

G C UNIVERSITY, FIASALABAD
DEPARTMENT OF MASS COMMUNICATION

M. A. Part I Examination

All courses are offered in English and Urdu. Separate question papers are set for English and Urdu for papers I, II and III.

(Details of the Subjects)	<u>MARKS</u>
Paper-I. Language and Communication	50
Paper-II. News Techniques and Traditions	100
Paper-III. Designing of News Pages	100
Paper-IV. Media History	100
Paper-V. National and International Affairs	100
Paper-VI. Communication I	<u>50</u>
Total	<u>500</u>

M. A. Part II Examination

(Details of the Subjects)	<u>MARKS</u>
Paper-VII. Editorial, Feature & Column Writing	50
Paper-VIII. Communication II	50
Paper-IX. Development Support Communication	100
Paper-X. Public Relations	100
Paper-XI. Electronic Journalism	50
Paper-XII. Thesis or Two Optional Papers**	100
Paper-XIII Viva voce (Internship, Writings) *	<u>50</u>
Total	<u>500</u>

*Every student is required to get a working experience for a minimum period of one month in any of the following:

1. Daily Newspaper
2. News agencies
3. Television
4. Radio
5. Public Relation / Information Agency
6. Advertising Organization

Students are required to write minimum 10 articles and get published in renowned newspapers and magazines.

****Optional Courses**

Any two courses to be optional of 50 marks each in place of thesis.

- (a) **Advertising**
- (b) **Television Production**
- (c) Radio Production
- (d) Magazine Journalism
- (e) Newspaper Management

PAPER I- LANGUAGE & COMMUNICATION

- Evolution of language
- Nature of language
- Social importance of language
- Communicative importance of language
- Language as a bridge between past, present and future
- Talking for talking
- How the dictionary is composed?
- Language and other codes of communication
- Language as symbolic process
- Pre-symbolic era
- Meanings of meaning
- Sign & Symbols
- Different uses of language
 - Literary language
 - Scientific and educational language
 - Language of daily use
 - Media language

- Grammar (English)
 - Essay Writing
 - Active Voice & Passive Voice
 - Preposition
 - Direct & Indirect Speech
 - Letter Writing
 - Application Writing
 - Precis Writing
- Grammar (Urdu)
 - Essay Writing
 - Precis Writing
 - Books Review (Loh-e-Ayam, Moj-e-Kosar, Ghubar-e-Khatir, Seerat-un-Nabi, Aab-e-Hayat)

Suggested Readings

1. *A Communicative Grammar of English* by Geoffery Leech and Jan Savatvick
2. *Writing Effective Paragraphs* by Howard, J.C. and Tracz
3. *Study Skills for Advanced Learners* by Adkine, A. and Mckean
4. *English for Journalists* by Wynford Hicks

PAPER II - NEWS TECHNIQUES AND TRADITIONS

- News structure
- News values
- Objectivity and practical needs
- Source Credibility
- Propaganda in news pages
 1. Fed news misinformation
 2. Disinformation
 3. Slanted news
 4. Distorted news
 5. News budgeting/ agenda setting
 6. Playing up and down news
 7. Propaganda in headlines
- Newspapers policy and external pressures
- Problems of newsroom
- News transmission and composing/ word processing technology
- Interpretative and investigative news
- Interviews and press conference
- Curtain Raiser
- News Feature
- Reporting the speeches and seminars
- Reporter's regular beats
- Ethics of news reporting and editing
- Responsibilities of a sub – editor and a reporter

Suggested Readings

1. *Scholastic Journalism* by Earl English and Clarence Hach.
2. *Journalism for All* by Dr. A. Salam Khurshid and Mehdi Hasan
3. *The Working Journalist* by Abdul Qayyum
4. *Basic News Writing* by Melvin Mencher
5. *Professional News Writing* by Hiley H. Ward
6. *Reporting* by Mitchel V. Channley
7. *Exploring Journalism* by R.E. Wolsely and Lawrance Campbell

PAPER III - DESIGNING OF NEWS PAGES

- Headlines
- Kinds of headlines
- Technique of headline making
- Purposes of headline
- Policy of news room
- Duties and responsibilities of editor and sub editor
- Gate keeper
- News values
- Selection of news
- Department of news paper
- Reporting
- Concept of framing
- Preparation of final draft
- Photo editing
- Principle of lay out and make up
- Designing the page with page marker
- Computer and modern technology of page making
- Terminologies

Suggested Readings

1. *Principles of Editing* by Daryl, L. Frazee
2. *Basic Media Writing* by Manchery, Melvin
3. *The Sociology of Journalism* by McNair, Brain
4. *Feature Writing for News Papers* by Danyel R. Wolliamson
5. *Principals of Editorial Writing* by Curtis D. MacDougall
6. *The Newspapers Handbook* by Richard Keeble

PAPER IV - MEDIA HISTORY

- Communication system of early Indian rulers
- Communication system of early Muslim rulers
- Printing system in sub continent
- Beginning of journalism in sub continent
 1. English journalism
 2. Urdu journalism
 3. local journalism
 4. Persian journalism
- Militant journalism
 1. Maulana Zafar Ali Khan
 2. Maulana Mohammad Ali Johar
 3. Maulana hasrat mohani
 4. Abul Kalam Azad
- Contribution of Sir Syed Ahmed Khan
- Popular journalism i.e Akhbar e Aam and Paisa Akhbar
- Role of press in war of independence 1857
- Humorous journalism i.e Oudh Akhbar and Oudh Punch
- Akhbar Anjuman e Punjab
- Role of journalism in Pakistan movement
- Freedom of press
- Early press laws in subcontinent
- Role of telecommunication
- Role of news agencies
- Comparison of print and electronic media
- Film industry in sub continent
- Satellite communication
- Challenges of modern technologies faced by media

Suggested Readings

1. *Media in Global Context* by Oliver Boyd and Barrette Arnold, London
2. *A History of Indian Press* by S. Natarajan Asia Publishing House, London
3. *Mass Media and Society* by James Curran Headline Group London
4. *Emergence of Pakistan* by Chaudhry Muhammad Ali, Lahore.
5. Khurshid, Abdusalam: *Sahafat Pakistan-o-Hind Main*, Lahore. 1966.

PAPER V - NATIONAL AND INTERNATIONAL AFFAIRS

- Pakistan ideology
- Two Nation Theory
- Historical perspective of Two Nation Theory
- Pakistan movement
- Importance of Pakistan ideology
- History of constitution making in Pakistan
- Objective resolution
- 1956 constitution
- 1962 constitution
- 1973 constitution
- Amendments in 1973 constitution
- Federal system in Pakistan
- President of Pakistan
- Prime minister of Pakistan
- Parliament of Pakistan
- Provincial government
- Judiciary in Pakistan
- Role of judiciary in constitution development in Pakistan
- SAARC, UN, OIC, ECO, Kashmir issue, Palestine issue
- Political problems in Pakistan economic problems in Pakistan
- Different approaches in study of international relations
- Foreign policy
- Diplomacy
- Pakistan relation with all neighboring countries
- Pakistan relations with major powers
- Pakistan relations with Islamic countries

Suggested Readings / Programs on TV and Radio

1. Imtiaz Shahid, *Contemporary Affairs*, Carvan Book House Lahore.
2. *Current Affairs Digest*. (Monthly), Bacon's Publishers Karachi.
3. Mushtaq Ahmed, *Govt. and Politics in Pakistan*.
4. Dr. Safder Mahmood, *International Relations*.
5. *Reader's Digest* (monthly)
6. Dr. Tahir Amin, *Mass Resistance in Kashmir*
7. K.L. Biswas, SAARC, *Roles and Responsibilities*.
8. Top Story, on CNN
9. Hard Talk, on BBC World.
10. News Bulletins on BBC, Radio Pakistan, PTV, ARY One World etc. (once a day at least)
11. Maluka, Zulfikar Khalid: *Myth of Constitutionalism in Pakistan*, Oxford. 1998.
12. Qureshi, Ishtiaq Hussain: *Struggle for Pakistan*; Karachi, 1964.

PAPER VI - COMMUNICATION I

- Definitions of communication
- Types of communication
- Elements of communication
- Process of communication
- Barriers of communication
- Communication Model
- Types of communication Model
 1. Lasswell model
 2. Shannon and Weaver model
 3. Osgood and Schramm model
 4. SMCR model
- Normative theories of communication
 1. Authoritarian press theory
 2. libertarian press theory
 3. communist press theory
 4. social responsibility press theory
 5. Islamic press theory
- International communication
- Communication problem of third world
- Communication imperialism
- Psychological warfare
- Process of psychological warfare
- Public opinion
- Seven laws of public opinion
- Magic bullet theory
- Selective influence theory
- Media development theory
- Mass society theory
- What is Research?
- Definitions of Research
- Literature Review
- Hypothesis
- Difference between hypothesis and research question
- Propaganda
- Techniques of propaganda

Suggested Readings

1. *Introducing Mass Communication* by Michael W. Gamble
2. *Communication: Theories, Origins, Methods and Uses in Mass Media* by Werner J. Sever
3. *The Process and Effects of Mass Communication* by Wilbur Schramm
4. *A Dictionary of Communication and Media Studies* by James Watson
5. *The Dynamics of Mass Communication* by Joseph R. Dominic
6. *Jullandhary, Shafiq: Sahafat Aur Ablagh, Lahore. 2001*

MA II

PAPER VII - EDITORIAL, FEATURE AND COLUMN

- Definitions of editorial
- Kinds of editorial
- Structure of editorial
- Editorial and policy of newspaper
- Style of editorial writing
- Content of editorial page
- Comparison on editorial pages of different newspapers
- Qualities of a good editorial writer
- Practice of editorial writing
- Definitions of feature
- Style and structure of feature
- How to write a feature
- Kinds of feature
- Practice of feature writing
- Slanting feature
- Qualities of a good feature writer
- Discussion on Features of different newspapers and magazines
- Definitions of column
- Style and structure of column
- History of column writing
- Column writing in Pakistan (1947 to present)
- Different kinds of column
- Qualities of a good column writer
- Favorite column writer
- Practice of column writing

Suggested Readings

1. Concepts of Journalism by Dr. A. R. Khalid
2. Journalism for All by Dr. Mehdi Hassan
3. Communication Today by Dr. A. R. Khalid

PAPER VIII - COMMUNICATION II

- Dominance perspective of mass media
- Pluralist perspective of mass media
- Media hegemony
- Gramsci model of media hegemony
- Cultural imperialism
- Types of communication model
- Linear model of communication
 1. Aristotle model
 2. Lasswell model
- Non – linear model
 1. Shannon and weaver model
 2. Westly and Maclean’s model
- Circular model
 1. Schramm model
 2. Osgood and Schramm model
 3. Dance Helical model
- Convergence model
- Political economy of mass media
- Agenda setting theory of mass media
- Dependency theory of mass media
- Sociology of mass media
- Chomsky propaganda model/ five filters
- Uses and gratification theory
- Approaches towards mass communication
 1. Critical Approach
 2. Cultural Approach
 3. Limited Effects Approach
 4. Feminist Approach
- What is research?
- Significance of research
- Why research is mass media?
- Research synopsis
- Research report writing
- Content analysis
- Steps in Content analysis
- Coding
- Validity in research
- Reliability in research

Suggested Readings

1. *Communication: The Theories, Origins, Methods and Uses in Mass Media* by Werner J. Sever
 2. *Theories of Human Communication* by Stephen W. Little
 3. *Communication Models for the Study of Mass Communication* by Dennis Me quail
 4. *The Process and Effects of Mass Communication* by Wilbur Schramm
 - 5.a *A Dictionary of Communication and Media Studies* by James Watson and Anne Hill
- The Basics of Research Process* by Muhammad Asif Iqbal
5. *Mass Media Research: An Introduction* by Winner Roger and Dominic Joseph
 6. *Research Method in Social Relations* by Holt Rinehart
 7. *Research Methodology* by Verma R.K.

PAPER IX - DEVELOPMENT SUPPORT COMMUNICATION

- Development meaning and importance
- Areas of development
- Paradigms of development
- Approaches to development
- Social, cultural and historical context
- Role of international donor agencies
- Role of NGO's
- Change agents
- Adopter categories
- Communication planning
- Message construction
- Social change
- Opinion leader
- Diffusion of innovation
- KAP survey
- Focus group
- Interview
- Questioners
- Communication models in DSC

Suggested Readings

1. *Mass Communication and Social Change* by Mary Bitterman
2. *Communication and Social Change* by Michael Kunczik
3. *Mass Media and National Development* by Wilbur Schramme
4. *Communication: Methods for All Media* by H. Read
5. *Planning for Innovation* by R.G. Haveloc
6. *Public Communication Campaigns* by R.E. Rice
7. *Information Technology in the Third World* by William J. Stover

PAPER X - PUBLIC RELATION

- Definitions of public relations and explanation with examples
- Approaches of public relation
- Tools of public relation
- Users of public relation
- Practice of public relation in Pakistan
- Difference between public relation, advertising, publicity, propaganda and persuasion
- Process of public relation
- Need of media relation in public relation
- Duties of a PRO
- Public relation practice in Pakistan and abroad
- Kinds of public relation
 1. Business PR
 2. International PR
 3. Educational PR
 4. Governmental PR
 5. Political PR
 6. Social welfare PR
- Publics of public relation
- PR as a profession
- Public opinion in public relation
- Embargo and curtain raiser.
- Research in PR
- Writing practice of curtain raiser

Suggested Readings

1. *Practical Public Relations* by Sam Black
2. *Public Relations: Potentials and Prospects* by Alauddin Masood
3. *Public Relations in Pakistan* by Alauddin Masood
4. *Sunshine at Madina* by Zakria Bashier
5. *Umer's Stress on Consultation* by Prof. Ziauddin Dawn Khi.
6. *Persuasion, Theory and Context* by Reardon K.
7. *Public Relations: Strategies and Tactics* by Denis L. Wilcox

PAPER XI - ELECTRONIC JOURNALISM RADIO

RADIO

- Importance of radio
- History of radio structure of PBC
- Radio Sports Coverage
- Local News
- Radio News Reel
- Radio commentary
- Radio news style
- News lead
- Preparation of a news bulletin
- Script writing
- General News Room
- Duties of Sub editor in GNR
- Sources of radio news
- Radio interview
- Radio monitoring
- Radio news producer
- Topical feature
- Propaganda programs
- Comparison of Pakistan Radio Stations with international Radio Stations

Suggested Readings

1. *Radio Journalism* by Mahmood Hussain
2. *Radio Journalism in Pakistan* by Idress Siddiqui
3. *Broadcast Journalism Basic Principles* by S.C. Bhatt
4. *Here's the News* by Paul De Maeseneer
5. *Art of Broadcasting* by S.P.Jain
6. *Television in Pakistan* by Jehangir A. Khan

TELEVISION

- How to plan, prepare and compile TV news Bulletin
- Basic considerations in arranging the supporting visuals
- How to plan the visual coverage of an event (local, regional, national and international)
- Script editing
- Visual editing
- How to synchronize the commentary with visuals
- Various types of camera required for news
- On camera reporting
- News documentaries and brief reports
- TV news cast
- Dissemination of knowledge through TV
- PTV Basic objectives and role in education
- PTV past, present, future

Suggested Readings

7. *Radio Journalism* by Mahmood Hussain
8. *Radio Journalism in Pakistan* by Idress Siddiqui
9. *Broadcast Journalism Basic Principles* by S.C. Bhatt
10. *Here's the News* by Paul De Maeseneer
11. *Art of Broadcasting* by S.P.Jain
12. *Television in Pakistan* by Jehangir A. Khan

PAPER XII - ADVERTISING

- Definitions, objectives and types of advertising
- Merits And Demerits Of Advertising
- Campaign planning of advertising
- Logo
- Slogan Caption
- Selection of appeal tools
- Media selection for advertising
- Research in advertising
- Selection of visuals for advertising
- Structure of ad agencies
- Copy writing for advertisement
- Lay out for advertisement

Suggested Readings

1. *Advertising* by Roderick White
2. *Essential of Advertising* by J.S. Chandan and Jagjeet Singh
3. *Advertising Fundamentals* by Burton and Miller
4. *Advertising as Communication* by Gillian Dyer
5. *How to get happy* by Judith Appelbaum
6. *Advertising Planning and Implementation* by David W. Nylur
7. *Advertisement Writing* by Frank Jefkins
8. *Contemporary Advertising* by William F. Arens

PAPER XIII - TELEVISION PRODUCTION

Role of producer and director

- Single and multiple camera production room
- TV camera shots
- Framing microphones
- Lightning sets
- Documentary program
- Proposal editing
- Interview, talk shows, children, quiz, drama and religious programs

Suggested Readings

13. *Radio Journalism* by Mahmood Hussain
14. *Radio Journalism in Pakistan* by Idress Siddiqui
15. *Broadcast Journalism Basic Principles* by S.C. Bhatt
16. *Here's the News* by Paul De Maeseneer
17. *Art of Broadcasting* by S.P.Jain
18. *Television in Pakistan* by Jehangir A. Khan