحافت کی زبان کے خدوخال، مسائل اور حل
4. ڈیجیٹل صحافت کی زبان کے خدوخال، مسائل اور حل
5. صحافتی ادب، فیچر نگاری، کالم نگاری، ادارہ نویسی، مذاکرہ، میزبانی کے اصول
6. انگریزی اصطلاحات کے اردو متبادلات و اصطلاحات کا استعمال
7. اصطلاح - اردو متبادل

Recommended Texts

1. سہیل عباس، ڈاکٹر (2013)، بنیادی اردو قواعد، لاہور: پولیجر بکس
2. مشتاق صدف (2014)، اردو صحافت، زبان، تکنیک، تناظر، لاہور: سنگ میل پبلی کیشنز

Suggested Readings

1. مہدی حسن، ڈاکٹر (2006)، جدید ابلاغ عامہ، اسلام آباد: مقتدرہ قومی زبان
2. عدنان عادل (2013)، ٹیلی ویژن صحافت، اسلام آباد: انٹرنیشنل سنٹر فار جرنلزم

This course is aimed at introducing the students with basic concepts of conventional and emerging concepts of digital communication. Students would be able to identify and distinguish between the key concepts of conventional and digital communication. Conventional media such as television, radio, newspapers and magazines have long been the primary outlet for communication campaigns, but added to this, now, are digital channels like social media (Facebook, Twitter, Instagram) that have increased the opportunities for companies, big and small, to connect and spread the word. Digital communications media are inherently capable of being more interactive, more participatory, more egalitarian, more decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. This course further enables the students to understand the communication process, conventional and digital communication system, problems and prospects of conventional and digital communication and distinguish among various mass media.

Contents

1. Communication, process, function and barriers in communication
2. Models of mass communication: linear, circular, transactional
3. Print media communication: newspapers, magazines, periodicals, books, pamphlets, etc
4. Electronic media communication: radio, television, film
5. New media: (internet): website, blog, vlog, and social media
6. ICTs and emerging platforms of new media: web 2.0
7. The phenomenon of social media: Facebook, Twitter, LinkedIn, Google
8. Integration, convergence, consumerism and amplifications of mass contents on ICT platforms
9. Receiver of communication as channels of ICTs

Recommended Texts

1. Baran, S. (2016). *Introduction to mass communication: media literacy and culture* (10th ed.). NYC: McGraw-Hill.
2. Campbell, R., Martin, C., & Fabos, B. (2014). *Media and communication: mass communication in a digital age*. NYC: St. Martin's.

Suggested Readings

1. Dominick, J. (2014). *Dynamics of mass communication* (12th ed.). NYC: McGraw-Hill.
2. Vivian, J. (2015). *Media of mass communication*. NYC: Pearson.
3. Lindgrel, S. (2017). *Digital media and society*. California: Sage.

This course aims to provide an overview of the development of media around the world with a specific focus on the sub-continent. It will provide an insight about the historical developments and events that helped alter the shape of media the way it is today. It will also briefly highlight the major contributors who played a pivotal role in the development of media. The course further tends 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 a sense of norms, values and responsibility in future professionals. It will develop an understanding regarding government-media relationship and press freedom in Pakistan. The study of this course will help the students to understand the ethical and legal responsibilities and rights for future professional life. Understanding of this course will help the students to become a socially responsible journalist who will be acquainted with the national and international laws and ethics and how to practice them during their journalistic duties in the field.

Contents

1. Early Journalism: Europe, USA and Sub-continent.
2. History of Printing & Printing Press.
3. Role of Muslim Press before, during and after 1857.
4. Journalism in Sub-continent in 20th century.
5. Leading Muslim Journalists, Militant Journalism
6. Role of Press during Pakistan movement (1940-1947).
7. History of News agencies, Radio and TV.
8. Emergence of Social Media after 2001.
9. Laws & Ethics: Definition, difference, types and history.
10. PPO & RPPO.
11. Major media ordinances and acts during Musharaf regime.
12. Cyber Crime Act.
13. Essential aspects of Journalistic Ethics.
14. Practice regarding privacy & ethics in Pakistani media.
15. Code of ethics: PCP, PFUJ, CPNE and APNS.
16. Islamic perspective of media ethics.
17. Ethical debate & social media.
18. Media ethics while covering children, women, war and crisis.
19. Freedom of expression in Pakistan.

Recommended Texts

1. Kovarik, B. (2015). *Revolutions in communication: media history from Gutenberg to the digital age* (2nd ed.). London: Bloomsbury Academic.
2. Abrar, M. (2016). *Pakistani media laws*. Islamabad: Oxford University Press.

Suggested Readings

1. Siraj, A. (2013). *Media ethics & laws*. Islamabad: Allama Iqbal Open University.
2. Hijazi, M. (2014). *Sahafat Pakistan-wa-Hind main*. Lahore: Majlis-e-Traqi Adab.

The course 'News Reporting and Sub-Editing' intends to apprise the students about the basics of news writing, news editing, newsgathering, and news reporting and news analysis for print and electronic media. At an initial level, this course will train the students about the professional standards and in the next phase, it will guide the modern techniques. It is designed to equip students with theoretical knowledge along with skills required to conceive research and produce news reports across the media in different beats. The course also focuses on learning the importance of accuracy, balance and consistency in news. It will also develop a keen news sense, and understanding how to structure an effective news story by identifying the strongest angle and intro. With beat reporting, students would be able to understand the requisites required for specialized reporting. Through this course, students would be able to not only write news reports with the proper structure for specific beats but also execute the procedures and techniques of sub-editing with proficiency.

Contents

1. Basics concepts of news: Definition, Elements and Values of news
2. Structure of news
3. Sources of news
4. Characteristics of news
5. News writing techniques
6. Definition and types of headlines
7. Purposes and qualities of headlines
8. Principles of headline making
9. Qualities and responsibilities of news reporter
10. Difference between news reporting in print and electronic media
11. Beat Reporting I: Crime, Accidents, Disaster, Conflict, Court, Obituary
12. Beat Reporting II: Sports, Business, Health, Education, Politics, Parliament
13. An art of conducting Interviews
14. Techniques sub-editing
15. Qualities and responsibilities of Sub-Editor
16. Journalistic Translation
17. Types and techniques of make-up, basic principles of make-up
18. Computerized page designing and use of computer in news room

Recommended Texts

1. Clark, R. (2017). *America's best newspaper writing*. NYC: St. Martin's.
2. Rich, C. (2015). *Writing and reporting news: a coaching method* (8th ed.). Boston: Cengage Learning.

Suggested Readings

1. Ukonu, M. (2013). *News editing and design*. Nigeria: Grand Heritage.
2. Vincent, F. (2018). *Dynamics of news reporting and writing: Foundational skills for a digital age*. Washington: CQ Press.

This course is aimed at introducing the students to computer technology and techniques to acquaint them with its use in different media. It focuses on the use of various software a journalist requires while practicing journalism in daily routine. The students will learn to work effectively with a range of current, standard, and productive software applications used in various media productions. They will also be able to evaluate, select and use software appropriate to a given situation. It will help them to apply basic learning and assessment principles in the design, development, and presentation of material produced by different software. The course will facilitate students to demonstrate employability skills and a commitment to professionalism. It will also assist them to assess and solve a range of problems using software and applications used in media, and adapt quickly to new software releases. Further, it will also give know-how on how to maintain quality assurance through critically evaluating procedures and results. The students will also be able to build up competencies required to develop the professional skills necessary to their survival and success in both the academic and business worlds.

Contents

1. In-Page Basics (Urdu Composing and Page Making)
2. Adobe Page Maker Basics (Creating layouts for Newspaper and Magazines)
3. Adobe Photoshop Basics (Basic Still Image/Picture editing)
4. Coreldraw Basics (Page and Image Making and Designing)
5. Adobe Audition Basics (Basic Audio Editing for Radio)
6. Adobe Premiere Basics (Basic Video Editing for Television/Documentary/Short Film etc.)
7. Macromedia Flash Basics

Practical: Students will use the mentioned softwares in mini projects as per the instructions and guidelines given by the instructor.

Recommended Texts

1. Williams, R. (2008). *The non-designers design book* (3rd ed.). California: Peachpit Press.
2. Bain, S. (2002). *CorelDraw (R) 11: The official guide*. New York: McGraw-Hill.

Suggested Readings

1. Baker, D. L. (2004). *Adobe premiere 6.5 complete course*. New Jersey: Wiley Publishing Co.
2. Faulkner, A. (2018). *Adobe photoshop CC classroom in a book*. New York: Pearson.
3. Yeung, S. (2003). *Macromedia flash MX 2004 hands-on training*. California: Peachpit Press.
4. Jago, M. (2013). *Adobe Audition CC classroom in a book*. (2nd ed.).California: Adobe Press.

The overall aim of this course is to introduce students with the skills of social media tools. It also aims to introduce key concepts and social platforms that have changed the media scenario. Using the representation of the virtual community as a focus, students will be introduced to ideas of collective resourcing, user-defined content, Web 2.0, media production and reporting on social media. Moreover, the course will also focus on technology, sharing and marketing ideas and dealing with privacy, ethics and legal issues. The course also focuses on issues like privacy, harassment, blackmailing, data theft, hacking, trolling, cyberbullying and honey traps etc. The students will learn how to move from in-person to online communication. They will also learn what social media are and their role in business and personal life. Further, they will also develop an understanding of how top sites and businesses are using social media for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients.

Contents

1. Emerging Media Trends
2. Media and Technology
3. How emerging technologies can change Journalism
4. Online Community
5. News as conversation
6. New Media: Emerging mediums of information (cell phone, web mediums)
7. Cell phone evolution and Social Media (1-G to 4-G)
8. Social Media Evolution
9. Social Media Ethics (Rules are in the flux)
10. Social Media Skills for Journalists
11. Blogs for Marketing and Advertising
12. Trolls & 1-9-90 Rule
13. Vod-casting basics and Pod-casting basics
14. How one can increase its social networking
15. Introduction to Micro Blogging
16. Future Trends and developments in Social Media
17. Social Media as an alternative public sphere

Recommended Texts

1. Fuchs, C. (2017). *Social media: A critical introduction* (2nd ed.). London: Sage.
2. Lipschultz, J. H. (2018). *Social media communication: concepts, practices, data, law and ethics* (2nd ed.). New York: Routledge.

Suggested Readings

1. Mandiberg, M. (2012). *The social media reader*. New York: New York University Press.
2. Hjorth, L., & Hinton, S. (2019). *Understanding social media* (2nd ed.). California: Sage.

This course aims to equip the students with identification and understanding of different phases of development of mass communication theories in the historical context. It also aims to focus on cybernetics and human communication to increase students' understanding of different communication phenomena in the contemporary era. The major objectives of the course are to provide a basis to comprehend several key communication theories and different intellectual foundations in the field of mass communication and to analyze the utility of theory by applying specific criteria and standards. The course elaborates on different classical and contemporary normative theories to develop a better understanding of different media systems. This course will apprise the students about the development of initial communication theories which were based on observation, not on scientific research; then a paradigmatic shift of a new perspective which changed the focus of communication scholars from all-powerful media to the limited effects of media and later on to the moderate effects. The students will be able to critically analyze the gradual growth of communication theories.

Contents

1. Theory: Definitions, types, goals, evaluation criteria
2. Paradigm: Definitions, types
3. Models: Definitions, types, Models of mass communication
4. Introduction to communication theory, Four eras of communication theory
5. Cybernetics and communication theory, Traditions of cybernetics
6. Powerful Effect Theories: Magic Bullet, Mass Society, propaganda Theories
7. Limited Effects Theories: Two-step Flow, Lazarsfeld Model, Hovland experimental research
8. Moderate effect theories
9. Classical Normative: Authoritarian, Libertarian, Soviet Communist, Social Responsibility
10. Normative New : Democratic Participant, Development Media
11. Islamic concept

Recommended Texts

1. Baran, S. J., & Davis, D.K. (2014). *Mass communication theory: foundations, ferment, and future* (7th ed.). Boston: Cengage Learning.
2. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London: Sage.

Suggested Readings

1. Littlejohn, S. W., Foss, L. A., & Oetzel, J. G. (2016). *Theories of human communication*. USA, Illinois: Waveland Press.
2. Eid, M., & Dakrouy, A. (2012). *Basics in communication and media studies*. New York: Pearson.

The main objective of the course is to prepare future journalists in accordance with today's newsroom requirement where the online and digital platforms are as important as traditional print or broadcast platforms. Students will learn the latest trends in multimedia storytelling and production. Apply online publishing skills to disseminate work. Digital journalism is very different from traditional journalism that was around as little as a decade ago. From the way, the news is captured to its reception by readers, students wishing to become journalists need to be familiar with many digital skills to compete with the competition. The course will guide students toward the major developments in digital media and how these may influence the media and journalism field in the coming days. Through this course, the students would be able to build storytelling skills in each medium used for multimedia production and would be able to use digital tools to collect audio, still photographs, video, text and graphics to accurately tell a story for online distribution.

Contents

1. Significance of web, introduction and overview
2. Traditional Journalism and the Web, Prospects and Challenges for Digital Journalism
3. What is Web or digital Journalism and its scope
4. How the web is replacing other media and where web stands amongst New Media
5. How web is the future of journalism
6. Characteristics of web journalism
7. Contents for News website: News stories, features & blogs, headline/ lead & summary
8. Writing for web, News story structure, inverted pyramid & 5Ws
9. Writing lively and tightly, editing web text, Esthetic elements for web
10. Introduction to Blogs, writing blogs, writing for twitter
11. Navigating the web, Navigational Scheme for Digital Newspaper or Magazine
12. Recommended websites www.Dawn.com, www.bbc.com, www.cnn.com.
13. Recommended websites ww.cbc.ca, www.ctv.ca, www.thenews.com, www.thestar.com
14. Roles & responsibilities of web crew Producer, Reporter, Writers & Editor
15. Introduction to Digital Radio and Digital Television
16. Basic setup for digital Radio/Television
17. Creating the web, developing your website, creating the website storyboard
18. Features for news websites
19. Cyber Laws, ethics for web journalism, digital distribution systems and copyright issues
20. Marketing for the web, digital advertisement types

Recommended Texts

1. Athique, A. (2013). *Digital media & society: an introduction* (1st ed.). Cambridge: Polity.
2. Briggs, M. E. (2019). *Journalism next: a practical guide to digital reporting and publishing* (4th ed.). London: Sage.

Suggested Readings

1. Paulussen, S. (2012). *Handbook of global online journalism*. New Jersey: Wiley-Blackwell.
2. Felder, L. (2011). *Writing for the web: creating compelling web content*. Indianapolis: New Riders Publishing.

The course intends to provide an overview of the important concepts related to development support communication (DSC). In general, the course will interpret and analyze the role of mass media in highlighting social development in society. It will enable students to learn how to utilize a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behavior change in both development and humanitarian contexts. This course identifies how advertising, television, radio, newspaper, magazines and public relations affect ethnicity/culture and alternative lifestyles of rural populations and developing nations. It examines attitudes, trends and perceptions which help shape mass communication messages. The course explains how communication brings development and social change in society. The students will understand key theories around communication, development, culture, behavior and social change. They will be able to recognize the role of research, design, development, implementation and monitoring and evaluation of DSC campaigns. It will enable students to identify the steps involved in the design and development of effective, evidence-based and human rights-based strategies for development.

Contents

1. Concept of DSC
2. Change
3. Development Support Communication and Social Change
4. Treatment of Content
5. Role of Advocacy and Social Mobilization in DSC
6. Concept of Diffusion and Innovation
7. Planning of a DSC Campaign
8. Campaign Planning and Discussion of final projects
9. Media/Agents/Tools for DSC
10. Using Print Media for DSC

Recommended Texts

1. Heeks, R. (2017). *Information and communication technology for development (1st ed.)*. Abingdon: Routledge.
2. Melkote, S. (2015). *Communication for development: theory and practice for empowerment and social justice (3rd ed)*. New York: Sage.

Suggested Readings

1. Okaka, W. (2012). *Designing public awareness communication campaign: environmental public awareness evaluation research*. Riga: Lambert Academic Publishing.
2. Wabwire, J. (2012). *Community participation in designing & implementation: a case of selected health communication campaigns in Nambale town, Kenya*. Riga: Lambert Academic Publishing.

This course is designed to develop an understanding of students on basic principles of advertising and public relations and its role in media and society. The media environment of the 21st century revolves around the advertising revenues. The corporate and social world is also relying on advertising and PR for the promotion of their ideas, goods, services and good image of organizations. This is an introductory course that introduces students the implication of communication in the public and corporate sectors. In this course, students will introduce basic concepts of PR and advertising and other forms of communication. This course is comprised of two parts PR theory and practice, and advertising theory and practice. Both reflect the major concepts, theories and practices established in the Industry. At the end of this course, the students will understand the field of PR and advertising and can opt the specialization of PR and Advertising that can potentially help them to choose a career in this field.

Contents

1. Public relations Origin: Definitions and History, Importance & Scope of PR
2. Role of Public Relations Practitioner, Skills for the ideal practitioner, Various tools of PR
3. Different Models of Public Relations
4. PR in organization & Reputation management
5. External & Internal environment& PR, Systems theory for PR, Future of the PR
6. Strengths and limitations of various media used for PR
7. Advertising Definition, Global & local advertising, History of advertising, Role of advertising
8. Merits and Demerits of Advertising, Ethical issues in Advertising
9. Marketing Function of Advertising, Difference between Marketing & Advertising, 4 Ps
10. Types of Advertising Agencies
11. Functions and working of Advertising Agency (various Departments)
12. Writing an effective copy for advertisement, Tool kit for Copy Writer
13. Types of advertising campaigns, Corporate, Public Service, Launching, Follow Up
14. Integrated strategies for Advertising and Public Relations
15. Difference between Public Relations, Publicity, Advertising, Marketing and Propaganda.

Recommended Texts

1. Moriarity, S., Mitchell, N., Wood, C., & Wells, W. D. (2018). *Advertising & IMC: principles and practice (what's new in marketing)* (11th ed.). New York: Pearson.
2. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *Public relations: strategies and tactics* (11th ed.). NYC: Pearson.

Suggested Readings

1. Straubhaar, J., Larose, R., & Davenport, L. (2017). *Media now: understanding media, culture & technology* (10th ed.). Boston: Cengage Learning.
2. Du Plessis, D. (2001). *Introduction to public relations and advertising*. South Africa: Juta Academic.

This course focuses on the development of conceptual and technical aspects by introducing students to the basics and different genres of photography and photojournalism. The students will examine how meanings and persuasion are created in photographic imagery. It also emphasizes on exploring and comprehending contemporary photographic concepts and practices alongside practical training to enter the field of photojournalism. It will help students to develop the habit of looking closely at the visible world around them to represent it in terms of aesthetics, beauty and truth. It would further enable students to know about the ethical issues that define photojournalism today. Also, it will make them able to look at what they are seeing and to see what they are looking at. The course will also introduce the students to the basics of equipment used in photography like cameras and lights so that they can create compelling images that communicate the intended message with accurate captions that are publishable in professional publications. The course will also enable students to demonstrate an ability to think as a visual journalist by finding visual stories, pitching them and creating compelling photographs.

Contents

1. Pinholes to Pixels-Historical Perspective
2. Photography Genres
3. Photojournalism Definition, Concept and Scope
4. Photojournalism Genres
5. Photojournalist Qualities and Characteristics
6. Roles and Responsibilities of Photojournalist
7. Ethics in Photojournalism
8. Contemporary Issues in Photojournalism
9. Photography Equipment and Techniques
10. Shots: Types and Framing
11. Caption Writing
12. Digital Imaging

Recommended Texts

1. Keene, M. (2016). *Practical photojournalism: a professional guide*. London: Guild of Master Craftsman Publications Ltd.
2. Kobre, K. (2016). *Photojournalism: The professional's approach* (7th ed.). NYC: Routledge.

Suggested Readings

1. Baradell, S. (2012). *Photojournalism: technology and ethics*. NYC: Black Star Publishing Co.
2. Rosenblum, N., & Stoll, D. (2019). *A world history of photography* (5th ed.). NYC: Abbeville Press.
3. Horton, B. (2001). *Associated press guide to photojournalism (Associated Press handbooks)* (2nd ed.). NYC: McGraw-Hill.

This course is designed to develop the understanding of students about the importance and need for international communication. Global politics over the global communication environment has changed the dynamics of international communication. This course is emphasizing on international communication and development, social and political theories of international communication, how global empires change the entire scenario of international communication, emerging perspectives, cultural communication and how industrialized countries are having a monopoly over hyper-reality and how it shapes the global communication. This course is designed to understand the hierarchy of media conglomerates and international news wire groups. This course also highlights the satellite communication and how satellite corporations shape the entire perspective of international communication. After this course, the students will understand the significance of global communication structure and how international communication regime implementing various communication policies with communication industries. They will be able to map the flow of communication among industrialized and underdeveloped nations.

Contents

1. Introduction: Need and Significance of International communication
2. Dimensions of IC in various disciplines
3. International Community and International Communication
4. International Communication and Development: Globalization and technology
5. Globalization and world Media system; Free Flow of Information
6. The Mac Bride Commission; NWICO; Opposition to NWICO
7. Creating global communication Infrastructure
8. The privatization of telecommunications
9. The Global Media Market Place
10. Convergence: Globalization and Cultural imperialism
11. Media, politics and economy in perspective of political economy concepts
12. Global news and information networks; Setting the global news agenda
13. Globalization and its impact on health, crime, knowledge, peace and poverty
14. Global Media Conglomerates
15. International Communication and News wires
16. News Corporation; Walt Disney; SONY; Warner's Brothers

Recommended Texts

1. Kamalipour, Y. R. (2019). *Global communication: a multicultural perspective (3rd ed.)*. Maryland: Rowman & Littlefield Publishers.
2. Thussu, D. K. (2018). *International communication: continuity and change (3rd ed.)*. New York: Bloomsbury Academic.

Suggested Readings

1. Thussu, D. K. (2010). *International communication: a reader*. London: Routledge.
2. Chong, C. S. (2018). *Successful international communication*. London: Pavilion Publishing.
3. Chuan, C. (2014). *Internationalizing "international communication"*. Michigan: University of Michigan Press.

The course aims to promote students' critical and analytical approaches towards the understanding of mass communication theories. It is focused on preparing them for further inquiry into the field of mass communication. The primary objectives of this course are to provide students with an understanding of advanced communication theories; introduce them to the systematic study and research of communication, and to develop an understanding of the application of theories in their respective research areas. It will train the students to understand the importance of communication theories from multiple philosophical perspectives including Marxist tradition, neo-Marxist approaches, functional approach and critical school of thought. This course will enable the students to understand the use of propaganda and persuasion in multiple fields like advertising, public relations, political communication etc. It will provide them insights about the application of communication theories at micro, meso and macro level. It will help them understand how the effects of different media platforms and contents may be measured following different theoretical perspectives.

Contents

1. Cultural Theories: Marxism, Neo-Marxism, Frankfurt School, McLuhanism
2. Critical Theories: Political Economy, Media Hegemony, Herman and Chomsky Model
3. Critical Theories: Cultural Imperialism, Elite pluralism, Feminist perspective
4. Functional Approach: Media functions for society, Uses and Gratifications Theory
5. Functionalism: Social Learning Theory, Social Cognitive theory, Cultivation
6. Theories of media and society: Agenda setting, Spiral of Silence, Diffusion of Innovations,
7. Miscellaneous theories: Media system Dependency, Gatekeeping, Knowledge gap hypothesis
8. Persuasion: Theories and Models

Recommended Texts

1. Baran, S.J. & Davis, D.K. (2014). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Boston: Cengage Learning.
2. Defleur, M. L. (2010). *Mass communication theories: Explaining origins, processes and effects*. New York: Routledge.

Suggested Readings

1. Griffin, E. A., Ledbetter, A., & Sparks, G. G. (2015). *A first look at communication theory*. New York: McGraw-Hill.
2. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). London: Sage.

This course is aimed at providing students with an insight into the methods and techniques of scientific research. It will provide them with a basic understanding of conducting academic and industry research. The objectives of the course are to develop an understanding of the significance of research and scientific inquiry process; extensive understanding of research designs in communication research; and understand the type, process and method of different techniques of research. It aims at developing the interest of students to explore their research education in the field of mass media and communication. It will guide the students of the fundamental requirements and steps to develop a research proposal in order to conduct scientific research on multiple communication phenomena. It will update the students about different referencing and citation styles so that they are in a position to give citations in a required manner. The course will also provide a basic understanding of the basic concepts of Statistics. The students will be able to understand, compare and contrast major research methods of qualitative and quantitative methodologies.

Contents

1. Concept and need of mass media research
2. Issues related to communication research
3. Quantitative Research
4. Quantitative Research Methods: Survey, Content Analysis, Experimental Research
5. Qualitative Research
6. Qualitative Research Methods: Focus group, Case study, In-depth interviews, DA, CDA
7. Role of theory in the process of research
8. Theory construction process
9. Challenges of communication research in the contemporary era
10. Proposal writing
11. Referencing and citation styles
12. Measure of Central Tendency and Dispersion

Recommended Texts

1. Nueman, W.L. (2010). *Social research methods: Qualitative and quantitative approaches*. Boston: Pearson.
2. Reagan, J. (2006). *Applied research methods for mass communicators*. Michigan: University of Michigan Press.

Suggested Readings

1. Reinard, J.C. (2016). *Introduction to communication research* (6th ed.). New York: McGraw-Hill.
2. Beryrand, I. & Hughes, P. (2005). *Media research methods: Audiences, institutions, texts*. New York: Palgrave MacMillan.
3. Wimmer, R. D. & Dominick, J.R. (2015). *Mass media research* (8th ed.). Belmont/California: Wadsworth Publishing.

This introductory level course is designed to introduce the students to the concept of broadcasting and its various aspects. It will introduce students to the basics of radio and television productions. They will learn how to create quality audio and video using current and evolving technologies while learning the production process for radio and television. Through this course, the students would know the history and contemporary status of radio and television. The students will develop an understanding of the structure of broadcast media operations and media-related industries. They will learn how to create quality audio and video work using current and evolving technologies while learning the production process for radio and television. The course will acquaint them with knowledge through which they will be able to describe and analyze elements in the production process, apply the fundamental concepts of production in radio and television to complete a media project and develop proficiency in using the current and evolving hardware and software applications.

Contents

1. Introduction to Radio as a medium
2. Structure of Radio Station
3. Type of Radio Programs: News, Feature, Documentary, Voxpop, Interviews
4. Radio Production: Basics of recording, using audio variety, Sound bites
5. Introduction to television as a medium
6. Structure of Television Station
7. Type of TV Programs: News, Feature, Documentary, Voxpop, Interviews
8. Basics of Broadcast Writing: Structure, Contents, Flow
9. Broadcast Media Crew
10. Basics of Editing in Broadcast Media
11. Broadcast Media in Digital Age
12. Production Process

Recommended Texts

1. Pierson, J. & Bauwens, J. (2015). *Digital broadcasting: An introduction to new media*. London: Bloomsbury Academic.
2. Zettl, H. (2014). *Television production handbook* (12th ed.). Belmont: Wadsworth Publishing.

Suggested Readings

1. Barnas, F. & White, T. (2017). *Broadcast news writing, reporting, and producing* (7th ed.). Washington: Focal Press.
2. Brooks, B. & Pinson, J. (2016). *The art of editing in the age of convergence* (10th ed.). NYC: Routledge.
3. Hudson, G. & Rowlands, S. (2007). *The broadcast journalism handbook*. London: Pearson Education.
4. Kroon, R. (2014). *A/V a to z: An encyclopedic dictionary of media*. USA: McFarland & Company.

This course is designed to provide the students with an insight of events and issues taking place in and around Pakistan. A general understanding of current affairs is of utmost importance to future media professionals and journalists. The course is planned to enlighten and enable the students to understand important national, regional and international events with their background and context. The main objective of the course is to develop an understanding of the students about issues that are influencing Pakistan and are influenced by prominent geographical factors and other major reasons. The course also aims to develop a basic understanding of controversies at national, regional and global levels including the logic behind multiple challenges. It aims to focus on developing an understanding of current affairs in the context of national issues being faced by Pakistan including economic, social, political, cultural and ethnolinguistic problems. It is designed to provide a general understanding of Pakistan's relations with major countries of the world including West, regional countries and the Muslim World.

Contents

1. An Overview of Post-independence History of Pakistan
2. Constitutional Development in Pakistan
3. Geo Political Status of Pakistan
4. Salient features of Pakistan's Foreign Policy
5. Pakistan's relations with West, Islamic World and Regional Countries
6. Contemporary issues being faced by Pakistan
7. Prospects and challenges of CPEC in Pakistan
8. Role of OIC in highlighting and resolving the issues of Muslim World and Islamophobia
9. Shift in balance of power from bi-polar to unipolar world and emerging global powers
10. Issues and problems faced by contemporary world in the Post-9/11 scenario
11. The United Nations and its role in conflict resolution
12. Significant Regional Arrangements like ASEAN, European Union, SAARC, SCO

Recommended Texts

1. Sattar, A. (2017). *Pakistan's foreign policy 1947-2016: a concise history* (4th ed.). Karachi: Oxford University Press.
2. Belo Krenitsky, V. Y., & Moscalenko, V.N. (2013). *A political history of Pakistan, 1947-2007*. Karachi: Oxford University Press.

Suggested Readings

1. Booth, K., & Dunne, T. (2002). *Worlds in collision: Terror and the future of global order*. London: Palgrave Macmillan.
2. Mahmood, S. (2002). *Pakistan: Political roots & development, 1947-1999*. Karachi: Oxford University Press

The main aim of this course is to introduce students to the technology behind the news creation process. This course will introduce digital storytelling on mobile platforms and the opportunity to learn the basics of the creation of news in a mobile technology environment. It will introduce the workflow for mobile video news production by explaining the possibilities and advantages of mobile journalism production. The course will introduce the use of mobile journalism equipment and apps through a set of practical filming and editing exercises. Online magazines and newspapers increasingly expect reporters to add multimedia content to their stories. This course will teach students how to record audio and how to shoot video using their smartphone. It is equally important to teach students about the work ethics of mobile journalism as emerging practices that integrate the use of mobile technology to gather news and information generally follow traditional media ethics. Through this course, students will be able to identify and produce engaging multi-media news using the latest mobile media tools as more and more journalists are now using their smartphone as an electronic news gathering device.

Contents

1. Global adoption and influence of the portable devices
2. Integration of mobile in daily lives
3. Influence of mobile on modern journalism
4. The MOJO workflow
5. Seven basic steps of mobile reporting
6. Creation and sharing of branded mobile journalism content
7. Use of mobile apps to make an audio or video documentary
8. Narrated photo essay
9. Tactile interaction and content: tap, flick, pinch, drag, etc.
10. Adaptive vs. Responsive Design and Mobile News Product Development
11. Shoot video and learn how to frame the subject correctly
12. Well established cinematography techniques
13. Record interviews and use a microphone to get the best sound
14. Good interview techniques and learn how to edit for the sound
15. Take photographs and learn how to use picture composition and the rule of thirds
16. Using audio recordings and photographs to create a slideshow
17. Launch video news stories online using social media and web sites.
18. Ethics of Mobile Journalism and Privacy Issues

Recommended Texts

1. Adornato, A. (2017). *Mobile and social media journalism: a practical guide*. Washington: CQ Press.
2. Burum, I., & Quinn, S. (2017). *MOJO: The mobile journalism handbook*. London: Routledge.

Suggested Readings

1. Hill, S., & Bradshaw, P. (2018). *Mobile-First Journalism: producing news for social and interactive media*. London: Routledge.
2. Montgomery, R. (2018). *A field guide for mobile journalism*. London: Routledge.

MCOM-6218

Foreign Languages

3 (3+0)

The department will offer foreign languages such as Chinese, German, French, Arabic and Russian etc. according to the availability of resources and instructor. The students will be given the option to choose one language. The contents of this course will be developed by the instructor as per the guidelines of HEC.

This course will equip the students with both the theory and practice for managing the media. It will provide an understanding of the specificities of media management and marketing communications. It will also provide an understanding of different theories of media management and marketing communications. Scholars will learn to implement specific tools, practices and media management strategies. The course analyzes how to manage media organizations. Media management is seen as a business administration discipline that identifies and describes strategic and operational phenomena and problems in the leadership of media enterprises. The course aims to develop an understanding of the functions of media management, strategic management, procurement management, production management, organizational management and marketing of media enterprises. Media enterprises are strategically organized economic entities whose central work is generating and marketing of media. The generation of media is the bundling of internally and externally generated content and its transformation into a medium. Through this course, the students would be able to comprehend the media management techniques, regulatory laws, types of communication and marketing strategies of one-to-many-communication with one sender and a large number of consumers.

Contents

1. Concept, type, structure and characteristics of management and organizations
2. Types, functions and skills of managers
3. Group and inter group communication
4. Intra and inter organization communication
5. Horizontal and diagonal communication
6. Organizational conflict management
7. Organization of mass media in Pakistan: private ownership vs public ownership
8. Personal Administration
9. Media personnel: executive, editorial, production, circulation and advertising
10. Financial administration of the media
11. Management and media regulatory laws
12. Management and media conglomerates
13. Management and marketing of media Products

Recommended Texts

1. Albarran, A. B. (2010). *Management of electronic media* (4th ed.). Belmont: Wadsworth
2. Mierzejewska, B. (2011). *Media management in theory and practice*. California: Sage.

Suggested Readings

1. Wirtz, B. W. (2011a). *Media and internet management*. Berlin: Gabler Verlag.
2. Wirtz, B. W. (2011b). *Business model management: design, instruments, success factors*. Berlin: Gabler Verlag.

The internet has introduced new opportunities for dynamic storytelling as digital media has blurred roles of media producer, consumer, publisher and reader. It is a need of time to enable students to use their insights into new media audiences to produce better content for digital formats and environments. Digital media has changed the patterns of media production and distribution, and it also requires new skills for creative writing. Digital media requires multitasking from digital media persons. It demands more focused and specialized creative skills. This course through writing exercises, readings, lectures and live Q & As will provide the beginning writer with a toolkit of essential skills. The contents of this toolkit are giving and receiving critical feedback; reading with a writer's eye; navigating professional and educational pathways as a writer; and generating, revising and editing material that is strong, original and imaginative. Students will leave the course with a practical understanding of the creative process and will be prepared to critique and write at a university level.

Contents

1. Introduction to different genres of Digital media
2. Introduction to creative writing
3. Essentials of Strong Writing
4. How Social Media Writing is different from other Forms of Writing
5. Writing for Websites, Weblogs, Twitter, Facebook etc.
6. Writing Persuasive Web Content and Blogs (the Do's and Don'ts)
7. Writing for General Audience and Domain Experts
8. Creating Good Stories: Content and structure, Storifying and Script Writing of thoughts.
9. How web writing is different from Essay Writing
10. Good and Bad Websites in terms of Contents, Techniques for Writing for Scanners
11. Ethical Considerations in Social Media Writing

Recommended Texts

1. Carrol, B. (2019). *Writing and editing for digital media* (4th ed.). London: Routledge.
2. Williams, A. (2017). *How to write great website content*. London: Routledge.

Suggested Readings

1. Felder, L. (2011). *Writing for the web: creating compelling web content*. NYC: Pearson.
2. Hicks, T. (2013). *Crafting digital writing: composing texts across media and genres*. New Hampshire: Heinemann.

The course intends to familiarize students with social media platforms and their properties. The objectives of the course are to describe the history and development of various social networks; to examine its copyright issues; to point out the limitations of account and sharing policies in various social networking platforms, and to discuss the ethics of violating terms of use. The students will learn to interpret the practical implications of the service agreements for social media tools related to privacy and legal policies. Students will be able to select tools to monitor information and to consolidate it into a manageable information stream. The course will introduce the students with the importance of monitoring and responding to the community that forms around your message or lack of message. The students would be able to examine how the choice of social network and social media tools affects the distribution of the message and the audience that is reached. Through this course, students would be able to identify cases where social networks have influenced political movements or decisions; formulate a social media marketing plan, and understand how different organizations within the same market utilize social networks to share or market information and ideas.

Contents

1. Google: How to organize and link social media platforms, to share information with peers
2. How to log in to social media platforms with the same account and link the others
3. Google Docs How to collaborate with peers on group projects
4. How to share work with your class PLN and to collaborate on and create group projects
5. Facebook Basic profile, fan page, community pages, games
6. Blogs How to create original content and curate content
7. Youtube: How to create Playlists, add original video content, subscribe to content and curate
8. How to create Playlists or upload short videos and share them with your classmates
9. How to promote pages among wider professional or academic community
10. Twitter How to create a Twitter account
11. How to engage with PLNs and the wider community, to share and find information
12. Linkedin Basic Profile and Linkage
13. Instagram as Celebrity used app
14. Rise of Tiktok and Likee
15. Other Popular Social Media Outlets Snapchat, Line, IMO, Instagram etc

Recommended Texts

1. Burgess, J. (2017). *Handbook of social media*. London: Sage.
2. Fuchs, C. (2014). *Social media: A critical introduction*. London: Sage.

Suggested Readings

1. Van Susteren, G. (2017). *Everything you need to know about social media*. NYC: Simon & Schuster.
2. Pavlik, J. V., & MacIntoch, S. (2015). *Converging media* (4th ed.). Oxford: Oxford University Press.

The course aims to introduce the concept of convergence and its various implications in journalism. It tends to cultivate the student's imagination and creativity through the technical skills needed to become professionals in the field of communication. It will encourage innovation and prepare students to meet the growth in digital technology and online interaction. It will train students to meet the challenges of the evolving media scene. It also strives to make students competent in multiple modalities of production and distribution and prepare them for a complex, convergent and fluid media environment. The course endeavors to train students to become thinking practitioners with a strong sense of ethics. The students will receive cross-platform training in print, radio, video, and web and social media techniques so that they can produce projects using multiple modalities. The course strives to equip the students with necessary conceptual, theoretical and practical skills to meet the challenges of constantly changing media scenarios. In addition to providing technical skills training in news and narrative forms, the course also seeks to learn a professional ethic in which students understand the importance of anticipating technical and business innovations, as well as keeping up with research that affects their field.

Contents

1. Convergence: Concept, Significance, Process and Effects
2. Media Convergence: Convergence Continuum, Lawson Borders Model, Flynn & Gordon model
3. Network Society
4. Understanding New Media Concepts: Social and Digital, Digital storytelling, Wiki Journalism
5. Need for multi-media/multi-skilled journalists
6. Blogging and journalism
7. Age of Information Journalism-Existential Journalism
8. Regulatory Challenges to Media Convergence
9. Convergence in Cinema and Cinema and Broadcasting
10. Media conglomerates, mergers and consolidations

Recommended Texts

1. Adrian, A. (2013). *Digital media & society: an introduction* (1st ed.). Cambridge: Polity.
2. Grant, A.E. (2009). *Understanding media convergence*. London: Focal Press.

Suggested Readings

1. Jenkins, H. (2008). *Convergence culture: where old and new media collide*. NYC: New York University Press.
2. Quinn, S., & Filak, V. (2014). *Convergent journalism: an introduction*. London: Focal Press.
3. Lugmayr, A., & Zotto, C. (2016). *Media convergence handbook - vol. 2: Firms and user perspectives (media business and innovation)* (1st ed.). NYC: Springer.

Through this course, students will learn how to gather, edit and file news content via their smartphones. Students will learn to produce content that are suitable for sharing via social media. Students will also learn how to curate social media stories on platforms such as Storify, how to use social media as a platform for publishing news, and branding, and use research, as a verification tool and as a news source. This course aims to equip students with the skills required in multi-platform newsrooms and to meet the challenges of a news environment in which consumers are using their phones to access news and to share it via social media. The students would be able to apply effective and collaborative team communication and management skills to complete the video process from pre-production script development to the production of quality video. On completion, students will be able to understand the digital video terms and apply the technique or concept of using a digital video camera, storyboarding, cinematic camera angles and shots, camera movements, lighting, the rule of thirds, headroom, talking space and a basic shot sequence. They would be able to demonstrate knowledge of the three-phase production processes by creating scripts, formats, storyboards, timelines, schedules and budgets.

Contents

1. Use of smartphones for news gathering and shooting high quality video clips
2. Organize visual elements into a video story
3. Producing live streams and conducting live interviews
4. Editing video with various apps and producing stories for social audiences
5. Editing videos for different social platforms
6. Writing a script for voice-over narration
7. How to produce reporter-led stories and report character-led stories with sound bites
8. How to produce piece-to-camera segments
9. Vertical video stories
10. Make a video from 10 photos and a script
11. Film in shot sizes and patterns
12. Use the correct apps for each type of video
13. Perform simple, but powerful video editing
14. Compress time with sequences
15. Storyboard a short video report

Recommended Texts

1. Burum, I., & Quinn, S. (2015). *MOJO: The mobile journalism handbook: how to make broadcast videos with an iPhone or iPad*. London: Routledge.
2. Hill, S., & Bradshaw, P. (2018). *Mobile-first journalism: producing news for social and interactive media*. London: Routledge.

Suggested Readings

1. Montgomery, R. (2018). *Smartphone video storytelling*. London: Routledge.
2. Berry, M. & Schleser, M. (2014). *Mobile media making in an age of smartphones*. London: Palgrave Pivot.

The course will impart the basic elements of selection, writing, editing, compiling and presenting news for radio. It will be a practical course and students will be expected to produce and present an entire news bulletin. This will help them to develop their skills regarding how news is produced in practical fields and what challenges they need to face while composing, compiling and producing particular pieces of news content. Apart from producing news, the students will also be able to work in an environment where they will be bound to follow the rules as followed in media outlets. Evaluate and critique broadcast and production practices both holistically and in terms of their parts, namely: audio, video, scripting, production, and editing. On completion, students would be able to write effectively for broadcast media as well as other forms appropriate for the communication and audience they serve. Demonstrate competency in shooting and editing video in the field and studio, using professional-level equipment and non-linear editing systems. Demonstrate proficiency in recording and editing for audio productions. Produce sophisticated deliverables for clients in a variety of areas, namely: corporate/industrial, informational/educational, and commercial/promotional.

Contents

1. Radio News Departments
2. Radio Newscast
3. Radio News Anchor and Reporter
4. Types of Radio News
5. Determining News Values
6. News Sources
7. Storytelling
8. Reporting
9. Writing and Producing News Package
10. Broadcast Interviews
11. Sound Recording
12. Laws and Ethics
13. Introduction to Audio Editing
14. Editing Softwares and Sound Effects
15. Hands on Practice at University Campus Radio

Recommended Texts

1. Barnas, F. (2017). *Broadcast news writing, reporting, and producing* (7th ed.). UK, Abingdon: Routledge.
2. McLeish, R., & Link, J. (2015). *Radio production* (6th ed.). UK, Abingdon: Routledge.

Suggested Readings

1. Stewart, P., & Alexander, R. (2015). *Broadcast journalism: techniques of radio and television news* (6th ed.). UK, Abingdon: Routledge.
2. Hillard, R. (2014). *Writing for television, radio, and new media* (11th ed.). Boston: Cengage Learning.

This course is aimed to introduce students to current ideas and skills used in television journalism. The students will learn about how the broadcast news industry operates. It will also develop students' audio and video news reporting skills by using industry equipment and software. The students will be able to analyze the concepts of broadcast news reporting and their role in the production of video stories. They will also be able to understand equipment operation and editing skills to produce television news reports. The course will enable them to know about the process of how to collect local, national and international news through interviews, investigation and observation, attending public events, seeking out records, and reviewing written work. The students will also get an acquaintance about receiving, analyzing, selecting, verifying and assembling information along with developing skills for researching and reporting on story developments. They will also understand the importance of teamwork and how liaison is created within production staff for producing and presenting news. They will be taught the technical aspects of cameras, lights and microphones, shooting and editing of news films, and their placement in the news bulletin, besides the use of the live inserts and sound bites.

Contents

1. Types and Formats of Television News
2. Writing Broadcast News
3. Ad- Lib Situation within Broadcast News
4. Television News Production Team
5. Television News Reporter
6. Field Reporting and Techniques of Shooting Television News
7. Writing and Producing TV News Package and Reports
8. Live Stand-Up and Beepers
9. Interviews
10. ENG Van: Working and Technologies
11. Ethics in TV News Reporting
12. Editing in TV News

Recommended Texts

1. Barnas, F. (2017). *Broadcast news writing, reporting, and producing* (7th ed.). London: Routledge.
2. Shook, F. & Larson, J. (2017). *Television field production and reporting: A guide to visual storytelling* (7th ed.). London: Routledge.

Suggested Readings

1. Cappe, Y. (2006). *Broadcast basics: A beginner's guide to television news reporting and production*. Oregon: Marion Street Press.
2. Schultz, B.E. (2005). *Broadcast news producing*. California: Sage.
3. Boyd, A. & Stewart, P. (2008). *Broadcast journalism* (6th ed.). London: Focal Press.

The course is designed to provide a wide and comprehensive introduction to the area of radio broadcasting and will establish fundamental radio production competencies, from which the learner may progress to further study and/or training. It has an integrated and holistic approach to the key aspects of production: creative, technical, and administrative. The course will impart the elements of selecting, writing, editing, compiling and presenting different programs for radio. The course will also familiarize students with different phases of production. It will be a practical course and the students will be expected to produce and present different programs for radio. Students will have a critical awareness of commercial, community and national broadcasting policy in both public service and private sector broadcast institutions. It will develop an understanding of the roles and functions of radio broadcasting institutions. It will develop creativity and competencies in radio production and presentation along with initiative and confidence when working independently and with others. Students will become familiar with the process, craft and technology of radio broadcasting.

Contents

1. Introduction to the Radio Environment
2. Introduction to the Radio Equipment
3. Microphones and its Placement
4. Types of Scripts and Treatment
5. Directing and Casting Actors for Radio Programs
6. Pre-Production for Radio
7. Types of program Productions
8. Radio Feature
9. Radio Documentary
10. Radio Drama and Montage
11. Different between FM, AM, SW and MW
12. Post Production for Radio
13. Trends of FM Radio in public and private sector in Pakistan
14. Radio Program Editing
15. Audio Editing Software and Applications
16. Hands on practice at University Campus Radio

Practical: Students are required to produce and edit their own mini project for the successful completion of the course.

Recommended Texts

1. Hausman, C., Messere, F., & Benoit, P. (2014). *Modern radio & audio production* (10th ed.). Boston: Cengage Learning.
2. Mcleish, R., & Link, J. (2016). *Radio production* (6th ed.). NYC: Focal Press.

Suggested Readings

1. Connelly, D. W. (2013). *Digital radio production* (2nd ed.). Illinois: Waveland Press.
2. Geller, V. (2007). *Creating powerful radio: Getting, keeping and growing audiences, news talk, information & personality broadcast, HD, satellite & internet* (1st ed.). New York: Focal Press.

The objective of the course is to equip students with theoretical and applied knowledge as well as skills required for managing television programming, and producing and broadcasting various types of programs. This course is an introduction to the basic principles, procedures, and techniques of television production. The course will make students learn about general audio and sound mixing techniques, camera placement and operations, the use and characteristics of the various video and audio recording media, lighting techniques, technical and production differences between standard definition (SDTV) and HDTV/DTV production, elements of effective visual composition, editing techniques and understanding of postproduction and the ability to critique the strengths and weakness of video productions. The course will provide an opportunity to create a variety of video productions, allowing students to express personal creativity while developing the ability to conceptualize story ideas and effectively translate these ideas into video productions. The course also will help in learning and understanding the grammar and terminologies used in the creation of television programs. Overall, the students will have knowledge of media and tools used in production and understand responsibilities in working as teams in the production of television programs.

Contents

1. The Television Production Process
2. Television Camera: Lenses and Operation
3. Picture Composition
4. Lighting
5. Sound
6. Video Recording and Storage Systems
7. Production Crew
8. Studio and Field Productions
9. Directing and Casting for Television Programs
10. Producing
11. Post Production Editing

Practical: Students are required to produce and edit their own mini project for the successful completion of the course.

Recommended Texts

1. Owens, J. (2015). *Television production* (16th ed.). London: Routledge.
2. Zettl, H. (2014). *Television production handbook* (12th ed.). Belmont: Wadsworth Publishing.

Suggested Readings

1. Utterback, A. (2015). *Studio television production and directing*. London: Routledge.
2. Turner, R.S. (2011). *Cue & cut: a practical approach to working in multi-camera studios*. Manchester: Manchester University Press.

Strategic communication is of increasing importance to most organizations. The advent of new communication technologies has changed the dimensions of corporate communication. This course covers the concepts and application of corporate communication, advertising and public relations in the digital age and a true definition of social media; myths and facts about social media that use in strategic communication. This course covers why Twitter, Facebook and Google plus matters; 3rd party tools for these handles; finding the right people & accounts to follow in your business and how to search properly for information & competitors when designing a strategic communication campaign. After this course, the students will be able to equip themselves with the skills to plan and implement a successful advertising and PR strategy with the use of digital media. Moreover, on completion, the students will be capable to handle intendedly the strategic communication campaign via Twitter, Facebook and Google plus and will be capable to work in the working environment of SEOs.

Contents

1. Introduction to Cyber World and Social Media/Social Media Marketing
2. Social Media Integration and Assessment
3. Utilizing and Integrating Social Media Channels; Online Audience Profiling
4. Integration of social media services with blogs and websites; Emerging social media sites
5. Introduction to Twitter; Why Twitter matters, Twitter Strategies for Effective Marketing
6. 3rd party tools; Finding the right people & accounts to follow in business
7. Facebook: How to create Facebook's timeline for maximum consumer reach
8. How to improve Facebook fan engagement; Creating status updates that work
9. How to use polls & surveys that deliver results; Using Facebook offers to increase fans
10. Facebook events, advertising and marketing techniques
11. Ad metrics and how to figure out what is working?
12. Google Plus: Google Plus Basics and Statistics
13. Why are so many businesses using Google Plus; The Google Plus Layout
14. Google Plus Marketing; How to establish your presence in Google Plus
15. How to build relative circles for your business; How to use Google Hangouts
16. Increase your visibility in SEO.

Recommended Texts

1. Evans, D. (2016). *Social media marketing: The next generation of business engagement*. New Jersey: Sybex Publishing.
2. Heymann-Reder, D. (2016). *Social media marketing*. Berlin: Pearson.

Suggested Readings

1. Weinberg, T. (2010). *The new community rules: marketing on the social web*. Sebastopol, CA: O'Reilly.
2. Wollan, R., Smith, N., & Zhou, C. (2012). *The social media management handbook: Everything you need to know to get social media working in your business*. New Jersey: John Wiley & Sons.

This course is designed to introduce students to the principles and techniques of public relations inline to the traditional and modern approach. This course covers the scope and functions of PR, the difference among various practices similar to the PR practice and theory, and the historical perspective of PR practices by various national organizations. The course stipulated theory into practice and teaching modules are based on this model. In this course, students will be able to analyze the field from the viewpoints of the Public Relations practitioner, the channels of communication use, and the various publics in which PR persons try to reach. The focus of the course will be on the public relations process and such activities that can sharpen students' creative problem-solving approach. After this course, the students can understand the PR theory and practice from the national and international perspective and will be able to draft a press release and other tools of PR and will be able to handle an independent PR practice of an organization.

Contents

1. Introduction: PR scope and functions; differentiations among PR, Advertising, propaganda
2. Foundations of Public Relations
3. A brief history of PR with special reference to Public Relations practice in Pakistan
4. Publics of PR, Internal and external publics: how to create key target audiences of PR
5. Process of PR
6. Public Relations Components and Planning
7. Media Relations
8. Writing for Public Relations: writing for print, online, TV and other for PR tools.
9. Crisis Communications
10. Social Projects and Public Relations
11. Ethical Issues in Public Relations
12. Persuasion, functions, Tools of PR
13. Public opinion and attitudes change
14. Propaganda and techniques.
15. Careers in Public Relations
16. Professional Development

Recommended Texts

1. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *public relations: strategies and tactics* (11th ed.). NY: Pearson.
2. Stahl, S. (2018). *The art & craft of PR: Creating the mindset and skills to succeed in Public Relations today*. NY: LID Publishing.

Suggested Readings

1. Page, J. T., & Parnell, L. J. (2018). *Introduction to strategic public relations: Digital, global, and socially responsible communication*. NY: Sage.
2. Kelleher, T. (2017). *Public Relations*. London: Oxford University Press.

This course is designed to provide advanced training about the process and creative strategies of advertising. They will use their advertising skills to make advertising a communication tool for marketing and favorable consumer behavior. The course is designed to develop the production skills required for producing advertisements for radio, television, social media and digital media apps. This course is an advertising practicum that will train students with a real-life advertising project. Students in course will relate their already theoretical knowledge into practice while creatively exploring the background of MNCs, TNCs or any other organization and their brand(s); strategic planning of the brand, formative research, designing creative strategy, media planning and execution and evaluation of the advertising campaign of a brand. After this course, the students will be able to handle an independent advertising campaign featuring their branding creatively or they will choose an existing brand of MNCs or TNCs and craft an advertising campaign varying from their existing campaign.

Contents

1. Introduction: How to execute a real-life advertising project
2. Breakdown of advertising project
3. Background of organization and brand; Strategic Planning; Research
4. Creative Strategy; Creative media planning; Execution and evaluation
5. Advertising research with special reference to listening and viewership habits of consumers
6. Advertising and marketing mix
7. Consumer behavior of purchasing and market segmentation.
8. Creative: copy writing; designing; production.
9. Media planning and scheduling: media planning techniques; scheduling techniques.
10. Making effective TV commercials
11. Types of TV commercials Public service, TV spots, commercial documentary, industrial, etc.
12. Production of radio spots sponsored radio commercial programs.
13. Practical: execution of the advertising campaigns
14. Advertising campaign for radio, TV, social media,
15. Advertising campaign for digital media apps and static media

Recommended Texts

1. Blakeman, R. (2015). *Advertising campaign design just the essentials*. NYC: Routledge.
2. Landa, R. (2016). *Advertising by design: Generating and designing creative ideas across media* (3rd ed.). New Jersey: Wiley.

Suggested Readings

1. Altsteil, T., Grow, J. M., & Jennings, M. (2019). *Advertising creative: strategy, copy, and design* (5th ed.). New York: Sage.
2. Barry, P. (2016). *The advertising concept book: Think now, design later* (3rd ed.). London: Thames & Hudson.

Campaign Design is a practicum course that introduces students to the process of campaign development, management, and evaluation using the principles and strategies of Integrated Marketing Communication, public relations and Advertising. This course will recreate the real-world professional settings and mark your transition from academic to a professional environment. In this course, the students will be trained to set MBOs, setting goals and objectives of the strategic communication campaign and develop strategies and tactics relating to the formative and summative research for making informed decisions for the best campaign. In this training, practical applications of a theory are the significant feature of this course. This course aims to help the students master the elements of a strategic communication campaign through direct experience as a practitioner. The students would be divided into teams for designing a strategic communication campaign. Through working in teams, you will develop a robust, strategic, measurable, and actionable strategic communication plan for a client assigned.

Contents

1. Introduction: Difference among Advertising, PR and Marketing
2. How the techniques of IMC can use in campaign development.
3. Defining PR and PR Management by Objectives (MBOs)
4. Client Orientation, Ethical Issues Content: Mission, Situation Analysis, Problem Statement
5. MBO Handout, Setting Goals and Objectives, Developing Strategies and Tactics
6. Formative vs. Summative Research: Making Informed Decisions
7. Elements of Campaign Design: Practical Applications of Theory
8. Campaign Planning: Techniques of Planning and scheduling
9. Mathematics Involve in Budgeting of Campaign; Timeline and Budget Development
10. Campaign Plan Presentation
11. Development of theme, copy writing: Creative aspects of a campaign
12. Campaign Implementation, Designing of Campaign: Layout, Design, thumbnail and dummy
13. Campaign Evaluation, Report writing on campaigns, Exhibition of final campaigns

Recommended Texts

1. Wilson, L. J., & Ogden, J. (2016). *Strategic communications: planning for public relations and marketing* (6th ed.). Iowa: Kendall Hunt Publishing.
2. Mahoney, J. (2016). *Strategic communication: campaign planning* (2nd ed.). London: Oxford University Press.

Suggested Readings

1. Moriarty, S., Mitchell, N. D., Wells, W. D., Crawford, R., Brennan, L., & Spence-Stone, R. (2016). *Advertising: principles and practice*. Canberra: Pearson.
2. Stacks, D. W. (2016). *Primer of Public Relations research* (3rd ed.). NYC: Guilford Press.

The objective of this course is to help students in developing a holistic view of reporting conflicts and violence in society and to educate the students on means and methods to reflect the same through various mediums of communication including formal media. It would expectantly provide the students with the national and international perspective on the conflict and its coverage. With this conceptual framework, the students will be taught how language, representation and framing of conflict play a key role when they write, edit or produce their reports in a conflict situation. Reporting on violent conflict may be the most dangerous assignment for a journalist. This on-the-ground perspective is critical for understanding conflict, but it also poses a serious threat to reporters in the field. Reporters, however, can also create risks for victims of conflict and can even escalate conflicts. For this reason, it is critical that journalists, as well as development professionals, approach their work with a mindset of “do no harm.”

Contents

1. Conflict reporting and its history
2. The evolution of technology and conflict reporting
3. Mass media coverage of conflicts in Pakistan and the role of media in Pakistan
4. Challenges of conflict reporting in Pakistan
5. Contextualizing conflict and media coverage
6. Application of communication theories in conflict perspective
7. Objectivity vs subjectivity (and advocacy) in the context of conflict reporting.
8. Identification of stakeholders in any conflict
9. Reporting on perpetrators and victims: context and sensitivity (social, cultural, etc.)
10. Nature of conflict and overall context (information, propaganda, incitement)
11. Defining “glorification” and “sensationalism”

Recommended Texts

1. Lynch, J. (2014). *A global standard for reporting conflict*. NYC: Routledge.
2. Nyatiti, E. (2013). *Media and conflict reporting*. Riga: Lambert Academic Publishing.

Suggested Readings

1. Rodgers, J. (2012). *Reporting conflict*. London: Palgrave.
2. Williams, K., & Harris, J. (2018). *Reporting war and conflict*. London: Routledge.

Newspaper production is designed to provide practical journalism experience to students through the actual production of their newspaper. The course aims at teaching the students at first hand the process of producing a newspaper from news gathering and selection to editing, composing, page makeup, use of illustration to printing. It will be a practical course and students will be expected to produce by themselves a complete daily or weekly newspaper. This will help them to learn the environment of media outlets through what phases and challenges a newspaper goes through and get to its audience. The course intends to develop skills for producing the content within a given period by building core concepts through practical exposure. Through this course, students would be able to understand the working of print media organizations as well as the production of newspapers with special reference to Pakistan's print media. It will also apprise the students about the basic skills of news editing, photo editing, book editing, page making and layout designing.

Contents

1. Organization of print media in Pakistan
2. Personnel administration, circulation
3. Advertising and financial administration of print media
4. Newspaper contents
5. Management of printing unit methods of composing and printing
6. News content and photo editing
7. Page making and layout
8. Book editing and production

Recommended Texts

1. Hodgson, F. W. (2011). *Modern newspaper editing and production*. London: Sage.
2. Hodgson, F.W. (2011). *Modern newspaper practice*. Oxford: Focal Press.

Suggested Readings

1. Hicks, W., Sally, A., Gilbert, H., Holmes, T., & Bentley, J. (2016). *Writing for journalists*. London: Routledge.
2. Layton, R. (2010). *Editing and news design: How to shape the news in print and online journalism*. Basingstoke: Palgrave Macmillan.
3. Ang, T. (2012). *Picture editing: An introduction*. Oxford: Focal Press.
4. Williams, P. (2014). *The computerized newspaper*. London: Oxford.

The course aims to acquaint students with an extensive range of technical skills required for sub-editing and page designing to prepare a newspaper or magazine for print. The objective of the course is to train students about the modern computer-based methods of sub-editing. Students will be trained to use advanced software available for editing/page making/ designing both for newspapers and magazines. The course aims to introduce and train the students about modern editing techniques which are being practiced in the field of journalism at Pakistani and International level. It will also acquaint students with the skills to work on various desks in the news/editing room. Students would be able to execute the taught skills related to sub-editing and page designing on software with proficiency. The contents of the course are designed to develop the basic skills of sub-editing leading to the layouts of page design with the help of advanced software.

Contents

1. Copy editing and proofreading skills
2. Elements of layout and design
3. Newspaper coverage and audience needs
4. Legal issues related to newspaper coverage and production and copyright laws
5. Advertising sales concepts
6. Page designing and types
7. Basic principle of page making
8. Editing Software: Illustrator (Basic & Advance), End page (Basic & Advance)
9. Editing Software: In-page (Advance), Adobe Photoshop (Advance), Corel Draw (Advance)

Recommended Texts

1. Holmes, T. (2016). *Subediting and production for journalists: print, digital & social* (2nd ed.). NYC: Routledge.
2. Layton, R. (2011). *Editing and news design* (1st ed.). Victoria: Palgrave Macmillan.

Suggested Readings

1. Keeble, R., & Reeves, I. (2015). *The newspapers handbook* (5th ed.). London: Routledge.
2. Hodgson, F. W. (2013). *New subediting Apple-Mac, Quark Xpress and after* (3rd ed.). Burlington, MA: Focal Press.
3. Rosenauer, K. (2013). *Copy crafting: Editing for journalism today*. London: Oxford University Press.

The course is a specialized course that intends to develop not only conceptual foundation but also focuses on inculcating skills required for the production of specialized magazines. The course aims at teaching the students about the theoretical as well as practical knowledge about magazine production. It would enhance the knowledge of students about the process of producing a magazine from material gathering and selection to editing, composing, page designing and printing. Through practical work, the students will be provided with an opportunity to produce a complete magazine by executing the skills of makeup and layout designs required for specialized magazine production. It intends to sharpen the creative skills of the students by providing hands-on experience of magazine production with special reference to new horizons of specialized magazines; business, fashion, science, education, and sports etc. Through this course, students would be able to learn about the process of magazine production from its initial stages to final execution.

Contents

1. Duties and qualities of a magazine editor
2. Special and important aspects of magazine journalism
3. Editorial planning and responsibilities of editorial board
4. Collection of relevant material for magazine
5. Criteria for selection of material
6. Principles and objectives of makeup/layout/title page
7. Designing makeup/layout/title of specialized magazines
8. Function and duties of makeup editor
9. Layout techniques
10. Pictorial display

Recommended Texts

1. Whittaker, J. (2017). *Magazine production* (2nd ed.). New York: Routledge.
2. Leslie, J. (2013). *The modern magazine: visual journalism in the digital era*. London: Laurence King Publishing.

Suggested Readings

1. McKay, J. (2013). *The magazines handbook* (3rd ed.). New York: Routledge.
2. Wolseley, R. (2012). *The magazine world: An introduction to magazine journalism*. Montana: Literary Licensing.
3. Holmes, T., & Nice, L. (2011). *Magazine journalism*. London: Sage.
4. Morrish, J. (2003). *Magazine editing: How to develop and manage a successful publication*. New York: Routledge.

This course provides an overview of the important phenomena and concepts of development communication. In general, the course will interpret and analyze the role of mass media in highlighting social welfare and development in society. After studying this course, students will be able to have a better insight in development communication, along with development support communication and development journalism, and will analyze the nature and treatment of media contents on developmental issues. The course will impart the students with the required knowledge of communication tools and techniques facilitating development. The students will learn about the developmental role of communication, understand the important aspects of the development communication theory, develop the ability to differentiate the types of communication and understand the roles they play in development, develop skills that will be practical in designing communication strategies to handle developmental problems such as report-writing skills. The course will also focus on developing awareness of appropriate communication strategies, how to prepare and present messages with a specific intent and how to analyze a variety of communication acts. Similarly, it would emphasize on the ethical use of information from integrated sources to be communicated to a variety of audiences.

Contents

1. Development Communication: Basic Concepts
2. Development Support communication: Basic Concepts
3. Prospects and Challenges of Development Communication in Pakistan
4. Development Journalism: Introduction
5. Society under Change
6. Development of Village
7. Village Economy
8. Opportunity of Education
9. Religious Authority
10. Caste System

Recommended Texts

1. Heeks, R. (2017). *Information and communication technology for development* (1st ed.). UK, Abingdon: Routledge.
2. Melkote, S. (2015). *Communication for development: theory and practice for empowerment and social justice* (3rd ed.). New York: Sage.

Suggested Readings

1. Onwumehili, C., and Ndolo, I. (2012). *Reimagining development communication in Africa*. Lanham: Lexington Books.
2. Tompkins, P. (2010). *Practicing communication ethics* (1st ed.). New York: Pearson.
3. Wilkins, K. & Tufte, T. (2014). *The handbook of development communication and social change: Global handbooks in media and communication research* (1st ed.). UK: Wiley-Blackwell.

This course looks at technology as a social construct and examines the ways technology transforms the social world and the individuals within that world. In this course, students will explore the economic, political and social implications of recent technologies from several critical perspectives. Students will also examine the influence and effects of technology in a variety of environments including local, virtual and global communities, the workplace and the marketplace. Further, students will analyze diverse issues such as the impact of technology on democratic processes, surveillance, gender etc. Students will be able to explore several facets of social change that can influence an understanding of the aims and nature of technology education and that might contribute to its development. as social change is a very complex and dynamic phenomenon that can be considered from a variety of perspectives and is reflected in a number of processes.

Contents

1. Introduction to the Digital Age
2. Global Digital Development
3. Social Evolution
4. Digital Particularities
5. Globalization and Human Development
6. The Digital Divide & the Diffusion of Innovations
7. Public Policies and Private Strategies for Digital Development
8. Communication Technologies and Social Change
9. Social Construction of Technology
10. Global Content Areas Related to Social Change
11. The shift of emphasis from engaging society members primarily as producers
12. The colonization of the cognitive and moral spheres of human life by the aesthetic sphere
13. The integration of people into the technological world
14. The shift from the Welfare state to the Competition state.

Recommended Texts

1. Toyama, K. (2015). *Geek Heresy: Rescuing social change from the cult of technology* (1st ed.). NYC: Public Affairs.
2. Massey, G. M. (2015). *Ways of social change: Making sense of modern times*. London: Sage.

Suggested Readings

1. White, L. (2013). *Medieval technology and social change* (1st ed.). Oxford: Oxford University Press.
2. Ralph, S. (2007). *Rethinking science, technology, and social change*. California: Stanford University Press.

The course will introduce the concept of development journalism and reflect on its history and its use in different scenarios. This course brings together established expertise in development studies with our industry-informed provision in journalism education. Development issues such as migration, poverty, the environment, aid and governance are increasingly relevant in journalism, and this course develops a theoretical understanding of these issues alongside practical journalism skills. The course equips students with a solid grounding in key theories, concepts and debates around the development and contemporary development of journalism. It will help students to differentiate between development and non-development journalism will also be discussed. Also, the students will be taught real-life case studies to illustrate how development journalism can be used as a tool for sharing development experiences. The course also highlights the importance of writing about issues of development. The course also provides an insight into a collection of useful online tools, international platforms and funding opportunities for aspiring development journalists.

Contents

1. Introduction to Development Journalism
2. Development: History, Concepts, Theories, Models and Media
3. Scope of Development Journalism
4. Journalism and Sustainable Development
5. Ecological Journalism (Eco-Journalism)
6. Reporting Migration, with a Focus on Refugees
7. Ethical Investigative Journalism
8. Digital Media, Social Networks and the Changing Face of Journalism
9. Advocacy Journalism: Participation, Representation and Community
10. Human Development: Local and Global Context

Recommended Texts

1. Abiodun, S. (2017). *Exploring journalism practice and perception in developing countries*. Pennsylvania: IGI Global.
2. Banda, F. (2015). *Teaching journalism for sustainable development*. UNESCO.

Suggested Readings

1. Lugo-Ocando, J. (2017). *Developing news: Global journalism and the coverage of "third world" development*. UK, Abingdon: Routledge.
2. Price, M, and Abbot, S. (2017). *Measures of press freedom and media contributions to development: Evaluating the evaluators* (1st ed.).New York: Peter Lang.
3. Gidreta, A. (2011). *Development journalism: Acceptability and implementation*. Riga: VDM Verlag Dr. Müller.

The course intends to provide practical exposure to the students by executing their theoretical concepts of formulating campaigns for development. The students would be able to learn the stages involved in designing a campaign from a careful selection of the topic from the specialized of development journalism to its final execution. The course aims to sharpen the creative and technical skills of the students required for designing and executing a campaign. The students would be able to brainstorm for relevant yet creative topics, conduction of research, planning the objectives, goals, communication strategy, media, and budget required for designing and execution of a campaign. The role of research and planning while carefully selecting a communication strategy would be highlighted in the course. Moreover, along with the essential elements of campaign design, the process of writing a campaign report according to the APA format would also be taught in the course. On completion, students would be able to develop a better understanding of campaign design and presenting it in the form of a campaign report.

Contents

1. Process of a development communication campaign
2. Essentials of writing campaign report
3. Selection of the topic/Problem statement
4. Identifying the target audience/ Audience segmentation
5. Formulation of objectives and goals
6. Conduction of research to analyze the problem, target audience, and situation
7. Connecting the campaign with development communication approach/theoretical framework/ Model
8. Planning of communication campaign
9. Selection of communication strategy
10. Developing and designing the content for communication tools
11. Selection of media channels
12. Schedule the campaign
13. Budgeting of the campaign
14. Implementation of the campaign plan
15. Evaluation of the campaign design

Recommended Texts

1. Okaka, W. (2012). *Designing public awareness communication campaign: Environmental public awareness evaluation research*. Riga: Lambert Academic Publishing.
2. Melkote, S. R., & Steeves, H. L. (2015). *Communication for development: Theory and practice for empowerment and social justice* (3rd ed.). New York: Sage.

Suggested Readings

1. Wabwire, J. (2012). *Community participation in designing & implementation: A case of selected health communication campaigns in Nambale Town, Kenya*. Riga: Lambert Academic Publishing.
2. Heeks, R. (2017). *Information and communication technology for development* (1st ed.). UK, Abingdon: Routledge.



MPhil
COMMUNICATION
& MEDIA STUDIES
(RESEARCH TRACK)



This course aims to equip the students in exploring the nature of communication and mass communication analysis. It aims to familiarize them with the basic literature of communication theories in a historical context and will explain different theoretical perspectives on communication processes. It aims to build an understanding of the development of communication theories in different eras with reference to the development of communication platforms and technologies. The primary objectives of this course are to develop an understanding of several key communication theories, introduce the systematic study and research of communication, and trace the development of theoretical inquiry in the field of communication. The course provides an understanding about different classical and contemporary normative theories. This course will equip the students with an understanding of the initial powerful model to the paradigmatic shift of new perspectives across different phases. The students will be able to critically analyze the gradual growth of communication theories. The students will get an additional and deep insight of different theoretical perspectives by going through the academic contribution of the eminent scholars in the field.

Contents

1. Communication Theory and its Development
2. Paradigm and Anomalies
3. Theoretical Perspectives: Cultural Theories, Critical Theories, Normative Theories
4. Normative Theories: Classical Theories, New perspectives, Islamic Communication Concept
5. Powerful Effects Theories: The rise of media theory in the age of Propaganda
6. Powerful Effects: Magic Bullet, Lasswell's and Lipmann's theories, Mass Society Theory
7. Limited Effects Theories: Two-step Flow, Hovland experimental research, Selective Processes
8. Middle Range Theories: Informational Flow; Diffusion of Innovation; Elite Pluralism;
9. Revival of Dominant Paradigm: Media & Human Development, violence & crime, Persuasion
10. Social Learning Theory, Social Cognitive Theory, Structure & functioning of media
11. Significant Scholars and their writings
12. Communication Theory in the age of social media

Recommended Texts

1. Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: foundations, ferments, and future*. Boston: Wadsworth.
2. Bryant, J., & Thompson, S. (2013). *Fundamentals of media effects*. USA: Waveland Press.

Suggested Readings

1. Watson, J. (2016). *Media communication: An introduction to theory and process*. London: Palgrave.
2. Williams, K. (2016). *Understanding media theory*. London: Bloomsbury Academic.

This course is aimed at developing an understanding of the methodology appropriate to the social scientific study of human communication. The course briefly examines the implication of a social scientific methodology as a “way of knowing” about the world. The primary emphasis of the course is on developing critical insight regarding researching the field of media and communication. The students will be able to understand and compare qualitative and quantitative methodologies and the importance of the mix method approach. It will provide students a basic understanding of conducting academic and industry research. It provides an overview of the concepts, methods, and tools, by which communication research is designed, conducted, interpreted, and critically evaluated. It aims at developing the interest of students to explore their research education in the field of mass media and communication. The course will also provide a basic understanding of descriptive and inferential statistics. Through understanding the basic and advanced tools of Statistics, the students will be able to apply them in order to analyze the data and draw inferences.

Contents

1. Research: definition, types, characteristics, need and significance
2. Social scientific Inquiry
3. Kinds of social scientific research: qualitative, quantitative, mix method
4. The need of media and communication research
5. Elements (concept, construct, variables and hypothesis); process, need, ethics.
6. Levels of measurement
7. Measurement scales
8. Validity and reliability in quantitative research
9. Sampling and sampling techniques
10. Quantitative research methods: survey, content analysis, experimental research
11. The basics of hypothesis, null hypothesis vs. alternative hypothesis, hypotheses testing
12. Statistics: descriptive and inferential (anova, t-test, correlation, regression, f- test etc.)

Recommended Texts

1. Nueman, W. L. (2010). *Social research methods: Qualitative and quantitative approaches*. Boston: Pearson.
2. Boyle, M. P. (2015). *Applied communication research methods*. New York: Routledge.

Suggested Readings

1. Reinard, J.C. (2016). *Introduction to communication research (6th ed.)*. New York: McGraw-Hill.
2. Hansen, A., & Machin, D. (2013). *Media and communication research methods: An introduction*. Basingstoke: Palgrave Macmillan.
3. Sarantakos, S. (2013). *Social research (4th ed.)*. London: Macmillan Press.

The central objective of this course is to explore the conceptual, philosophical and logical relations of scientific ethos and philosophical belief and orientation in social sciences. Particular attention will be paid to the manner in which each has informed and reacted historically to the development in the other. While the concentration is on western philosophical theories, non-western and oriental views on various questions in the realm of social sciences will be introduced. The course will make students understand how knowledge is produced in social sciences. It will develop among the students an appreciation and, to some extent, critical thinking with regard to contemporary philosophical ideas concerning social sciences, cultural values, and civilization goals. It will also create an understanding of the scientific and philosophical approaches towards social sciences. At the end of this course, the students will develop an analytical approach to the creation of knowledge, a relation of society with social agencies, ways of knowing, objectivism and subjectivism. Moreover, this course will also signify the placement of mass communication in the context of epistemological and ontological traditions of social sciences that will develop the scholarly approach among students.

Contents

1. The Scope of Philosophy of Social Sciences. Sciences System for the Creation of Knowledge
2. What is Society? Social Action and Social Relation
3. Societies as Organization; Community and Association; A Functionally Inclusive Collectively
4. Cultural Relativism and Celebration of Differences
5. Epistemology and Ways of Knowing, Objectivism, Subjectivism, Rationalism, Empiricism
6. Pragmatism and Authoritarianism
7. Intuition, Rationalism vs. Empiricism, Theory Construction in Social Sciences
8. Holism and Individualism in History and Social Sciences
9. Methodological Holism Versus the Methodological Individualism
10. Subjectivity Objectivity and Inter-Subjectivity: A Discourse on Truth and Society
11. Language as a Tool for the Creation of Social Realities and Building Public Knowledge
12. Sociology of Knowledge. Individual and the Society/State
13. Different Theories of self/mind and Critique of the Theories
14. Individual and the Process of Socialization; Media as an Agent of Social Change.
15. Logical Reasoning and Critical Thinking
16. Informal Fallacies, Developing Arguments--Identifying Premises and Conclusion
17. Mass Communication in the context of epistemological and ontological traditions

Recommended Texts

1. McIntyre, L., & Reosenberg, A. (2019). *The Routledge companion to philosophy of social science*. London: Routledge.
2. Cartwright, N., & Montuschi, E. (2015). *Philosophy of social science: A new introduction*. Oxford: Oxford University Press.

Suggested Readings

1. Williams, M. (2016). *Key concepts in the philosophy of social research*. London: Sage.
2. Kincaid, H. (2012). *The Oxford handbook of philosophy of social science*. Oxford: Oxford University Press.

This course aims to provide a comprehensive understanding of the most important ways of approaching the issues posed by the relationship between the media of communication and socio-cultural and economic life. It aims to promote students' critical and analytical approaches towards the understanding of mass communication theories and will enable them to understand the problems posed by different intellectual traditions and place the theories in their proper context. It is focused on preparing them for further inquiry into the field of mass communication. The primary objectives of this course are to provide students with an understanding of advanced communication theories, introduce them to the systematic study and research of communication, and to develop an understanding of the application of theories in their respective research areas. It will train the students to understand the importance of communication theories from multiple philosophical perspectives including Marxist tradition, neo-Marxist approaches, functional approach and critical school of thought. It will provide them insights about communication theories applicable at micro, meso and macro level. It will help them understand how the effects of different media platforms and contents may be observed, measured and analyzed following different theoretical perspectives.

Contents

1. Cultural/Critical perspectives: Marxism, Neo-Marxism, Frankfurt School, McLuhanism
2. Critical Theories: Political Economy, Media Hegemony, Herman and Chomsky Model
3. Critical Theories: Cultural Imperialism, Elite pluralism, Feminist perspective
4. Functional Approach: Media functions for society, Uses and Gratifications
5. Functionalism: Social Learning Theory, Social Cognitive theory, Cultivation analysis
6. Theories of Media Effects: Agenda setting; Framing; Spiral of Silence
7. Diffusion of Innovations; Media System Dependency; Knowledge Gap; Media Literacy
8. Media & Culture: Meaning-making in the Social World, Media as Cultural Industries
9. New Trends in Mass Communication Theory and Research
10. New media Theory and Research: Challenges and Findings; New Media Literacy
11. Future of Media Theory and Research: New Questions and Directions

Recommended Texts

1. Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: foundations, ferments, and future*. Boston: Wadsworth.
2. Bryant, J., & Thompson, S. (2013). *Fundamentals of media effects*. Washington: Waveland Press.

Suggested Readings

1. McQuail, D. (2015). *Mass communication theory: An introduction*. (10th ed.). Beverly Hills: Sage
2. West, R.L., & Turner, L.H. (2007). *Communication theory. Analysis and application*. NYC: McGraw-Hill.

The course is aimed at focusing on specialized approaches of interpretive and qualitative methods of mass communication research. After completion of this course, the students will be able to explore the strengths and weaknesses of various research methods and develop the competency to apply them according to their selected research areas. The course will also develop the understanding, application, and evaluation of scholarly qualitative research, and explain the researcher's place in the research process (values, biases and intuition). The course will emphasize on main methods for collecting research data including conducting interviews and focus groups, observing people in their own settings, analyzing documents (from government reports to personal diaries), and analyzing conversations (as contained in documents, speeches, interviews, etc.). With this collected information, the students will be able to understand that how qualitative research can be used to describe the nature of what exists and how it is experienced by those in it, i.e., context. It will also focus on how to write proposals for research projects, both in academic as well as professional areas.

Contents

1. Sources of interpretive paradigm
2. Qualitative research design
3. Qualitative methods (focus group, case study, intensive interviews)
4. Qualitative content analysis, semiotics, discourse analysis and critical discourse analysis
5. Research writings (abstracts, critique on the research work of scholars)
6. Research ethics
7. Proposal writing
8. Components of the thesis

Recommended Texts

1. Creswell, J.W., & Poth, C.N. (2018). *Qualitative inquiry and research design: choosing among five approaches*. London: Sage.
2. Deacon, D., Pickering, M., Murdock, G., & Golding, P. (2018). *Researching communication. A practical guide to methods in media and cultural analysis*. London: Bloomsbury.

Suggested Readings

1. Fairclough, N. (2013). *Critical discourse analysis: The critical study of language*. New York: Routledge.
2. Sarantakos, S. (2013). *Social research* (4th ed.). London: Macmillan Press.

The general theme of this course will be the basic comprehension in international communication and its different dimensions, like theories and research. The course will explore the impact and implication that global communication has or may have on the diverse cultures of the world with an emphasis on an understanding of the interrelationship between culture and communication. This course will focus on international communication and development, social and political theories of international communication, how global empires have changed the entire scenario of international communication, emerging perspectives, cultural communication and how industrialized countries are having dominancy over other countries and how it shapes the global communication patterns. This course also highlights the basics of satellite communication and how satellite corporations shape the entire perspective of international communication. After studying this course, the students will understand the significance of global communication structures and how international communication regimes implement various communication policies with the help of communication industries. This course also develops a philosophical understanding of new trends and tendencies in international communication along with contemporary issues of discussion in the global media.

Contents

1. Approaches to International Communication,
2. Theory and Research in International Communication
3. Theories of Inter Cultural Communication: Issues and Challenges
4. Media Corporations in the Age of Globalization
5. Role of Technology in International Communication
6. International Communication Orders
7. Development of New International Information and Communication Order (NIICO)
8. Aligned and Non-aligned Countries Perspective on International communication
9. Transfer of Information Technology to the Third World
10. Threats and Alternatives (Sovereignty and Cultural Issues).
11. New Trends in Trans-Border Flow of Digital Information, Issue of Controls and Restrictions
12. International Issue of Media Debates, Racism, Sectarianism, war and peace perspectives etc.
13. Terrorism, Islam phobia (The case of Muslims, Islam representation in the Western media)

Recommended Texts

1. Kamalipour, Y. R. (2019). *Global communication: A multicultural perspective* (3rd ed.). Maryland: Rowman & Littlefield Publishers.
2. Thussu, D. K. (2018). *International communication: Continuity and change* (3rd ed.). NYC: Bloomsbury Academic.

Suggested Readings

1. Thussu, D. K. (2010). *International communication: A reader*. London: Routledge.
2. Chong, C. S. (2018). *Successful international communication*. London: Pavilion Publishing.
3. Chuan, C. (2014). *Internationalizing "international communication"*. Michigan: University of Michigan Press.

This course will facilitate the students to increase their competency to understand, identify, distinguish and integrate different forms of knowledge and academic disciplinary approaches, improve oral and written communication skills, explore their abilities in relation to diverse social and academic contexts, and also enable them to apply principles of ethics and respect in interaction with others. This seminar course will enable students to transform their ideas about different issues relevant to the society, with a special focus on topics under discussion in contemporary communication, into meaningful debates. The seminar course will sharpen reading, writing, and analytical skills among students.

Contents

Students will be assigned topics related to regional, national and international issues. Students will prepare detailed presentations after thorough research and will present the same in front of the class. Eminent scholars, adjunct faculty members, senior professors, and renowned journalists will be invited to deliver special lectures highlighting important national and international issues, developments and events. Students will prepare verbal, visual presentation and discuss with fellow students in the form of debates. Faculty members will also be invited to present their scholarly work and research in the field of mass communication.

This course offers an overview of the main theories, concepts and empirical approaches to the subject of political communication in democratic nations. The course starts with a review of the main theoretical and empirical studies covering issues such as the modalities of political campaign and communication, the role of the media in these processes and the campaign/media effects on public opinion. The key concepts to be explored and critically discussed are mediatization of politics, media systems, freedom and pluralism, journalist professionalization and information quality, campaign modernization, campaign professionalization, permanent campaigning, persuasion, conversion, mobilization, learning effects, agenda-setting, priming, framing, and others. The course aims to offer advanced engagement with various aspects of the academic study of political communication. It will provide a critical understanding of a range of issues involved in the study of various dimensions of political communication, primarily through a mixture of lectures and research-driven discussions.

Contents

1. Media, Politics and Democracy: Introduction
2. Political Bias and Political Partisan
3. Political Reporting
4. Theorizing Media and Conflict: Paradigms and Perspectives
5. State Control and State Propaganda
6. Conglomerate Control: Media Moguls
7. Political Economy of Media
8. Packaging Politics
9. Remote Control Politics
10. Power and Mass Media
11. Free Press: Democracy and Mass Media
12. Media and Terrorism
13. New Media Wars
14. The Use of New Communication Technologies & Cyber Warfare
15. 5th Generation Warfare and Role of Mass Media
16. Media, Communication & Civil Unrest
17. The Arab Spring and Beyond

Recommended Texts

1. Davis, A. (2019). *Political communication: a new introduction for crisis time*. Cambridge: Polity.
2. Tatum, M. H. (2019). *A closer look at political communication (political science and history)*. NYC: Nova Science Pub.

Suggested Readings

1. Helfert, D. L. (2017). *Political communication in action: from theory to practice*. Colorado: Lynne Rienner Publishers.
2. Kenski, K. & Jamieson, K. H. (2017). *The Oxford handbook of political communication* (1st ed.). London: Oxford University Press.

This course takes an in-depth look at the relationship between media and human behavior and examines how people and organizations capitalize on social media, and these people-to-people interactions, to support their communication efforts. Students will get hands-on experience in creating comprehensive social media strategies for their ideas and brands. This course will help to understand the theoretical basis of digital and social media. This course will enable media students to undertake a substantial project led by their passions and interests. The course will help students to improve their practical skills, to develop a deep understanding of the theories and frameworks that underpin and shape networked communications, and to enjoy the space to reflect critically on current and past practice. The rise of the Internet and social media change work, leadership, persuasive and strategic communication and these areas will be explored, evaluated, and critiqued.

Contents

1. Theoretical understanding of social and digital media
2. Internet media and globalization: concepts and theories
3. Technology and culture: debates
4. Researching social networking sites (SNSs), regulation, gatekeeping and ethics-case studies
5. Corporate online promotional strategies: advertising and marketing
6. Public communication campaigns and global humanitarianism
7. Multiplatform journalism, transnational citizen journalism, grassroots activism and change
8. Dealing with Social Media, Building a WordPress powered website
9. Introduction to Search Engine Optimization (SEO), Creating a blog
10. Learning the language of twitter, Guide to Facebook, Guide to Youtube
11. Introduction to Google +, Google Analytics
12. LinkedIn, Email Marketing: creating an email list
13. Storification, How to bring traffic to your stories, Building your online brand
14. Ethics of social media
15. Social media conglomerates
16. Media and cultural theory
17. The history and philosophy of media technology
18. New media
19. Contemporary digital media developments in the UK, USA and China
20. Global media and journalism

Recommended Texts

1. Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. Washington: CQ Press.
2. Carroll, B. (2017). *Writing and editing for digital media* (3rd ed.). London: Routledge.

Suggested Readings

1. Singer, P.W. & Brooking, E. (2018). *Like war: The weaponization of social media*. NYC: Eamon Dolan/Houghton Mifflin Harcourt.
2. Burgess, J., Marwick, A., & Poell, T. (2018). *The Sage handbook of social media* (1st ed.). California: Sage.
3. Lindgren, S. (2017). *Digital media and society*. California: Sage.

This course is designed as a general introduction to film analysis. This course provides an overview of cinema history and examines key topics in film theory and criticism in film culture. Concepts such as genre, authorship, national and transnational cinema, fandom, stardom, and other aspects of film studies and of film-going as a cultural practice are the major domains to be discussed. The course examines works of cinema as cultural products that project worldviews and disseminate ideology. The main objective will be to help students develop the analytic tools necessary for understanding how meaning is constructed in narrative cinema. Using examples from classical and contemporary cinema as well as films from around the globe, the course will introduce vocabularies and techniques used in serious writing about, and the analysis of, narrative cinema. Throughout the course, students will become conversant with specific elements and operations of the cinematic apparatus (e.g. camera, editing, soundtrack) and its production of discursive meanings. It will also pay close attention to the multiple ways in which digital technologies have altered the construction of narratives in films. Also, it will examine the structural and ideological attributes of cinema, concentrating on the dominant and alternative narrative models in films.

Contents

1. Introduction to Films as from of Media
2. Brief History of Film
3. Major Developments: Hollywood, Indian and Pakistani Cinema
4. Films and Meanings
5. Semiology of Cinema in the USA, China, India, and Pakistan
6. Films Narrative and Styles
7. Pakistani and Indian Cinema (Review)
8. Psychoanalytic and Feminist Film Theory
9. Modes of Filmmaking
10. Politics, Society, Ideology
11. The Dream Factory: Hollywood, Ideology, and the Business of Filmmaking
12. Bollywood and Hollywood
13. Race, Gender and obscenity (A critique)

Recommended Texts

1. Gul, A., & Sohial, J. (2018). *Journey through lens: Pakistani cinema*. Lahore: Topical Publishers.
2. Hayward, S. (2013). *Cinema studies: The key concepts* (4th ed.). London: Routledge.

Suggested Readings

1. Pramaggiore, M., & Wallis, T. (2011). *Film: a critical introduction* (3rd ed.). London: Pearson Education.
2. Vasudevan, R. (2011). *The melodramatic public: film form and spectatorship in Indian Cinema*. Washington: Palgrave Macmillan.

The course in Advanced Development Communication will orient students to various dimensions of development and communication for social change. The course will provide strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and program management. The courses will also offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behavior change communication, training and capacity building, media monitoring, audience segmentation and responses, new media technologies and monitoring and evaluation of national flagship programs. The course will enhance the capacity of the students in participatory methodologies and innovative communication techniques. The course will also emphasize on theoretical foundations for students so that they can take up positions in development agencies, media houses, corporate sector engaged in social responsibility initiatives, market research organizations, teaching positions in educational institutions. The course will support students to work as independent consultants and social entrepreneurs in the development sector. At this level, students will have exposure to different development perspectives as they will go through papers written by different scholars regarding development goals; especially concerning the role of media in the development sector.

Contents

1. Concept of Advance Development Communication
2. Theories of Development Communication
3. Media's Role in the Third World Countries Development
4. Three Paradigms of Development Communication
5. Mass Communication and Social Change
6. Dimensions of Development Communication
7. Media Technology in Development Communication
8. Designing of Communication Campaigns on Various Developmental Issues
9. Development Communication as Marketing
10. International Development Communication: Collective Progress in New Era

Recommended Texts

1. Heeks, R. (2017). *Information and communication technology for development* (1st ed.).UK, Abingdon: Routledge.
2. Melkote, S. (2015). *Communication for development: theory and practice for empowerment and social justice* (3rd ed.). New York: Sage.

Suggested Readings

1. Okaka, W. (2012). *Designing public awareness communication campaign: environmental public awareness evaluation research*. Riga: Lambert Academic Publishing.
2. Rice, R. E., & Atkin, C. K. (2012). *Public communication campaign* (4th ed.). Korea: Communication Books.

This course introduces students to an in-depth exploration of culture and the mass media and analyzes the influence of mass media on society. It will highlight the intellectual roots and contemporary applications of cultural studies, including critical media studies, focusing on the theoretical bases for analyses of power and meaning in production, texts, and reception. All kinds of media will be examined, including film, television, photography, newspapers and the internet to find out the impact of mass media on culture and its various dimensions. The students will also explore how these media products related to broader social and political issues like globalization, consumer culture and new technology create impacts on media. It will accentuate on how different types of media are researched and produced to methods of circulation and consumption. The course will also stress on developing skills in critical thinking and scholarly argumentation and documentation, leading to a better understanding of culture and society relationship, connectivity and conflict. It will help to create an understanding of cultural imperatives in the regional, national and international scenarios like the implication of information, knowledge, and modern technology on the diverse global cultures.

Contents

1. Cultural Approaches to Mass Communication
2. A Typology of Society – Class, Ideology and Culture Identity and Relations
3. Contemporary Issues in Cultural Studies
4. Cross-Cultural Communication Comparison
5. Communication Processing: Cultural Synchronization: Resistance, Success, and Failure.
6. Media, Society and Culture Connections and Conflicts.
7. Role of New Media Technology in Social and Cultural Change.
8. Globalization of Culture: New Trends, Impacts, and Challenges.
9. Emerging Trend of Digital Society: Issues, Impact, and Challenges

Recommended Texts

1. Asante, M. K., Miike, Y., and Yin, J. (2013). *The global intercultural communication* (2nd ed.). New York: Routledge.
2. Baran, S. J., & Davis, D. K. (2016). *Mass communication theory: Foundations, ferment, and future* (6th ed.). USA: Wadsworth Publishing.

Suggested Readings

1. Durham, M. G., & Kellner, D. (2015). *Media and cultural studies (keywords in cultural studies)*. Malden, MA: Willey-Blackwell.
2. Stokes, J. (2012). *How to do media and cultural studies* (2nd ed.). London: Sage.
3. Bell, D. (2014). *Cultural policy (key ideas in media & cultural studies)*. London: Routledge.



MPhil
COMMUNICATION
& MEDIA STUDIES
(PROFESSIONAL TRACK)



This course aims to equip the students in exploring the nature of communication and mass communication inquiry. It aims to familiarize them with the basic literature of communication theories in a historical context and will explain different theoretical perspectives on communication processes. It aims to build an understanding of the development of communication theories in different eras with reference to the development of communication platforms and technologies. The primary objectives of this course are to develop an understanding of several basic and advanced communication theories; introduce the systematic study and research of communication; and trace the development of theoretical inquiry in the field of communication. The course provides an understanding about different classical and contemporary communication theories. This course will equip the students with an understanding of the initial powerful model to the paradigmatic shift of new perspectives across different phases. The students will get an additional and deep insight of different theoretical perspectives by going through the academic contribution of the eminent scholars in the field.

Contents

1. Communication Theory and its Development; Paradigm and Anomalies
2. Theoretical Perspectives: Cultural Theories, Critical Theories, Normative Theories
3. Normative Theories: Classical Theories, New perspectives, Islamic Communication Concept
4. Powerful Effects Theories: The rise of media theory in the age of Propaganda
5. Powerful Effects: Magic Bullet, Lasswell's and Lipmann's theories, Mass Society Theory
6. Limited Effects Theories: Two-step Flow, Hovland experimental research, Selective Processes
7. Middle Range Theories: Informational Flow; Diffusion of Innovation; Elite Pluralism;
8. Revival of Dominant Paradigm: Media & Human Development, violence & crime, Persuasion
9. Social Learning Theory, Social Cognitive Theory, Structure & functioning of media
10. Theories of Media Effects: Agenda setting; Framing; Spiral of Silence, Cultivation analysis
11. Media System Dependency; Knowledge Gap; Media Literacy
12. Significant Scholars and their writings
13. Communication Theory in the age of social media

Recommended Texts

1. Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: Foundations, ferments, and future*. Boston: Wadsworth.
2. Bryant, J., & Thompson, S. (2013). *Fundamentals of media effects*. USA: Waveland Press.

Suggested Readings

1. McQuail, D. (2015). *Mass communication theory: An introduction* (10th ed.). Beverly Hills: Sage.
2. West, R. L., & Turner, L. H. (2007). *Communication theory. Analysis and application*. New York: McGraw-Hill.

This course is aimed at developing an understanding of the methodology appropriate to the social scientific study of human communication. The course examines the implication of a social scientific methodology as a “way of knowing” about the world. The primary emphasis of the course is on developing critical insight regarding researching the field of media and communication. The students will be able to understand and compare qualitative and quantitative methodologies and the importance of mix method approach in order to get answers to certain research questions that a single methodology and its methods cannot provide in an adequate manner. It will provide students a basic understanding of conducting academic and industry research. It provides an overview of the concepts, methods, and tools, by which communication research is designed, conducted, interpreted, and critically evaluated. It aims at developing the interest of students to explore their research education in the field of mass media and communication. The course will also provide a basic understanding of descriptive and inferential statistics. Through understanding the basic and advanced tools of Statistics, the students will be able to apply them in order to analyze the data and draw inferences.

Contents

1. Research: Definition, Types, Characteristics, Need and significance
2. Social Scientific Inquiry
3. Kinds of Social Scientific Research: Qualitative, Quantitative, Mix method
4. The need of Media and Communication Research
5. Elements (Concept, Construct, Variables and Hypothesis); Process, Need, Ethics.
6. Levels of Measurement
7. Measurement Scales
8. Validity and Reliability in Quantitative research
9. Sampling and sampling Techniques
10. Quantitative Research Methods: Survey, Content Analysis, Case Study
11. The Basics of Hypothesis, Null Hypothesis vs. Alternative Hypothesis, Hypotheses testing
12. Statistics: Descriptive and Inferential (ANOVA, T-Test, Correlation, Regression, F- Test etc.)

Recommended Texts

1. Nueman, W.L. (2010). *Social research methods: qualitative and quantitative approaches*. Boston: Pearson.
2. Boyle, M. P. (2015). *Applied communication research methods*. New York: Routledge.

Suggested Readings

1. Reinard, J.C. (2016). *Introduction to communication research* (6th ed.). New York: McGraw-Hill.
2. Hansen, A., & Machin, D. (2013). *Media and communication research methods: an introduction*. Basingstoke: Palgrave Macmillan.
3. Sarantakos, S. (2013). *Social research* (4th ed.). London: Macmillan Press.

This course is designed for a complete understanding of TV news and programming, from idea to planning and production to telecasting. It includes three stages of production, lighting techniques, camera operations and shot selection, indoor and outdoor recordings, knowledge of production staff, program promotion ideas etc. This course will help the students to visualize ideas of TV programming. The students will be able to identify and describe key terms and concepts related to various modes of production. They will also be able to develop skills necessary to effectively collaborate and communicate on TV productions including working in groups and engaging with relevant personnel. The course will build up proficiency required to create quality media productions including skills in story development, producing, editing, and audio production/post-production. It will create the ability to generate a production schedule that allows time to incorporate feedback and criticism. This would assist them to express an understanding of the factors that shape the message in a film or video for a diverse audience. Overall, the course will develop an approach to TV productions as a means of storytelling experimentation along with the understanding of professional requirements of technical and creative roles involved in the process.

Contents

1. 3 Stages of Production Process
2. Preproduction: Creating Ideas and Budgeting
3. Program Planning, Script
4. Production: Recording in Studio and Outdoor
5. Shot-Making: Selection and Composition
6. Post Production: Functions and Modes
7. Post Production: Editing Systems and Transitions
8. News Packaging
9. Set Designing: Floor Plans, Types, Positioning, Multiple Set Ideas, 3D Modelling
10. Lighting Techniques: 3 and 4 point lighting, Types of Light and lighting, Indoor and Outdoor lighting

Recommended Texts

1. Hughes, M. K. (2012). *Digital filmmaking for beginners: A practical guide to video production*. US: McGraw-Hill.
2. Owens, J. (2012). *Video production handbook* (15th ed.). USA: Focal Press.

Suggested Readings

1. Brown, B. (2018). *Motion picture and video lighting* (3rd ed.). London: Routledge.
2. Holman, T. (2010). *Sound for film and television*. London: Routledge.
3. Mitchell, L. (2009). *Production management for television*. London: Routledge.

The course covers the basics of storytelling as well as how to write vivid scene descriptions and effective dialogues. The students will learn the skill of writing for these mediums keeping in view their differences and similarities. The student will be taught the fundamentals of scriptwriting, including concept, pitch, proposal, format, techniques, analysis, organization, workflow, and presentation. It focuses attention on equipping students so they can create a project package for multiple outlets. It will enable students to conceptualize story ideas and learn and apply workflow, writing and revision processes and practice. They will also understand and apply script elements, techniques, structures, and formatting for different mediums. It will give an insight on how to give and use constructive feedback to creatively evaluate and revise writing. Specific emphasis will be placed on the importance of writing to meet deadlines and time limits for commercials, PSAs, promotions, news, documentaries and fictional materials. The student will be further able to recognize and apply commercial and news writing styles and formats, recognize communications theory relevant to the broadcast industry, understand and apply interviewing techniques for broadcast media, demonstrate an understanding of requirements of different mediums and alternative story forms along with understanding ethics.

Contents

1. Writing pitches and outlines
2. Character and plot
3. 3 act structure – beginnings, middles and endings
4. Script formatting
5. TV drama formats – Series, Serial and Soap
6. Three Act Story Structure
7. Act-I, Act-II, Act-III
8. Characterization
9. Dialogue Writing
10. What is Script?
11. Difference between Screenplay and Script

Recommended Texts

1. Hilliard, R.L. (2014). *Writing for television, radio, and new media* (11th ed.). Boston: Cengage Learning.
2. Trottier, D. (2014). *The screenwriter's bible: A complete guide to writing, formatting, and selling your script* (6th ed.). California: Silman-James Press.

Suggested Readings

1. Davis, R. (2008). *Writing dialogue for scripts: affective dialogue for film, TV, radio and stage* (3rd ed.). UK: Methuen Drama.
2. Walter, R. (2010). *Essentials of screenwriting: the art, craft, and business of film and television writing*. New York: Plume.

This course will facilitate the students to increase their competency to understand, identify, distinguish and integrate different forms of knowledge and academic disciplinary approaches, improve oral and written communication skills, explore their abilities in relation to diverse social and academic contexts, and also enable them to apply principles of ethics and respect in interaction with others. This seminar course will enable students to transform their ideas about different issues relevant to the society, with a special focus on topics under discussion in contemporary communication, into meaningful debates. The seminar course will sharpen reading, writing, and analytical skills among students.

Contents

Students will be assigned topics related to regional, national and international issues. Students will prepare detailed presentations after thorough research and will present the same in front of the class. Eminent scholars, adjunct faculty members, senior professors, and renowned journalists will be invited to deliver special lectures highlighting important national and international issues, developments and events. Students will prepare verbal, visual presentation and discuss with fellow students in the form of debates. Faculty members will also be invited to present their scholarly work and research in the field of mass communication.

This course will explore and analyze the intellectual boundaries of Public Relations and Advertising in a theoretical perspective. The course will develop and refine critical thinking among students in selecting and applying theories, principles, and techniques of public relations and advertising in different situations and in a particular context of the fields. The course introduces advanced theories and concepts in public relations and advertising and provides an opportunity to explore the trends and challenges in the fields. This course will comprise of work of Grunig and Hunt four models, social capital theory, and corporate social responsibility (CSR) theories. PR and Advertising is a persuasive industry and theories of persuasion are also part of this course. Various communication theories that support the practice of PR and advertising are also part of this course. However, the theories that support decision making i.e., problem-solving theory, contextual design and domestication is also part of this course. At the end of this course, the students will be able to demonstrate their understanding to philosophically analyze various practices of the field and can skillfully develop implications.

Contents

1. An Introduction: The integration of Public Relations, Advertising and marketing
2. Advertising theories, process models and practical implications.
3. Theories of Public Relations: Grunig and Hunt Four Models; Social Capital Theory
4. Public Relations and Corporate Social Responsibility (CSR)
5. Carroll's Pyramid of CSR and ongoing developments
6. UN's triple bottom line
7. Theories of persuasive communication with reference to advertising and public relations
8. Theories of Public Relations, Advertising and Marketing, Inoculation Theory
9. Theory of Reasoned Action (TRA), Theory of Planned Behavior (TPB); Narrative Paradigm
10. Social Judgment Theory; Elaboration Likelihood Model, Cognitive Dissonance Theory
11. Problem solving theory, Contextual Design; Domestication
12. Persuasion from Single to Multiple to Meta cognitive Processes

Recommended Texts

1. Aydin, B. O., Sahin, E. & Dughan, O. (2018). *Public relations and advertising theories: concepts and practices*. Germany: Peter Lang.
2. Belch, M. A., & Belch, G. E. (2012). *Advertising and promotion: an integrated marketing communications perspective*. Boston: McGraw-Hill.

Suggested Readings

1. Brown, W. (2010). *Public relations and the social web: how to use social media and web 2.0 in communications*. New Delhi: Kogan Page.
2. Grunig, J., E (2015). *Excellence in public relations communication management* (1st ed.). London: Routledge.

This course aims to open a new perception on the minds of students, redefining cinema as an aesthetic communication medium, which can be analyzed on many levels just like any art form. The course will highlight the invisibility of the significance of cinematic language, cultural presentation and principles of film form. The language and content of the film is significant in the creative process of film and special focus is also given in form and content, form and expectations and patterns of the audience. To understand the production process of the film, the students will also look at mise-en-scene design, composition, cinematography and its properties which will enable students to critically examine a creative piece of communication in the form of film. At the end of this course, the students will get the chance to develop a diverse sense of examining what they see and hear on the big screen. They will examine the elements of film form, indulging narrative structure, camera techniques, editing, sound, lighting, mise-en-scene, and acting. They will study how these elements come together to create film aesthetics and production meaning.

Contents

1. What Is a Movie? Ways of Looking at Movies
2. Invisibility and Cinematic Language
3. Cultural Invisibility
4. Principles of Film Form: Film Form and Content, Form and Expectations and Patterns
5. Looking at Mise en Scene Design
6. Composition
7. Cinematography: Cinematographic Properties of the Shot
8. The framing of the Shot
9. Analysis of Editing
10. Major Approaches to Editing: Continuity and Discontinuity
11. Editing Techniques
12. How a Movie is made: Pre-Production, Production, Post Production

Recommended Texts

1. Jarvie, I. (2015). *The philosophy of film: Epistemology, ontology, aesthetics* (1st ed.). London: Routledge.
2. Kul-Want, C. (2019). *Philosophers on film from Bergson to Badiou: A critical reader*. New York: Columbia University Press.

Suggested Readings

1. Herzogenrath, B. (2017). *Film as philosophy*. Minnesota: University of Minnesota Press.
2. Rawls, C., Neiva, D., & Gouveia, S. S. (2019). *Philosophy and film: Bridging divides (Routledge research in aesthetics)* (1st ed.) London: Routledge.
3. Sinnerbrink, R. (2011). *New philosophies of film: Thinking images*. London: Continuum.
4. Westfall, J. (2018). *The continental philosophy of film reader*. New York: Bloomsbury Academic.

This course will equip the students with both the theory and practice for harnessing the power of social media for marketing. It will provide an understanding of the specificities of media management and marketing communications. It will also provide an understanding of different theories of media management and marketing communications. The students will learn to implement specific tools, practices and media management strategies. The course will also analyze how to manage media organizations. The students will study multiple aspects of media management like strategic management, procurement management, production management, organizational management and marketing of media enterprises. This will enable students to understand media enterprises as strategic organized economic entities whose central work is generating and marketing of media. It will also make them understand about a generation of media as a bundle of internally and externally generated content and its transformation into a medium. Also, the course will highlight the marketing aspect of media that how contents are distributed a large number of consumers.

Contents

1. Foundations of social media platforms (Facebook, Twitter, Youtube, Google+, Snapchat)
2. Basics of content marketing (this includes blogging as well)
3. Production of online content like blogs, videos, e-books, audio messages, slides
4. Social media engagement and content categories
5. Social media optimization (SMO) techniques
6. Advanced features of the most populated (in terms of users) social media networks
7. Facebook ads, Twitter ads, LinkedIn ads, and Youtube ads
8. Social media automation and scheduling by using tools such as buffer and hootsuite
9. Social media not just for marketing, but also for content sharing, PR and customer service
10. How to sell on social media (social media e-commerce)
11. Future of social media response management and “chatbots”

Recommended Texts

1. Funk, T. (2016). *Advanced social media marketing: How to lead, launch and manage social media program*. NYC: Apress.
2. Rana, N. P., Slade, E. L., & Sahu, G. P. (2019). *Digital and social media marketing: Emerging applications and theoretical development (advances in theory and practice of emerging markets)*. NYC: Springer.

Suggested Readings

1. Hyder, S. (2016). *The zen of social media marketing: An easier way to build credibility, generate buzz, and increase revenue*. Dallas: Ben Bella Books.
2. Macarthy, A. (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.

The course is designed to familiarize the students with the process of converting film and theatre writings into the real-based project. It includes the development of advanced critical thinking necessary to create compelling productions for both mediums by placing them within a social and historical context. It will help students to develop a thorough understanding of the fundamental disciplines inherent in film making and theatre production, including producing, directing, editing, production design, and sound with an emphasis on incoherent visual and auditory communication. It will allow them to develop and refine collaboration and storytelling skills to communicate effectively and demonstrate these skills in the execution of media projects. The course will further help the students to have an awareness of, and experimentation with, the evolving nature of the film and theatre industry and how interactive storytelling, visual effects, world-building, and non-linear storytelling play a part in these important parts of performing arts. The practical aspect of the course will allow students to demonstrate advanced knowledge and critical understanding of the technological and creative processes involved in the production of film and theatre. It will also enable them to learn to work collaboratively with others, including in a high-pressure production environment.

Contents

1. Film: Introduction and Elements
2. Theatre: Introduction and Elements
3. Basics of Film Production
4. Basics of Theatre Production
5. Idea Development
6. Fundamentals of Sound
7. Lighting for Film and Theatre
8. Understanding Visual Storytelling
9. Converting one-liner (Idea) into the script
10. Story: Elements and Visual Execution
11. Production Techniques for Film
12. Production Techniques for Theatre
13. Camera: Shots, Angles and Techniques
14. Post-Production

Recommended Texts

1. Ascher, S. (2013). *The filmmaker's handbook*. New York: Plume.
2. Gillet, C., & Sheehan, J. (2016). *The production manager's toolkit: Successful production management in theatre and performing arts*. London: Routledge.

Suggested Readings

1. Honthaner, E.L. (2010). *The complete film production handbook* (4th ed.). Oxford: Elsevier.
2. Stribling, Z. (2014). *Illustrated theatre production guide* (3rd ed.). London: Routledge.

This course introduces students to communicate in a creative and innovative perspective through visual imagery and media. Students will learn the concepts, theories, aesthetics and skills of visual communication, covering visual persuasion, photography, graphic design, cultural and ethical issues, visualization of ideas, and others. Emphasis will be placed on the ability to conceive new and innovative solutions for specified communication issues. Techniques will also be introduced for accomplishing visual communication tasks with a range of media applications. The students will learn to discover, analyze and apply the concepts and theories of visual communication into practice. They will also generate a sharpened sense of aesthetics and skills in communication through visual imagery and media. This will aid students to represent their ideas based on integrating content categories, offering attributes and communication goals and audience situations. The students will have an improved understanding of information related to describing a designed offering and the various ways in which it can be represented via sign systems. They will develop the ability to create visual representations through applying basic visual communication principles in layout and typography to better organize and visually structure the information to become creative and effective communicators in the media world.

Contents

1. Visuals: History and Development
2. Visual Communication Theories
3. Image, Aesthetics and Culture
4. Visual Ethics and Regulations
5. Principles of Design and Layout: Importance and Strategy, Graphic Design
6. Color: Theory, Color in Digital World, Physical and Psychological Implications of Color
7. Typography: Basics and Rules of Use
8. Creative Typography
9. Photography & Lighting
10. Camera: Control, Shooting and Editing
11. Motion Pictures: History, Development and Implications
12. Visualization: Techniques, Strategy and Practice

Recommended Texts

1. Barnes, S. B. (2019). *An introduction to visual communication: From cave art to second life* (2nd ed.). New York: Peter Lang.
2. Josephson, S., Kelly, J., & Smith, K. (Eds.). (2020). *Handbook of visual communication: Theory, methods, and media* (2nd ed.). New York: Routledge.

Suggested Readings

1. Lester, P. M. (2014). *Visual communication: Images with messages* (6th ed.). Boston: Wadsworth/Cengage Learning.
2. McGeough, R. (2015). *The essential guide to visual communication* (3rd ed.). Boston: Bedford/St. Martin's
3. Osgood, R., & Hinshaw, M. (2014). *Visual storytelling: videography and post production in the digital age* (2nd ed.). Boston: Wadsworth Cengage Learning.

This is a practicum course that introduces students to the process of campaign development, management, and evaluation using the principles and strategies of Integrated Marketing Communication, Public Relations and Advertising. The course will help students to practically understand the importance of campaign designing for Public Relations and Advertising. It will introduce the concepts of strategic communications and help to develop the skills needed for practical campaign designing in a variety of settings by understanding the elements of a strategic communication campaign through direct experience as a practitioner. This will result in a better understanding that how organizations use communication campaigns to achieve goals. By hands-on training and practical work, the students will be able to identify and comprehend the role of planning, research, and evaluation in communication campaigns. Working in teams, they will develop a robust, strategic, measurable, and actionable strategic communication plan and later, will execute it. They will also be able to analyze communication problems, publics, and stakeholders which are integral to any campaign. Similarly, regulatory, legal and ethical considerations will also be undertaken while designing PR and advertising campaigns.

Contents

1. Advertising, Public Relations and Marketing and campaign development.
2. Defining PR and PR Management by Objectives (MBOs)
3. Client Orientation, Ethical Issues Content: Mission, Situation Analysis, Problem Statement
4. MBO Handout, Setting Goals and Objectives, Developing Strategies and Tactics
5. Formative vs. Summative Research: Making Informed Decisions
6. Elements of Campaign Design: Practical Applications of Theory
7. Campaign Planning
8. Campaign Plan Presentation, Execution of Campaign, Formative Research
9. Development of theme, copywriting: Creative aspects of a campaign
10. Campaign Implementation, Designing of Campaign: Layout, Design, thumbnail and dummy
11. Campaign Evaluation, Final campaign review
12. Report writing on campaigns, Review on campaign report
13. Exhibition of final campaigns

Recommended Texts

1. Aaker, D. A., & Biel, A. (2014). *Brand equity & advertising: advertising's role in building strong brands*. London: Psychology Press.
2. De Mooij, M. (2017). *Global marketing and advertising: Understanding cultural paradoxes* (5th ed.). London: Sage.

Suggested Readings

1. Heymann-Reader, D. (2016). *Social media marketing*. Berlin: Addison-Wesley Verlag.
2. Moriarty, S., Mitchell, N. D., Wells, W. D., Crawford, R., Brennan, L., & Spence-Stone, R. (2016). *Advertising: principles and practice*. Canberra: Pearson.

This course will explore the development of digital media and its impact on public relations, advertising and their audience. The students will be able to analyze the use of digital media in brand building, integrated marketing communications, direct response and database marketing, and sales promotions. It will include various aspects of strategic planning and communication aspects of different digital media platforms. The students will learn principles such as user experience, content organization, navigation development, and interface design necessary to develop persuasive messages and materials for effective public relations and advertising. The course will immerse students in the world of interactive media and user-centered design focusing on digital branding and strategy with an extreme focus on how marketers leverage digital media for communicating their messages. This will help them to understand the synergy that exists between creative, marketing channels, offers, operations and analytics. It will enable students to develop theoretical foundations necessary for the creation of highly strategic campaigns that leverage the unique strengths of each digital media type, including emerging platforms. It will also cover dimensions such as content production, campaign design, creativity, project management, business understanding and effective team working, entrepreneurial approaches and leadership ability in different digital media platforms.

Contents

1. Introduction to Cyber World and Social Media/Social Media Marketing
2. Social Media Integration and Assessment
3. Introduction to Twitter
4. Twitter Strategies for Effective Marketing
5. Advance Twitter Marketing Strategies
6. Introduction to Facebook
7. Facebook Marketing
8. Facebook Advertising
9. Google Plus: Basics & Statistics
10. Google Plus Marketing

Recommended Texts

1. Young, M. (2018). *Ogilvy on advertising in the digital age*. Washington: Bloomsbury.
2. Scott, D. M. (2019). *The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and news jacking to reach buyers directly* (7th ed.). New Jersey: Wiley.

Suggested Readings

1. Rees, S. (2019). *Public relations, branding and authenticity: Brand communications in the digital age* (1st ed.). London: Routledge.
2. Aaker, D. A., & Biel, A. (2013). *Brand equity & advertising: Advertising's role in building strong brands*. Abingdon: Taylor & Francis.

The course seeks to apprise the students about the professional codes of ethics and the way they are being practiced by the media professionals, nationally and internationally. The course develops a sense of norms, values and responsibility in future professionals. It will develop an understanding regarding government-media relationship and press freedom. The course will help students to comprehend media ethics as a term that guides the media practitioners to perform their duties according to the need of social responsibility and the moral standards set by society as a result of constant development through decades and centuries. They will also learn how media ethics develop a soft relationship among the government, media practitioners and media users. It will also make them understand how media practitioners use ethical practices to avoid the strict control of media regulations, ordinances and acts while performing their professional duties. The course will enable students to develop an insight of the contemporary problems and issues of the emerging media technologies which demands an understanding of the ethical practices to meet the requirements of changing media scenarios.

Contents

1. Ethics: Approaches and sources
2. History and branches of Ethics
3. Media Ethics and privacy issues
4. Universal declaration of human rights
5. Society of Professional Journalist's code of ethics
6. Code of Ethics in US, UK & India: A comparison
7. Code of Ethics of Press Council of Pakistan
8. Code of Ethics of PFUJ, CPNE & APNS
9. Different ethical issues in Pakistani media: Plagiarism, Impartiality, Social Responsibility
10. Copyright Ordinance, 1962
11. Intellectual Property Organization of Pakistan Ordinance, 2006
12. Media economics and ethics
13. Social, economic, media owners, government or adversaries pressures and individual values
14. Cyberspace and Social Media: New ethics
15. Critical analysis of current ethical practices in national and international media

Recommended Texts

1. Patterson, P., Wilkins, L., & Painter, C. (2018). *Media ethics. Issues and cases* (9th ed.). Maryland: Rowman & Littlefield.
2. Babcock, W., & Freivogel, W. (2015). *The Sage guide to key issues in media laws and ethics*. California: Sage.

Suggested Readings

1. Little, J. (2013). *Journalism ethics and laws: Stories of media practice*. Victoria: Oxford University Press.
2. Ess, C. (2014). *Digital media ethics*. Cambridge: Polity Press.

The course in Advanced Development Communication will orient students to various dimensions of development and communication for social change. The course will provide strong theoretical foundations and experiential learning to meet the existing market demands for trained professionals in participatory development communication processes and program management. The courses will also offer focus on contemporary development concerns, advocacy and communication for sustainable social change. The other important areas of study are behavior change communication, training and capacity building, media monitoring, audience segmentation and responses, new media technologies and monitoring and evaluation of national flagship programs. The course will enhance the capacity of the students in participatory methodologies and innovative communication techniques. The course will also emphasize on theoretical foundations for students so that they can take up positions in development agencies, media houses, corporate sectors engaged in social responsibility initiatives, market research organizations, teaching and administrative positions in educational institutions. The course will encourage students to work as independent consultants and social entrepreneurs in the development sector. At this level students will have exposure to different development perspectives as they will go through papers written by different scholars regarding development goals; especially concerning the role of media in the development sector.

Contents

1. Concept of Advance Development Communication
2. Theories of Development Communication
3. Media's Role in the Third World Countries Development
4. Three Paradigms of Development Communication
5. Mass Communication and Social Change
6. Dimensions of Development Communication
7. Media Technology in Development Communication
8. Designing of Communication Campaigns on Various Developmental Issues
9. Development Communication as Marketing
10. International Development Communication: Collective Progress in New Era

Recommended Texts

1. Heeks, R. (2017). *Information and communication technology for development* (1st ed.).UK, Abingdon: Routledge.
2. Melkote, S. (2015). *Communication for development: Theory and practice for empowerment and social justice* (3rded.). London: Sage.

Suggested Readings

1. Scott, M. (2014). *Media and development (development matters)*. London: Zed Books.
2. McPhail, T. L. (2010). *Development communication: Reframing the role of the media* (2nd ed.). New Jersey: Wiley-Blackwell.
3. Rice, R. E., & Atkin, C. K. (2012). *Public communication campaign* (4th ed.). Korea: Communication Books.

This course takes an in-depth look at the relationship between media and human behavior and examines how people and organizations capitalize on social media, and these people-to-people interactions, to support their communication efforts. Students will get hands-on experience in creating comprehensive social media strategies for their ideas and brands. This course will help to understand the theoretical basis of digital and social media. This course will enable media students to undertake a substantial project led by their own passions and interests. The course will help students to improve their practical skills, to develop a deep understanding of the theories and frameworks that underpin and shape networked communications, and to enjoy the space to reflect critically on current and past practice. The rise of the Internet and social media change work, leadership, persuasive and strategic communication and these areas will be explored, evaluated, and critiqued.

Contents

1. Theoretical understanding of social and digital media
2. Internet media and globalization: concepts and theories
3. Technology and culture: debates
4. Researching social networking sites (SNSs), regulation, gatekeeping and ethics-case studies
5. Corporate online promotional strategies: advertising and marketing
6. Public communication campaigns and global humanitarianism
7. Multiplatform journalism, transnational citizen journalism, grassroots activism and change
8. Dealing with Social Media, Building a WordPress powered website
9. Introduction to Search Engine Optimization (SEO), Creating a blog
10. Learning the language of twitter, Guide to Facebook, Guide to Youtube
11. Introduction to Google +, Google Analytics
12. LinkedIn, Email Marketing: creating an email list
13. Storification, how to bring traffic to your stories, Building your online brand
14. Ethics of social media
15. Social media conglomerates
16. Media and cultural theory
17. The history and philosophy of media technology
18. New media
19. Contemporary digital media developments in the UK, USA and China
20. Global media and journalism

Recommended Texts

1. Adornato, A. (2017). *Mobile and social media journalism: a practical guide*. Washington: CQ Press.
2. Carroll, B. (2017). *Writing and editing for digital media* (3rd ed.). London: Routledge.

Suggested Readings

1. Singer, P.W., & Brooking, E. (2018). *Like war: the weaponization of social media*. New York: Eamon Dolan/Houghton Mifflin Harcourt.

2. Burgess, J., Marwick, A. & Poell, T. (2018). *The Sage handbook of social media* (1st ed.). California: Sage.
3. Lindgren, S. (2017). *Digital media and society*. California: Sage.

The Final Project will consist of two parts: media production/s and written work. Media production/s will be in the form of documentary/short film/news bulletin and TVCs. The project write-up will be of (3000) three thousand to (5000) five thousand words approximately.

Students can complete their final project in one of the following areas:

Documentary or Short Film

The minimum and maximum duration of TV documentary will be 5 to 10 minutes whereas, for a short film it will be from 3 to 5 minutes. It can be made on any relevant social and cultural topic.

The project write-up will include background research for media production and production details including script, screenplay, shooting and theoretical details relevant to the genre selected for production.

Advertising Project

The advertising project will consist of the production of TVCs. The duration of TVCs should be under 120 seconds for each TVC.

The project write-up will include advertising research, promotional campaign including various tools of IMC and theoretical details relevant to the project.

Public Relations Project

The PR project will consist of designing a PR campaign in the form of Public Service Message or campaign on social issues or corporate matters.

The project write-up will include research, various tools of Public Relations used in the campaign and theoretical details relevant to the project.

Digital Media

This project will be consisting of the development of digital media app, websites, web TV or animation that will be viable for the market or Public service activity. Proper research will be conducted for assessment and then the project will be planned, designed and executed.

The project write-up will include background research, assessment, planning, production, and execution details.

Development Support Communication

The Development Support Communication project will be consisting of a public awareness campaign that will cover any social issues.

The project write-up will include details about research, planning, execution and evaluation of the campaign.