

SYLLABUS FOR THE SUBJECT OF MASS COMMUNICATION

Paper - I

Media: Functions, Contents and History

Total Marks: 100

1. News: Definition, Structure, Language, Reporting and Sub-Editing
2. Feature, Column and Editorial: Difference of objectives, structure, style and content.
3. Organizational Structures of national newspapers and news agencies
4. Ethics of Journalism and Freedom of the Press
5. Press Laws in Pakistan and Government Media Relationship
6. Role of Sir Syed Ahmed Khan, Maulana Zafar Ali Khan, Muhammad Ali Johar, Hasrat Mohani and Hameed Nizami in Urdu Press of the Sub-Continent
7. Role of Radio, Television, print media and internet in Pakistan
8. Social and Developmental Responsibilities of Pakistani Media
9. Importance of Radio TV Documentary and Live Programmes
10. Difference between the news of print media and electronic media

Paper-II

Communication, Advertising and Public Relations

Total Marks: 100

1. Process of Communication: source-message-channel- Receiver-Noise and Redundancy
2. Barriers to Communication
3. Principles of Effective Communication
4. Development Communication and Development Journalism
5. Difference between Mass Communication, Development Communication, Development Journalism and Development Support Communication
6. Two step flow of communication and Opinion Leaders
7. Public Relations: Definition and Scope- Tools of Public Relations- Public Relations in Pakistan- Difference between PR, Propaganda. Advertising and Publicity.

8. Advertising: Definition-Merits and Demerits- Advertising business in Pakistan-Departments of an Advertising Agency.
9. Importance of research in Advertising and Public Relations
10. Advertising as the lifeblood of media

Recommended Books

1. *Hijazi and Naqqash: Mass Communication Theory and Practice, Lahore, 2005*
2. *Lorenz: News Reporting and Writing. New York. 2005*
3. *Vilanilam: Advertising Basics: London,. 2004*
4. *Treadwell: Public Relations Writing. New York. 2005*
5. *Teeble ed.: Print Journalism. New York. 2005*
6. *Schwartz: Associated Press Reporting Handbook. New York. 2002*
7. *Hijazi and Iftikhar: Mass Communication: Skills, uses and Issues: Lahore.2006*
8. *Shafiq: Journalism and Communication Lahore. 2006*