

PAPER: JOURNALISM & MASS COMMUNICATION (150 MARKS)

I. Introduction to Mass Communication

Concept – Definitions, Need/Importance/Purposes, Types of Communication, Process of Communication, Basic Models.

Functions of a model, Evaluation of a model

Basic models in Mass Communication: -

Lasswell's Model (1948)

Shannon-Weaver model (1948)

Osgood's model (1954)

Schramm's model (1954)

Newcomb's symmetry theory (1953)

Westley-McLean's model (1976)

Gerbner model (1956)

II. Mass Communication Theories

Normative theories of the press: Schramm's four theories and criticism on these theories

Media as agents of power

The Spiral of silence

Media Usage and gratifications

Media hegemony

Diffusion of innovations

Powerful effects model: hypodermic needle, silver bullet

Moderate effects model: two-step and multi-step flow of communication.

Powerful media revisited: Marshal McLuhan's media determinism

III. Global / International Communication

The Historical Context of International Communication

Globalization, technology, and the mass media

Communication and Cultural imperialism

Communication Flow in Global Media: Imbalance in the flow of information between North and South

McBride commission and its recommendations.

International Communication in the Internet Age: the new social media and its effects on developing world

IV. Media and Society

Mass media and social change

Media as a social system: The balance between interrelation and interdependence

Media freedom and its role for democracy,

The functional approach to mass media: four social functions of the media

Media as an awareness agent

Mass media and social representation

V. Mass Media in Pakistan:

Media system in Pakistan: historical, chronological, and analytical review

The system of journalism and the media system

Employer-employee relations in Pakistani media

Government-press relations

Press in Pakistan: The newspaper industry, from mission to the market

Electronic media: from total dependence to enormous power

The new 24/7 television: uses and abuses

The new radio: potential for change and the present performance.

The question of freedom and responsibility

VI. Development Support Communication

Theories of development support communication with specific focus on the developing world

The dominant paradigm of development: historical, analytical perspective

The Alternative paradigm of development

Small is beautiful: community development as a snowball effect.

Globalization vs Localization

Glocalization

Social Marketing: how to infuse new ideas into a developing population

VII. Public Relations:

Concept of Public Relations

Historical development of public relations: from press agency to PR

Public relation in Pakistan

Ministry of information

Press Information Department (PID)

Public relations and publicity

PR as a tool for governance

Private PR agencies and their structure

Basic methods of PR: press release, press note, press conference

PR Ethics

VIII. Media Laws and Ethics:

History of Media Laws in Pakistan

Development of media regulations from British colonial era to independent Pakistan

Libel, Defamation and relevant portions of PPC

PPO, RPPPO

PEMRA: establishment, development, and operational mechanisms

Press Council of Pakistan (PCP)

Citizens Media Commission: need, present status, and reasons for inactivity

Press Code of Ethics

Inability of the media to develop a code of ethics as an institution

The media's quest for freedom and its inability to self regulate.

SUGGESTED READINGS

S No.	Title	Author
1.	Broadcast Regulations: the German Example	Metzger, Herbert. FES 1993.
2.	Communication Models for The Study of Mass Communication, 2 nd Ed	McQuail, Dennis & Windhal, Swen, Longman, 1982.
3.	Convergence Culture: Where old and new Media	Blackwell publishing Ltd, USA.
4.	Communication Theories: Origins, Methods and Uses in the Mass Media 5 th Ed	Werner J. Severin, James W. Tankard Jr. Longman, 1997.
5.	Diffusion of Innovations 5 th Ed	Rogers, Everett M. Free Press 2003
6.	Ethics in Journalism: A Reader on Their Perception in the Third World	Kunczik, Michael (Ed.). FES 1999.
7.	Handbok of International and Intercultural Communication 2 nd Ed	Gudykunst & Mody, Sage, 2001.
8.	McQuail's Mass Communication Theory, 4 th Ed	Denis McQuail. Sage, 2000.
9.	Media And Society into the 21 st Century: A Historical Introduction	Blackwell publishing Ltd, USA.
10.	"Media / Impact"	Wads Worth/ Thompson Learning, Belmont, CA
11.	"Media Now: Communication Media in the Information Age"	Wads Worth/Thompson Learning, Belmont, CA

S No.	Title	Author
12.	News Media and Journalism in Pakistan	Khan, Altaf. LAP Lambert Academic Publishing. June 2011.
13.	News Media and Journalism in Pakistan and Germany (Ed.)	Khan, Altaf. Peshawar, 2003.
14.	Participatory Development	Hasan, Arif, Oxford, 2010.
15.	Political Communication in Britain: The Leader Debates, the Campaign and the Media in the 2010 General Election, (Ed)	Palgrave McMillan, UK
16.	Political Communication in Asia,	Routledge, NY.
17.	"Precision Journalism: A Reporter's Introduction to Social and Science Methods", 4 th Ed	Rowman and Littlefield, Lanham, MD.
18.	Report and Recommendations of the Media Commission, appointed by the Supreme Court of Pakistan, 2013	FES, Islamabad, 2013.
19.	Reporting the Frontier: Media Capacity Building for Peace in Pakistan's Tribal Areas	Khan, Altaf VDM Verlag Dr. Müllere.K. June 2011.
20.	"Writing, Directing, and Producing Documentary Films and Videos", 3 rd edition	Carbondale: Southern Illinois Press, 2002.
21.	"Directing the Documentary", 4 th edition	Focal Press, 2004.
22.	"Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films", 2 nd edition	Focal Press, 2007.
23.	Principles of Editing	McGraw-Hill 1996
24.	Journalism—Principles and Practices	Vistaar Publications 2006
25.	The Hand Book of New Media	London: Sage
26.	Applying Communication Theory for Professional Life: An Introduction (2 nd Edition)	London: Sage
27.	Controversies in Contemporary Advertising	Newbury Park: Sage Publications
28.	"Public Relations-Writing & Media Techniques"	Harper Collins College Publishers, NY
29.	Telecommunications Policy in Pakistan"	Telematics and Informatics
30.	"Guaranteeing Copyright- Media Manager's Guide to Pakistani Broadcast Law"	Media Manager Companion Series Internews Pakistan
31.	"Model Freedom of Information Act", 2001	Consumer rights Protection Commission of Pakistan