

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)
 - Newcumb'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 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
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.