

# Journalism

*B.A.: Elective and Optional*

## Objectives

1. To familiarize students with the concept and trends in mass communication
2. To enable the students of Mass Communication to develop the writing skills
3. To enable the students to critically evaluate the media contents

## Outlines of Tests

Paper	Title of Course	Marks
A	Theory	100
B	Theory	100
	<b>Total</b>	<b>200</b>

## Syllabi and Courses of Reading

### PAPER A

1. **Communication**
  - I. Definitions, types, and significance.
  - II. Process of communication ; source ; message  
Channel; noise; destination; encoding; decoding; and feedback III. Barriers in communication.
  - IV. Essentials in effective communication.
2. **Models of Communication**
  - I. Definition of model, uses and abuses of models
  - II. Laswell's Formula.  
Shannon and Weaver' model.
- a. **Tow-step Flow of Information**
  - I . Role of Opinion leader
4. **Mass Communication**

Nature of Mass Communication  
Function of mass communication

  - a. information
  - b. Education
  - c. Opinion formation
  - d. Entertainment
  - e. Development
5. **Media of Mass Communication**
  - a. Print Media; newspapers ; periodicals books, pamphlets ect,
  - b. Broadcast media, TV, film.
  - c. New media: (internet) – On-line journalism
  - d. Tradition / Folk media.

JJ. Comparative study of mass media, their components functions and effect.
6. **Advertising**

Definition ; types; and purposes  
Socio-economic aspects of advertising

  - ii) Principles of successful advertising IV.  
Advertising ethics
- c) **Public Relations.**
  - i Definitions, purpose, and scope  
Public Relation organization in public and privet sectors in Pakistan  
Public Relation process and duties of PRO IV.  
Ethics in public relation
8. **Psychological Warfare.**

- I. Propaganda and its types
- II. Rumors.

### **Books Recommended**

2. Understanding Mass Communication, Defleur Dennis, Houghton, Mufflin Co, Boston 2000
3. Exploring Journalism Mirza Muhammad Yousf A- One publishers, Lahore, 3<sup>rd</sup> ed 1993
4. Introduction to mass communication, Edward J, Wetmore, Wadsworth, Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and abdu Salam khurshid , Aziz Book Depot , Lahore. 6<sup>th</sup> ed .1997
6. Mass Communication - Introducing New Trends, M. Imtiaz Shahid, Caravan Enterprises . Lahore 1990 Reprint 1997
7. Theory and Practice of Journalism. B,N Ahuja , Surjeet Publication , New Dhlhi , 1993
7. Iblagh Kay Nazriyat , Muqaddara Shamsuddin, M (Nation Language Authority , Islamabad 1990)
8. Dynamics of Mass Communication Roger Dominic 6<sup>th</sup> ed. McGraw Hill New York, London 1999.
9. Ta'araf-e-Iblagh-e-amma Mutin-ur-R ehman Murtaza, Department of Mass Communication, University of Karachi 2000.
10. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
11. Media of Mass Communication, John Vivian 5<sup>th</sup> ed, Allyn and Bacon, London 2000.

## **PAPER B**

### **1. News: (Theory & Practice)**

- i. Definitions, Values, and Elements.
- ii. Structure of news story.

### **2. News Reporting: (Theory & Practice)**

- (i) News reporter: Qualities and function.
- (ii) Sources of news: formal and informal.
- (iii) Types of reporting

### **3. Editing (Theory & Practice)**

- (i) Copy editor: Qualities and function
- (ii) Editing process and techniques.
- (iii) Practice: editing: translation from English Urdu and vice versa.
- (iv) News room: structure, and Functions.
- (v) Press release, press note, and handout.

### **5. Opinion Page:**

- (i) Editorial : definitions: types : functions and importance
- (ii) Opinion page : articles ; feature : letters to editor : cartoons: literature : pieces etc ,

### **ii) Feature and Column Writing**

Definitions: types: and importance.

### **iii) Magazine Journalism :**

Nature, functions and scope.

### **iv) Media Laws and Ethics**

### **Recommended Books**

1. Journalism for All, Mehdi Hassan and abdu Salam khurshid , Aziz Book Depot Lahore. 6<sup>th</sup> ed .1997
2. Mass Communication - Introducing New Trends, M , Imtiaz Shahid , Caravan Enterprises . Lahore 1990 Reprint 1997
3. Mass Communication , S.M. Shahid , Publishers Emporium Lahore 1994
4. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
5. Introduction to mass communication, Edward J, Wetmore, Wadsworth, Publishing Co.

- California 1995.
6. Theory and Practice of Journalism. B,N Ahuja , Surjeet Publication , New Delhi , 1993
  7. Knowledge and flow of information, Vanguard Books.
  8. Modern news paper practice , Nadeem Book House
  9. The complete Report , Book Mark
  10. Mass Communication : Theory & practice, a one publishers Urdu bazaar Lahore
  11. Mass Communication: An introduction John R.Bitner. Published by Prentice-hall Inc. N.J. USA 1995.
  12. News gathering, ken Metzler, Prentice Hall Inc. N.J USA
  13. Professional Journalist : A study on the working condition of Journalist , G.Bohere , Oxford and IBH Publishing Co. New Delhi.
  14. Reuters Handbook for Journalists compiled by Ian Macodwall Publisher. Butterworth Heinemann Oxford.UK
  15. Dictionary of Mass Communication by Anjum Zia,"Jang Publisher".
  16. DR,Shafiq Jullandhry , Sahafat. Sahafi Aur Iblagh , Lahore,2000.
  17. Scholastic Journalism. Englihs, Earl and hough , Clarence 1996.
  18. News Reporting ed Writing Melvin Miencher 1977 Iowa :W.M.C. Brown Publisher
  19. Public Relations, Jefkins Frank .1991 Long Acre London Pitman Publishing.
  20. Exploring Journalism 1993. Mirza Muhammad Yousaf , A-One Publishers Lahore.

## **JOURNALISM: OPTIONAL**

### **Outlines of Tests**

<b>Paper</b>	<b>Title of Course</b>	<b>Marks</b>
A	Theory	100

### **Syllabi and Courses of Reading**

- Concept and scope of Journalism
- Functions and importance
- Types of Journalism
  - (i) Print Journalism
  - (ii) Broadcast Journalism

#### **Genre of Print Journalism;**

- (i) News; Definitions, Sources , Values and elements
- (ii) Column, Definitions , Types and importance
- (iii) Feature; Definitions; Types and importance
- (iv) Editorial; Definitions, Structure , Objectives and importance
- (v) Responsibilities and duties of Journalists

#### **Broadcasting;**

- (i) **Radio;**
  - a) Origin and importance
  - b) Introduction and development of radio in Pakistan
  - c) Role of Radio in national development
- (ii) **Television**
  - (i) Origin and importance
  - (ii) Introduction and development in Pakistan
  - (iii) Effects of television on society
- (iii) **Languages**
  - (i) Journalistic language (Journalese)
  - (ii) Literary Language
  - (iii) Scientific language