

SCHEME OF STUDIES FOR 4-YEAR BS IN JOURNALISM & MASS COMMUNICATION

INTRODUCTION

The Department of Journalism & Mass Communication (JMC), University of Peshawar, has designed this course for its BS program, which will be offered in the next session when the MA scheme of studies phases out.

The BS course has been designed with the objective to help students understand the basic concepts of journalism and mass communication. Towards the end of the JMC's first BS course, which comprises eight semesters, the students are expected to have learned the basic concepts of journalism and mass communication. This course is a mix of theory and practice in order that the gap between the discipline of the subject and its application is bridged. Besides the core courses, subjects that add to a holistic understanding of journalism and mass communication have been made part of the syllabus.

This course, along with class activity, also offers students opportunities to work in radio, television, and newspaper settings. This will help the students to conceptually understand what is journalism and mass communication. In other words, the aim of this program is to equip students with the conceptual knowledge of the discipline and make them learn and improve their techniques of applying these concepts.

The JMC has its own FM radio (107.4), which has been on air since 2004. The students of the department under the supervision of faculty run the radio. The entire contents of its programs are generated, edited, and presented by the students, which offers an excellent opportunity to our students to study and work in real-time professional environment.

The department has a well-equipped television lab and studio, where students are taught how to use video cameras, edit and mix video contents, and prepare ready-to-broadcast packages. The JMC publishes a fortnightly newspaper, *The Campus Bulletin*. Like Campus radio, in the newspaper all the contents are generated and edited by our students under the supervision of faculty. With these facilities, the department of JMC provides an excellent environment for its students. It is expected that when students successfully complete their degree, they will easily progress in their professional life.

**SCHEME OF STUDIES FOR 4-YEAR BS IN
JOURNALISM & MASS COMMUNICATION
(2019 and onwards)**

SEMESTER 2					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	
SEMESTER 1					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	Page No.
1.	JMC-111	Introduction to Journalism	(3)	Major	6
2.	JMC-112	Introduction to Communication	(3)	Major	8
3.	JMC-113	Functional English (1)	(3)	Core	10
4.	JMC-114	Introduction to Sociology	(3)	Inter-Disciplinary	11
5.	JMC-115	Pakistan Studies	(2)	Core	13
6.	JMC-116	Islamic Studies	(2)	Core	15
Total credit hours 16					
1.	JMC-121	Principles of Journalism	(3)	Major	18
2.	JMC-122	Concepts of Mass Communication	(3)	Major	20
3.	JMC-123	Logic and Critical Thinking	(3)	Core	22
4.	JMC-124	Writing & Presentation Skills (English-II)	(3)	Core	24
5.	JMC-125	Mass Media in Pakistan	(3)	Major	26
6.	JMC-126	Macro Economics for Journalism	(3)	Inter-Disciplinary	28
Total credit hours 18					
SEMESTER 3					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	
1.	JMC-231	Communication Theories –1	(3)	Major	31
2.	JMC-232	Reporting and Editing	(3)	Major	33
3.	JMC-233	Communication Skills (English—III)	(3)	Core	35
4.	JMC-234	Digital Media Skills	(3)	Major	37
5.	JMC-235	Introduction to Radio Journalism	(3)	Major	38
6.	JMC-236	Public Relations and Advertising	(3)	Major	40
Total credit hours 18					

SEMESTER 4					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	Page No.
1.	JMC-241	Introduction to Computing	(3)	Core	42
2.	JMC-242	International Communication	(3)	Major	44
3.	JMC-243	Advanced News Reporting	(3)	Major	45
4.	JMC-244	Audio-visual Editing	(3)	Major	46
5.	JMC-245	Journalistic Languages	(3)	Major	48
6.	JMC-366	Statistics	(3)	Core	49
Total credit hours 18					
SEMESTER 5					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	
1.	JMC-351	Gender and Media Studies	(3)	Major	51
3.	JMC-352	Communication Theories—II	(3)	Major	53
4.	JMC-353	Political Communication	(3)	Major	56
5.	JMC-354	Radio Production	(3)	Major	57
6.	JMC-355	TV Production	(3)	Major	59
Total credit hours 15					
SEMESTER 6					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	
1.	JMC-361	Communication Research Methods –I	(3)	Major	61
2.	JMC-362	Public Diplomacy	(3)	Major	62
3.	JMC-363	Media Management	(3)	Major	64
4.	JMC-364	Internship (Compulsory)	(2)	Major	
5.	JMC-365	Conflict Sensitive and Peace Journalism	(3)	Major	66
6.	JMC-115	Introduction to New Media	(3)	Core	68
Total credit hours 17					

SEMESTER 7					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	Page No.
1.	JMC-471	Communication Research Methods – II	(3)	Major	69
2.	JMC-472	Intercultural Communication	(3)	Major	71
3.	JMC-473	DSC/Development Journalism	(3)	Major	73
4.	JMC-474	Media Sociology	(3)	Major	75
5.	JMC-475	Data Journalism	(3)	Major	76
Total credit hours			15		
SEMESTER 8					
S. No.	Course Code	Course Title	(Credit Hours)	Remarks	
1.	JMC-481	Proposal and Thesis Writing	(6)	Major	78
2.	JMC-482	Media Ethics and Laws	(3)	Major	80
3.	JMC-483	Strategic Communication	(3)	Major	83
4.	JMC-484	Media and Society	(3)	Major	85
5.	JMC-485	Media and Human Rights* (Pre-requisite: Mandatory for students not opting Module JMC-481)	(3)	Major	87
6.	JMC-486	Media and Religion* (Pre-requisite: Mandatory for students not opting Module JMC-481).	(3)	Major	89
Total credit hours			15		

Total credit hours of BS JMC	134 CrH
Major	107 CrH
Core	21 CrH
Interdisciplinary	6 CrH
