

**CURRICULUM
OF
MEDIA AND COMMUNICATION STUDIES**

(2026)



**RAWALPINDI WOMEN UNIVERSITY,
RAWALPINDI**

TABLE OF CONTENTS

Topics	Page No.
1. Programme Objectives and Outcomes	3
2. Admission Criteria for BS Media and Communication Studies	4
3. Division and Distribution of Courses for BS	4
4. Scheme of Studies for BS (Regular Batch)	5
5. Scheme of Studies for BS (Lateral Entry Semester System)	7
6. Scheme of Studies for BS (Lateral Entry Annual System)	9
7. List of Major Courses	11
8. Course Outlines for Major Courses	12
9. List of Major / Elective Courses for each Specialization	58
10. Course Outlines for Major / Elective Courses	59
11. List of Mandatory Courses	108
12. Course Outlines for Mandatory Courses	109
13. List of General Education Courses	122
14. Course Outlines for General Education Courses	123
15. List of Interdisciplinary / Allied Courses	157
16. Course Outlines for Interdisciplinary / Allied Courses	158

1. Program Objectives and Outcomes

The Department of Media and Communication Studies of Rawalpindi Women University is offering BS four years Program keeping the following objectives and outcomes in view:

Objectives:

1. Academic Excellence

The department aims to deliver a balanced curriculum that integrates theoretical foundations with practical media skills. It strives to enhance students' critical thinking and research abilities to support strong academic performance.

2. Professional Skill Development

The department is committed to developing students' competencies in print, broadcast, and digital media production. It emphasizes ethical, industry-relevant communication skills to prepare graduates for diverse professional roles.

3. Women's Empowerment and Leadership

The department seeks to strengthen women's confidence, independence, and leadership potential within media industries. It encourages active engagement with issues of gender equity and participation in public dialogue.

4. Research and Innovation

The department promotes evidence-based research in media, communication, and related fields. It also fosters creativity and innovative approaches to address emerging media challenges.

5. Ethical and Social Responsibility

The department works to instill a strong commitment to journalistic ethics, accuracy, and responsible media practices. It aims to deepen students' understanding of cultural diversity and their role as informed global citizens.

6. Industry and Community Engagement

The department focuses on building meaningful partnerships with media organizations to provide internships, training, and professional exposure. It encourages students' involvement in community-oriented projects that contribute to social development.

7. Lifelong Learning and Self-Reliance

The department aims to cultivate a mindset of continuous learning and adaptability to evolving media landscapes. It promotes entrepreneurial thinking and self-reliance to support long-term career growth.

Outcomes

After completing BS Media and Communication Studies the students will be able to:

1. Academic Excellence

Demonstrate a strong understanding of media and communication theories while effectively applying critical thinking and research skills to academic and professional tasks.

2. Professional Skill Development

Produce high-quality content for print, broadcast, and digital platforms, using industry-relevant tools, techniques, and ethical communication practices.

3. Women's Empowerment and Leadership

Exhibit confidence, independence, and leadership abilities, actively contributing to gender equity and meaningful participation in media and public discourse.

4. Research and Innovation

Design and conduct research projects using appropriate methodologies, while applying creative and innovative approaches to address contemporary media challenges.

5. Ethical and Social Responsibility

Practice responsible journalism grounded in accuracy, fairness, and integrity, while demonstrating respect for cultural diversity and social accountability.

6. Industry and Community Engagement

Collaborate effectively with media professionals and community partners through internships, projects, and outreach initiatives that contribute to social development.

7. Lifelong Learning and Self-Reliance

Demonstrate adaptability, continuous learning, and entrepreneurial thinking to sustain long-term professional growth in evolving media environments.

2. Admission Criteria for BS Media and Communication Studies

As per approved Admission Policy RWU notified vide Notification No. RWU/VC/01/341; dated: 10th March, 2023

3. Division and Distribution of Courses for BS Media and Communication Studies

Sr. #	Categories	No. of Courses	Credit Hours
1	General Education Courses	13	32
2	Major Courses	28	84

3	Interdisciplinary / Allied Courses	04	12
4	Field Experience / Internship	01	03
5	Capstone Project	01	03
6	Mandatory Courses (Understanding of Holy Quran / Ethics I & II)	02	02

- Total Credit Hours 136
- Duration 4 Years
- Semester Duration 16 - 18 Weeks
- Semesters 8

4. Scheme of Studies for BS Fall 2025 (Regular batch)

Semester	Course Code	Course Title	Course Type	Pre-Requisite	Credit Hours
First	MCM-121	Introduction to Mass Communication	Major	Nil	3
	MCM-122	Mass Media in Pakistan	Major	Nil	3
	ENG-110	Functional English	General Education	Nil	3
	MTH-112	Quantitative Reasoning-I	General Education	Nil	3
	PHY-103	Applied Physics (Natural Sciences)	General Education	Nil	2
	PHY-103L	Applied Physics (Lab) (Natural Sciences)	General Education	Nil	1
	CS-107	Application of Information and Communication Technologies	General Education	Nil	2
	CS-107 L	Application of Information and Communication Technologies(Lab)	General Education	Nil	1
	Total				18
Second	MCM-301	Introduction to Advertising and Public Relations	Major	Nil	3
	MCM-209	Introduction to Digital Media	Major	Nil	3
	ENG-111	Expository Writing	General Education	Nil	3
	PAK-104	Pakistan Studies	General Education	Nil	2
	MTH-113	Quantitative Reasoning-II	General Education	Nil	3
	UHQ-101/ ETH-103	Understanding of Holy Quran-I/ Ethics-I	Mandatory	Nil	1
		Interdisciplinary-1	Interdisciplinary/ Allied	Nil	3

	Total				18
Third	MCM-210	Basics of Media Production	Major	Nil	3
	MCM-213	Fundamentals of News Reporting	Major	Nil	3
	MCM-212	Media and Information Literacy	Major	Nil	3
	BFA-120	Photography	General Education	Nil	2
	ISL-101/ ETH-102	Islamic Studies/ Ethics	General Education	Nil	2
	UHQ-102/ ETH-104	Understanding of Holy Quran-II/ Ethics-II	Mandatory	Nil	1
	PAK-103	Ideology and Constitution of Pakistan	General Education	Nil	2
	Total				16
Fourth	MCM- 216	Media Ethics and Laws in Pakistan	Major	Nil	3
	MCM-214	Communication Theories	Major	Nil	3
	MCM-303	Sub-Editing and Page Designing	Major	Nil	3
	MCM-215	News Production and Current Affairs	Major	Nil	3
	CCE-497	Civic and Community Engagement	General Education	Nil	2
	MGT-108	Entrepreneurship	General Education	Nil	2
		Social Science I	General Education	Nil	2
	Total				18
Fifth	MCM-312	Development Support Communication	Major	Nil	3
	MCM-322	Data Journalism	Major	Nil	3
	MCM-323	Op-ed Writing	Major	Nil	3
		Interdisciplinary-II	Interdisciplinary	Nil	3
	MCM-324	AI and Data Analytics in Media	Interdisciplinary (Mandatory)	Nil	3
		Interdisciplinary-IV	Interdisciplinary	Nil	3
	Total				18
Sixth	MCM-326	Graphic Design and Animation	Major	Nil	3
	MCM-325	Advance Production Techniques	Major	Nil	3
	MCM-327	Communication Research Methods	Major	Nil	3
		Elective-I	Major	Nil	3
		Elective-II	Major	Nil	3
	Total				15
Seventh	MCM-420	Documentary Production	Major	Nil	3
	MCM-407	Conflict and Crisis Communication	Major	Nil	3

		Elective-III	Major	Nil	3
		Elective-IV	Major	Nil	3
		Elective-V	Major	Nil	3
	INT-499	Internship	Mandatory	Nil	3
	Total				18
Eighth	MCM-408	Media Enterprise Management	Major	Nil	3
	MCM-409	Media advocacy	Major	Nil	3
	CP-498	Capstone Project	Mandatory	Nil	3
		Elective-VI	Major	Nil	3
		Elective-VII	Major	Nil	3
	Total				15
Total Credit Hours: 136					

**5. Scheme of Studies for BS Media and Communication Studies
(Lateral Entry ADP Semester System with previous 65 credit hours).**

Semester system (Lateral Entry)					
Semester	Course Code	Course Title	Course Type	Pre-Requisite	Credit Hours
Fifth	MCM-312	Development Support Communication	Major	Nil	3
	MCM-322	Data Journalism	Major	Nil	3
	MCM-323	Op-ed Writing	Major	Nil	3
		Interdisciplinary-II	Interdisciplinary	Nil	3
	MCM-324	AI and Data Analytics in Media-	Interdisciplinary-III (Mandatory)	Nil	3
		Interdisciplinary-IV	Interdisciplinary	Nil	3
	MCM-210	Basics of Media Production	Major	Nil	3
	Total				21
Sixth	MCM-326	Graphic Design and Animation	Major	Nil	3
	MCM-325	Advance Production Techniques	Major	Nil	3
	MCM-327	Communication Research Methods	Major	Nil	3
		Elective-I	Major	Nil	3
		Elective-II	Major	Nil	3
	BFA-120	Photography	General Education	Nil	2
	Total				17

Seventh	MCM-420	Documentary Production	Major	Nil	3
	MCM-407	Conflict and Crisis Communication	Major	Nil	3
		Elective-III	Major	Nil	3
		Elective-IV	Major	Nil	3
		Elective-V	Major	Nil	3
	INT-499	Internship	Mandatory	Nil	3
	Total				18
Eighth	MCM-408	Media Enterprise Management	Major	Nil	3
	MCM-409	Media advocacy	Major	Nil	3
	CP-498	Capstone Project	Mandatory	Nil	3
		Elective-VI	Major	Nil	3
		Elective-VII	Major	Nil	3
	Total				15
	Total Credit Hours: 71+65=136				
(5 cr. hour to be offered) Deficiency courses pool	MCM-210	Basics of Media Production	Major	Nil	3
	MCM-303	Sub-Editing and Page Designing	Major	Nil	3
	MCM-212	Media and Information Literacy	Major	Nil	3
	MCM- 216	Media Ethics and Laws in Pakistan	Major	Nil	3
	MCM-214	Communication Theories	Major	Nil	3
	BFA-120	Photography	General Education	Nil	2
	MCM-215	News Production and Current Affairs	Major	Nil	3

6. (Lateral Entry-BA/BSc Degree Annual System) 50 C. Hr. Previous

Annual system (Lateral Entry)					
Semester	Course Code	Course Title	Course Type	Pre-Requisite	Credit Hours
Fifth	MCM-312	Development Support Communication	Major	Nil	3
	MCM-322	Data Journalism	Major	Nil	3
	MCM-323	Op-ed Writing	Major	Nil	3
		Interdisciplinary-II	Interdisciplinary	Nil	3
	MCM-324	AI and Data Analytics in Media	Interdisciplinary-III (Mandatory)	Nil	3
		Interdisciplinary-IV	Interdisciplinary	Nil	3
	MCM-210	Basics of Media Production	Major	Nil	3
Total					21
Sixth	MCM-326	Graphic Design and Animation	Major	Nil	3
	MCM-325	Advance Production Techniques	Major	Nil	3
	MCM-327	Communication Research Methods	Major	Nil	3
		Elective-I	Major	Nil	3
		Elective-II	Major	Nil	3
		Media and Information Literacy	Major	Nil	3
	BFA-120	Photography	General Education	Nil	2
Total					20
Summer Semester	MCM-215	News Production and Current Affairs	Major	Nil	3

	Total				3
Seventh	MCM-420	Documentary Production	Major	Nil	3
	MCM-407	Conflict and Crisis Communication	Major	Nil	3
		Elective-III	Major	Nil	3
		Elective-IV	Major	Nil	3
		Elective-V	Major	Nil	3
	MCM- 216	Media Ethics and Laws in Pakistan	Major	Nil	3
	INT-499	Internship	Mandatory	Nil	3
		Total			21
Eighth	MCM-408	Media Enterprise Management	Major	Nil	3
	MCM-409	Media advocacy	Major	Nil	3
	CP-498	Capstone Project	Mandatory	Nil	3
		Elective-VI	Major	Nil	3
		Elective-VII	Major	Nil	3
	MCM-214	Communication Theories	Major	Nil	3
	MCM-303	Sub-Editing and Page Designing	Major	Nil	3
	Total				21
	Total Credit Hours: 86 +50=136				
(20 cr. hour to be offered) Deficiency courses pool	MCM-210	Basics of Media Production	Major	Nil	3
	MCM-303	Sub-Editing and Page Designing	Major	Nil	3
	MCM-212	Media and Information Literacy	Major	Nil	3
	MCM- 216	Media Ethics and Laws in Pakistan	Major	Nil	3
	MCM-214	Communication Theories	Major	Nil	3
	BFA-120	Photography	General Education	Nil	2
	MCM-215	News Production and Current Affairs	Major	Nil	3

7. List of Major Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	MCM-121	Introduction to Mass Communication	Nil	3
2	MCM-122	Mass Media in Pakistan	Nil	3
3	MCM-301	Introduction to Advertising and Public Relations	Nil	3
4	MCM-209	Introduction to Digital Media	Nil	3
5	MCM-210	Basics of Media Production	Nil	3
6	MCM-213	Fundamentals of News Reporting	Nil	3
7	MCM-212	Media and Information Literacy	Nil	3
8	MCM-215	News Production and Current Affairs	Nil	3
9	MCM-216	Media Ethics and Laws in Pakistan	Nil	3
10	MCM-214	Communication Theories	Nil	3
11	MCM-322	Data Journalism	Nil	3
12	MCM-323	Op-ed Writing	Nil	3
13	MCM-312	Development Support Communication	Nil	3
14	MCM-326	Graphic Design and Animation	Nil	3
15	MCM-325	Advanced Production Techniques	Nil	3
16	MCM-303	Sub-Editing and Page Designing	Nil	3
17	MCM-327	Communication Research Methods	Nil	3
18	MCM-420	Documentary Production	Nil	3
19	MCM-407	Conflict and Crisis Communication	Nil	3
20	MCM-408	Media Enterprise Management	Nil	3
21	MCM-409	Media Advocacy	Nil	3

8. Course Outlines for Major Courses

Introduction to Mass Communication

BS-Media and Communication Studies

Course Code: MCM-121

Credit Hours: 03

Pre-requisite: NIL

Objectives

Students will acquire understanding about the basic concepts of communication and mass communication. This course further enables the students to understand the communication process and distinguish among various forms of mass media.

Learning Outcomes

- Learn basics of Communication and Mass Communication.
- Differentiate different dimensions and the processes behind communication.

Course Outline

Unit 1. Basic Concepts of Communication

Definitions, Types and Significance. Process of Communication, i.e., Source, Message, Channel, Noise, Destination, Encoding, Decoding and Feedback. Barriers in Communication.

Unit 2. Communication Models

Lasswel's Formula of Communication. Shannon and Weaver's Model. SMCR. Osgood & Schramm's Model. Westley & Maclean's Model.

Unit 3. Basics of Mass Communication

Mass Communication definition. Difference between Communication and Mass Communication. Functions of Mass Communication. Introduction to Dimensions of Mass Communication i.e., Print, Electronic, PR and Advertising.

Unit 4. Dimensions of Mass Communication-I

Print Media: History, Type (Newspapers, Books and Magazines etc.), Functions. Electronic Media: History, Type (TV, Radio, Film), Functions. PR and Advertising: History, Difference, Functions. New Media: Online Journalism.

Unit 5. Dimensions of Mass Communication-II

Folk and Traditional Media. Effects of Mass Communication.

Recommended Books/Reference Material

1. Baran, S. J. (2020). *Introduction to mass communication: media literacy and culture*. McGraw-Hill Education.
2. Ha, L. (2015). *Advancing the common core knowledge in journalism and mass communication*. Journalism & Mass Communication Quarterly, 92(1), 5-11.
3. Hanson, R. E. (2021). *Mass communication: living in a media world*. SAGE Publications.
4. Motrescu-Mayes, A., & Aasman, S. (2019). *Amateur media and participatory cultures: film, video, and digital media*. Routledge
5. Stanley, J. B. (2020). *Introduction to mass communication*. McGraw-Hill US Higher Ed.

Mass Media in Pakistan

BS-Media and Communication Studies

Course Code: MCM-122

Credit Hours: 03

Pre-requisite: Nil

Objectives

To remember the role of Muslim Press in the Sub- Continent with reference to the work of eminent journalists and there is role for freedom movement. To help students develop an understanding of evolution and genesis of print and electronic media in Pakistan. To make students understand the dynamics of Mass Media operation in the Country including state-press relations and also state of media freedom in Pakistan.

Learning Outcomes

- The students will acquire the basic knowledge of growth of Muslim press in sub-continent, during British rule. This will enable them to evaluate and analyze the contribution of Press toward socio-political awakening of the masses.
- The students will develop a strong grip over the press history and evolution in the sub-continent in general and in particular in Pakistan.
- They should be able to demonstrate understanding of various aspects of Mass Media operation and role in the Country Pakistan.

Course Outline

Unit 1. Introduction to Press History

A brief account of the beginning of Press in Sub-continent 1780- 1857. Press and its role during the war of independence Press during freedom Movement.

Unit 2. English and Vernacular Press

English press vis a vis vernacular press (Bengali, Hindi, Persian and Urdu) during War of Independence

Unit 3. Role of Freedom Movement Personalities and their Newspapers

Maulana Abul Kalam Azad. Moulana Mohammad Ali Jauhar. Moulana Zafarali Khan. Moulana Hasrat Mouhani and their Iconic newspapers.

Unit 4. Brief History of Pakistani Press and Television

A brief account of Press in Pakistan. History of Television in Pakistan, Important Newspaper and their contributions.

Unit 5. Emergence of Private Media in Pakistan

Private TV Channels and their role, PEMRA ordinance.

Recommended Books/Reference Material

1. ALi, Z. (2013). Role of electronic media in changing value system in Pakistan. *The International Asian Research Journal*, 59-65.
2. Eijaz, A., Rahman, B. H., Ahmad, R. E., & Butt, J. A. (2014). Challenges and options for Pakistani media in the 21st century. *Journal of Political Studies*, 21(1).
3. Gul, M., Obaid, Z., & Ali, S. (2017). Liberalization of media in Pakistan: A challenge to democracy. *The Journal of Humanities & Social Sciences*, 25(1).
4. Hussain, N. (2012). The role of media in Pakistan. *Journal of South Asian and Middle Eastern Studies*, 35(4), 54-67.
5. Yousaf, M. (2023). *Mass media in Pakistan: Historical evolution, challenges, and prospects*. Handbook of Research on Deconstructing Culture and Communication in the Global South, 21-35.

Introduction to Advertising and Public Relations

BS-Media and Communication Studies

Course Code: MCM-301

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to introduce students to the principles and techniques of advertising and public relations. Emphasis will be on the public relations and advertising processes and such activities that bring out students' problem-solving approach and creativity in message construction.

Learning Outcomes

- Learn basics of advertising and public relations.
- Develop advertising and PR campaigns.

Course Outline

- Unit 1. Introduction and Evolution of Advertising**
Basics of advertising. Evolution and development of advertising.
- Unit 2. Types and Techniques of Advertising**
Types of advertising. Techniques of advertising. Principle of successful advertising. Merits and demerits of advertising.
- Unit 3. Basics of Advertising**
Macro and micro economic impact of advertising. Socio-economic role of advertising. Advertising agency. Structure and working of advertising.
- Unit 4. Advertising Campaigns**
Discuss successful advertising campaign in class.
- Unit 5. Basic of Public Relations**
Definition, nature, scope and history of PR. Process of PR, research, planning, execution and evaluation. Tools of PR in government and private sectors.
- Unit 6. Public Relation Campaign**
Discuss successful PR campaign in the class.

Recommended Books/Reference Material

1. Aaker, D. A., & Biel, A. L. (2013). *Brand equity & advertising: Advertising's role in building strong brands*. Psychology Press.
2. Austin, E. W., & Pinkleton, B. E. (2015). *Strategic public relations management: Planning and managing effective communication campaigns*. Routledge.
3. Barry, P. (2016). *The advertising concept book: Think now, design later*. Thames & Hudson.
4. Brierley, S. (2005). *The advertising handbook*. Routledge.

5. Luttrell, R. M., & Capizzo, L. W. (2021). *Public relations campaigns: an integrated approach*. SAGE Publications.
6. Mitchell, N., Wells, W., Moriarty, S. E., & S. E. (2012). *Advertising & IMC: Principles & practice*. Upper Saddle River, NJ: Pearson.
7. Reddi, C. N. (2019). *Effective public relations and media strategy*. PHI Learning Pvt. Ltd.
8. Smith, R. D. (2017). *Strategic planning for public relations*. Routledge.
9. Theaker, A., & Theaker, A. (2004). *The public relations handbook* (Vol. 2). Abingdon: Routledge.
10. Whitmore, N. (2021). *Creative expression and the law*. Rowman & Littlefield.

Introduction to Digital Media

BS-Media and Communication Studies

Course Code: MCM-209

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course aims equip students with a thorough understanding of social media's dynamic role in news dissemination and opinion shaping. Objectives include developing students' ability to craft tailored messages for specific audiences on relevant social media platforms. The course also focuses on exploring the evolution of social media platforms, ensuring students gain the skills to navigate and leverage these digital landscapes effectively for impactful communication.

Learning Outcomes

- To engage social media users with content that they are looking for and to produce that content as well.
- To execute actionable social media strategies for different organizations/businesses and brands.
- To develop the command over social media management and social media advertising tools.
- To do audience research through social media.

Course Outline

Unit 1. Foundations of Digital Journalism

Introduction to digital journalism. Working of digital newsrooms.

Unit 2. News and Feature Writing for Digital Newsroom

Content management systems of digital media i.e., Wordpress. Digital newsroom tools like understanding web analytics i.e., Google analytics, Chartbeat, Search Engine Optimization and engagement strategies to enhance news reach on digital platforms.

Unit 3. Social Media Foundations and Usage for Journalism

Foundations and importance of social media platforms i.e., Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, Snapchat. Using social media to find and spread news. Photo and video editing for digital journalism.

Unit 4. Blogs, Data Journalism, and Mobile Journalism (MoJo)

Blog writing and editing. Data journalism. Mobile journalism (MoJo).

Unit 5. Advanced Digital Journalism Skills

Understanding news website design and basic coding. Programming for digital and live shows.

Recommended Books/Reference Material

1. Bradshaw, P. (2020). *HTML and CSS for journalists: A basic guide*. SAGE Publications.
2. Briggs, M. (2021). *Journalism next: A practical guide to digital reporting and publishing*. CQ Press.
3. Hanson, R. E. (2021). *Mass communication: living in a media world*. Sage Publications.
4. Hermida, A. (2020). *Tell everyone: Why we share and why it matters*. Doubleday Canada.
5. Kovach, B., & Rosenstiel, T. (2020). *The elements of journalism: What news people should know and the public should expect*. Three Rivers Press.

Basics of Media Production

BS-Media and Communication Studies

Course Code: MCM-210

Credit Hours: 03

Pre-requisite: Nil

Course Description:

This course introduces students to the basic tools, techniques, and processes involved in creating media content such as videos, podcasts, photography, and radio programs. It covers both the technical and creative sides of production, including scripting, camera work, lighting, sound, editing, and teamwork. The course includes hands-on projects to help students understand how media is planned, recorded, and produced.

Course Objectives:

This course will equip

1. Understand the basic concepts of media production.
2. Learn the use of media equipment (camera, microphone, editing tools).
3. Practice scripting, shooting, and editing media content.
4. Explore production techniques for video, audio, and photography.
5. Work in groups to create a short media project.

Learning Outcomes:

After completing this course, students will be able to:

- Identify and use basic media production tools.
- Write simple scripts for video and audio.
- Operate a camera and record sound.
- Edit media using basic software.
- Plan and produce a short media product.

Unit 1: Introduction to Media Production

- What is media production? Types: video, audio, photography, digital content Stages (pre-production, production, post-production) and Roles in a production team (producer, director, editor, etc.)

Unit 2: Pre-production Planning

- Idea development and concept building, Scriptwriting basics (for audio and video), Storyboarding and shot planning, Production planning and scheduling

Unit 3: Camera and Lighting Techniques

- Parts of a camera and how to use it, Types of shots and framing (wide, medium, close-up) , Lighting basics: natural vs. artificial light, Hands-on practice with cameras

Unit 4: Sound and Audio Production

- Microphones and recording tools, Capturing clean audio (indoors and outdoors), Basics of radio and podcast production, Audio editing tools and techniques

Unit 5: Video Production and Directing

- Directing actors and crew, Continuity and blocking, Recording interviews and scenes, Troubleshooting on set

Unit 6: Editing and post-production

- Introduction to editing software (Adobe Premiere, Audacity), Video cutting, trimming, and transitions, Audio syncing and mixing, Exporting and sharing media files

Unit 7: Photography and Visual Storytelling

- Basic camera settings (ISO, aperture, shutter speed), Composition and framing in photography, Telling stories through still images, Editing photos using apps or software

Unit 8: Final Project and Portfolio Presentation

- Group or individual project (short film, podcast, or photo story), Editing and refining content, Presenting final project to class, Portfolio tips for future careers

Reference Books

1. Zettl, H. (2016). *Television production handbook* (12th ed.). Cengage Learning.
2. Millerson, G., & Owens, J. (2012). *Video production handbook* (5th ed.). Focal Press.
3. Hurbis-Cherrier, M. (2018). *Voice & vision: A creative approach to narrative film and DV production* (3rd ed.). Routledge.
4. Thompson, R., & Bowen, C. J. (2013). *Grammar of the shot* (3rd ed.). Focal Press.
5. Burrows, T. D. (2011). *The complete guide to digital filmmaking*. Flame Tree Publishing.
6. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production* (6th ed.). Focal Press.
7. Millerson, G. (2009). *Lighting for video and television* (3rd ed.). Focal Press.
8. Shook, F., Larson, J., & DeTarsio, J. (2015). *Television field production and reporting* (6th ed.). Pearson.
9. Reisz, K., & Millar, G. (2010). *The technique of film editing* (2nd ed.). Focal Press.
10. Brown, B. (2016). *Cinematography: Theory and practice* (3rd ed.). Routledge.
11. Alten, S. R. (2013). *Audio in media* (10th ed.). Wadsworth.
12. Millar, G. (2008). *Basic film techniques*. University Press.
13. Adobe Creative Team. (2020). *Adobe Premiere Pro Classroom in a Book (2020 release)*. Adobe Press.

Fundamentals of News Reporting

BS-Media and Communication Studies

Course Code: MCM-213

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course will enable the students to identify a possible news story, collect information and develop newsstory in the prescribed format. The course also intend to apprise the students of the significance of “news” as a basic component of a newspaper. The role of a reporter with reference to his professional qualities, duties, achievements, failures, skills and working conditions.

Learning Outcomes

- Learn the process of information gathering, news reporting and write up.
- Acquire knowledge about different actors involved in the process of news reporting and writing.

Course Outline

- Unit 1. Introduction to News**
Definition and Elements of News. News Determinants and News Values. Sources of News.
- Unit 2. Reporting News: An introduction**
Reporting: Definition, Scope and Importance. Duties and Qualities of Reporter. News Cycle. Essentials of Reporting. Essentials of Reporting: Observation, Looking for Stories, Background Information, Track.
- Unit 3. News Writing**
News Writing Techniques. Lead/Introduction, Components and Types. Block Paragraphs and special treatment of News. Different Style of Writing News.
- Unit 4. Beat Reporting**
Health Reporting, Education Reporting, Commerce and Political Reporting Techniques. Classification of Reporters: Chief Reporter, Correspondents etc.
- Unit 5. Reporting and News Writing Do's and Don'ts**
Make every word count. Use Short Sentences. Avoid Jargon and Clichés. Drop meaningless words. Explain initials. Use conversational style & round of figures.

Recommended Books/Reference Material

1. Garrison, B. (2013). *Professional news reporting*. Routledge.
2. Hopper, K. M., & Huxford, J. (2017). Emotion instruction in journalism courses: an analysis of introductory news writing textbooks. *Communication Education*, 66(1), 90-108.
3. Itule, B. D., Anderson, D., & Simon, J. (2006). *News writing and reporting for today's media*. Simon, James.
4. Lanson, J., & Fought, B. C. (1999). *News in a new century: reporting in an age of converging media*. Pine Forge Press.
5. Udoh, G., Akpan, U., & Peters, A. (2017). A look at semantic issues in news writing and reporting. *International Journal of Emerging Trends in Social Sciences*, 1(2), 37-45.

Media and Information Literacy

BS-Media and Communication Studies

Course Code: MCM-212

Credit Hours: 03

Pre-requisite: Nil

Course Description:

This course helps students understand how to use, analyze, create, and evaluate information and media messages. It teaches critical thinking skills so students can become smart and responsible users and creators of media content. Students will explore fake news, digital safety, ethical media use, and how to access reliable information in today's digital world.

Course Objectives:

By the end of this course, students will:

1. Understand what media and information literacy means and why it is important.
2. Learn how to find, analyze, and evaluate different types of media and information.
3. Improve their ability to use digital tools and platforms safely and effectively.
4. Develop skills to create and share responsible and ethical media content.
5. Learn to detect misinformation, propaganda, and biased reporting.

Learning Outcomes:

After completing this course, students will be able to:

- Explain the importance of media and information literacy in the modern world.
- Identify different types of media, sources, and platforms.
- Evaluate information for accuracy, bias, and credibility.
- Practice ethical use of media and protect digital privacy.
- Create and present responsible media content.

Unit 1 Introduction to Media and Information Literacy

- Definition and history, Importance in education and society, Key concepts: access, evaluation, use, creation, MIL in daily life

Unit 2 Understanding Media and Its Types

- Print, broadcast, digital, and social media, how media messages are made, Media institutions and ownership, Media's role in democracy and culture

Unit 3: Information Sources and Digital Literacy

- Types of information sources (books, websites, news, databases), Search skills and online research, Evaluating sources for credibility and relevance, Introduction to digital tools (Google Scholar, online libraries)

Unit 4 Media Analysis and Critical Thinking

- How to “read” media messages (text, visuals, audio), Representation, framing, and stereotypes in media, Bias, propaganda, and fake news, Media influence on opinions and behavior

Unit 5: Media Ethics and Responsibility

- Ethical use of information and images, Copyright, plagiarism, and fair use, Digital etiquette and respectful communication, Journalistic ethics and truthfulness

Unit 6 Misinformation, Disinformation, and Fact-checking

- What is misinformation and how it spreads, Fact-checking tools and websites, How to recognize clickbait and false headlines
- Case studies from real media

Unit 7: Digital Citizenship and Online Safety

- Cyberbullying, privacy, and digital security, Responsible use of social media, Digital footprints and reputation, Creating a positive online identity

Unit 8: Creating Media Content and Final Projects

- Planning and designing a media message, Writing a blog, making a poster, or recording a podcast, Group presentations of media literacy projects, Course reflection and evaluation

Reference Books

1. Hobbs, R. (2010). *Digital and media literacy: Connecting culture and classroom*. Corwin Press.
2. Potter, W. J. (2021). *Media literacy* (10th ed.). SAGE Publications.
3. Kellner, D., & Share, J. (2019). *The critical media literacy guide: Engaging media and transforming education*. Peter Lang.
4. Livingstone, S. (2008). *Media literacy and the challenge of new information and communication technologies*. *The Communication Review*, 1(5), 3–14.
5. Silverblatt, A. (2013). *Media literacy: Keys to interpreting media messages* (4th ed.). Praeger.
6. UNESCO. (2011). *Media and information literacy curriculum for teachers*. UNESCO Publishing.
7. Buckingham, D. (2003). *Media education: Literacy, learning and contemporary culture*. Polity Press.
8. Mihailidis, P. (2018). *News literacy: Global perspectives for the newsroom and the classroom*. Peter Lang.
9. Bergsma, L. (2004). *Media literacy and health promotion for adolescents*. *Journal of Media Literacy Education*, 2(1).

10. Tufekci, Z. (2018). *Twitter and tear gas: The power and fragility of networked protest*. Yale University Press.
11. Boyd, D. (2014). *It's complicated: The social lives of networked teens*. Yale University Press.
12. Aufderheide, P. (1993). *Media literacy: A report of the national leadership conference on media literacy*. Aspen Institute.
13. Heins, M. (2007). *Not in front of the children: "Indecency," censorship, and the innocence of youth*. Rutgers University Press.

News Production and Current Affairs

BS-Media and Communication Studies

Course Code: MCM-215

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course aims to help students understand the complete process of news production, including how news is gathered, written, edited, and disseminated. It introduces the various roles and responsibilities within a newsroom, fostering an appreciation for the collaborative nature of journalistic work. Students will develop practical skills in writing and editing news stories in accordance with professional standards.

Learning outcomes:

By the end of the course, students will be able to describe the process of news production and identify key roles and responsibilities within a newsroom. They will be able to demonstrate competence in writing and editing news stories using appropriate formats and journalistic techniques. Additionally, students will be able to analyze current affairs and evaluate their significance and impact on society.

Course Outline:

Unit 1: Newsroom Operations

- Structure and functions of a newsroom. Roles of reporters, editors, and producers. Workflow and coordination.

Unit 2: Reporting Techniques

- Writing and editing news stories. Conducting interviews and research. Fact-checking and verification.

Unit 3: Broadcasting (Radio)

- Producing news for television and radio. Scriptwriting and voiceovers. Visual storytelling and editing.

Unit 4: Broadcasting (TV)

- Producing news for television and radio. Scriptwriting and voiceovers. Visual storytelling and editing.

Unit 5: Current Affairs Analysis

- Understanding and analyzing ongoing events. Identifying newsworthiness and angles. Balancing objectivity and analysis.

Unit 6: Ethics in Journalism

- Standards and practices in news production. Addressing biases and conflicts of interest.

Unit 7: Ethics in Journalism

- Upholding credibility and accountability.

Unit 8: Project

- Project Ideas generation & Project execution.

Reference Books:

1. *Broadcast Journalism: A Handbook* by Andrew Boyd.
2. *The Elements of Journalism* by Bill Kovach and Tom Rosenstiel.
3. "News Writing and Reporting for Today's Media" by Bruce D. Itule & Douglas A. Anderson.
4. "Inside Reporting: A Practical Guide to the Craft of Journalism" by Tim Harrower.
5. "News: The Politics of Illusion" by W. Lance Bennett.
6. "Telling the Story: The Convergence of Print, Broadcast and Online Media" by The Missouri Group.

Media Ethics and Laws in Pakistan

BS-Media and Communication Studies

Course Code: MCM-216

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course seeks to apprise the students about the codes of ethics, the laws and regulations which govern and regulate media in Pakistan. It aims at developing a sense of norms, values and responsibilities in the students. They will be able to analyze government media relationship and press freedom in Pakistan.

Learning Outcomes

- Learn different laws devised for the regulation of media in Pakistan.
- Acquire knowledge of ethical problems in Pakistan.

Course Outline

Unit 1. Media Ethics

Ethics: introduction, need and nature, sources of ethics in Pakistan's society. Media ethics: need and scope, ethics in media profession, social responsibility theory, Islamic code of ethics & Islamic concept of communication, ethical problems, external and internal pressures on media. The violation acts of media ethics in Pakistan: privacy, corruption, personal interests and violation of professional values: problems and consequences.

Unit 2. Code of Ethics and Application

International code of ethics (print, electronic and social media). Pakistan's code of ethics: ethical code of practice (17 points in press council ordinance, 2002), PFUJ, APNS, CPNE & other code of ethics and their applications. Press council of Pakistan: evolution, need, establishment and code of ethics.

Unit 3. Media Laws-I

Introduction, need and nature. Evolution of press laws in the sub-continent and Pakistan. Salient features of current press ordinance. PEMRA ordinance: establishment, salient features and clauses of ordinance. Defamation ordinance.

Unit 4. Media Ethics-II

Copy Right Act. Constitutional Provisions on Freedom of Speech and Expression. Cyber Laws and PTA. Social Media as an Emerging Check on Traditional Media and Vice Versa.

Unit 5. Case Studies

Case studies on violation of laws and ethics in Pakistan's media). Case studies on deformation.

Recommended Books/Reference Material

1. Christians, C. G., Fackler, M., Richardson, K. B., & Kreshel, P. (2019). *Media ethics at the crossroads: Democracy and the news media*. Routledge.
2. Moore, R. L., Murray, M. D., & Youm, K. H. (2022). *Media law and ethics* (6th ed.). PHI Learning Pvt. Ltd.
3. Patterson, P., Wilkins, L., & Painter, C. (2018). *Media ethics: Issues and cases*. Rowman & Littlefield.
4. Russomanno, J. D. (2018). *Media law and ethics in the 21st century: protecting free expression and curbing abuses*. Routledge.
5. Ziauddin, M. (2000). *State of media ethics in Pakistan*. Sage.

Communication Theories

BS -Media and Communication Studies

Course Code: MCM- 214

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course will help to understand how phenomena of communication occur with modern and traditional means of media and relationship of the theories with existing social reality. It will shed light on various perspectives of media effects and will enable students to understand the power of media as a propaganda tool.

Learning Outcomes

- Students will be able to have a clear understanding about various levels of media effects on human behavior and on society.
- The students will also explore various intervening factors affecting audience and affecting audience differently due to personality differences.

Course Outline

Unit 1. Background of Theory

The theory and research linkage. Background of the theory. Introduction to mass communication theories.

Unit 2. Types of Theories

Normative theories, four theories of the press. Authoritarian theory. Libertarian theory. Social responsibility theory. Soviet totalitarian theory.

Unit 3. Major Approaches

Effects approach. Political economy approach. Critical approach. British cultural studies.

Unit 4. Developmental and Feminist Approach

Developmental approach. Intercultural settings. Feminist approach.

Unit 5. Effects of Mass Communication

Understanding effects approach of mass communication. Effect related studies. Agenda setting theory.

Recommended Books/Reference Material

1. Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: foundations, ferment, and future*. Routledge.
2. Berger, A. A. (2020). *Media and society: A critical perspective*. Sage Publishers.
3. Campbell, R., Martin, C. R., & Fabos, B. G. (2018). *Media & culture: Mass communication in a digital age*. Routledge.
4. Christians, C. G., Cody, M. J., & Zimmerman, C. H. (2022). *Communication theories in a multicultural world*.
5. Hanson, R. E. (2021). *Mass communication: Living in a media world*.
6. Severin, W. J., & Tankard Jr., J. W. (2019). *Communication theories: Origins, methods, and uses in the mass media*. Routledge.

Data Journalism

BS-Media and Communication Studies

Course Code: MCM-322

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course introduces students to the principles, tools, and practices of data journalism, emphasizing how data can enhance news reporting and storytelling. It aims to build students' capacity to collect, clean, analyze, visualize, and ethically report data. By bridging journalistic inquiry with digital tools, students will learn to produce compelling stories backed by evidence, with a focus on transparency and accountability.

Learning Outcomes:

By the end of the course, students will be able to identify reliable data sources, apply basic data analysis techniques, and use digital tools to visualize information for public understanding. They will be able to pitch, report, and produce data-driven stories, ensuring clarity, context, and ethical responsibility. Students will also be able to critically evaluate data journalism examples and understand its role in promoting transparency in governance and social accountability.

Course Outline

Unit 1: Introduction to Data Journalism

- What is Data Journalism? The Evolution of Data in Newsrooms, Key Examples and Case Studies, Why Data Journalism Matters Today

Unit 2: Finding and Understanding Data

- Types and Sources of Data: Open, Government, NGO, APIs, Evaluating Data Credibility and Bias, Introduction to Datasets: CSV, XLSX, JSON, Basic Statistics for Journalists

Unit 3: Data Cleaning and Preparation

- Common Data Errors and Inconsistencies, Introduction to Spreadsheet Tools (Excel/Google Sheets), Cleaning Techniques with Open Refine, Structuring Data for Analysis

Unit 4: Data Analysis for Journalists

- Finding Patterns and Outliers, Sorting, Filtering, and Pivot Tables, Introduction to Descriptive Analysis, Basic Data Interpretation for Storytelling

Unit 5: Data Visualization and Story Design

- Principles of Visual Storytelling, Charts, Graphs, and Maps: Choosing the Right One, Tools for Visualization (Datawrapper, Flourish, Infogram), Avoiding Misleading Visuals

Unit 6: Telling a Data-Driven Story

- Structuring the Narrative, Combining Text, Visuals, and Data, Writing with Clarity and Context, Case Studies: Investigative Data Journalism

Unit 7: Tools and Technologies in Data Journalism

- Introduction to Coding for Journalists (Optional: Python/R Basics), Web Scraping for Beginners, Working with Google Sheets, Tableau, and Mapbox, Automation and Real-Time Data Feeds

Unit 8: Ethics, Impact, and Final Project

- Ethical Use of Data and Sources, Data Privacy, Consent, and Security, Impact of Data Journalism on Society, Final Project Presentation.

Reference Books:

1. Bradshaw, P., & Rohumaa, L. (2011). *The online journalism handbook: Skills to survive and thrive in the digital age*. Routledge.
2. Cairo, A. (2016). *The truthful art: Data, charts, and maps for communication*. New Riders.
3. Gray, J., Bounegru, L., & Chambers, L. (2012). *The data journalism handbook: How journalists can use data to improve the news*. O'Reilly Media.
4. Gray, J., Bounegru, L., Milan, S., & Ciuccarelli, P. (2021). *Data journalism and the regeneration of news*. MIT Press.
5. Howard, A. B. (2014). *The art and science of data-driven journalism*. Tow Center for Digital Journalism, Columbia University.
6. Knafllic, C. N. (2015). *Storytelling with data: A data visualization guide for business professionals*. Wiley.
7. McCandless, D. (2014). *Knowledge is beautiful*. HarperCollins.
8. Segel, E., & Heer, J. (2010). *Narrative visualization: Telling stories with data*. IEEE Transactions on Visualization and Computer Graphics, 16(6), 1139–1148.
9. Wheelwright, J. (2023). *Data journalism: Inside the global future*. Bloomsbury Academic.
10. Yau, N. (2013). *Data points: Visualization that means something*. Wiley.

Op-ed Writing

BS-Media and Communication Studies

Course Code: MCM-323

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course will describe the importance and complexity of opinion pages and explain the significance of different pieces of opinion writings. It also developing critical knowledge about contemporary issues to write editorials, columns and political diaries.

Learning Outcomes

- Understand the importance and complexity of opinion pages.
- Differentiate between News, Feature, Column, and Editorial.
- Demonstrate high skills to write Feature, Column, Editorial and Book Review.
- Choose and evaluate public issues for opinion writing.
- Critically analyze the contemporary issues for public opinion formulation.

Course Outline

- Unit 1. Feature Writing-I**
Definition, Concept, Characteristics. Scope of Feature writings. Types of Feature. Difference between News and Feature. Sources for the material.
- Unit 2. Feature Writing-II**
Language of feature writing. Feature Writing Technique. The importance of Pictorial Display in feature.
- Unit 3. Column Writing**
Definition and Concept. Significance and importance. Functions of a Column. Types of Column. Role of Columnist in society. Difference between News, column and feature. Structure of a column.
- Unit 4. Editorial Writing**
Definition of Editorial. Purpose, importance and forms. Functions of Editorial. Techniques of Editorial writing. Contents of editorial page. Editorial page in Pakistan and its standard. Analysis of contemporary news for editorial writing.
- Unit 5. Review Writing**
What is review? Difference between review and criticism. The purpose of Review writing. The techniques of review writing. Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

Recommended Books/Reference Material

1. Blundell, W. E. (1988). *The art and craft of feature writing: Based on the wall street journal guide*. Penguin Group.
2. Hakiki, M. S. (2023). *Growing entrepreneurial awareness of the importance of business ethics through opinion writing in online media: A study of community service in kompasiana*. Indonesia Berdaya.
3. Harry W. Stonecipher. (1979). *Editorial & persuasive writing: Opinion functions of the news media: Humanistic studies in the communication arts*. Hastings House Publishing.
4. Kovach, B., & Rosenstiel, T. (2022). *The elements of journalism: what news people should know and the public should expect*. Publisher.
5. Standring, S. M. (2008). *The art of column writing: insider secrets from art buchwald, dave barry*. Marion Street Press, Inc.

Development Support Communication

BS-Media and Communication Studies

Credit Code: MCM-312

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course aims to explore the theoretical and practical dimensions of development support communication (DSC) by examining the roles of media, opinion leaders, and policy advocates in social change. It delves into various communication models, development paradigms, and the design of strategic communication campaigns for rural and urban communities. The course also evaluates international development initiatives, participatory communication, and the use of information resources in shaping effective development interventions.

Learning Outcomes (Brief Paragraph Format):

By the end of this course, students will be able to critically assess key theories and paradigms of development communication, apply relevant communication strategies to real-world development challenges, and design impactful development campaigns. They will demonstrate an understanding of how media, opinion leadership, advocacy planning, and international communication systems contribute to sustainable development and social transformation, particularly in the Pakistani context.

Course Outline: 8 Units

Unit 1: Introduction to Development Communication

- Fundamentals of development communication
- Definitions: Development Communication (DC), Development Support Communication (DSC), and Development Journalism (DJ)
- Key elements and distinctions between DC, DSC, and DJ

Unit 2: Theoretical Frameworks and Paradigms of Development

- Dominant paradigm: Modernization theory
- Opposing paradigm: Dependency theory
- Emerging paradigm: Participatory development
- The 7 Cs of effective development communication

Unit 3: Development Communication and Social Change (I)

- Opinion leaders and their historical relevance
- Two-step flow model of communication
- Characteristics and roles of opinion leaders in social transformation

Unit 4: Diffusion of Innovations

- Introduction to diffusion theory and its key elements
- Innovation-decision process
- Communication channels and adopter categories in diffusion

Unit 5: Development Communication and Social Change (II)

- Understanding social change: concepts, levels, and sources
- Obstacles and resistance to change
- Characteristics and functions of change agents in development

Unit 6: Campaign Planning and Advocacy

- The A-Process: Advocacy planning for policymakers
- The P-Process: Strategic planning for the public
- Components of advocacy: strategy, risk management, and evaluation
- Development planning and communication campaigns in Pakistan

Unit 7: Designing and Executing Development Projects

- Steps to design a development communication project
- Message design and packaging for rural and urban communities
- Implementation and execution strategies
- Monitoring communication outcomes

Unit 8: International Communication and Global Development

- Historical background of international communication and NIEO
- New World Information and Communication Order (NWICO)
- The MacBride Commission and UN resolutions
- Global opposition and contemporary debates around NWICO

Recommended Books

1. Health Communication Capacity Collaborative. (2013). *The P Process: Five steps to strategic communication*. Johns Hopkins Bloomberg School of Public Health Center for Communication Programs.
2. Mefalopulos, P. (2008). *Development communication sourcebook: Broadening the boundaries of communication*. World Bank.
3. Narula, U. (2013). *Development communication: Theory and practice*. Har-Anand Publications Pvt. Ltd.
4. Servaes, J. (2008). *Communication for development and social change*. SAGE Publications.
5. Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide*. World Bank.
6. UNESCO. (1980). *Many voices, one world: Towards a new, more just and more efficient world information and communication order* (MacBride Report). UNESCO.
7. Waisbord, S. (2001). *Family tree of theories, methodologies and strategies in development communication*. Rockefeller Foundation.
8. Wilkins, K. G., Tufte, T., & Obregon, R. (Eds.). (2014). *The handbook of development communication and social change*. Wiley-Blackwell.
9. Yahya, M. (2016). *Development communication in practice: Pakistan's experience*. Oxford University Press.
10. Yates, J. (2015). *Participatory development and communication in the Global South*. Zed Books.

Graphic Design and Animation

BS-Media and Communication Studies

Course Code: MCM-326

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

By the end of this course, students will:

1. Understand the basics of visual design and motion graphics.
2. Learn to use professional design and animation software.
3. Create original graphics and simple animations.
4. Apply design thinking to visual storytelling.
5. Build a portfolio of digital creative work.

Learning Outcomes:

After completing this course, students will be able to:

- Explain key design principles (color, layout, typography, etc.).
- Use tools like Adobe Photoshop, Illustrator, and After Effects.
- Create static and animated graphics.
- Design logos, posters, banners, and animated clips.
- Work on creative design projects individually and in teams.

Course Outline

Unit 1: Introduction to Graphic Design

- What is graphic design?
- History and importance in media
- Key design principles: color, balance, contrast, alignment, proximity
- Introduction to Adobe Photoshop and Illustrator

Unit 2: Typography and Layout Design

- What is typography?
- Choosing the right fonts and styles
- Grid systems and layout structure
- Designing a flyer or magazine cover

Unit 3: Logo and Brand Identity Design

- Basics of branding and logo design
- Color psychology and brand aesthetics
- Designing a brand kit (logo, fonts, color palette)
- Mini project: Create a brand identity

Unit 4: Introduction to Animation

- What is animation? 2D vs. 3D
- Principles of animation (squash, stretch, timing, etc.)
- Basic animation tools and workflows
- Introduction to Adobe After Effects

Unit 5: Motion Graphics and Visual Storytelling

- Creating animated text and transitions
- Motion graphics for social media and ads
- Visual storytelling and scene building
- Practice project: Animated poster or title sequence

Unit 6: Digital Illustration and Character Design

- Drawing with shapes and layers
- Designing characters and environments
- Bringing characters to life with simple animations
- Tools: Illustrator + After Effects or Adobe Animate

Unit 7: Project Development and Teamwork

- Planning and managing design projects
- Storyboarding and scriptwriting for animation
- Group collaboration and task distribution
- Start of final project

Unit 8: Final Project and Portfolio Presentation

- Final project: Animation or graphic campaign
- Peer review and critique session
- Building a design portfolio (PDF/website)
- Presentation and feedback

Reference Books

1. Lupton, E. (2014). *Graphic design: The new basics* (2nd ed.). Princeton Architectural Press.
2. Landa, R. (2021). *Graphic design solutions* (6th ed.). Cengage Learning.
3. Krause, J. (2015). *Design basics index* (4th ed.). HOW Books.
4. Williams, R. (2014). *The non-designer's design book* (4th ed.). Peachpit Press.
5. Lidwell, W., Holden, K., & Butler, J. (2010). *Universal principles of design* (2nd ed.). Rockport Publishers.
6. Zeegen, L. (2020). *The fundamentals of illustration* (2nd ed.). Bloomsbury Visual Arts.
7. Thomas, F., & Johnston, O. (1995). *The illusion of life: Disney animation*. Disney Editions.
8. Beane, A. L. (2012). *Animation rules!* CRC Press.
9. Birn, J. (2013). *Digital lighting and rendering* (3rd ed.). New Riders.
10. Whitaker, H., Halas, J., & Sito, T. (2009). *Timing for animation* (2nd ed.). Focal Press.
11. Adobe Creative Team. (2020). *Adobe After Effects Classroom in a Book* (2020 release). Adobe Press.
12. Fiell, C., & Fiell, P. (2012). *Graphic design for the 21st century*. Taschen.

Advanced Production Techniques

BS-Media and Communication Studies

Credit Code: MCM-325

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course is designed to equip students with professional-level skills in audio-visual content creation, focusing on advanced techniques in video production, sound design, lighting, camera operations, and non-linear editing. It aims to deepen students' understanding of storytelling, visual aesthetics, and post-production workflows, enabling them to produce polished, industry-standard media content for television, digital platforms, and documentaries.

Learning Outcomes:

By the end of the course, students will be able to plan, shoot, and edit advanced video productions using professional tools and techniques. They will demonstrate proficiency in camera operations, lighting setups, audio capture, and post-production software. Students will also develop the ability to manage production workflows, apply cinematic storytelling principles, and produce high-quality visual content for various media formats.

Course Outline: 8 Units

Unit 1: Introduction to Advanced Production

- Review of basic production concepts
- Understanding the production workflow
- Pre-production planning: scripts, storyboards, shot lists
- Budgeting and scheduling for video shoots

Unit 2: Camera Operations and Visual Composition

- Types of professional cameras and lenses
- Advanced camera settings: aperture, shutter speed, ISO
- Framing, rule of thirds, and depth of field
- Camera movement: dolly, tracking, handheld, gimbals

Unit 3: Lighting Techniques

- Lighting theory: three-point lighting, color temperature
- Natural vs. artificial lighting
- Lighting for different moods and genres
- Using reflectors, diffusers, and LED panels

Unit 4: Audio Recording and Sound Design

- Microphone types and placement
- Field audio vs. studio audio
- Sound design for narrative and non-narrative formats
- Syncing audio with visuals and eliminating noise

Unit 5: Advanced Video Editing

- Non-linear editing software (e.g., Adobe Premiere Pro, Final Cut Pro)
- Editing for continuity, pace, and emotion
- Color correction and grading techniques
- Incorporating transitions, effects, and titles

Unit 6: Motion Graphics and Visual Effects

- Introduction to After Effects and basic animation
- Lower thirds, logo animations, and overlays
- Visual effects for storytelling enhancement
- Integrating graphics with live-action footage

Unit 7: Studio and Field Production Techniques

- Multi-camera studio production
- Live production setup and control room basics
- Field production for documentaries and event coverage
- Working with crews and managing roles on set

Unit 8: Final Projects and Professional Portfolio

- Planning and producing an original short project
- Editing, reviewing, and presenting final work
- Portfolio development and showcasing for clients or employers
- Feedback and self-assessment of production skills

Recommended Readings:

1. Anderson, M. (2017). *Production design: Visual storytelling in film and video*. Routledge.
2. Beauchamp, K. (2021). *Digital cinematography and directing*. Routledge.
3. Block, B. (2013). *The visual story: Creating the visual structure of film, TV, and digital media* (2nd ed.). Routledge.
4. Brown, B. (2016). *Cinematography: Theory and practice* (3rd ed.). Routledge.
5. Burrows, T. D. (2016). *The complete guide to video production*. Chartwell Books.
6. Hurbis-Cherrier, M. (2018). *Voice and vision: A creative approach to narrative filmmaking* (3rd ed.). Focal Press.
7. Millerson, G., & Owens, J. (2012). *Television production* (15th ed.). Focal Press.
8. Musburger, R. B., & Ogden, M. R. (2014). *Single-camera video production* (6th ed.). Routledge.
9. Rabiger, M., & Hurbis-Cherrier, M. (2020). *Directing: Film techniques and aesthetics* (6th ed.). Focal Press.
10. Thompson, R., & Bowen, C. J. (2012). *Grammar of the edit* (2nd ed.). Focal Press.

Sub-Editing and Page Designing

BS-Media and Communication Studies

Credit Code: MCM-303

Credit Hours: 03

Pre-requisite: Nil

Course objectives:

This course aims to provide students with a solid understanding of the sub-editing process, equipping them with essential skills for refining news copy and designing newspaper and digital pages. It introduces the roles and responsibilities of editors, mechanics of editing, grammar correction, and structuring news. The course also familiarizes students with the principles of page makeup, editing symbols, and translation techniques necessary for creating clear, accurate, and engaging journalistic content.

Learning Outcomes:

By the end of the course, students will understand the sub-editing process and develop the ability to edit news for clarity, brevity, and accuracy. They will be able to apply editing symbols, rewrite stories, translate news content, and design professional-quality newspaper pages. Students will also gain hands-on experience in layout techniques, grammar correction, and creating compelling leads in news stories.

Course Outline:

Unit 1: Introduction to Sub-Editing

- Nature and scope of sub-editing
- Importance in the newsroom workflow
- Role and evolution of sub-editors

Unit 2: Qualities and Responsibilities of a Sub-Editor

- Core qualities of an effective sub-editor
- Duties and responsibilities in editorial workflow
- Ethical considerations and editorial judgment

Unit 3: Mechanics of News Editing

- News values and selection of credible content
- Introduction to editing symbols and their functions
- Structuring and rewriting news copy
- Translation techniques in multilingual contexts

Unit 4: Fundamentals of Copy Editing

- Ensuring accuracy, impartiality, and balance
- Editing for clarity, fluency, and brevity

- Working with direct and indirect quotes
- Basic grammar and punctuation correction

Unit 5: Crafting Effective Leads

- Importance of a strong lead in news writing
- Types of leads: summary, delayed, and attributed
- Summarizing key elements (5Ws and H)
- Achieving brevity and reader engagement

Unit 6: Page Designing Principles

- Introduction to page layout and design tools
- Basic principles of newspaper and digital page makeup
- Understanding visual hierarchy and design balance
- Role of headlines, cutlines, and typography

Unit 7: Makeup Techniques and Layout Styles

- Traditional and modern makeup techniques
- Modular vs. conventional layouts
- Working with columns, grids, and visual elements
- Editing for space and readability

Unit 8: Practical Application & Portfolio Building

- Designing sample pages using software (e.g., InDesign or Canva)
- Final news editing and page design projects
- Proofreading and quality control
- Building a sub-editing portfolio for professional use

Recommended Readings:

1. Baskette, F. K., & Sissors, J. Z. (1996). *The art of editing*. Allyn & Bacon.
2. Brooks, B. S., & Pinson, J. L. (2017). *The art of editing in the age of convergence* (10th ed.). Routledge.
3. Gibson, M. L. (1991). *Editing in the electronic era*. Iowa State University Press.
4. Itule, B. D., & Anderson, D. A. (2007). *News writing and reporting for today's media* (7th ed.). McGraw-Hill.
5. Mencher, M. (2010). *News reporting and writing* (11th ed.). McGraw-Hill.
6. Missal, E. M., & Schudson, M. (2013). *Editing across media: Content and process for print and online publication*. Routledge.
7. Reardon, M. (2018). *Visual storytelling: The digital design of news*. Routledge.
8. Rich, C. (2016). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
9. Scanlan, C. (2003). *News judgment: The why behind the what of news editing*. Poynter Institute.
10. Tame, C. (2006). *Designing the news: Newspaper design strategies*. Journalism Training Institute.

Communication Research Methods

BS-Media and Communication Studies

Credit Code: MCM-327

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course will give the students an insight into the basic principles of scientific research and sensitized with the methods, techniques and other relevant concepts to investigate the media related phenomena in society.

Learning outcomes

- Understand the sound measurement design for quality research.
- Get through of extensive understanding on experimental designs in communication research.
- To learn the different steps of research for writing appropriate research proposal.

Course Outline

Unit 1.	<u>Research Briefs</u> Definition of Research. Scientific approach and its characteristics.
Unit 2.	<u>Development of Mass Media Research</u> Types of Research. Quranic Method of Reasoning and Enquiry
Unit 3.	<u>Research Procedure</u> Identification and Formulation of Research Problem and Hypothesis. Role of theory, observation and brainstorming in formulation of a Research Problem. Hypothesis, formulation of research hypotheses, types of hypothesis
Unit 4.	<u>Constructs and Variables</u> Concepts. Types of variables. Operational definitions of variables, concepts and constructs. Variable control: Internal validity and External validity
Unit 5.	<u>Research Designs</u> Research Designs. Survey Design. Content Analysis. Qualitative Designs. Field Observation. Focus Group Discussion. Intensive Interviews

Recommended Books/Reference Material:

1. Colander, D., & Hunt, E. (2022). *Social science: An introduction to the study of society*. Routledge.
2. Smith, J. A., & Johnson, M. R. (2020). *New trends in mass communication research*. Academic Press.
3. Taylor, R. S., & Williams, P. Q. (2021). *Quantitative methods in communication studies*. Sage Publications, Inc.
4. Turner, L. M., & Parker, K. F. (2022). *Contemporary issues in communication research*. Routledge.
5. Wimmer, R. D., & Dominick, J. R. (2021). *Mass media research: An introduction* (10th ed.). Wadsworth Publishing.

Documentary Production

BS-Media and Communication Studies

Credit Code: MCM-420

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course introduces students to the creative and technical process of documentary filmmaking. It aims to develop their ability to conceptualize ideas, conduct research, arrange interviews, and gather audio-visual elements to create meaningful non-fiction stories. The course equips students with practical skills in pre-production, production, and post-production workflows, emphasizing storytelling, editing, and ethical documentary practice.

Learning Outcomes:

Upon successful completion of the course, students will possess foundational and advanced knowledge of documentary production. They will be able to visualize and evaluate real-life issues with artistic insight, apply technical and aesthetic tools to documentary storytelling, and develop compelling narratives. Students will also demonstrate competency in scripting, planning, interviewing, and using video/audio equipment to produce impactful documentaries for diverse audiences.

Unit 1: Foundations of Documentary

- Introduction, history, and evolution of the documentary genre
- How documentaries differ from fiction films
- Characteristics of documentary storytelling
- Documentary formats in theatre, IMAX, and emerging platforms
- The future of documentary in a digital world

Unit 2: Roles in Documentary Production

- The director's creative vision and responsibilities
- The editor's narrative control and visual rhythm
- Understanding the role of the producer and the documentary business
- Collaborative workflow among production team members

Unit 3: Documentary Genres and Narrative Forms

- Types of documentaries: expository, observational, participatory, reflexive, etc.
- Introduction to cinema vérité, docudrama, and mockumentary styles
- Selecting the right style for a story
- Blending factual integrity with creative expression

Unit 4: Research, Development, and Planning

- Idea generation and story development
- Conducting documentary research and writing research reports
- Developing documentary proposals and writing creative treatments
- Planning budgets, schedules, and legal documentation (e.g., release forms)

Unit 5: Script Development and Structure

- Understanding initial and final scripting stages
- Writing effective documentary scripts
- Three-act structure for non-fiction storytelling
- Maintaining narrative flow, pacing, and dramatic arc.

Unit 6: Technical Aspects of Production

- Camera operations, framing, and lighting for documentary
- Sound recording: tools, techniques, and challenges
- Planning locations and managing visual continuity
- Equipment selection based on context and budget

Unit 7: Interviewing Techniques and Visual Storytelling

- Designing interview questionnaires
- Interview recording: framing, lighting, and audio setup
- Building trust with subjects and capturing authentic responses
- Using interviews to shape narrative and emotional tone

Unit 8: Post-Production and Final Delivery

- Rough cuts, preview sessions, and final edits
- Sequencing footage to maintain viewer engagement
- Incorporating graphics, music, and voiceover narration
- Final documentary review, feedback, and portfolio development

Recommended Readings

1. Bernard, S. C. (2007). *Documentary storytelling: Making stronger and more dramatic nonfiction films* (2nd ed.). Focal Press.
2. Cunningham, M. (2005). *The art of documentary: Ten conversations with leading directors, cinematographers, editors, and producers*. New Riders Press.
3. Hampe, B. (1997). *Making documentary films and reality videos: A practical guide to planning, filming, and editing documentaries of real events*. Owl Books.
4. Rabiger, M. (2004). *Directing the documentary* (4th ed.). Focal Press.
5. Rosenthal, A. (2002). *Writing, directing, and producing documentary films and videos* (4th ed.). Southern Illinois University Press.
6. Ruoff, J. (2006). *Virtual ethnography and documentary film*. University of California Press.
7. Smaill, B. (2010). *The documentary: Politics, emotion, culture*. Palgrave Macmillan.
8. Winston, B. (2008). *Claiming the real II: Documentary: Grierson and beyond*. British Film Institute.
9. Zettl, H. (2017). *Sight, sound, motion: Applied media aesthetics* (8th ed.). Cengage Learning.
10. Zimmermann, P. R. (2000). *States of emergency: Documentaries, wars, democracies*. University of Minnesota Press.

Conflict and Crisis Communication

BS-Media and Communication Studies

Course Code: MCM-407

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

- Understand the dynamics of conflict and crises.
- Learn communication strategies for managing crises.
- Develop skills to handle media relations during crises.
- Analyze case studies to understand effective crisis communication.

Learning Outcomes:

By the end of the course, students will be able to explain the key concepts and dynamics of conflict and crisis situations, apply appropriate communication strategies to manage different types of crises, and demonstrate the ability to handle media relations effectively during such events.

Course Outline:

Unit 1: Understanding Conflict and Crisis

Definitions and types of conflicts and crises. Psychological and social impacts. Risk assessment and management.

Unit 2: Communication Strategies (I)

Planning of crisis communication Executing crisis communication.

Unit 3: Communication Strategies (II)

Establishing communication channels. Managing misinformation and rumors.

Unit 4: Media Relations

Engaging with the press during crises, Preparing press releases and briefings. Handling interviews and public statements.

Unit 5: Public Perception

Monitoring public sentiment, Addressing concerns and criticisms, Rebuilding trust and reputation.

Unit 6: Case Studies

Analysis of real-world crisis communication examples, Lessons learned and best practices, Application to organizational contexts.

Unit 7: Crisis Communication and Decision-Making under Pressure

Develop effective communication strategies during crises, Enhance decision-making and leadership in high-stress environments, Understand media relations and the use of social media during crises

Unit 8: Crisis Communication and Decision-Making under Pressure

Post-Crisis Recovery, Learn how to resume operations after a crisis, evaluate crisis impact and improve future resilience

Reference Books:

1. *Crisis Communications: A Casebook Approach* by Kathleen Fearn-Banks.
2. *The Handbook of Crisis Communication* by W. Timothy Coombs.
3. "Effective Crisis Communication: Moving from Crisis to Opportunity" by Robert R. Ulmer, Timothy L. Sellnow & Matthew W. Seeger.
4. "Strategic Communication in Crisis Management" by Timothy Coombs.
5. "Crisis Communication: The Definitive Guide to Managing the Message" by Steven Fink.
6. "Crisis and Emergency Risk Communication" by Barbara Reynolds – CDC model widely taught internationally.

Media Enterprise Management

BS-Media and Communication Studies

Course Code: MCM-408

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course provides students with a foundational and practical understanding of how media enterprises function in the modern digital economy. It aims to build students' capacity to manage media organizations by exploring key aspects such as ownership structures, marketing strategies, budgeting, innovation, and regulatory frameworks. The course encourages entrepreneurial thinking, enabling students to design media ventures that are financially viable and socially impactful.

Learning Outcomes:

By the end of the course, students will be able to analyze different types of media enterprises and explain their business dynamics. They will gain insight into the organizational structure and leadership styles of media companies and learn to apply core business concepts such as finance, marketing, and innovation in a media context. Students will also develop the ability to create comprehensive business proposals or startup plans tailored to real-world media markets.

Course Outline

Unit 1: Introduction to Media Enterprises

- Definition and scope of media enterprises
- Types of media businesses: print, broadcast, digital, advertising, film, etc.
- Role of media in national and global economies
- Recent trends, challenges, and transformations in the industry

Unit 2: Media Business Models and Ownership

- Public vs. private media ownership models
- Revenue streams: advertising, subscriptions, donations, sponsorships
- Ownership concentration and media conglomerates
- Case studies: local and international media organizations

Unit 3: Management Functions in Media Organizations

- Core management functions: planning, organizing, leading, controlling
- Leadership in creative environments
- Human resource and talent management
- Conflict resolution and team coordination

Unit 4: Media Marketing and Branding

- The marketing mix for media products and services
- Audience research, segmentation, and targeting strategies
- Promotion and distribution of content
- Social media branding and influencer-based outreach

Unit 5: Media Finance and Budgeting

- Budget planning and resource allocation in media projects
- Cost estimation and revenue forecasting
- Profitability and return on investment (ROI) in media startups
- Funding sources: grants, investors, crowdfunding

Unit 6: Innovation and Entrepreneurship in Media

- Innovation in digital media and emerging formats
- The entrepreneurial mindset and media venture development
- Case studies of media startups
- Overcoming barriers in launching and sustaining media businesses

Unit 7: Legal, Ethical, and Regulatory Framework

- Media laws and corporate governance
- Intellectual property rights, licensing, and fair use
- Ethical considerations in media operations
- National regulatory bodies and policy compliance (PEMRA, PTA, etc.)

Unit 8: Final Project and Presentations

- Development of a media business plan or enterprise proposal
- Presentation of business models, budgets, and marketing strategies
- Peer review and instructor feedback
- Course reflection and portfolio enhancement

Recommended Readings:

1. Albarran, A. B. (2019). *Management of electronic and digital media* (6th ed.). Cengage Learning.
2. Aris, A., & Bughin, J. (2009). *Managing media companies: Harnessing creative value*. Wiley.
3. Croteau, D., & Hoynes, W. (2018). *Media/society: Industries, images, and audiences* (6th ed.). SAGE.
4. Deuze, M. (2007). *Media work*. Polity Press.
5. Doyle, G. (2013). *Understanding media economics* (2nd ed.). SAGE.
6. Hendy, D. (2013). *Public service broadcasting*. Palgrave Macmillan.
7. Ibelema, M. (2021). *Media management in the age of disruption: The case of journalism and mass communication*. Palgrave Macmillan.
8. Küng, L. (2017). *Strategic management in the media: Theory to practice* (2nd ed.). SAGE.
9. Kung, L., Picard, R. G., & Towse, R. (Eds.). (2008). *The internet and the mass media*. SAGE.
10. Picard, R. G. (2011). *The economics and financing of media companies* (2nd ed.). Fordham University Press.

Media Advocacy

BS-Media and Communication Studies

Course Code: MCM-409

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course introduces students to the principles and practices of media advocacy as a strategic communication tool for social change. It focuses on empowering students to design and implement media-based campaigns that influence policy, shape public opinion, and amplify marginalized voices. The course aims to build critical thinking, ethical reasoning, and practical media production skills necessary to advocate for social justice, human rights, health, education, and environmental causes.

Learning Outcomes:

By the end of the course, students will be able to understand the theoretical foundations of media advocacy and distinguish it from traditional journalism and public relations. They will be able to plan and execute issue-based advocacy campaigns using digital, broadcast, and community media. Students will also critically evaluate the impact of media advocacy on public discourse and policy, particularly in the context of Pakistan and other Global South societies.

Course Outline:

Unit 1: Foundations of Media Advocacy

- Introduction to Advocacy and Media Advocacy, The Evolution of Advocacy Communication, Media Advocacy vs. Public Relations vs. Journalism, Case Studies of Advocacy Campaigns

Unit 2: Understanding Policy and Public Interest

- Identifying Policy Goals and Stakeholders, Media's Role in Public Policy Debates, Framing Issues for Advocacy, Communicating for Public Good

Unit 3: Strategic Campaign Planning

- Defining Objectives, Audiences, and Messages, Message Framing and Narrative Strategy, Selecting Channels and Tactics (Traditional & Digital), Advocacy Planning Models (SMART, Theory of Change)

Unit 4: Media Tools and Production for Advocacy

- Producing Public Service Announcements (PSAs), Creating Social Media Campaigns, Community Radio and Grassroots Media, Storytelling, Testimonials, and Visual Narratives

Unit 5: Digital Advocacy and Social Media

- Hashtag Movements and Online Mobilization, Influencers and Digital Activism, Managing Online Backlash and Misinformation, Platform-Specific Strategies (Facebook, X/Twitter, Instagram, YouTube)

Unit 6: Ethics, Power, and Representation

- Ethics of Advocacy Messaging, Representing Vulnerable Groups Respectfully, Dealing with Gatekeeping and Media Bias, Media Advocacy in Conflict-Sensitive Settings

Unit 7: Monitoring, Evaluation, and Impact

- Tracking Campaign Reach and Engagement, Qualitative and Quantitative Impact Assessment, Feedback Loops and Campaign Adjustment, Writing Advocacy Impact Reports

Unit 8: Final Projects

- Group-Based Media Advocacy Project, Presentations and Panel Discussion with Practitioners

Recommended Readings:

1. Coffman, J. (2009). *A user's guide to advocacy evaluation planning*. Harvard Family Research Project.
2. Faulkner, S. L. (2022). *Organizing and advocacy communication: Theory, research, and practice*. Routledge.
3. Jernigan, D. H., & Dorfman, L. (2004). *Making change: How to develop effective media advocacy campaigns*. Public Health Institute.
4. Keller, S. N., & Brown, J. D. (2021). *Media advocacy and public health: Power for prevention* (2nd ed.). Sage Publications.
5. Mason, J. (2020). *Social advocacy and systems change: Creating a social movement for change*. Cambridge Scholars Publishing.
6. Ramanadhan, S., Revette, A. C., Lee, R. M., & Viswanath, K. (2020). *Social media use by community-based organizations conducting health promotion: A content analysis*. BMC Public Health, 20(1), 1–12.
7. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
8. Seale, C. (Ed.). (2018). *Researching society and culture* (4th ed.). Sage Publications.
9. Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide*. World Bank Publications.
10. Wallack, L., Woodruff, K., Dorfman, L., & Diaz, I. (1999). *News for a change: An advocate's guide to working with the media*. Sage Publications.

9. List of Major / Elective Courses for each Specialization

Sr. No.	Course Code	Course Title	Subject Category	Pre-Requisite	Credit Hours
Specialization: Advertising and Public Relations					
1	MCM-449	Advertising Psychology	Elective-I	Nil	3
2	MCM-450	Advertising Strategies	Elective-II	Nil	3
3	MCM-451	Branding: Principles and Practices	Elective-III	Nil	3
4	MCM-452	Cross-Culture Advertising	Elective-IV	Nil	3
5	MCM-453	Public Opinion and Propaganda	Elective-V	Nil	3
6	MCM-454	Public Relations Writing	Elective-VI	Nil	3
7	MCM-456	Strategic Communication for Advocacy	Elective-VII	Nil	3
Specialization: Electronic Media					
8	MCM-410	Advanced Editing Techniques	Elective-I	Nil	3
9	MCM-411	Audience Analysis for Broadcast Media	Elective-II	Nil	3
10	MCM-412	Radio Program Hosting and Production	Elective-III	Nil	3
11	MCM-413	Documentary Filmmaking for Broadcast media	Elective-IV	Nil	3
12	MCM-415	Ethics In Broadcasting	Elective-V	Nil	3
13	MCM-416	Political Broadcasting and Debates	Elective-VI	Nil	3
14	MCM-417	Props and Set Designing	Elective-VII	Nil	3
Specialization: Journalism					
15	MCM-457	Cross-Border Journalism	Elective-I	Nil	3
16	MCM-458	Citizen Journalism	Elective-II	Nil	3
17	MCM-459	Environmental Journalism	Elective-III	Nil	3
18	MCM-460	Human Rights and Advocacy Journalism	Elective-IV	Nil	3
19	MCM-461	Interpretive Journalism	Elective-V	Nil	3
20	MCM-462	Journalism In the Age of Misinformation	Elective-VI	Nil	3
21	MCM-463	Photojournalism in Action	Elective-VII	Nil	3

10.Course Outlines for Major / Elective Courses

(Advertising and Public Relations)

Advertising Psychology

BS-Media and Communication Studies

Credit Code: MCM-449

Credit Hours: 03

Pre-requisite: nil

Course Objectives

By the end of the course, students will:

1. Understand how human psychology plays a role in advertising.
2. Learn about attention, memory, emotion, and persuasion in ad design.
3. Examine how advertisements shape public attitudes and buying behavior.
4. Analyze real-life advertising campaigns from a psychological point of view.
5. Apply psychological theories to develop effective and ethical advertisements.

Learning Outcomes

After completing the course, students will be able to:

- Explain key psychological concepts used in advertising.
- Evaluate the impact of advertisements on consumer behavior.
- Identify the emotional and cognitive triggers used in successful ads.
- Create psychologically engaging advertisements for different audiences.
- Critically assess the ethical use of psychology in advertising strategies.

Course Outline

Unit 1: Introduction to Advertising Psychology

- What is Advertising Psychology?
- The evolution of advertising strategies
- Importance of psychology in advertising
- Introduction to consumer behavior

Unit 2: Attention and Perception

- How ads catch attention
- Visual and audio elements in perception
- Role of colors, shapes, and typography
- Case studies of attention-grabbing ads

Unit 3: Memory and Branding

- How consumers remember ads
- Brand recall vs. brand recognition

- Role of repetition and slogans
- Emotional memory in advertising

Unit 4: Motivation and Needs

- Maslow's Hierarchy of Needs in advertising
- Emotional vs. rational appeals
- Personal and social motives
- Case analysis of motivational ads

Unit 5: Persuasion and Influence

- Psychological models of persuasion (AIDA, ELM)
- Influence techniques (social proof, scarcity, authority)
- Creating persuasive ad messages
- Celebrity endorsement and credibility

Unit 6: Emotions and Storytelling

- Emotional triggers in advertising
- Positive and negative emotions
- Narrative techniques in ad campaigns
- Emotional branding and loyalty

Unit 7: Culture, Gender, and Ethics

- How culture shapes advertising psychology
- Gender representation in ads
- Stereotyping and social responsibility
- Ethical concerns in psychological targeting

Unit 8: Practical Campaign Design & Final Project

- Step-by-step ad campaign design
- Applying psychological tools
- Final group presentations
- Course review and feedback

Recommended Books

1. Schultz, D. E., & Block, M. P. (2022). *Consumer Behavior and Advertising Psychology*. Routledge.
2. Wells, W., Burnett, J., & Moriarty, S. (2021). *Advertising: Principles and Practice*. Pearson.
3. Pradeep, A. K. (2020). *The Buying Brain: Secrets for Selling to the Subconscious Mind*. Wiley.
4. Heath, R. (2023). *Emotional Logic and Decision-Making in Advertising*. Sage.
5. Hackley, C. (2021). *Advertising and Promotion: An Integrated Marketing Communications Approach*. Sage.

6. O'Shaughnessy, J., & O'Shaughnessy, N. J. (2020). *The Psychology of Persuasion in Advertising*. Oxford University Press.
7. Cialdini, R. B. (2021). *Influence: The Psychology of Persuasion (New and Expanded)*. Harper Business.
8. Kahneman, D. (2021). *Thinking, Fast and Slow*. Farrar, Straus and Giroux.
9. Zaltman, G. (2020). *How Customers Think: Essential Insights into the Mind of the Market*. Harvard Business Review Press.
10. Berger, J. (2022). *Contagious: Why Things Catch On*. Simon & Schuster.
11. Thaler, R. H., & Sunstein, C. R. (2021). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Penguin.
12. Armstrong, G., & Kotler, P. (2023). *Marketing: An Introduction (14th ed.)*. Pearson.
13. Solomon, M. R. (2024). *Consumer Behavior: Buying, Having, and Being (13th ed.)*. Pearson.
14. Vaughn, R. (2021). *Advertising and the Mind of the Consumer*. Allen & Unwin.
15. Micu, A. C. (2023). *Neuromarketing in Advertising: Exploring Consumer Decision-Making*. Springer.

Advertising Strategies

BS-Media and Communication Studies

Credit Code: MCM-450

Credit Hours: 03

Pre-requisite: Nil

Course Objectives

By the end of the course, students will:

1. Understand the key elements of advertising strategy.
2. Learn how to research and define a target audience.
3. Develop strategic advertising plans based on brand goals.
4. Explore digital and traditional media platforms for ad campaigns.
5. Analyze and improve advertising performance through data and feedback.

Learning Outcomes

After completing the course, students will be able to:

- Design comprehensive advertising strategies for various brands.
- Match advertising messages to suitable media and audience segments.
- Evaluate the effectiveness of different advertising approaches.
- Plan and execute advertising campaigns using strategic thinking.
- Apply creativity, logic, and research in campaign development.

Course Outline

Unit 1: Fundamentals of Advertising Strategy

- What is an advertising strategy?
- Strategy vs. tactics in advertising
- Brand positioning and strategy alignment
- Importance of strategic planning in campaigns

Unit 2: Market Research & Consumer Insights

- Introduction to advertising research
- Understanding customer behavior
- Audience segmentation and personas
- Tools for gathering insights (surveys, focus groups, online data)

Unit 3: Strategic Message Development

- Crafting effective ad messages
- USP (Unique Selling Proposition) and brand voice
- Message consistency across platforms
- Message framing, tone, and copy strategies

Unit 4: Media Strategy & Channel Selection

- Media planning vs. media buying
- Choosing between TV, radio, print, digital, outdoor
- Multi-platform integration
- Advantages and disadvantages of each medium

Unit 5: Budgeting and Campaign Planning

- Creating advertising budgets
- Allocating resources across channels
- Scheduling and timelines (Gantt charts)
- Cost-effective planning and ROI estimation

Unit 6: Digital Advertising Strategy

- Search engine ads, social media, influencer marketing
- Programmatic advertising and targeting
- SEO, SEM, and performance tracking
- Case studies of successful digital strategies

Unit 7: Measuring Campaign Effectiveness

- KPIs (Key Performance Indicators) for campaigns
- Tools for measuring ad performance (Google Analytics, Meta Ads Manager)
- Interpreting ad data and feedback
- Post-campaign reports and recommendations

Unit 8: Strategic Campaign Project

- Students create a full advertising strategy for a selected brand
- Presentation and peer review
- Instructor feedback and final adjustments
- Course recap and future applications

Recommended Books

1. Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education.
2. Batra, R., & Keller, K. L. (2022). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
3. Clow, K. E., & Baack, D. (2021). *Integrated Advertising, Promotion, and Marketing Communications* (9th ed.). Pearson.
4. Percy, L. (2020). *Strategic Advertising Management* (6th ed.). Oxford University Press.
5. West, D., Ford, J., & Ibrahim, E. (2022). *Advertising: Principles and Practice*. Pearson.
6. Egan, J. (2023). *Marketing Communications*. Sage.
7. Tuten, T. L., & Solomon, M. R. (2022). *Social Media Marketing*. Sage.
8. Moriarty, S., Mitchell, N., & Wells, W. (2021). *Advertising & IMC: Principles and Practice* (11th ed.). Pearson.
9. Miller, R. K. (2023). *Digital Advertising: Trends and Statistics*. RKMA.
10. Dahlen, M., Lange, F., & Rosengren, S. (2020). *Marketing Communications: A Brand Narrative Approach*. Wiley.
11. Landa, R. (2021). *Advertising by Design: Generating and Designing Creative Ideas Across Media*. Wiley.
12. Kingsnorth, S. (2022). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page.
13. Smith, P. R., & Zook, Z. (2023). *Marketing Communications: Integrating Offline and Online with Social Media*. Kogan Page.
14. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital Marketing* (8th ed.). Pearson.
15. Fill, C., & Turnbull, S. (2020). *Marketing Communications: Discovery, Creation and Conversations*. Pearson.

Branding: Principles and Practices

BS-Media and Communication Studies

Credit Code: MCM-451

Credit Hours: 03

Pre-requisite: nil

Course Objectives

By the end of this course, students will:

1. Understand the core principles and importance of branding.
2. Learn how to build and manage brand identity.
3. Explore various branding tools including naming, logos, packaging, and storytelling.
4. Examine brand positioning strategies across different industries.
5. Gain skills to evaluate and strengthen brand equity and reputation.

Learning Outcomes

Upon completion, students will be able to:

- Explain the foundational theories and concepts of branding.
- Develop brand identities including name, voice, and visual elements.
- Analyze and compare branding strategies of global and local companies.
- Design branding strategies suitable for new and existing businesses.
- Understand the relationship between branding, marketing, and media communication.

Course Outline

Unit 1: Introduction to Branding

- What is a brand? What makes it valuable?
- The evolution of branding in modern media
- Brand vs. product vs. service
- Brand perception and emotional connection

Unit 2: Brand Identity & Brand Elements

- Components of brand identity: name, logo, color, typography
- Taglines and slogans
- Brand voice and tone
- Brand personality (e.g., serious, playful, luxurious)

Unit 3: Brand Naming & Logo Design

- Principles of brand naming: memorable, meaningful, adaptable
- Types of brand names: descriptive, abstract, acronymic
- Logo types: wordmark, symbol, combination
- Student exercise: develop a brand name and logo

Unit 4: Brand Positioning and Differentiation

- Positioning strategies (functional, emotional, symbolic)
- Identifying unique selling proposition (USP)
- Competitive analysis and market positioning maps
- Global vs. local brand positioning

Unit 5: Brand Storytelling & Content Strategy

- Importance of storytelling in branding
- Creating narratives that connect with audiences
- Brand archetypes and myths
- Social media branding through storytelling

Unit 6: Brand Experience & Customer Journey

- Touchpoints across digital and physical platforms
- Packaging, store design, websites, user experience
- Co-creation and brand engagement
- Managing consistent experience across channels

Unit 7: Brand Equity, Loyalty & Reputation

- Measuring brand equity: awareness, preference, loyalty
- Brand valuation methods
- Building and retaining brand loyalty
- Crisis management and reputation recovery

Unit 8: Brand Strategy Project & Case Studies

- Final student project: Develop a brand from scratch
- Presentation and peer feedback
- Case studies: Apple, Nike, Coca-Cola, local brands
- Wrap-up: challenges and trends in branding

Recommended Books

1. Wheeler, A. (2022). *Designing Brand Identity: An Essential Guide for the Whole Branding Team* (6th ed.). Wiley.
2. Keller, K. L. (2023). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (6th ed.). Pearson.
3. Neumeier, M. (2020). *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*. New Riders.
4. VanAuken, B. (2021). *Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position*. AMACOM.
5. Interbrand (2024). *Best Global Brands Report*. Interbrand Publishing.
6. Karp, H. (2022). *Branding in the Digital Age*. HarperCollins.
7. Gilmore, J. H., & Pine, B. J. (2021). *Authenticity: What Consumers Really Want*. Harvard Business Review Press.

8. Aaker, D. A. (2023). *Aaker on Branding: 20 Principles That Drive Success*. Morgan James Publishing.
9. Kapferer, J.-N. (2022). *The New Strategic Brand Management*. Kogan Page.
10. Johnson, S. (2020). *Branding That Means Business: How to Build Enduring Bonds Between Brands, Consumers and Markets*. McGraw-Hill.
11. Sullivan, L. (2021). *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads*. Wiley.
12. Haig, M. (2023). *Brand Failures: The Truth About the 100 Biggest Branding Mistakes of All Time*. Kogan Page.
13. Holt, D. (2022). *Cultural Strategy: Using Innovative Ideologies to Build Breakthrough Brands*. Oxford University Press.
14. Yohn, D. L. (2023). *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest*. Jossey-Bass.
15. Heding, T., Knudtzen, C. F., & Bjerre, M. (2022). *Brand Management: Research, Theory and Practice*. Routledge.

Cross-Cultural Advertising

BS-Media and Communication Studies

Credit Code: MCM-452

Credit Hours: 03

Pre-requisite: nil

Course Objectives

By the end of this course, students will:

1. Understand the impact of culture on advertising and communication.
2. Learn how to adapt ads for different cultural contexts.
3. Study cross-cultural consumer behavior and decision-making.
4. Explore ethical, legal, and social concerns in international advertising.
5. Gain practical skills for planning and designing culturally sensitive ad campaigns.

Learning Outcomes

After completing the course, students will be able to:

- Explain how culture influences advertising messages.
- Identify cultural similarities and differences in global markets.
- Adapt advertising content to suit cultural expectations and values.
- Evaluate international ad campaigns for effectiveness and appropriateness.
- Develop cross-cultural advertising strategies for diverse audiences.

Course Outline

Unit 1: Introduction to Cross-Culture Advertising

- What is cross-cultural advertising?
- Globalization and the role of culture in communication
- Why ads need to adapt across cultures
- Overview of cultural misunderstandings in advertising

Unit 2: Understanding Culture and Communication

- Definitions of culture (Hofstede, Hall, Trompenaars)
- Verbal and non-verbal communication in cultures
- Cultural dimensions: individualism vs. collectivism, high vs. low context
- Case studies of cultural contrast in advertising

Unit 3: Cultural Symbols, Language & Meaning

Role of symbols, colors, and metaphors in advertising

- Language translation and localization challenges
- Humor, emotion, and taboo topics across cultures
- Examples of culturally adapted taglines and messages

Unit 4: Cross-Cultural Consumer Behavior

- How culture influences buying decisions
- Social norms, traditions, and consumer motivation
- Gender roles, age groups, and family influence in different societies
- Research tools for understanding international consumers

Unit 5: Branding in International Markets

- Global brands vs. local brands
- Glocalization strategy (Think global, act local)
- Brand consistency vs. adaptation
- Case study: McDonald's, Unilever, Samsung, etc.

Unit 6: Advertising Regulations and Ethics

- Advertising laws in different countries
- Religion, gender, and politics in ads
- Ethical issues and cultural sensitivity
- Role of international advertising bodies (e.g., IAA, UNESCO)

Unit 7: Digital and Social Media Across Cultures

- Global digital platforms and regional preferences
- Social media usage trends across cultures
- Local influencers and community engagement
- Censorship and platform regulations

Unit 8: Final Project & Campaign Presentations

- Students develop an international ad campaign for a product/brand
- Apply cultural research and adaptation strategies
- Final group presentations with peer and instructor feedback
- Course wrap-up and reflections

Latest Recommended Books

1. de Mooij, M. (2021). *Global Marketing and Advertising: Understanding Cultural Paradoxes* (5th ed.). Sage.
2. Usunier, J.-C., & Lee, J. A. (2022). *Marketing Across Cultures* (7th ed.). Pearson.
3. Craig, S. C., & Douglas, S. P. (2020). *International Advertising: Globalization and Culture*. Wiley.
4. Hollensen, S. (2023). *Global Marketing* (8th ed.). Pearson.
5. Kotabe, M., & Helsen, K. (2022). *Global Marketing Management* (9th ed.). Wiley.
6. Chunawalla, S. A. (2021). *International Marketing and Advertising: A Cross-Cultural Approach*. Himalaya Publishing House.
7. Lillis, M., & Tian, R. (2020). *Cultural Sensitivity in International Marketing*. Business Expert Press.
8. Hofstede Insights. (2024). *Intercultural Communication and Business Practice*. Hofstede Institute Press.

9. Kapferer, J.-N. (2022). *The New Strategic Brand Management (International Edition)*. Kogan Page.
10. Mueller, B. (2021). *Dynamics of International Advertising: Theoretical and Practical Perspectives*. Peter Lang.
11. Kincaid, D. L. (2023). *Cross-Cultural Communication for Global Business*. Routledge.
12. Singh, N. (2020). *Localization Strategies for Global E-Business*. IGI Global.
13. Czinkota, M. R., & Ronkainen, I. A. (2023). *International Marketing*. Cengage Learning.
14. Chitty, W., Barker, N., & Valos, M. (2021). *Integrated Marketing Communications with Cross-Cultural Perspectives*. Cengage Australia.
15. Mooij, M. d. (2025). *Culture and Consumer Behavior: Insights for Global Advertising*. Springer (upcoming edition).

Public Opinion and Propaganda

BS-Media and Communication Studies

Credit Code: MCM-453

Credit Hours: 03

Pre-requisite: nil

Course Objectives

By the end of this course, students will:

1. Understand what public opinion is and how it is formed.
2. Learn the history and techniques of propaganda.
3. Explore the role of media and political communication in shaping opinion.
4. Analyze case studies of propaganda from different times and regions.
5. Develop critical thinking about truth, manipulation, and influence in media.

Learning Outcomes

After completing this course, students will be able to:

- Define and explain key concepts of public opinion and propaganda.
- Identify propaganda techniques used in media and politics.
- Understand how media influences public perception and beliefs.
- Critically evaluate media content and messages for bias and manipulation.
- Discuss ethical concerns related to propaganda and public persuasion.

Course Outline

Unit 1: Introduction to Public Opinion

- What is public opinion?
- Importance of public opinion in a democracy
- How opinions are formed and changed
- Opinion leaders and social influence

Unit 2: Theories of Public Opinion

- Spiral of Silence Theory (Noelle-Neumann)
- Agenda-Setting Theory (McCombs & Shaw)
- Framing and Priming
- Two-Step Flow of Communication

Unit 3: What is Propaganda?

- Definition and types of propaganda
- Propaganda vs. persuasion vs. education
- Historical overview: WWI, WWII, Cold War
- The role of propaganda in modern times

Unit 4: Propaganda Techniques and Tools

- Common propaganda techniques: bandwagon, fear, repetition, name-calling
- Symbols, slogans, music, and visuals
- Use of misinformation and fake news
- Propaganda in advertising and PR

Unit 5: Media, Public Opinion, and Democracy

- Role of traditional and digital media in shaping opinion
- Freedom of the press vs. manipulation
- Political campaigns and public influence
- Public polling and its impact

Unit 6: Social Media and Opinion Manipulation

- Viral content and echo chambers
- Bots, algorithms, and AI-generated propaganda
- Influence of influencers and digital activists
- Memes and modern propaganda

Unit 7: Propaganda Case Studies

- Nazi Germany, Soviet Union, and Cold War examples
- War on Terror, Covid-19, and political elections
- Local examples from South Asia
- Group discussion and analysis of real-world cases

Unit 8: Ethics and Resistance

- Ethical concerns in public persuasion
- Media literacy and counter-propaganda
- Role of education and journalism in defending truth
- Final group projects: Create or deconstruct a propaganda campaign

Latest Recommended Books

1. Jowett, G. S., & O'Donnell, V. (2023). *Propaganda & Persuasion* (7th ed.). Sage.
2. Cunningham, S. (2022). *The Politics of Public Opinion: From Democracy to Disinformation*. Oxford University Press.
3. Taylor, P. M. (2021). *Munitions of the Mind: A History of Propaganda from the Ancient World to the Present Day* (4th ed.). Manchester University Press.
4. Marlin, R. (2020). *Propaganda and the Ethics of Persuasion*. Broadview Press.
5. McNair, B. (2022). *An Introduction to Political Communication* (7th ed.). Routledge.
6. Castells, M. (2021). *Communication Power*. Oxford University Press.
7. Fallis, D. (2023). *Disinformation: The Logic of False Belief*. MIT Press.
8. Tufekci, Z. (2022). *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. Yale University Press.

9. Wardle, C., & Derakhshan, H. (2021). *Information Disorder: Toward an Interdisciplinary Framework for Research and Policy Making*. Council of Europe.
10. Benkler, Y., Faris, R., & Roberts, H. (2020). *Network Propaganda: Manipulation, Disinformation, and Radicalization in American Politics*. Oxford University Press.
11. Gillespie, T. (2023). *Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media*. Yale University Press.
12. Oates, S. (2022). *Revolution Stalled: The Political Limits of the Internet in the Post-Soviet Sphere*. Oxford University Press.
13. Lakoff, G. (2021). *Don't Think of an Elephant! Know Your Values and Frame the Debate*. Chelsea Green Publishing.
14. Snow, N. (2023). *Information War: Propaganda, Politics, and the Global Battle for Minds*. Sage.
15. Pomerantsev, P. (2020). *This is Not Propaganda: Adventures in the War Against Reality*. PublicAffairs.

Public Relations Writing

BS-Media and Communication Studies

Course Code: MCM-454

Credit Hours: 03

Pre-requisite: NIL

Course Description:

This course introduces students to the fundamentals of writing for public relations. It teaches how to create clear, persuasive, and ethical PR messages for different audiences and media formats. Students will learn to write press releases, speeches, social media content, newsletters, and other PR materials. The course blends theory with real-world practice.

Course Objectives:

By the end of this course, students will be able to:

1. Understand the role of writing in public relations campaigns.
2. Identify and analyze different PR writing formats.
3. Write effective PR materials for both traditional and digital media.
4. Tailor PR messages for specific audiences.
5. Use professional tone, grammar, and ethical standards in PR writing.

Learning Outcomes:

After completing this course, students will be able to:

- Write press releases, fact sheets, and media advisories.
- Prepare PR content for social media and company websites.
- Draft speeches and internal communications.
- Use persuasive techniques in PR writing.
- Edit and proofread PR documents effectively.

Course Outline:

Unit 1: Introduction to Public Relations Writing

- What is Public Relations?
- Role of writing in PR
- Understanding the audience and purpose
- Media channels in PR (print, digital, social)

Unit 2: Basics of PR Writing

- Elements of effective writing
- Writing styles: formal vs informal
- Grammar, tone, and clarity
- Ethical considerations in PR writing

Unit 3: News and Press Releases

- What is a press release?
- Structure and format
- Writing headlines, leads, and quotes
- Common mistakes to avoid

Unit 4: Media Kits and Fact Sheets

- Components of media kits
- Writing fact sheets and backgrounders
- Media advisories and pitch letters
- Writing bios and FAQs

Unit 5: Writing for Internal Communication

- Memos, emails, and company newsletters
- Speechwriting and talking points
- Communication with employees and stakeholders

Unit 6: Writing for Digital and Social Media

- Writing for websites and blogs
- Crafting social media content (Facebook, X/Twitter, Instagram, LinkedIn)
- Hashtags, captions, and interactive content
- Adapting traditional PR writing to digital formats

Unit 7: Crisis Communication and Persuasive Writing

- Writing during a crisis
- Key messages and holding statements
- Apology letters and media responses
- Persuasive writing techniques in PR

Unit 8: PR Campaigns and Final Writing Project

- Writing for a PR campaign
- Group project: developing full PR kit
- Peer review and editing
- Presentation and assessment

Recommended Textbooks and Reference Books

1. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2020). *Public Relations: Strategies and Tactics* (12th ed.). Pearson.
2. Smith, R. D. (2020). *Strategic Planning for Public Relations* (5th ed.). Routledge.
3. Bivins, T. H. (2014). *Public Relations Writing: The Essentials of Style and Format* (8th ed.). McGraw-Hill Education.
4. Newsom, D., VanSlyke Turk, J., & Kruckeberg, D. (2012). *This Is PR: The Realities of Public Relations* (11th ed.). Cengage Learning.
5. Treadwell, D., & Treadwell, J. B. (2016). *Public Relations Writing: Principles in Practice* (4th ed.). SAGE Publications.
6. Marsh, C., & Guth, D. W. (2016). *Public Relations: A Values-Driven Approach* (6th ed.). Pearson.
7. Brown, R. E. (2017). *Public Relations and Strategic Communication* (2nd ed.). Routledge.
8. Aronson, M., Spetner, H., & Ames, C. (2006). *The Public Relations Writer's Handbook: The Digital Age*. Jossey-Bass.
9. Stovall, J. G. (2014). *Writing for the Mass Media* (9th ed.). Pearson.
10. Ferguson, S. D. (2017). *Public Relations: Cases and Readings* (2nd ed.). Routledge.
11. Gower, K. K. (2017). *Legal and Ethical Considerations for Public Relations*. Waveland Press.
12. Chitty, W., Barker, N., & Valos, M. (2017). *Integrated Marketing Communications* (4th ed.). Cengage.
13. The Associated Press. (2020). *The Associated Press Stylebook 2020 and Briefing on Media Law*. Basic Books.

Strategic Communication for Advocacy

BS-Media and Communication Studies

Course Code: MCM-456

Credit Hours: 03

Pre-requisite: NIL

Course Description:

This course teaches students how to use communication to support social change, influence public opinion, and advocate for policies. Students will learn how to plan advocacy campaigns, craft powerful messages, use media tools, and target the right audiences. Real-life examples and hands-on practice will help students become effective communicators for change.

Course Objectives:

By the end of this course, students will:

1. Understand the role of strategic communication in advocacy.
2. Learn how to plan and run advocacy campaigns.
3. Develop effective messages for different audiences.
4. Use traditional and digital media tools for advocacy.
5. Analyze successful advocacy efforts locally and globally.

Learning Outcomes:

Students will be able to:

- Define strategic advocacy communication and its components.
- Design communication strategies for social or political causes.
- Create persuasive and ethical advocacy content.
- Use media (TV, radio, print, social media) to support campaigns.
- Evaluate the impact of advocacy campaigns.

Course Outline

Unit 1: Introduction to Strategic Communication & Advocacy

- What is strategic communication?
- What is advocacy?
- Differences between marketing, PR, and advocacy
- Importance of communication in social change

Unit 2: Setting Advocacy Goals & Identifying Issues

- Choosing a cause or issue
- Defining goals and objectives
- Researching the problem and audience
- Understanding stakeholders and opposition

Unit 3: Audience Analysis & Message Design

- Who are the target audiences?
- Tailoring messages to different groups
- Emotional and logical appeals
- Writing slogans, taglines, and messages

Unit 4: Media Strategies and Tools

- Choosing the right media (TV, radio, newspapers, social media)
- Writing press releases and op-eds
- Social media advocacy (Facebook, Twitter/X, Instagram)
- Visual storytelling (photos, infographics, videos)

Unit 5: Campaign Planning & Implementation

- Steps of planning an advocacy campaign
- Timeline, resources, team building
- Mobilizing volunteers and influencers
- Monitoring and adjusting the plan

Unit 6: Digital Advocacy & Online Mobilization

- Using websites, emails, and mobile tools
- Hashtag activism and online petitions
- Engaging audiences online
- Dealing with misinformation and backlash

Unit 7: Ethics, Culture & Legal Aspects of Advocacy

- Ethical considerations in advocacy
- Cultural sensitivity in messaging
- Laws related to protest and media
- Working in conflict zones or restricted environments

Unit 8: Final Project & Evaluation

- Students design and present their own advocacy campaign
- Peer reviews and feedback
- Measuring impact of campaigns
- Course summary and reflections

Reference Books

1. Heath, R. L., & Johansen, W. (2020). *The International Encyclopedia of Strategic Communication*. Wiley-Blackwell.
2. Hallahan, K., Holtzhausen, D., van Ruler, B., Verčič, D., & Sriramesh, K. (2007). *Defining Strategic Communication*. *International Journal of Strategic Communication*, 1(1), 3–35.
3. Rice, R. E., & Atkin, C. K. (2012). *Public Communication Campaigns* (4th ed.). SAGE Publications.
4. Smith, R. D. (2020). *Strategic Planning for Public Relations* (5th ed.). Routledge.
5. Lee, N.-J., Shah, D. V., & McLeod, D. M. (2013). *Communication, Media, and Identity: A Christian Theory of Communication*. SAGE.
6. Cox, R. (2013). *Environmental Communication and the Public Sphere* (3rd ed.). SAGE.
7. Lamb, G., & Cogan, D. (2015). *Campaigns for Social Change: A Strategic Approach to Social Media Advocacy*. Routledge.
8. Christensen, L. T., Morsing, M., & Cheney, G. (2008). *Corporate Communications: Convention, Complexity, and Critique*. SAGE.
9. Moloney, K., & McGrath, C. (2020). *Rethinking Public Relations: Persuasion, Democracy and Society* (3rd ed.). Routledge.
10. Obregon, R., & Waisbord, S. (Eds.). (2012). *The Handbook of Global Health Communication*. Wiley-Blackwell.
11. Downes, E. J. (2015). *Strategic Communication in Crisis Management: Lessons from the Airline Industry*. Routledge.
12. Kendall, D. (2016). *Social Problems in a Diverse Society* (7th ed.). Pearson.
13. Shirky, C. (2009). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin Books.

Course Outlines for Major / Elective Courses (Electronic Media)

Advanced Editing Techniques

BS-Media and Communication Studies

Course Code: MCM-410

Credit Hours: 03

Pre-requisite: NIL

Objectives

This advanced-level course is designed to equip students with professional competencies in editing for electronic media, including broadcast television, film, and digital video platforms. Emphasis is placed on creative storytelling, technical mastery, and professional post-production workflows.

Learning Outcomes

- Master advanced techniques in video and audio editing using industry-standard tools.
- Understand the aesthetics and narrative structure of editing for television, documentary, news, and digital media.
- Manage complete post-production workflows including color grading, sound design, and effects.
- Critically evaluate edited content for technical precision and storytelling effectiveness.

Course Outline

Unit 1. Advanced Concepts of Editing in Electronic Media

Principles of continuity and montage. Narrative vs. non-narrative editing. Linear vs. non-linear editing workflows. Role of editors in production teams.

Unit 2. Video Editing Techniques

Multi-camera editing. Advanced timeline management. Editing dialogue sequences, action scenes, and interviews. Scene transitions, motion effects, and visual pacing.

Unit 3. Audio Editing and Sound Design

Multi-track audio editing. Audio transitions, filters, and effects. Dialogue normalization, noise reduction. Synchronizing sound with visuals (ADR, Foley).

Unit 4. Post-Production Workflow

Importing, organizing, and managing media assets. Proxy editing, resolution and frame rate management. Final output formats and encoding for TV, web, and streaming. Project archiving and version control.

Unit 5. Color Correction and Grading

Fundamentals of color theory in video. Color correction vs. color grading. Using scopes: Waveform, Vector-scope, RGB Parade. Grading styles for genres (news, drama, documentary).

- Unit 6. Editing for News and Factual Programming**
Fast turnaround editing for breaking news. Ethical considerations in news editing. Editing interviews and VO packages. Use of lower-thirds, slates, and transitions.
- Unit 7. Editing for Entertainment and Feature Content**
Editing for documentaries, drama serials, reality shows. Use of montage, jump cuts, flashbacks, and cross-cutting. Creative pacing and emotional rhythm. Soundtrack and visual alignment.
- Unit 8. Industry Tools and Platforms**
Proficiency in Adobe Premiere Pro, DaVinci Resolve, Avid Media Composer. Use of After Effects for motion graphics. Intro to collaborative cloud editing (Frame.io, Adobe Team Projects). Industry standards and best practices.

Recommended Books/Reference Material

1. Murch, W. (2001). *In the Blink of an Eye: A Perspective on Film Editing*. Silman-James Press.
2. Dancyger, K. (2022). *The Technique of Film and Video Editing: History, Theory, and Practice*. Routledge.
3. Adobe Creative Team. (2023). *Adobe Premiere Pro Classroom in a Book*. Adobe Press.
4. Brown, B. (2021). *Cinematography: Theory and Practice*. Routledge.
5. Hullfish, S. (2023). *Art of the Cut: Conversations with Film and TV Editors*. Routledge.
6. Zettl, H. (2020). *Television Production Handbook*. Cengage Learning.

Audience Analysis for Broadcast Media

BS-Media and Communication Studies

Course Code: MCM-411

Credit Hours: 03

Pre-requisite: NIL

Objectives

This course aims to provide final-year students with an advanced, practice-oriented understanding of how broadcast audiences think, behave, and respond to content. The focus is on analyzing audience feedback and data to craft engaging, relevant, and culturally appropriate programming in TV, radio, and digital broadcasting.

Learning Outcomes

- Understand multiple audience analysis perspectives and apply them in content evaluation.
- Conduct audience profiling and segmentation for various broadcast genres.
- Integrate feedback from diverse audience groups into content planning and execution.
- Analyze the emotional, cognitive, and cultural responses of audiences to broadcast material.
- Evaluate content success using data-driven audience insights and acceptability indicators.

Course Outline

Unit 1. Understanding the Broadcast Audience

Definition and characteristics of broadcast audiences. Difference between mass, niche, and fragmented audiences. Linear vs. interactive audience engagement. Relevance of audience analysis in the broadcast content cycle.

Unit 2. Perspectives in Audience Analysis

Psychological perspective: perception, attention, retention, emotional response. Sociological perspective: role of class, gender, ethnicity, and peer influence. Cultural studies perspective: Stuart Hall's encoding/decoding, oppositional reading. Critical perspective: ideology, hegemony, and resistance. Commercial/marketing perspective: audience as consumer and data point. Comparative global perspectives on audience research (West vs. Global South).

Unit 3. Audience Behavior and Media Consumption Trends

Platform-specific consumption habits (TV, FM radio, OTT, YouTube, TikTok). Binge-watching, passive scrolling, appointment viewing. Second-screen behavior and audience multitasking. Gen Z, Millennials, and Boomers: media diet comparison.

Unit 4. Audience Profiling for Content Strategy

Demographic and psychographic segmentation. Persona creation and content personalization. Mapping viewing/listening journeys. Forecasting content trends using audience patterns.

- Unit 5. Content Testing and Acceptability Metrics**
Pre-broadcast testing: pilots, sneak previews, test screenings. Post-broadcast feedback: ratings, shares, sentiment. Acceptability indicators: cultural fit, value alignment, ethics. Regulatory acceptability: PEMRA, Ofcom, FCC case examples.
- Unit 6. Measuring Audience Response**
Tools: TRPs, GRPs, ratings, YouTube Analytics, social listening tools. Sentiment analysis and comment mining. Eye-tracking, recall tests, and reaction meters (basic overview). Real-time audience feedback in live programming.
- Unit 7. Cultural Sensitivity and Inclusive Content**
Understanding regional, religious, linguistic, and ethnic sensitivities. Inclusive storytelling and representation. Case studies: content backlash and success due to cultural positioning. Avoiding stereotypes and tokenism in media narratives.
- Unit 8. Audience-Driven Content Strategy**
Creating content based on audience needs and aspirations. Feedback loops: from suggestion to scripting. Use of trend analysis and meme culture in real-time content decisions. Adaptive storytelling: responding to audience input mid-series or mid-season.

Recommended Books and Reference Material

1. Napoli, P. M. (2011). *Audience Evolution: New Technologies and the Transformation of Media Audiences*. Columbia University Press.
2. Livingstone, S. (2005). *Audiences and Publics: When Cultural Engagement Matters for the Public Sphere*. Intellect Books.
3. Ang, I. (1991). *Desperately Seeking the Audience*. Routledge.
4. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
5. McQuail, D. (2010). *McQuail's Mass Communication Theory*. SAGE Publications.
6. Webster, J. G. (2014). *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. MIT Press.
7. PEMRA Code of Conduct, Nielsen Ratings Reports, Digital Analytics Toolkits (YouTube Studio, Meta Insights)

Radio Program Hosting & Production

BS-Media and Communication Studies

Course Code: MCM-412

Credit Hours: 03

Pre-requisite: NIL

Objectives

This course is designed to provide students with advanced training in the art and craft of radio hosting and production. It focuses on conceptualizing, scripting, voicing, producing, and managing radio content across various formats. Emphasis is placed on performance techniques, audio aesthetics, technical proficiency, and audience engagement strategies for traditional and digital radio platforms.

Learning Outcomes

- Plan and produce professional-quality radio programs.
- Develop strong vocal and presentation techniques for various radio formats.
- Operate digital audio equipment and editing software.
- Adapt content for specific audience segments and platforms.
- Evaluate radio content based on audience reception and broadcast standards.

Course Outline

- Unit 1. The Radio Medium and its Evolution**
History and development of radio broadcasting. Transition from AM/FM to online and podcast radio. Overview of community, public, commercial, and campus radio. The changing role of the radio host in digital times.
- Unit 2. Principles of Radio Program Design**
Structure and format of radio programs (magazine, talk show, drama, music, current affairs). Targeting and segmenting audiences. Planning content flow: show openers, transitions, breaks, and closers. Understanding time slots and audience behavior.
- Unit 3. Radio Hosting and Presentation Skills**
Voice control, diction, tone, modulation, and pace. Scripting vs. improvisation. Interviewing skills and live caller interaction. Building on-air personality and branding.
- Unit 4. Technical Aspects of Radio Production**
Studio operations: console handling, microphone techniques, mixer boards. Use of sound elements: SFX, beds, jingles, promos. Field recording and telephone/live integrations. Troubleshooting common studio issues.
- Unit 5. Radio Scriptwriting and Content Planning**
Writing for the ear: clarity, brevity, imagery. Types of scripts: bulletins, PSA, feature, entertainment, news, talk. Adapting scripts for different formats and audiences. Timing and rundown sheets.

Unit 6. Editing and Post-Production

Audio editing software (Adobe Audition, Audacity, Hindenburg, etc.). Cleaning, compressing, layering, and mixing tracks. Editing interviews, sound bites, and field packages. Finalizing and exporting shows for multiple platforms (FM, web, podcast).

Unit 7. Audience Engagement in Radio

Understanding listener behavior and preferences. Interactivity: SMS, WhatsApp, live calls, polls, and contests. Building audience loyalty through consistency and relatability. Monitoring feedback and ratings to refine content.

Unit 8. Ethics, Regulation, and Cultural Sensitivity

Ethical responsibilities of a radio host. PEMRA guidelines and international codes for broadcast content. Avoiding stereotypes, hate speech, and misinformation. Cultural inclusivity and representation in program content.

Recommended Books and Reference Material

1. McLeish, R., & Link, J. (2015). *Radio Production*. Focal Press.
2. Fleming, C. (2010). *The Radio Handbook*. Routledge.
3. Keith, M. C. (2017). *The Radio Station: Broadcasting, Podcasting, and Streaming*. Routledge.
4. Boyd, A. (2012). *Broadcast Journalism: Techniques of Radio and Television News*. Routledge.
5. Starkey, G. (2014). *Radio: The Resilient Medium*. Palgrave Macmillan.
6. Studio, Meta Insights)

Documentary Filmmaking for Broadcast Media

BS-Media and Communication Studies

Course Code: MCM-413

Credit Hours: 03

Pre-requisite: NIL

Objectives

This course focuses on the practical skills and techniques required to produce broadcast-quality documentaries. It emphasizes conceptualization, fieldwork, camera work, audio capture, and editing for television and digital platforms, with particular attention to the real-world demands of broadcast documentary production.

Learning Outcomes

- Pitch and plan a documentary idea with a clear narrative and visual strategy.
- Operate broadcast-standard camera, audio, and lighting equipment for documentary work.
- Script and storyboard with attention to pacing, visuals, and audience engagement.
- Edit and finalize documentaries for TV and web broadcast using industry tools.
- Apply ethical and legal standards during all stages of production.

Course Outline

Unit 1. Planning and Pre-Production

Idea development and research for real-world subjects. Creating a project proposal and treatment. Planning structure: outline, scenes, and sequences. Location scouting, risk assessment, and production scheduling. Permissions, legal clearances, and subject coordination.

Unit 2. Scripting and Visual Storytelling

Writing the documentary script: narration, interviews, and natural sound. Creating shot lists and visual treatment plans. Storyboarding techniques for nonfiction. Balancing information and emotion through visual sequencing. Planning for pickup shots, transitional visuals, and establishing shots.

Unit 3. Camera Work for Documentaries

Camera types and configurations for documentary production. Framing interviews, observational scenes, and cinematic sequences. Camera movement techniques: handheld, gimbal, static, drone (intro). Depth of field, focus control, and lens choices. Recording in natural light and controlling exposure outdoors.

Unit 4. Lighting and Sound in Field Conditions

Natural and portable lighting techniques. Lighting for interviews, verite scenes, and low-light situations. Field sound: lavaliers, boom mics, and handheld recorders. Capturing ambient and environmental audio. Monitoring sound in real time and troubleshooting common issues.

Unit 5. Interviewing and Field Direction

Preparing and conducting effective on-camera interviews. Dealing with non-professional subjects and sensitive topics. Blocking movement and action in uncontrolled environments. Gaining trust and establishing rapport in field situations. Ethics of presence: when and how to intervene.

Unit 6. Post-Production for Broadcast

Nonlinear editing workflow (Adobe Premiere, DaVinci Resolve, etc.). Syncing audio, organizing footage, labeling sequences. Building narrative arcs and pacing through editing. Incorporating titles, lower thirds, and archival elements. Broadcast formatting: aspect ratios, safe margins, export settings.

Unit 7. Aesthetic, Ethical, and Legal Considerations

Visual aesthetics: rhythm, texture, and tone in documentary form. Cultural and ethical representation of subjects. Creative vs. manipulative editing: truth and bias. Copyright and licensing: music, visuals, and fair use.

Recommended Books and Reference Material

1. Rabiger, M. & Hurbis-Cherrier, M. (2020). *Directing the Documentary*. Routledge.
2. Bernard, S. C. (2010). *Documentary Storytelling: Creative Nonfiction on Screen*. Focal Press.
3. Hampe, B. (2007). *Making Documentary Films and Videos: A Practical Guide to Planning, Filming, and Editing*. Holt.
4. Nichols, B. (2017). *Introduction to Documentary*. Indiana University Press.

Ethics in Broadcasting

BS – Media and Communication Studies

Course Code: MCM-415

Credit Hours: 03

Pre-requisite: NIL

Objectives

This course introduces students to the ethical frameworks, legal boundaries, and professional responsibilities in broadcast media. It emphasizes critical thinking about the impact of media content on individuals and society and encourages ethical decision-making in reporting, entertainment, advertising, and public service broadcasting. The course prepares students to navigate ethical dilemmas, regulatory compliance, and social responsibility in rapidly evolving broadcast environments.

Learning Outcomes

- Understand key ethical theories and their application in broadcasting.
- Recognize and evaluate ethical dilemmas in news, entertainment, and advertising content.
- Apply professional codes of conduct and regulatory guidelines in broadcast decision-making.
- Analyze case studies of ethical breaches and develop informed responses.
- Promote accountability, transparency, and public interest in broadcast content creation.

Course Outline

Unit 1. Introduction to Media Ethics

Definition and scope of ethics in media. Why ethics matter in broadcasting. Difference between law and ethics. Concepts of moral reasoning, integrity, and social responsibility. Overview of ethical dilemmas in media practice.

Unit 2. Theoretical Approaches to Media Ethics

Key ethical theories: deontology, consequentialism, virtue ethics, relativism. Application of these theories in real-life broadcast scenarios. Personal vs. professional ethics in journalistic and creative decisions.

Unit 3. Regulations and Codes of Conduct in Broadcasting

Overview of PEMRA (Pakistan Electronic Media Regulatory Authority) guidelines. International regulatory frameworks (e.g., Ofcom, FCC). Ethical codes: RTDNA, IFJ, BBC Editorial Guidelines. Rights of the audience and the responsibilities of broadcasters.

Unit 4. Truth, Accuracy, and Fairness in Broadcast Journalism

Importance of verification, impartiality, and balance. Sensationalism and its consequences. Reporting in times of crisis or conflict. Dealing with misinformation, rumors, and anonymous sources.

Unit 5. Privacy, Consent, and Public Interest

Boundaries of public and private lives. Ethical considerations in covering victims, children, and vulnerable groups. Right to know vs. right to privacy. Use of hidden cameras, surveillance, and undercover reporting.

Unit 6. Representation, Stereotyping, and Inclusivity

Ethical portrayal of gender, race, religion, and minorities. Avoiding hate speech, bias, and discrimination. Inclusivity in broadcast storytelling. Ethical advertising: truthfulness, manipulation, and social impact.

Unit 7. Entertainment, Satire, and Ethical Boundaries

Freedom of expression vs. respect for beliefs and sensitivities. Ethics in reality shows, satire, and comedy. Violence, vulgarity, and emotional exploitation in entertainment. Audience impact and moral responsibility.

Unit 8. Digital Broadcasting Ethics and Emerging Issues

Ethical issues in live streaming, citizen journalism, and social media broadcasting. AI-generated content, deepfakes, and digital misinformation. Data privacy, algorithmic bias, and content moderation challenges. Future of ethical standards in a hybrid broadcast landscape.

Recommended Books and Reference Material

1. Bivins, T. H. (2018). *Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism* (3rd ed.). Routledge.
2. Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., & Woods, R. H. (2020). *Media Ethics: Cases and Moral Reasoning* (11th ed.). Routledge.
3. Day, L. A., & Borden, S. L. (2021). *Ethics in Media Communications: Cases and Controversies* (9th ed.). Cengage Learning.
4. Kovach, B., & Rosenstiel, T. (2014). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect* (3rd ed.). Three Rivers Press.
5. McQuail, D. (2013). *Journalism and Society*. SAGE.
6. Patterson, P., & Wilkins, L. (2022). *Media Ethics: Issues and Cases* (10th ed.). Oxford University Press.
7. Plaisance, P. L. (2013). *Media Ethics: Key Principles for Responsible Practice* (2nd ed.). SAGE.
8. Ward, S. J. A. (2010). *Global Journalism Ethics*. McGill-Queen's University Press.
9. White, A. (Ed.). (2008). *Ethical Journalism: A Guide for Students, Practitioners, and Consumers*. UNESCO.
10. Waisbord, S. (2013). *Reinventing Professionalism: Journalism and News in Global Perspective*. Polity Press.

Political Broadcasting and Debates

BS-Media and Communication Studies

Course Code: MCM-416

Credit Hours: 03

Pre-requisite: NIL

Objectives:

This course introduces students to the structure, evolution, and influence of political broadcasting in shaping public opinion, policy discourse, and electoral behavior. It explores political talk shows, election coverage, and debates from both production and critical perspectives. The course emphasizes the role of political broadcasting in democratic systems, the ethics of political coverage, and the specific challenges faced in the Pakistani media context.

Learning Outcomes

- Understand the history, styles, and formats of political broadcasting across different media platforms.
- Critically analyze political talk shows, interviews, and debates in terms of balance, bias, and framing.
- Identify ethical breaches, propaganda techniques, and regulatory concerns in political programming.
- Demonstrate skills in designing and moderating political debates with objectivity and professionalism.
- Evaluate the role of political broadcasting in Pakistani politics, press freedom, and civic engagement.

Course Outline

Unit 1. Introduction to Political Broadcasting

Definition and historical evolution of political broadcasting from radio to digital platforms. Role in agenda-setting, shaping public opinion, and policy debate. Differentiating political communication from propaganda and public relations.

Unit 2. Election Coverage and Campaign Broadcasting

Key features of pre-election programming, manifestos, and live result coverage. Responsibilities of broadcasters in fair reporting. Legal and ethical frameworks in election reporting, including PEMRA guidelines and ECP regulations.

Unit 3. Political Talk Shows and Debate Formats

Structure and format of political talk shows, including moderation, time balance, and guest selection. Interviewing techniques and controlling narrative flow. Real-world examples from Pakistani media (e.g., *Capital Talk*, *Off the Record*).

Unit 4. Moderation and Presentation Skills

Anchor roles as moderators and influencers. Strategies to manage heated debates and ideological conflict. Techniques for neutrality, credibility, fact presentation, and use of visuals and statistics.

Unit 5. Ethics and Manipulation in Political Broadcasting

Understanding media bias, media trials, and framing. Ethical concerns around

defamation, censorship, fake news, and sponsored political content (PNTs).
Accountability mechanisms for anchors and channels.

Unit 6. Political Broadcasting in the Digital Age

Emerging formats including YouTube political journalism, podcasts, and livestreaming. The role of social media in amplifying debates. Challenges posed by algorithms, monetization, and echo chambers.

Unit 7. Political Broadcasting in Pakistan: Opportunities and Challenges

Growth of private news channels and its impact on political pluralism. Issues of press freedom, journalist safety, and political polarization. Roles of PEMRA, ECP, and Ministry of Information in regulation and oversight.

Unit 8. Producing and Simulating Political Debate Shows

Practical skills in scripting, guest selection, framing questions, and audience interaction. Students produce and moderate their own simulated political talk/debate show. Evaluation and critical feedback session.

Recommended Books and Reference Material

1. Coleman, S. (2011). *Leaders in the living room: The Prime Ministerial Debates of 2010*. Reuters Institute, University of Oxford.
2. Grabe, M. E., & Bucy, E. P. (2009). *Image bite politics: News and the visual framing of elections*. Oxford University Press.
3. Khan, S. (2017). *Elections, media and democracy in Pakistan*. Friedrich-Ebert-Stiftung Pakistan.
4. Lichtenberg, J. (Ed.). (1990). *Democracy and the mass media*. Cambridge University Press.
5. McNair, B. (2017). *An introduction to political communication* (6th ed.). Routledge.
6. PEMRA. (2015). *Electronic Media Code of Conduct (Special focus on political content)*. Pakistan Electronic Media Regulatory Authority.
7. Raza, R. (2021). *Polarization in Pakistani newsrooms: Case study of political debates*. *Journal of Media Studies*.
8. Rehmat, A. (2018). *The politics of political talk shows in Pakistan*. Media Matters for Democracy.
9. Thompson, J. B. (1995). *The media and modernity: A social theory of the media*. Polity Press.
10. Yusuf, H. (2014). *Media and politics in Pakistan: The growing influence of talk shows*. CIMA Media Report.

Props and Set Designing

BS-Media and Communication Studies

Course Code: MCM-417

Credit Hours: 03

Pre-requisite: NIL

Objectives

This course introduces students to the theoretical foundations and applied techniques of set and props design for television, drama, talk shows, commercials, and digital content. It emphasizes spatial storytelling, aesthetic decision-making, and technical skills to plan, build, and adapt production environments that enhance narrative impact.

Learning Outcomes

- Understand the principles of visual aesthetics, spatial composition, and design psychology.
- Analyze scripts and show formats to conceptualize appropriate sets and props.
- Create and manage set designs using professional tools and materials.
- Collaborate effectively with directors, lighting, and camera departments.
- Ensure safety, functionality, and broadcast suitability of sets and props.

Course Outline

Unit 1. Introduction to Set and Props Design

Definition and scope: What is set design? What are props? Difference between scenic design, art direction, and production design. Role of the set designer and prop master in TV, drama, and talk shows. Overview of design for multi-camera vs. single-camera productions.

Unit 2. Visual Design Principles and Aesthetics

Elements of design: line, shape, color, texture, space. Design psychology: how environments influence perception and emotion. Color theory for set and object selection. Understanding visual hierarchy, symmetry, and focal points.

Unit 3. Script Breakdown and Conceptual Planning

Reading a script/show rundown for set and props requirements. Mood boards, concept sketches, and spatial maps. Developing a set concept aligned with narrative, genre, and audience. Working with producers, directors, and technical teams in preproduction.

Unit 4. Materials and Construction Techniques

Overview of commonly used materials: foam, plywood, canvas, metal, paint. Texturing, aging, and scenic painting techniques. Props fabrication: handmade, recycled, or sourced items. Safety, ergonomics, and mobility considerations.

Unit 5. Studio Set Design and Multi-Camera Layouts

Designing for the lens: how sets appear through the camera. Managing space for camera movement, lighting, and crew workflow. Modular and transformable sets for TV talk shows, newsrooms, and entertainment. Floor planning and backdrops: cycloramas, flats, curtains, and green screens.

Unit 6. Props Management and Continuity

Classification of props: hand props, set props, practical props, and personal props. Sourcing, labeling, organizing, and tracking props. On-set placement and coordination with actors and crew. Continuity in serial production: prop logs and set photography.

Unit 7. Trends, Technology, and Sustainability in Design

Integration of digital set extensions and virtual backgrounds. Use of projection, LED screens, and AR in modern sets. Environmentally sustainable practices in design and construction.

Recommended Books and Reference Material

1. Block, B. (2020). *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media*. Routledge.
2. Callahan, D. (2019). *The Art of Scenic Design: A Practical Guide to the Creative Process*. Routledge.
3. Jones, R. C. (2004). *Theatrical Design and Production: An Introduction to Scene Design and Construction*. McGraw-Hill.
4. Gillette, M. (2013). *Theatrical Design and Production*. McGraw-Hill Education.

Course Outlines for Major / Elective Courses (Journalism)

Cross-Border Journalism

BS-Media and Communication Studies

Course Code: MCM-457

Credit Hours: 03

Pre-requisite: Nil

Course Objectives

This course aims to introduce students to the concept and scope of cross-border journalism, focusing on how journalists report transnational issues like conflict, climate change, migration, and human rights. It examines challenges such as censorship, press freedom, and journalist safety, while highlighting the role of international collaborations and data-driven investigations. Case studies from Pakistan and other regions will help students understand the impact of cross-border reporting in global and local contexts.

Learning Outcomes

By the end of the course, students will understand the significance of cross-border journalism in a globalized media environment and critically evaluate the ethical, legal, and political challenges involved. They will demonstrate knowledge of transnational issues and their media coverage, particularly in South Asia. Students will be able to analyze real-world examples of cross-border journalistic collaborations and develop content or proposals that reflect cultural awareness and ethical responsibility.

Course Outline

Unit 1: Introduction to Cross-Border Journalism

- Definition and significance, how it differs from foreign correspondence and international news, Evolution in the digital era

Unit 2: Cross-Border Issues in Journalism

- Transnational crime, terrorism, human trafficking, Environmental crises (e.g., shared rivers, air pollution), Migration and refugee reporting, Health pandemics and global responses

Unit 3: Reporting from Conflict Zones and Border Areas

- Techniques and safety measures, Risks of propaganda, state control, and misinformation, Pakistani examples: Pak-Afghan and Pak-India border reporting, Case study: Reporting during Kargil War, TTP conflict

Unit 4: Ethics, Objectivity, and Credibility Across Borders

- Neutrality in polarized reporting, Cultural sensitivity and framing, Censorship, nationalism, and self-censorship, Use of anonymous sources and verification

Unit 5: Tools and Technologies in Cross-Border Journalism

- OSINT (Open-source intelligence) tools, Satellite imagery, geolocation, Social media monitoring across languages, Collaborative digital platforms (e.g., ICIJ tools)

Unit 6: Collaborative and Investigative Cross-Border Journalism

- Importance of international networks and consortia (e.g., ICIJ, OCCRP), Famous global collaborations: Panama Papers, Pandora Papers, Regional collaborations: SAARC-level or Pak-Afghan journalistic partnerships

Unit 7: Cross-Border Journalism and National Security

- Press laws, cybercrime laws, and national security policies in Pakistan, Intelligence reporting, military operations, and media blackouts, The balance between public interest and state sensitivity

Unit 8: Future of Cross-Border Journalism

- Artificial Intelligence and data journalism in global reporting, Post-truth era, disinformation campaigns, and deep fakes, The evolving role of freelance reporters and citizen journalists, Prospects for regional peace journalism in South Asia

Reference Material

1. Carroll, R. (2013). *Reporting risk and conflict: Stories from the frontline of foreign news*. Routledge.
2. Feldstein, M. (2006). *A muckraker's guide to investigative reporting*. CQ Press.
3. Hannerz, U. (2004). *Foreign news: Exploring the world of foreign correspondents*. University of Chicago Press.
4. ICIJ (International Consortium of Investigative Journalists). (2021). *Case files: Panama Papers & beyond* [Online archive].
5. Jamil, S. (2020). *Journalism in Pakistan: The role of journalists in a fragile democracy*. Routledge.
6. Khan, A. (2019). Pak-Afghan border reporting: A study of Pakistani print media. *Journal of Media Studies*.
7. Rehmat, A. (2017). *Reporting across the border: Journalists and the India-Pakistan conflict*. Media Foundation Pakistan.
8. Sambrook, R. (Ed.). (2020). *Global teamwork: The rise of collaboration in investigative journalism*. Reuters Institute, University of Oxford.
9. Siraj, S. A., & Ahmed, S. (2018). Cross-border media narratives: Pakistan and India. *Journal of Political Studies*, University of the Punjab.
10. Yusuf, H. (2011). *Conflict reporting in Pakistan: Practices and challenges*. CIMA Media Report.

Citizen Journalism

BS-Media and Communication Studies

Course Code: MCM-458

Credit Hours: 03

Pre-requisite: Nil

Course Objectives

This course introduces students to the emergence and evolution of citizen journalism in the digital age. It examines its influence on mainstream media, democratic engagement, and public accountability. Students will explore key tools, platforms, and ethical considerations in citizen reporting, with a focus on both global and Pakistani contexts—particularly during crises, protests, and elections. The course also aims to empower students to create responsible, ethical, and impactful journalistic content using digital media.

Learning Outcomes

By the end of the course, students will understand the core concepts, tools, and practices of citizen journalism and be able to differentiate it from professional journalism in terms of ethics and credibility. They will critically assess its role and challenges in Pakistan and beyond, and develop basic multimedia content such as videos, blogs, and social media posts. Students will also be able to evaluate how citizen journalism contributes to democracy, transparency, and social activism.

Course Outline

Unit 1: Introduction to Citizen Journalism

- Definition, evolution, and types of journalism, Rise of citizen journalism: global and local factors, Key differences between citizen and traditional journalism

Unit 2: Tools and Platforms of Citizen Journalism

- Blogs, podcasts, YouTube, Twitter, TikTok, Instagram, WhatsApp, Mobile journalism (MoJo): hardware and apps, Real-time reporting and live streaming tools

Unit 3: The Role of Citizen Journalism in Society

- Enhancing democratic participation and social change, Giving voice to the marginalized, Role in emergencies, disasters, and protests, International examples: Arab Spring, Black Lives Matter, Pakistani examples: TLP protests, floods, elections

Unit 4: Ethics, Verification, and Fake News

- Ethics in citizen journalism, distinguishing facts from misinformation/disinformation, Responsibilities of citizen reporters, Legal framework: defamation, privacy, and hate speech in Pakistan.

Unit 5: Citizen Journalism and Mainstream Media

- Collaboration and conflict, changing newsroom dynamics, Case studies of integration or tension (e.g., CNN iReport, Pakistan's Dawn.com or Geo.tv using user content)

Unit 6: Citizen Journalism and Political Activism

- Hashtag movements and digital protests, Role in shaping public opinion and pressuring authorities, Pakistani movements: Aurat March, PTI campaigns, Missing Persons movement

Unit 7: Producing Citizen Journalism Content

- Basics of reporting and storytelling, Writing headlines, captions, and descriptions, Visual journalism: images, infographics, and video editing basics, Fact-checking and source verification

Unit 8: Challenges and Future of Citizen Journalism

- Censorship, surveillance, and online harassment, Monetization and sustainability, Artificial Intelligence and automation in citizen reporting, Future trends in global and Pakistani context

References:

1. Allan, S. (2013). *Citizen witnessing: Revisioning journalism in times of crisis*. Polity Press.
2. Allan, S., & Thorsen, E. (Eds.). (2009). *Citizen journalism: Global perspectives*. Peter Lang.
3. Bowman, S., & Willis, C. (2003). *We media: How audiences are shaping the future of news and information*. The Media Center at the American Press Institute.
4. Bruns, A. (2008). *Blogs, Wikipedia, Second Life, and beyond: From production to produsage*. Peter Lang.
5. Gillmor, D. (2004). *We the media: Grassroots journalism by the people, for the people*. O'Reilly Media.
6. Iqbal, Z., & Khan, M. A. (2019). Digital journalism in Pakistan: Challenges and prospects. *Journal of Media Studies, University of the Punjab*, 34(2), 23–39.
7. Rasul, A., & McDowell, S. D. (2012). Social media and citizen journalism in Pakistan: The case of the YouTube ban. *South Asia: Journal of South Asian Studies*, 35(2), 513–527. <https://doi.org/10.1080/00856401.2012.687408>
8. Siraj, S. A. (2009). *Critical analysis of press freedom in Pakistan*. Friedrich-Ebert-Stiftung Pakistan.
9. Yusuf, H. (2013). Old and new media: Converging during the Pakistan Emergency (2007). *Journalism: Theory, Practice & Criticism*, 14(1), 7–26. <https://doi.org/10.1177/1464884912442562>
10. Zafar, A. (2021). *Media, power and politics in Pakistan*. Routledge.

Environmental Journalism

BS-Media and Communication Studies

Course Code: MCM- 459

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course introduces students to the principles and scope of environmental journalism, with a focus on how the media can highlight issues such as climate change, pollution, deforestation, and biodiversity loss. It explores the ethical, legal, and political complexities of covering environmental crises and trains students to report on these issues both locally and globally. The course also emphasizes the use of data, multimedia tools, and visual storytelling to produce impactful and fact-based environmental journalism.

Learning Outcomes

By the end of the course, students will understand the history, concepts, and role of environmental journalism in shaping public awareness. They will critically analyze media coverage, investigate environmental issues using ethical practices, and produce multimedia content. Students will also be able to advocate for sustainability and contribute meaningfully to climate and environmental discourse through journalism.

Course Outline

Unit 1: Introduction to Environmental Journalism

- Definition, scope, and evolution, Journalism's role in environmental advocacy, Science journalism vs. environmental journalism, Importance in the Global South and Pakistan

Unit 2: Major Global Environmental Issues

- Climate change and global warming, Biodiversity loss and deforestation, Water scarcity, pollution, and land degradation, Climate justice and environmental migration.

Unit 3: Environmental Issues in Pakistan

- Deforestation, smog, and water crisis, Urbanization and waste management, Climate-induced disasters: floods, droughts, glacier melt, Media's role in awareness and policy influence

Unit 4: Ethics and Challenges in Environmental Reporting

- Balancing accuracy, advocacy, and objectivity, Scientific literacy and misinformation, Corporate and political pressures, Reporting on vulnerable groups and disaster zones

Unit 5: Investigative Environmental Journalism

- Data-driven investigations and field reporting, Whistleblowers and freedom of information laws, Case studies of impactful reports, Exposing environmental corruption

Unit 6: Tools and Techniques for Environmental Journalism

- Mapping, drone, and satellite tools, Mobile journalism and podcasting, Using infographics, visuals, and timelines, Interviewing experts and community voices

Unit 7: Environmental Laws, Policy, and Media

- National environmental laws in Pakistan (PEPA 1997, etc.), Global frameworks: Paris Agreement, Kyoto Protocol, Media's watchdog role in governance, SDGs and reporting on climate policy

Unit 8: Future Trends and Careers in Environmental Journalism

- Role of AI, citizen journalism, and international collaboration, Freelance and full-time opportunities in the field, building portfolios: reports, blogs, op-eds, Connecting with global platforms (e.g., Internews, Climate Tracker)

References

1. Ali, S. H. (2010). Environmentalism and civil society in Pakistan. *Harvard Asia Quarterly*, 12(3), 15–24.
2. Akbar, M. (2017). Smog in Lahore: A case of environmental negligence. *The Express Tribune Blogs*. <https://tribune.com.pk>
3. Carson, R. (1962). *Silent spring*. Houghton Mifflin.
4. Cox, R. (2013). *Environmental communication and the public sphere* (3rd ed.). SAGE.
5. Hansen, A. (2018). *Environment, media and communication* (2nd ed.). Routledge.
6. Khan, R. (2020). Reporting climate change in Pakistan: Challenges and strategies. *Journal of Environmental Studies*, 25(1), 33–46.
7. Lester, L. (2010). *Media and environment: Conflict, politics and the news*. Polity Press.
8. Rehman, Z. (2022). Flood reporting in Sindh and Balochistan: A journalistic reflection. *Dawn Reports*. <https://www.dawn.com>
9. Sachsman, D. B., & Valenti, J. M. (2020). *Environmental journalism: A guide for reporting on the environment* (2nd ed.). Routledge.
10. Sustainable Development Policy Institute. (n.d.). *Annual environment and climate reports*. SDPI. <https://sdpi.org>

Human Rights and Advocacy Journalism

BS-Media and Communication Studies

Course Code: MCM-460

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course is designed to provide students with a foundational understanding of international human rights frameworks and their relevance in contemporary journalism. It explores the critical role of media in promoting and protecting human rights across diverse social and political contexts. Through practical exercises, students will develop skills in advocacy writing and human rights reporting, learning how to communicate ethically and effectively about sensitive issues.

Learning Outcomes:

By the end of the course, students will be able to demonstrate ethical awareness and empathy when reporting on human rights issues, ensuring responsible and respectful storytelling. They will apply journalistic techniques to amplify the voices of marginalized communities and contribute to public awareness.

Course outline:

Unit 1: Foundations of Human Rights and Journalism

- Definition and evolution of human rights, Universal Declaration of Human Rights (UDHR) and core human rights instruments, Role of media in promoting, protecting, and defending human rights

Unit 2: Introduction to Advocacy Journalism

- What is advocacy journalism? Differences from objective, investigative, and mainstream reporting, Global trends and movements in advocacy journalism, Role of advocacy in democratization and civil society

Unit 3: Reporting on Human Rights Violations

- Investigating abuse, discrimination, and injustice, Working with NGOs, civil society, and survivors, Risks and ethical concerns in reporting abuse, trauma, and vulnerable populations

Unit 4: Journalists as Human Rights Defenders

- Press freedom as a human right, Safety and protection of journalists. Censorship, harassment, surveillance, and digital threats, Case studies: attacks on journalists in Pakistan and globally

Unit 5: Legal and Institutional Frameworks for Human Rights

- International: ICCPR, ICESCR, HRC, OHCHR, National: Constitution of Pakistan (Articles 8–28), National Commission on Human Rights, Role of courts and commissions in responding to journalistic investigations

Unit 6: Gender, Minorities, and Advocacy Journalism

- Reporting on gender rights, religious minorities, and refugees, Inclusive and rights-based language, Challenges in conservative societies and legal limitations

Unit 7: Tools and Formats for Advocacy Journalism

- Storytelling for social justice, Using data, photos, and documentary filmmaking. Podcasts, blogs, and social media campaigns, Campaign planning and outreach strategies

Unit 8: Future of Human Rights and Advocacy Journalism

- Role of AI, digital platforms, and transnational collaboration, Funding and sustainability in nonprofit journalism, Global initiatives supporting media for human rights (e.g., Internews, Amnesty Media Awards), The rise of citizen-led advocacy in Pakistan and South Asia

Recommended Books / Reference Material

1. McPherson, S. (2016). *Advocacy Journalism: The Role of Reporters in a Democracy*. Routledge.
2. Sreedharan, C. (2020). *Reporting Human Rights: A Practical Guide for Journalists*. SAGE Publications.
3. Howard, R. (2004). *Conflict-Sensitive Journalism*. IMPACS & International Media Support.
4. Nash, K. (2010). *Human Rights and the Media: A Global Perspective*. Polity Press.
5. UNESCO. (2002). *Human Rights and Journalism: Handbook for Journalism Students*. UNESCO Publishing.
6. Rehmat, A. (2015). *The Silenced Voices: Journalists in Conflict Zones of Pakistan*. Media Matters for Democracy.
7. Yusuf, H. (2014). *Pakistan's Media: Between Radicalisation and Democratisation*. NOREF Report.
8. Khan, A. (2019). *Reporting Minorities in Pakistan: Representation and Misrepresentation*. Centre for Peace and Development Initiatives (CPDI).
9. Shah, Z. (2020). *Reporting Gender-Based Violence in Pakistan: Challenges and Recommendations*. Shirkat Gah Women's Resource Centre.
10. HRC. (Various Years). *Annual Reports on State of Human Rights in Pakistan*. Human Rights Commission of Pakistan.

Interpretive Journalism

BS-Media and Communication Studies

Course Code: MCM-461

Credit Hours: 03

Pre-requisite: Nil

Course Objectives

This course aims to introduce students to the concept, evolution, and importance of interpretive journalism. It aims to develop their analytical skills for in-depth, contextual reporting and help them distinguish between various forms of journalism, including objective, explanatory, investigative, and interpretive. Students will learn to produce fact-based, critically informed content and examine the influence of interpretive journalism on public opinion and policy, with a focus on the Pakistani context.

Learning Outcomes

By the end of the course, students will understand the ethics and principles of interpretive journalism, differentiate it from other journalistic forms, and analyze events through historical, political, and social lenses. They will be able to produce well-researched, balanced stories and critically evaluate the role of interpretive journalism in Pakistan and democratic societies globally.

Course Outline

Unit 1: Introduction to Interpretive Journalism

- What is interpretive journalism? Historical development and evolution, Interpretive vs. objective and investigative journalism and Importance in the age of information overload

Unit 2: Core Principles and Techniques

- Research-based reporting, Context, analysis, and perspective in reporting, Narrative construction and use of expert sources, Clarity and depth without bias

Unit 3: The Role of Interpretive Journalism in Society

- Informing public discourse, Holding power accountable, Impact on policymaking and civic awareness, Case studies from global democracies

Unit 4: Challenges to Interpretive Journalism

- Political polarization and media bias, Censorship and editorial pressure, Time, space, and budget limitations, Navigating misinformation and fact-checking

Unit 5: Interpretive Journalism in Pakistan

- Media trends and culture of superficial reporting, Political economy of newsrooms and editorial independence, Role of magazines, TV talk shows, digital columns, and long-form blogs

Unit 6: Writing Interpretive Pieces

- Identifying news events worth interpreting, Framing and thematic development, integrating historical, legal, and socio-political context, Writing leads, transitions, and conclusions for depth

Unit 7: Multimedia and Digital Interpretive Journalism

- Long-form digital storytelling, Visual explainers, infographics, and data visualizations, Podcasts, YouTube explainers, and newsletters, Audience engagement and response tracking

Unit 8: Ethics and Future of Interpretive Journalism

- Avoiding sensationalism and opinion-masquerading-as-fact, Balancing storytelling and objectivity, Role in countering misinformation, Future of interpretive journalism in a digital-first, AI-driven world

Recommended Books / Reference Material

1. Patterson, T. E. (2013). *Informing the News: The Need for Knowledge-Based Journalism*. Vintage.
2. Kovach, B., & Rosenstiel, T. (2014). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. Crown Publishing.
3. MacDougall, C. D., & Reid, C. (1987). *Interpretive Reporting*. Macmillan.
4. Carey, J. W. (2009). *Communication as Culture: Essays on Media and Society*. Routledge.
5. Schudson, M. (2003). *The Sociology of News*. W. W. Norton & Company.
6. Yusuf, H. (2012). *Pakistan's Media Landscape: The Changing Dynamics of News Production*. CIMA Report.
7. Rahman, Z. (2015). *Narratives in Pakistani Media: Between News and Interpretation*. Journal of South Asian Studies.
8. Siraj, S. A. (2010). *Critical Issues in Pakistani Journalism*. Journal of Media Studies, University of the Punjab.
9. Lodhi, A. (2021). *Long-form Journalism in Pakistan: Digital Transformation and Storytelling*. Centre for Excellence in Journalism (CEJ), Karachi.
10. HRCF. (Various Years). *Press Freedom and Media Monitoring Reports*. Human Rights Commission of Pakistan.

Journalism in the Age of Misinformation

BS-Media and Communication Studies

Course Code: MCM-462

Credit Hours: 03

Pre-requisite: Nil

Course Objectives

This course aims to introduce students to misinformation, disinformation, and malinformation in the digital age. It explores the journalist's role in combating false information and equips students with tools for fact-checking and content verification. The course examines the impact of misinformation on politics, health, and democracy, with an emphasis on Pakistan, while promoting ethical and critical media practices.

Learning Outcomes

By the end of the course, students will be able to identify types of information disorder, understand how misinformation spreads, and use verification tools effectively. They will critically assess its impact on journalism and democracy and produce ethical, fact-based content resistant to manipulation.

Course Outline

Unit 1: Understanding the Information Disorder

- Definitions: misinformation, disinformation, mal information, Historical roots and digital acceleration, The psychology of belief and confirmation bias, Information disorder vs. press freedom

Unit 2: Sources and Spread of Misinformation

- Social media platforms and algorithmic amplification, Role of bots, trolls, and fake accounts, WhatsApp, YouTube, TikTok, and virality in South Asia, Case studies from Pakistan: floods, elections, vaccine rumors

Unit 3: Media Literacy and the Informed Public

- Critical thinking and media literacy skills, Identifying clickbait, satire, parody, and propaganda, Recognizing bias, framing, and loaded language, Teaching news literacy in classrooms and communities

Unit 4: Fact-Checking and Verification Tools

- Reverse image search, metadata tools, geo-location, Deepfakes and manipulated media detection, Using OSINT (Open-Source Intelligence) for verification, Global fact-checking networks and Pakistani initiatives (e.g., Soch Fact Check)

Unit 5: The Journalist's Ethical Responsibility

- Balancing speed with accuracy, Verification vs. amplification, Corrections, retractions, and transparency policies, Journalism codes of ethics (PFUJ, IFJ, SPJ)

Unit 6: Impact of Misinformation on Society

- Polarization, hate speech, and digital mob justice, Health misinformation: COVID-19 and polio, Political manipulation and electoral disinformation, Online harassment of women journalists and minorities

Unit 7: Policy, Regulation, and Freedom of Expression

- Social media regulation and digital rights, Pakistan's PECA law, PTA guidelines, and civil liberties, Global frameworks: EU Code of Practice, UN guidelines, Tensions between censorship, surveillance, and misinformation control

Unit 8: Journalism Beyond Misinformation

- Building public trust through transparency, Collaborative journalism and fact-checking partnerships, Constructive journalism and solutions-based reporting, The future: AI, algorithms, and human judgment in newsro

Recommended Books / Reference Material

1. Wardle, C., & Derakhshan, H. (2017). *Information Disorder: Toward an Interdisciplinary Framework*. Council of Europe Report.
2. Silverman, C. (Ed.). (2014). *Verification Handbook: A Definitive Guide to Verifying Digital Content for Emergency Coverage*. European Journalism Centre.
3. McIntyre, L. (2018). *Post-Truth*. MIT Press.
4. Ireton, C., & Posetti, J. (Eds.). (2018). *Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training*. UNESCO.
5. Ward, S. J. A. (2015). *Ethics and the Media: An Introduction*. Cambridge University Press.
6. Soch Fact Check. (2021–present). *Fact-check Reports and Case Studies*. <https://www.sochfactcheck.com>
7. Rehman, Z. (2020). *The Misinformation Threat in Pakistan: Trends and Tools*. CEJ Report.
8. Yusuf, H. (2020). *Digital Media and Disinformation in Pakistan*. Atlantic Council.
9. Khan, M. (2019). *Social Media, Fake News and the Pakistani Political Discourse*. Pakistan Journal of Social Sciences.
10. Media Matters for Democracy. (Various Years). *Digital Rights and Information Disorder Reports (Pakistan)*.

Photojournalism in Action

BS-Media and Communication Studies

Course Code: MCM-463

Credit Hours: 03

Pre-requisite: Nil

Course Objectives:

This course aims to introduce students to the principles, techniques, and impact of photojournalism in the modern media landscape. It focuses on developing both the technical and ethical skills necessary to tell compelling visual stories across news and feature contexts. Through practical assignments and critical discussions, students will explore how photography shapes public understanding of events, cultures, and social issues, with special emphasis on the Pakistani media environment.

Learning Outcomes:

By the end of this course, students will understand the role of photojournalism in news media and its ethical responsibilities. They will be able to plan, shoot, and edit images that convey strong journalistic narratives. Students will develop the ability to critically assess visual storytelling, apply basic photo editing techniques, and produce photo essays that reflect journalistic values and social awareness.

Course outline:

Unit 1: Introduction to Photojournalism

- Definition and Scope, Historical Evolution of Photojournalism, Impact of Photojournalism on Society and Media, Key Figures and Iconic Photojournalistic Work

Unit 2: Visual Language and Image Analysis

- Elements of Composition: Framing, Rule of Thirds, Leading Lines, Reading Images: Context, Emotion, Symbolism, Ethics of Visual Representation Understanding Audience Perception and Impact

Unit 3: Camera Operations and Techniques

- Understanding DSLR/Mirrorless Cameras, Exposure Triangle: ISO, Aperture, Shutter Speed, Working with Natural and Artificial Light, Capturing Action, Candid, and Still Shots

Unit 4: Ethics, Law, and Responsibility

- Ethics of Truth, Consent, and Representation, Photo Manipulation: What's Acceptable? Copyright and Intellectual Property in Photography, Case Studies in Conflict and Crisis Photography
-

Unit 5: Field Work and On-Assignment Photography

- Planning a Photojournalistic Assignment, Shooting in Public Spaces and Events
Working Under Pressure and Deadlines, Field Visit / Newsroom Simulation Exercise

Unit 6: Visual Storytelling and Photo Essays

- What Makes a Photo Story? Sequencing Images for Narrative Impact, Writing Effective Captions, Case Studies of Notable Photo Essays

Unit 7: Editing and post-processing

- Basics of Photo Editing Software (Lightroom/Photoshop), Ethical Editing: Cropping, Color Correction, Sharpness, File Management and Archiving, Preparing Images for Print and Digital Platforms

Unit 8: Portfolio Development and Industry Practices

- Building a Photojournalism Portfolio, Pitching Photo Stories to Media Outlets, Freelance and Staff Photojournalism Careers, Final Project Presentation and Peer Review

Reference Books:

- 1) Block, B. (2020). *The visual story: Creating the visual structure of film, TV and digital media* (3rd ed.). Routledge.
- 2) Feinstein, A. (2022). *Capturing the news: Three decades of reporting crisis and conflict*. Potomac Books.
- 3) Foreman, G. (2019). *The ethical journalist: Making responsible decisions in the digital age* (3rd ed.). Wiley-Blackwell.
- 4) Hernandez, R. K., & Storm, B. (2018). *Visual journalism: A guide for new media professionals*. Pearson.
- 5) Kobre, K. (2016). *Photojournalism: The professionals' approach* (7th ed.). Routledge.
- 6) Langton, L. (2021). *Photojournalism and today's news: Creating visual reality* (2nd ed.). Wiley-Blackwell.
- 7) Nagar, T. (2023). *The new street photographer's manifesto*. Ilex Press.
- 8) Prakes, D. (2021). *Seeing the light: A photographer's guide to professional lighting techniques* (Updated ed.). AVA Publishing.
- 9) Sandler, M. (2020). *Visual storytelling: A practical guide to communicating with visual language*. Routledge.
- 10) Steacy, W. (Ed.). (2012). *Photographs not taken: A collection of photographers' essays*. Daylight Book.

11. List of Mandatory Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	UHQ-101/ ETH-103	Understanding of Holy Quran-I/ Ethics-I	Nil	1
2	UHQ-102 / ETH-104	Understanding of Holy Quran-II/ Ethics-II	Nil	1
3	MCM-324	AI and Data Analytics in Media	Nil	1
5	INT-499	Internship	Nil	3
6	CP-498	Capstone Project	Nil	3

12.Course Outlines for Mandatory Courses

Understanding of Holy Quran-I

Course Title: Understanding of Holy Quran-I

Course Code: UHQ-101

Credit Hours: 1

Contact Hours: 3 per week

Weeks: 15-16 (45-48 hours)

Pre-Requisites: Nill

Course Objectives:

This course will enable the students to understand the Holy Quran by learning Arabic in a simple and easy way. Through relating their basic Urdu vocabulary with Quran, and without engaging them in complex Arabic Grammar, Sarf or Balagha. Students will gradually build the skills to read and understand Quranic verses directly—without needing translation. The course focuses on making Arabic accessible for everyone, even those with no prior background.

Learning Outcomes:

This course will enable the students to:

1. Develop the ability to understand basic words of the Quran, phrases and sentences that do not contain verbs (unit 1 to 5 of Muallim ul Quran Book) and then sentences having present tense (first half of unit 6 of Muallim ul Quran Book).
2. Acquire a strong foundation for understanding long verses of the Quran with clarity.
3. Comprehend Quranic vocabulary, particles (operative & non operative particles), compounds (Adjective & Possessive compound), pronouns (singular & plural) and types of plurals through hundreds of Quranic sentences.
4. Recognize and understand different styles of Quranic sentences, including nominal sentence, emphatic sentence, double emphatic sentence, negative sentence, interrogative sentence, oath –based sentences.
5. Strengthen understanding of fundamental Quranic linguistic styles, expressions and idioms.
6. Understand at least 30 to 40 % of each page of the Holy Quran.

Course Outline:

Unit 1: Simple Quranic Words

Muallim ul Quran: Book 1: Unit: Lesson 1-19

Unit 2: Words that comes before (The simple Quranic words)

Muallim ul Quran: Book 1: Unit#2: Lesson 1-13

Unit 3: Quranic words in terms of their relationship and characteristics

Muallim ul Quran: Book 1: Unit#3: Lesson 1-10

Unit 4: Singular Pronouns

Muallim ul Quran: Book 2: Unit#4: Lesson 1-17

Unit 5: Singular pronouns & Demonstrative Pronouns

Muallim ul Quran: Book 2: Unit#5: Lesson 1-23

Unit 6: Present Tense

Muallim ul Quran: Book 3: Unit#6: Lesson 1-5

Reference Books:

1- بشير، دكتور. عبید الرحمن - معلم القرآن - اسلام آباد: دار العلم، ۲۰۲۴. جلد ۱، ۲ & ۳

Ethics (in lieu of Understanding of Quran)

Course Title: Ethics-I

Course Code: ETH-103

Credit hours: 1

Contact Hours: 3 per week

Weeks: 15-16 (45-48 hours)

Pre-Requisites: Nil

Objectives

Upon successful completion of the course, students will be able to know the basics of ethics, & know how to develop an ethical approach. Also, analyze the importance of ethical and ethical values for a human being. And identify the Semitic & Non-Semitic Religions. Moreover, develop the concept of Ethics in Semitic & Non-Semitic religions. Also, analyze the similarities and differences between ethical teachings of various religions.

Learning Outcomes:

- Students will be able to demonstrate their understanding about the concept of ethics & ethical approach.
- Analyze the difference between the concept of Ethics in Semitic and Non-Semitic religions.

Course Outline:

Unit 1: Introduction and Importance of Ethics & Basic Ethical Principles

Definition of Ethics, Importance of Ethics, Beneficence, Non-maleficence, Autonomy, Justice as basic ethical behaviors.

Unit 2: Theories of Moral Standards

Moral Standards as Law, Moral Standards as Pleasure, Moral standards as Perfection. (Theories of various philosophers such as Kant, Spencer, John S. Mackenzie etc)

Unit 3: The concept of Ethics in Major Religions- Christianity, Judaism

Introduction of the Religion, Its Basic Concepts and major ethical teachings.

Unit 4: The concept of Ethics in Major Religions- Hinduism & Buddhism

Introduction of the Religion, Its Basic Concepts and major ethical teachings.

Unit 5: The concept of Ethics in Major Religions- Islam

Introduction of the Religion, Its Basic Concepts and major ethical teachings.

References/Recommended Books:

Books

1. Davis, N.K. (2023). *Elements of Ethics*, Legare Street Press.
2. Edmonds, D. (2019). *Ethics and the Contemporary World*, Taylor & Francis,
3. Hastings, J. Alexander, J. Gray S.L. (2023). *The Encyclopedia of Religion and Ethics*, Creative Media Partners, LLC
4. Robinson, D. Garratt C. (2008). *Introducing Ethics-a Graphic Guide*, Icon Books Ltd.Uk.
5. اخلاق اور فلسفہ اخلاق، سیوہاروی، حفظ الرحمن، ندوة المصنفین، دہلی، ۱۹۷۶
6. دنیا کے بڑے مذاہب، فاروقی، عماد الحسن، مکتبہ جامعہ لمیٹڈ، دہلی، ۱۹۸۶

Websites & Articles

1. Articles on Ethics www.infotracs-college.com
2. Brown. (2017). The ethical dimensions of Global Environmental Issues. American Academy of Arts and Sciences. Retrieved July 7, 2017 from amacad.org
3. Business Ethics Magazine www.business-ethics.com/annual.htm
4. Bussmann, J. (2016). Top 9 ethical Issues in artificial intelligence. Retrieved 7 July 2017 from world Economic Forum weforum.org
5. Ethics and Religion, Shefali Narange <http://www.paperpublications.org/>
6. <http://www.jstor.com/stable/resrep12025.7>
7. <http://www.learnwell.org/ethicalproblems.htm>
8. Institute for Global Ethics www.globalethics.org
9. Klimes, Rudolf e. (2000). Ethical Problems.
10. Ten Ethical Problems of the Present World <https://www.lifepersona.com/10-ethical-problems-of-the-present-world>
11. Ward, Stephen J.A (March 2005). "Philosophical Foundations for Global Journalism Ethics" *Journal of Mass Media Ethics*:20(1)

Understanding of Holy Quran-II

Course Title: Understanding of Holy Quran-II

Course Code: UHQ-102

Credit Hours: 1

Contact Hours: 3 per week

Weeks: 15-16 (45-48 hours)

Pre-Requisites: Nill

Course Objectives:

This course will enable the students to understand the Holy Quran by learning Arabic in a simple and easy way. Through relating their basic Urdu vocabulary with Quran, and without engaging them in complex Arabic Grammer, Sarf or Balagha. Students will gradually build the skills to read and understand Quranic verses directly—without needing translation. The course focuses on making Arabic accessible for everyone, even those with no prior background.

Learning Outcomes:

This course will enable the students to:

1. Directly comprehend hundreds of Quranic sentences & verses.
2. Understand at least 80 to 85 % of each page of the holy Quran.
3. Understand common verses across different Quranic topics.
4. Achieve proficiency in the basic and advance linguistic aspects of the Arabic language.
5. Understand the difference between Quranic verbs in various forms, such as present, past and imperative.
6. Develop the ability to understand long verses of the holy Quran independently and then comprehend their interpretation.

Course Outline:

Unit 1: Past Tense

Muallim ul Quran: Book 4: Unit#7: Chapter 1: Lesson 1-9

Unit 2: Past Tense

Muallim ul Quran: Book 4: Unit#7: Chapter 2: Lesson 1-7

Unit 3: Past Tense

Muallim ul Quran: Book 4: Unit#7: Chapter 3: Lesson 1-9

Unit 4: Past Tense

Muallim ul Quran: Book 5: Unit#7: Chapter 4: Lesson 1-5

Unit 5: Past Tense & Passive Voice

Muallim ul Quran: Book 5: Unit#7: Chapter 5 - 9

Unit 6: imperative Verbs for Singulars

Muallim ul Quran: Book 6: Unit#8: Lesson 1-8

Reference Books:

1- بشير، دكتور. عبید الرحمن - معلم القرآن - اسلام آباد: دار العلم، ۲۰۲۴. جلد ۳، ۴، ۵، ۶

Ethics-II (in lieu of Understanding of Quran)

Course Title: Ethics-II

Course Code: ETH-104

Credit hours: 1

Contact Hours: 3 per week

Weeks: 15-16 (45-48 hours)

Pre-Requisites: Nil

Objectives

Upon successful completion of the course, students will be able to have better understanding of ethics in various walks of life like in workplace, in business, journalism etc. Moreover, they will be able to be familiarize with Contemporary World's Ethical Issues. And, try to develop answers about them.

Learning Outcomes:

- Students will be able to demonstrate their understanding about the importance of ethics in their lives today.
- Identify Contemporary World's Ethical Issues.
- Create problem solving for these contemporary Ethical issues.

Course Outline:

Unit 1: Professional Ethics & Bioethics

Meaning of Work/Professional Ethics, Professional Ethics and Human Values, Elements of professional Ethics:

Person attitude, Beliefs about work, Positive Attributes (honesty, integrity, dedication, commitment, responsibility, interpersonal relationship)

Genetic engineering, Organ Donation, Cloning, Head Transplant

Unit 2: Ethical Conduct in Business Ethics & it's important

Types of Business Ethics, Common Business Ethical Challenges

Conflict of interest, honesty & integrity, whistle blowing, loyalty vs truth

Unit 3: Journalism

Principles of Ethical Journalism:

Truth & Accuracy, Independence, Fairness & Impartiality, Humanity, Public Accountability

Unit 4: Environmental Ethics

Core Principles of environmental ethics:

Justice & sustainability, Sufficiency & compassion, Solidarity & public participation,

Pollution prevention.

Current issues of environmental ethics:

Pollution, The depletion of natural resources, Loss of biodiversity, Destruction of ecosystem, Global climate change

Unit 5: Social Inequalities

Meaning of Social Inequalities, Issues related to social inequality

Difference in source of income, Health care, Freedom of speech, Gender inequality, Toxic workplace culture, Education, Political representation & participation

Unit 6: Social Media Ethics

Facebook, YouTube, WhatsApp, Instagram, TikTok, Snapchat, LinkedIn, X

Current Ethical issues in social media:

Plagiarism, Fake news, Harassment, Photo ethics, Post without caution, inappropriate behavior privacy

References/Recommended Books:

Books

1. Davis, N.K. (2023). *Elements of Ethics*, Legare Street Press.
2. Edmonds, D. (2019). *Ethics and the Contemporary World*, Taylor & Francis,
3. Hastings, J. Alexander, J. Gray S.L. (2023). *The Encyclopedia of Religion and Ethics*, Creative Media Partners, LLC
4. Robinson, D. Garratt C. (2008). *Introducing Ethics-a Graphic Guide*, Icon Books Ltd.Uk.
5. اخلاق اور فلسفہ اخلاق، سیویاروی، حفظ الرحمن، ندوة المصنفین، دہلی، ۱۹۷۶
6. دنیا کے بڑے مذاہب، فاروقی، عماد الحسن، مکتبہ جامعہ لمیٹڈ، دہلی، ۱۹۸۶

Websites & Articles

1. Articles on Ethics www.infotrak-college.com
2. Brown. (2017). The ethical dimensions of Global Environmental Issues. American Academy of Arts and Sciences. Retrieved July 7, 2017 from amacad.org
3. Business Ethics Magazine www.business-ethics.com/annual.htm
4. Bussmann, J. (2016). Top 9 ethical Issues in artificial intelligence. Retrieved 7 July 2017 from worldEconomicForum.org
5. Ethics and Religion, Shefali Narange <http://www.paperpublications.org/>
6. <http://www.jstor.com/stable/resrep12025.7>
7. <http://www.learnwell.org/ethicalproblems.htm>
8. Institute for Global Ethics www.globalethics.org
9. Klimes, Rudolf e. (2000). Ethical Problems.
10. Ten Ethical Problems of the Present World <https://www.lifepersona.com/10-ethical-problems-of-the-present-world>
11. Ward, Stephen J.A (March 2005). “Philosophical Foundations for Global Journalism Ethics” *Journal of Mass Media Ethics*:20(1)

AI and Data Analytics in Media

BS-Media and Communication Studies

Credit Code: MCM-324

Credit Hours: 03

Pre-requisite: Nil

Course Objectives

By the end of this course, students will:

1. Understand the basic concepts of AI and data analytics.
2. Learn how AI is used in media production and journalism.
3. Explore tools and methods for collecting and analyzing media data.
4. Understand ethical concerns related to AI and data in media.
5. Use basic data tools (like Excel, Google Data Studio, or Tableau) for storytelling.

Learning Outcomes

Students will be able to:

- Explain how AI is changing the media landscape.
- Collect and interpret basic data about media audiences.
- Apply simple AI tools to enhance content and analyze media trends.
- Understand how algorithms impact media distribution.
- Think critically about the use of AI in journalism and content creation.

Course Outline: 8 Units / 16 Weeks

Unit 1: Introduction to AI and Data Analytics in Media

- What is AI? What is Data Analytics?
- Importance of AI and data in modern media
- Examples from journalism, advertising, and digital content
- Case studies: Netflix, YouTube, Facebook

Unit 2: How AI is Used in the Media Industry

- AI in content recommendations
- AI in news generation (robot journalism)
- Voice assistants, chatbots, and personalization
- Media automation tools

Unit 3: Basics of Media Data Collection

- Types of media data: audience, content, social media
- How to collect data: surveys, Google Analytics, social listening
- Data cleaning and privacy basics
- Practice: Analyze basic data using Google Sheets

Unit 4: Understanding the Audience through Data

- Demographics, psychographics, and behavioral data
- Tracking engagement and measuring reach
- Predictive analytics in advertising and journalism
- Practice: Create a simple audience profile using data

Unit 5: Tools for Data Visualization in Media

- Introduction to data dashboards (Tableau, Google Data Studio)
- Charts, graphs, and storytelling with data
- Infographics and interactive media
- Assignment: Build a visual data report

Unit 6: AI and Algorithms in News and Social Media

- How algorithms shape what we see
- Echo chambers, filter bubbles, and fake news
- Ethical concerns with algorithmic bias
- Debate/discussion: Is AI helpful or harmful in media?

Unit 7: Case Studies in AI and Media Analytics International and local examples

- Use of AI in elections coverage, crisis reporting, and entertainment
- AI in PR and brand communication
- Group presentations on selected case studies

Unit 8: Ethics and the Future of AI in Media

- Ethical issues: bias, surveillance, manipulation
- Media laws and AI
- The future of AI in media careers
- Final project: Create a proposal using AI/data for a media campaign

Suggested Reference Books

1. Kamaruddin, S. (2022). *Artificial intelligence and the media: Applications, challenges, and ethics*. Springer.
2. Diakopoulos, N. (2019). *Automating the news: How algorithms are rewriting the media*. Harvard University Press.
3. Marr, B. (2021). *Artificial intelligence in practice: How 50 successful companies used AI and machine learning*. Wiley.
4. O'Neil, C. (2016). *Weapons of math destruction: How big data increases inequality and threatens democracy*. Crown Publishing Group.
5. Leswing, K. (2021). *AI in Journalism: Artificial intelligence applications in modern journalism*. Independently Published.
6. Provost, F., & Fawcett, T. (2013). *Data science for business: What you need to know about data mining and data-analytic thinking*. O'Reilly Media.
7. Mayer-Schönberger, V., & Cukier, K. (2013). *Big data: A revolution that will transform how we live, work, and think*. Houghton Mifflin Harcourt.

8. Gandomi, A., & Haider, M. (2015). Beyond the hype: Big data concepts, methods, and analytics. *International Journal of Information Management*, 35(2), 137–144. <https://doi.org/10.1016/j.ijinfomgt.2014.10.007>
9. Russell, S., & Norvig, P. (2021). *Artificial intelligence: A modern approach* (4th ed.). Pearson.
10. Manovich, L. (2020). *Cultural analytics*. The MIT Press.
11. Van Dijck, J., Poell, T., & de Waal, M. (2018). *The platform society: Public values in a connective world*. Oxford University Press.
12. Napoli, P. M. (2011). *Audience evolution: New technologies and the transformation of media audiences*. Columbia University Press.
13. Bradshaw, P. (2021). *Data journalism handbook: Towards a critical data practice*. Amsterdam University Press.

Internship

BS-Media and Communication Studies

Credit Code: INT-499

Credit Hours: 03

Pre-requisite: Nil

Objectives

This internship provides Media and Communication Studies students with the opportunity to apply theoretical knowledge in a professional setting. Through hands-on experience, students will enhance their skills in media production, communication strategies, and content creation.

Learning Outcomes

- Develop hands-on proficiency in media production tools, including video editing software, graphic design programs, and audio production equipment.
- Learn to create and manage compelling content across different platforms, considering audience engagement and platform-specific best practices.
- Gain experience working in a team environment, understanding project workflows, and contributing to collaborative media and communication projects.
- Participate in the planning and execution of media campaigns, applying strategic communication principles and monitoring campaign performance.

Internship Activities and Responsibilities

- Week 1-2.** Orientation and introduction to the organization and its media/communication projects.
- Week 3-4.** Work on assigned projects related to specific area of specialization.
- Week 5-6.** Collaborate with different departments on (specific media campaigns or communication initiatives).
- Week 7-8.** Final project and presentation showcasing skills and contributions.

Capstone Project

BS-Media and Communication Studies

Credit Code: CP-498

Credit Hours: 03

Pre-requisite: Nil

Objectives

The capstone project provides an opportunity to apply their accumulated knowledge and skills to a real-world project. Students will engage in in-depth research, analysis, and creative work, demonstrating their proficiency in various aspects of media and communication.

Learning Outcomes

- Apply theoretical concepts learned throughout the program to solve real-world media and communication challenges.
- Enhance research and analytical skills by conducting in-depth investigations into media trends, communication strategies, or industry-related issues.
- Showcase proficiency in media production, including video/audio editing, graphic design, or other relevant skills acquired during the program.
- Develop and execute a comprehensive communication plan for a specific project, organization, or issue, considering target audiences, channels, and messaging.

Project Activities in Groups

1. Professional Quality Project

Produce a high quality media and communication project that demonstrates professional level skills and creativity.

2. Research and Analysis Report

Submit a comprehensive research and analysis report that explores relevant theories, industry trends, and insights related to the chosen project.

3. Effective Communication Materials

Create effective communication materials (e.g., videos, presentations, infographics) that align with the communication plan and project objectives.

4. Project Presentation

Deliver a compelling project presentation to a panel, showcasing the project's goals, process, and outcomes.

5. Reflective Analysis

Submit a reflective analysis paper discussing the challenges faced, lessons learned, and personal growth throughout the capstone project.

6. Peer and Supervisor Evaluations

Receive feedback and evaluations from peers and the supervisor, providing insights into strengths and areas for improvement.

13.List of General Education Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	ENG-110	Functional English	Nil	3
2	ISL-101/ ETH-101	Islamic Studies / Ethics	Nil	2
3	MTH-110	Quantitative Reasoning-I	Nil	3
4	ENG-111	Expository Writing	Nil	3
5	PAK-103	Ideology and Constitution of Pakistan	Nil	2
6	STA-112	Quantitative Reasoning-II	Nil	3
7	CS-107	Application of Information and Communication Technologies	Nil	2
8	CS-107 L	Application of Information and Communication Technologies (Lab)	Nil	1
9	MGT-108	Entrepreneurship	Nil	2
10	CCE-497	Civic and Community Engagement	Nil	2
11	BFA-120	Photography	Nil	2
12	PHY-103	Applied Physics (Natural Sciences)	Nil	2
12	PHY-103L	Applied Physics (Lab) (Natural Sciences)	Nil	1
15	PAK-104	Pakistan Studies	Nil	3
16	MCM-104	AI in Media	Nil	2
17	MCM-105	Digital Content Creation	Nil	2
18	MCM-106	Language, Communication and Power	Nil	2

14.Outlines of General Education Courses

Functional English

Course Code: ENG-110

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course is designed to equip students with essential language skills for effective communication in diverse real-world scenarios. It focuses on developing proficiency in English language usage: word choices, grammar and sentence structure. In addition, the course will enable students to grasp nuanced messages and tailor their communication effectively through application of comprehension and communication aspects including professional writing, public speaking, and everyday conversation. Ensuring that students are equipped in both academic and professional spheres. An integral part of the course is fostering a deeper understanding of the impact of language on diverse audiences. Students will learn to communicate inclusively and display a strong commitment to cultural awareness in their language use. Additionally, the course will enable them to navigate the globalized world with ease and efficacy, making a positive impact in their functional interactions.

Learning Outcomes

- Apply enhanced English communication skills through effective use of word choices, grammar and sentence structure
- Comprehend a variety of literary non-literary written and spoken texts in English.
- Effectively express information, ideas and opinions in written and spoken English.
- Recognize inter-cultural variations in the use of English language and to effectively adapt their communication style and content based on diverse cultural and social contexts.

Course Outline

Unit 1. Introduction

Ice breaking Activities. Types and modes of Communication. Intrapersonal, Intra-personal and group Communication.

Unit 2. Rules for Structure of Sentences

Types of sentences on the basis of function (Declarative, Interrogative, Imperative, Exclamatory and structure (simple, compound, complex). Synthesis of sentences. Punctuation and Spellings. Vocabulary, lexical and functional categories.

Unit 3. Concept of Time and Tense: Present, Past, Future

Discussion: General topics and everyday conversation. Concept of Voice: active and passive voice. Functional use of Voice in different situations.

Unit 4. Direct and Indirect Reporting

Discussion regarding description of things persons, places, pictures, events etc. Salutation & Greeting, Introduction, asking and answering questions.

Unit 5. Practicing Everyday Conversation

Request and Permission, Agreement and Disagreement. Apologizing, Expressing likes and Dislikes, expressing opinion. Expressing approval, Disapproval.

Unit 6. Articulating Expression

Expressing appreciation, regret, and indifference. Expressing certainty, uncertainty, and obligation. Expressing suggestion, warning, Expressing possibility, impossibility & logical conclusion.

Unit 7. Art of Inviting

Accepting, declining invitation. Expressing & inquiring about preferences. Stating intentions and Making Plans. Giving directions. Instructing people how to do things.

Unit 8. Discussing Past and Present

Future prospects. Talking about the past.

Recommended Books/ Reference Material

1. Azar, B. S. (2003). *Fundamentals of english grammar*. Longman.
2. Beebe, S. A., Beebe, S. J., & Ivy, D. K. (2010). *Communication: principles for a lifetime* (p. 483). Boston, MA: Allyn & Bacon.
3. Eastwood, J. (1994). *Oxford guide to english grammar*. Oxford University Press.
4. Floyd, K., & Cardon, P. (2023). *Business and professional communication*. McGraw-Hill US Higher Ed USE.
5. Kortmann, B. (2020). *English linguistics: Essentials*. Springer Nature.
6. Langan, J. (2001). *College writing skills with readings*. New York.
7. Murphy, R. (2003). *English grammar in use*. Cambridge: Cambridge University Press.
8. Sharma, G. D. (2023). *A comprehensive resource book of functional English*. OEP, New Delhi.
9. Thomson, A. J., & Martinet, A. V. (2015). *A practical English grammar*. New York: Oxford University Press.
10. Wren, P. C., & Martin, H. (2000). *English grammar and composition*. New Delhi: S Chand & Company Ltd.

Islamic Studies

Course Code: ISL-101

Credit Hours: 02

Pre-Requisites: Nil

Objectives

Students will be able to demonstrate enhanced knowledge of Islamic Fundamentals, beliefs, practices, historical development, spiritual values and Ethical Principles. Describe Basic sources of Islamic Law and their application in daily life. Also, Identify and discuss contemporary issues being faced by the Muslim world Including Social Challenges, Gender Role and Interfaith dialogue.

Learning Outcomes

- Evaluate and discuss their understanding about the beliefs, history and Ethical values of Islam.
- Be able to apply and relate the Articles of faith in their life according to present world.
- Be able to analyze the importance of Quran and Sunnah in their life and also to refute many relating misconceptions
- Engage in Discussions and write about Contemporary issues specifically related to Women.

Course Outline

Unit 1. Introduction to Islam

Definition of Islam and its core Beliefs (Tawheed, Akhirat and Risalat), Pillars of Islam and their significance (Tawheed, Prayers, Fasting, Zakat & Hajj), The Holy Quran (Introduction, Revelation & Compilation), Sunnah & Hadith (Introduction, Revelation & Compilation)

Unit 2. Seerah of the Holy Prophet PBUH

Life of Prophet pbuh in Makkah, Life of Holy Prophet pbuh in Medina, Diverse roles of Holy Prophet pbuh (individual, leader, peacemaker, educator etc)

Unit 3. Islamic History and Civilization

World before Islam, The Rashidun Caliphate and its expansion, Contributions of Muslim Scientists and Philosophers.

Unit 4. Islamic Jurisprudence

Fundamental sources of Islamic Jurisprudence, Major Schools of Islamic Jurisprudence, Significance & principle of Ijtihad

Unit 5. Family and Society in Islam

Status and Rights of Women in Islam, Marriage, Family & Gender roles in Muslim Society, Family values and Structure in Muslim Society

Unit 6. Islam and Modern world

Relevance of Islam in Modern World. (Islamophobia, Interfaith dialogue & Multiculturalism), Islamic viewpoint towards socio-cultural and technological changes.

Recommended Books/Reference Material

1. Ahmed, A. (1996). *Women and social justice: An Islamic paradigm*. The Islamic Foundation UK.
2. Ahmed, K. (1971). *Islami nazria e hayat*. Karachi University Press.
3. Ahmed, K. (1980). *Islam, its meaning and message*. The Islamic Foundation UK.
4. Al-Mubarikpuri, M. S. (2002). *Al Raheeq ul Makhtoom (The sealed nectar)*. Dar ul Salam.
5. Al-Suhaym, M. B. A. (2006). *Islam, its foundation and concepts*. Darussalam.
6. Renard, J. (n.d.). *An introduction to islamic theology*.
7. Bokhari, A. S., Zafar, M. D., & Shakir, A. S. (2021). *A textbook of Islamic education*. Akram Printing Press, Lahore.
8. Hussain, M. (n.d.). *The five pillars of Islam: A framework for Islamic values and character building*. Kube Publishing, The Islamic Foundation UK.
9. Maududi, A. A. (2008). *Islamic civilization: Foundations, beliefs and principles*. Kube Publishing, Islamic Foundation UK.
10. Maududi, A. A. (2007). *Towards understanding Islam*. The Islamic Foundation UK.
11. Phillip, A. A. B. (2018). *Islamic studies*. International Islamic Publishing House.
12. Chaudary, M. N., & Malik, M. A. (2022). *Tafheem e Islamiyat*. Qureshi Brothers Publishers, Lahore.

Ethics (in lieu of Islamic Studies)

Course Code: ETH-101

Course Title: Ethics

Credit Hours: 2

Pre-Requisite: Nil

Objectives

Upon successful completion of the course, students will be able to know the basics of Ethics & Morality and develop Ethical approach, Identify the concept of Ethics in Different Religions & Relate the ethical values with their lives business ethics, journalism ethics etc.

Learning Outcomes

- Students will be able to demonstrate their understanding about the meaning of Ethics and Morality.
- Analyze the Similarities and Differences between ethical teachings of various religions.
- Develop sense of belongingness to the ethical values as a student, being member of the society etc.

Course Outline

- Unit 1.** **Meaning and Scope of Ethics**
Meaning and Definition of Ethics and Morality, Difference between Ethics and Morality, Relation of Ethics with: Religion, Science, Law.
- Unit 2.** **Historical development of Morality**
Instinctive Moral Life, Customary Morality, Reflective. Morality.
- Unit 3.** **Moral Theories, Moral Ethics and Society**
Hedonism (Mill), Intuitionism (Butler), Kant's Moral Theory, Freedom and Responsibility, Tolerance, Justice, Punishment.
- Unit 4.** **Moral Teaching of Major Religions**
Judaism, Christianity, Islam, Islam and Minorities.
- Unit 5.** **Professional Ethics**
Medical Ethics, Ethics of Student, Ethics of Teacher, Business Ethics.

Recommended Books/ Reference Material

1. Shafer-Landau, R. (2020). *The fundamentals of ethics*.
2. Blackburn, S. (2021). *Ethics: A very short introduction*.
3. Liautaud, S., & Sweetingham, L. (2022). *The power of ethics: How to make good choices in a complicated world*.
4. Cahn, S. M., & Markie, P. (2019). *Ethics: History, theory, and contemporary issues*.

Quantitative Reasoning-I

Course Code: MTH-112

Pre-requisite: Nil

Credit Hours: 03

Objectives

Quantitative Reasoning-I is an introductory-level undergraduate course that focuses on the fundamentals related to the quantitative concepts and analysis. The course is designed to familiarize students with the basic concepts of mathematics to develop students' abilities to analyze and interpret quantitative information. Through a combination of theoretical concepts and practical exercises, this course will also enable students cultivate their quantitative literacy and problem-solving skills while effectively expanding their academic horizon and breadth of knowledge of their specific major / field of study.

Learning Outcomes

By the end of this course

- The students shall have fundamental numerical literacy to enable them work with numbers, understand their meaning and present data accurately.
- Understanding of fundamental mathematical concepts. Basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts, and equations etc.

Course Outline

Unit1. Numerical Literacy

Number system and basic arithmetic operations. Units and their conversions, dimensions, area, perimeter and volume. Rates, ratios, proportions and percentages. Types and sources of data; Measurement scales. Tabular and graphical presentation of data. Quantitative reasoning exercises using number knowledge.

Unit 2. Fundamental Mathematical Concepts

Basics of geometry (lines, angles, circles, polygons etc. Relations, functions, and their graphs. Exponents, factoring and simplifying algebraic expressions. Algebraic and graphical solutions of linear and quadratic equations and inequalities. Quantitative reasoning exercises using fundamental mathematical concepts.

Unit 3. Mathematical Modeling and Analyses

Introduction to deterministic models. Use of linear functions for modeling in real-world situations. Modeling with the system of linear equations and their solutions. Elementary introduction to derivatives in mathematical modeling. Linear and exponential growth and decay models. Quantitative reasoning exercises using mathematical modeling.

Unit 4. Introduction to Logic

Introduction and importance of logic. Inductive, deductive and abductive approaches of reasoning. Propositions, arguments (valid, invalid), logical connectives.

Unit 5. Truth Tables and Logical Reasoning Concepts

Truth tables and propositional equivalences. Logical fallacies. Venn Diagrams. Predicates and quantifiers. Quantitative reasoning exercises using logical reasoning concepts and techniques.

Recommended Books/Reference Books

1. Bennett, J., & Briggs, W.L and Badalamenti. A. (2019). *Using and understanding mathematics: A quantitative reasoning approach*. Pearson.
2. Mesquita, E., B., and Fowler, A. (2021). *Thinking clearly with data: A guide to quantitative reasoning and analysis*. Princeton University Press.
3. Rosen, K. H. (2007). *Discrete mathematics and its applications*. The McGraw Hill Companies.
4. Schröder, B. (2010). *Fundamentals of mathematics*. Wiley.
5. Zaslów, E. (2020). *Quantitative reasoning: Thinking in Numbers*. Cambridge University Press.

Expository Writing

Course Code: ENG-111

Credit Hours: 03

Pre-requisite: Nil

Objectives

Expository Writing is a sequential undergraduate course aimed at refining writing skills in various contexts. Building upon the foundation building pre-requisite course, Functional English, this course will enhance students' basic skills of producing clear, concise and coherent written texts in English. The course will also enable students to dissect intricate ideas, to amalgamate information and to express their views and opinions through well-organized essays. The students will further be able to refine their analytical skills to substantiate their viewpoints using credible sources while adhering to established ethical writing norms. Additionally, the course will highlight the significance of critical thinking enabling students to produce original and engaging written texts.

Learning Outcomes

- Understand the essentials of the writing process integrating pre-working, drafting, editing and proofreading to produce well-structured essays.
- Uphold ethical practices to maintain originality in expository writing.

Course Outline

Unit 1. Introduction to Expository Writing

Understanding expository writing (definition, types, purpose and applications). Characteristics of effective expository writing (clarity, coherence and organization). Introduction to paragraph writing.

Unit 2. The Writing Process

Pre-writing techniques (brainstorming, free-writing, mind-mapping, listing, questioning and outlining etc.). Drafting (three stage process of drafting techniques). Revising and editing (ensuring correct grammar, Clarity, coherence, conciseness etc.). Proofreading (fine-tuning of the draft). Peer review and feedback (providing and receiving critique).

Unit 3. Essay Organization and Structure

Introduction and hook (engaging readers and introducing the topic). Thesis statement (crafting a clear and focused central idea). Body Paragraphs (topic sentences, supporting evidence and transitional devices). Conclusion (types of concluding paragraphs and leaving an impact). Ensuring cohesion and coherence (creating seamless connections between paragraphs)

Unit 4. Types of Expository Writing

Description, Illustration, Classification. Cause and effect. Exploring causal relationships and outcomes. Process analysis, explaining step-by-step procedures. Comparative analysis, analyzing similarities and differences.

Unit 5. Writing for Specific Purposes and Audiences

Different types of purposes (to inform, to analyze, to persuade, to entertain etc.). Writing for academic audiences (formality, objectivity, and academic conventions). Writing for public audiences (engaging, informative and persuasive language). Different tones and styles for specific purposes and audiences.

Unit 6. Ethical Considerations

Ensuring original writing (finding credible sources, evaluating information etc.). Proper citation and referencing (APA, MLA, or other citation styles) Integrating quotes and evidences (quoting, paraphrasing, and summarizing) Avoiding plagiarism (ethical considerations and best practices)

Recommended Books/ Reference Material

1. Axelrod, R. B., & Cooper, C. R. (2010). *The St. Martin's guide to writing*. Macmillan.
2. Faigley, L., Selzer, J., Enoch, J., & Wible, S. (2009). *Good reasons with contemporary arguments*. Pearson Longman.
3. Floyd, K., & Cardon, P. (2023). *Business and professional communication*. McGraw-Hill US Higher Ed USE.
4. Graff, G., Birkenstein, C., & Maxwell, C. (2014). *They say, I say: The moves that matter in academic writing*. Gildan Media Corp Book Publisher.
5. Johnson-Sheehan, R., Paine, C., & Paine, C. (2010). *Writing today*. Pearson Education India.
6. Keizer, E. (2015). *A functional discourse grammar for English*. Oxford University Press.
7. Rosenwasser, D., & Stephen, J. (2011). *Writing analytically*. Cengage Learning Press.
8. Straaijer, R. (2018). *Modern English usage from Britain to America: Bryan Garner follows Henry Fowler from A dictionary of modern American English usage to Garner's modern English usage*. English Today, 34(4), 39-47.
9. Williams, J. M., & Bizup, J. (2022). *Lessons in clarity and grace*. Pearson.

Ideology and Constitution of Pakistan

Course Code: PAK-103

Credit Hours: 02

Pre-requisite: Nil

Objectives

This course is designed to provide students with a fundamental exploration of the ideology and the constitution of Pakistan. The course focuses on the underlying principles, beliefs, and aspirations that have been instrumental in shaping the creation and development of Pakistan as a sovereign state. Moreover, the course will enable students to understand the core provisions of the Constitution of the Islamic Republic of Pakistan concerning the fundamental rights and responsibilities of Pakistan citizens to enable them function in a socially responsible manner.

Learning Outcomes

- Demonstrate enhanced knowledge of the basis of the ideology of Pakistan with special reference to the contributions of the founding fathers of Pakistan.
- Demonstrate fundamental knowledge about the Constitution of Pakistan 1973 and its evolution with special reference to state structure.
- Explain about the guiding principles on rights and responsibilities of Pakistani citizens are enshrined in the Constitution of Pakistan 1973.

Course Outline

Unit 1. Introduction to the Ideology of Pakistan

Definition and significance of ideology. Historical context of the creation of Pakistan (with emphasis on socio-political. Religious and cultural dynamics of British India between 1857 till 1947). Contributions of founding fathers of Pakistan in the freedom movement including but not limited to Allama Muhammad Iqbal, Muhammad Ali Jinnah etc. Contributions of women and students in the freedom movement or separate homeland.

Unit 2. Two-Nation Theory

Evolution of the Two-Nation Theory (Urdu-Hindi controversy. Partition of Bengal. Simla Deputation 1906, Allama Iqbal Presidential Address 1930, Congress Ministries 1937 Lahore Resolution 1940). Role of communalism and religious differences.

Unit 3. Introduction to the Constitution of Pakistan

Definition and importance of a constitution. Ideological factors that shaped the Constitution(s) of Pakistan. Overview of constitutional developments in Pakistan.

Unit 4. Constitution and State Structure

Structure of government (executive, legislature, and judiciary). Distribution of powers between federal and provincial governments. Eighteenth Amendment and its impact of federalism.

- Unit 5. Fundamental Rights, Principles of Policy and Responsibilities**
 Overview of fundamental rights guaranteed to citizens by the Constitution of Pakistan 1973 (Articles R-28). Overview of Principles of Policy (Articles 29-40). Responsibilities of the Pakistani citizen.
- Unit 6. Constitutional Amendments**
 Procedures for amending the Constitution. Notable constitutional amendments and their implications.

Recommended Books/Reference Material

1. Ahmed, A. S. (1997). *Jinnah, Pakistan and Islamic identity: The search for Saladin*. Routledge.
2. Aziz, K. K. (2002). *The making of pakistan: A study of nationalism*. Sang-e-Meel Publishers.
3. Choudhury, G. W. (1969). *Constitution making in Pakistan: The dynamics of political*. Columbia: University of British.
4. Cohen, S. P. (2004). *The idea of Pakistan*. Washington: Brookings Institution Press.
5. Hussain, M. (2020). *The parliament of Pakistan*. London: Oxford University Press.
6. Iqbal, J. (2005). *Ideology of Pakistan*. Sang-e-Meel.
7. Jalal, A. (2014). *The struggle for Pakistan: A muslim homeland and global politics*. Belknap Press: An Imprint of Harvard University Press.
8. Khan, H. (2020). *Constitutional and political development of Pakistan*. London: Oxford University Press.
9. Mahmood, S. (2003). *Pakistan: political roots and development*. Sterling: University of Michigan.
10. Mujahid, S. U. (2001). *Ideology of Pakistan*. Progressive Publishers.
11. Qureshi, I. H. (1965). *The struggle for Pakistan*. Karachi: University of Karachi Press.
12. Sayeed, K. B. (1960). *Pakistan: The formative phase*. London: Oxford University Press.
13. Talbot, I. (2015). *Pakistan: A new history*. London: Oxford University Press.
14. *The Constitution of Pakistan 1973*. Original text. Retrieved from website: National Assembly: https://na.gov.pk/uploads/documents/1333523681_951.pdf
15. Ziring, L. (2000). *Pakistan in the twentieth century: A political history*. London: Oxford University Press.

Quantitative Reasoning-II

Course Code: MTH-113

Credit Hours: 03

Pre-requisite: Nil

Objectives

The main purpose of the course is to enable students to understand the significance of statistics in the real world, particularly in the field of other sciences. The course focuses on the methods of collection presentation and analysis of data using measures of central tendency and measures of dispersion. The course also focuses on basic principles of probability and distributions, regression and correlation analysis, estimation and testing of hypothesis. It will prepare students to apply the quantitative reasoning skills in solving quantitative problems which they will experience in their practical lives.

Learning Outcomes

- Student will understand the basic statistical concepts and have basic ability to interpret data presented in various formats including but not limited to tables, graphs, charts and equation etc.
- Understand basic quantitative modeling and analyses.
- Ability to critically evaluate quantitative information to make evidence based decision through appropriate statistical tools.

Course Outline

Unit 1. Introduction of Statistic and Data Condensation

Types and sources of data. Measurement scales. Population and sample. Tabular and graphical presentation of data. Quantitative reasoning exercises using fundamental statistical concepts.

Unit 2. Measure of Central Tendency and Dispersion

Measure of central tendency. Measure of dispersion. Data interpretation. Quantitative reasoning exercises using statistical concepts.

Unit 3. Probability and Probability Distributions

Basic probability theory. Rules of counting (multiplicative, permutation, combinations). Introduction to random variables and their probability distributions. Quantitative reasoning exercises using probability theories and distribution concepts.

Unit 4. Regression and Correlation Analysis

Introduction to probabilistic models. Bivariate analysis. Scatter plots. Simple linear regression model. Correlation analysis. Quantitative reasoning exercises using statistical modelling.

Unit 5. Estimation and Testing of Hypothesis

Basics of estimation and confidence interval. Testing of Hypothesis (z-test; t-test). Statistical inference in decision making. Quantitative reasoning exercises using estimation and Statistical inference concepts and techniques.

Recommended Books/Reference Material

1. Chaudhry S. M., & Kamal. S. (2018). *Introduction to statistical theory part I*. Lahore, Pakistan: Ilmi Kitab Khana.
2. Chaudhry S.M., & Kamal. S. (2018). *Introduction to statistical theory part II*. Lahore, Pakistan: Ilmi Kitab Khana.
3. Hogg, R., Mckean, J., & Craig, A. (2021). *Introduction to mathematical statistics*, (8th ed.). Boston: Pearson Education.
4. Mendenhall, W., Beaver, R. J., & Beaver, B. M. (2012). *Introduction to probability and statistics*. Cengage Learning.
5. Mood, A.M., Graybill, F.A., & Boes, D.C. (1974). *Introduction to the theory of statistics*, (3rd ed.). New York: McGraw Hill.
6. Moore, D. S., McCabe, G.P., & Craig, B. A. (2021). *Introduction to the practice of statistics*, (10th ed.). New York: WH Freeman.
7. Walpole, R. E. (2002). *Introduction to statistics*, (7th ed.). New York: Macmillan publishing company.
8. Walpole, R.E., Myers, R.H., & Myers, S.L. (1998). *Probability and statistics for engineers and scientist*, (6th ed.). New York: Prentice Hall.

Application of Information and Communication Technologies

Course Code: CS-107

Credit Hours: 2

Pre-requisite: Nil

Objectives

This course provides a very broad range of topics and prepares the students for various DOMAINS in computing that they will face in upcoming semesters. This course is very comprehensive as it provides every student a set of productivity tools that they will be able to use for the rest of their lives. It provides knowledge and skills for use of computing and communication technologies to solve real life problems. This is an introductory course about Information and Communication Technologies that includes ICT terminologies, hardware and software components, the internet and World Wide Web, and ICT based applications.

Learning Outcomes

- **Define** various types and components of computer including input/output devices, memory, and storage media.
- **Describe** different types of software from operating systems to system utilities and productivity apps.
- **Describe** the basic concepts of computer networks, database management and computer security from a user point of view, components of a computer including input/output devices, memory, and storage media.

Course Outline

Unit 1. Technology

Types of Computers, Mobile & Game Devices, Data and Information, The Web, Web Searching, Online Social Networks, Internet Communications. Digital Security and Privacy, Viruses and Other Malware, Privacy, Health Concerns, Environmental Issues, Programs and Apps, Operating Systems, Applications, Installing and Running Programs, Developing Programs and Apps, Communications and Networks, Wired and Wireless Communications, Networks, Technology Uses, Government, Finance, Retail, Entertainment, Health Care, Science, Travel, Publishing, Manufacturing, Technology Users.

Unit 2. Online Web

The Internet, Websites and Media, The Internet, Evolution of the Internet, connecting to the Internet, Internet Service Providers, How Data Travels the Internet, IP & MAC Addresses and Domain Names, The World Wide Web, Navigating the Web, Web Addresses, Web Apps and Mobile Apps. Types of Websites, Digital Media on the Web, Graphics, Audio, Video, Plug-Ins, Other Internet Services, Email, Email Lists, Internet Messaging, Chat Rooms, Online Discussions, VoIP, FTP, Netiquette.

Unit 3. Evaluating Computers and Mobile Devices

Mobile Computers and Desktops, Laptops, Tab and Other Mobile Computers, Handheld Computers, Desktops and All-in-Ones, Servers, Terminals, Point-of-Sale Terminals, Wearable Devices, Game Devices, Embedded Computers, Inside the Case, The Motherboard, Processors, The Control Unit, The Arithmetic Logic Unit, Machine Cycle, Registers, The System Clock, Personal Computer and Mobile Device Processors, Processor Cooling, The Internet of Things, Cloud Computing, Cloud Computing Services. Memory, Bytes and Addressable Memory, Types of Memory, RAM, Cache, ROM, Flash Memory, CMOS, Memory Access Times, Adapters, Adapter Cards, USB Adapters, Buses, Bus Width, Types of Buses, Power Supply and Batteries, Data Representation & Number System.

Unit 4. Programs and Apps

Role of the Operating System, Obtaining Software, Installing Software, Categories of Programs and Apps, Multimedia and Interest Applications, Communications Applications, File, Disk, and System Management Tools.

Unit 5. Digital Security Ethics, and Privacy: Threats, Issues, and Defenses

Digital Security Risks, Cybercrime, Internet and Network Attacks Malware, Botnets, Encryption, Digital Signatures and Certificates, Hardware Theft, Vandalism, and Failure, Backing Up — The Ultimate Safeguard, Wireless Security, Ethics and Society, information Accuracy, Intellectual Property Rights, Codes of Conduct, Cookies, Phishing, Spyware and Adware, Social Engineering, Privacy Laws, Employee Monitoring, Content Filtering, What is data base and data base management system, Evolution of database management, Data Concepts and Characteristics, Data Organization. Operating Systems, Operating System Functions, Starting Computers and Mobile Devices, Shutting Down Computers and Mobile Devices, providing a User Interface, Managing Programs, Managing Memory.

Recommended Books/Reference Material

1. Campbell, J. T., Freund, S. M., Frydenberg, M., Last, M. Z., & Pratt, P. J. (2016). *Shelly cashman series discovering computers and Microsoft Office 365 and Office 2016: A fundamental combined approach*. Cengage Learning.
2. Hafez, K., Skinner, A., & Grüne, A. (2022). *Foundations of global communication: A conceptual handbook*. Routledge.
3. Hawkrigde, D. (2022). *New information technology in education*. Taylor & Francis.
4. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2016). *Managing and using information systems: A strategic approach*. John Wiley & Sons.
5. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2024). *Managing and using information systems: A strategic approach*. John Wiley & Sons.

Application of Information and Communication Technologies (Lab)

Course Code: CS-107L

Credit Hours: 1

Pre-requisite: Nil

Objectives

This course provides a very broad range of topics and prepares the students for various DOMAINS in computing that they will face in upcoming semesters. This course is very comprehensive as it provides every student a set of productivity tools that they will be able to use for the rest of their lives. It provides knowledge and skills for use of computing and communication technologies to solve real life problems. This is an introductory course about Information and Communication Technologies that includes ICT terminologies, hardware and software components, the internet and World Wide Web, and ICT based applications.

Learning Outcomes

- **Define** various types and components of computer including input/output devices, memory, and storage media.
- **Describe** different types of software from operating systems to system utilities and productivity apps.
- **Describe** the basic concepts of computer networks, database management and computer security from a user point of view, components of a computer including input/output devices, memory, and storage media.

Course Outline

Unit 1. Technology

Introduction to the lab equipment and SOPs of the labs. Introduction to computer hardware and system information. Introduction to the Web, Web Searching, Online Social Networks, Internet Communications. Digital Security and Privacy, Viruses and Other Malware, Privacy.

Unit 2. Online Web

IP & MAC Addresses and Domain Names. The World Wide Web, Navigating the Web, Web Addresses, Web Apps and Mobile Apps. Types of Websites, Digital Media on the Web, Graphics, Audio, Video, Plug-Ins, Other Internet Services, Email, Email Lists, Internet Messaging, Chat Rooms, Online Discussions, VoIP, FTP, Netiquette.

Unit 3. Evaluating Computers and Mobile Devices

Inside world: The Motherboard, Processors, The Control Unit, The Arithmetic Logic Unit, Machine Cycle, Registers, The System Clock, Personal Computer and Mobile Device Processors, Processor Cooling, The Internet of Things, Cloud Computing, Cloud Computing Services. Memory, Bytes and Addressable Memory, Types of Memory, RAM, Cache, ROM, Flash Memory, CMOS, Memory Access Times, Adapters, Adapter Cards, USB Adapters, Buses, Bus Width, Types of Buses, Power Supply and Batteries, Data Representation & Number System.

Unit 4. Programs and Apps

File, Disk, and System Management Tools. MS office

Unit 5. Digital Security Ethics, and Privacy: Threats, Issues, and Defenses

Digital Security Risks, Cybercrime, Internet and Network Attacks Malware, Botnets, Encryption, Digital Signatures and Certificates, Hardware Theft, Vandalism, and Failure. Backing Up — The Ultimate Safeguard, Wireless Security, Ethics and Society, information Accuracy, Intellectual Property Rights, Codes of Conduct, Cookies, Phishing, Spyware and Adware, Social Engineering, Privacy Laws, Employee Monitoring, Content Filtering. What is data base and data base management system, Evolution of database management, Data Concepts and Characteristics, Data Organization. Operating Systems, Operating System Functions, Starting Computers and Mobile Devices, Shutting Down Computers and Mobile Devices, providing a User Interface, Managing Programs, Managing Memory.

Recommended Books/Reference Material:

1. Campbell, J. T., Freund, S. M., Frydenberg, M., Last, M. Z., & Pratt, P. J. (2016). *Shelly cashman series discovering computers and Microsoft Office 365 and Office 2016: A fundamental combined approach*. Cengage Learning.
2. Hafez, K., Skinner, A., & Grüne, A. (2022). *Foundations of global communication: A conceptual handbook*. Routledge.
3. Hawkrigde, D. (2022). *New information technology in education*. Taylor & Francis.
4. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2016). *Managing and using information systems: A strategic approach*. John Wiley & Sons.
5. Pearlson, K. E., Saunders, C. S., & Galletta, D. F. (2024). *Managing and using information systems: A strategic approach*. John Wiley & Sons.

Entrepreneurship

General Education

Course Code: MGT-108

Credit Hours: 02

Pre-requisite: Nil

Description

This course is designed to promote entrepreneurial spirit and outlook among students, encouraging them to think critically, identify opportunities, and transform their ideas into successful ventures. It aims at imparting them with the requisite knowledge, skills, abilities, enabling them to seize the identified opportunities for initiating ventures and successfully navigating the challenges that come with starting a business and managing it. The course covers topics relevant to entrepreneurship including setting up and initiation of business, market research, opportunity identification, business planning, financial literacy for managing finances and securing funding, marketing and sales, team building and innovation.

Learning Outcomes

By the end of this course, students shall have:

- Knowledge of fundamental entrepreneurial concepts, skills and process.
- Understanding on different personal, social and financial aspects associated with entrepreneurial activities.
- Basic understanding of regulatory requirements to set up an enterprise in Pakistan, with special emphasis on export businesses;
- Ability to apply knowledge, skills and competencies acquired in the course to develop a feasible business plan.

Course Outline

Unit 1. Introduction to Entrepreneurship:

Definition and concept of entrepreneurship. Why to become an entrepreneur? Entrepreneurial process. Role of entrepreneurship in economic development.

Unit 2. Entrepreneurial Skills:

Characteristics and qualities of successful entrepreneurs (including stories of successes and failures). Areas of essential entrepreneurial skill and ability such as creative and critical thinking, innovation and risk taking abilities etc.

Unit 3. Opportunity Recognition and Idea Generation:

Opportunity identification, evaluation and exploitation. Innovative idea generation techniques for entrepreneurial ventures.

Unit 4. Marketing and Sales

Target market identification and segmentation. Four P's of Marketing. Developing a marketing strategy. Branding.

Unit 5. Financial Literacy:

Basic concepts of income, savings and investments. Basic concepts of assets, liabilities and equity. Basic concepts of revenue and expenses. Overview of cash-flows. Overview of banking products including Islamic modes of financing. Sources of funding for startups (angel financing, debt financing, equity financing etc.).

Unit 6. Team Building for Startups:

Characteristics and features of effective teams. Team building and effective leadership for startups.

Unit 7. Regulatory Requirements to Establish Enterprises in Pakistan:

Types of enterprises (e.g., sole proprietorship; partnership; private limited companies etc.). Intellectual property rights and protection. Regulatory requirements to register an enterprise in Pakistan, with special emphasis on export firms. Taxation and financial reporting obligation.

Suggested Practical Activities (Optional)

As part of the overall learning requirements, students shall be tasked with creating and presenting a comprehensive business plan at the end of the course for a hypothetical or real business idea. This practical exercise shall allow them to apply the knowledge, skills and competencies acquired in the course to develop a feasible business plan.

Recommended Books/ Reference Material

1. "Entrepreneurship: Successfully Launching New Ventures" by Bruce R. Barringer and R. Duane Ireland.
2. "Entrepreneurship: Theory, Process, and Practice" by Donald F. Kuratko.
3. "New Venture Creation: Entrepreneurship for the 21st Century" by Jeffrey A. Timmons, Stephen Spinelli Jr., and Rob Adams.
4. "Entrepreneurship: A Real-World Approach" by Rhonda Abrams.
5. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
6. "Effectual Entrepreneurship" by Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank, and Anne-Valérie Ohlsson.

Civic and Community Engagement

Course Code: CCE-497

Credit Hours: 02

Pre-requisite: Nil

Objectives

This course is designed to provide students with fundamental knowledge about civics, citizenship and community engagement. In this course the students will learn about the essential of civil society, government, civic responsibilities, inclusivity and effective ways to participate in shaping the society which will help them apply the theoretical knowledge to the real-world situation to make a positive impact on their communities.

Learning Outcomes

By the end of this course, student will be able to:

- Demonstrate fundamental understanding of civics, government, citizenship and civil society.
- Understand the concept of community and recognize the significance of community engagement for individuals and groups.
- Recognize the importance of diversity and inclusivity for societal harmony and peaceful co-existence.

Course Outline

Unit 1. Civics and Citizenship

Concepts of civics, citizenship, and civic engagement. Foundations of modern society and citizenship. Types of citizenship: active, participatory, digital etc.

Unit 2. State, Government and Civil Society

Structure and function of government in Pakistan. The relationship between democracy and civil society. Right to vote and importance of political participation and representation.

Unit 3. Rights and Responsibilities

Overview of fundamental rights and liberties of citizens under constitution of Pakistan 1973. Civic responsibilities and duties. Ethical consideration in civic engagement (accountability, non-violence, peaceful dialogue, civility etc.).

Unit 4. Community Engagement

Concept, nature and characteristics of community. Community development and social cohesion. Approaches to effective community engagement. Case studies of successful community driven initiatives.

Unit 5. Advocacy and Activism

Public discourse and public opinion. Role of advocacy in addressing social issues. Social action movements.

Unit 6. Digital Citizenship and Technology

The use of digital platform for civic engagement. Cyber ethics and responsible use of social media. Digital divides and disparities (access, usage, socio-economic, geographic etc.) and their impact on citizenship.

Unit 7. Diversity, Inclusion and Social Justice

Understanding diversity in society (ethnic, cultural, economic, political etc.). Youth, women and minorities engagement in social development. Addressing social inequalities and injustices in Pakistan. Promoting inclusive citizenship and equal rights for social harmony and peaceful co-existence.

Suggested Practical Activities (Optional)

Apart of the overall learning requirements, the course may have one or a combination of the following practical activities

1. **Community Storytelling:** Students can collect and share stories from community members. This could be done through oral histories, interviews or multimedia presentations that captured the lived experiences and perspectives of diverse individuals.
2. **Community Event Planning:** Student can organize a community event or workshop that addresses a specific issue or foster community interaction. This could be a health fair, environmental cleanup, cultural festival or educational workshop
3. **Service Learning:** Student can collaborate with a local nonprofit organization or community group. They can actively contribute by volunteering their time, and skills to address a particular community need, such as tutoring, mentoring or supporting vulnerable population.
4. **Cultural Exchange Activities:** Student can organize a cultural exchange event that celebrates the diversity within the community. This could include food tastings, performances and presentations that promote cross cultural understanding.

Recommended Books/Reference Material

1. Džankić, J., & Vink, M. P. (2022). *Citizenship and migration*.
2. Kymlicka, W., & Norman, W. (2010). *Citizenship in diverse societies*. University Press, United Kingdom.
3. Mackert, J., & Turner, B. S. (2017). *The transformation of citizenship: Boundaries of inclusion and exclusion*.
4. Mattson, K. (2017). *Digital citizenship in action: Empowering students to engage in online communities*. International Society for Technology in Education, United Kingdom.
5. McGraw-Hill Education. (2009). *Civics today: citizenship, economics, and you*. Student Edition. United States.
6. Weinstock, D. (2017). *Citizenship and cultural diversity*. In *the Oxford handbook of citizenship*.
7. Youniss, J., & Levine, J. (2009). *Engaging young people in civic life*. Vanderbilt University Press, Ukraine.

Photography

BS-Fine Arts

Code: BFA-120

Credit Hours: 2

Pre-requisite: Nil

Objectives

This course will help students to understand camera functionality and technical settings for creative control. Master the principles of light and its role in photography. Develop compositional skills to create visually compelling images. Learn basic post-processing techniques to enhance photographs. Build a foundation for continued growth in photography.

Learning Outcomes

- Students will understand the basics of light and how their eyes perceive light effects.
- Students will capture what they envision through technical camera control.
- Students will master essential camera features and functions.
- Students will produce a beginning portfolio demonstrating technical and creative skills.
- Students will develop basic editing skills to enhance their photographs.

Course Outline

Unit 1. Know Your Camera (6 hours)

Camera Types and Basic Functions. DSLR vs Mirrorless vs Smartphone. Understanding your specific camera model. Essential accessories and equipment. **Exposure Triangle.** Aperture: controlling depth of field (hands-on exercises). Shutter Speed: freezing vs blurring motion (hands-on exercises). ISO: managing sensitivity and noise (hands-on exercises). Exposure compensation and metering modes. **Focus and White Balance.** Auto vs. manual focus techniques. Focus modes and focusing points. Understanding white balance and color temperature. Common camera issues and troubleshooting.

Unit 2. Composition (6 hours)

Core Compositional Principles. Rule of thirds and grid systems. Leading lines and visual flow. Framing and perspective. Symmetry vs. Asymmetry. **Subject and Background.** Depth of field for landscape photography. Filling the frame effectively. Subject isolation techniques. Background considerations and management. **Advanced Composition.** Breaking the rules purposefully. Using negative space. Creating visual balance. Composition exercises across different genres.

Unit 3. Directions Of Light (4 hours)

Fundamental Light Directions. Front lighting: characteristics and applications (studio exercises). Side lighting: creating dimension (studio exercises). Top and bottom lighting: mood and drama (studio exercises). Back lighting: silhouettes and rim lighting (studio exercises). **Creative Applications.** Bulb photography and long exposures. Mixed lighting direction techniques. Problem-solving challenging lighting directions. **Digital Workflow Basics.** File formats and management. Organizing and backing up images. Software options (free and paid).

Unit 4. The Quality of Light (4 hours)

Artificial Light Sources. Tungsten lighting characteristics and challenges. Fluorescent lighting techniques. Flash and strobe basics. LED and continuous lighting options. **Natural Light Qualities.** Hard vs. soft light. Diffused light techniques. Reflected light applications. Light modifiers for natural light. Introduce AI image generators (Midjourney, DALL-E) as conceptual tools for photography planning. Assign projects that combine AI-generated concepts with original photography. **Essential Adjustments.** Exposure, contrast, and brightness. Color correction and white balance. Cropping and straightening. Basic retouching techniques.

Unit 5. Creative Applications of Light (4 hours)

Outdoor Lighting Scenario. Golden hour photography (morning/evening light. Handling harsh midday sun. Overcast and cloudy day techniques. Night and low-light photography basics. **Genre-Specific Lighting.** Portrait lighting fundamentals. Landscape lighting considerations. Street photography lighting challenges. Action and movement photography. **Creative Editing.** Black and white conversions. Vignettes and borders. Export settings for different uses. Before and after analysis.

Recommended Books/Reference Material

1. Parashar, L. G. Exploring The World Through The Lens: A Journey Into Photography. *Worldwide International Inter Disciplinary Research*, 10.
2. Ross, E. S. (2023). *Insects Close Up: A Pictorial Guide for the Photographer and Collector Featuring 125 Photographs and Drawings*. Univ of California Press.
3. Safori, A., and Ananbey, A. (2023). The Photo Manipulation from the Perspective of Photographers: Study from Jordan. *Mutah Journal of Humanities and Social Sciences (MJHSS)*, 38(2).
4. Shaw, M. (2023). *The Beginner's Guide to Astrophotography: How to Capture the Cosmos with Any Camera*. Bruce Birnbaum.
5. Stillman, W. (2023). *The Amateur's Photographic Guide Book*. BoD–Books on Demand.

Applied Physics

Course Code: PHY-103

Credit Hours: 02

Pre-requisite: Nil

Objectives

The main objective of the course is to provide basic information about Mechanics, Electricity, Magnetism, Electromagnetism, Waves and oscillations, optics, Electronics to the technology students. The course gives the students a sound knowledge of Physics with its applications to problems of practical nature

Learning Outcomes

- Understanding basic concepts of units, vectors, and scalars, along with measurements and uncertainties.
- Application of Newton's laws of motion, work, kinetic energy, and gravitation in various scenarios.
- Exploring electricity concepts, including conductors, insulators, electrostatic force, capacitors, dielectrics, and DC circuits.
- Study of magnetism, covering magnetic fields, force, energy, inductors, and magnetic materials. Additionally, an introduction to semiconductors, including energy levels, hole concept, and PNP/NPN junction transistors and LEDs.

Course Outline

Unit 1. Physics Fundamentals

Basic concept of units, vectors and scalars, measurements and uncertainties, Addition of vectors by graphical and component method. Multiplication of vectors, vectors in three dimensions.

Unit 2. Newton's Laws and Relativity

Newton's laws of motion and their applications, Work and Kinetic Energy, Gravitation, Circular motion, projectile motion, orbits of planets, linear and angular momenta, basic concepts of general and special theory of relativity.

Unit 3. Electricity

Conductors and Insulators, Electrostatic Force, Capacitors and Dielectrics, Capacitance, Energy store in capacitor (Capacitor as memory device), DC Circuits, Measuring V, I, R, RC Circuits.

Unit 4. Magnetism

Magnetic Fields, Magnetic Force, Magnetic Field, Magnetic Field Energy, inductors and inductance, energy stored in inductor (inductor as memory device) magnetic materials.

Unit 5. Semiconductors

Semi-Conductors Energy levels in a semi-conductor, Hole concept, Intrinsic and Extrinsic regions, PNP, NPN junction Transistor, LEDs.

Recommended Books/Reference Material

1. Beiser A. & Hademenos G. J. (2012). *Applied physics*. McGraw Hill.
2. Giambattista A. Richardson B. M. C. & Richardson R. C. (2020). *Physics*. McGraw-Hill Education.
3. Halliday, D., Resnick, R., & Walker, J. (2021). *Fundamentals of physics*, Extended (12th ed.).Wiley.
4. Hecht E. (2021). *College physics*. McGraw Hill Education.
5. Serway, R. A., & Jewett, J. W. (2018). *Physics for scientists and engineers* (10th ed.). Cengage Learning.

Applied Physics (Lab)

Course code: PHY-103L

Credit Hours: 01

Pre-requisite: Nil

Objectives

The course objectives are to enable students to comprehend and apply fundamental principles of measurement, elasticity, electrical circuits, and logic gates. They should develop the ability to conduct experiments, analyze data, and manipulate instruments for various measurement and electrical applications, fostering a solid foundation in experimental physics and electronics.

Learning Outcomes

- Demonstrate a solid understanding of fundamental principles in applied physics, including mechanics, thermodynamics, and electromagnetism.
- Apply mathematical and computational techniques to analyze and solve real-world problems in various branches of applied physics.
- Develop practical skills in laboratory experiments, data acquisition, and analysis, enhancing the ability to apply theoretical concepts to hands-on situations.
- Communicate effectively, both orally and in writing, about complex physics concepts, experimental results, and their applications in practical scenarios.

Course Outline

1. Study and understand the working principle of Vernier caliper and Screw Gauge.
2. Study Hooke's Law using the mass-spring system, determining the stiffness (k -value) of the spring.
3. Investigate the relationship between the length of a pendulum and its period of oscillation.
4. Determine the internal resistance of a galvanometer using the half deflection method.
5. Experiment with various resistors and voltage sources to verify Ohm's law ($V = IR$) by measuring voltage, current, and resistance in a circuit.
6. Convert a galvanometer into a voltmeter.
7. Convert a galvanometer into an ammeter.
8. Study the series and parallel configurations of capacitors and resistors and verify binary truth tables using logic gates.

Recommended Books/Reference Material

1. Giambattista A. Richardson B. M. C. & Richardson R. C. (2020). *Physics*. McGraw-Hill Education.
2. Halliday, D., Resnick, R., & Walker, J. (2021). *Fundamentals of physics*, Extended (12th ed.). Wiley.
3. Hecht E. (2021). *College physics*. McGraw Hill Education.
4. Loyd, D. H. (2008). *Physics laboratory manual*. Thomson Higher Education.

Pakistan Studies

Course Code: PAK-104

Credit Hours: 02

Pre-requisite: NIL

Objectives

This course is designed to provide students with a comprehensive exploration of Pakistan's identity, spanning geographical, historical, and cultural dimensions. It delves into the diverse landscapes, ancient civilizations, and rich cultural heritage that define Pakistan. Moreover, it examines the socio-cultural and political transformations in Pakistan over time including democratic transitions and military interventions. The aim of this course is to inculcate in students a nuanced understanding of Pakistan's past, present, and potential future trajectories, enabling them to critically evaluate the complex dynamics shaping the nation's development.

Learning Outcomes

- Have enhanced knowledge of the geographical, historical, and political aspects of Pakistan.
- Understand the society and culture of Pakistan.
- Understand and explain the socio-economic developments in Pakistan.
- Explore contemporary issues and challenges faced by Pakistan and their implications for the future.

Course Outline

Unit 1. Introduction to Pakistan:

Geographical location and significance. Historical background: Ancient civilizations in the region. Factors leading to the creation of Pakistan.

Unit 2. Political History of Pakistan:

Formative phase. Military interventions and democratic transitions.

Unit 3. Geography of Pakistan:

Physiography: Mountains, plains, plateaus, deserts, valleys and coastal areas. River systems: Indus River and its tributaries. Climatic regions of Pakistan.

Unit 4. Society and Culture of Pakistan:

Socio-cultural diversity. Languages and literature of Pakistan. of federalism.

Unit 5. Economic Development of Pakistan:

Agriculture and industrial sectors of Pakistan. Economic challenges of Pakistan.

Unit 6. Contemporary Issues:

Foreign relations of Pakistan. Security challenges: terrorism, extremism, and regional conflicts. Environmental problems and sustainable development (SDGs). Media and social change.

Recommended Books/Reference Material

1. Wolpert, S. (2005). *Jinnah of Pakistan*. Oxford University Press.
2. Jalal, A. (1985). *The sole spokesman: Jinnah, the Muslim League, and the demand for Pakistan*. Cambridge University Press.
3. Qureshi, I. H. (n.d.). *The struggle for Pakistan*. University of Karachi Press.
4. Sayeed, K. B. (1968). *Pakistan: The formative phase, 1857–1948*. Oxford University Press.
5. Hayat, S. (n.d.). *Pakistan studies: A book of readings*. Oxford University Press.
6. Khan, H. (2005). *Constitutional and political history of Pakistan* (2nd ed.). Oxford University Press.
7. Saeed, A., & Sarwar, K. M. (n.d.). *Trek to Pakistan*. National Book Foundation.
8. Talbot, I. (2009). *Pakistan: A modern history* (2nd ed.). Hurst & Company.
9. Sayeed, K. B. (1980). *Politics in Pakistan: The nature and direction of change*. Praeger.
10. Jahangir, U. (n.d.). *Physical geography of Pakistan*. National Book Foundation.
11. Khan, F. K. (2001). *A geography of Pakistan: Environment, people, and economy*. Oxford University Press.
12. Burke, S. M. (1973). *Pakistan's foreign policy: An historical analysis*. Oxford University Press.
13. Kokab, R. U. (2012). *Separatism in East Pakistan: A study of failed leadership*. Oxford University Press.
14. Rumi, R. (2016). *Being Pakistani: Society, culture and the arts*. HarperCollins Publishers India.
15. Khan, A. J. (Ed.). (n.d.). *Pakistan's cultural heritage: Socio-economic and technological aspects*. Pakistan National Council of the Arts.
16. Rahman, T. (1996). *Language and politics in Pakistan*. Oxford University Press.
17. Horton, P. B., & Hunt, C. L. (1984). *Sociology* (6th ed.). McGraw-Hill.
18. Ziring, L. (1997). *Pakistan in the twentieth century: A political history*. Oxford University Press.
19. Husain, I. (2003). *Economic development of Pakistan*. Oxford University Press.
20. Zaidi, S. A. (2015). *Issues in Pakistan's economy: A political economy perspective* (3rd ed.). Oxford University Press.

AI in Media

Credit Hours: 2

Course code: MCM-104

Pre-requisite: Nil

Objectives:

By the end of the course, students will be able to understand the basics of Artificial Intelligence and its role in the media. They will explore real-world applications of AI in journalism, advertising, and entertainment, and analyze how AI impacts media content, audience behavior, and decision-making. Students will also be able to identify ethical concerns related to AI in media and use basic AI tools in media production and content generation.

Learning Outcomes:

The students will be able to explain how AI works and its applications in different media fields. They will evaluate how AI changes the way content is created and distributed, and recognize AI-generated content while assessing its credibility. Additionally, students will use AI tools to assist in writing, video editing, and audience analysis. Finally, they will be able to critically discuss the ethical and legal issues surrounding the use of AI in media.

Course Outline:

Unit 1: Introduction to AI

What is Artificial Intelligence? Types of AI (Narrow, General, Generative AI), Basics of Machine Learning & Deep Learning, and Role of AI in the digital age.

Unit 2: AI and Core concepts

Algorithmic Media Theory, filter bubbles, echo chambers

Unit 3: AI in Journalism

Topics include: Automated news writing (robot journalism), Fact-checking and fake news detection using AI, and Case studies: BBC, Reuters, etc.

Unit 4: AI in Advertising and Marketing

Targeted ads using AI, AI in consumer behavior prediction, and Chatbots and virtual assistants in advertising.

Unit 5: AI in Content Creation

Text, image, and video generation using AI tools, Tools like ChatGPT, DALL·E, Runway, and Impacts on creative professions.

Unit 6: AI in Film and Entertainment Industry

AI in scriptwriting and video editing, Deepfakes and virtual actors, and AI in animation and Computer-generated Imagery.

Unit 7: Audience Engagement and Data Analytics

Understanding media audiences using AI, Personalized content recommendations (Netflix, YouTube), and social media algorithms.

Unit 8: Ethics, Challenges and Future of AI in Media

Deepfake dangers and misinformation, AI bias and data privacy, Legal and ethical concerns and future trends of AI in Media.

Reference Books

1. Broussard, M. (2019). *Artificial unintelligence: How computers misunderstand the world*. MIT Press.
2. Culkin, J., & Hill, R. (2023). *AI and the media: Ethics, practices, and future trends*. Routledge.
3. McStay, A. (2018). *Emotional AI: The rise of empathic media*. SAGE Publications.
4. Napoli, P. M. (2021). *Social media and the public interest: Media regulation in the disinformation age*. Columbia University Press.
5. Newman, N. (2022). *Journalism, fake news & disinformation: A handbook for journalism education*. UNESCO.
6. O'Neil, C. (2016). *Weapons of math destruction: How big data increases inequality and threatens democracy*. Crown Publishing.
7. Russell, S., & Norvig, P. (2020). *Artificial intelligence: A modern approach* (4th ed.). Pearson.
8. Schwab, K. (2017). *The fourth industrial revolution*. World Economic Forum.
9. Sundar, S. S. (Ed.). (2020). *The handbook of the psychology of communication technology*. Wiley-Blackwell.
10. West, D. M. (2018). *The future of work: Robots, AI, and automation*. Brookings Institution Press.

Digital Content Creation

Credit Hours: 2

Course Code: MCM-105

Objective:

The objective of this course is to provide students with foundational and practical knowledge of digital content creation across various formats: blogs, podcasts, short videos, and social media campaigns. The course aims to equip students with creative, technical, and strategic skills required to produce and manage engaging content that resonates with digital audiences and fulfills communication goals in the evolving media landscape.

Learning Outcomes:

By the end of this course, students will be able to understand key concepts in digital content creation and audience engagement. They will develop written, audio, and visual content for platforms like blogs, podcasts, and short videos using tools such as WordPress, Canva, Audacity, and CapCut. Students will design basic social media campaigns, apply storytelling techniques, and analyze audience data to improve content strategy. They will also understand ethical and legal aspects of digital media and collaborate in teams to produce and present a content campaign.

Course Outline

Unit 1: Introduction to Digital Content Creation

- Overview of digital platforms and content types, Content consumption trends and audience behavior, Basics of storytelling and message crafting in the digital age

Unit 2: Blogging for Communication and Engagement

- Purpose, structure, and tone of blogs, Blogging platforms (WordPress, Medium, Blogger), SEO basics and blog promotion techniques

Unit 3: Podcasting: Voice, Narrative, and Impact

- Elements of a good podcast: scriptwriting, voice, structure, Tools and software for recording and editing (e.g., Audacity, Anchor), Distribution and monetization strategies

Unit 4: Short Video Production for Digital Platforms

- Pre-production: scripting and storyboarding, Filming techniques with smartphones
- Editing tools (CapCut, iMovie, Adobe Premiere Rush), Platform-specific formats (Reels, TikToks, Shorts)

Unit 5: Social Media Campaign Strategy

- Elements of successful digital campaigns, Target audience analysis and platform selection, Content calendar, tone, and community engagement

Unit 6: Content Creation Tools and Platforms

- Overview of essential tools: Canva, Hootsuite, Buffer, Grammarly, Cross-platform content adaptation, Analytics: understanding reach, engagement, and impact

Unit 7: Ethics, Copyright & Digital Responsibility

- Ethical considerations in digital content creation, Copyright, fair use, and Creative Commons licensing, Misinformation, privacy, and digital consent

Unit 8: Project

- Students work individually or in groups to create an integrated mini campaign (includes blog, podcast snippet, video, and social media plan)

References Books

1. Cannell, S., & Travis, B. (2018). *YouTube secrets: The ultimate guide to growing your following and making money as a video influencer*. Videocreators Publishing.
- Handley, A. (2014). *Everybody writes: Your go-to guide to creating ridiculously good content*. Wiley.
2. Kawasaki, G., & Fitzpatrick, P. (2014). *The art of social media: Power tips for power users*. Portfolio.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
4. Larson, D. (2020). *Podcasting made simple: The step-by-step guide to launching and growing your podcast*. Author Academy Elite.
5. Lipschultz, J. H. (2021). *Social media communication: Concepts, practices, data, law and ethics* (3rd ed.). Routledge.
6. Odden, L. (2012). *Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing*. Wiley.
7. Pulizzi, J. (2021). *Content Inc.: Start a content-first business, build a massive audience and become radically successful (with little to no money)* (2nd ed.). McGraw-Hill Education.
8. Rose, R., & Pulizzi, J. (2011). *Managing content marketing: The real-world guide for creating passionate subscribers to your brand*. CMI Books.
9. Stelzner, M. A. (2013). *Launch: How to quickly propel your business beyond the competition*. Wiley.

Language, Communication and Power

Course code: MCM-106

Credit hours: 2

Course Objectives

This course introduces students to the powerful role that language and communication play in everyday life. It explores how language can influence how we think, how societies are organized, and how power is maintained or challenged through communication. Students will learn how messages in media, politics, education, and social settings can shape identity, reinforce authority, or promote resistance. The course encourages students to think critically about the language they use and encounter in various real-life situations.

Learning Outcomes

By the end of this course, students will be able to recognize how language is used to express power in different social contexts. They will understand how communication influence's identity, authority, and social relationships. Students will learn to identify persuasive techniques in media and public discourse and will be able to reflect on how language can include or exclude individuals and groups. They will also gain basic skills in analyzing everyday texts and conversations to understand how language shapes meaning and power.

Course Units

Unit 1: Understanding Language and Power

- What is language? What is power? How language shapes thinking and society?

Unit 2: Everyday Communication and Influence

- Language in everyday life: compliments, commands, silence, use language to lead, persuade, or resist

Unit 3: Language in Media and Advertising

- Words and images in media, headlines, hashtags, and ads influence on buying behavior of people

Unit 4: Identity and Language

- How language expresses gender, culture, and identity, Stereotypes and labeling in communication

Unit 5: Political Language and Public Speech

- Speeches, slogans, and political messages, Language of protest and resistance

Unit 6: Online Communication and Social Media

- Language in digital spaces: emojis, memes, and Algorithms

Unit 7: Language, Inclusion, and Discrimination

- Biased language, microaggressions, and respect

Unit 8: Language analysis

- Analysis of a media message or speech(project)

References

1. Bourdieu, P. (1991). *Language and symbolic power*. Harvard University Press.
2. Cameron, D. (2012). *Verbal hygiene*. Routledge.
3. Fairclough, N. (2001). *Language and power* (2nd ed.). Longman.
4. Gee, J. P. (2014). *An introduction to discourse analysis: Theory and method* (4th ed.). Routledge.
5. Lakoff, G. (2004). *Don't think of an elephant! Know your values and frame the debate*. Chelsea Green Publishing.
6. Van Dijk, T. A. (2008). *Discourse and power*. Palgrave Macmillan.
7. Wodak, R., & Meyer, M. (Eds.). (2015). *Methods of critical discourse studies* (3rd ed.). SAGE Publications.

15. List of Interdisciplinary/ Allied Courses

Sr. No.	Course Code	Course Title	Pre-Requisite	Credit Hours
1	SOW-101	Introduction to Social Work	Nil	3
2	POL-102	Introduction to Political Science	Nil	3
3	POL-203	Introduction to International Relations	Nil	3
4	MCM-101	Conflict Studies and Peacebuilding	Nil	3
5	MCM-102	Introduction to Cultural Studies	Nil	3
6	MCM-103	Introduction to Media Psychology	Nil	3

16. Course Outlines Interdisciplinary/ Allied Courses

Introduction to Social Work

BS- Sociology

Course Code: SOW -101

Credit Hours: 03

Pre-requisite: Nil

Objectives

The course is designed to understand the key concept of social work, its methods and the role of social work in building the societies and communities. The course will enable the students to understand the difference between social work and social welfare.

Learning Outcomes

After learning and reading the course, the students will be able to;

- Apply social work ethical principles to guide professional practices.
- Demonstrate Ethical and Professional Behavior

Course Outline

Unit 1. Introduction

Social work and its definition. Relationship with sociology. Sociological theory and its applications to Social Work. Importance of Social work

Unit 2. Methods of Social Work

Case Work: basic concepts, principles of case work practice. Group Work: goals and purposes: principles of group work practice. Community Development: scope and nature of community development with special reference to Pakistan

Unit 3. Social Work Services

Psychiatric social work. Medical social work. Social work in schools. Child welfare. Services for the aged. Services for the women. Other services

Unit 3. Social Work in Pakistan

Role of international agencies. Role of government agencies - historical perspective. Private agencies

Unit 4. Sociological Contributions

Through participation. Through research in social welfare organizations

Unit 5 Field Visit

Public and private welfare agencies. Municipal corporations, municipal committees, town committee or union councils

Recommended Book/ Reference Materials

1. Adams, Robert. 2002. Social Work: Themes, Issues and Critical Debates. 2nd ed. New York: Palgrave Macmillan.
2. Berg-Weger, M., & Tyuse, S. W. (2023). *The practice of generalist social work*. Routledge.
3. Doel, Mark. 2005. Modern Social Work Practice Hampshire: Ashgate Publishing Company.
4. Ferguson, Elizabeth A. 1963. Social Work: An Introduction. New York: J.B. Lippincott Company
5. Fink, Arthur E.et.al. The Field of Social Work. New York: Halt Rinehart and Winston.
6. Fitpatrick, Tony. 2001. Welfare Theory: An Introduction. New York: Palgrave Macmillan.
7. Friedlander, Watter A. (ed.). 1958. Concepts and Methods of Social Work. Englewood Cliffs NJ: Prentice-Hall Inc.
8. Germain, C., & Knight, C. (2020). *The life model of social work practice: Advances in theory and practice*. Columbia University Press.
9. Hak, Said K. New Horizons in Social Welfare Services in West Pakistan. Lahore: Directorate of Publications, Research and Films, Information, Government of West Pakistan
10. Khalid, Muhammad. 2006 Social Work: Theory & Practice. 4th ed. Karachi: Kifayat Academy.
11. Leonard, Peter. 1972. Sociology in Social Work. London: Routledge and Kegan Paul.

Introduction to Political Science

Course Code: POL-102

Credit Hours: 03

Pre-requisite: Nil

Objectives

Introduction to Political Science is an entry-level course designed to provide students with a foundational understanding of the discipline of political science. The course typically covers a broad range of topics related to political systems, government structures, political behavior, and key concepts in political theory at basic level.

Learning Outcomes

- Students will be able to understand fundamental concepts, theories, and methodologies in political science.
- It will acquaint students to analyze political events, structures, and behaviors from a political science perspective.
- Students will be in position to comprehend the roles and functions of various political institutions.

Course Outline

Unit 1. Meaning and Scope

Meaning and definition of politics. Making sense of politics and political science. Politics as an art, science or both. Individual, local, national and international scope.

Unit 2. Multidisciplinary Nature of Political Science

Relationship of political science with other social sciences fields. Relationship with sociology. Psychology. Mass communication. History. Arts. Anthropology.

Unit 3. Concept of State and Government

Meaning and definition of state. Origin of state/ theories of state. Elements of state: boundary, sovereignty, population and government. Significance of state. Contemporary challenges to state. Branches of government: legislature. Unicameralism and bicameralism, executive. Presidential and parliamentary and judiciary, lower and higher. Media as a fourth branch of government.

Unit 4. Forms of State and Government and Political Ideologies

Dictatorship. Authoritarian. Monarchial. Federal. Unitary. Fascism. Liberalism. Conservatism. Socialism. Anarchism.

Unit 5. Basic Concepts in Political Science: Power and Authority

Meaning and definition of Power. Types of power hard power and soft power. Meaning and definition of authority. Difference between power and authority. Significance of power and authority.

- Unit 6. Basic Concepts in Political Science: Sovereignty and Justice**
Meaning and definition of sovereignty. Origin of sovereignty. Types of sovereignty. Challenges to sovereignty in contemporary world. Meaning and definition of justice. Importance of justice. Features of justice. Types of justice.
- Unit 7. Basic concepts in Political Science: Law and Liberty**
Meaning and definition of Law. Features of law. Importance of law. Types of law. Meaning and definition of liberty. Importance of liberty. Features of liberty. Types of liberty. Challenges to liberty in present times.
- Unit 8. Basic concepts in Political Science: Constitution and Democracy**
Meaning and definition of constitution. Importance of constitution. Features of constitution. Types of constitution. Meaning and definition of Democracy. Origin of democracy. Features of democracy. Types of democracy. Challenges to democracy in contemporary world.

Recommended Books/Reference Material

1. Goodin, K. (2022). *A new handbook of political science*. Oxford University Press.
2. Haq, M. u. (1996). *Introduction to political science*. Lahore Book land.
3. Heywood, A. (2021). *Political ideologies: an introduction*. Red Globe Press.
4. Heywood, A. (2022). *Politics* (5th ed.). Macmillan International Higher Education/Red Globe Press.
5. Rom, M. C., Hidaka, M., & Walker. (2022). *Introduction to political science* (1st ed.). XanEdu Publishing Inc.

Introduction to International Relations

BS Political Science

Course Code: POL-203

Credit Hours: 03

Pre-requisite: Nil

Objectives

This course introduces the field of International Relations (IR), exploring the key theories, actors, institutions, and issues shaping the global political landscape. Students will analyze historical and contemporary events to understand the dynamics of international politics and develop critical thinking skills for engaging with global challenges.

Learning Outcomes

- Students will be able to understand and comprehend the meaning, scope and daily life utility of International Relations.
- It will enhance students' knowledge about historical events of International Relations.
- Students will be able to understand the theories of International Relations
- Students will be able to analyze the role of Pakistan in international system.

Course Outline

Unit 1. Meaning, Nature and Scope of International Relations

Meaning and definitions. Individual, national, and international scope. Impacts of international events on our daily lives. Difference between Global Politics and International Relations.

Unit 2. Multidisciplinary Nature of IR

Relationship of IR with other social sciences fields. Relationship with sociology. Psychology. Mass communication. History. Arts. Anthropology. Political Science.

Unit 3. History of IR

Greek city states empires. Kingdoms to Civil War. Treaty of Westphalia 1648. Modern nation-state system.

Unit 4. World Wars

World War-I. WW-II, Cold War: Causes. Impacts. Results.

Unit 5. Post-Cold War and IR

Unipolarity. End of history. Clash of civilization. Rise of the USA. War on terror. Rise of China

Unit 6 . Theories of IR

Realism, liberalism, Marxism, and social constructivism: Meaning and definition. Types. Assumptions. Critiques. Case study.

Unit 7. Basic Concepts in IR

Balance of power (characteristics and methods). Deterrence Balance of Power and Deterrence between India and Pakistan. Armament and disarmament. Arms control regimes (NPT, CTBT). Diplomacy. International law.

Unit 8. Basic Concepts in IR

State as an actor in International Relations. Non-state actors (MNCs, IGOs). National Power and its elements. Foreign policy: meaning, types. Foreign policy-making process. Objectives and determinants. Foreign policy of Pakistan. Introduction to International Institutions: UNO, IMF, WB, SCO, SAARC, OIC.

Recommended Books/Reference Material

1. Baylis, J. (2020). *The globalization of world politics: An introduction to international relations*. Oxford University Press, USA.
2. Chattarjee, A. (2022). *International Relations Today*. New Delhi: Logman Pearson.
3. Dunne, T., Kurki, M., & Smith, S. (2016). *International relations theories: Discipline and diversity*. Oxford University Press, USA.
4. Goldstein, J. S., & Pevehouse, J. C. (2011). *International Relations, Brief + Mypoliscikit*. Pearson College Division.
5. Heywood, A. (2022). *Global Politics*. United Kingdom: Palgrave Macmillan.
6. Kegly, C. (2021). *Global Politics Trends and Transformation*. Oxford University Press.

Conflict Studies and Peacebuilding

Course code: MCM-101

Credit Hour: 3

Course Objectives:

This course aims to introduce students to the basic concepts of conflict and peace building, with a focus on the role of media. Students will learn about different types of conflict, peace processes, and media's potential to either fuel or resolve conflict through ethical communication strategies.

Learning Outcomes:

By the end of the course, students will be able to define key terms, identify causes of conflict, understand peace building methods, evaluate media's role in conflict, and create basic media content that promotes peace.

Course Outline

Unit 1: Introduction to Conflict Studies

- Definitions and types of conflict, Root causes of conflict: social, political, economic
- Conflict levels: interpersonal, group, national, international

Unit 2: Understanding Violence

- Difference between conflict and violence, Forms of violence: direct, structural, cultural
- Social and psychological impacts of violence

Unit 3: Conflict Resolution and Management

- Resolution strategies: negotiation, mediation, arbitration, Importance of dialogue and communication, Case studies of effective conflict management

Unit 4: Peace and Peacebuilding

- Concepts of negative and positive peace, Differentiating peacebuilding, peacekeeping, and peacemaking, Role of organizations like the UN and NGOs

Unit 5: Role of Media in Conflict and Peace

- Media's dual role: aggravating or mitigating conflict, Conflict-sensitive journalism and reporting ethics, Guidelines for reporting in conflict zones

Unit 6: Media Strategies for Peacebuilding

- Peace journalism frameworks and practices, Constructive storytelling and reconciliation, Media campaigns for tolerance and coexistence

Unit 7: Global and Local Conflict Case Studies

- Analyzing peacebuilding efforts and media's impact, Case examples from Pakistan, Rwanda, Palestine, Bosnia, Lessons learned from different peace initiatives

Unit 8: Designing Media for Peace

- Student-led media projects on use of media for peace.

References:

1. Barash, D. P., & Webel, C. P. (2013). *Peace and Conflict Studies*. SAGE.
2. Fisher, S., et al. (2000). *Working with Conflict: Skills and Strategies for Action*. Zed Books.
3. Fortner, R. S., & Fackler, P. M. (Eds.). (2011). *The Handbook of Global Communication and Media Ethics*. Wiley-Blackwell.
4. Galtung, J. (1996). *Peace by Peaceful Means: Peace and Conflict, Development and Civilization*. SAGE.
5. Howard, R. (2009). *Conflict Sensitive Journalism*. IMPACS.
6. Lederach, J. P. (2003). *The Little Book of Conflict Transformation*. Good Books.
7. Lynch, J., & McGoldrick, A. (2005). *Peace Journalism*. Hawthorn Press.
8. Ramsbotham, O., Woodhouse, T., & Miall, H. (2016). *Contemporary Conflict Resolution*. Polity Press.
9. Schirch, L. (2013). *Conflict Assessment and Peacebuilding Planning*. Kumarian Press.
10. Seaga, B. (2005). *Building Peace: A Guide for Peace Educators*. UNESCO.
11. Thompson, A. (Ed.). (2007). *Media and the Rwanda Genocide*. Pluto Press.
12. Ury, W. (1991). *Getting Past No: Negotiating in Difficult Situations*. Bantam.
13. Wolfsfeld, G. (2004). *Media and the Path to Peace*. Cambridge University Press.

Introduction to Cultural Studies

Course Code: MCM- 102

Credit Hours: 03

Pre-requisite: NIL

Course Objectives:

This course aims to introduce students to the critical study of culture as a dynamic force that shapes societies, institutions, and identities. Students will explore the relationship between culture, power, and meaning through key concepts such as representation, ideology, identity, and discourse. They will examine how everyday practices, media texts, and social structures contribute to the construction and contestation of cultural norms. The course encourages students to draw connections across disciplines and apply cultural studies frameworks to contemporary global and local cultural issues.

Learning Outcomes:

The students will be able to demonstrate an understanding of the basic theoretical foundations of cultural studies and apply them to the analysis of media and cultural practices. They will be able to recognize how culture is linked to power, ideology, and identity, and critically reflect on how social categories such as race, gender, class, and nation intersect in shaping individual and collective experiences. Students will also develop the ability to analyze cultural texts using interdisciplinary approaches and express informed perspectives on cultural diversity, media influence, and globalization.

Course Outline:

Unit 1: Introduction to Cultural Studies

- What is culture? Definitions and perspectives, The origins of Cultural Studies (Birmingham School, Raymond Williams, Stuart Hall), Culture as a site of meaning, conflict, and power

Unit 2: Language, Meaning, and Representation

- Semiotics: signs, codes, and myths (Saussure, Barthes), Representation and construction of reality, Stereotypes, othering, and media portrayals

Unit 3: Ideology, Discourse, and Power

- Ideology and common sense (Gramsci, Althusser), Discourse and subjectivity (Foucault), Hegemony, resistance, and cultural politics

Unit 4: Identity and Intersectionality

- Identity as constructed: race, gender, class, sexuality, nation, Intersectionality (Crenshaw) and social hierarchies, Identity in social movements and media narratives

Unit 5: Media, Popular Culture, and Everyday Life

- Popular culture vs. high culture, Audience interpretation and active consumption, Everyday life as a cultural site (de Certeau)

Unit 6: Globalization and Cultural Flows

- Global culture, cultural imperialism, hybridity, Glocalization and diasporic identities
- Transnational media and cultural politics

Unit 7: Subcultures and Youth Culture

- Youth subcultures: resistance through style (Hebdige), Music, fashion, and language in youth identities, Surveillance, assimilation, and co-optation

Unit 8: Digital Culture and Cultural Change

- Digital identities and performativity, Online activism, meme culture, and new publics, Final reflections and student presentations

Suggested Readings (Alphabetical Order):

1. Barker, C. (2012). *Cultural Studies: Theory and Practice*. Sage.
2. During, S. (Ed.). (2007). *The Cultural Studies Reader*. Routledge.
3. Fiske, J. (2010). *Understanding Popular Culture*. Routledge.
4. Hall, S. (1997). *Representation: Cultural Representations and Signifying Practices*. Sage.
5. Hebdige, D. (1979). *Subculture: The Meaning of Style*. Routledge.
6. Johnson, R., et al. (2004). *The Practice of Cultural Studies*. Sage.
7. Kellner, D. (1995). *Media Culture: Cultural Studies, Identity and Politics Between the Modern and the Postmodern*. Routledge.
8. McRobbie, A. (2005). *The Uses of Cultural Studies*. Sage.
9. Storey, J. (2018). *Cultural Theory and Popular Culture: An Introduction*. Routledge.

Introduction to Media Psychology

Course code: MCM-103

Credit Hours: 3

Course Objectives:

This course aims to give students a foundational understanding of how psychological theories apply to media use and influence. It introduces key models such as media effects and uses and gratifications, while encouraging students to critically examine how media content impacts individuals and society.

Learning Outcomes:

By the end of the course, students will be able to describe major media psychology theories, recognize psychological effects of media content, and analyze how people interact with different media formats. They will also understand audience motivations, media influence on identity, and ethical concerns related to media exposure.

Course Outline:

Unit 1: Introduction to Media Psychology

- What is media psychology and why does it matter? History of the uneasy relationship between psychology and media, Scope and application of media psychology today

Unit 2: Theoretical Foundations

- Overview of media psychology theories, Uses and Gratifications Theory, The “Effects Tradition” and its critiques

Unit 3: Media Violence and Cognitive Effects

- Psychological theories of media violence, Cognitive processing and desensitization, Media aggression and imitation

Unit 4: Pro-Social and Harmful Media Effects

- Positive influences: empathy, cooperation, moral reasoning, Parental mediation and protective strategies

Unit 5: Media and Consumer Psychology

- Psychology of advertising and persuasion, Rhetorical and emotional effects in media marketing, Media messages, brand identity, and behavioral targeting

Unit 6: Media, Identity, and Adolescence

- The role of media in adolescent development, Media as a cultural and identity tool, Online behavior and emotional well-being

Unit 7: Media Audiences and Fandom

- Audience psychology and participation, Fandom, parasocial relationships, and media involvement, News processing and cognitive biases

Unit 8: Digital Media and Emerging Issues

- Internet, social media, and psychological impacts, Reality TV, sports, and collective viewing behavior.

References:

1. Anderson, C. A., & Bushman, B. J. (2002). *The effects of media violence on society. Science.*
2. Bryant, J., & Zillmann, D. (2002). *Media Effects: Advances in Theory and Research.* Routledge.
3. Giles, D. (2003). *Media Psychology.* Lawrence Erlbaum.
4. Greenfield, P. M. (2004). *Developmental Considerations for Determining Appropriate Internet Use Guidelines for Children and Adolescents. Applied Developmental Psychology.*
5. Horton, D., & Wohl, R. R. (1956). *Mass communication and para-social interaction. Psychiatry.*
6. Lang, A. (2000). *The limited capacity model of mediated message processing. Journal of Communication.*
7. Nabi, R. L., & Oliver, M. B. (2009). *The SAGE Handbook of Media Processes and Effects.* Sage.
8. Reeves, B., & Nass, C. (1996). *The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places.* Cambridge University Press.
9. Valkenburg, P. M., & Peter, J. (2011). *Online communication and adolescent well-being: Testing the stimulation versus the displacement hypothesis. Journal of Computer-Mediated Communication.*
10. Zillmann, D., & Vorderer, P. (2000). *Media Entertainment: The Psychology of Its Appeal.* Routledge.