

Department of Journalism and Mass Communication

University of Malakand



Scheme of Studies for BS (4-Year) and Master Program
In The
Department of Journalism and Mass Communication
University of Malakand



Fidlat

Incharge
Department of Journalism
& Mass Communication
University of Malakand

H. K. Khan

DEPUTY REGISTRAR
University of Malakand





OFFICE OF THE REGISTRAR
UNIVERSITY OF MALAKAND
(ACADEMIC SECTION)

Dated: July 03, 2019

NOTIFICATION

No. 736/Acad/31st Syndicate/9th AC./2019: it is notified for information of all concerned that the Syndicate, in its 31th meeting held on April 19, 2019, on recommendations of the Academic Council, made in its 9th meeting held on February 13, 2019, vid item No.08 confirmed the action taken by the Vice-Chancellor notified vide No.613/Acad/Scheme of Study/J&MC/2018; dated August 02, 2018 concerning anticipatory approval of the following courses of the Department of Journalism & Mass Communication duly recommended by the respective Board of Faculty, Faculty of Social Sciences in its 3rd meeting held on 27-02-2018:

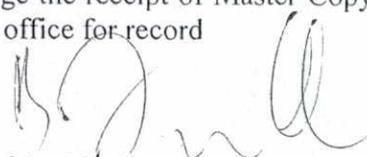
- i. Courses for BS (4-Year) Journalism & Mass Communications
- ii. Courses for MA (2-Year) Journalism & Mass Communications

Further, the Syndicate, regarding the standing lists of examiners for evaluation of Thesis/Viva Voce of Master and BS Program as recommended at page 209-210 and 270, respectively, the concerned Dean was directed to follow the already established criterion and tackle the same with examination section in order to keep the secrecy of the said exams. Similarly concerned Departments were directed to follow uniform policy for admission to BS (4-Year) and Master (2-Year) Programs in line with other Departments of the University.

(Rahatullah)
Assistant Registrar

Copy for information/necessary action (if any) to:

1. Dean, Faculty of Social Sciences
2. Chairperson/Incharge of the Department concerned
3. Deputy Registrar Admissions
4. Controller of Examinations with the request to acknowledge the receipt of Master Copy of the above scheme of studies for safe custody in your esteemed office for record
5. PS to Vice-Chancellor
6. PA to Registrar
7. File


Assistant Registrar



OFFICE OF THE REGISTRAR
UNIVERSITY OF MALAKAND
(ACADEMIC SECTION)

Dated: August 02, 2018

NOTIFICATION

No. 613/Acad/Scheme of Study/J&MC/2018: It is notified for the information of all concerned that the Vice-Chancellor, in anticipation of approval from the relevant authorities, approved the Scheme of Studies and courses of BS (4-Year) and Master (2-Year) programs in Journalism & Mass Communication duly recommended by the Board of Faculty, Faculty of Social Sciences in its 3rd meeting held on February 27, 2018.

Further, the Vice-Chancellor, in anticipation of approval from the relevant authorities, has accorded approval of launching BS (4-Year) program in the Department of Journalism & Mass Communication for the Session 2018 and onwards.

(Rahat Ullah)
Assistant Registrar Academics

Endst. No. 14845/1-5

Dated: August 02, 2018

Copy for information and necessary action (if any) to:

1. The Dean, Faculty of Social Sciences, University of Malakand
2. The Controller of Examinations, University of Malakand
3. The Deputy Registrar Admission, University of Malakand
4. The Incharge, Department of Journalism and Mass Communication, University of Malakand
5. PS to Vice Chancellor
6. PA to Registrar
7. File


Assistant Registrar Academics

**MEMBERS OF THE BOARD OF STUDIES OF THE DEPARTMENT OF
JOURNALISM & MASS COMMUNICATION, UNIVERSITY OF MALAKAND.**

S. No	Name/ Designation	Status
1.	Prof. Dr. Rashid Ahmad Dean of Social Science, University of Malakand	Convener/Ex-Officio
2.	Dr. Faiz Ullah Jan Associate Professor, Chairman, Department of Journalism and Mass Communication University of Peshawar	Member
3.	Prof. Dr. Altaf Ullah Khan Professor, Department of Journalism And Mass Communication University of Peshawar	Member
4.	Mr. Jan Muhammad Incharge, Department of Journalism & Mass Communication, University of Malakand	Member/Head of Department
5.	Mr. Shakir Ullah Lecturer, Department of journalism and Mass communication University of Malakand	Member


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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. Leaving 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.


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**STANDARDIZED FORMAT/SCHEME OF STUDY FOR FOUR YEAR CURRICULUM
FOR BACHELOR DEGREE IN SOCIAL SCIENCES**

STRUCTURE

S.NO	Categories	No. of Courses	Credit Hours
		Min-Max	Min-Max
1.	Compulsory Requirement (No choice)	9-9	25-25
2.	General Course to be chosen from other departments	7-8	21-24
3.	Discipline specific Foundation Courses	9-10	30-33
4.	Major courses including research project/internship	13-14	42-42
5.	Electives within the major	4-4	12-12
	Total	42-45	130-136

- Total numbers of credit hours 130-136
- Duration 4-year
- Semester duration 16-18 weeks
- Semesters 8
- Course load per semester 12-18 Credit Hours.

Number of course per semester 4-6


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University of Malakand, Chakdara Dir (Lower), Khyber Pakhtunkhwa, Pakistan

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

CURRICULUM FOR

BS (4-Year)

in JOURNALISM & MASS COMMUNICATION

Department of Journalism & Mass Communication
University of Malakand, Dir (Lower), Khyber Pakhtunkhwa, Pakistan
Phone: 0945-764135-6 Fax: 0945-763491

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Lay Out For BS (4-Year) in Journalism & Mass Communication

Compulsory Requirements (The Student has no Choice)				General Courses to be Chosen from other Departments			
9 Courses				7 Courses			
25 Credit Hours				21 Credit Hours			
S.No	Code	Subject	Credit Hours	S.No	Code	Subject	Credit Hours
1	ENG-113	English-I	3	1	MGT-114	Introduction to Management	3
2	ISL-112	Islamic Studies	2	2	POL-115	Introduction to Political Science	3
3	ENG-121	English-II	3	3	LLB-123	Introduction to Law	3
4	PST-122	Pakistan Studies	2	4	SOC-236	Introduction to Sociology	3
5	MAT-125	Mathematics	3	5	PSY-243	Introduction to Psychology	3
6	ENG-231	English-III (Communication Skill)	3	6	MGT-245	Logic and Critical Thinking	3
7	STA-232	Statistics	3	7	ANTH-234	Introduction to Anthropology	3
8	COM-233	Introduction to Computer	3				
9	ENG-241	English-IV (Journalistic Language)	3				
			25				21

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Discipline Specific Foundation Courses				Major Courses Including Research Thesis			
10 Courses				13 Courses			
30 Credit Hours				42 Credit Hours			
S.No	Code	Subject	Credit Hours	S.No	Code	Subject	Credit Hours
1	JMC-111	Introduction to Mass Communication	3	1	JMC-245	Communication Theory-I	3
2	JMC-124	Mass Media in Pakistan	3	2	JMC-352	Communication Theory-II	3
3	JMC-126	Fundamental of News Reporting	3	3	JMC-353	Sub Editing and Page Deigning	3
4	JMC-234	National and International Affairs	3	4	JMC-355	Media Ethic and Law	3
5	JMC-235	Introduction to advertising and Public Relations	3	5	JMC-363	Feature Column and Editorial Writing	3
6	JMC-242	Crisis Reporting	3	6	JMC-365	Development Support Communication	3
7	JMC-245	Introduction to Broadcast Media	3	7	JMC-471	Research Methodology-I	3
8	JMC-351	Introduction to Social Media	3	8	JMC-472	Online Journalism	3
9	JMC-361	Radio News Reporting and Production	4 (3+1)	9	JMC-475	International Communication	3
10	JMC-352	Newspapers Management and Production	4 (3+1)	10	JMC-481	Journalism (Specialization)	3
				11	JMC-482	Research Methodology-II	3
				12	JMC-483	Final Project / Research Report / Research Paper	6
				13	JMC-484	Internship	3
			32				42

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Elective Courses Within the Major			
4 Courses			
12 Credit Hours			
S. No	Code	Subject	Credit Hours
1	JMC-476	Peace Journalism	3
2	JMC-477	Political Communication	3
3	JMC-485	Documentary Production	3
4	JMC-485	Inter Culture Communication	3
			12

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Semester	Course Code	Subject Name	Credit Hours
First Semester	JMC-111	Introduction to Mass Communication	3
	ISL-112	Islamic Studies	2
	ENG-113	English-I	3
	MGT-114	Introduction to Management	3
	POL-115	Introduction to Political Science	3
Second Semester	ENG-121	English-II	3
	PST-122	Pakistan Studies	2
	LLB-123	Introduction To Law	3
	JMC-124	Mass Media In Pakistan	3
	MAT-125	Mathematics	3
	JMC-126	Fundamental of News Reporting	3
Third Semester	ENG-231	Communication Skills (English-III)	3
	STA-232	Statistics	3
	COM-233	Introduction to Computer	3
	ANTH-234	Introduction to Anthropology	3
	JMC-235	Introduction to advertising and Public Relations	3
	SOC-236	Introduction to Sociology	3
Fourth Semester	JMC-241	English IV(Journalistic Language) (U0)	3
	JMC-242	Crisis Reporting	3
	PSY-243	Introduction To Psychology	3
	JMC-244	Communication Theory -I	3
	MGT-245	Logic and Critical Thinking	3
	JMC-246	Introduction to Broadcast Media	3

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Semester	Course Code	Subject	Credit Hours
Fifth Semester	JMC-351	Introduction to Social Media	3
	JMC-352	Newspaper Management and production	4 (3+1)
	JMC-353	Communication Theory-II	3
	JMC-354	Subediting and page Designing	3
	JMC-355	Media Ethics and Law	3
			16
Sixth Semester	JMC-361	Radio News Reporting and Production	4 (3+1)
	JMC-362	Journalism (Specialization)	3
	JMC-363	Feature Column & Editorial Writing	3
	JMC-364	National and International Affairs	3
	JMC-365	Development Support communication	3
			16
Seventh Semester	JMC-471	Research Methodology –I	3
	JMC-472	Online Journalism	3
	JMC-473	Peace Journalism	3
	JMC-474	Political Communication	3
	JMC-475	International Communication	3
			15
Eight Semester	JMC-481	Documentary Production	3
	JMC-482	Inter Culture Communication	3
	JMC-483	Research Methodology –II	3
	JMC-484	Final project / Research Report /Research Paper	6
	JMC-485	Internship	3
			18
		SUB TOTAL	132

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Department of Journalism & Mass Communication

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BS (4-Year) in Journalism & Mass Communication

BS (4-Year) in Journalism & Mass Communication 4 year program having 8 semesters. Students are required to earn 132 credit hours to complete this program (degree course). Degree is titled "BS (4-Year) in Journalism & Mass Communication".

Eligibility Criteria:

As per University criteria F.A / F.Sc or equivalent with Minimum 45% Marks

Course Structure:

Total number of subjects (courses) taught are 42 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
Compulsory Courses	9 courses/ 25 Credit Hours.
General Courses	7 courses/ 21 Credit Hours.
Foundation Courses	10 courses/ 30 Credit Hours.
Major Courses	13 courses/ 42 Credit Hours. Includes Internship/ Report
Elective Subjects	4 courses/ 12 Credit Hours



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**Standardized Format/Scheme of Studies for Four Year Curriculum for
BS (4-Year) in Journalism & Mass Communication**

Total no of credit hours:	132
Duration:	4-Year Program
8-Semester Duration:	16-18 weeks
Load course per semester:	12-18 Credit Hours.
No of Courses per semester:	4-6


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Journalism & Mass Communication (BS-4 Year)

SEMESTER-I

S. No	Course Code	Subject	Credit Hours	Status
1	JMC-111	Introduction to Mass Communication	3	Foundation
2	ISL-112	Islamic Studies	2	Compulsory
3	ENG-113	English-I	3	Compulsory
4	MGT-114	Introduction to Management	3	General
5	POL-115	Introduction to Political Science	3	General
Total Credit Hours			14	

SEMESTER-II

S. No	Course Code	Subject	Credit Hours	Status
1	ENG-121	English-II	3	Compulsory
2	PST-122	Pakistan Studies	2	Compulsory
3	LLB-123	Introduction To Law	3	General
4	JMC-124	Mass Media In Pakistan	3	Foundation
5	MAT-125	Mathematics	3	Compulsory
6	JMC-126	Fundamental of News Reporting	3	Foundation
Total Credit Hours			17	

SEMESTER-III

S. No	Course Code	Subject	Credit Hours	Status
1	ENG-231	Communication Skills (English-III)	3	Compulsory
2	STA-232	Statistics	3	Compulsory
3	COM-233	Introduction to Computer	3	Compulsory
4	ANTH-234	Introduction to Anthropology	3	General
5	JMC-235	Introduction to advertising and Public Relations	3	Foundation
6	SOC-236	Introduction to Sociology	3	General
Total Credit Hours			18	

SEMESTER-IV

S. No	Course Code	Subject	Credit Hours	Status
1	JMC-241	English IV(Journalistic Language) (U0)	3	Compulsory
2	JMC-242	Crisis Reporting	3	Foundation
3	PSY-243	Introduction To Psychology	3	General
4	JMC-244	Communication Theory -I	3	Major
5	JMC-245	Introduction to Broadcast Media	3	Foundation
6	MGT-246	Logic And Critical Thinking	3	General
Total Credit Hours			18	


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SEMESTER-V

S. No	Course code	Subject	Credit Hours	Status
1	JMC-351	Introduction to Social Media	3	Foundation
2	JMC-352	Newspaper Management and Production	4 (3+1)	Foundation
3	JMC-353	Communication Theory-II	3	Major
4	JMC-354	Subediting and page Designing	3	Major
5	JMC-355	Media Ethics and Law	3	Major
Total Credit Hours			16	

SEMESTER-VI

S. No	Course Code	Subject	Credit Hours	Status
1	JMC-361	Radio News Reporting and Production	4 (3+1)	Foundation
2	JMC-362	National and International Affairs	3	Foundation
3	JMC-363	Feature Column & Editorial Writing	3	Major
4	JMC-364	Journalism (Specialization)	3	Major
5	JMC-365	Development Support Communication	3	Major
Total Credit Hours			16	

SEMESTER-VII

S. No	Course Code	Subject	Credit Hours	Status
1	JMC-471	Research Methodology –I	3	Major
2	JMC-472	Online Journalism	3	Major
3	JMC-473	Peace Journalism	3	Elective
4	JMC-474	Political Communication	3	Elective
5	JMC-475	International Communication	3	Major
Total Credit Hours			15	

SEMESTER-VIII

S. No	Course Code	Subject	Credit Hours	Status
1	JMC-481	Documentary Production	3	Elective
	JMC-482	Inter Culture Communication	3	Elective
2	JMC-483	Research Methodology –II	3	Major
3	JMC-484	Final project / Research Report /Research Paper	6	Major
4	JMC-485	Internship	3	Major
Total Credit Hours			18	
G. Total Credit Hours			130	

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SEMESTER-I

Course Code	Subject	Credit Hours	Status
JMC-111	Introduction to Mass Communication	3	Foundation
ISL-112	Islamic Studies	2	Compulsory
ENG-113	English-I	3	Compulsory
MGT-114	Introduction to Management	3	General
POL-115	Introduction to Political Science	3	General
	Total Credit Hours	14	

JMC-111**INTRODUCTION TO MASS COMMUNICATION****CH 3****Course Objectives:**

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

Course Contents

Definitions, types and significance. Process of Communication: source; message; channel; noise; Destination; encoding; decoding; and

➤ Communication

Feedback. Barriers in communication .Essentials of effective communication. Dimensions of mass communication: mass media, advertising, public relations, blogging, new media etc. and Functions of mass communication. (Information, Education, Opinion Formation, Entertainment and Development.)

➤ Media of Mass Communication

Print Media: newspapers, magazines, periodicals, books, pamphlets, etc. Broadcast media: Radio, TV, film. New Media: (Internet)-On-line journalism. Traditional/Folk-Media. Comparative study of mass media, their components, functions and effects.

Recommended Books:

- ✓ Dominick, J.R.(2006).Dynamics of Mass Communication(8th Ed.)New York. McGraw-Hill
- ✓ Merrill, J.C., Lee, J., Friedlander, E.J., (1994). Modern Mass (2nd Ed). New York. Harper Collins College Publishers
- ✓ Straubhaar, Larose. (2002). Media Now: Communication Media Information Age (3rd d.) USA. Wadsworth


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SEMESTER-II			
Course Code	Subject	Credit Hours	Status
ENG-121	English-II	3	Compulsory
PST-122	Pakistan Studies	2	Compulsory
LLB-123	Introduction To Law	3	General
JMC-124	Mass Media In Pakistan	3	Foundation
MAT-125	Mathematics	3	Compulsory
JMC-126	Fundamental of News Reporting	3	Foundation
	Total Credit Hours	17	

JMC-124

MASS MEDIA IN PAKISTAN

CH 3

Course Objectives:

This course is designed to study the role of Muslim Press in the Sub- continent with reference to the work of eminent Muslim journalists, and its role during freedom movement and struggle for Pakistan. It is further designed to help students to have a look on the evolution of print and electronic media in Pakistan from the beginning till date, with reference to their problems and prospects.

Course Contents:

➤ **Historical Background**

- Growth of the Press in the sub-continent.
- Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Moulana Muhammad Ali Johar, Moulana Abul Kalam Azad and Zafar Ali Khan.
- Press and the Pakistan Movement.

➤ **History and Development of Press**

- Press since independence.
- Major Developments of Press in Pakistan
- Major problems and prospects of Press in Pakistan
- Progressive writer's movement

➤ **Government and Press**

- Government Press relations

➤ **Electronic Media in Pakistan**

- Brief introduction to media in Pakistan
- Growth & expansion of Radio, Television and Film In Pakistan
- Growth of Cable television and its cultural and ethical dimensions.

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- Rise and fall of film in Pakistan
- Electronic Media in Private Sector. FM radio And Satellite Television.
- Online Journalism: Development and future prospects
- **News Agencies**
- Development of News Agencies.
- Expansion, Working, Organizational, Structure and Future perspective in Pakistan.
- Development of visual news agencies
- Growth of regional press in Pakistan
- Influence of foreign media in Pakistan
- Emerging trends in journalism

Recommended Books:

- ✓ Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore
- ✓ Lent J.A., Newspapers in Asia.
- ✓ Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab.
- ✓ Hasan Mehdi, Mass Media in Pakistan.
- ✓ French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International, UK.
- ✓ Aziz Yousaf (2003), Cable Television—A vision for Future, Pakistan.
- ✓ Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
- ✓ Sh. Mugheesuddin (1981), ABC of Radio Journalism.

Books in Urdu:

- ✓ Khurshid Abdus Salam (1966), Fun-e-Sahafat, Karwan Publications.
- ✓ Khurshid Abdus Salam, Dastan-e-Sahafat.
- ✓ Hijazi, Miskeen Ali (2005), Fun-e-Idarat, 6th Edition, Adan Printers.
- ✓ Khurshid Abdus Salam, Sahafat Pakistan-o-Hind Mein.
- ✓ Hussain, Muhammad Shahid, Iblighiat (2004) Education Publication House Delhi
- ✓ Hijazi, Miskeen Ali (1995), Punjab mein Urdu Sahafat. Azhar Sons Printers. Lahore.
- ✓ Shafiq Jhau Lundhary (2008), Sahafat Aur Iblagh, 10th Edition. Ali Ejaz Printers. Lahore.
- ✓ Naz, Ahsan Akhtar (2002), Pakistan mein Taraki Pasand Sahafat. Zahid Bashir Printers. Lahore.

JMC-126

FUNDAMENTALS OF NEWS REPORTING

CH 3

Course Objectives:

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

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Course Contents:

- News:
 - Definition
 - Elements c) Values
 - Sources and channels of News
- **News Writing techniques:**
 - Structure of News
 - Lead/introits components and types
 - Block Paragraphing
- **Basics of writing:**
 - Attribution
 - Plagiarism
 - Opinion vs. facts
 - Language, Grammar
- **Beat reporting:**
 - Crime & Accidents/Disasters
 - Sports
 - Commerce
 - Courts
 - Health
 - Education
 - Political
 - Parliament
 - Obituary
- **How Newspaper News are different form Radio and Television news**
- **Elements of online News reports**
 - Multimedia Contents
 - Text visuals and photos
 - Do's and Don'ts of a reporter

Recommended Books:

- ✓ Anderson David "Investigative Reporting", Englewood Cliffs, Prentice, Hall, 1964
- ✓ Charnely Mitchell's "Reporting", New York Hoet, Rinhart & Winston 1964
- ✓ Hohenberg "The Professional Journalist"
- ✓ MacDougall, Curts D. "Interpretative Reporting", New York, Macmillian 1972
- ✓ Porter and Luxon "The Reporter and the News"
- ✓ William L. Rivers "Finding Facts", Engle wood Cliffs, N. J; Prentice Hall, 1975.



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- ✓ Alden Todd, "Finding Facts Fast", Barclay, Ten Speed Pren, 1979
- ✓ Ken Metzler, "Creative Interviewing", Engle wood Cliffs, .J; Pren, 1977

SEMESTER-III				
S. No	Course Code	Subject	Credit Hours	Status
1	ENG-231	Communication Skills English-III	3	Compulsory
2	STA-232	Statistics	3	Compulsory
3	COM-233	Introduction to Computer	3	Compulsory
4	SOC-234	Introduction to Anthropology	3	General
5	JMC-235	Introduction to advertising and Public Relations	3	Foundation
6	SOC-236	Introduction to Sociology	3	General
Total Credit Hours			18	

JMC-235 INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS CH 3

Course Objectives:

This course is designed to introduce students to the principles and techniques of advertising and public relations as currently practiced. Emphasis will be on the public relations and advertising processes and such activities that bring out student's problem-solving approach and creativity in message construction.

Course Content:

- Advertising
 - Evolution and Development of Advertising
 - Advertising Definition, Function and Scope
 - Types of Advertising, Techniques of Advertising
 - Principle of Successful Advertising
 - Merits and Demerits of Advertising
 - Macro and Micro economic impact of Advertising
 - Socio-economic role of advertising
 - Advertising agency and its structure
 - Role of advertising association of Pakistan

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- Develop of Advertising Campaign
- Practice Advertising Campaign
- **Public Relations:**
 - Definition, Nature, Scope and history
 - Publics of PR
 - Process of PR (Research, Planning PR Campaigns 2 execution and evaluation)
 - Tools and Products of PR (Spoken tactics, written, Visual and new media)
 - Government and Private Organizations PR
 - PR in different sectors
 - Responsibilities and qualities of PRO
 - Comparative analysis of publicity, Propaganda, adv, PR
 - Community, Corporation on-Profit organization-POL org
- **Practical:**
 - PR Campaign

Recommended Books:

- ✓ Centre, H. Allen, Cutlip. M. Scott, "Effective Public Relations". New Jersey" Prentice Hall Inc.1978
- ✓ Chandan, S J. et al. "Essentials of Advertising", New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt.Ltd.1990
- ✓ Jefkins, Frank. Long Acre, "Public Relations for Marketing Management", London: Pitman Publishing1991.
- ✓ Jefkins, Frank, Long Acre, "Public Relations", London: Publishing, 1991
- ✓ Jefkins, Frank, "Advertising: Made Simple", Calcutta; Rupa Co.1982
- ✓ Mandell, Maurice I., Englewood Cliffs, N. J, "Advertising", Prentice- Hall, Inc. USA 1974
- ✓ Nelson, Paul Roy, low: WCB, Wm. C, "The Design of Advertising", Brown Publishers Dubugue, USA, 1985
- ✓ S.A.Siraj, "Taloqaat-e-Aama", Allama Iqbal Open University, 1990


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SEMESTER-IV

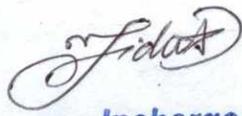
S. No	Course code	Subject	Credit Hours	Status
1	JMC-241	English IV(Journalistic Language) (U0)	3	Compulsory
2	JMC-242	Crisis Reporting	3	Foundation
3	PSY-243	Introduction To Psychology	3	General
4	JMC-244	Communication Theory-I	3	Major
5	JMC-245	Introduction to Broadcast Media	3	Foundation
6	MGT-246	Logic and Critical Thinking	3	General
		Total Credit Hours	18	

JMC-241**JOURNALISTIC LANGUAGE (ENGLISH & URDU)****CH 3****Course Objectives****Course Contents**

- Introduction to journalistic writing
- Difference between journalistic, common and literary writing
- Writing for newspapers, radio, TV and online media
- Difference between writing for print and electronic media
- Common technologies used in journalism
- Translation of Urdu to English news stories

Recommended Books:

- ✓ Adelstein, Michacle E. and Pivel, Jean G. (1976).The writing commitment. New York: Harcourt Brace Jovaovich, INC
- ✓ Bagnall, Nicholas. (1993). Newspaper Language: Journalism Media Manual. Oxford: Focal Press Butterworth-heinemann Ltd, Linacre-House, Jordan Hill.
- ✓ Ebbitt, Wilma R, Ebbitt, David R, (1978). Writer's Guide and Index to English. U.S.A: Scott, Foresman and Company.Fowler's Modern English Usage. New York: Oxford University Press.
- ✓ Hannah Jean and Trudgill, Peter (1994). International English, London, New york: Edward
- ✓ Arnold.Miskeen Ali Hijazi. (1992). SahaftiZuban. Lahore: Sangimeel Publications.
- ✓ Ziaee, Aasi, et al (1986). Tehsin-e-Urdu. Lahore: MaitabaiCarvan


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Course Objectives:**Course Contents:**

- Familiarity with textbook definitions of 'crisis' and its different types
- Ability to identify crisis situation
- Ability to differentiate 'crises from 'conflict'
- Familiarity with a tool kit for physical safety
- Ability to use first aid kit
- Ability to develop a checklist of items/steps for crisis reporting

Required Readings:

Chapter 1, "Theoretical approaches to and sociocultural perspectives in crisis communication,"

In Amiso M. George and Cornelius B. Pratt (eds), Case studies in crisis communication: International perspectives on hits and misses (pp. 3-27). New York: Routledge, 2012.

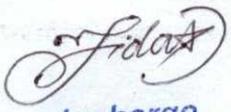
Chapter 1. "Global crisis? What is crisis? In Cottle, Simon (2009). Global crisis reporting:

Journalism in the global age, New York: Open University Press.

Chapter 3. "(UN) natural disasters: The calculus of death and the ritualization of catastrophe,

Cottle, Simon (2009). Global crisis reporting: Journalism in the global age, New York: Open University Press

Kriesberg, L. (2005). "Nature, dynamics, and phases of intractability," In Chester A. C., Fen O. H. & Pamela A. (eds.) Grasping the nettle: Analysing cases of intractable conflict, Washington, D.C.: USIP.


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Course Objectives:

Objectives: This course aims to equip the students to identify different phases of mass communication theories development in the historical context. It will enhance their abilities to understand different intellectual foundations in the field of mass communication.

Course Contents:

- Paradigm, theory and model Types and functions of theories Four eras of mass media theory
- Direct effect paradigm Propaganda theories
- Limited effect paradigm Two step flow of information Selective process Klapper's phenomistic theory Diffusion theory Functional analysis
- Normative theories Libertarian theory Social responsibility theory Development media theory Democratic participant theory

Recommended Books:

- ✓ Chaffee, Steven H. 2000 Mass Communication Uses and Effects, 3 rd ed. MacGraw – Hill, New York.
- ✓ Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed MacGraw-Hill, Inc. New York
- ✓ Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, And Uses in the Mass Media, 3rd ed. Longman Group Ltd. London.
- ✓ James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3 rd ed. St. Martin Press Inc. New York
- ✓ Mac Quill. 2003. Theories of Communication, 2 nd ed. Longman Group Ltd. London.
- ✓ Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
- ✓ Defleur Melvin L. 1999. Theories of Mass Communication, 3 rd ed. David McKay Co. New York.

Course Objectives:

- Learn Audio Video Coverage
- Learn Audio Video editing and writing
- Understanding basic concepts of Radio and TV News
- Know the difficult approaches when reporting for radio and TV
- To produce a radio and TV news



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Course Contents:

Introduction to Radio as a medium and structure

- **Type of Radio Programs**
 - News
 - Feature
 - Documentary
 - Voxpops
 - Interviews
- **Radio Production**
 - Basics of recording
 - Using audio variety
 - Sound bites

Audio Editing using adobe auditions software

Basics of Radio News writing and types of Radio news

Socio-economic impact of FM Radio economics Television:

Introduction to television as a medium and structure

- Basics of writing style guide for television a) Documentary b) Interviews c) Talk shows
 - Documentary
 - Interviews
 - Talk shows
- **Basics of TV News writing and its types**
 - Structure
 - Contents
 - Flow
 - Breathing techniques
 - Pastures of TV News delivery
- **Elements of a television news bulletin:**
 - Package b) Beeper c) Ticker d) Voxpaps
- **Television Production:**
 - Team
 - Technical staff
 - Design team
 - Requisites for Pre-production and past Production
 - Digital and analog IV


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- Basics of TV anchoring
- **Basics of Video acquisition:**
 - Operating camera and Shooting
 - Recorders
 - Lighting
 - Set designing
 - Video composition and editing
 - F) Advanced Multiplatform Reporting

Recommended Books:

- ✓ Andrew Hart, Rontledge, Understand the Media, New York .1991
- ✓ Conrad fink, Longman, Inside the Media, NewYork.1990.
- ✓ John Fiske, Mcthuen, Television Culture, London.1987
- ✓ John C. Merill, John Lee, Modern Mass Media, Edward Jay Fried lander, Harper & Row, New York. 1990.
- ✓ Conrad Lodziak, Frances Prilie, Power of TV, London. 1986.
- ✓ Ray Eldon Hiebert, Donald F. Ungurait. Thomas W. Bohn, Longman, Mass media: An introduction to Modern Communication, NewYork.1982.
- ✓ Stewart Price, Pitman Publishing, Media Studies, London. 1993
- ✓ Shirley Biagi, Wadworth, Belmont, Media Impact, 2 nd Edition 1992.

SEMESTER-V				
S. No	Course code	Subject	Credit Hours	Status
1	JMC-351	Introduction to Social Media	3	Foundation
2	JMC-352	Newspaper Management and Production	4 (3+1)	Foundation
3	JMC-353	Communication Theory-II	3	Major
4	JMC-354	Subediting and Page Designing	3	Major
5	JMC-355	Media Ethics and Law	3	Major
Total Credit Hours			16	

JMC-351

INTRODUCTION TO SOCIAL MEDIA

CH 3

Course Objective

The overall aims of this course are to introduce students to skills of social media tools in context to its emergence with media science. It also aims to introduce key concepts and social platforms that have changed the media scenario that it's used to be. Using the representation of the virtual community as a focus, students will be introduced to ideas of the collective resourcing, user defined contents, Web 2.0, media production and reporting in social media.

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Course Contents:

By the end of the course students will be able to apply a range of social media tools and collaborative platforms of shared resources, and will have an expertise to actively take part in creation of online media platforms, creation of community centric social media platforms supporting field of media production and reporting.

- Emerging Media Trends
- Media and Technology
- How emerging technologies can change Journalism
- Backpack Journalist
- Citizen Journalist
- Online Community
- News as conversation
- New Media: Emerging mediums of information (cell phone, web mediums)
- Cell phone evolution and Social Media (1-G to 4-G)
- Social Media Evolution
- Social Media Ethics (Rules are in the flux)
- Introduction to social media website (Google +, Facebook etc...)
- Social Media Skills for Journalists
- Blogs for Marketing and Advertising
- Trolls & 1-9-90 Rule • Vod-casting basics
- Pod-casting basics
- How one increases its social networking
- Social Media Marketing
- Introduction to Micro Blogging
- Twitter for Journalist



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- Social Media Marketing Strategies
- How one can use Facebook/Twitter/Blogs for effective Marketing
- Future Trends and developments in Social Media 41
- Social Media as an alternative public sphere

Recommended Books:

- ✓ Digital Media and Community Social Media Connectivity New Media and Journalism

JMC-352 NEWSPAPER MANAGEMENT AND PRODUCTION CH 4 (3+1)

Course Objectives:

The course aims at teaching the students at first hand the process of producing a newspaper from news gathering and selection to editing, composing, and page make up, use of illustrations to printing. It will be a practical course and the student will be expected to produce by themselves a complete daily or weekly newspaper.

Course Contents:

Organization of mass media in Pakistan; Personnel administration; circulation, advertising and financial administration of media; marketing of media products; management of printing unit Methods of composing and printing, Scanner, Film Making, Photo editing, Page Making, Layout; book editing & Production.

Practical:

The students will be required to produce newspapers during these semesters.

Recommended Books:

- ✓ Patrick Forsyth, Routledge, Marketing in Publishing, London, 1997
- ✓ F.W. Hodgson, Modern Newspaper Practice, Focal Press, Oxford, 4 th Edition, 1996
- ✓ Tom Ang, Picture Editing: an introduction, Focal Press. Oxford, 1996
- ✓ Paul Williams, the Computerized Newspaper, Oxford, London, 1990
- ✓ Lois Silvestein, Van Nostrand, Newspaper Design for the Times, New York, 1990
- ✓ F. W. Hodgson, Heinne man, Modern Newspaper Editing & Production, London.1987

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Course Objectives:

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.

Course Contents:

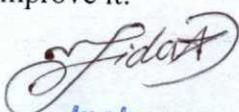
- Emergence of critical and cultural theories of mass communication
- Frankfurt school
- Political economy Media and audiences: theories about the role of media in everyday life
- Uses and gratification
- Framing and frame analysis Theories of media and culture and society • Agenda setting
- Knowledge gap
- Spiral of silence
- Media dependency theory
- Cultivation theory

Recommended Books:

- ✓ Chaffee, Steven H. 2000. Mass Communication Uses and Effects 3 rded. MacGraw-Hill,
- ✓ Joseph R. Mominick. 2004. The Dynamics of Mass Inc. New York
- ✓ Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins and uses in the Mass Media, 3rd ed. Longman Group Ltd. London
- ✓ James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd ed. St. Martin Press Inc. New York.
- ✓ Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
- ✓ Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.

Course Objectives:

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


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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
 - Symbols and their uses
 - Translation
 - Structuring and re-writing of news story
- **MAKE UP**
 - Make up techniques
 - Basic principles of page makeup
 - Different kinds of makeup
- **HEADLINES**
 - Definition
 - Purpose of Headlines
 - Qualities of Headlines
 - Kinds of Headlines
 - Principles of Headlines making.
- **USE OF COMPUTER**
 - Use of computers in the newsroom
 - Composing
 - Computerized Page making techniques
 - Practice: Adobe photo shop, practical exercises (at least 10) and picture scanning.

Recommended Books:

- ✓ The Art of Editing by Brooks Etal
- ✓ News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
- ✓ The Art of Editing News, McGiffertRenert
- ✓ 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 KhabarNaveesi by A. R. Khalid
- ✓ Fun-e-Idarat by Hijazi, Miskeen Ali



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Course Objectives:

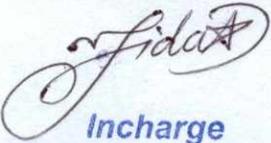
The course seeks to apprise the students about the codes of ethics, the laws and regulations, which are governing and regulating the media in Pakistan. The course develops the sense of norms, values and responsibility in future professionalize, government media relationship and press freedom in Pakistan.

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


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- 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, Sahbaftikhlaqiat, AzeemAcademi Urdu Bazar, Lahore.
- ✓ Dr. Naz, Mukalmat, (Interviews of 35 leading editors journalism and intellectual), Al Qamar Centre, Urdu Bazar, Lahore.
- ✓ Dr. Muhammad Wasim Akbar, ZaraeIblaghaur Islam NomaniKutabkhana, Urdu Bazaar Lahore

SEMESTER-VI				
S. No		Subject	Credit Hours	Status
1	JMC-361	Radio News Reporting and Production	4 (3+1)	Foundation
2	JMC-362	National and International Affairs	3	Foundation
3	JMC-363	Feature Column & Editorial Writing	3	Major
4	JMC-364	Journalism (Specialization)	3	Major
5	JMC-365	Development Support Communication	3	Major
		Total Credit Hours	16	

JMC-361 RADIO NEWS REPORTING AND PRODUCTION CH 4 (3+1)

Course Objectives:

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

Course Contents:

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Complete knowledge and 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, News Source

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:

Students are required to produce 05 news stories and 02 interviews of 10 minutes duration.

Recommended Books:

- ✓ Tim Crook, Routledge, International Radio Journalism, London, 1988
- ✓ 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 64
- ✓ Idrees Siddique, Radio Journalism in Pakistan, Feroz sons, Lahore, 1990.

JMC-362

NATIONAL AND INTERNATIONAL AFFAIRS

CH 3

Course Objectives:

This course is designed to provide the students an insight of event sand affairs taking place in and around Pakistan. Understanding national and international affairs is indispensable for persons working for media. This course is planned to enlighten and enable the students to analyze events with proper perspective.

Course Contents:

- **National Affairs**
 - Basics of Pakistan's Foreign Policy and Pakistan's relations with other countries – India, Afghanistan, Iran, China and US, SAARC, ASEAN.
 - Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.
 - Elements of national power: geography, ideology, natural resources, education, economy etc.



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- **International Affairs**

- Shift in balance of power: end of bipolar system and its implications
- The United Nations and its current role in conflict resolution.
- Muslim World, issues and problem, Role of OIC
- Issues and problems faced by contemporary World:
- Geo Political Status of Pakistan;
- Regional Arrangements three case studies European Union, ASEAN, and SAARC.
- Middle East issues
- Kashmir Dispute
- Nuclear issues
- War against terrorism and its different dimensions
- WTO and its implication and impact.
- H. environmental and water issues
- F. energy crisis

Recommended Books:

- ✓ SafdarMahmood (2006-2007). International Affairs.2 ndEdition.Jahangir Printers, Lahore,
- ✓ Ken Booth &Tim Dunne.(2002). Worlds in Collision Terror and the Future of Global Order Palgrave Macmillan.
- ✓ Noam Chomsky (1997). World Orders Old and New. Pluto Press. USA
- ✓ Aeron Davis. (2007).The Mediation of Power.Routledge Taylor and Francis Group
- ✓ Saiyyad Muhammad, SaleemMoini. (1995). International Law.Pakistan Writer's Co-operativeSociety Karachi, Lahore.
- ✓ Dr. SafdarMehmood. (2000). International Affairs.Jang Publishers. Lahore
- ✓ Inyatullah, (1997). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd., Lahore
- ✓ Rizvi, Hasan-Askari (2000), Military, State and Society in Pak, Macmillan Press Ltd.

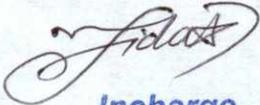
JMC-363

FEATURE, COLUMN & EDITORIAL WRITING

CH 3

Course Objectives:

The course is designed to develop writing skills of the students for advanced journalistic writing like, editorial, column, feature, book reviews, Radio, TV programmes review. It would enable students to differentiate among various types of newspaper writings apart from the news. This course is also planned to train the students in such a way that they should learn the basic technique sand principles for these writings.


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Course Contents:

➤ The Editorial:

- Definition of Editorial
- Its purpose, importance and forms
- Functions of Editorial
- The Techniques of Editorial writing
- The contents of editorial page
- The editorial page in Pakistan and its standard.
- Difference between editorial, column and feature
- Analyzing the media policy through editorials i. Writing practice

➤ Feature Writing

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

➤ COLUMN WRITING

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

➤ REVIEW

- 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.
- Review exercise

Recommended Books:

- ✓ Brenneck Clark. Magazine Article Writing, New York.
- ✓ Drewry J. E. 1951. Book Reviewing. Boston Macmillan Co.
- ✓ Hohenberg J. The Professional Journalist.
- ✓ Reddick D. C. 1949. Modern Feature Writing. New York.
- ✓ Waldrap. 1955. Editor and Editorial Writing A. G. Rinhart and Co.



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- ✓ ShafiqJalandari. Feature Nigari.
- ✓ ShafiqJalandari. KalamNaweesi
- ✓ Miskeen Ali Hijazi. IdariaNaweesi.

JMC-364

JOURNALISM (Specialization)

CH 3

Course Objectives:

The subject Specialized Journalism is an introduction to the study of the journalistic specializations (by learning the epistemological fundamentals of the specialized journalistic information). It is also the subject that presents the main areas of journalistic specialization, present on the general information media: Politics, Economy, Culture and Society.

The main goal of the subject is that the students become more interested in being strict when dealing with current journalistic information, so that they productions satisfy the information needs of the new audiences. It is also an objective of this subject to help the students identify with clarity which

Specialization they would like best, in order to guide their later itinerary for the different journalistic specializations (taken over the next years as optative subjects).

It is a well-known fact that in this global society, information sources are accessible by everybody. Precisely for this reason, specialized journalists must be able to offer a very accurate interpretation of the social reality. When learning this subject, therefore, a big capacity to work, reflection and a critical spirit are required in order to elaborate excellent products following the specialized journalism's methodology.

Course Contents:

- Introduction to Specialized Journalism Units:
- Specialized Journalism: Reporting Decisions Units:
- Advanced Sports Reporting Units:
- Reporting on Entertainment and Popular Culture Units.

➤ **Reporting on Globalization Units:**

- Specialized Reporting: Education, Youth and Learning Units:
- Specialized Reporting: Religion Units:
- Cities, Climate and Risk Units:
- Economics Reporting Units:
- Health reporting
- Environmental reporting
- Celebrity Journalism
- Literary journalism
- Cultural Reporting
- Political Reporting
- Business Reporting


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- Tourism Reporting
- Social Reporting
- Election Reporting

Recommended Books:

- ✓ Deborah B Mray & Robin M 2005 A Field Gide for Science Writer Oxford University Press UK.
- ✓ Pumarlo 2007 Votes and Quotes: A Guide to Outstanding Election Campaign Coverage Marion Street press
- ✓ Thompson 2000 Writing about Business Columbia University Press United States.
- ✓ Wickham, Kathleen 2003 Math Tools for Journalists, Oak Park, IL: Marion Street Press.

JMC-365

DEVELOPMENTAL SUPPORT COMMUNICATION

CH 3

Course Objectives

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

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



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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

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.
- ✓ Hedbro, Goran (1992), New Perspectives on Development: How Communication Contribute. The Iowa State University Press.
- ✓ O. Dreyer (1996) "Cultural Changes in Developing Countries".

SEMESTER-VII				
S. No	Corse Code	Subject	Credit Hours	Status
1	JMC-471	Research Methodology -I	3	Major
2	JMC-472	Online Journalism	3	Major
3	JMC-473	Peace Journalism	3	Elective
4	JMC-474	Political Communication	3	Elective
5	JMC-475	International Communication	3	Major
		Total Credit Hours	15	

JMC-471

RESEARCH METHODS-I

CH 3

Course Objectives:

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 Contents:

- The research process
- What is Research
- The development of mass media research
- Media research and scientific method
- Two sectors of research



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➤ **Academic and private**

- Differences between Quantitative and qualitative research
- Research design for quantitative research
- Identifying the research problem
- Formulating the problem statement
- Reviewing the literature
- Theoretical framework
- Formulating research questions
- Formulating hypothesis
- Conceptualization and operationalization of variables
- Identifying the methodology
- Sampling techniques
- Collection of data
- Tabulation and interpretation of data
- Quantitative measurement
- Reliability and validity
- Survey method development of a questionnaire Scales Index score Ethics in research

Recommended Books:

- ✓ Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Delhi, 110053.
- ✓ N. C. Pant, "Modern Journalism—Principles and Practices", first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Delhi-110002.
- ✓ Shearon A. Lowery, Melvinl. De Fleur, "Milestones in Mass Communication Research", 2nd Ed 1988, LongmanInc 95, Chrch Street, White Plains, NY 10601.

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This course covers the comparative picture of traditional Journalism with web journalism with the emphasis on web is the future of Journalism and role and responsibilities of press and the journalists are changing. It tells the students how writing for web is different from print and broadcast. Students will learn news story structure for the web with inverted pyramid and other elements of stories. Students will closely examine the world of newspapers online before putting learned skill into practice. Along with aesthetic elements required for web, the students will know what technical requirements for the web are. They will learn how to build up and operate their own website.

Course Objectives:

By the end of this course the students will be able to know the difference between traditional and modern Journalism of internet. They will be able to know the role and responsibilities of the web journalists. They would have learnt how to operate his or her own fully operative and functional website. Learning outcomes identify the critical performances, and the knowledge, skills and attitudes that successful students will have reliably demonstrated through the learning experiences and evaluation in the course.

Course Contents:

- Community journalism
- Online Journalism: a basic text
- Information technology in Journalism
- Handbook of Online Journalism
- Multimedia journalism: a practical guide
- Dictionary of Digital journalism
- Elements of Modern Journalism in the world
- Journalism ethics by Saxena
- Online Journalism: a basic text

Recommended Books:

- ✓ Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
- ✓ Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
- ✓ Understanding Mass Communication, Defleur, Dennis, Houghton Mifflin, N.Y, 1998.
- ✓ Media Impact, Shirley Biagi, Wadsworth, 1999
- ✓ Media of Mass Communication, John Vivian, 1999.


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Course Objectives:

As Societies throughout the world become increasingly interdependent, an ability to understand and to make use of communications has never been more important. This course will enable the student to assess the role and function of communication in the public sphere and to evaluate the management and practice of communication within the political process as well as between government and citizens, our discussion of international communication is grounded in an exploration of propaganda, since the practices, critique and theories of contemporary international communications. The course covers a wide range of core subjects including, communications theory, culture, media, information technologies and globalization etc.

Course Contents:

- The International Communications course will equip students with:
- A solid grounding in mapping and processes of international communication
- In-depth knowledge of the structures of communication within an international context •An advanced understanding of debates at the forefront of International communication
- Evaluate international communication within the framework of social, cultural, economic, religious and political division of the early 21st century. Course Content:
Defining international Communication
- Historical perspective
- Theorizing International Communication
- International Communication in the Internet age
- (Imbalance in) International Information flow
- The New World Information and Communication Order (NWICO)
- Towards an integrative view of balanced information flow
- Contra flow of communication: case studies: Middle East, Iran, China and India
- International/Transitional Media Organizations
- International Broadcast Networks
- Globalization of media and corporate expansion
- Global homogenization
- Cultural hybridity
- Revised cultural imperialism
- Media of Diaspora
- How governments manage their international communications
- How governments position themselves and create a national identity and image
- Towards an alternative public sphere.



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Recommended Books:

- ✓ Thussu, Kishan (2000). International Communication, New York: Oxford University Press
- ✓ Baran, S. J. (2001). Introduction to mass communication. Media literacy and culture 2001 California, London, Toronto: Mayfield Publishing Company.
- ✓ Baran, S. J. Davis, D. K. (2000). Mass communication theory: Foundations, ferment, and Future. Ontario: Wadsworth.
- ✓ Barker, Chris. (1999). Television globalization and cultural identities, Buckingham: Open University Press.
- ✓ Cees. J. Hame link. (1983). Cultural autonomy in global communication: Planning national Information policy. New York: Longman.
- ✓ Chauhan, S. & Chandra, N. (1997). Modern journalism issues and challenges. Swati. New
- ✓ Esposito, J. L. (1992). The Islamic threat-myth or reality. New York: Oxford University Press

SEMESTER-VIII				
S. No	Corse Code	Subject	Credit Hours	Status
1	JMC-481	Documentary Production		
2	JMC-482	Inter Culture Communication	3	Elective
2	JMC-483	Research Methodology -II	3	Elective
3	JMC-484	Final Project / Research Report /Research Paper	3	Major
4	JMC-485	Internship	6	Major
		Total Credit Hours	3	Major
			18	

JMC-483

RESEARCH METHODS-II

CH 3

Course Objectives:

A relatively advanced level course of research will further enlighten the students about different steps involved in a typical research model. The students will learn how to collect the data after implementing appropriate method and the basic elements required for writing a good research proposal/research report.

Course Contents:

➤ Quantitative research methods

- Content analysis
- Experimental method

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- Longitudinal research
- Qualitative research method
- Focus group
- Participant observation method
- Intensive interviews
- Case studies
- Writing research report
- Reference writing
- Use of SPSS

Internship Objectives:

Every student shall be required to join any national media organization as an intern for a period not less than two months. He/she will arrange his/her placement in any media organization with the concurrence of the department. On successful completion and positive report by the media organization, the student will prepare a comprehensive report on what he/she practiced, the introduction of the media organization and any other relevant aspects which the department may deem appropriate to be included in there port.

- 7.4 SPECIALIZED SEQUENCE SUBJECT-I
- 7.5 SPECIALIZED SEQUENCE SUBJECT-II
- SPECIALIZED SUBJECTS (SEQUENCE-I): OPTIONS
- **Print Media:**
 - Advanced Reporting
 - Newspaper Management & Production

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CURRICULUM FOR

Master of Arts

in JOURNALISM & MASS COMMUNICATION

Department of Journalism & Mass Communication
University of Malakand, Dir (Lower), Khyber Pakhtunkhwa, Pakistan
Phone: 0945-764135-6 Fax: 0945-763491

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Syllabus for Two year Master Programme

M.A Previous

No	Name of the subject	Theory	Practical	Total
01	Journalistic Language (English + Urdu +Pashto)			100
02	Reporting	60	40	100
03	Sub-Editing	60	40	100
04	Media History & Laws			100
05	Mass Communication Theory			100
Total Marks				500

M.A Final

No	Name of the subject	Theory	Practical	Total
01	Broadcasting in Pakistan	60	40	100
02	Public Relations & Advertising			100
03	Development Support Communication(DSC)			100
04	Pakistan Affairs			100
05	Feature, Column & Editorial writing And Internship			100 -100 =200
OR				
06	Communication Research methods -Thesis			100-100 =200
Total Marks				600

Grand Total = 1100

MA Previous

		Marks
Paper-I.	Journalistic Language (English, Urdu, Pashto)	100
Paper-II.	Reporting (Theory & Practical) (60 + 40)	100
Paper-III.	Sub-Editing (Theory & Practical) (60 + 40)	100
Paper-IV.	Media History & Laws	100
Paper-V.	Mass Communication Theory	100
MA Final		
Paper-VI	Broadcasting in Pakistan (Theory & Practical)	100
Paper-VII	Public Relations & Advertising	100
Paper-VIII	Development Support Communication (DSC)	100

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Paper-IX	Pakistan Affairs	100
Paper-X	Feature, Column & Editorial Writing or Communication Research Methodology	100
Viva Voce	Internship or Thesis	100

MA Previous

DETAILED DESCRIPTION OF THE COURSES

Paper – I Journalistic Language (English, Urdu, Pushto) Marks 100

Note: This paper is divided into three parts:

- Journalistic English (40 marks).
- Journalistic Urdu (40 marks).
- Journalistic language practice (English/Urdu/Pushto).

The candidates will be required to attempt five question in all with two questions each from part (A) and (B), and one from part (C).

Part – A Journalistic English

- Basics: Structure of English sentences; punctuations; words; phrases; clauses; tenses; comprehension; summarizing; paragraphing; elements of style.
- Varieties of English Languages; Scientific; literacy; and journalistic language.
- Characteristics of journalistic writings.
- Critiquing various pieces of journalistic writings: Feature; column; editorial; reportage; commentary etc.
- Journalistic styles: Comparative analysis of various newspapers.

Part – B Journalistic Urdu

- evolution of journalistic urdu.
- Difference between journalistic and literary languages.
- Characteristics of journalistic.
- Importance, Scope and of translation.
- principal of translations and characteristics of tranlater.

Part – C Journalistic Language Practical (English / Urdu/ Pushto)

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Note: The candidates may attempt this part either in English or Urdu or Pushto.

- a. Filling news story on a given topic.
- b. Suggesting Headlines.
- c. Writing columns/ Features.
- d. Reviewing books; articles.

SUGGESTED READINGS:

Adelstein, Michacle E. and Pivel, Jean G. (1976). *The writing commitment*. New York: Harcourt Brace Jovanovich, INC.

Bagnall, Nicholas. (1993). *Newspaper Language: Journalism Media Manual*. Oxford: Focal Press Butterworth-Heinemann Ltd, Linacre-House, Jordan Hill.

Ebbitt, Wilma R., Ebbitt, David R. (1978). *Writer's Guide and Index to English*. U.S.A: Scott, Foresman and Company.

Fowler's Modern English Usage. New York: Oxford University Press.

Hannah Jean and Trudgill, Peter (1994). *International English*. London, New York: Edward Arnold.

Miskeen Ali Hijazi. (1992). *Sahafti Zuban*. Lahore: Sangimeel Publications.

Ziaee, Aasi, et al (1986). *Tehsin-e-Urdu*. Lahore: Maitabai Carvan.

Paper – II REPORTING (Theory and Practice)

Marks 100

Note: This paper is divided into two parts: theory of 60 marks and practice of 40 marks. Candidate will be required to attempt five questions in all, with two questions from each part as compulsory.

- a. Concept of news: News; news values; types of news; sources of news; requirements of news; and ethics of reporting.
- Writing news story: Writing styles; procedure; intro; types of intro; and developing news story.
- Writing interview story: Need, importance, types of interview; techniques of conducting interview; writing procedure; reporting press conferences and press briefings.

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- d. Types of reporting: Crime; court; parliamentary; sports; economic; lobby; science; environment; investigative and interpretative reporting; curtain raisers; and follow-ups.
- e. Treating various publicity materials: Extracting news from press releases; press statements; press releases; press statements; press notes; handouts; press communiqués; and press talks etc.
- f. Practical exercises based on topics (b, c, d, e).

SUGGESTED READINGS:

- A.R. Khalid. (1980). *Fann-e-Khabar Naveesi*. Lahore: Makhtaba-e-Carvaan.
- A. Salam Khurshid. (1991). *Fann-e-Sahafat*. Lahore: Makhtaba-e-Carvaan.
- Mencher, Melvin. (2008) *News Reporting and Writing 11th edition*.
- David Spark (2011) *Practical News Reporting Fourth Edition*. Sage Publication Ltd.
- Carrison, Bruce, Sabljak, M. (1985). *Sports reporting*. Iowa: Iowa state university press /Ames.
- George, Hages S. (1983). *New Strategies for Public Affairs Reporting*. New Jersey: Prentice-Hall, INC.
- Graber, Doris A. (1988). *Processing the News*. New York, London: Longman Publications.
- Ganson, William A. (1984). *What's News?* New York: The Free Press Publications.
- Harris, Geoggrey and Spark, David (1997). *Practical Newspaper Reporting*. Oxford: Oxford Focal Press.
- Joseph. M.K. (1997). *Basic Source Material for News Writing*. New Delhi: Anmol Publication.
- Macdougall. Curtis D. and Reid, Robert D. (1987). *Interpretative reporting*. New York: Macmillan Publishing Company.
- Strentz, Herbert. (1992). *News Reporters and news sources*. New Delhi: Prentice-Hall of India Private Limited.
- Tell, Leonard R. and Taylor, Roy; (1992). *Into the newsroom*. New Delhi: Prentice Hall of India.

Paper – III SUB-EDITING (Theory and Practice) Marks 100

Note: this paper is divided into two parts; theory of 60 marks and practice of 40 marks. Candidates will be required to attempt five questions in all with two questions from each part as compulsory.

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- a. **Introduction to sub-editing:**
Nature; scope; need and importance.
 - b. **Editing news:**
 - i. **Learning newspaper style:** Purpose of stylebook; using stylebook; and preparation of copy.
 - ii. **Editing copy:** Procedure; subbing symbols.
 - c. **Headline writing:** Purpose; rules; procedure; kinds; and learning typography.
 - d. **Sub-Editor:** Function; qualities; role as a gatekeeper; sub-editors tools; and ethics of sub-editing.
 - e. **Rewriting:** Purpose/ reasons; principles; and procedure.
 - f. **Translation:** Need; importance; procedure; and rules.
 - g. **Page Makeup:** Purpose; principles; and kinds.
 - h. **Proof reading:** Styles; procedure; proofing symbols and duties of a proofreader.
 - i. **Photo journalism:** Selection of pictures; cropping/ scaling; writing captions; use of pictures in page makeup.
 - j. **News agencies:** Purpose; functions; national/international / local news agencies; and working of news agencies.
 - k. **Journalistic terminologies:** Explanation of various terms; Jargons and concepts relating to mass media; identifying media professionals.
- Practical exercises based on b, c, e, f, g, and h.

SUGGESTED READINGS:

R Thomas Berner

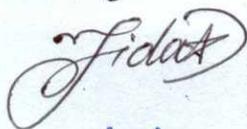
Asiya Sultan Ali and Amena Nudrat. (ed). (2000)

Butcher, Judith. (1999) Copy Editing. U.K: Cambridge University Press.

English, Eari and Hach Clarence. (1990). *Scholastic Journalism*. Ames, Iowa: Iowa state university press.

arcia, Mario R. (1987). *Contemporary newspapers design*. New York: Prentice-Hall, Inc.

iles, Vic and Hodgson, F.W. (1990). *Creative Newspaper design*. Oxford: Heinemann professional publishing.



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Lewis Greg. (1985). *Photo journalism: content and Techniques*. Iowa: WCB, Brown and Bench Mark publishers.

Miskeen Ali Hijazi. (1990). *Fann-e-Idarat*. Lahore: Urdu Science Board.

Moen, Daryl R. (1984). *Newspaper Layout and Design*. Ames, Iowa: State University Press.

Plotnik, Arthur. (1984). *The Elements of editing*. New York: Colier Macmillan publishers.

Westley, Brace H. (1980). *News Editing*. New Delhi: Oxford Publishing Co.

Paper – IV MEDIA HISTORY AND LAWS

Marks 100.

- A brief history of mass media in Indo-Pak subcontinent with special emphasis on the growth of Muslim Press.
- Eminent Muslim journalists and newspapers.
- Introduction to media in Pakistan
- Development of radio; television, and film in Pakistan
- Press in NWFP: history and development.
- History of media laws in sub-continent.
- Media laws and regulations in Pakistan.
- Press-state relations: History and development.

SUGGESTED READINGS:

Yasmeen Aftab Ali (2012) *Media & Media Laws in Pakistan*

Abus Salam Khurshid. (1992). *Sahafat Pakistan-wa-Hind May*. Lahore: Maktabai Carvaan.

Abdus Salam Khurshid. (1989). *Dastan-i-Sahafat*. Lahore. Maktabai Carvaan.

Ajmal Malik. (1982). *Sahafat Suba Sarhad Maain*. Lahore. Book Channal.

Ahuja, B.N. (1988). *History of press, press laws and communications*. New Delhi. Surjee Publications.

Anwar Ali Dehlvi, (ed). (1991). *Urdu Sahafat*. Lahore: Book Talk.

Grover, Justice A.N. (1990). *Press and the law*. Delhi: Vikas publishing house Pvt. Ltd.

Javed Jabbar, Qazi Feez Isa. (1997). *Mass Media Laws and Regulations in Pakistan*. Singapore. Amic.

Mehdi Hassan. (1995). *Jadid Ablagh-e-Aam*. Islamabad: Muqtadira Qaumi Zuban.

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- Miskeen Ali Hijazi. (1989). *Pakistan-o-Hind Main Muslim Sahafat Kentucky Mukhtasar Tareen Tareekh*. Lahore: Sang-i-Meel Publications.
- Miskeen Ali Hijazi. (1990). *Pakistan Main Ablagiyat: taraqqi aur Masayil*. Lahore: sang-e-Meel publications.
- M. Attique Siddique. (1980). *Hindustani Akhbar Navassi (company kay ehed main)*. Karachi: Indus publications, Pakistan.
- Nadir Ali Khan. (1993). *Urdu Sahafat Ki Mukhtasar Tareek*. Lahore. Book Channal.
- Parthasarathy Rangaswani. (1991). *Journalism in India*. Delhi: Sterling Publisher Pvt. Ltd.
- RPPO. (1988). Rawalpindi: Federal law house.
- Umer Aamer. (1986). *A History of Press in N.W.F.P. Peshawar*. Free Lance Research Publications.
- Zamir Niazi. (1994). *The web of censorship*. Karachi: Oxford University Press.
- Ziaul Janjua. (1989). *The compyright Laws*. Lahore: law times publication.

Paper – V MASS COMMUNICATION THEORY

Marks 100

- Introduction to Mass Communication theory.
- Nature and functions.
- Effects of Mass Communication.
- Mass Communication as social institution.
- Systems of Mass Communication.
- Sociology of Mass Communication.
- Sociology of the audience: interpersonal communication and the mass audience.
- Social consequences of Mass Communication.
- Social impact of the communication technology.
- Mass Media and modern society.

SUGGESTED READINGS:

- Levinson, Joseph. A. (1986). *The interpersonal communication book*. New York: Harper and Row.

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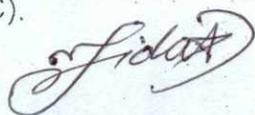
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- Dominick, R. Joseph. (1999). *The Dynamics of Mass Communication*. New York: McGraw-Hill Coll.
- Gill, David and Adams, Bridget. (1998). *The ABC of communication*. Surrey: Nelson and Sons. UK.
- Hawthorn Jeremy. (1987). *Propaganda, Persuasion and Polemic*. London: Edward Arnold Ltd.
- Hiebert, Eldon Ray et al. (1982). *Mass Media III*. New York, London: Longman.
- James, Curran, Michael Gurevitch and Janet Woolacott (eds). (1977). *Mass Communication and Society*. London: open university press.
- Margerison, Charles J. (1996). *The art of effective communication*. Excel Books.
- Mattelart, Aemand and Mattelart, Michele. (1998). *Theories of Communication*. New Delhi: sage publications.
- McQuil, Dennis, et al (1994). *Mass Communication theory*. London: Sage Publications.
- McQuill, Dennis and Windahl, Sven. (1993). *Communication theories*. London: Longman Group UK Ltd.
- Medhi Hussain. (1995). *Jadid Ablagh-e-Aam. Islamabad: Muqtadira Qaumi Zuban*.
- Muhammad Ali Chiragh. (1987). *Propaganda. Lahore: Sangl-i-Meel Publications*.
- Sullivan, O. Tim., Fiske, John., Saundars, Danny., Montgomery, Martin and Hartley, John, (1994). *Key concepts in communication and cultural studies*. USA. Canada. Routledge.
- Vivian, John, (1991). *The Media of Mass Communication*. Montana: Allyn and Bacon.
- Wilson, Geral. Hantz Alam and Hanna, Micheael S. Dubuque WCB: (1995). *Interpersonal Communication*. WCB, Brown and Benchmark IA, USA.
- Wright, Charles R. (1986). *Mass Communication-A sociological perspective*. New York: Random House.

MA Final

Paper – VI BROADCASTING IN PAKISTAN (Theory and Practice) Marks: 100

- a. Radio broadcasting: Structure and policies of the Pakistan Broadcasting corporation (PBC).
- b. TV broadcasting: Structure and policies of the Pakistan Television corporation (PTVC).



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- c. PBC/PTV programs: Policy, structure, and presentation.
- d. Writing of radio/TV: News and documentaries; scripting; production, and presentation.
- e. Community broadcasting: Introduction and needs.
- f. Information technology: Scope and future prospects in broadcast journalism.
- g. Practical based on (c) and (d).

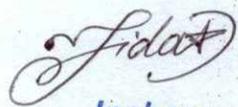
SUGGESTED READINGS:

- Alexander, James P. (1979). *Programmed Journalism Editing*. Ames, Iowa; 1 Iowa State University Press.
- Boyd, Andrew. (1990). *Broadcast journalism*. Oxford: Heinemann professional publishing.
- Dimbleby, Nick, Dimbleby, Richard and Whittington, Ken (1994). *A guide to production techniques*. UK: Hodder and Stoughton Bath.
- Idress Siddiqi. (1991). *Radio Journalism in Pakistan*. Lahore: Ferozsons Ltd.
- Mugheesuddin. (1980). *ABC of radio journalism*. Lahore.
- Mohammed Hussain (1997). *Radio journalism*. Karachi: National Book Foundation.
- Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa state university press.
- Wulfemeyer, K. Tim. (1983). *Broadcast News Writing*. Ames, Iowa: Iowa state university press.
- York, Iror. (1990). *Basic T.V. Reporting*. London, Boston: Focal Press.
- Zbar, Paul B., Orne, Peter W. (1988). *Basic Television Theory and servicing*. New Delhi: Tata McGraw Hill Publishing Co.

Paper – VII PUBLIC RELATIONS AND ADVERTISING

Marks 100

- A. Public Relations (PR) (Theory and Practice)
- a. Introduction to PR: Definition; nature; scope; and history.
 - b. Process of PR: Research; planning PR campaigns; executing PR programs, and evaluation.
 - c. Tools of PR: Print media; spoken media and special events; writing press releases; handouts, and press notes.
 - d. Public relations in Pakistan: History; govt/ private PR; Organization of PR.



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- e. PR department and PR personnel: Role of PR department; organization; role, functions, and qualities of PRO.
- f. Ethics and professionalism: Definition; code to ethics.
- g. Practical exercises based on b and c.

B. Advertising

- a. Advertising, Nature, History, Classification
- b. Advertising Agencies: structure; function
- c. The organization of Advertising; Advertising Agency; the advertising Department, media and Retailers
- d. Comparative study: advertising vs PR, sales promotion; publicity; and propaganda.
- e. Advertising & Society, Advertising as mass appeal, Advertising as fraudulent and misleading tool
- f. Advertising media planning and selection; Advertising media; Newspapers; consumer magazines; business publications
- g. Effective Advertising

Suggested Readings

- Chandan. S.J. et al. (1990). *Essentials of Advertising*. New Delhi, Bombay: Oxford and IBH Publishing Co. Pvt. Ltd.
- Jefkins, Frank. (1991). *Public Relations for marketing management*. Long Acre, London: Pitman Publishing.
- Jefkins, Frank. (1982). *Advertising: Made Simple*. Calcutta: Rupa Co.
- Nelson. Paul Roy. (1985). *The Design of Advertising* Iowa: WCB, Wm.c, Brown Publishers Dubugue. U.S.A.
- S.A. Siraj (ed). *Talogaat-e-Aama*. Islamabad. Allama Iqbal Open University.
- Wilcox, Dennis L., Ault, Phillip H. and Agee, Wareen K. (1989). *Public Relations: Strategies and Tactics*. New York: Harper Collins Publishers.
- Wright S., John et al. (1982). *Advertising U.S.A.*: McGraw Hill series in Marketing.

Paper – VIII DEVELOPMENT SUPPORT COMMUNICATION (DSC) Marks 100


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- a. Introduction: Definition and various perspectives on development.
- b. Meaning of development communication.
- c. Comparative study of development communication.
- d. Development support communication and development journalism.
- e. Communication and social change: Process of social change; decision-making; diffusion of innovation; and adoption of innovation.
- f. Development communication campaign: Definition; planning, & execution.
- g. Practical exercises based on 'f'.

SUGGESTED READINGS:

1. Allama Iqbal Open University. Taraqqiyati Sahafat. Islamabad: Government of Pakistan Planning Commission Five-Year Plans.
2. Croft, Josef. (1985). *Interactive Model of Third world basic needs; basic needs: approaches to development in development perspective*.
3. Croft, Josef and Srinvas Moklote. (1984). *On the democratization and development*.
4. Mody (1991). *Designing Messages for development communication*. London: Sage Publications.
5. Croft Robert C. (1988). *Development Communication*. New York: USA.
6. Weera, Neville., Amugama, Sarath. (eds) (1987). *Rethinking development Communication*. Bangalore: AMIC.
7. Madanandan Nair, White Shirley A. (eds). *Perspectives on development communication*.
8. Czizik Michael (1993). *Communication and Social Change*. Bonn: Friedrich Ebert Stiftung.
9. Well Herold. (1974). *The structure and function of communication in society*.
10. Goodwill, Jr. (1990). *Small Group Communication in organization*. Lawa: USA.
11. Hassan Naqvi, M. Asghar (eds) (1985). *Dehie Sahafat*. Peshawar: Pakistan academy for development.
12. Wilber. (1974). *The nature of communication between humans*.
13. Wiber and Daniel Lerner. (1978). *Communication and Change*. Hawaii.
14. Rani and A. Malaviya. (1991). *Communication and Rural Women Delhi*.

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Srinivar R. Melkote (1991). *Communication for development in the third world (theory and practice)*. London: Sage Publications.

White Shirley A. and Ascroft Joseph (1994). *Participatory communication*. London: Sage Publications.

Paper – IX PAKISTAN AFFAIRS

Marks 100

- a. Ideology of Pakistan: Definition and Explanation.
- b. Freedom movement: Historical evolution.
- c. Pakistan's foreign policy: Formation and impact; Pakistan's relations with the west neighboring countries, and Islamic world.
- d. Political Parties: Types, their role and functions.
- e. Systems of government: Parliamentary and Presidential forms of government.
- f. Introduction to various world organizations: UN, SAARC; OIC; ECO; CIS; ASEAN; ATO; EU; OPEC; IMF, GATT, WTO and World Bank.
- g. Current issues in world politics: Kashmir dispute; Afghan problem; middle east peace process; Gulf Imbroglia; crises in caucasia; globalization; terrorism; human rights, and other issues.
- h. Pakistan economy: Nature and scope of economics; national income and state of various economic sectors in Pakistan; problems of Pakistan economy.
Economic development in Pakistan: Successive five year plans with special study of the last one.
Social uplift in Pakistan: Concept of sustainable economic development and role of NGOs.

SUGGESTED READINGS:

- Abdul Hamid. (1967). (1858-1947) *Muslim Separatism in India: A brief Survey*. Lahore:
- Curke, S.M. (1969). *Pakistan's Foreign Policy: A Historical Analysis*. Oxford:
- Chakras, Richard S. (1972). *Basic Economics*, Boston: Little, Brown and Company.
- Arif. (ed). (1984). *Pakistan's Foreign Policy: Indian Perspective*. Lahore:
- Assud Ahmad. (1983). (1957-1975) *Pakistan: A study of its constitutional history*. Lahore:



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- Muzaffar Hussain Malathvi. (1988). *Fundamental of Pakistan Economy*. Lahore: Farooq Kitab Ghar.
- Rafiullah Shahab. (1990). *Fifty Years of Pakistan*. Lahore: Maqbool Academy.
- Waheed-uz-Zaman. (1978). *Towards Pakistan*. Lahore: Pakistan.
- Zarina Salamat. (1992). *Pakistan, 1947-1958: A historical review*. Islamabad: Pakistan.
- Ziring. Lawrence. (1971). *The Ayub Khan Era: Politics in Pakistan, 1958-1969*. New York: USA.

Paper – X FEATURE, COLUMN, AND EDITORIAL WRITING

Marks 100

Note: This paper is divided into two parts; theory of 60 marks and practice of 40 marks. Candidates will be required to attempt five questions in all with two questions from each part as compulsory.

A. Feature and column writing:

- a. **Feature writing:** Definition; types; sources; styles and structure; pictorial.. display in feature.
- b. **Column writing:** Concept; types; and styles of columns. study of various columns appearing in the national press.

B. Editorial writing:

- a. Concept; types; structure; style, and sources of editorial writing.
- b. Functions and responsibilities of editorial writer.
- c. Contents of editorial page.
- d. Comparative study of the editorial pages of various national newspapers.
- e. Practical exercises based on (A (a,b); B (a).

SUGGESTED READINGS:

- Abdus Salam Khurshid. (1991). *Fann-e-Sahafat*. Lahore: Maktabai Caravan.
- English. Earl and Hough, Clarence. (1990). *Scholastic Journalism*. Ames, Iowa: Iowa State University Press.
- Is. Alexander. (1989). *Beyond the facts*. New Delhi: Surjeet Publications.
- za Adeeb (1991). *Abdi Column*. Lahore: Pakistan Books and Literacy. Society.
- keen Ali Hijaze. (1991). *Idaria Naveesi*. Lahore: Sang-i-meel publications.



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Miskeen Ali Hajize. (1993). *Fann-e-Idarat*. Lahore: Urdu Science Board.

Shaffiq Jallandhary. (1989). *Feature Nigari*. Lahore: Naeem Publications Urdu bazaar.

Shafiq Jallandhary. (1987). *Urdu Column Ayeesi*. Lahore: Urdu Kitabkhana.

Suhail Rahat. (1987). *Urdu Idarye ka Iniqqa*. Lahore: Sang-i-meel publications.

Paper-XI Internship

Marks: 100

OR

Paper - X Communication Research Methods

Marks: 100

- a. Introduction to Mass Media Research: Scope and Development.
- b. Various approaches to Mass Media Research: Inductive and deductive approaches; Quantitative and qualitative approaches; applied vs pure research.
- c. Types of mass media research: experimental method; historical method; field survey; content analysis, and case study.
- d. Selection of topic: Determining the relevance; factors affecting selection of problem; literature reviewing; designing hypothesis (es) and research questions (s).
- e. Data collection and reduction. Process and analysis.
- f. Writing synopsis/ research proposals: Need; techniques; and procedure.
- g. Report writing: Techniques and styles; basics of reference writing.

SUGGESTED READINGS:

Berger. Arthur Asa (1998). *Media Analysis Techniques*. London: Sage Publications.

Bryman. Allan and Burgess, Robert G. (ed). (1994). *Analyzing Qualitative Data*. London: ROUTLEDGE.

Boyd. Oliver, Barrett., Rantanen Terhi (1998). *The Globalization of News*. Londong: Sage Publications.

Dearing. James W. and Rogers, Everett M. (1996). *Communication concept: Agenda Setting*. London: Sage Publications.

Ginneken. Jaap Van (1998). *Understanding Global News*. London: Sage Publications.



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List of Examiners

S.No	Name	Designation	Institution
1	Prof. Dr. Altaf Ullah Khan	Professor	University of Peshawar
2	Prof. Dr. Merza Jan	Professor	Khushal Khan University Karak
3	Dr. Faiz Ullah Jan	Chairman / Associate Professor	University of Peshawar
4	Dr. Naeem Gul	Associate Professor	University of Peshawar
5			
6	Mr. Farhad Safi	Assistant Professor	Abdul Wali Khan University Mardan
7	Mr. Azam Jan	Assistant Professor	Hazara University Manshera
8	Mr. Wajahat	Assistant Professor / HOD	Khushal Khan University Karak
9	Mr. Ali Imran	Assistant Professor	University of Peshawar
10	Mr. Pervez Khan	Assistant Professor / HOD	University of Kohat
11	Mr. Ruhail Amin	Assistant Professor	International Islamic University Islamabad
12	Dr. Hamza	Lecturer	University of Peshawar
13	Mr. Inam ur Rahman	Lecturer	University of Peshawar
14	Mr. Jamal	Lecturer / HOD	University of Swat
15	Mr. Anwar	Lecturer	University of Kohat
16	Miss. Sana Shah	Lecturer	Abdul Wali Khan University Mardan
17	Mr. Sajjad Ali	Lecturer	University of Swat

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H. Khan

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