

**CURRICULUM FOR TWO-YEAR ASSOCIATE
DEGREE / BS (4-YEAR) IN JOURNALISM & MASS
COMMUNICATION
(HEC UNDERGRADUATE POLICY-2023)**



**Department of Journalism and Mass Communication
University of Malakand**

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DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Subject: Minutes of the Meeting of 3rd Board of Study Department of Journalism & Mass Communication.

Dear Sir,

The meeting of the 3rd Board of Study of JMC was held in Media Cell of the department of Journalism & Mass Communication University of Malakand at 10:00 am on September 25, 2023. The meeting commenced with recitation of a few verses from the Holy Quran by Dr Sajjad Ali Assistant Professor at the Department of Journalism and Mass communication. The Dean Faculty of Social Sciences, Prof. Dr. Arab Naz, chaired the meeting and welcomed all the members. The following attended the meeting:

	Status
Prof. Dr. Arab Naz, Dean of Social Sciences University of Malakand	Convener/Ex-Officio
Prof. Dr.Khalid Sultan, Chairman Department of Mass Communication NUML, University Islamabad	Member (online)
Mr. Jan Muhammad Assistant Professor Department of Journalism & Mass Communication, University of Malakand	Member/HOD
Dr. Sajjad Ali Assistant Professor Department of Journalism & Mass Communication, University of Malakand	Member
Dr. Imtiaz Ahmad Assistant Professor Department of Journalism & Mass Communication, University of Malakand	Member
Mr. Fida Ullah Lecturer Department of Journalism & Mass Communication, University of Malakand	Member
Mr. Wazir Akbar Associate Professor in Political Science, GPGC Timergara, Dir Lower	Member (online)
Mr. Imran Khan, Assistant Professor of English, GDC Badraga Malakand	Member
Mr. Shakirullah Lecturer JMC UOM	

Agenda item: ASSOCIATE DEGREE/BS (4-YEAR/) SCHEME OF STUDIES IN JMC UNDER HEC UG-POLICY 2023:

The Dean concerned after welcoming remarks allowed Dr. Sajjad Ali, Assistant Professor, department of Journalism & Mass Communication, university of Malakand to present the scheme of studies. The board therefore discussed all the amended/new courses according to the HEC undergraduate policy 2023 and recommended the same with elaborating mechanism for internship and capstone project in the details for consideration of the BOF.

The meeting ended with a vote of thanks to and from the chair.

Dean Faculty of Social Sciences/Chairperson

INTRODUCTION

Journalism and Mass Communication has been considered the voice of voiceless. The Department of Journalism and Mass Communication was Established in 2011. The main purpose of the establishment of the Department of Journalism & Mass Communication was to provide platform to the young locals where they can prepare themselves to play their part in the Development.

It fills the gap arisen in the absence of communication between the Stakeholders. Living in this age of information and global village no one can deny the importance of media. There has been enormous upsurge in media sector in Pakistan in the previous decade. The significant point is that the growth has been in the private sector. Everything happened so rapidly that adequate number of trained persons was not ready to operate these facilities professionally.

The area where the Malakand University is located has immense economic potential. It is full of resources which need to be harnessed.

The purpose of establishing a full-fledged department is to provide an opportunity to the local youth to prepare them to join in the efforts to raise the level of awareness of the common man in the area.

PROGRAM OBJECTIVES

Due to the changing environment in Journalism & mass media, in which the boundaries of each traditional medium such as newspaper, radio and television have been integrated online, this program will prepare students to enter the field of new media in the new globalized world.

The program objective to produce graduates with the necessary and advanced knowledge in communication, preparing them to be the leaders in mass communication with morality, creativity, insightful attitudes and other necessary related skills, particularly, English language skills. Focusing on concepts, theories and professional practices in digital lab and studio, students are taught to think and analyze issues critically, and gain a comprehensive understanding in their field. The goal is for graduates to apply their knowledge and contribute to helping develop society in a positive way.

Program Outcomes

- To produce scholar graduates with strong academic knowledge and professional skills so they are prepared to join a media related profession.
- To produce graduates who will contribute positively to society.
- To produce graduates to be leaders of the society with a sense of high morality, advanced skills and insightful attitudes.
- To produce graduates to be leaders in mass communication and social development

Eligibility Criteria:

F.A / F.Sc or equivalent with Minimum 45% Marks

Course Structure:

HEC Undergraduate Policy 2023

General Requirements of the Undergraduate Degree in Journalism & Mass Communication

- General Education Courses 30 Credit hours
- Major Courses 72 Credit hours (Min)
- Interdisciplinary/Allied Courses 12 Credit hours (Min)
- Field Experience/ Internship 03 Credit hours
- Capstone Project/Thesis 03 Credit hours

The total number of subjects (courses) taught are 46 with 2 to 3 credit hours for each subject. As per HEC standardized format/ Scheme of studies, following 5 categories of courses are offered:

	Categories of Courses	No of Courses/ Credit Hours
1	General Education Courses	12 courses/ 30 Credit Hours.
2	Major Courses	28 courses/ 84 Credit Hours.
3	Interdisciplinary Courses	4 courses/ 12 Credit Hours.
4	Internship/Field Experience	1 courses/ 03 Credit Hours.
5	Capstone Project/Thesis	1 courses/ 03 Credit Hours
	Total	46 courses/132 Credit Hours

STRUCTURE

S.NO	Categories	No. of Courses	Credit Hours	Percentage
		Min-Max	Min-Max	
1	General Course	12	30	26.08
2	Major courses	28	84	60.86
3	Interdisciplinary Courses	4	12	8.69
4	Internship/Field experience	1	3	2.17
5	Capstone Project /Thesis	1	3	2.17
	Total	46	132	100

- Total numbers of credit hours 132
- Duration 4-year
- Semester duration 16-18 weeks
- Semesters 8
- Course load per semester 15-18 Credit Hours.
- Number of course per semester 5-7

LAYOUTS FOR ASSOCIATE DEGREE/ BS (4-YEAR) JOURNALISM AND MASS COMMUNICATION

General Courses		Interdisciplinary Courses		Major Courses	
12 courses		4 courses		24 courses	
30 Credit hours		12 Cr. Hours		72 Credit hours	
Subject	Cr. hr	Subject	Cr. hr	Subject	Cr.hr
ISL 112 Islamic Studies/ Ethics	2 3	JMC 113 Development Support Communication	3	JMC 111 Introduction to Mass Communication	3
Eng 101 Functional English	2	JMC 123 Media Management	3 3	JMC 481 Mass Media and Society	3 3
PSY 113 Introduction to Psychology	3	JMC 233 International Communication	3	JMC 112 Fundamentals of News Reporting	3
Eng 102 Introduction to Expository Writing	2	JMC 473 Environmental Journalism	3	JMC 122 Basics of Digital Media	3
ISL 113 Seerah and Its Contemporary Implication	3 3 2	JMC 124 Digital media Marketing and Management	3	JMC 242 Theories of Mass Communication	3
QR 101 Quantitative-I (Mathematics)	2	JMC 114 Development Journalism and Campaign Designing	3	JMC 356 Opinion Writing	3
QR 102 Quantitative-II (Statistics)	3			JMC 355 Media Ethics and Laws	3 3
PSC 111 Ideology and constitution of Pakistan	2			JMC 243 Introduction to Photojournalism	3
MGT 215 Entrepreneurship	2			JMC 241 Fundamentals of Advertising	3
CS 110 Introduction to Information and Communication Technologies (ICT)	3			JMC 231 Public Relations Principles	3
SOC 319 Population dynamics of Pakistan				JMC 353 Approaches to Mass Communication	3
GEOL 101 Introduction to Geology				JMC 471 Basics of Social Science Research	3
GS 117 General Sciences				JMC 483 Research Methods in Mass Communication	3
				JMC 363 Peace & Conflict Journalism	3
				JMC 121 Principles of Journalism	3
				JMC 232 Fundamentals of Podcasting	3
				JMC 473 Environmental Journalism	
				JMC 123 Media Management	
	30		12		

Major courses		Major Compulsory	
24 courses		2 Course	
72 Credit hours		6 Credit hours	
Subject	Cr.hr	Subject	Cr.hr
JMC 352 TV Production	3	JMC 500 Capstone/Research Project	3

Semester	Course Code	Subject Name	Credit Hours	Marks
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JMC 361 Radio Production	3	JMC 365 Internship/Field work	3		
JMC 351 Online Journalism	3				
JMC 362 Introduction to Film & Theatre	3				
JMC 233 International communication	3				
JMC 472 Intercultural communication	3				
JMC 484 Community Radio and Magazine Journalism	3				
JMC 475 Documentary Production	3				
JMC 364 Data Journalism	3				
JMC 476 Media and Politics	3				
JMC 354 Subediting and Page Designing	3				
JMC 486 Visual communication	3				
JMC 487 Advance broadcasting	3				
JMC 488 Drama and Film Effects	3				
JMC 489 Social Media strategy & Marketing	3				
JMC 490 Rural Journalism	3				
JMC 491 Digital Film Making	3				
JMC 492 Mass Media in Pakistan	3				
JMC 357- Artificial Intelligence Journalism	3				
	72				06

First Semester					
1	Major	JMC 111	Introduction to Mass Communication	3	100
2	Major	JMC 112	Fundamentals of News Reporting	3	100
3	Gen-Ed	ISL 112/ ETH 118	Islamic Studies/Ethics (for non-Muslims)	2	50
4	Gen-Ed	ENG 101	Functional English	3	100
5	Gen-Ed	PSY 113	Introduction to Psychology	2	50
6	Inter-Disp	JMC 113	Development Support Communication	3	100
			Teaching of Holy Quraan with Translation	Non-Credit	
				16	500
Second Semester					
1	Major	JMC 121	Principles of Journalism	3	100
2	Major	JMC 122	Basics of Digital Media	3	100
3	Gen-Ed	ENG 102	Introduction to Expository Writing	3	100
4	Inter-Disp	JMC 123	Media Management	3	100
5	Gen-Ed	ISL 113	Seerah and Its Contemporary Implication/Any course from Arts & Humanities shall be opted to non-Muslims	2	50
6	Gen-Ed	QR 101	Quantitative Reasoning-I (Mathematics)	3	100
			Teaching of Holy Quraan with Translation	Non-Credit	
				17	550
Third Semester					
1	Major	JMC 231	Public Relations Principles	3	100
2	Major	JMC 232	Fundamentals of Podcasting	3	100
3	Gen-Ed	PSC 111	Ideology and constitution of Pakistan	2	50
4	Inter-Disp	JMC 233	International Communication	3	100
5	Gen-Ed	MGT 215	Entrepreneurship	2	50
6	Gen-Ed	QR 102	Quantitative Reasoning-II (Statistics)	3	100
			Teaching of Holy Quraan with Translation	Non-Credit	
				16	500
Fourth Semester					
1	Major	JMC 241	Fundamentals of Advertising	3	100
2	Major	JMC 242	Theories of Mass Communication	3	100
3	Gen-Ed	CS 110	Introduction to Information and Communication Technologies	3 (2+1)	100
4	Major	JMC 243	Introduction to Photojournalism	3	100
5	Gen-Ed	GS 117	Natural Science/General Science	3 (2+1)	100
6	Ged-Ed	SOC-319	Population Dynamics of Pakistan	2	50
			Teaching of Holy Quraan with Translation	Non-Credit	
				17	550
Sixth Semester					
1	Major	JMC 357	Artificial intelligence Journalism	3	100
2	Major	JMC 352	TV Production	3	100
3	Major	JMC 353	Approaches to Mass Communication Theories	3	100
4	Major	JMC 354	Subediting & Page Designing	3	100

5	Major	JMC 355	Media Ethics and Laws	3	100
6	Major	JMC 356	Opinion Writing	3	100
			Teaching of Holy Quraan with Translation		Non-Credit
				18	600
Sixth Semester					
1	Major	JMC 361	Radio Production	3	100
2	Major	JMC 362	Introduction to Film & Theatre	3	100
3	Major	JMC 363	Introduction to Peace & Conflict Journalism	3	100
4	Major	JMC 365	Data Journalism	3	100
5	Major	JMC 356	Internship/Field work	3	100
			Teaching of Holy Quraan with Translation		Non-Credit
				15	500
Seventh Semester					
1	Major	JMC 471	Basics of Social Science Research	3	100
2	Major	JMC 472	Intercultural Communication	3	100
3	Inter-Dis	JMC 473	Environmental Journalism	3	100
4	Major	JMC 474	Sport & Health Journalism	3	100
5	Major	JMC 475	Documentary Production	3	100
6	Major	JMC 476	Media & Politics	3	100
			Teaching of Holy Quraan with Translation		Non-Credit
				18	600
Eight Semester					
1	Major	JMC 481	Mass Media and Society	3	100
2	Major	JMC 482	Strategic Communication	3	100
3	Major	JMC 483	Research Methods in Mass Communication	3	100
4	Major	JMC 484	Community Radio & Magazine Journalism	3	100
5	Major	JMC 500	Capstone Project/Thesis	3	100
			Teaching of Holy Quraan with Translation		Non-Credit
				15	500
			SUB TOTAL	132	4300

Note:

Courses included in the General Education Category are designed by the respective departments including their course codes, credit hours and titles (reflected in the scheme of studies). All such courses approved by the Syndicate are available on the university website. For any query the office of the Registrar Academics may be approached for clarification/guidance.

Semester-1

JMC 111

Introduction to Mass Communication

CH:03

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

Objectives:

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

Outcomes:

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

Course Contents

Introduction and History of Communication and Mass Communication: Definition, nature and scope of mass communication; Significance of communication and mass communication;

History of communication, mass communication

Kinds and Functions of Communication: Types of communication, forms and levels of mass communication

Functions of communication & mass communication

Process of communication & mass communication; components and elements of communication

Encoding, decoding process and mechanism in communication and mass communication

Feedback, Forms and Types of feedback, flow of feedback, criteria for effective feedback,

Characteristics of feedback and Essential of effective communication

Audience of Mass Communication: Audience, Types of audience

Media of Mass Communication: Print & electronic media audience and characteristics

Folk and online media audience and characteristics

Communication Noise: Barriers of communication, types and levels of barriers of communication,

Communication models; types of communication models, News diffusion: The J-curve models, Lasswell model,

Shannon & Weaver model, De Fleur's model, Osgood & Schramm model, Dance's Helical model, The Hub Model, Katz & Lazarsfeld's two-step flow model

Media of mass communication, print, radio, television, online media, folk media, static media, film,

Communication technologies introduction, satellite, cable TV,, effects of information technologies

Recommended Books

- Dennis, Defleur (2000). Understanding Mass Communication. Boston: Houghton Mufflin Co.
- Introduction to Mass Communication, Whatmore,Edward J. (1995).California: Wadsworth Publishing
- Briggs, Asa, and Peter Burke. A Social History of the Media: From Gutenberg to the Internet, 2001.
- Campbell, Richard, Bettina G. Fabos, and Christopher R. Martin. (2007) Media and Culture: An Introduction to Mass Communication,
- Dunwoody, Sharon, Lee B. Becker, Douglas M. McLeod, and Gerald M. Kosicki. (2005) The Evolution of Key Mass Communication Concepts,

JMC112

Fundamentals of News Reporting

CH:03

The course would enable the students how to identify a possible news story, from where to gather information and how to put the collected information into a formal news story format. The course is also intended to apprise the students of (a) The significance of 'news' as a basic component of newspaper, (b)

The role of a reporter with reference to his/her professional qualities, duties, achievements, failures, skills and working conditions.

Objectives:

- Understand the basics of News reporting
- Able to understand reporting beats
- Capable of writing of different kinds of stories
- Learn News gathering techniques

Outcomes:

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

Course Contents:

Introduction and Background of News; Definition, Elements, Values, concepts of 5Ws and 1H, sources.

Structure of News Stories: Different structures of news, types of intro, body and paragraphing.

Basics of Writing; attribution, plagiarism, Opinion vs. facts, Language, Grammar

Principles of clear writing and news writing techniques

Importance of timing

Organizational News Methods: Introduction to Press Release, Press Note, Handout, Press conference, press Communique, Press Briefing

Beat Reporting; Introduction to beat reporting, health, culture, Crime & Accidents/Disasters, political, business and commerce, entertainment/showbiz, sports, Courts, Parliament, Obituary etc.

Difference among media news; Difference between print and Radio, TV and Online news

News Coverage; Introduction to Interviews, seminar, political gatherings

Elements of online News reports

Practical; Writing at least 10-15 news stories of different beats

Recommended Books

- Chakravarty, Suhas (2006). *News Reporting and Editing: An Overview*. New Delhi: Kanishka Publishers.
- Clarence, Hach (2002). *Scholastic Journalism*. Iowa: Iowa State University Press.
- Graber, Doris A. (1988). *Processing The News*. New York, London: Longman Publications.
- Harris, Geogrey And Spark, David (1997). *Practical Newspaper Reporting*. Oxford: Oxford Focal Press.
- Itule, Bruce (2003). *News Writing And Reporting For Today Media (6th Ed:)* Boston: Mc-Graw Hill.

JMC113

Development Support Communication

CH:03|

This course provides an overview of the important phenomenon of Development Communication. In general, the course will interpret and analyze the role of mass media in highlighting social development in the society. The purpose of this course is to provide the concept of development support communication, its beginning, features and emerging trends. Communication for development support is a new academic and professional for addressing human concerns in development, such as local participation, integration and capacity building in society.

Objectives

- To understand the basic concepts of development, development communication, Development Journalism and development support communication.
- To understand the Models of development communication, Development support communication and social change,
- To understand the Treatment of content, Role and advocacy of development communication, Tools/agents of Development support communication, and planning a Development support communication campaign.

- This course identifies how Advertising, Television, Radio, Newspaper, Magazines and Public Relations effects ethnicity/culture and alternative life styles of rural populations and developing Nations. It examines attitudes, trends and perceptions which help shape mass communication message.

Outcomes

- Understand theoretical and practical aspects of development communication.
- Knowledgeable about various paradigms and dimensions of the subject and their interrelations with mass communication theory

Course Contents

The Dominant Paradigm of development, The industrial revolutions, Economics growth, Internal Constraints to development, Criticism of development paradigm.

Alternative Pathway of development, Historical perspectives of the AMD, Common factors of the AMD, Communication Approaches in the development process, Comparison b/w development Paradigm & AMD Human development Index, Concept of developed, developing and under developed world, Creative destruction: Cultural Imperialism and New Information World Order.

Concept of DSC, Evolution, Need and Importance, Factors for successful DSC and Problems for development communicator.

Development support communication and social change, concept and level of change, sources of change, Role of opinion leader, Communication Channels, Factors influencing Change. Obstacles to change, Reducing resistance to change.

Role of Advocacy and Social Mobilization in DSC, Concept of Advocacy and its use in DSC, Social mobilization and its multiple levels, Community participation, Difficulties in implementing Community participation.

Concept of diffusion and innovation, its stages, Categories of adopters/ consumers, characteristics of diffusion, Consequences of diffusion of innovation.

Planning of a DSC Campaign, Concept of DSC Campaign, and Advantages of DSCC, Creating the plan, stages and techniques of the campaign, Media selection and slogans. Campaign planning and discussion of Final projects. Media/Agents/Tools for DSC, Folk art, Folk Heroes, Folk Festivals, Traditional media, Cultural Perspective of Folk lore. Using Print Media for DSC. News material for Print Media, developing

Media for DSC; The press releases, Wallpapers, Newsletters, Folders, Leaflets, Pamphlets, and Posters. Using electronic Media for DSC, TV and Production of Broadcast material, TV Audience & their demands, Concept of early window. Radio as an effective development medium. **Strategies for evaluating DSC Campaign,** Concept of Evaluation, Evaluation in DSC Campaign, types, steps and criteria for campaign evaluation, conducting evaluation and evaluation designs.

Prospects and Challenges of DSC in Pakistan: Financial Problems, Lack of education and Training, Government control over media, Political Problems and administrative Problems. Presentations and Campaign evaluation

Note: Exposure visit is mandatory in this subject to different advertising agencies to Islamabad, Peshawar and Lahore.

Recommended Books:

- Chen, Peter (2002), "Visual Communication Material for Rural Audiences: Re-orienting Artists and Copy write", Development communication report.
- Chaffee, Steven. H. (1996). "Mass Communication uses and effects, McGraw-Hill", New York.
- Iowa State University Press.
- O. Dreyer (1996) "Cultural Changes in Developing Countries".

JMC121

Principles of Journalism

CH:03

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

Objectives

- To produce competent professionals who demonstrate a thorough knowledge of the theory and practice of journalism and communications.
- To enrich the understanding and discussion of journalism and the media by inquiring into, and forging linkages with, related disciplines.
- To contribute to the media's understanding of their role in our culture.

Outcomes

- To serve as a resource and open forum for the profession.
- Students will develop accurate and fair news stories across a variety of journalistic media.
- Students will exercise judgment in selecting technology appropriate to the message and audience, and understand the implications of those choices.
- Develop the speaking, listening, reading, writing, viewing, and representing skills needed to create various print publications and broadcast productions.
- Exposure to real-world situations that instruct and demonstrate application of classroom lessons

Course contents

What is Journalism, description and feature of Journalism

Origin of Journalism with special reference of Pakistan

Media Conglomerates and globalization prose and cause

Growth of media in decade of 2002

Journalism in modern era, technologies and their impact on journalism practice in Pakistan

Journalism around the world:, Media Imperialism, Information flow from West to the rest?

Journalism: Careers & Challenges,

Mainstream media, regional & local media, circulation, target audience

Structure of news organization, Newspapers' structure; editorial & non-editorial staff, duties and responsibilities

TV channels' structure, Journalistic & non-journalistic staff, production & technical staff, duties and responsibilities

How Newsroom operates, News editor, sub-editor and their duties, responsibilities

Journalism versus PR, News versus advertisement/publicity

Functions of a print news operation

Functions of a broadcast news operations

Beat reporting, statement reporting: Press release, handout etc

Opinion, advocacy and activism in media

Recommended Books

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

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

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

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

JMC122

Basics of Digital Media

CH:03

This course is designed to deal with the journalistic trends of the internet and social media. Students will be taught skills incorporating traditional journalism with online tools to tell better stories. Course deals with the development of blogs, use social media and journalistic practice followed at microblogging networks with focus on ethics and codes for publishing online. As a part of journalism for web and its process this course will provide students the techniques of news writing and content creation for News

Websites, Blogs and Microblogging networks. This will help students set up their own blogs and websites. Further it will allow students to separate real and fake news on internet and social media.

Objectives:

- To make students understand the dynamics of social media as an effective tool of news and views.
- To enable students to produce right messages at the right time for the right audience and on the right social media platforms
- To be able to understand the evolution of social media platforms

Learning Outcomes:

- After the completion of this course the students would be able to engage social media users with content that they are looking for and to produce that content as well.
- They would also be able to execute actionable social media strategies for different organizations/businesses and brands.
- They would have developed command over social media management and social media advertising tools.
- They would be able to do audience research through social media.

Course Outlines:

Introduction to Digital Journalism

Working of Digital Newsrooms

News and Feature writing for digital newsrooms

Content Management systems of digital media-word press and other platforms

Digital News rooms tools (Understanding and web analytics- Google analytics, chart beat

Search Engine Optimization (SEO) and engagement to enhance reach of news on digital platforms.

Foundations and importance of social media platforms (Facebook, Twitter, LinkedIn, Instagram,

Pinterest, YouTube, Google+, SnapChat).

Usage of Social Media to find and spread the News

Photo and Video Editing

Blogs writing and editing

Data Journalism

Mobile Journalism

Understanding news website design and its basic coding

Programming for digital and live shows

Recommended Books:

- Macarthy, Andrew. (2017). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More. New York: Create Space Independent Publishing Platform.
- Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.

JMC123

Media Management

CH:03

In-depth study of topics in media management, including managing media enterprises and units, business practices, content marketing and distribution, and technologies such as content and media asset management systems, as well as distribution and delivery networks. Students learn analytical techniques necessary to weigh business strategies and technology choices in bringing a variety of types of media content products to market.

Course Objectives:

- Media Management course is designed to provide students with detailed insight into the structures, management, processes, economics of and controversies surrounding the electronic media industries in Pakistan and overseas.
- Be competent to situate and explain media in complex and varying environmental conditions, i.e. in historical, social, cultural and economic terms
- Manage essential practices and processes of media content production

Learning Outcomes:

Students after this course will:

- Develop analytical and problem-solving skills
- Demonstrate a sound knowledge of respective and integrated attributes of media
- Be able to participate and lead teams
- Think critically to develop fresh insight and build knowledge
- Respect the crucial importance of professional media ethics in the face of many and often significant pressures to engage in questionable practices

Contents:

Concept of Media Management; type, structure and characteristics of management and organizations.

Types, Functions and Skills of Managers

Group and Inter Group Communication

Intra and Inter Organization Communication Horizontal and Diagonal Communication

Organizational Conflict Management

Organization of Mass Media in Pakistan: Private ownership vs. Public ownership. Personal Administration

Types of Media Personnel: Executive, Editorial, Production, Circulation and Advertising Personnel.

Financial Administration of the Media

Management and Media Regulatory Laws Management and Media Conglomerates

Management and Marketing of Media Products

Recommended Books:

- Weilrich and Koontz (2006) Management: A Global Perspective John Lavaine (2008) Managing Media Organizations
- Fink , Conard C. (2001). Strategic Newspaper Management
- Rucker and Williams (2009) Newspaper Organization and Management Hervert L. William (2006) Newspaper Organization and Management
- Frank, Rucker (2009). Newspaper Circulation

Semester-3

JMC231

Public Relations Principles

CH:03

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

Contents

General orientation and introduction to the course

What is PR?

- Definition
- Nature and scope of PR

Role of PR:

- Formation of public opinion
- Attitude formation

PR process:

Research

Planning

PR at work

Job description of PRO:

- Duties
- Qualification

Building PR campaign:

- Planning
- Research
- Execution

The concept of two-way communication in PR

- Consumer/client's rights
- Consumers' feedback

Professionalism in PR

Ethics in PR

Various PR departments:

- PR in Govt. departments
- In autonomous bodies
- In industrial and social organizations

PR through Mass Media

- Print
- Radio
- TV

PR management:

- Establishing contacts with media organizations and media persons
- Conflict resolution

PR through social media:

PR tools :

- Press conferences
- Events
- Trade fares through press conference, special events and trade affairs

Writing a press release:

- Language
- Style

Challenges and opportunities in PR

Course review

Recommended Books:

Aaker, David A. (1996). *Advertising Management*. India: Prentice Hall, 4th Ed.

Bovee, Courtland L. & Arens, William F. (1992). *Contemporary Advertising*. Boston: ArwinHomwood 4th Ed.

Bovee, Courtland L. (1995). *Advertising Excellence.*, New York: McGraw- Hill, Inc.

Forker, Olan D. (1993). *Commodity Advertising*. New York: McGraw Hill.

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

JMC232

Fundamentals of Podcasting

CH:03

A practice based course that introduces students to professional podcast creation. This course provides conceptual and hands-on experience for your individual idea of a podcast. Students will learn to develop a concept, record themselves and/or interview partners or hosts, and then do all the audio post production needed to create a professional podcast. During class critiques, students receive feedback and critique from both instructor and peers, learn to improve their work based on critique, and learn to offer effective critique as well.

Learning outcomes: Upon completion of this course students will be able to:

- Identify and articulate concepts and structures of podcasts.

- Translate their idea into a concept for a podcast.
- Create a professional sounding voice recording.
- Work with audio equipment that is needed either to record outside or inside CEUs recording studio.
- Edit recordings according to podcast needs.
- Mix the recordings and add music or sound effects and.

Contents

What is podcasting? Terminology, format, comparison to other formats (companion medium).

Idea, Structure. Story. Character. Voice. Storytelling principles. „Ten words or less“ - the description. Your audience.

Podcast creation for academia

Basic recording and editing techniques Recording voice in any environment. Mics to use, and how to use them (distance, room, etc). Creating the best atmosphere to record a guest.

Outside recording Control your sound environment. Equipment -> Settings -> Soundcheck.

Check out recording equipment (microphone, recorder and headphones) and record someone outside (for example an interview or statement with a length of approx. 3 minutes)

Using the Podcast table in the Recording Studio for recording. Book the podcast studio and record a dialogue using 2 microphones and the Rode Podcaster. This can be an interview or a discussion. You can also use the podcast studio to record your introduction. You will get feedback on the recording quality, and we will discuss some of your recordings in the group.

Detailed instructions on how to edit and mix your podcast (in the studio with Audacity). Audio editing / basic EQ techniques / basic compression techniques. The use and mix of music and SFX.

Edit your recorded material and place additional content.

Presentation and feedback of final podcasts.

Recommended Books

- Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age_News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
- Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.
- Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
- Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.

JMC233

International Communication

CH:03

This course will discuss the global expanse of the mass media, as well as the new media, in the context of information flows, the changing political and economic scenario, national and cultural differences in media and information systems, global news and information flows, implications of rapid technological change, and communication and information policies. It will also provide knowledge about the role of the media in globalization, cultural imperialism, and international affairs. Moreover, it will enable the students to search and observe the international flow of news and entertainment, the New World Communication and Information Order and international communication policy.

Objectives:

- This course is designed to develop the understanding of students about the importance and need of International communication.
- Global politics over global communication environment changed the dynamics of International Communication.

Learning Outcomes:

- Apprehend international communication and analyze the communication at international level.
- Develop critical approach to observe the world situation and international issues.
- Demonstrate the social, political and economic contexts surrounding the practice of journalism, especially the ways the western media covers the world.
- students will learn various aspects 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.
- How industrialized countries are having a monopoly over hyper-reality and how it shapes the global communication.

Contents:

Introduction: Need and Significance of International communication

Dimensions of IC in various disciplines

International Community

Types of Societies

Communication and empires

International communication and Development

Globalization and technology

Globalization and world Media system

Free Flow of Information

The Mac Bride Commission

NWICO

Opposition to NWICO

Creating global communication Infrastructure

The privatization of telecommunications

Free trade in communication,

Liberalization of the telecom sector

Privatizing space - the final frontier Key players in the global satellite industry

The world of telecommunications

Implications of a liberalized global communication regime

The Global Media Market Place Convergence

Globalization and Cultural imperialism

Media, politics, and economy in perspective of political economy concepts

Global news and information networks

Setting the global news agenda

Globalization and its impact on health, crime, knowledge, peace and poverty.

Global Media Conglomerates and International Communication

News Corporation

Walt Disney

SONY

Warner's Brothers

Recommended Books:

- Hanson, Elizabeth C. (2010). The information revolution and world politics. New Millennium Books in International Studies. Lanham, MD: Rowman and Littlefield.
- Herman, Edward S., and Robert Waterman McChesney (2015). The global media: The new missionaries of corporate capitalism (Ed). London: Cassell.
- Innis, Harold A. (2012). Empire and communication (Ed). Lanham, MD: Rowman and Littlefield.
- Hamid, Mowlana (2015). International communication; A selected bibliography (Ed), Kendall/Hunt Pub.

JMC241

Fundamentals of Advertising

CH:03

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

Contents

General orientation and introduction to the course

The basics of advertising

Scope and importance of advertisement

Visualization, ideation, creative concept

Copy writing:

- Structure headline slogans
- Language of advertising

Advertising strategy:

- Radio
- TV
- Print
- New Media

Types of advertising

Art work and layout

Advertising campaign:

- Planning
- Launching

Advertising agency

- Structure and functions
- Types

Advertising in Pakistan:

- Major Departments
- Agencies
- Structure

Research and advertising:

- Marketing research
- Advertising research

Ethics in advertising

Creativity in advertising:

- Idea
- Visualization

Career opportunities in advertising

Course review

Recommended Book:

Aaker, David A. (1996). *Advertising Management*. India: Prentice Hall, 4th Ed.

Bovee, Courtland L. & Arens, William F. (1992). *Contemporary Advertising*. Boston: Arwin Homwood. 4th Ed.

Bovee, Courtland L. (1995). *Advertising Excellence.*, New York: McGraw- Hill, Inc.

Forker, Olan D. (1993). *Commodity Advertising*. New York: McGraw Hill.

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

Hahn, Fred E. (1993). *Do It Yourself Advertising*. New York: John Wiley & Sons.

JMC242

Theories of Mass Communication

CH:03

The course focuses on theory introduction and the implications. It introduces the field through a review of theoretical frameworks that have served as foundations for and shaped the study of mass communication. It is designed to introduce you to a broad range of approaches to mass communication theory. It offers a thorough understanding of the theories of media effects, propaganda theories, theories of communication

processes, middle range theories, critical & cultural theories of Mass communication and political economy theory.

Course objective

- Understand the influences the media has on the public. Adopt different media theories in research methodology and designing messages.
- Able to analyze concepts and issues in mass communication theory, and to develop and defend their own positions on a variety of issues.
- Determine, through the exploration of debates and case studies, how the positions that they have developed might apply to circumstances arising in their professional practice.
- Identify and to recognize a limited number of major theories well, and have an acquaintance with certain others that might be useful as they come up in other courses.

Course Outcomes:

- The students will be able to have a clear understanding about various levels of media effects on human behavior and on society overall.
- It will help them to comprehend the hegemonic structure controlling and formulating media contents.
- The students will also explore various intervening factors affecting audience and affecting audience differently due to personality differences.

Course Contents:

Introduction and Origin of Mass Communication Theories: Definition and difference of theory, paradigm and model

Types and functions of theories

Process of theory formation

Normative theories of media

Four eras of Mass media theory

Direct/powerful Effect paradigm

Limited Effect paradigm

Two/Multiple step flow of information

Selective processes

Moderate effect theories

Re-powerful effect theories

Propaganda Analysis: from Historical to Herman and Chomsky Propaganda

Marshal McLuhan's Media Determinism

Media Hegemony Theory

Knowledge Gap Hypothesis

Diffusion of Innovation

Books Recommended:

- Mass Communication ETheory, Stanley J. Baran and Dennis K. Davis, Wadsworth, Belmont, 199.
- Essentials of Mass Communication Theory, Arthur Esa Berger, Sage Publications, London, 199.
- Mass Communication Theory, An Introduction, Denis McQuail, 3 rd ed., Sage Publications, London, 1994.
- Theories of Mass Communication, Melvin Defleur and Sandra Ball Rokeach, 5 th ed., Longman, London, 1989.
- Building Communication Theories, Fred L. Casimir (Ed) Lawrance Erlbaum Associates, Hillsdale, 1995.

JMC243

Introduction to Photojournalism

CH:03

Photojournalism is a course designed to introduce students to the basic principles of photography and to provide them with opportunities to apply those skills to the more specific practice of journalistic photography. Although the class will cover core concepts associated with traditional DGSLR and print photography, (composition, focus, exposure, etc.) the student's practical experience will be exclusively with digital photography and its applications to the field of journalism.

Course Objectives:

- This course focuses on the development of conceptual and technical know-how by introducing students to a broad spectrum of topics in photography and its relationship with journalism.

- The students will come to know about different genres of photography and photojournalism.
- Specific attention will also be given to teach the historical, critical and analytical skills necessary for the development of a photographer.

Learning outcomes:

- The students will examine the ways in which meanings and persuasion are created in photographic imagery.
- It also emphasizes on exploring and comprehending contemporary photographic concepts and practices alongside training of students to enter the professional arena of photojournalism and will also introduce the students to the basics of equipment used in photography like camera and lights.

Contents:

Pinholes to Pixels-Historical Perspective Photography Genres

- Abstract Photography
- Candid Photography
- Conceptual Photography
- Documentary Photography
- Fashion Photography
- Lifestyle Photography
- Time-lapse Photography
- Narrative photography
- Snapshot Photography

Photojournalism: Definition, Concept and Scope Photojournalism Genres

- Political
- Sports
- Showbiz
- Business
- Crime
- Accident
- Feature
- Environmental
- War

Ethics in Photojournalism

Contemporary Issues in Photojournalism Photography Equipment and Techniques

- Camera
- Lighting

Shots: Types and Framing Digital Imaging

Recommended Books

- Rosenblum , N. (2008). A World History of Photography (4th Edition). NY: Abbeville Press.
- Sandler , M.W. (2002). Photography: An Illustrated History. NY: Oxford University Press.
- Kiosk. (2002). A History of Photojournalism. Germany, Göttingen: Göttingen. Cordula Lebeck. Steidl.
- Kamber, M. (2013). Photojournalists on War: The Untold Stories from Iraq. Texas: University of Texas Press.
- Kobre, K. (2008). Photojournalism: A Professional's Approach (6th Edition). Oxon: Focal Press.
- Golden, R. (2009). Photojournalism: 1855 to Present. NY: Abbeville Press.

JMC351

Online Journalism

CH:03

In this age every medium whether paper, magazine, radio or TV channel, has its website. Interactive portals have also made its significance space in modern journalism now days. This course will not only equip students about applying journalistic knowledge for web world but also make them able to design their website as well. The subject will cover exposure to the basics of online advertising i.e. SEO (search engine optimization) SMM (Social Media Marketing), SEM (Search Engine Marketing) as well.

Course Objectives

- The aim of this course is to impart knowledge and skills of online journalism including writing and publishing.
- Students work with tools and technologies to make their own websites, write and create multimedia content for the online environment.

Course Outcomes:

- Students will be able to understand the basic concepts of online journalism.
- Students will be able to understand Blogging and elements of websites
- Students will be able to understand the Concept of Social media marketing.
- Students will create their own blog/site
- Develop online writing skill
- Design online social media campaigns

Course Outline:

Introduction to online Journalism

What is online journalism?

How it is similar & different from conventional journalism

Interactivity & online journalism

Feedback & Interactivity

Model of interactivity

Four levels of society

ICT Society

ICT Society in 21st century

NWICO, New world information & Communication order New world economic order

Mac Bright commission report

How to analyze a website

10 steps to analyze a website

Dos and don'ts for a website

Writing styles for a website

Portal Writing

Clicking vs. Scrolling study

Introduction to Blogging; SEO of Blog, SMM of Blog

Debates of online journalism

Cyber crime; E-Alienation, Media Ecology, Digital Divide, Cybercrime Bill, Punishments in cyber issues, Intellectual property law online

Intro to Social Media Marketing

Websites and Social media

Search engine marketing

SEO, Intro to SEO, White head SEO, Black head SEO

Organic & Inorganic advertising on Social media

Facebook, Twitter, LinkedIn, g+ etc.

Recommended Reading:

- Steve Hill&Paul Lashmar (2013) Online Journalism: The Essential Guide Mike Ward (2013) Journalism Online.
- Jim Hall (2009) Online Journalism: A critical Primer. Richard Craig (2005) Online Journalism: Reporting, Writing, and Editing for New Media: Thomson/Wadsworth.
- Stephen Quinn & Stephen Lambie (2008) Online Newsgathering Research and Reporting for Journalism. Elsevier: London

JMC352

TV Production

CH:03

This course covers all the essential areas of television news reporting including: story planning and development, research and reviews, script preparation, writing for television news, field production techniques, videography, theory of editing, field reporting and interviewing. Additionally, course intends to cover the topics like: video control, special effects, operation of cameras and linear and non-linear editing, composition, lighting, staging, and directing, on-camera announcing and interviewing. The

students will be taught how to generate an idea, present a concept, research on it, write the script, plan the production and televise the news. The course focuses on visual communication and the way television news is visualized along with skills relating to writing for video, stills and graphics. This is followed by an understanding of television reporting, doing piece to camera and voice-overs. The course also focuses on developing individual skills in writing and reporting for broadcast news. Students will learn to refine and improve their writing and reporting skills for broadcast. The course will take a practical approach to teaching advanced interview skills, writing for television, and packaging TV news reports.

Objectives

- This course is designed to train students to learn the latest ways of film and television production. At the end of the semester students will be able to handle camera, take different shots, live reporting skills and will also have knowledge of pre and post-production process.

Outcomes

- Demonstrate knowledge and skills of news reporting, editing and television news production. Cover news stories and operate a television newsroom under deadline pressure.
- Use computer and related software to process visual information and produce television news story packages.
- Use digital editing software to create visual effects. Write news stories in the professional standard of media industry.
- Produce television newscasts of professional quality that are acceptable for broadcasting through media outlets.

Contents

Categories of News

Finding a story

Using the sources

New sense

TV Reporting Techniques & Bulletin

TV News Report/Packages, structure & Format

Live reporting-Audio Video Beeper

TV investigative Reports

News Bulletin

Television News Writing

Script format, Pre shoot & Post production

Interview techniques (Planning, questionnaire, location, composition, lighting, audio, shot scaling)

TV News Production

Shots and elements of Shots

Production Approaches

Effective Composition

Advanced field production (EFP, ENG, DSNG/OB)

Camera angle & movement

Basics of camera

Basics of Audio and digital Audio

Basics of TV talk shows Production

How to develop talk shows

Planning and preparation

Finally execution of the shows

Basics of lights

Types of lighting, studio lighting science & techniques

Grammar of Editing

Basic editing philosophy, concepts, grammar, and techniques

Note: Exposure visit is mandatory in this subject to different TV Stations to Islamabad, Peshawar Lahore and local TV stations

Recommended Books

- Wallace V,S(2007),Communicating Globally :Intercultural Communication and International Business,New Delhi : Sage Publication.
- Jonathan,B(2004), An Introduction to Television Studies,London :Routledge
- Ravindranath ,P.K.(2004),Lectures on Broadcast Journalism,Delhi :Authors press
- Leanard ,S(2007),The Art of Video Production ,London:Sage Productions
- Joseph D,S(2007),World Television : From Global To Local,LosAngeles:SagePublications,Inc.

JMC353 Approaches to Mass Communication Theories CH:03

The course aims to promote students critical and analytical approaches towards understanding of mass communication theories. It also aims to prepare them for further inquiry into the field of Mass Communication.

Objectives

- To equip the students to identify different phases of mass communication theories development in the historical context.
- To enhance their abilities to understand different intellectual foundations in the field of mass communication.

Outcomes:

- The students will be able to develop critical thinking and analyzing media agenda and contents.
- It will also enable them to understand the subtle and gradual effects media on human behavior.
- Students will further be able to explore and add new things into the existing theories.

Course Contents:

Media and Audience Theories about the role of Media in everyday life

Uses and Gratification Theory

Agenda Setting Theory

Framing and Frames Analysis

Emergence of Critical and Cultural Theories of Mass Communication

Critical Political Economy

Feminism and its types

Theories of Media, Culture and Society

Media Dependency Theory

Spiral of Silence Theory

Social reality and Mediated Reality

Cultivation Theory

Social Learning Theory

Books Recommendation:

- Eid, M. & Dakroury, A. (2012). Basics in Communication and Media Studies. NY: Pearson Inc.
- Mcquail, D. (2010). Mcquail's Mass Communication Theory (6th Edition). London: SAGE Publications Ltd.

JMC354 Subediting and Page Designing CH:03

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

Objectives:

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

Outcomes:

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

Course Contents:

Sub-Editor

Nature and scope of sub-editing

Qualities of a Sub-Editor

Responsibilities/Duties of a Sub-Editor

Mechanics of News Editing

Selecting creed material

Style Books

Translation

Structuring and re-writing of news story

Writing tickers

Make Up

Make up techniques

Basic principles of page makeup

Different kinds of page makeup

Headlines

Purpose of Headlines

Qualities of Headlines

Kinds of Headlines

Principles of Headlines making.

Photo Editing and Writing Captions

Principles of selecting pictures

Writing appropriate captions

Principles and process of photo editing

Use of Computer

Use of computers in the newsroom

MS Office: Word, Excel, Power Point Presentation,

In-page

Computerized Page making techniques

Adobe photo shop and picture scanning.

Adobe Illustrator and Corel DRAW for designing

Recommended Books:

The Art of Editing by Brooks Etal News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979

The Art of Editing News, Mc Giffert Renert

Design and Make of Newspaper, Sultan A.A

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

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

Fun-e Khabar Naveesi by A. R. Khalid

Fun-e-Idarat by Hijazi, Miskeen Ali Sahafat by Hassan Mehd

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

Objectives

- To develop an understanding of norms and values in maintaining relationship with government, practicing media freedom and carrying out professionalism.
- To enable students learn about how to contribute positivity towards life as well as their profession.
- To help students develop extensive knowledge about the required rules and code of conduct.

Outcomes

- Recognize the importance and need of laws.
- Apply and follow the laws and ethics in their daily as well as professional life.
- Earn a much more credible position as professional for themselves and the media corporation they are working for.

Course Contents:

- Ethics
- Introduction, need and nature
- Sources of ethics in Pakistan society.
- **Media Ethics:**
 - Need and scope Ethics and media profession Social responsibility theory Islamic code of ethics
 - Islamic concept of communication
- **Ethical Problems:**
 - External and internal pressures on media
 - The violations of media ethics in Pakistan (deadline and ethics)
 - Privacy, corruption, personal interests, etc.)
 - Violation of professional values: problems and consequences
- **Codes of Ethics and Application:**
 - International codes of ethics (Print, electronic and web media)
 - Pakistani codes of ethics (ethical code of practice – 17pointsinpress council ordinance, 2002), PFUJ, APNS, CPNE etc. Other codes of ethics and application
- **Press Council of Pakistan**
 - Evolution, need, establishment and code of ethics
- **Media Laws:**

Introduction, need and nature Evolution of press laws in sub-continent and Pakistan. Salient features of the current press ordinances:-

- PEMRA ordinance –establishment and salient features
- Press Council Ordinance
- Press Laws: An overview
- Defamation Ordinance
- Copy Right Act
- Constitutional provisions on fundamental rights of speech, expression etc
- . • Social media ethics Cyber laws and PTA Social media as an emerging check on traditional media and vice versa

Recommended Books:

- Dr. AhsanAkhtarNaz, SubafticZimadoryanMuqadraQaumZabar (Natal Language 1998).
- JavedJabbar, QaziFaiz Isa, Mass Media Laws and Regulation in Pakistan
- Dr. AhsanAkhtar Nar, SohaftiQananee, A. H. Publishers, Urdu Bazar, Lahore
- Dr. Naz, SahbaftiIkhlaqiat, AzeemAcademi Urdu Bazar, Lahore.
- Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.

MC356

Opinion writing

CH:03

The course includes: identifying topics for writing, exploring various forms of column and feature writing; gathering information; writing clear, catchy and concise copy. This course covers the techniques

of interviewing and reporting as well as writing an intro, feature, column and articles. You will also see how to handle a running story, understanding the importance of house style, creating headlines and captions and presenting copy. It also gives a thorough grounding in the theory and practice of writing techniques, as well as covering in detail the legal and ethical aspects required.

Objectives:

- Describing the importance and complexity of opinion pages
- Explain the significance of different pieces of opinion writings
- Developing critical knowledge about contemporary issues to write editorials, columns and political diaries

Learning Outcomes:

- Upon successful completion of the course, the student will be able to:
- Understand the importance and complexity of opinion pages
- Differentiate between News, Feature, Column, and Editorial
- Demonstrate high skills to write Feature, Column, Editorial and Book Review
- Choose and evaluate public issues for opinion writing
- Critically analyze the contemporary issues for public opinion formulation

Course outline:

Feature Writing

Definition, Concept, Characteristics

Scope of Feature writings

Types of Feature

Difference between News and Feature

Sources for the material

Language of feature writing

Feature Writing Technique

The importance of Pictorial Display in feature

Column Writing

Definition and Concept

Significance and importance

Functions of a Column

Types of Column

Role of Columnist in society.

Difference between News, column and feature

Structure of a column

Editorial Writing

Definition of Editorial

Purpose, importance and forms

Functions of Editorial

Techniques of Editorial writing

Contents of editorial page

Editorial page in Pakistan and its standard

Analysis of contemporary news for editorial writing

Review Writing

What is review

Difference between review and criticism.

The purpose of Review writing

The techniques of review writing

Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

Practical:

Students will write

5 Features,

5 Columns

5 Editorials

5 Book Reviews

Scrap Book with clippings of important news stories and issues

Recommended Books:

- The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide William E. Blundell 1988 Penguin Group The Art of Column Writing: Insider Secrets from Art Buchwald, Dave Barry, by Suzette Martinez Standring(2008) Marion Street Press, Inc.
- Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.
- Shafiq Jalandari. Feature Nigari.
- Shafiq Jalandari. Kalam Naweesi
- Miskeen Ali Hijazi. Idaria Naweesi.
- Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.

JMC 157 Artificial Intelligence Journalism CH-03

Artificial intelligence in journalism is now a reality. Artificial intelligence has entered almost all aspects of our lives, including journalism. Due to the advent of digital media, we unknowingly consume content based on artificial intelligence everywhere. Whether it's YouTube's recommended videos, your Facebook feed, or the kinds of advertisements you see on regular websites, they are all specially catered to you with the use of AI.

Course Objectives

This course is designed to explore the rapidly evolving field of generative artificial intelligence (AI).

- A knowledge and professional competence through the study and application of the theories, methods and practices of AI in media production
- A creative and innovative approach to the analysis and solution of problems in media productions
- An understanding of the inter-relation of aesthetic, perceptual and technical factors involved in the development of media productions
- An awareness of new application areas relating to the use of media productions
- An attitude of self-reliance and self-discipline in the subject area as well as a capacity to collaborate with other members of an interdisciplinary team

Learning outcome

By the end of this course, students will be able to:

- Identify and apply appropriate methods for acquiring and representing knowledge in AI systems.
- Use AI to analyze and create content, and to assist in the analysis of scientific publications, providing insights into their quality and relevance.
- Understand the basics of AI and how it is being used in media and other industries
- Understand the history and origins of AI and its impact on humans and society
- Understand the ethical implications of AI and its impact on humans and society

Contents

Introduction: Machine Learning for Media Production

AI in the Newsroom, Newspaper, Radio, TV and Online

Data and AI in the Newsroom, Newspaper, Radio, TV and Online

Challenges for Newsroom, Newspaper, Radio, TV and Online
Technology and media development, Data Mining on Multimedia Data
Automation and Personalization of Stories
Commenting Systems and Audience Engagement
Proprietary Versus Open Algorithms, Media Data Analytics and Modelling
Challenges and Limitations

Algorithms and Ethics
Transparency and Accountability
Editorial Decisions and Bias
Ethical Use of Data

Recommended Books

- UNESCO (2023) Reporting on artificial intelligence: a handbook for journalism educators, <https://unesdoc.unesco.org/ark:/48223/pf0000384551>
- [Mohamed Abdulzاهر](#) (2029), Artificial Intelligence Journalism: The 4IR and Media Restructuring, <https://www.amazon.com/Artificial-Intelligence-Journalism-Media-Restructuring/dp/1695738934>

JMC361

Radio Production

CH:03

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

Objectives

- Have a mature level of appreciation of radio news, current affairs and documentary formats, structures and styles.
- Demonstrate practical skills in news gathering and production for radio, including research and scriptwriting; interviewing and post-production editing, presentation and compilation.
- Critically analyses broadcasting social/ethical dimensions, and to its role as a mixed-genre of information and entertainment.

Learning outcomes:

- This course will enable the students to become practical radio journalists with an in-depth theoretical and practical understanding of reporting, editing and production/presentation.
- This course will enable the students about news gathering and verifying, interviewing, news writing techniques and style; structuring stories; reporting speech and opinions; collecting evidence and data; selecting newsworthy topics; ethics and conventions; presenting copy.

Course Content:

Understanding and knowledge of radio broadcast

The roles and responsibilities of reporter, sub-editor, copy editor, producer, newscaster and anchor/host.

Understanding with the Set-Up of Radio News Departments. Radio Newscast, Radio News Anchor, Radio News Reporter, Field Reporting, Sound Track, Types of Radio News. Determining News Values, News Caster Criteria,

Theoretical and practical reporting (news value)

Theoretical and practical editing (what to go on air)

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

Writing Broadcast News, How to Improve Your Storytelling ability, Field Reporting, Writing and producing Package for radio, Ad-Lib Situation within Broadcast News, The Broadcast **Interviews;** Sound Recording, ENG, the Laws and Ethics: Covering news events and stories, **Introduction to Audio Editing.**

Practical:

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

Note: Exposure visit is mandatory in this subject to different radio Stations to Islamabad, Peshawar and local radio stations

Books Recommended:

- Andrew Boyd, Broadcast Journalism, Focal Press, Oxford, 1997
- Paul Chantler, Sam Harris, Local Radio Journalism, Focal Press, Oxford, 1997
- Pete Wilby, Routledge, The Radio Handbook, London, 1996
- Carl Hausman, Crafting the News for Electronic Media, Woods worth publishing California, 1995
- Roger L. Waltern, Broadcast Writing, McGraw-Hill, New York, 1994.
- Idrees Siddique, Radio Journalism in Pakistan, Feroz sons, Lahore, 1990.

JMC362

Introduction to Film & Theatre

CH:03

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

Objectives:

- In this course students will learn technical and practical skills for producing different genres on theatre.
- The students will be working with digital technology in order to create lighting, sound and digital design for a range of live staged events.

Learning outcomes:

- This course will help students to discover their own areas of interest in film and theatre production and practice them accordingly.

Course contents

Introduction to Film; history of Film, film production requirement

Types and Forms of Film, Hollywood, Bollywood and Lollywood

Screen writing, idea, concept, dialogue, plot, story types, skills and techniques

Film direction skills

Set designing , requirement and skills, sound and music

Dress and context , stuntman importance

Choreography and cinematographic properties

Editing; Audience and spectators, film and society

Introduction to theater, history of theater, theater production requirement

Types and Forms of theater, comparison of national and international theater

Play Writing for theater, idea, concept, dialogue, plot, story types, skills and techniques

Theater direction skills

Set designing , requirement and skills, sound and music

Dress and context , stuntman importance

Choreography and cinematographic properties

Audience and spectators, theater and society

Note: Exposure visit is mandatory in this subject to different theatre and film studies to Lahore and Karachi

Recommended Books

Heisner, Beverly. (1997). *Production Design in the contemporary American Film: a critical study of 23 movies and their designers*. McFarland,

Honthaner, Eve. (2001). *The complete film production handbook*. Focal Press Ma, (NA Res)

Mamet, B. (1996). *Film Production Technique, Creating the Accomplished Image*, Wadsworth Publishing.

JMC363 Introduction to Peace & Conflict Journalism CH:03

This course introduces the students to conflict, Peace and violence. It also tries to analyse the role that media/journalists may play in conflict resolution and building Peace in society. Also, it will help students understand practicing peace journalism in a multi-ethnic state like Pakistan's amid its various groups' ethno-political struggles.

Objectives:

The primary goals of the course are to

- To understand the concepts of Peace, conflict, and violence.
- To understand the theory and practice of peace journalism
- To understand practicing peace journalism in multi-ethnic Pakistan.
- To understand the significance of conflict resolution in peace journalism.
- To explore the hurdles in peace journalism.

Learning Outcomes

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

- Critically understand the mainstream media coverage of conflict
- Define the core concepts of peace journalism
- Understand how peace journalism can contribute to conflict resolution
- Positively affect the peace-building process and mitigate conflict through reporting,
- Offer alternative approaches to negative stereotypes through reporting,
- Help the audience/citizens understand the deeper and underlying causes of conflicts, what proposals and ideas exist for their resolution.

Course Content:

Origin of Peace Journalism

Peace Journalism and its origin, Peace Journalism vs War/conflict Journalism, Galtung's theory of War & Peace Journalism, Peace in a positive sense, Visible and invisible barriers in peace journalism, Non-violence philosophy, Human rights and Peace, Peace and conflict studies:

Understanding conflict:

Reporting on processes of Peace and Conflict, Conflict, and kinds, understanding violence, hate speech, Peace and conflict reporting in a world-in-crisis, Citizen voice in war and conflict reporting, Citizen journalism: Is Belling cat revolutionising conflict journalism, Safety, sanity and responsibility in conflict reporting, Nonviolence: more than the absence of violence.

Peace Journalism in Multi-ethnic Pakistan

State Nationalism, Ethnic Nationalism, Pakhtun Ethnic Nationalism, Sindhi Ethnic Nationalism, Baloch Ethnic Nationalism, Mohajir Ethnic Nationalism, Practicing Peace Journalism in multi-ethnic Pakistan, Practicing peace journalism in multi-ethnic Khyber Pakhtunkhwa.

Suggested Readings:

Spencer, G. (2005). "The Media and Peace", Palgrave Macmillan London

Çiftcioğlu, V. (2017), "Peace Journalism: A Practical Handbook for Journalists in Cyprus", Edited by Mashoed Bailie.

"Peace Journalism, War and Conflict Resolution", Edited by Richard Lance Keeble, John Tulloch, Florian Zollmann, Peter Lang Publishing, Inc., New York.

CH:03

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

Objectives

- To Use the right data in a basic news story.
- To Identifying, gathering and exploring a dataset for an investigative story.
- To Use math to “interview” data to answer research questions about possible stories.
- To Identify the data types and file formats available in a dataset available from government open data portals, and describe the differences between a “raw” dataset and a dataset that’s ready for exploratory data analysis and data visualization tools.
- To Present data in appropriate visual formats such as tables, charts and maps.
- To Summarize data and highlight the most important points using a combination of data visualizations and reader-friendly techniques such as rounding numbers and writing paragraphs that include fewer than eight digits

Outcomes

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

Course Contents**What is data journalism — and where does it come from?**

1. What is data journalism?
2. Inside a data team
3. How to get a story
4. The business case for data journalism

Finding stories in data - how do you do it?

1. Setting up ‘data newswires’
2. Strategic searching - tips and tricks
3. Introduction to scraping
4. Data laws and sources

How do you find the data - sources, and techniques?

1. Newsroom math and statistics
2. Sorting and filtering data in Excel
3. Making new variables with functions
4. Summarizing data with pivot tables

Cleaning data - how to make the data make sense

1. Correct bad formatting
2. Misspellings
3. Invalid values and duplicates
4. Advanced cleaning techniques

Scraping data - using the web as a data source

Visualizing the data: what works and what doesn't

1. The main principles of datavisualization
2. Choosing the best graphic forms
3. The art of insight
4. Hands-on with Adobe Illustrator

Introduction to free dataviz tools,

Introduction to Using Tableau,

Basic Spreadsheets: rows, columns, cells, importing, sorting, filtering
Applied analysis basics: calculating the formula for percent change

Basic Spreadsheets II - mean, median, min, max, ranking

Does anyone see the problem here?

Reliability, replicability, transparency

- GIS in journalism -- stories with maps
- Intro to GIS
- When is a map not a map

Freedom of information requests

Mapping the data for story

Using social media data for news story

- The future of data journalism;
- How to get a job with what you've learned

Recommended Books

The Data Journalism Handbook, edited by Jonathan Gray, Liliana Bounegru, and Lucy Chambers.
Computer-Assisted Reporting: A Practical Guide by Brant Houston Visualize This, by Nathan Yau.

Link for books; <http://www.smalldatajournalism.com/readings/>

<https://www.theguardian.com/guardian-masterclasses/data-journalism-course>

<https://openzazu.files.wordpress.com/2012/08/the-data-journalism-handbook-gnv64.pdf>

<http://www.tcij.org/sites/default/files/u4/Data%20Journalism%20Book.pdf>

JMC365

Internship/Field Work

CH:03

Every student shall be required to register the internship as separate course with registration fee as specified in the semester regulations and join any local, national and international media organization or advertising, marketing, public relations forms or Campus radio, Campus TV studio as an intern for a period not less than two months (8 weeks). On successful completion and positive report by the media organization, the student individually or in a group (not more than 3 students) will prepare a comprehensive report including introduction, organization history, structure, work experience, environment, SWOT analysis, work evidence, reference etc on what he/she practiced, the introduction of the media organization and any other relevant aspects which the department may deem appropriate to be included. A presentation and Viva-Voce examination will be held at the end of final term exam by Internal committee including the HOD, supervisor concerned and one teacher appointed by the HOD. Internship report will be 100 (50 marks for report writing and 50 marks for presentation and viva voce).

JMC471

Basics of Social Science Research

CH:03

This course is designed to introduce the characteristics and various approaches to BS students for designing and conducting quantitative and qualitative research projects in Communication and media. Students will gain hands-on experience in various quantitative methods and analysis techniques while carrying out a research project related to their area of interest.

Course Objectives

- This course is relating to the domain of research methods and techniques
- Enabling students to delineate the broad parameters of media research by discussing in detail, issues of significance in scientific inquiry to include concepts, laws, explanations, and measurement.
- Relating concepts and debates within the process of research, there will be discussion on conceptualization
- To do operationalization and how these can be made part of scientific research process.
- The course deals with the various steps involved in scientific research, the kinds and design of research used in media studies.
- Data collection, use of statistics for data analysis, understanding of validity and reliability would be the major parts of students understanding as the course proceeds further.

Outcomes

- This course is aimed at providing an insight into the methods and techniques of scientific research.
- It aims at enabling the students to investigate the mass media phenomenon in the society.
- Awareness regarding the current trends in communication research will develop the interest of students in exploring their research education in the field of mass media and communication.

Teaching Methodology:

- Lecturing
- Class Activities
- Written Assignments
- **Assessment:**
- Assignment 10
- Midterm Exam 30
- Final term Exam 50
- Class Participation 05
- Presentation 10

Course Content

What is Research: Definition, Social Scientific Inquiry, Characteristics and objectives of Research

Philosophies of research; positivism, interpretivism (post-positivism), critical, pragmatism etc.

Kinds and types of research; Quantitative, qualitative, mix method etc.

Approaches of research; Inductive vs deductive reasoning

Purposes of research; exploratory, explanatory, descriptive, correlational

Process/Steps of research

- Identifying the research problem
- Introduction and formulating the problem statement
- Reviewing the literature
- Theoretical framework
- Formulating research questions and hypothesis
- Conceptualization and operationalization of variables
 - Identifying the methodology & research design
- Population, universe, sampling techniques
- Unit of analysis
- Data Collection methods
- Data entry and analysis by Statistical Package for Social Sciences (SPSS)
- **Quantitative & Qualitative measurement**
- Concept of Validity and Reliability in Quantitative mode of inquiry, Calculating inter-coder reliability in Quantitative mode of Inquiry
- **Tabulation and interpretation of data**
- **Hypothesis Testing**

APA Referencing and citation styles

Proposal writing

RECOMMENDED BOOKS:

- Wrench, J. S., Thomas-Maddox, C., Richmond, V. P., & McCroskey, J. C. (2008). Quantitative research methods for communication: A hands-on approach. Oxford University Press, Inc.
- Weerakkody, N. (2008). Research methods for media and communication. Oxford University Press.
- Neuman, L. (2010) Social Research Methods. Sage Inc.
- Lowery, A., S. and DeFleur, L., M.(1995). Milestone in Mass Communication Research: Media Effects, (ed), McGraw Hill.

JMC472

Intercultural Communication

CH:03

The course bases itself upon the knowledge and skills acquired by the students in the course “English language” during their first and second years at the university. The minimal level of English is Intermediate while for deeper understanding of theoretical foundations of cross-cultural communication Upper-Intermediate level is advisable. Though there are no specific prerequisites as far as the students’ academic background is concerned, knowledge in the areas of British and American cultures, social science theory, psychology and human communication is welcome.

Objectives

- The main goal of the course is to study the basic conceptual and practical dimensions of intercultural communication in social and business interactions
- Its theoretical foundations at the cross-cultural level. The course explores basic psychological and cultural concepts that explain cultural differences between people.
- Accomplishment of this goal will contribute to the increased level of intercultural sensitivity and help develop skills necessary for the communication in multicultural environments.

Outcomes

- To explore the fundamental types of cultures and corresponding behaviour types
- To analyze how cultures create the worldviews and to study the peculiarities of national verbal and non-verbal behaviour
- To explore the interaction of language and culture, as well as the role of vocabulary as a keeper of cultural information
- To consider various types of corporate culture and intercultural conflicts in the workplace
- To develop an understanding of intercultural communication competence

Course Contents

- **Topic 1. Introduction to intercultural communication. Intercultural communication theories and concepts: Edward Hall.**

Cross-cultural communication vs. intercultural communication. Cultural intelligence. Definitions of culture. Big “C” and little “c” cultures. Edward Hall’s contribution towards the theory of cross-cultural communication. The concept of High and Low context cultures. The role of context in communication. The main peculiarities of High-context cultures. The basic characteristics of Low-context cultures. Distinguishing features of people’s behaviour in High-context cultures. Distinguishing features of people’s behaviour in Low-context cultures. The attitude towards time in various cultures. Hall’s theory of the organization of time: monochronic vs polychronic cultures. Typical patterns of people’s behaviour in polychronic cultures. Typical patterns of people’s behaviour in monochronic cultures.

- **Topic 2. Intercultural communication theories and concepts: Geert Hofstede.**

Geert Hofstede as a pioneer in research on cross-cultural groups and organizations. “Cultures and Organizations: Software of the Mind”. Hofstede’s main dimensions of national cultures as means to elaborate the cultural differences or diversity between nations: Dimension 1—Power Distance Index; Dimension 2—Collectivism vs. Individualism Index; Dimension 3—Femininity vs. Masculinity Index; Dimension 4— Uncertainty Avoidance Index.

- **Topic 3. Intercultural communication theories and concepts: Richard D. Lewis.**

The role of Richard Lewis in developing cross-cultural communications theory and practice: When Cultures Collide. Managing successfully across cultures (1996). Cultural Conditioning: dependence on perception. Triangle Model of cultural differences. Classification of cultural norms into Linear-Active, Multi-Active and Re-Active. Their characteristics in various spheres of life: the use of space and time, listening habits, types of leadership, organization of society and business, etc. Some combinations of cultural norms. Intercategory comparisons. The Use of Time: Linear Time, Multi-Active Time, Cyclic Time. Time for the Chinese and the Japanese. The Validity of Time Concepts.

- **Topic 4. Cognitive aspects of cross-cultural communication**

The influence of culture on cognition. Cross-cultural differences in perception. Processing visual information. Misperceptions and illusions. The reasons why illusions work in the Western world: "Carpentered world" hypothesis. Cross-cultural differences in cognition. Experiments: Focus on individual items separate from their environment vs. attention to backgrounds and to the links between these backgrounds and the central figures. The two ways of thinking: Analytic thinking and Holistic thinking. The role of context in assessing information in some countries. Information Processing: Focus on the Relationships between Things. "Cow, Chicken, Grass" experiment. Analytic versus holistic information-processing styles.

- **Topic 5. Linguistic aspects of cross-cultural communication**

Sapir-Whorf hypothesis (the principle of linguistic relativity). Colour Language and Colour Cognition. Influence of cognition on various aspects of language (Lexicon, Semantics, Grammar). Vocabulary as a key element of ethno sociology, psychology of culture and politics. Language as a guide to culture. Word frequencies and cultures. Words with special, culture-specific meanings or conceptual categories (Freedom/ Liberty; Svoboda/ Volja). The lack of a specific linguistic label (Untranslatable Russian and English words).

- **Topic 6. Ontological and psychological aspects of cross-cultural communication**

Origins of cross-cultural differences as expressed in philosophy of Ancient Greece and China. Expressions of emotions. Notions "national character", "national mentality" and their manifestations in popular culture. Sacred sources of national character: religion. Russian national character. British national character. American national character.

- **Topic 7. Social aspects of cross-cultural communication**

Notion "national identity". National identity and its interconnection with national history. Cultural profiling as an assessment tool for identifying cultural styles, its value and limitations. A country profile for comparison and analysis. Language as a means to convey social meaning and information.

- **Topic 8. Nonverbal communication: Anthropology of space**

Spacing mechanisms in the animal world. Territoriality and social organisation in animals. Perception of space across cultures. Distance perception : intimate , personal, social, and public distance. Proxemics in a cross-cultural context. The art of other cultures as a reflection of their perceptual worlds.

- **Topic 9. Intercultural barriers and conflicts**

Barriers to effective communication: Ethnocentrism and Stereotyping. Ethnocentrism: definition and types. Stereotypes: definition. Examples of Racial and Ethnic Stereotypes. Definition of intercultural conflict. The ways individuals approach, avoid, and manage conflicts. Face-negotiation theory. The notion of "face" as an emotional extension of the self-concept. Three

types of face: self-face, other-face, mutual-face approaches. Communication strategies used in intercultural conflicts: (a) Facework; (b) Individualistic and collectivistic approaches to conflict; (c) Outcome-oriented approach and process-oriented approach.

- **Topic 10. Intercultural communication and communication styles**

The impact of culture on international business relations. Selected national communication and negotiating styles. Behavioral traits associated with Individualism and Collectivism. Vertical and horizontal individualism and collectivism. Communication Consequences of Individualism-Collectivism. High-context (HC) and low-context (LC) communication. Communication Consequences of Low- and High-Context Cultural Orientations. Value orientation and its influence on communication. Postulates of basic American values vs. basic Chinese values. Direct and Indirect communication styles. Decision-Making Styles: (a) Consensus, Collaboration and Command; (b) Rational, Emotive, Intuitive.

Recommended Books

Bruegelmans, S. M., Chasiotis, A., & Vijver, F. J. R. van de. (2011). *Fundamental Questions in Cross-Cultural Psychology*. Cambridge: Cambridge University Press. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=366256>

Cultures and Organizations, Software of the mind. Intercultural Cooperation and Its Importance for survival. (2010). McGraw-Hill. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsnar&AN=edsnar.oai.library.wur.nl.wurpubs.392270>

JMC473

Environmental Journalism

CH:03

This course is designed to introduce students with basic concepts of environmental journalism and its brief history. Besides this course will also cover the climate change issues, debate and other environmental issues in the world. The course is designed to inculcate an understanding of scientific language and practice, knowledge of historical environmental events to students

Course Objectives:

- To analyze the role and practices of media in environment protection.
- To explore print media's responsibilities in the context of environmental reporting.
- To give practicable policy measure and recommendations to meet issues and challenges

Outcomes

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

Contents

Environmental Journalism: Origin and definitions, objectives of Environmental Journalism

Environmentalism, Conservation,

Environment, mountain, forests and their relationship, Australian first Environmental Journalism

Travel Journalism versus Environmental Journalism, a brief history of Environmental conflict in Tasmania

Environmental advocacy, the National Park movement

Environmental issues and new technologies, Save Our Forest Campaign in UK

Save Our Wood Campaign, Environmental issues and the circulation of emotion, pictures on social media

Climate Change, Climate gate, Climate Change debate in Australia

Activists' videos on YouTube,

Narratives defining Old-Growth Forests, Narratives valuing Old-Growth Forests

Media and Environmental citizenship, Media and Resistance against Extractive Projects in Latin America

Online Media and Environmental Politics, The Green Campaign in Australia

Environmentalism and Conservation: Role of mainstream and social media

Documentaries on Environmental issues and conservation, Greening wildlife documentary: From Blue Chips to Green Chips

Need of Environmental Journalism in Pakistan, Natural beauty versus Deforestation issue and traveling journalism

Environmental disaster; Biodiversity, Waste Management, Air Pollution

Recommended Books

- Libby Lester & Brett. H (2013), Environmental Conflict and the Media, Petter Lang Publishing. Inc., New York
- Boykoff, M. T. (2009). "We Speak for the Trees: Media Reporting on the Environment". *Annual Review of Environment and Resources*.
- Witschi, N.S. (2002). *Traces of Gold: California's Natural Resources and the Claim to Realism in Western American Literature*. Tuscaloosa: University of Alabama Press

JMC 474

Sports and Health Journalism

CH:03

The purpose of the course is to introduce students to coverage of sports activities on and off the field.

Learning Outcomes:

At the end of the course the students will have an in-depth understanding of how journalists belonging to print and electronic media cover sports, how technological advancements have influenced coverage of sports and how sports stories/match reports are written.

Course Content:

Sports Journalism and Journalism about Sports, Engaging with Sports Journalism: Context and Issues, Sports Journalism and the Print Media Tradition, Sports Journalism or Sports Broadcasting? Sports Journalism in the Age of 24/7 Media, Sports Journalism in the Promotional Age, Sports Journalism in the Digital Age, Gendered Sport? Gendered Sports Journalism? Sport, Journalism and Society, The Image and Status of the Sports Journalist, the sports desk, Sources, Interviewing, Broadcast media, Online publishing, Theories of 'race' and racism in sport and the media, A level playing field? Diversity and sports journalism, Athletics: The fastest 'race'? Sportswriters and Black Athletes, ESPN and Women Sportswriters and Broadcasters,

JMC475

Documentary Production

CH:03

This course should give you the opportunity to create your own short documentary. During the sessions, the participants will be able to interact with a filmmaker from Germany and Pakistan for exchange of ideas. During this time, the students will get lectures from professionals from different countries and learn the basic understandings of the creation of creative documentaries.

One main goal of the course is the exchange between different backgrounds between students and mentors and basic technical understanding in the audiovisual field. Throughout the course, the students will get access to documentaries from diverse creation backgrounds to widen their horizon in the field of creative documentary.

Objectives

- Develop the fundamental understanding of documentary process and technical skills
- Help course participants know what makes a good documentary and how to work towards it
- Provide practical experience of camera handling, shooting, lighting, directing, budgeting and producing different formats of documentary
- Give experience of working as a crew-member in producing a short narrative documentary.

Learning Outcomes:

- Upon successful completion of the course, the student will be able:
- Acquire the basic knowledge of drawing technical skills of documentary production and its application in real world situation more effectively,
- Evaluate the technique using imagination while observing different panorama though creative and meaningful manner,
- Display skill to evaluate social syndrome in more artistic manner.

Course Content:

□ **Introduction, History and Evolution**

- How it differs from Fiction
- Characteristics of Documentary**
- Documentary in Theatre and Imax
- The Future of Documentary
- Assignment: Idea for Documentary**
- Director's and Editor's Role in Documentary
- Types of Documentar,
- Cinema Verite, Docudrama and Mockumentary
- Key Elements of Documentary**
- Idea Generation and Development
- Producer Role and Documentary Business
- Research for Documentary
- Writing Research Report
- Writing Proposal for Documentary**
- Creative Treatment writing
- Budgeting & Scheduling**
- Contract Agreements & Personal Release Forms
- Writing the Documentary Script**
- Two Scripts: Initial and Final Scripts
- Three-Act Structural Design
- Pre-production for Documentary**
- Camera & lighting Issues
- Sound recording Issues
- Interview Skills & Techniques
- Designing the Questionnaire
- Framing & Interview recording
- Shooting the Documentary**
- Preliminary planning and Arrangements
- Documentary Post Production**
- Building up Sequence & Rough cut
- Audio editing and Sound Design
- Final cut

Preview session

Recommended Books:

- Rabiger, Michael. (2004). Directing the Documentary. Focal Press.
- Rosenthal, Alan. (2002). Writing, Directing, and Producing Documentary Films and Videos. Carbondale: Southern Illinois Press,
- Hampe, Barry. (1997). Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events. New York: Owl Books.

JMC476

Media and Politics

CH:03

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 ends with a discussion of the main challenges to political communication in the 21st century

Objectives

- Recognize the fundamental role of the media in shaping the public's perceptions of politicians, the government and the political structure
- Understand the importance of the Internet and social media in the modern information age and the profound effect it has on media coverage, campaigns and privacy
- Evaluate the strengths and weaknesses of certain media sources and develop ways to ascertain the validity of information from media sources
- Identify how political figures are affected by the media and ways in which political figures respond to, influence or even manipulate news coverage.

Outcomes:

- This course has been designed to:
- Develop a critical cognitive ability on the concept and approaches of political communication.
- Enable students to use political communication as theoretical framework in their research studies.
- Explain the techniques of political communication and discuss its use in the contemporary media.

Course Content:

Political Bias Conceptual explanation and various forms of Bias journalism

Political Partisan

Propaganda Bias

Ideological Bias

Critiques of Bias Research

Political Reporting

Explaining the Political Stories

Frames versus Biases

Press and Voting Behaviour

Television and Voting Behaviour

Political Satire: Politics as Deluded and Corrupt

State Control and State Propaganda

Censorship

Secrecy

Government Propaganda

Regulations and control

Conglomerate Control: Media Moguls

Media Empires

Ownership and Control

The Power of Rupert Murdoch

The Appointment and Removal of Editors

Involvement in Editorial Policy

Commercial Policy

Role of Advertisers

Political Economy of Media

Traditional Political Economy

Marxist Political economy

Critical Political economy

Culture industry

Media and commodification

Packaging Politics

Images and Appearances

Celebrities

Spin-Doctors, Media Consultants and Advertisers

Politicians Interviews

Imitation or Modernization

Technological Mediation of Politics

The Commodification of Politics

Remote Control Politics

Democracy and the New Technology

The Argument for Electronic Democracy

The Argument against Electronic Democracy

The Technology of Electronic Democracy

Power and Mass Media

Discursive Power

Access Power

Resource Power

Theories of Media Power

Liberal Pluralism

News Right

Culturalism

Political Effects

Ownership and Control

Free Press: Democracy and Mass Media

Liberal Democracy and the Free Press

Free Press and Free Market

Alternative Model of a Democratic Media: Direct and Deliberative

Recommended Books:

Jose H. Magnum, K. (2007). The Political Economy of Mass Media. Sage publication, Pennsylvania.

Gultin M., Danielian (2006). Mass Media and Politics-An American Experience. Sage publication. New York.

Carolyn Smith (2005). Presidential Press Conferences: A Critical Approach. Contributors. New York, Praeger.

Judith S. Trent (2000). Political Campaign Communication: Principles and Practices. Westport, CT, Praeger.

JMC481

Mass Media and Society

CH:03

This is an introductory course based on nature of linkage/relationship between media and society. It is designed to discuss the communication messages and how these bind people into communities and even nations. Further to give better understanding, how the media content is get influenced by the society.

Objectives:

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

Outcomes:

- Upon successful completion of the course, the student will be able to:
- Acquire the basic knowledge of relationship of media and society and understand the basic concepts of media conglomeration.
- They will be able to analyze and evaluate the role of media in society and vice versa.

Contents:

Concept of the society and Mass Society

Institutions of Society

Functions of Mass Media for Individual/ Society

Era of Digital Media

Media conglomeration

Social control on media content

Media and Social Change

Role of media in society

Media and Public Opinion Building

Media and democracy

Media and Minorities

Media and Health, Agriculture, Education and Violence

Media and culture

Practice: Analyzing role of media content on society and impact of social setup on media content (print, broadcast, web).

Recommended Books:

- James and Curran, "Mass Media and Society" Arnold Hodder, London, Latest edition
- Wilson Stanley Roy, "Mass Media and Mass Culture" McGraw Hill, New York, 2013
- Merrill John C, "Global Journalism", Longman, New York, 2013
- Nick Couldry (2012). "Media, Society, World", Social Theory and Digital Media Practice. Polity, USA.
- Folkerts, Lacy, "The media in your life", Pearson Education Inc. USA 2010

JMC481

Strategic Communication

CH:03

This course will provide students with an understanding of the fundamental communication and relational concepts and processes that underpin strategic communication and public relations strategy. The course focusses on organisational communication behaviour and strategic engagement with key publics, and the role of strategic communication within an organisation. Using a problem-based learning approach, students will work collaboratively to identify, analyse and address real-world communication issues. Students will develop strategic responses that are underpinned by relevant theoretical, ethical and legal frameworks.

On successful completion of the course students will be able to:

1. Explain key concepts of strategic communication, stakeholders and publics in an organisational context;
2. Assess the strengths and weaknesses of key theories in underpinning and informing approaches to contemporary practice;
3. Identify key issues and trends in strategic organisational communication practices and effectively communicate research outcomes;
4. Develop strategic responses that conform with the ethical and legal dimensions of organisational communication.

Contents

Introduction to Strategic Communication Key concepts of communication and public relations strategy

Thematic engagement through the examination of organisational communication for key publics such as media relations, employee relations, community relations/CSR; and other stakeholder relations.

Developing strategic responses to identified communication issues that are underpinned by public relations theory and comply with legal and ethical standards for organisational communication.

Developing applied communication skills needed to produce strategic public relations materials in an organisational context.

Recommended Books

Principles of Strategic Communication, By [Derina Holtzhausen](#), [Jami Fullerton](#), [Bobbi Kay Lewis](#), [Danny Shipka](#) Copyright 2021

JMC483 Research Methods in Mass Communication CH:03

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

Course objectives

- This course will introduce participants to the characteristics and various approaches to designing and conducting qualitative research projects in Communication and media.
- Students will gain hands-on experience in various qualitative methods and analysis techniques while carrying out a research project related to their area of interest.
- Will understand content analysis and survey techniques of research methodologies enabling student

Outcomes

- To understand various methodologies qualitative and quantitative and mix methods as a prerequisite of the Thesis.
- the students will be able to explore the strength and weaknesses of various methods and be competent enough to apply various methods
- The major objectives of this course are to develop the understanding, application, and evaluation of scholarly qualitative research, and explain researcher's place in the research process

Teaching Methodology:

- Lecturing
- Class Activities
- Written Assignments
- **Assessment:**
- Assignment 10
- Midterm Exam 30
- Final term Exam 50
- Class Participation 05
- Presentation 10

Course Contents

Concept and need of mass media research, Issues related to communication research

Role of theory in the process of research, Theory construction process

Challenges of communication research in the contemporary era

1.Survey in Mass communication

The nature of survey

Theory and social research

Developing research questions, hypothesis, indicators for concepts and variables

Sampling and Construction of questionnaire

Data collection procedure and ethics in data collection

Measuring data

Reliability and validity

Data analysis

2.Content Analysis in Mass communication

Definitions, concept and need of Content analysis

Qualitative and quantitative content analysis

Analysing media message

Defining content analysis as a social science tool

Designing a content analysis

Measuring and sampling

Coding, recording, categorization

Reliability and validity

Data analysis

3. Discourse analysis in Mass communication

- Critical discourse analysis methods and techniques
- Textual analysis methods and techniques
- Pictorial analysis methods and techniques

4. Interview in Mass communication

- Kinds of interviews
- Interview process and analysis methods, techniques

5. Focus Group discussion in Mass communication

RECOMMENDED BOOKS:

- A Handbook of Qualitative Methodologies for Mass Communication Research Edited by Klaus Bruhn Jensen and Nicholas W. Jankowski
- Textual analysis for social research by Norman Fairclough Analyzing qualitative data Edited by Alan Bryman and Robert G. Burgess
- Introduction to Action Research 2nd Edition: Social Research for Social Change by Davydd J. Greenwood and Morten Levin

JMC484 Community Radio & Magazine Journalism CH:03

In course The students will learn about the different types of community radio and magazine publications as well as the development and history of the community radio and magazine industry. the students will learn the fundamentals of writing, production and editing of community radio and magazine.

Objectives

- Community media services scaled up to effectively deliver quality broadcasts by improving transmission capacities, expanding geographic coverage and increasing the number of listeners in remote rural areas where access to information and opportunities for public engagement remain limited.
- Local expertise in radio production and management strengthened through continuous capacity building, learning additional knowledge and sharing of skills at individual and institutional levels.
- Participatory advocacy and monitoring enhanced to popularize development concepts, the SDGs and national development priorities in a language preferred and understood by rural communities, and to create multiple channels to receive feedback and measure impact.
- Effective partnerships and mobilization enhanced to ensure financial, social and institutional stability by establishing local sustainability mechanisms and build long-term linkage between development partners and stakeholders.

Learning Outcomes

- It provides access to all those people or groups who does not have the access before
- Self-expression opportunities are provided for communities
- It mobilizes the participants and informs them to focus on local or regional issues
- If community radio is compared to other type of commercial radios, its receiver end cost is higher
- People working in community radio stations are trained and skilled; their aim is to provide satisfactory transmission for the audience
- Different campaigns regarding health, culture, linguistic and social are conducted to promote these things

Contents

Introduction to community radio ,Evolution of community radio,

Function of community radio, Community radio role in the society

Characteristics of community radio, skills and techniques of community radio writing

Types of programs of CR, format and style of community radio

Developmental implications of CR, policy and guidelines for CR

Community participation policy, community engagement in CR. Benefits of community engagement

Use of community radio for education, health, etc.

Use of community radio for women and children issues and empowerment.

Introduction to Magazine journalism , History of magazine journalism,

Types and Forms of magazine, Magazine Journalism: Principles and Practice

Characteristics of magazine journalism, Skills and techniques for writing magazine

- Writing
 - Story ideas
 - Style
 - Story structure

Distinguish magazine writing from other genres of writing

- **Text editing**
 - Mix of stories
 - Copy editing
 - Proofreading
 - Headlines, cutlines, credits
- **Design**
 - Software mastery
 - Topography
 - Mastery of style grids
 - Understanding color and hue
- **Image editing**
 - Quality of images
 - Appropriateness of image to story
 - Use of type as a graphic element

How writing magazine articles for the Web is different

Using keywords, headlines and hyperlinking

Audience of the magazine

Recommended Books

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

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

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

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

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

JMC500

Capstone Project/Thesis

CH:03

Every student will be required to conduct research on a selected topic under the guidance of his/her supervisor and submit a research thesis (individually or in Group; not more than three) at the end of semester. This will be mandatory. A Viva-Voce examination will be held at the end of final term exam by the external examiner as per the semester regulations. Research thesis will be of 100 marks.

GENERAL COURSE TO BE OFFERED IN OTHER DEPARTMENTS

JMC 114

Introduction to Mass Communication

CH:03

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

Objectives:

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

Outcomes:

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

Course Contents

Introduction and History of Communication and Mass Communication: Definition, nature and scope of mass communication; Significance of communication and mass communication;

History of communication, mass communication

Kinds and Functions of Communication: Types of communication, forms and levels of mass communication

Functions of communication & mass communication

Process of communication & mass communication; components and elements of communication

Encoding, decoding process and mechanism in communication and mass communication

Feedback, Forms and Types of feedback, flow of feedback, criteria for effective feedback,

Characteristics of feedback and Essential of effective communication

Audience of Mass Communication: Audience, Types of audience

Media of Mass Communication: Print & electronic media audience and characteristics

Folk and online media audience and characteristics

Communication Noise: Barriers of communication, types and levels of barriers of communication,

Communication models; types of communication models, News diffusion: The J-curve models, Lasswell model,

Shannon & Weaver model, De Fleur's model, Osgood & Schramm model, Dance's Helical model, The Hub Model, Katz & Lazarsfeld's two-step flow model

Media of mass communication, print, radio, television, online media, folk media, static media, film,

Communication technologies introduction, satellite, cable TV,, effects of information technologies

Recommended Books

- Dennis, DeFleur (2000). Understanding Mass Communication. Boston: Houghton Mufflin Co.
- Introduction to Mass Communication, Whatmore, Edward J. (1995). California: Wadsworth Publishing
- Briggs, Asa, and Peter Burke. A Social History of the Media: From Gutenberg to the Internet, 2001.
- Campbell, Richard, Bettina G. Fabos, and Christopher R. Martin. (2007) Media and Culture: An Introduction to Mass Communication,
- Dunwoody, Sharon, Lee B. Becker, Douglas M. McLeod, and Gerald M. Kosicki. (2005) The Evolution of Key Mass Communication Concepts,

Note:

Courses included in the General Education Category are designed by the respective departments including their course codes, credit hours and titles (reflected in the scheme of studies). All such courses approved by the Syndicate are available on the university website. For any query the office of the Registrar Academics may be approached for clarification/guidance.