Syllabus:

M.A. Previous

Paper-I. Journalistic Language. (English, Urdu, Pashto) 100 Marks
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: Track-II 100
Paper-XIII. Internship........................................... 100

Total marks 1100

Detailed description of the courses

M.A (Previous)

Paper-I

Journalistic Language (English, Urdu, Pashto)

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/Pashto). 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.
الف. صحافتي وادبي اسلوب: بتيادى خدوخل
- صحافتي زيان (اردو) كنهاي خموصيات.
- صحافتي اروو وا ارتفع
- جريد صحافتي اروو

ب. صحافتي ترجمه:
- شروتر اور اپت
- ترجمه کی اصول
- متبرک کی اوصف

ج. تفهیم و اختصار
- ضرورت اور اپت
- طریق کار

د. اردو صحافتي مواد کا تنتقدی جائزہ
- کلام، تفری - اوارگ
- تفهیم و چاہید - پرچار - کیک ریو

ر. صحافت اور طنز و مزاح
- اپت و شروتر
- اقتام اور نویشن
Part C  Journalistic Language Practice (English/ Urdu/ Pushto)

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

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

Suggested Readings:


Edward Arnold.


Paper-II  Reporting  (Theory & Practice)  Marks 100

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:


**Paper-III**

**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:**


---

Paper IV

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.
- g. Media Laws and Regulations in Pakistan.
- h. Press-state relations: History and development.

Suggested Readings:


Mass Communication Theory

a. Introduction to Mass Communication theory.
c. Effects of Mass Communication.
d. Mass Communication as social institution.
e. Systems 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:


---

Paper-VI

Broadcasting in Pakistan. (Theory and Practice)


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:


---

**Paper VII**

**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


Development Support Communication (DSC)

a. Introduction: Definition and various perspectives on development.
b. Meaning of Development Communication.
c. Comparative study of Development Communication.
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 "I".

Suggested Readings:


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


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.
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:


---

**Communication Research Methods** (Track-1)

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:


Paper-XI

Thesis (Track-I)

Note: For details please see paras. (1.2) Of the following note.

Paper-XII

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.

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:


