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

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<tr>
<th>Paper</th>
<th>Title of Course</th>
<th>Marks</th>
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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 etc,
   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

   Ethics in public relation

8. Psychological Warfare.
I. Propaganda and its types
   II. Rumors.

**Books Recommended**
8. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M (Nation Language Authority, Islamabad 1990)

**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.
5. Opinion Page:
   (i) Editorial: definitions: types: functions and importance
   ii) Feature and Column Writing
      Definitions: types: and importance.
   iii) Magazine Journalism:
      Nature, functions and scope.
   iv) Media Laws and Ethics

**Recommended Books**
5. Introduction to mass communication, Edward J, Wetmore, Wadesworth, Publishing Co.
California 1995.
8. Modern newspaper practice , Nadeem Book House
9. The complete Report , Book Mark
10. Mass Communication : Theory & practice, a one publishers Urdu bazaar Lahore
12. News gathering, ken Metzler, Prentice Hall Inc. N.J USA
15. Dictionary of Mass Communication by Anjum Zia,"Jang Publisher”.
18. News Reporting ed Writing Melvin Miencher 1977 Iowa :W.M.C. Brown Publisher

JOURNALISM: OPTIONAL

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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