

Syllabus:

M.A. Previous

Paper-I.	Journalistic Language. (English, Urdu, Pashto)	Marks 100
Paper-II.	Reporting. (Theory & Practice) (60+40)	100
Paper-III.	Sub-Editing. (Theory & Practice) (60+40)	100
Paper-IV.	Media History & Laws.	100
Paper-V.	Mass Communication Theory.	100

M.A. Final

Paper-VI.	Broadcasting in Pakistan. (Theory & Practice)	100
Paper-VII.	Public Relations & Advertising.	100
Paper-VIII.	Development Support Communication (DSC).	100
Paper-IX.	Pakistan Affairs.	100
Paper-X.	Communication Research Methods.	100
Paper-XI.	Thesis.....	Track-I 100
OR		
Paper-XII.	Feature, Column, and Editorial writing.	100
Paper-XIII.	Internship.....	Track-II 100
		Total marks 1100

Detailed description of the courses

M.A (Previous)

Paper-I

Marks 100

Journalistic Language (English, Urdu, Pushto)

Note: This paper is divided into three parts: A) Journalistic English (40 marks), B) Journalistic Urdu (40 marks), and C) Journalistic Language Practice (English/ Urdu/Pushto). The candidates will be required to attempt five question in all with two questions each from part (A) and (B), and one from part (C).

Part- A Journalistic English

- a. Basics: structure of English sentences; punctuations; words; phrases; clauses; tenses; comprehension; summarizing; paragraphing; elements of style.
- b. Varieties of English Language: scientific; literary; and journalistic language.
- c. Characteristics of journalistic writings.
- d. Critiquing various pieces of journalistic writings: Feature; column; editorial; reportage; commentary etc.
- e. Journalistic styles: Comparative analysis of various newspapers.

Part-B Journalistic Urdu

الف۔ صحافتی و ادبی اسلوب: بنیادی خدو خال

☆ صحافتی زبان (اردو) کی نمایاں خصوصیات۔

☆ صحافتی اردو کا ارتقاء

☆ جدید صحافتی اردو

ب۔ صحافتی ترجمہ:

☆ ضرورت اور اہمیت

☆ ترجمہ کے اصول

☆ مترجم کے اوصاف

ج۔ تفہیم و اختصار

☆ ضرورت اور اہمیت

☆ طریقہ کار

د۔ اردو صحافتی مواد کا تنقیدی جائزہ

☆ کالم، فیچر - اداریہ

☆ تبصرہ و جائزہ - رپورٹائر - بک ریوو

ر۔ صحافت اور طنز و مزاح

☆ اہمیت و ضرورت

☆ اقسام اور نمونے

Part-C Journalistic Language Practice (English/ Urdu/ Pashto)

Note: The candidates may attempt this part either in English or Urdu or Pashto.

- a. Filing news story on a given topic.
- b. Suggesting Headlines.
- c. Writing Columns/Features.
- d. Reviewing books; articles.

Suggested Readings:

Adelstein, Michale E. and Pivel, Jean G. (1976). *The Writing Commitment*. New York: Harcourt Brace Jovanovich, INC.

Bagnall, Nicholas. (1993). *Newspaper Language: Journalism Media Manual*. Oxford: Focal Press Butterworth-Heinemann Ltd, Linacre House, Jordan Hill.

Ebbitt, Wilma R., Ebbitt, David R. (1978). *Writer's Guide and Index to English*. U.S.A: Scott, Foresman and Company.

Fowler, H. W. (1965). *Fowler's Modern English Usage*. New York: Oxford University Press.

Hannah Jean and Trudgill, Peter. (1994). *International English*. London, New York: Edward Arnold.

Miskeen Ali Hijazi. (1992). *Sahafati Zuban*. Lahore: Sangimeel Publications.

Ziaee, Aasi. et al (1986). *Tehsin-e-Urdu*. Lahore: Matabai Carvaan.

Paper-II

Marks 100

Reporting (Theory & Practice) (60+40)

Note: This paper is divided into two parts: theory of 60 marks and practice of 40 marks. Candidates will be required to attempt five questions in all, with two questions from each part as compulsory.

- a. Concept of news: News; news values; types of news; sources of news; requirements of news; and ethics of reporting.
- b. Writing news story: Writing styles; procedure; intro; types of intro; and developing news story.
- c. Writing interview story: need; importance; types of interview; techniques of conducting interviews; writing procedure; reporting press conferences and press briefings.

- d. **Types of reporting:** Crime; court; parliamentary; sports; economic; lobby; science; environment; investigative and interpretative reporting; curtain raisers; and follow-ups.
- e. **Treating various publicity materials:** Extracting news from press releases; press statements; press notes; handouts; press communiqués; and press talks etc.
- f. **Practical exercises based on topics (b, c, d, e).**

Suggested Readings:

- A.R Khalid. (1980). *Fann-e-Khabar Naveesi*. Lahore: Maktaba-e-Carvaan.
- A. Salam Khurshid. (1991). *Fann-e-Sahafat*. Lahore: Maktaba-e-Carvaan.
- Garrison, Bruce, sabljak, M. (1985) *Sports reporting*. Iowa: Iowa State University Press/Ames.
- Fedler, Fred. (1972). *Reporting for the Print Media*. New York: Harcourt Brace Jovano.
- George, Hages S. (1983). *New Strategies for Public Affairs Reporting*, New Jersey: Prentice-Hall, INC.
- Graber, Doris A. (1988). *Processing the News*. New York, London: Longman Publications
- Ganson, William A. (1984). *What's News?* New York: The Free Press Publications.
- Harris, Geoggrey and Spark, David (1997). *Practical Newspaper Reporting*. Oxford: Focal Press
- Joseph, M.K. (1997). *Basic Source Material for News Writing*. New Delhi: Anmol Publications
- Mencher, Melvin. (1977). *News Reporting and Writing*. Iowa: W.M.C Brown Publishers.
- Macdougall, Curtis D. and Reid, Robert D. (1987). *Interpretative Reporting*. New York: Macmillan Publishing Company.
- Strentz, Herbert. (1992). *News Reporters and News Sources*. New Delhi: Prentice-Hall of India Private Limited.
- Swain, Bruce M. (1978). *Reporter's Ethics*. Ames, Iowa: The Iowa State University Press.

Teel, Leonard R. and Taylor, Roy. (1992). *Into the Newsroom*. New Delhi: Prentice Hall of India.

Paper-III

Marks 100

Sub-Editing (Theory & Practice)

(60+40)

Note: This paper is divided into two parts: theory of 60 marks and practice of 40 marks. Candidates will be required to attempt five questions in all with two questions from each part as compulsory.

- a. **Introduction to Sub-Editing:**
Nature; scope; need and importance.
- b. **Editing news:**
 - i). **Learning newspaper style:** purpose of stylebook; using stylebook; and preparation of copy.
 - ii). **Editing copy:** procedure; subbing symbols.
 - c. **Headline writing:** Purpose; rules; procedure; kinds; and learning typography.
 - d. **Sub-Editor:** Functions; qualities; role as a gatekeeper; sub-editors' tools; and ethics of sub-editing.
 - e. **Rewriting:** Purpose/reasons; principles; and procedure.
 - f. **Translation:** Need; importance; procedure, and rules.
 - g. **Page makeup:** Purpose; principles; and kinds.
 - h. **Proof reading:** Styles; procedure; proofing symbols and duties of a proofreader.
 - i. **Photo journalism:** Selection of pictures; cropping/scaling; writing captions; use of pictures in page makeup.
 - j. **News agencies:** Purpose; functions; national /international /local news agencies; and working of news agencies.
 - k. **Journalistic terminologies:** Explanation of various terms; Jargons and concepts relating to mass media; identifying media professionals.
 - l. **Practical exercises based on b, c, e, f, g, and h.**

Suggested Readings:

Ahuja, B.N., Chaabra, S.S. (1979). *Editing*. New Delhi: Surjeet Publications.

Asiya Sultan Ali and Amena Nudrat. (ed). (2000). *Fundamental Concepts of Computer System*. Peshawar: The Aays Publishers.

Butcher, Judith. (1999). *Copy Editing*. UK: Cambridge University Press.

Copperud, Roy H., Nelson, Roy H. (1983). *Editina the News*. Iowa: WCR USA

English, Earl and Hach Clarence. (1990). *Scholastic Journalism*. Ames, Iowa: Iowa State University Press.

Garcia, Mario R. (1987). *Contemporary Newspaper Design*. New York: Prentice-Hall, INC.

Giles, Vic and Hodgson, F.W. (1990). *Creative Newspaper Design*. Oxford: Heinemann Professional Publishing.

Lewis Greg. (1995). *Photo Journalism: Content and Techniques*. Iowa: WCB, Brown and Bench Mark Publishers.

Miskeen Ali Hijazi. (1990). *Fann-e- Idarat*. Lahore: Urdu Science Board.

Moen, Daryl R. (1984). *Newspaper Layout and Design*. Ames, Iowa: State University Press.

Piotnik, Arthur. (1984). *The Elements of Editing*. New York: Collier Macmillan Publishers.

Westley, Brace H. (1980). *News Editing*. New Delhi: Oxford Publishing Co.

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Paper-IV

Marks 100

Media History and Laws

- a. A brief history of mass media in Indo-Pak subcontinent with special emphasis on the growth of Muslim Press.
- b. Eminent Muslim journalists and newspapers.
- c. Introduction to media in Pakistan.
- d. Development of radio; television, and film in Pakistan.
- e. Press in NWFP: History and development.
- f. History of media laws in Sub-continent.
- g. Media Laws and Regulations in Pakistan.
- h. Press-state relations: History and development.

Suggested Readings:

Abdus Salam Khurshid. (1964). *Journalism in Pakistan*. Lahore. United Publishers Ltd.

Abdus Salam Khurshid. (1992). *Sahafat Pakistan-wa-Hind May*. Lahore: Matabai Carvaan.

- Abdus Salam Khurshid. (1989). *Dastan-i-Sahafat*. Lahore. Maktabai Carvaan.
- Ajmal Malik. (1982). *Sahafat Suba Sarhad Maain*. Lahore. Book Channal.
- Ahuja, B.N. (1988). *History of Press, Press Laws & Communications*. New Delhi. Surjee Publications.
- Anwar Ali Dehlvi. (ed). (1991). *Urdu Sahafat*. Lahore: Book Talk.
- Grover, Justice A.N. (1990). *Press & the Law*. Delhi: Vikas Publishing House Pvt. Ltd.
- Javed Jabbar, Qazi Faez Isa. (1997). *Mass Media Laws and Regulations in Pakistan*. Singapore. Amic.
- Mehdi Hassan. (1995). *Jadid Ablagh-e-Aam*. Islamabad: Muqtadir Qaumi Zuban.
- Miskeen Ali Hijazi. (1989). *Pakistan-o-Hind Main Muslim Sahafat Ke Mukhtasar Tareen Tareekh*. Lahore: Sang-I-Meel Publications.

- Miskeen Ali Hijazi. (1990). *Pakistan Main Ablagiyat*: Taraqqi aur Masayil. Lahore: Sang-I-Meel Publications.
- M. Attique Siddiqui. (1980). *Hindustani Akhbar Navassi* (company kay ehad main). Karachi: Indus Publications, Pakistan.
- Nadir Ali Khan. (1993). *Urdu Sahafat Ki Mukhtasar Tareekh*. Lahore. Book Channal.
- Parthasarathy Rangaswami. (1991). *Journalism in India*. Delhi: Sterling Publishers Pvt Ltd.
- RPPO. (1988). Rawalpindi: Federal Law House.
- S.Natrajan. (1962). *A History of Press in India*. London. Asia Publishing House.
- Umer Aamer. (1986). *A History of Press in N.W.F.P*. Peshawar: Free Lance Research Publications.
- Zamir Niazi. (1994). *The Web of Censorship*. Karachi: Oxford University Press.

Ziaul Islam Janjua. (1989). *The Copyright Laws*. Lahore: Lahore Law Times Publication.

Paper-V

Marks 100

Mass Communication Theory

- a Introduction to Mass Communication theory.
- b Nature and functions.
- c Effects of Mass Communication.
- d Mass Communication as social institution.
- e Systems of Mass Communication.
- f Sociology of Mass Communication.
- g Sociology of the audience: Interpersonal Communication and the mass audience.
- h Social consequences of Mass Communication.
- i Social impact of the communication technology.
- j Mass Media and modern society.

Suggested Readings:

Devito, Joseph A. (1986). *The Interpersonal Communication Book*. New York: Harper & Row.

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Dominick, R. Joseph. (1999). *The Dynamics of Mass Communication*. New York: McGraw-Hill Coll.

Gill, David and Adams, Bridget. (1998). *The ABC of Communication*. Surrey: Nelson and Sons, UK.

Hawthorn Jeremy. (1987). *Propaganda, Persuasion and Polemic*. London: Edward Arnold Ltd.

Hiebert, Eldon Ray et al. (1982). *Mass Media III*. New York, London: Longman.

James, Curran, Michael Gurevitch and Janet Woolacott (eds.) (1977). *Mass Communication and Society*. London: Open University Press.

Margerison, Charles J. (1996). *The Art of Effective Communication*. Excel Books.

Mattelart, Amand and Mattelart, Michele. (1998). *Theories of Communication*. New Delhi: Sage Publications.

McQuail, Dennis, et al (1994). *Mass Communication Theory*. London: Sage Publications.

- McQuail, Dennis and Windahl, Sven. (1993). *Communication Theories*. London: Longman Group UK Ltd.
- Medhi Hussain. (1995). *Jadid Ablagh-e-Aam*. Islamabad: Muqtadir Qaumi Zuban.
- Muhammad Ali Chiragh. (1987). *Propaganda*. Lahore: Sangi-I- Meel Publications.
- Schramm, Wilbur and Daniel, Lerner. (1978). *Communication and Change*. Hawaii:
- Severin, Wemer J. and Tankard, James W. (1992). *Communication Theories: Origin, Methods and Uses in the Mass Media*. New York: Longman.
- Sullivan,O Tim., Fiske, John., Saundars, Danny., Montgomery, Martin and Hartley,John. (1994). *Key Concepts in Communication And Cultural Studies*. USA, Canada: ROUTLEDGE.
- Vivian, John: (1991). *The Media of Mass Communication*. Montana: Allyn and Bacon.

Wilson, Geral. Hantz Alam and Hanna, Michael S. Dubuque WCB: (1995) *Interpersonal Communication*. WCB, Brown & Benchmark IA, USA.

Wright, Charles R. (1986). *Mass Communication- A Sociological Perspective*. New York: Random House.

Paper-VI

Marks 100

Broadcasting in Pakistan. (Theory and Practice)

- a. Radio broadcasting: Structure and policies of the Pakistan Broadcasting Corporation (PBC).
- b. TV broadcasting: Structure and policies of the Pakistan Television Corporation (PTVC).
- c. PBC/PTV programmes: Policy, structure, and presentation.
- d. Writing for radio/TV: News and documentaries; scripting; production, and presentation.
- e. Community broadcasting: Introduction and needs.
- f. Information technology: Scope and future prospects in broadcast journalism.
- g. Practical based on (c) and (d).

Suggested Readings:

Alexander, James P. (1979). *Programmed Journalism Editing*. Ames, Iowa: Iowa State University Press.

Boyd, Andrew. (1990). *Broadcast Journalism*. Oxford: Heinemann Professional Publishing.

Dimbleby, Nick, Dimbleby, Richard and Whittington, Ken. (1994). *A Guide to Production Techniques*. UK: Hodder & Stoughton Bath.

Idrees Siddiqi. (1991). *Radio Journalism in Pakistan*. Lahore: Ferozsons Ltd.

Mugheesuddin. (1980). *ABC of Radio Journalism*. Lahore.

Mohammed Hussain. (1997). *Radio Journalism*. Karachi: National Book Foundation.

Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ames Iowa: Iowa State University Press.

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Wulfemeyer, K. Tim. (1983). *Broadcast News writing*. Ames, Iowa: Iowa State University Press.

York, Ior. (1990). *Basic T.V Reporting*. London, Boston: Focal Press.

Zbar, Paul B., Orne, Peter W. (1988). *Basic Television Theory and Servicing*. New Delhi: Tata McGraw-Hill Publishing Co.

Paper-VII

Marks 100

Public Relations and Advertising

A. Public Relations (PR) (Theory and Practice)

- a. **Introduction to PR:** Definition; nature; scope, and history
- b. **Process of PR:** Research; planning PR campaigns; executing PR programs, and evaluation.
- c. **Tools of PR:** Print media; spoken media and special events; writing press releases; handouts, and press notes.
- d. **Public Relations in Pakistan:** History: govt / private PR; organizations of PR.

- e. PR department and PR personnel: Role of PR department; organization; role, functions, and qualities of PRO.
- f. Ethics and professionalism: Definition; code of ethics
- g. Practical exercises based on "b" and "c".

B. Advertising

- a. Introduction: Definition; development, and purpose.
- b. Comparative study: Advertising vs PR; sales promotion; publicity; and propaganda.
- c. Advertising agencies: Structure; function

Centre, H. Allen, Cutlip.M.Scott. (1978). *Effective Public Relations*. New Jersey: Prentice-Hall INC.

Chandan, S.J. et al. (1990). *Essentials of Advertising*. New Delhi, Bombay: Oxford & IBH Publishing Co, Pvt Ltd.

Jefkins, Frank.(1991). *Public Relations for Marketing Management*. Long Acre, London: Pitman Publishing.

Jefkins, Frank. (1991). *Public Relations*. Long Acre, London: Pitman Publishing.

Jefkins, Frank. (1982). *Advertising: Made Simple*. Calcutta: Rupa Co.

Mandell, Maurice I., (1974). *Advertising*. Englewood Cliffs, N.J: Prentice-Hall, INC. U.S.A.

Nelson, Paul Roy. (1985). *The Design of Advertising*. Iowa. WCB, Wm.c,Brown Publishers Dubugue, U.S.A.

S.A. Siraj (ed) (1990). *Taloqaat-e-Aama*. Islamabad: Allama Iqbal Open University..

Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K. (1989). *Public Relations: Strategies and Tactics*. New York: Harper Collins Publishers.

Wright S., John et al. (1982). *Advertising*. U.S.A: Mc-Graw-Hill Series in Marketing.

Paper-VIII

Marks 100

Development Support Communication (DSC)

- a. **Introduction:** Definition and various perspectives on development.
- b. **Meaning of Development Communication.**
- c. **Comparative study of Development Communication.**
- d. **Development Support Communication and Development Journalism.**
- e. **Communication and social change:** Process of social change; decision-making; diffusion of innovation; and adoption of innovation.
- f. **Development communication campaign:** Definition; planning, and execution.
- g. **Practical exercises based on "f".**

Suggested Readings:

Allama Iqbal Open University. *Taraqqiyati Sahafat*. Islamabad: Government of Pakistan Planning Commission Five-year Plans.

Ascroft, Josef. (1985). *Interactive Model of Third world Basic Needs; Basic Needs: Approaches to development in development perspective.*

Ascroft, Josef and Srinivas Molkote. (1984). *On the Democratization and Development.*

Bella Mody (1991). *Designing Messages for Development Communication*. London: Sage Publications.

Hornik Robert. C. (1988). *Development Communication*. New York: USA.

Jayaweera, Neville., Amunugama, Sarath. (eds) (1987). *Rethinking Development Communication*. Singapore: AMIC.

K. Sadanandan Nair, White Shirley A. (eds.) *Perspectives on Development Communication*.

Kunczik Michael (1993). *Communication and Social Change*. Bonne: Friedrich Ebert Stiftung.

Lesswell Herold, (1974). *The Structure and Function of Communication in Society*.

Lloyd Goodwill, Jr. (19990). *Small Group Communication in Organization*. Iowa: USA.

Mehdi Hasan Naqvi, M. Asghar (eds.) (1985). *Dehie Sahafat*. Peshawar: Pakistan Academy for Rural Development.

Schramm, Wilber (1974). *The Nature of Communication Between Humans*.

Schramm, Wilber and Daniel Lerner. (1978). *Communication and Change*. Hawai.

Seema Rani and A. Malaviya. (1991). *Communication and Rural women*. Delhi.

Srinivas R. Melkote (1991). *Communication for Development in the Third World (Theory and Practice)*. London: Sage Publications.

White Shirley A. and Ascroft Joseph (1994). *Participatory Communication*. London: Sage Publications.

Paper- IX

Marks 100

Pakistan Affairs

- a. **Ideology of Pakistan:** Definition and explanation.
- b. **Freedom movement:** Historical evolution.
- c. **Pakistan's foreign policy:** Formation and impact; Pakistan's relations with the west neighboring countries, and Islamic world.
- d. **Political Parties:** Types, their role and functions.
- e. **Systems of government:** Parliamentary and Presidential forms of government.
- f. **Introduction to various world organizations:** UN; SAARC; OIC; ECO; CIS; ASEAN; ATO; EU; OPEC; IMF, and World Bank.
- g. **Current Issues in World Politics:** Kashmir dispute; Afghan problem; Middle East peace process; Gulf Imbroglio; crises in Caucasia; globalization; terrorism; human rights, and other issues.
- h. **Pakistan Economy:** Nature and scope of economics; national income and state of various economic sectors in Pakistan; problems of Pakistan economy.
- i. **Economic development in Pakistan:** Successive five -year plans with special study of the last one.

- j. Social uplift in Pakistan: Concept of sustainable economic development and role of NGOs.

Suggested Readings:

Abdul Hamid.(1967). (1858-1947) *Muslim Separatism in India: A brief Survey*,. Lahore:

Burke, S. M. (1969). *Pakistan's Foreign Policy: A Historical analysis*. Oxford:

Eckaus, Richard S. (1972), *Basic Economics*. Boston: Little, Brown and Company.

K. Arif. (ed). (1984). *Pakistan's Foreign Policy: Indian Perspective*. Lahore:

Masud Ahmad.(1983). (1957-1975) *Pakistan: A Study of Its Constitutional History*. Lahore:

Muzaffar Hussain Malathvi. (1988). *Fundamental of Pakistan Economy*. Lahore: Farooq Kitab Ghar.

Rafiullah Shahab.(1990). *Fifty Years of Pakistan*. Lahore: Maqbool Acadamy.

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Waheed-uz-Zaman. (1978). *Towards Pakistan*. Lahore: Pakistan.

Zarina Salamat. (1992). *Pakistan, 1947-1958: A Historical Review*. Islamabad: Pakistan.

Ziring, Lawrence. (1971). *The Ayub Khan Era: Politics in Pakistan, 1958-1969*. New York: USA.

Paper-X

Marks 100

Communication Research Methods (Track-I)

- a. **Introduction to Mass Media Research:** Scope and Development.
- b. **Various approaches to Mass Media Research:** Inductive and deductive approaches; Quantitative and qualitative approaches; applied vs pure research.
- c. **Types of Mass Media research:** Experimental method; historical method; field survey; content analysis, and case study.
- d. **Selection of topic:** Determining the relevance; factors affecting selection of problem; literature reviewing; designing hypothesis (es) and research question(s).
- e. **Data collection and reduction.** Process and analysis.
- f. **Writing Synopsis/Research proposals:** Need; Techniques; and procedure.
- g. **Report writing:** Techniques and styles; basics of reference writing.

Suggested Readings:

- Berger, Arthur Asa (1998). *Media Analysis Techniques*. London: Sage Publications.
- Bryman, Allan and Burgess, Robert G. (ed). (1994). *Analyzing Qualitative Data*. London: ROUTLEDGE.
- Boyd, Oliver , Barrett., Rantanen Terhi (1998). *The Globalization of News*. London: Sage Publications.
- Dearing, James W. and Rogers, Everett M. (1996). *Communication Concept: Agenda Setting*. London: Sage Publications.
- Ginneken, Jaap Van (1998). *Understanding Global News*. London: Sage Publications.
- Herzog, Thomas. (1996). *Research Methods in the Social Sciences*. Harper Collins College Publishers.
- Fink, Arlene (1995). *How to Design Survey*. London: Sage Publications.

- Fink, Arlene (1995). *How to Sample in Surveys*. London: Sage Publications.
- Fink, Arlene (1995). *How to Report on Survey*. London: Sage Publications.
- Kuncnik, Michael (1993). *Communication and Social Change*. Bonn: F.E.S.
- Krueger, Richard A. (1998). *Developing Questions for Focus Groups*. London: Sage Publications.
- Krueger, Richard A., King, Jean A. (1998). *Involving Community Members in Focus Group*. London: Sage Publications.
- Marshall, Peter. (1998). *Research Methods*. Oxford: How to Books Publishers.
- McQuail, Denis (1997). *Audience Analysis*. London: Sage Publications.
- Silverman, David (ed). (1998). *Qualitative Research*. London: Sage Publications.

Paper-XI	Marks 100
Thesis (Track-I)	

Note: For details please see paras. (1,2) Of the following note.

Paper-XII	Marks 100
Feature, Column, & Editorial writing (Theory & Practice) Track-II (60+40)	

Note: This paper is divided into two parts: theory of 60 marks and practice of 40 marks. Candidates will be required to attempt five questions in all with two questions from each part as compulsory.

A. Feature and Column writing

- a. Feature writing: Definition; types; sources; styles and structure; pictorial display in feature.
- b. Column writing: Concept; types; and styles of columns; study of various columns appearing in the national press.

B. Editorial writing

- a. Concept; types; structure; style, and sources of editorial writing.

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- b. Functions and responsibilities of editorial writer.
- c. Contents of editorial page.
- d. Comparative study of the editorial pages of various national newspapers.
- e. Practical exercises based on A (a, b); B (a).

Suggested Readings:

Abdus Salam Khurshid. (1991). *Fann-e- Sahafat*. Lahore: Maktabai Caravan.

English, Earl and Hough, Clarence. (1990). *Scholastic Journalism*. Ames, Iowa: Iowa State University Press.

Louis, Alexander. (1989). *Beyond the Facts*. New Delhi: Surjeet Publications.

Mirza Adeeb (1991). *Adbi Column*. Lahore: Pakistan Books and Literary Society.

Maskeen Ali Hijaze. (1991). *Idaria Naveesi*. Lahore: Sang-i-meel Publications.

Miskeen Ali Hajize. (1993). *Fann-e- Idarat*. Lahore: Urdu Science Board.