Scheme of Studies

1. ADA Media and Communication Studies

DEPARTMENT OF COMMUNICATION & MEDIA STUDIES

UNIVERSITY OF SARGODHA

1. Title of Degree Program: **ADA in Media and Communication Studies**

Program Learning Objectives: After completing the Associate Degree in Communication and Media Studies. After completion of ADA the students will: Develop an understanding of the latest trends in the domain of Communication and Media Studies; Develop communication skills to excel in professional life; Develop critical thinking towards media development; Be able to write features and articles; Be able to critically analyze media contents and their implications. This program will provide an opportunity to the students to discover this field and choose this field for future studies i.e BS and M.phil/PHD.

2. Program Structure:

Duration	Minimum 2-Years (4-Semesters), Maximum 3-Years (6-Semesters)
Admission Requirements:	Eligibility: At least 45% marks in intermediate Part-I/II, DAE (2nd Year) or equivalent qualification
Degree Completion Requirements:	Duration: 02 Year Program (04 Semesters) Minimum Degree Requirements: 70 Credit Hours

3. **General Education (Gen Ed) Requirements:(Mandatory/Core Curses):**

Sr. No.	Semester	Course Code	Course Title	Credit Hours	Prerequisite
1.	2	URCG-5112	Fables, Wisdom and EPICS	2(2-0)	Nil
2.	4	URCG-5114	Basic Science	3(2-1)	Nil
3.	2	URCG-5116	Science of Society-I	2(2-0)	Nil
4.	1	URCG-5118	Functional English	3(3-0)	Nil
5.	3	URCG-5119	Expository Writing	3(3-0)	Nil
6.	2	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
7.	3	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
8.	1	URCG-5105 URCG-5126	Islamic Studies (OR) Religious Education/Ethics	2(2-0)	Nil
9.	3	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
10.	1	URCG-5123	Applications of Information and Communication Technologies (ICT)	3(2-1)	Nil
11.	4	URCG-5124	Entrepreneurship	2(2-0)	Nil
12.	4	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
13.	1-8	URCG-5111	Translation of Holy Quran*	NC	Nil
14.	2	URCG-5127	Seerat of the Holy Prophet (SAW)*	1(1-0)	Nil
			GE Courses Credit Hours Total	**31**	

*Muslim Students only

4. **Single Major Courses:**

Sr. No.	Course Code	Course Title	Credit Hours	Pre-requisite
1.	MCOM-5101	Conventional and Digital Communication	3(3+0)	Nil
2.	MCOM-5103	Computer Applications in Mass Communication	3(1+2)	Nil
3.	MCOM-5104	Contemporary World Media	3(3+0)	Nil
4.	MCOM-5105	Journalistic Language (Urdu)	3(3+0)	Nil
5.	MCOM-5109	Journalistic Language (English)	3(3+0)	Nil
6.	MCOM-5111	Introduction to Social Media	3(3+0)	Nil
7.	MCOM-5106	Introduction to Mobile Journalism	3(3+0)	Nil
8.	MCOM-5107	News Reporting and Sub-Editing	3(3+0)	Nil
9.	MCOM-5108	Current Affairs	3(3+0)	Nil
10.	MCOM-5112	Media Ethics & Laws	3(3+0)	Nil
11.	MCOM-5132	Photojournalism	3(2+1)	Nil
12.	MCOM-5133	Fundamentals of Broadcast Media	3(3+0)	Nil
Major Courses Credit Hours Total			**36**	

Summary:

Sr. No.	Category	No. of Courses	Credit hours
1.	General Courses	14	31
2.	Subject Major Courses	12	36
	Total with Minor	**26**	**67**

Semester-I

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-1	URCG-5118	Functional English	3(3-0)	Nil
GE-2	URCG-5105 URCG-5126	Islamic Studies (Compulsory) OR Ethics	2(2-0)	Nil
GE-3	URCG-5123	Applications of Information Communication Technologies (ICT)	3(2-1)	Nil
Major-1	MCOM-5101	Conventional and Digital Communication	3(3+0)	Nil
Major-2	MCOM-5103	Computer Applications in Mass Communication	3(1+2)	Nil
Major-3	MCOM-5104	Contemporary World Media	3(3+0)	Nil

Semester Total Credit Hours: 17

Semester-II

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-4	URCG-5112	Fables, Wisdom and Epic	2(2-0)	Nil
GE-5	URCG-5116	Science of Society-I	2(2-0)	Nil
GE-6	URCG-5120	Exploring Quantitative Skills	3(3-0)	Nil
GE-7	URCG-5127	Seerat of the Holy Prophet (SAW)*	1(1-0)	Nil
GE-8	URCG-5111	Translation of the Holy Quran-I*	NC	Nil
Major-4	MCOM-5105	Journalistic Language (Urdu)	3(3+0)	Nil
Major-5	MCOM-5109	Journalistic Language (English)	3(3+0)	Nil
Major-6	MCOM-5111	Introduction to Social Media	3(3+0)	Nil

*Muslim Students only   Semester Total Credit Hours: 17

Semester-III

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-9	URCG-5119	Expository Writing	3(3-0)	Nil
GE-10	URCG-5121	Tools for Quantitative Reasoning	3(3-0)	Nil
GE-11	URCG-5122	Ideology and Constitution of Pakistan	2(2-0)	Nil
Major-7	MCOM-5106	Introduction to Mobile Journalism	3(3+0)	Nil
Major-8	MCOM-5107	News Reporting and Sub-Editing	3(3+0)	Nil
Major-9	MCOM-5108	Current Affairs	3(3+0)	Nil

Semester Total Credit Hours: 17

Semester-IV

Category	Course Code	Course Title	Credit Hours	Pre-Requisite
GE-12	URCG-5114	Basic Science	3(2-1)	Nil
GE-13	URCG-5124	Entrepreneurship	2(2-0)	Nil
GE-14	URCG-5125	Civics and Community Engagement	2(2-0)	Nil
GE-8	URCG-5111	Translation of the Holy Quran-II*	NC	Nil
Major-10	MCOM-5112	Media Ethics & Laws	3(3+0)	Nil
Major-11	MCOM-5132	Photojournalism	3(2+1)	Nil
Major-12	MCOM-5133	Fundamentals of Broadcast Media	3(3+0)	Nil

*Muslim Students only   Semester Total Credit Hours: 16

Degree Program Total: 67

SEMESTER-I

Thecourseaimsatprovidingunderstandingofawriter'sgoalofwriting(i.e.clear,organizedandeffectivecontentand tousethatunderstandingandawarenessforacademicreadingandwriting.Theobjectivesofthecoursearetomakethe studentsacquireandmasterthegrammaticalacademicwritingskills.Thecoursewouldenablethestudentstodevelop argumentativewritingtechniques.Thestudentswouldbeabletologically

addspecificdetailsonthetopicssuchasfacts,examplesandstatisticalornumericalvalues.Thecoursewillalsoprovid einsighttoconveytheknowledgeandideasinanobjectiveandpersuasivemanner.Furthermore,thecoursewillalsoe nhancethestudents'understanding

ofethicalconsiderationsinwritingacademicassignmentsandtopicsincludingcitation,plagiarism,formatting andreferencingthesourcesaswellas thetechnicalaspects involved inreferencing.

Contents

1. DevelopingAnalyticalSkills
2. Transitionaldevices(word,phraseandexpressions)
3. Developmentofideasinwriting
4. ReadingComprehension
5. PrecisWriting
6. Developingargument
7. Sentencestructure:Accuracy,variation,appropriateness,andconciseness
8. Appropriateuseofactiveandpassivevoice
9. OrganizationandStructureof aParagraph
10. OrganizationandstructureofEssay
11. TypesofEssays

RecommendedTexts

1. Bailey,S.(2011).Academicwriting:Ahandbookforinternationalstudents(3rded.).NewYork:Routledge.
2. Eastwood,J.(2011).ABasicEnglishgrammar.Oxford: OxfordUniversityPress.
3. Swales,J.M.,&Feak,C.B.(2012).*Academicwritingforgraduatestudents:Essentialtasksandskills* (3rded.).AnnArbor:The Universityof MichiganPress.
4. Swan,M.(2018).*PracticalEnglish usage*(8thed.). Oxford:Oxford UniversityPress.

SuggestedReadings

1. Biber, D., Johansson, S., Leech, G., Conrad, S., Finegan, E., & Quirk, R. (1999). *Longman grammarof spoken and written English*. HarlowEssex:MIT Press.
2. Cresswell,G.(2004).*Writing foracademicsuccess*.London:SAGE.
3. Johnson-Sheehan,R.(2019). *Writingtoday*.DonMills:Pearson.
4. Silvia,P.J.(2019).*Howtowritealot:Apracticalguidetoproductiveacademicwriting*.Washington:America nPsychologicalAssociation
5. Thomson,A.J.,&Martinet,A.V.(1986).*APracticalEnglishGrammar*.Oxford:OxfordUniversityPress

Islamic Studies engages in the study of Islam as a textual tradition inscribed in the fundamental sources of Islam; Qur'an and Hadith, history and particular cultural contexts. The area seeks to provide an introduction to and a specialization in Islam through a large variety of expressions (literary, poetic, social, and political) and through a variety of methods (literary criticism, hermeneutics, history, sociology, and anthropology). It offers opportunities to get fully introductory foundational bases of Islam in fields that include Qur'anic studies, Hadith and Seerah of Prophet Muhammad (PBUH), Islamic philosophy, and Islamic law, culture and theology through the textual study of Qur'an and Sunnah.

- To make students understand the relevance and pragmatic significance of Islam in their lives.
- To make learners comprehend the true spirit of Islam with reference to modern world.
- To generate a sense of Islamic principles as a code of living that guarantee the effective solutions to the current challenges of being.
- To provide Basic information about Islamic Studies
- To enhance understanding of the students regarding Islamic Civilization
- To improve Students skill to perform prayers and other worships
- To enhance the skill of the students for understanding of issues related to faith and religious life.

Contents
Introduction to Qur'anic Studies
1) Basic Concepts of Qur'an
2) History of Quran
3) Uloom-ul-Quran

مطالعہ قرآن)تعارف قرآن ، منتخب آیات کا ترجمہ و تفسیر: سورۃ البقرہ آیات 1-5، 482-482؛ سورۃ الحجرات آیات 1-18؛ سورۃ الفرقان آیات 26-77؛ سورۃ المومنون آیات 1-11؛ ،سورۃ الاحزاب آیات 2، 41، -64 66، ،24، -52 55؛ سورۃ الانعام آیات 151-156؛، سورۃ الصف آیات 1- 12؛ الحشر آیات 18- 44؛ آل عمران آیات 154- 154؛ النحل آیات 12-14؛ لقمن آیت 44، حم السجدہ آیت 56(

Introduction to Sunnah
1) Introduction of Hadith
2) Legal Status of Hadith
3) History of the compilation of Hadith 4)Kinds of Hadith

حدیث کا تعارف، حدیث کی دینی حیثیت، حفاظت و تدوین حدیث، حدیث کی اقسام
متن، حدیث: 1درج ذیل موضوعات پر احادیث کا مطالعہ
1۔ اعمال کا اجر نیت پر منحصر ہے۔ 4۔ بہترین انسان قرآن کا طالب علم اور اس کا معلم ہے۔6کتا ب وسنت گمرابی سے بچنے کا ذریعہ ہیں2۔ ارکان اسلام 5۔ اسلام ، ایمان ، احسان اور قیامت کی نشانیاں ،2بچوں کی نماز کی تلقین 7۔ دین کا گہرا فہم اللہ کی خاص عنایت ہے 8۔ حصول علم، تلاوتِ قرآن اور عمل کی ابمیت و فضیلت ،5 ،روز محشرکا محاسبہ ،14۔ حقوق اللہ کے ساتھ ساتھ حقوق العباد کا لحاظ رکھنا بھی لازم ہے11۔ حسن خلق کی عظمت اور فحش و بد گوئی کی مذمت 14۔ دنیا و آخڑت کی بھلائی کی ضامن چار چیزیں ،16۔ ہلاک کر دینے والی سات چیزیں،12۔ بے عمل مبلغ کا عبرت ناک انجام 15۔ ہر شخص نگران ہے اور ہر شخص مسئول Sirah of the Prohet1)

2) Importance of the Study of Sirah
3) Character building method of the Prophet

(سیرت النبیﷺ) مطالعہ سیرت کی ضرورت و ابمیت ، تعمیر ،سیرت و شخصیت کا نبوی منہاج اور عملی نمونے ، اقامت دین کا نبوی طریق کار، اقامتَ دین بعہدِ خلافت راشدہ، میثاق مدینہ ، خطبہ حجۃ الوداع، اخلاقی تعلیمات ، تشکیل اجتماعیت اور اسوہ حسنہ ،قرآن مجید میں سیرت سرور عالم کا بیان، غزواتِ نبوی ﷺ کے مقاصد و حکمتیں(

Islamic Culture & Civilization
1) Basic Concepts of Islamic Culture & Civilization
2) Historical Development of Islamic Culture & Civilization

3) Characteristics of Islamic Culture & Civilization
4) Islamic Culture & Civilization and Contemporary Issues

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2. اسلامی تہذیب و تمدن) اسلامی تہذیب کا مفہوم، اسلامی کے عوامل و عناصر، اسلامی تہذیب کی خصوصیات، ، اسلامی تہذیب ، علمی ، معاشرتی اور سماجی اثرات ، تہذیبوں کے تصادم کے نظریے کا تنقیدی جائزہ، تہذیبی تصادم کے اثرات و نتائج، طبعی ، حیاتیاتی اور معاشرتی علوم میں مسلمانوں کا کردار، نام ور مسلمان سائنسدان(*Pre-Requisite: Nil*

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Recommended Books
1) Hameed ullah Muhammad, ―Emergence of Islam‖ , IRI, Islamabad
2) Hameed ullah Muhammad, ―Muslim Conduct of State
3) Hameed ullah Muhammad, ‗Introduction to Islam
4) Ahmad Hasan, ―Principles of Islamic Jurisprudence‖ Islamic Research, Institute, International Islamic University, Islamabad (1993)
5) Dr. Muhammad Zia-ul-Haq, ―Introduction to Al Sharia Al Islamia‖ Allama Iqbal Open University, Islamabad (2001)
6) Dr. MuhammadShahbaz Manj, Teleeemat-e- Islam

1. Meaning and Scope of Ethics.
2. Relation of Ethics with:
      (a) Religion
      (b) Science
      (c) Law
3. Historical Development of Morality:
      (a) Instinctive Moral Life.
      (b). Customary Morality.
      (c). Reflective Morality.
4. Moral Theories:
       (a). Hedonism (Mill)
      (b). Intuitionism (Butler) (c).
      Kant's Moral Theory.
5. Moral Ethics and Society.
      (a). Freedom and Responsibility.
      (b). Tolerance
      (c). Justice
      (d). Punishment (Theories of Punishment)
6. Moral Teachings of Major Religions:
      a). Judaism
       b). Christianity
      c). Islam
7. Professional Ethics:
      a). Medical Ethics
      b). Ethics of Students
      c). Ethics of Teachers
      d). Business Ethics

REFERENCE BOOKS:
   1.   William Lille. An Introduction to Ethics., London Methuen & Co. latest edition.
   2.   Titus, H.H. Ethics for Today. New York: American Book, latest edition.
   3.   Hill, Thomas. Ethics in Theory and Practice. N.Y. Thomas Y. Crowel, latest edition
   4.   Ameer Ali, S. The Ethics of Islam. Culcutta: Noor Library Publishers, latest edition
   5.   Donaldson, D.M. Studies in Muslim Ethics. London: latest edition. 6. Sayeed, S.M.A.(Tr.) Ta'aruf-e-Akhlaqiat. Karachi: BCC&T, Karachi University of

URCG-5123   Applications of Information Communication Technologies   3(2-1)

The course introduces students to information and communication technologies and their current applications in their respective areas. Objectives include basic understanding of computer software, hardware, and associated technologies. They can make use of technology to get maximum benefit related to their study domain. Students can learn how the Information and Communications systems can improve their work ability and productivity. How Internet technologies, E-Commerce applications and Mobile Computing can influence the businesses and workplace. At the end of semester students will get basic understanding of Computer Systems, Storage Devices, Operating systems, E-commerce, Data Networks, Databases, and associated technologies. They will also learn Microsoft Office tools that include Word, Power Point, and Excel. They will also learn Open office being used on other operating systems and platforms. Specific software related to specialization areas are also part of course. Course will also cover computer ethics and related Social media norms and cyber laws.

Contents

1. Introduction, Overview and its types
2. Hardware: Computer Systems & Components, Storage Devices and Cloud Computing
3. Software: Operating Systems, Programming and Application Software
4. Introduction to Programming Language
5. Databases and Information Systems Networks
6. The Hierarchy of Data and Maintaining Data
7. File Processing Versus Database Management Systems
8. Data Communication and Networks
9. Physical Transmission Media & Wireless Transmission Media
10. Applications of smart phone and usage
11. The Internet, Browsers and Search Engines
12. Websites Concepts, Mobile Computing and their applications
13. Collaborative Computing and Social Networking
14. E-Commerce & Applications
15. IT Security and other issues
16. Cyber Laws and Ethics of using Social media
17. Use of Microsoft Office tools (Word, Power Point, Excel), mobile apps or other similar tools depending on the operating system
18. Other IT tools/software specific to field of study of the students if any

Recommended Texts

1. Vermaat, M. E. (2018). *Discovering computers: Digital technology, data and devices.* Boston: Cengage Learning.

Suggested Readings

1. O'Leary, T. J., & O'Leary, L. I. (2017). *Computing essentials* (26th ed.). San Francisco: McGraw Hill Higher Education.

Schneider, G. M., & Gersting, J. (2018). *Invitation to computer science.* Boston: Cengage Learning.

MCOM-5101   **Conventional and Digital Communication**   **3(3+0)**

This course is aimed at introducing the students with basic concepts of conventional and emerging concepts of digital communication. Students would be able to identify and distinguish between the key concepts of conventional and digital communication. Conventional media such as television, radio, newspapers and magazines have long been the primary outlet for communication campaigns, but added to this now are digital channels like social media (Facebook, Twitter, Instagram) that have increased the opportunities for companies, big and small, to connect and spread the word. Digital communications media are inherently capable of being more interactive, more participatory, more egalitarian, more decentralized, and less hierarchical. As such, the types of social relations and communities which can be built on these media share these characteristics. This course further enables the students to understand the communication process, conventional and digital communication systems, problems and prospects of conventional and digital communication and distinguish among various forms of mass media.

Contents

1. Communication:process, types and functions
2. Barriers in communication
3. Models of mass communication: linear, circular, transactional
4. Print media communication: newspapers, magazines, periodicals, books, pamphlets, etc.
5. Electronic media communication: radio, television, film
6. New media: (internet): website, blog, vlog, and use of AI in social media
7. ICTs and emerging platforms of new media: web 2.0, web 3.0
8. The phenomenon of social media: Facebook, Twitter, Linkedin, Google
9. Integration, convergence, consumerism and amplifications of mass contents on ICT platforms
10. Receiver of communication as channels of ICTs
11. Media Literarcy: difference between real and fake news, propaganda, Framing, angeling.

Recommended Texts

1. Baran, S. (2016). *Introduction to mass communication: Media literacy and culture* (10th ed.). McGraw-Hill.
2. Campbell, R., Martin, C., &Fabos, B. (2014). *Media and communication: Mass communication in adigital age*. St.Martin's.

Suggested Readings

1. Dominick, J. (2014). *Dynamics of mass communication* (12thed.). McGraw-Hill.
2. Vivian, J. (2015). *Media of mass communication*. Pearson.
3. Lindgrel, S. (2017). *Digital media and society*. Sage.

This course is aimed at introducing the students to computer technology and techniques to acquaint them with its uses in different media. It focuses on the use of various software a journalist requires while practicing journalism in daily routine. The students will learn to work effectively with a range of current, standard, and productive software applications used in various media productions. They will also be able to evaluate, select and use software appropriate to a given situation. It will help them to apply basic learning and assessment principles in the design, development, and presentation of material produced by different software. The course will facilitate students to demonstrate employability skills and a commitment to professionalism. It will also assist them to assess and solve a range of problems using software applications used in media, and adapt quickly to new software releases. Further, it will also give know-how on how to maintain quality assurance through critically evaluating procedures and results. The students will also be able to build up competencies required to develop the professional skills necessary to their survival and success in both the academic and business worlds through hands-on practice.

Contents

1. In-Page Basics (Urdu Composing and Page Making)
2. Adobe Page Maker Basics (Creating layouts for Newspaper and Magazines)
3. Adobe Photoshop Basics (Basic Still Image/Picture editing)
4. Coreldraw Basics (Page and Image Making and Designing)
5. Adobe Audition Basics (Basic Audio Editing for Radio)
6. Adobe Premiere Basics (Basic Video Editing for Television/Documentary/Short Film etc.)
7. Macromedia Flash Basics

8. Use of AI tools in the field of Mass Communication

Practical: Students will use the mentioned software in mini projects as per the instructions and guidelines given by the instructor.

Recommended Texts

1. Williams, R. (2008). *The non-designers design book* (3rded.). California: Peachpit Press.
2. Bain, S. (2002). *CorelDraw (R) 11: The official guide.* NYC: McGraw-Hill.

Suggested Readings

1. Baker, D. L. (2004). *Adobe premiere 6.5 complete course.* New Jersey: Wiley Publishing Co.
2. Faulkner, A. (2018). *Adobe photoshop CC classroom in a book.* NYC: Pearson.
3. Yeung, S. (2003). *Macromedia Flash MX 2004 hands-on training.* California: Peachpit Press.
4. Jago, M. (2013). *Adobe Audition CC classroom in a book.* (2nd ed.).California: Adobe Press.

MCOM-5104   **Contemporary World Media**   **3(3+0)**

The course will introduce the students to the contemporary media landscape, with a focus on global media and media infrastructure that are influencing the role of communications within private, public and community sector organizations. It offers an exploration of the structures, systems, effects, conventions, and genres of contemporary media with an emphasis on improving media literacy to foster critical and educated consumption of media. It will provide an insight into contemporary mass media and their organizational structures and how the developed world maintains its media hegemony over developing countries through their modes of communication e.g. wire services, TV channels, radio satellites, newspapers and magazines. Through this course, students will learn about the historical, social and political role of the media with a global perspective. It also attempts to unravel the hegemonic role of media conglomerates in the age of globalization.

Contents

1. Introduction of contemporary mass media: Need, importance and Influence
2. Information society, its characteristics and role of media
3. Role of contemporary media and globalization
4. Political economy of mass media
5. Media conglomerates: News Corporation, Sony, Walt Disney, Warner Brothers
6. Profile of satellite communication organizations I: Hughes Inc, Euro Sat, IntelSat, NASA
7. Profile of satellite communication organizations II:AsiaSat, Telecommunication Union
8. Profile of US media giants: Cable News Network (CNN), Voice of America (VOA)
9. Profile of British Broadcasting Corporation Inc. (BBC), Deutsche Welle (DW, Germany)
10. Profile of Al- Jazeera, Al-Arabiya, Star Networks India
11. Profile of top news agencies: Agence France Presse (AFP), Associated Press (AP),Reuters
12. Profile of US Elite Press: New York Times, The Washington Post, Los Angeles Times
13. Profile of Elite Press: The London Times, The Guardian, China Daily, People's Daily
14. Profile of World Elite Magazines: Times, News Week, Readers

Recommended Texts

1. Bob, V. (2017). *Contemporary mass media: producers and consumers.* Iowa: Kendall Hunt Publishing.
2. Dominick, J.R. (2014). *Dynamics of mass communication: media in transition* (14[th]ed.).NYC: McGraw-Hill.

Suggested Readings

1. Thussu, D. K. (2017). *International communication.* London: Sage.
2. Vivian, J. (2015). *Media of mass communication.* London: Pearson.

SEMESTER-II

URCG-5112   **Fables, Wisdom Literature and Epic**   **2(2-0)**

The course will enable students to explorehuman experiences, cultivate an appreciation of the past, enrich their capacity to participate in the life of their times, and enable an engagement with other cultures and civilizations, both ancient and modern. But independently of any specific application, the study of these subjects teaches understanding and delight in the highest achievements of humanity. The three components of the course, including fables, wisdom literature and epic, will enable the learners to explore and understand the classic tradition in literature. Development of personal virtue, a deep Sufi ethic and an unwavering concern for the permanent over the fleeting and the ephemeral are some of the key themes explored in the contents that will develop an intimate connection between literature and life.

Contents

1. Fables
   - The Fables of Bidpai
   - The Lion and the Bull
   - The Ring-dove
   - The Owls and the Crows
   - Selected poem from Bang-i-Dara

2. Gulistan-e- Sa'di
   - Ten ḥikāyāt from John T. Platts, *The Gulistan*
3. Epic
   - The Shahnama of Firdausi

Recommended Texts

1. Chishti, Y.S. (1991). *Sharaḥ-i bāng-i darā*. Lāhaur: Maktaba-i taʿmīr-i insāniyat
2. John T. P. (1876).*The Gulistan; or, Rose Garden of Shaikh Muslihu'd- Dīn Sa'dī of Shīrāz*. London: Wm. II. Allen.

Suggested Readings

1. Thackston, W. (2000). *A Millennium of Classical Persian Poetry*. Maryland: Ibex Publishers.
2. Wood, R. (2013). *Kalila and Dimna: Fables of conflict and intrigue*. United Kingdom: Medina Publishing, Limited.

URCG-5116 **Science of Society-I** **2(2-0)**

This course will introduce students with the subject matter of social science, its scope, nature and ways of looking at social phenomenon. It will make the participants acquaintance with the foundations of modern society, state, law, knowledge and selfhood. While retaining a focus on Pakistani state and society, students will encounter theoretical concepts and methods from numerous social science disciplines, including sociology, politics, economics anthropology and psychology and make them learn to think theoretically by drawing on examples and case studies from our own social context. Students will be introduced to the works of prominent social theorists from both western and non-western contexts. Instruction will include the use of written texts, audio-visual aids and field visits.

Learning Outcomes:

The course has following outcomes:

It will

- Introduce student with the nature of human social behavior and foundations of human group life
- Analyze the reciprocal relationship between individuals and society.
- Make student aware with the nature of societies existing in modern world
- Make students familiar with the philosophy of knowledge of social sciences
- Introduce students with the works of prominent theories explain human group behavior
- Help students to understand the foundations of society including culture, socialization, politics and economy
- Introduce students with various dimensions of social inequalities with reference to gender, race, ethnicity and religion
- Make them aware about the understanding of various themes pertains to social science in local context
- Help them recognize the difference between objective identification of empirical facts, and subjective formulation of opinionated arguments

Course Outlines:

1. **Introduction to Social Sciences**
   - Social world, Human Social behavior, Foundations of society
   - Evolution of Social sciences
   - Philosophy of Science
   - Scope and nature of social sciences
   - Modernity and social sciences
   - Branches of social science: Sociology, Anthropology, Political Science, Economics

Society and Community, Historical evolution of Society
   - Types of Societies
   - Foraging society, Horticultural society, Pastoralist society
   - Agrarian societies, Industrial society, Postindustrial society

2. **Philosophy of Knowledge in social Science and social inquiry**
   - Understanding social phenomenon
   - Alternative ways of knowing
   - Science as a source to explore social reality
   - Objectivity, Value-Free research
   - Positivism vs Interpretivism
   - Qualitative vs Quantitative

3. **Culture and Society**
   - Idea of Culture, Assumptions of Culture

- Types, Components, Civilization and culture
- Individual and culture. Cultural Ethnocentrism, Cultural Relativism
- Outlook of Pakistani culture
- Global Flows of culture, Homogeneity, Heterogeneity

4.Social Stratification and Social inequality
- Dimensions of inequality, Social class
- Gender, Race, Religion, Ethnicity, Caste
- Patterns of social stratification in Pakistan
- Class, caste system in agrarian society
- Ascription vs Achievement, Meritocracy
- Global stratification in modern world, Global patterns of inequality

5.Personality, Self and Socialization
- Concept of self, Personality
- Nature vs Nurture, Biological vs Social
- Development of Personality
- Socialization as a process, Agents of socialization
- Socialization and self/group identity

6.Gender and Power
- Understanding Gender
- Social construction of Patriarchy
- Feminism in Historical context, Gender Debates
- Gender and Development
- Gender issues in Pakistani society, Women Participation in politics, economy and education
- Toward a gender sensitive society, Gender mainstreaming

Pakistan: State, Society, Economy and Polity
- Colonialism, colonial legacy, National identity
- Transformation in Pakistani society: Traditionalism vs Modernism
- Economy, Informality of Economy, Modern economy and Pakistan
- Political Economy, Sociology of Economy

Recommended Textbooks and Reading Materials:

1. Giddens, A. (2018). Sociology (11th ed.). UK: Polity Press.
2. Henslin, J. M. (2018). Essentials of Sociology: A Down-to-Earth Approach.(18th Edition) Pearson Publisher.
3. Macionis, J. J. (2016). Sociology (16th ed.). New Jersey: Prentice-Hall.
4. Qadeer, M. (2006) Pakistan - Social and Cultural Transformation in a Muslim Nation.
5. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.
6. Systems of Stratification | Boundless Sociology (no date). Available at: https://courses.lumenlearning.com/boundless-sociology/chapter/systems-of-stratification/
7. Jalal, A. (ed.) (1995) 'The colonial legacy in India and Pakistan', in Democracy and Authoritarianism in South Asia: A Comparative and Historical Perspective. Cambridge: Cambridge University Press (Contemporary South Asia)
8. Zaidi, S. A. (2015) Issues in Pakistan's Economy: A Political Economy Perspective. Oxford University Press. Chapter 26
9. Akhtar, A. S. (2017) The Politics of Common Sense: State, Society and Culture in Pakistan. Cambridge: Cambridge University Press.
10. Smelser, N.J. and Swedburg, R., The Handbook of Economic Sociology, Chapter 1 'Introducing Economic Sociology', Princeton University Press, Princeton.

URCG-5120   **Exploring Quantitative Skills**   **3(3-0)**

Since ancient times, numbers, quantification, statistics and mathematics has played a central role in scientific and technological development. In the 21st century, Quantitative Reasoning (QR) skills are essential for life as they help to better understand socio-economic, political, health, education, and many other issues, an individual now faces in daily life. The skills acquired by taking this course will help the students to apply QR methods in their daily life and professional activities. This course will also change student's attitude about statistics and mathematics. It will not only polish their QR skills, but also enhance their abilities to apply these skills.

Contents

1. Introduction to quantitative reasoning
2. Overview of contributions of Mathematicians and Statisticians especially Muslim scholars.
3. Types of standard numbers
4. Proportions, rates, ratio and percentages
5. Odds and odds ratio
6. Scale of measurements
7. Number sequence and series
8. Unit analysis as a problem-solving tool
9. Data handling (small and large)
10. Data errors, absolute and relative and their applications
11. Descriptive statistics
12. Rules of counting: multiplication rule, factorial, permutation and combination
13. Probability and its application in real life
14. A graphical perspective through Venn Diagram
15. Financial indicator analysis, and money management (profit, loss, simple and compound interest)
16. Practical scenarios involving algebraic expressions: linear and quadratic

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Peck, R., Olsen, C., & Devore, J. L. (2015). *Introduction to statistics and data analysis*. 5th Ed., Brooks Cole, USA.
3. Devlin, K. J. (2012). *Introduction to mathematical thinking*. Palo Alto, CA: Keith Devlin.

Suggested Readings

1. Triola, M. F., Goodman, W. M., Law, R., & Labute, G. (2006). *Elementary statistics*. Reading, MA: Pearson/Addison-Wesley.
2. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

مطالعہ سیرت النبی صلی اللہ علیہ وسلم Seerat of the Holy Prophet

Course Code : URCG-5127

Title	Description
Semester	
Nature of Course	
No. of C.Hrs.	1(1-0)
Total Teaching weeks	18
Objectives of the Course	۱۔ طلباء کو مطالعہ سیرتِ طیبہ کی ضرورت واہمیت سے آگاہ کرنا ۲۔ تعمیرِ شخصیت میں مطالعہ سیرتِ طیبہ کے کردار کو واضح کرنا ۳۔ بعثتِ نبوی کے موقع پر اقوام عالم کی عمومی صورت حال سے آگاہ کرنا ۴۔ رسول اکرم صلی اللہ علیہ وسلم کی مکی اور مدنی زندگی کا اس طرح مطالعہ کروانا کہ طلباء ان واقعات سے نتائج کا استنباط کر سکیں ۵۔ طلباء کو عہد نبوی کی معاشرت، سیاست، معیشت سے آگاہ کرنا

Course Description

S.No.	Title	Description
1	حضور صلی اللہ علیہ وسلم کے ابتدائی حالاتِ زندگی	۱۔ حضور صلی اللہ علیہ وسلم کا خاندانی حسب و نسب ۲۔ پیدائش اور ابتدائی تربیت ۳۔ لڑکپن اور جوانی کے حالات زندگی
2	بعثتِ نبوی کے وقت دنیا کے حالات (۱)	۱۔ بعثتِ نبوی کے وقت اہم تہذیبیں ۲۔ عرب، مصر، حبشہ، بازنطینی، ساسانی
3	بعثتِ نبوی	۱۔ مکی عہد میں دعوتِ اسلام
4	بعثتِ نبوی	۱۔ مدنی عہد میں دعوتِ اسلام
5	خصائصِ النبیؐ	آپؐ بطور پیغامبر امن
6	خصائصِ النبیؐ	بحیثیت استاد و معلم
7	خصائصِ النبیؐ	بحیثیت تاجر
8	خصائصِ النبیؐ	بحیثیت سربراہ ریاست
9	خصائصِ النبیؐ	ذاتی محاسن اور عاشمیر اثرات

		10
ناموس رسالت	خصائص النبی	10
غیر مسلموں سے تعلقات	اسوہ حسنہ اور عصر حاضر	11
اسوہ حسنہ کی روشنی میں گھریلو زندگی	اسوہ حسنہ اور عصر حاضر	12
مستشرقین اور مطالعہ سیرت	اسوہ حسنہ اور عصر حاضر	13
وطن سے محبت اور سیرت	اسوہ حسنہ اور عصر حاضر	15
مستشرقین کے اعتراضات اور ان کے جوابات	اسوہ حسنہ اور عصر حاضر	16

نصابی کتب

نام کتاب	نام مؤلف	نمبر شمار
السیرۃ النبویۃ	ابن ہشام	1
سیرۃ النبی صلی اللہ علیہ وسلم	مولانا شبلی نعمانی، حمید سلمان ندوی	2
رحمۃ للعالمین	قاضی محمد سلیمان سلمان منصورپوری	3
محبت ورحمت صلی اللہ علیہ وسلم	مولانا سید ابوالحسن علی ندوی	4
عہد نبوی کا نظام حکومت	ڈاکٹر یٰسین مظہر صدیقی	5
انسان کامل	ڈاکٹر خالد علوی	6

حوالہ جاتی کتب

نام کتاب	نام مؤلف	نمبر شمار
سیرت سرور عالم صلی اللہ علیہ وسلم	سید ابوالاعلیٰ مودودی	1
الرحیق المختوم	مولانا مفتی الرحمن مبارک پوری	2
ضیاء النبی صلی اللہ علیہ وسلم	پیر محمد کرم شاہ الازہری	3
السیرۃ النبویۃ الصحیحۃ	ڈاکٹر اکرم الضیاء العمری	4
اصح السیر	مولانا عبدالرؤف داناپوری	5

4

Topic	Details
Semester/Level	In some discipline 1st semester and in some discipline 2nd Semester/ ADP Program 1st Year
Course Code	URCG-5111
Course Title	Translation of the Holy Quran – I
Credit Hours	Non-Credit
Objectives	• To familiarize the students to keys and fundamentals of recitation of the holy Quran. • To develop the skill of the students of recitation the last revelation. • Students will learn the basic Arabic grammar in a practical way. • To develop an eagerness among the students to explore the last divine Book.
Course Contents:	• تیسواں پارہ - ناظرہ مع تجوید • بنیادی عربی گرامر اسم اور اسکے متعلقات : اسم فاعل ،مفعول ،تفضیل ،مبالغہ فعل اور اسکی اقسام : ماضی ،مضارع ،امر ، نہی حرف اور اسکی اقسام : حروف علت ،حروف جارہ ،مشبہ بالفعل
Memorization:	تیسویں پارے کی آخری بیس سورتیں) حفظ مع ترجمہ (

اُردو زبان کا اُردو صحافت کے ساتھ بہت پرانا ہے برصغیر پاک و ہند میں صحافت اپنے ابتدائی دور سے ہی اُردو کے ساتھ جُڑی نظر آتی ہے ۔ صحافت کو باقاعدہ ایک منظم اِدارے کے طور پر متعارف کرانے کا سہرا تو انگریزوں کے سر ہے لیکن برصغیر میں صحافت کو جو فروغ اُردو زبان کی وجہ سے ملا وہ دیگر زبانوں کو نہیں ملا ۔ اُردو زبان کو یہ امتیاز بھی حاصل ہے کہ اِس میں الفاظ اور قواعد کا جتنا ذخیرہ ادب کے لئے موجود ہے کم و بیش اِتنا ہی ذخیرہ صحافتی اِستعمال کے لئے بھی میسر ہے۔ اُردو زبان کا یہ طُر ہ ہے کہ اِس میں صحافتی الفاظ اور قواعد کو استعمال کرتے ہوئے اِس بات سے اجتناب برتا جاتا ہے کہ ثقیل الفاظ اور تراکیب سے پرہیز کیا جائے۔ صحافتی زبان کے لئے الگ ذخیرہ ہونے کے باعث صحافتی طالب علموں کے لئے یہ ضروری ہے کہ وہ صحافتی زبان میں عبور حاصل کریں ۔ تاکہ صحافت میں اُردو کی خوبصورت روایت کو برقرار رکھا جا سکے۔ مذکورہ نصاب کے اغراض و مقاصد میں یہ شامل ہے کہ طالب علموں کو صحافتی زبان ، اِس کے خدو خال ، قوائد ، اصطلاحات ، زبان کے استعمال اور صحافتی اسلوب سے متعارف کرایا جائے۔

Contents

1	زبان کی مبادیات، رموز اوقاف، اِملا، تلفظ
2	روزمرہ اور محاورہ کی زبان، تحریری صلاحیت، بولنے کی صلاحیت، تلخیص
3	صحافتی زبان، تحریری صحافت کی زبان کے خدوخال، مسائل اور حل
4	ڈیجیٹل صحافت کی زبان کے خدوخال، مسائل اور حل
5	صحافتی ادب، فیچر نگاری، کالم نگاری، اداریہ نویسی، مذاکرہ۔ میزبانی کے اصول
6	انگریزی اصطلاحات کے اردو متبادلات و اصطلاحات کا استعمال
7	اصطلاح ۔ اردو متبادل

Recommended Texts

1. سہیل عباس، ڈاکٹر (2013) ، *بنیادی اردو قواعد*، لاہور: پولیجر بکس
2. مشتاق صدف (2014) ، *اردو صحافت، زبان، تکنیک، تناظر*، لاہور: سنگ میل پبلی کیشنز

Suggested Readings

1. مہدی حسن، ڈاکٹر (2006) ، *جدید اِبلاغ عامہ*، اسلام آباد: مقتدرہ قومی زبان
2. عدنان عادل (2013) ، *ٹیلی ویژن صحافت*، اسلام آباد: انٹرنیشنل سنٹر فار جرنلزم

MCOM-5109   **Journalistic Language (English)**   **3(3+0)**

The language of journalism is a fascinating field to be analyzed because it offers a challenging outlook on its subtleties and power in each journalistic genre. The study of journalistic language helps to understand how journalists create their stories or reports; shape points of view; deliver expected news; and how media language is different from other languages we encounter. Investigating, interviewing and fact-checking activities are basic components of journalism, transmitted to media consumers, to inform, persuade as well as to reinforce public beliefs, using manipulation techniques through language. The journalistic purpose is writing for newspapers, magazines or new media. All categories of media professionals have the fundamental mission to learn and practice their language as specialists with all linguistic nuances required in their profession.The course tends to articulate the basic concepts of journalistic communication skills. It will focus on improving linguistic and communicative strategies. Further, it will familiarize students with the most common words, idioms, and metaphors of the language used in the media. It will also help to develop reading, speaking, listening, and writing skills as associated with media topics and to raise students' awareness of how language choices influence meanings in the media.

Contents

1. Introduction to journalistic writings, the language of newspapers, radio and television
2. Improving Writing Skills, how to use a dictionary as a writer's language tool?
3. Principles of effective and meaningful writing.
4. Writing process: collecting data, organizing, drafting, revising, and proofreading
5. Journalist's word choices.
6. Parts of speech, active & passive voices, punctuation, reading skills for writers.
7. An effective sentence: Unity, coherence, emphasis, choppy sentences, sentence variety.
8. Paragraph writing: unity, coherence and development in a paragraph
9. Simple listing paragraphs, time-order paragraphs, multiple composition paragraphs.
10. The writing styles: Expository and report writing, descriptive and narrative writing.
11. Summarizing and précis writing.
12. Broadcast and web news writing, editorial, feature, column writing.
13. Writing Analysis, letters to editors, press releases and reviews, the art of interviews.

Recommended Texts

1. Cotter, C. (2010). *News talk: Investigating the language of journalism*. New York: Cambridge University Press.
2. Smith, A.,& Higgins, M. (2013). *The language of journalism: Amultigenre perspective*. London: Bloomsbury Publishing.

Suggested Readings

1. Richardson, J. (2013). *Language and journalism*. London: Routledge
2. Steel, J. (2012). *Journalism and free speech*. London: Routledge.

MCOM-5111   **Introduction to Social Media**   **3(3+0)**

The overall aim of this course is to introduce students with the skills of social media tools. It also aims to introduce key concepts and social platforms that have changed the media scenario. Using the representation of the virtual community as a focus, students will be introduced to ideas of collective resourcing, user-defined content, Web 2.0, media production and reporting on social media. Moreover, the course will also focus on technology, sharing and marketing ideas and dealing with privacy, ethics and legal issues. The course also focuses on issues like privacy, harassment, blackmailing, data theft, hacking, trolling, cyberbullying and honey traps etc. The students will learn how to move from in-person to online communication. They will also learn what social media are and their role in business and personal life. Further, they will also develop an understanding of how top sites and businesses are using social media for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients.

Contents

1. Emerging Media Trends
2. Media and Technology
3. How emerging technologies can change Journalism
4. Online Community
5. News as conversation
6. New Media: Emerging mediums of information (cell phone, web mediums)
7. Cell phone evolution and Social Media (1-G to 4-G)
8. Social Media Evolution
9. Social Media Ethics (Rules are in the flux)
10. Social Media Skills for Journalists
11. Blogs for Marketing and Advertising
12. Trolls & 1-9-90 Rule
13. Vod-casting basics and Pod-casting basics
14. How one can increase its social networking
15. Introduction to Micro Blogging
16. Future Trends and developments in Social Media
17. Social Media as an alternative public sphere

Recommended Texts

1. Fuchs, C. (2017). *Social media: A critical introduction*(2nded.). London: Sage.
2. Lipschultz, J. H. (2018). *Social media communication: concepts, practices, data, law and ethics (*2nded.)*. NYC: Routledge.

Suggested Readings

1. Mandiberg, M. (2012). *The social media reader*. NYC: New York University Press.
2. Hjorth, L., & Hinton, S. (2019). *Understanding social media* (2nded.). California: Sage.

SEMESTER-III

URCG-5119   **Expository Writing**   **3(3-0)**

This course prepares undergraduates to become successful writers and readers of English. The course helps students develop their fundamental language skills with a focus on writing so that they can gain the confidence to communicate in oral and written English outside the classroom. The course is divided into five units and takes a Project-based Learning approach. Unit themes target the development of 21st century skills and focus on self-reflection and active community engagement. The course completion will enable the students to develop communication skills as reflective and self-directed learners. They will be able to intellectually engage with different stages of writing process, and develop analytical and problem-solving skills to address various community-specific challenges.

Contents
1. Self-Reflection
    * Introduction to the basics of the writing process
    * Introduction to the steps of essay writing
    * Prewriting activities: Brainstorming, listing, clustering and freewriting
    * Practicing Outlining of the essay
2. Personalized Learning
    * Learning Process, Learning Styles, Goal Setting and Learning Plan
3. Oral Presentation
    * Structure and Significance, Content Selection and Slide Presentation, Peer Review
4. Critical Reading Skills
    * Introducing Authentic Reading (Dawn and non-specialist academic books/texts)
    * Reading Strategies and Practice: Skimming, scanning, SQW3R, Annotating, Detailed reading and note-taking, Standard Test Practice: TOEFL and IELTS, Model Review Reports and Annotated Bibliographies
5. Community Engagement
    * Student-led brainstorming on local versus global issues, Identifying research problems
    * Drafting research questions, Drafting interview/survey questions for community research (in English or L1)
    * Engaging students in Critical reading, Presenting interview/ survey information, Field work
    * Writing Community Engagement Project
6. Letter to the Editor
    * Types of letters, Format and purpose of letter to the editor, Steps in writing letter-to-editor

Recommended Texts
1. Bailey, S. (2011). Academic writing: A handbook for international students (3rd ed.). New York: Routledge.
2. Swales, J. M., & Feak, C. B. (2012). *Academic writing for graduate students: Essential tasks and skills* (3rd ed.). Ann Arbor: The University of Michigan Press.

Suggested Readings
1. Creswell, G. (2004). *Writing for academic success*. London: SAGE.
2. Johnson-Sheehan, R. (2019). *Writing today*. Don Mills: Pearson.
3. Silvia, P. J. (2019). *How to write a lot: A practical guide to productive academic writing*. Washington: American Psychological Association.

URCG-5121   **Tools for Quantitative Reasoning**   **3(3-0)**

This course is based on quantitative reasoning 1 course. It will enhance the quantitative reasoning skills learned in quantitative reasoning 1 course. Students will be introduced to more tools necessary for quantitative reasoning skills to live in the fast paced 21st century. Students will be introduced to importance of statistical and mathematical skills in different professional settings, social and natural sciences. These quantitative reasoning skills will help students to better participate in national and international issues like political and health issues. This course will prepare the students to apply quantitative reasoning tools more efficiently in their professional and daily life activities. This course will help them to better understand the information in form of numeric, graphs, tables, and functions.

Contents

1. Types of data and its graphical representation (Histogram, Stem and Leaf display, Box Plot, Scatter diagram, Historigam, Bar chart, etc)
2. Solving practical problems using linear and exponential models
3. Population growth models
4. Analytical approach to solve simultaneous equations
5. Inequalities and their application
6. Comparing quantities using analytical tools
7. Logical reasoning and their application in modern age
8. Logical reasoning and decision making
9. Data tendencies via measure of location
10. Variability and Measure of dispersion
11. Measuring relationships via Regression analysis and correlation
12. Statistical inference: sampling techniques, estimation techniques and hypothesis testing for decision and policy making

Recommended Texts

1. Akar, G. K., Zembat, İ. Ö., Arslan, S., & Thompson, P. W. (2023). *Quantitative Reasoning in Mathematics and Science Education*. 1st Ed., Springer, USA.
2. Sharma, A. K. (2005). *Text book of elementary statistics*. Discovery Publishing House.
3. Blitzer, R. (2014). *Precalculus*, 5thEd.. Pearson Education, Limited. New York

Suggested Readings

1. Gupta, S. C., & Kapoor, V. K. (2020). *Fundamentals of mathematical statistics*. 12th Ed, Sultan Chand & Sons.
2. Aufmann, R. N., Lockwood, J., Nation, R. D., & Clegg, D. K. (2007). *Mathematical thinking and quantitative reasoning*. Cengage Learning
3. Blitzer, R., & White, J. (2005). *Thinking mathematically*. Pearson Prentice Hall.

URCG-5122　　　　**Ideology and Constitution of Pakistan**　　　　**2(2-0)**

Course Description:
This course focuses on ideological background of Pakistan. The course is designed to give a comprehensiveinsight about the constitutional developments of Pakistan. Starting from the Government of India Act, 1935till to date, all important events leading to constitutional developments in Pakistan will be the focus ofcourse. Failure of the constitutional machinery and leading constitutional cases on the subject. Moreover,students will study the process of governance, national development, issues arising in the modern age andposing challenges to Pakistan. It will also cover the entire Constitution of Pakistan 1973. However,emphasis would be on the fundamental rights, the nature of federalism under the constitution, distributionof powers, the rights and various remedies, the supremacy of parliament and the independence of judiciary.

Outline:
- Ideology of Pakistan
  - Ideological rationale with special reference to Sir Syed Ahmed Khan, Allama Muhammad Iqbal and Quaid-e-Azam Muhammad Ali Jinnah.
  - Two Nation Theory and Factors leading to Muslim separatism.
- Constitutional Developments
  - Salient Feature of the Government of India Act 1935
  - Salient Feature of Indian Independence Act 1947
  - Objectives Resolution
  - Salient Feature of the 1956 Constitution
  - Developments leading to the abrogation of Constitution of 1956
  - Salient features of the 1962 Constitution
  - Causes of failure of the Constitution of 1962
  - Comparative study of significant features of the Constitution of 1956, 1962 and 1973
- Fundamental rights
- Principles of policy
- Federation of Pakistan
  - President
  - Parliament
  - The Federal Government
- Provinces
  - Governors
  - Provincial Assemblies
  - The Provincial Government
- The Judicature
  - Supreme Court
  - High Courts
  - Federal Shariat Courts
  - Supreme Judicial Council
  - Administrative Courts and tribunals
- Islamic Provisions in Constitution
- Significant Amendments of Constitution of Pakistan 1973

Recommended Books:
1. Constitutional and Political History of Pakistan by Hamid Khan
2. Mahmood, Shaukat and Shaukat, Nadeem. Constitution of the Islamic Republic of Pakistan, 3rd re edn. Lahore: Legal Research Centre, 1996.
3. Munir, Muhammad. Constitution of the Islamic Republic of Pakistan: Being a Commentary on the Constitution of Pakistan, 1973. Lahore, Law Pub., 1975.
4. Rizvi, Syed Shabbar Raza. Constitutional Law of Pakistan: Text, Case Law and Analytical Commentary. 2nd re edn. Lahore: Vanguard, 2005.
5. The Text of the Constitution of the Islamic Republic of Pakistan, 1973 (as amended).
6. Fundamental Laws of Pakistan by A.K. Brohi

MCOM-5106   **Introduction to Mobile Journalism**   **3(3+0)**

The main aim of this course is to introduce students to the technology behind the news creation process. This course will introduce digital storytelling on mobile platforms and the opportunity to learn the basics of the creation of news in a mobile technology environment. It will introduce the workflow for mobile video news production by explaining the possibilities and advantages of mobile journalism production. The course will introduce the use of mobile journalism equipment and apps through a set of practical filming and editing exercises. Identify and produce engaging multi-media news using the latest mobile media tools as more and more journalists are now using their smartphone as an electronic news gathering device. Online magazines and newspapers increasingly expect reporters to add multimedia content to their stories. This course will teach students how to record audio and how to shoot video using their smartphone. It is equally important to teach students about work ethics of mobile journalism as emerging practices that integrate the use of mobile technology to gather news and information generally follow traditional media ethics.

Contents

1. Global adoption and influence of portable devices
2. Integration of mobile in daily lives
3. Influence of mobile on modern journalism
4. The MOJO workflow
5. Seven basic steps of mobile reporting
6. Creation and sharing of branded mobile journalism content
7. Use of mobile apps to make an audio or video documentary
8. Narrated photo essay
9. Tactile interaction and content: tap, flick, pinch, drag, etc.
10. Adaptive vs. Responsive Design and Mobile News Product Development
11. Shoot video and learn how to frame the subject correctly
12. Well established cinematography techniques
13. Record interviews and use a microphone to get the best sound
14. Good interview techniques and learn how to edit for the sound
15. Take photographs and learn how to use picture composition and the rule of thirds
16. Using audio recordings and photographs to create a slideshow
17. Launch video news stories online using social media and web sites.
18. Ethics of Mobile Journalism and Privacy Issues

Recommended Texts

1. Adornato, A. (2017). *Mobile and social media journalism: A practical guide*. Washington: CQ Press.
2. Burum, I.,& Quinn, S. (2017). *MOJO: The mobile journalism handbook*. London: Routledge.

Suggested Readings

1. Hill, S.,& Bradshaw, P. (2018). *Mobile-first journalism: producing news for social and interactive media*. London: Routledge.
2. Montgomery, R. (2018). *A field guide for mobile journalism*. London: Routledge.

MCOM-5107 **News Reporting and Sub-Editing** **3(3+0)**

The course 'News Reporting and Sub-Editing' intends to apprise the students about the basics of news writing, news editing, newsgathering, and news reporting and news analysis for print and electronic media. At an initial level, this course will train the students about the professional standards and in the next phase, it will guide the modern techniques. It is designed to equip students with theoretical knowledge along with skills required to conceive research and produce news reports across the media in different beats. The course also focuses on learning the importance of accuracy, balance and consistency in news. It will also develop a keen news sense, and understanding how to structure an effective news story by identifying the strongest angle and intro. With beat reporting, students would be able to understand the requisites required for specialized reporting. Through this course, students would be able to not only write news reports with the proper structure for specific beats but also execute the procedures and techniques of sub-editing with proficiency.

Contents

1. Basics concepts of news: Definition, Elements and Values of news
2. Structure of news
3. Sources of news
4. Characteristics of news
5. News writing techniques
6. Definition and types of headlines
7. Purposes and qualities of headlines
8. Principles of headline making
9. Qualities and responsibilities of news reporter
10. Difference between news reporting in print and electronic media
11. Beat Reporting I: Crime, Accidents, Disaster, Conflict, Court, Obituary
12. Beat Reporting II: Sports, Business, Health, Education, Politics, Parliament
13. An art of conducting Interviews
14. Techniques sub-editing
15. Qualities and responsibilities of Sub-Editor
16. Journalistic Translation
17. Types and techniques of make-up, basic principles of make-up
18. Computerized page designing and use of computer in news room

Recommended Texts

1. Clark, R. (2017). *America's best newspaper writing.*Bedford: St.Martin's.
2. Rich, C. (2015). *Writing and reporting news: A coaching method* (8thed.). Boston: Cengage Learning.

Suggested Readings

1. Ukonu, M. (2013). *News editing and design.* Nigeria: Grand Heritage.
2. Vincent, F. (2018). *Dynamics of news reporting and writing: Foundational skills for a digital age.* Washington: CQ Press.

MCOM-5108   **Current Affairs**   **3(3+0)**

This course is designed to provide the students with an insight of events and issues taking place in and around Pakistan. A general understanding of current affairs is of utmost importance to future media professionals and journalists. The course is planned to enlighten and enable the students to understand important national, regional and international events with their background and context. The main objective of the course is to develop an understanding of the students about issues that are influencing Pakistan and are influenced by prominent geographical factors and other major reasons. The course also aims to develop a basic understanding of controversies at national, regional and global levels including the logic behind multiple challenges. It aims to focus on developing an understanding of current affairs in the context of national issues being faced by Pakistan including economic, social, political, cultural and ethnolinguistic problems. It is designed to provide a general understanding of Pakistan's relations with major countries of the world including West, regional countries and the Muslim World.

Contents

1. An Overview of Post-independence History of Pakistan
2. Constitutional Development in Pakistan
3. Geo Political Status of Pakistan
4. Salient features of Pakistan's Foreign Policy
5. Pakistan's relations with West, Islamic World and Regional Countries
6. Contemporary issues being faced by Pakistan
7. Prospects and challenges of CPEC in Pakistan
8. Role of OIC in highlighting and resolving the issues of Muslim World and Islmophobia
9. Shift in balance of power from bi-polar to unipolar world and emerging global powers
10. Issues and problems faced by contemporary world in the Post-9/11 scenario
11. The United Nations and its role in conflict resolution
12. Significant Regional Arrangements like ASEAN, European Union, SAARC, SCO

Recommended Texts

1. Sattar, A. (2017). *Pakistan's foreign policy 1947-2016: A concise history* (4thed.).Karachi: Oxford University Press.
2. Krenitsky, V. Y.,&Moscalenko, V.N. (2013). *A political history of Pakistan, 1947-2007.* Karachi: Oxford University Press.

Suggested Readings

1. Booth, K.,& Dunne, T. (2002). *Worlds in collision: terror and the future of global order.* UK: Palgrave Macmillan.
2. Mahmood, S. (2002). *Pakistan: political roots & development, 1947–1999.* Karachi: Oxford University Press.

SEMESTER-IV

URCG-5114   **Basic Science**   **3(2-1)**

Life, its characteristics, natural science, biology and its branches; Importance of Flora & Fauna in biodiversity; Importance of Natural Compounds in daily life, medicine and human health; Latest developments in natural sciences (Biotechnology); Ecosystem and its components; Environment and its components; Pollutants and their effect on the environment (Greenhouse effect, global warming, acid rains, water pollution and ozone depletions etc); Introduction to micro-organism and its types (bacteria, fungi, viruses) **Practical:**

1: Field Survey of Flora & Fauna and their identification
2: Study of herbarium 3:
Study of Museum

Recommended Texts.
1. Keddy, P.A. *(2017). Plant ecology origins, processes, consequences.* Cambridge, University Press.
2. Canadell, J.G., Diaz, S., Heldmaier, G., Jackson, R.B., Levia, D.F., Schulze, E.D. & Sommer, U. (2019). *Ecological studies.* Springer.
3. Bhat, S.V., Nagasampagi, B.A. & Sirakumar, M. (2006). Chemistry of Natural Products. Springer Science
4. De, A.K. (2019). *Environmental Chemistry.* New Age International Press

Suggested Books
1. Fath, B. (2018). *Encyclopedia of' ecology.* Elsevier.
2. Ajith, H .. Urmas. P., Pastur, G. M & Iversion L. R. (2018). *Ecosystem services from forest landscpes:* broadsclaes consideration. 1stEdition. Springer International Publishing AG.
3. Xu, R., Ye, Y. & Zhao, W. (2011). *Introduction to Natural Product Chemistry.* CRC Press
4. Tayler, D.J., Green, N.P.O. & Stout, G.W. (1997). *Biological Science* 1&2. Cambridge University Press
5. Tayler, M.R., Simon, E.J., Dickey, D.J. & Hogan, K.A. (2020). *Campbell Biology: Concepts & Connections* (10th Edition). Pearson

URCG-5124   **Entrepreneurship**   **2(2-0)**

This course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business idea. The goal is to provide a solid background with practical application of important concepts applicable to the entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship. The course relies on classroom discussion, participation, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a new venture.

Course Learning Objectives
1.   To enhance the 'entrepreneurial intentions' of the students by improving their natural willingness to start a business.
2.   To understand the process of entrepreneurship and learn the ways to manage it by working individually in the class and in the form of groups outside the class to conduct field assignments.
3.   To educate the students about the practical underpinnings of the entrepreneurship with the aid of practical assignments and idea pitching.

Contents
1.   **Background:** What is an Organization, Organizational Resources, Management Functions, Kinds of Managers, Mintzberg's Managerial Roles.
2.   **Forms of Business Ownership:** The Sole proprietorship, Partnership, Joint Stock Company
3.   **Entrepreneurship:** The World of the Entrepreneur, what is an entrepreneur? The Benefits of Entrepreneurship, The Potential Drawbacks of Entrepreneurship, Behind the Boom: Feeding the Entrepreneurial Fire.
4.   **The Challenges of Entrepreneurship:** The Cultural Diversity in Entrepreneurship, The Power of "Small" Business, Putting Failure into Perspective, The Ten Deadly Mistakes of Entrepreneurship, How to Avoid the Pitfalls, Idea Discussions & Selection of student Projects, Islamic Ethics of Entrepreneurship.
5.   **Inside the Entrepreneurial Mind:** From Ideas to Reality: Creativity, Innovation, and Entrepreneurship, Creativity – Essential to Survival, Creative Thinking, Barriers to Creativity, How to Enhance Creativity, The Creative Process, Techniques for Improving the Creative Process, Protecting Your Ideas, Idea Discussions & Selection of student Projects.
   6.Products and technology, identification opportunities
7.   **Designing a Competitive Business Model and Building a Solid Strategic Plan:** Building a strategic plan, Building a Competitive Advantage, The Strategic Management Process, Formulate strategic options and select the appropriate strategies, Discussion about execution of Students' Project.
8.   **Conducting a Feasibility Analysis and Crafting a Winning Business Plan:** Conducting a Feasibility Analysis, Industry and market feasibility, Porter's five forces model, Financial feasibility analysis. Why Develop a Business Plan, The Elements of a Business Plan, What Lenders and Investors Look for in a Business Plan, Making the Business Plan Presentation.
9.   **Building a Powerful Marketing Plan:** Building a Guerrilla Marketing Plan, Pinpointing the Target Market, Determining Customer Needs and Wants Through Market Research. Plotting a   Guerrilla Marketing Strategy: How to Build a Competitive Edge, Feed Back & Suggestions on Student Project, Islamic Ethics for Entrepreneurial Marketing
10.   **E-Commerce and the Entrepreneur:** Factors to Consider before Launching into ECommerce, Ten Myths of E-Commerce, Strategies for E-Success, Designing a Killer Web Site, Tracking Web Results, Ensuring Web Privacy and Security, Feed Back & Suggestions on Student Project.
11.   **Pricing Strategies:** Three Potent Forces: Image, Competition, and Value, Pricing Strategies and Tactics, Pricing Strategies and Methods for Retailers, The Impact of Credit on Pricing

12. **Attracting Venture Capitalist:** Projected Financial Statements, Basic Financial Statements, Ratio Analysis, Interpreting Business Ratios, Breakeven Analysis, Feed Back &Suggestions on Student Project,
13. **Idea Pitching:** Formal presentation, 5-minutes pitch, funding negotiation and launching.

Recommended Texts:

1.Scarborough, N. M. (2011). *Essentials of entrepreneurship and small business management.* Publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458..

Suggested Readings:

1.Burstiner, I. (1989). S*mall business handbook*. Prentice Hall Press.

URCG-5125   **Civics and Community Engagement**   **(2-0)**

Course Description:

The Civics and Community Engagement course is designed to provide students with an understanding of the importance of civic participation, culture and cultural diversity, basic foundations of citizenship, group identities and the role of individuals in creating positive change within their communities. The course aims at developing students' knowledge, skills and attitudes necessary for active and responsible citizenship.

Learning outcomes

After completing this course, students will be able to

- Understand the concepts of civic engagement, community development, and social responsibility.
- Understand rights and responsibilities of citizenship
- Understand cultural diversity in local and global context
- Analyze the significance of civic participation in promoting social justice, equity, and •democracy.
- Examine the historical and contemporary examples of successful civic and community engagement initiatives.
- Identify and assess community needs, assets, and challenges to develop effective strategies for community improvement.
- Explore the ethical implications and dilemmas associated with civic and community engagement.
- Develop practical skills for effective community organizing, advocacy, and leadership.
- Foster intercultural competence and respect for diversity in community engagement efforts.
- Collaborate with community organizations, stakeholders, and fellow students to design and implement community-based projects.
- Reflect on personal growth and learning through self-assessment and critical analysis of community engagement experiences.

Course Content:

Introduction to Civics & Community Engagement

- Overview of the course: Civics & Community Engagement
- Definition and importance of civics
- Key concepts in civics: citizenship, democracy, governance, and the rule of law ☐Rights and responsibilities of citizens

Citizenship and Community Engagement

- Introduction to Active Citizenship: Overview of the Ideas, Concepts, Philosophy and Skills
- Approaches and Methodology for Active Citizenship

Identity, Culture, and Social Harmony

- Concept and Development of Identity, Group identities
- Components of Culture, Cultural pluralism, Multiculturalism, Cultural Ethnocentrism, Cultural relativism, Understanding cultural diversity, Globalization and Culture, Social Harmony,
- Religious Diversity (Understanding and affirmation of similarities & differences)
- Understanding Socio-Political Polarization
- Minorities, Social Inclusion, Affirmative actions

Multi-cultural society and inter-cultural dialogue

- Inter-cultural dialogue (bridging the differences, promoting harmony)
- Promoting intergroup contact/ Dialogue
- Significance of diversity and its impact
- Importance and domains of Inter-cultural dialogue

Active Citizen: Locally Active, Globally Connected

- Importance of active citizenship at national and global level
- Understanding community
- Identification of resources (human, natural and others)
- Utilization of resources for development (community participation)
- Strategic planning, for development (community linkages and mobilization)

Human rights, constitutionalism and citizens' responsibilities
- Introduction to Human Rights
- Human rights in constitution of Pakistan
- Public duties and responsibilities
- Constitutionalism and democratic process

Social Institutions, Social Groups, Formal Organizations and Bureaucracy
- Types of Groups, Group identities, Organizations
- Bureaucracy, Weber's model of Bureaucracy
- Role of political parties, interest groups, and non-governmental organizations

Civic Engagement Strategies
- Grassroots organizing and community mobilization
- Advocacy and lobbying for policy change
- Volunteerism and service-learning opportunities

Social issues/Problems of Pakistan
- Overview of major social issues of Pakistani society

Social Action Project

Recommended Books:

1. Kennedy. J. K., & Brunold, A. (2016). Regional context and Citizenship education in Asia and Europe. New Yourk: Routledge, Falmer.

2. Henslin, James M. (2018). Essentials of Sociology: A Down to Earth Approach (13th ed.). New York: Pearson Education

3. Macionis, J. J., & Gerber, M.L. (2020). Sociology. New York: Pearson Education

Reference Books:

1. Glencoe McGraw-Hill. (n.d.). Civics Today: Citizenship, Economics, and Youth.

2. Magleby, D. B., Light, P. C., & Nemacheck, C. L. (2020). Government by the People (16th ed.). Pearson.

3. Sirianni, C., & Friedland, L. (2005). The Civic Renewal Movement: Community-Building and Democracy in the United States. Kettering Foundation Press.

4. Bloemraad, I. (2006). Becoming a Citizen: Incorporating Immigrants and Refugees in the United States and Canada. University of California Press.

5. Kuyek, J. (2007). Community Organizing: Theory and Practice. Fernwood Publishing.

6. DeKieffer, D. E. (2010). The Citizen's Guide to Lobbying Congress. TheCapitol.Net.

7. Rybacki, K. C., & Rybacki, D. J. (2021). Advocacy and Opposition: An Introduction to Argumentation (8th ed.). Routledge.

8. Kretzmann, J. P., & McKnight, J. L. (1993). Building Communities from the Inside Out: A Path Towards Finding and Mobilizing a Community's Assets. ACTA Publications.

9. Patterson, T. E. (2005). Engaging the Public: How Government and the Media Can Reinvigorate American Democracy. Oxford University Press.

10. Love, N. S., & Mattern, M. (2005). Doing Democracy: Activist Art and Cultural Politics. SUNY Press.

URCG-5111 **Translation of the Holy Quran- II** **Non-Credit**

Topic	Details
Objectives	▪ Students will come to know about the real nature, significance and relevance of the Islamic beliefs in light of the text of the Holy Quran. ▪ Students will seek knowledge of translation and transliteration of the Holy Book Quran. ▪ To familiarize the students with the concept of Ibādah (Its significance, scope and relevance) and its types in Islam. ▪ Students will learn literal and idiomatic way of translation of the Holy Book. ▪ Students will learn about the polytheism and its incompatibility in Islam highlighted by the Holy Quran. ▪ To highlight the significance of learning through using all human faculties provided by the almighty Allah and familiarize the students about condemnation of ignorance mentioned in the Quranic text. ▪ To develop Awareness among the students about rights and duties of different circles of society in the light of Holy Quran. ▪ To introduce the students to Quranic Arabic grammar in practical manner.
Course Contents:	ایمانیات اور عبادات○ اللہ پر ایمان ،فرشتوں پر ایمان ،رسولوں پر ایمان ،آسمانی کتابوں پر ایمان یوم آخرت پر ایمان ، تقدیر پر ایمان نماز ،روزہ ،زکوۃ،حج ،جہاد ○معاشرے کے حقوق • خاندان کی تکوین • حق مہر • رضاعت و حمل • اولاد کو قتل کرنے کے ممانعت • شوہر کی نافرمانی • طلاق • بیوہ کی عدت کے احکام • نکاح کا پیغام بھیجنا • عورت کی وراثت (اس کے شوہر کی طرف سے) • والدین کے حقوق • بیویوں اور اولاد کے بیچ عداوت ○خاندان کے حقوق • مہمان کی عزت • اجازت طلب کرنے کے اصول • مجلس کے اداب • تعاون اور بھائی چارہ • گروہ بندی • محبت • لوگوں کے درمیان صلح • عفو ودرگزر، غصہ پر قابو اور معاف کرنا • شعوب و قبائل • لوگوں کے بیچ اختلافات • حمایت و نگہبانی
Grammar:	قرآنی عربی گرامر کے اصول اور انکے اطلاقات)متن قرآنی پر اطلاق سے
	(توضیحات

Details of Chapters and verse Numbers:	منتخب آیات مع ترجمہ وتجوید
	▪ البقرہ ((۷۱۱، ۸۳۲، ۵۴، ۸۷۲، ۷۷۱، ۵۴، ۷۴۳، ۸۵۱، ۸۱۷، ۸۲۴، ۳۵، ۸۲۴، ۷۲۳، ۷۲۵، ۸۱۱، ۷۲۲، ۷۳۲، ۷۱۱، ۸۴۲، ۸۲۴، ۷۸۲، ۲۸، ۲۲، ۸۴۳، ۷۸۲، ۷۴، ۸۳۱، ۸۳۴، ۸۳۱، ۸۳۷، ۸۸۲، ۸۸۲، ۸۳۱، ۸۸۲، ۸۸۱، ۸۵۷،۷۲۲، ۷۴۲، ۸۷۲، ۲۳ ۷۲۱، ۷۲۸، ۸۳۳، ۷۲۵، ۲۸)
	▪ النساء (۲۴، ۲۸، ۴۲، ۷۳۲، ۲۲، ۲۱، ۷۳، ۲۲، ۲۱،۲۲، ۳۲، ۷۱۲، ۷۸، ۳۴، ۷۸۲، ۷۰، ۸۱، ۷۰، ۲، ۷۲۷، ۳۴، ۸۱، ۳۴، ۷۲۷، ۷۸۲، ۷۷، ۷۷، ۸۴، ۸۵، ۷۱۲، ۵، ۷۷، ۳۵، ۲۷ ، ۷۸۲، ۴۵، ۷۵۲، ۷۲)
	▪ الانعام (۸۸، ۷۳۱،۷۵،۲۸، ۷۴۷، ۵۲، ۴۵)
	▪ آل عمران (۲۱، ۳۲، ۲۴، ۷۸۴، ۲۵، ۷۵۵، ۷۲،۷)
	▪ المائدہ (۴۵، ۸، ۲۸، ۷۲،۳۲، ۲۸، ۸، ۴)
	▪ الاعراف (۳۴، ۷۲۲، ۷۲۲)
	▪ التوبہ (۸۱، ۷۲،۱۷)
	▪ ہود (۷۸)
	▪ الزمر (۲)
	▪ النور (۴۵، ۸۲،۴۸، ۸۱، ۲۱، ۸۲)
	▪ محمد (۳۳)
	▪ انفال (۲۸، ۸۱)
	▪ الرعد (۳)
	▪ الطلاق (۵)
	▪ الحج (۴)
	▪ ابراہیم ((۸۳،۵۵)
	▪ الاسراء (۸۳، ۸۵)
	▪ الاحقاف (۷۴)
	▪ المومنون (۸۱)
	▪ العنکبوت (۸۴،۵۲، ۲)
	▪ النحل (۸۸)
	▪ لقمان (۵،۷۴، ۷۵)
	▪ الاحزاب ((۳۴، ۴۱،۳۲، ۵۲)
	▪ الشعراء (۱)
	▪ الروم (۸۷)
	▪ مریم (۸۲،۷۵)
	▪ المجادلہ (۷۸، ۷۷)

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MCOM-5112   **Media Ethics & Laws**   **3(3+0)**

The course seeks to apprise the students about the codes of ethics, the laws and regulations, which are governing and regulating the media in Pakistan. The course develops a sense of norms, values and responsibility in future professionals. It will develop an understanding regarding government-media relationship and press freedom in Pakistan. The study of this course will help the students to understand the ethical and legal responsibilities and rights for future professional life. Understanding of this course will help the students to become a socially responsible journalist who cares for the laws and ethics not only due to the pressure of the government regulatory bodies but according to his/her will and consent. After completion of this course, students will be acquainted with the national and international laws and ethics to practice journalistic duties in the field.

Contents

1. Laws & Ethics: Definition and differences.
2. History of Journalistic Laws.
3. Type of Ethics.
4. Ethical issues in media: Privacy, Social responsibility, plagiarism etc.
5. PPO & RPPO
6. Press, Newspaper, News Agencies & Book Registration ordinance 2002.
7. Press Council of Pakistan, Ordinance 2002.
8. Defamation Act, Freedom of Information Act, Article 19-A, Contempt of Court Ordinance.
9. PEMRA Ordinance 2002 & Important amendments.
10. Cyber Crime Act.
11. Essentials of Journalistic Ethics.
12. Code of Ethics in UK & India.
13. Code of Ethics of Press Council of Pakistan.
14. Code of Ethics of PFUJ, CPNE & APNS.
15. Islamic perspective of Media Ethics.
16. Ethical debate & Social Media.
17. Media Ethics for Children & Women.
18. Media Ethics during War & Crisis.
19. State of freedom of expression in Pakistan.

Recommended Texts

1. Abrar, M. (2016). *Pakistani media laws*. Islamabad: Oxford University Press.
2. Babcock, W.,&Freivogel, W. (2015). *The Sage guide to key issues in media laws and ethics*.California: Sage.

Suggested Readings

1. Little, J. (2013). *Journalism ethics and laws: Stories of media practice*. Australia, Victoria:Oxford University Press.
2. Neelamalar, M. (2010). *Media laws and ethics*. New Delhi: PHI Learning.

MCOM-5132   **Photojournalism**   **3(2+1)**

This course focuses on the development of conceptual and technical know-how by introducing students to the basics and different genres of photography and photojournalism. The students will examine how meanings and persuasion are created in photographic imagery. It also emphasizes exploring and comprehending contemporary photographic concepts and practices alongside practical training to enter the field of photojournalism. It will help students to develop the habit of looking closely at the visible world around them to represent it in terms of aesthetics, beauty and truth. It would further enable students to know about the ethical issues that define photojournalism today. Also, it will make them able to look at what they are seeing and to see what they are looking at. The course will also introduce the students to the basics of equipment used in photography like cameras and lights so that they can create compelling images that communicate the intended message with accurate captions that are publishable in professional publications. The course will also enable students to demonstrate an ability to think as a visual journalist by finding visual stories, pitching them and creating compelling photographs.

Contents

1. Pinholes to Pixels-Historical Perspective
2. Photography Genres
3. Photojournalism Definition, Concept and Scope
4. Photojournalism Genres
5. Photojournalist Qualities and Characteristics
6. Roles and Responsibilities of Photojournalist
7. Ethics in Photojournalism
8. Contemporary Issues in Photojournalism
9. Photography Equipment and Techniques
10. Shots: Types and Framing
11. Caption Writing
12. Digital Imaging

Recommended Texts

1. Keene, M. (2016). *Practical photojournalism: a professional guide*. London: Guild of Master Craftsman Publications Ltd.
2. Kobre, K. (2016). *Photojournalism: the professional's approach* (7thed.). NYC: Routledge.

Suggested Readings

1. Baradell, S. (2012). *Photojournalism: technology and ethics*. NYC: Black Star Publishing Co.
2. Rosenblum, N., & Stoll, D. (2019). *A world history of photography* (5thed.).NYC: Abbeville Press.
3. Horton, B. (2001). *Associated Press guide to photojournalism (Associated Press handbooks)* (2nded.). NYC: McGraw-Hill.

MCOM-5133   **Fundamentals of Broadcast Media**   **3(3+0)**

This introductory level course is designed to introduce the students to the concept of broadcasting and its various aspects. It will introduce students to the basics of radio and television productions. They will learn how to create quality audio and video using current and evolving technologies while learning the production process for radio and television. Through this course, the students would know the history and contemporary status of radio and television. The students will develop an understanding of the structure of broadcast media operations and media-related industries. They will learn how to create quality audio and video work using current and evolving technologies while learning the production process for radio and television. The course will acquaint them with knowledge through which they will be able to describe and analyze elements in the production process, apply the fundamental concepts of production in radio and television to complete a media project and develop proficiency in using the current and evolving hardware and software applications.

Contents

1. Characteristics of Radio as a medium
2. Basics of Sound
3. Concepts of sound-scape
4. Types of Sound-Sync, Non-Sync, Natural sound, Ambience Sound
5. Sound Design-Its Meaning with examples from different forms
6. Sound recording techniques
7. Introduction and types of microphones
8. Characteristics of Television as a medium
9. Images: still image, Moving Picture Concept; electronic image, television image, Digital image, Edited Image
10. Visual culture
11. Changing ecology of images today
12. Visual Perspective
13. Radio and TV Grammar
14. Commercial and non-commercial broadcast structures
15. Future of broadcasting

Recommended Texts

1. Pierson, J.,&Bauwens, J. (2015). *Digital broadcasting: An introduction to new media.* London: Bloomsbury Academic.
2. Zettl, H. (2014). *Television production handbook* (12th ed.).Belmont: Wadsworth Publishing.

Suggested Readings

1. Barnas, F.,& White, T. (2017). *Broadcast news writing, reporting, and producing* (7th ed.).New York: Routledge.
2. Brooks, B.,& Pinson, J. (2016). *The art of editing in the age of convergence* (10th ed.).New York: Routledge.
3. Hudson, G.,&Rowlands, S. (2007). *The broadcast journalism handbook.* London: Pearson Education.
4. Kroon, R. (2014). *A/V a to z: An encyclopedic dictionary of media.* North Carolina: McFarland & Company.