

Self Assessment Report



Beaconhouse National University

School of Media and Mass Communication (SMC)

BA (Hons) in Social Sciences with

Majors in Media Studies

Prepared by: Program Team of SMC

Presented by: Quality Assurance Department

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Executive Summary

This report is prepared for the assessment of School of Media and Mass Communication (SMC) of Beaconhouse National University (BNU), as per requirement of Higher Education Commission (HEC). Quality Assurance Department (QA) was formed at BNU in September 2005. Program Team Members notified by University worked with General Manager Quality Assurance to pursue the application of Self-Assessment Manual in their respective department.

In School of Media and Mass Communication (SMC), BA Hons in Social Sciences with Major in Media Studies was selected for the self-assessment, evaluation and improvements. A commitment of respected Vice Chancellor to support Quality Assurance Department made the difference and resultantly, a cycle of assessment is about to complete

Objectives

Following are the two main objectives of the self-assessment report:

1. To implement Self-Assessment Manual in selected program with a view to improve quality in higher education.
2. To identify areas requiring improvements in order to achieve objectives through desired outcomes.

Execution

A soft and hard copy of Self-assessment manual was provided to the Dean and faculty. Quality Assurance department arranged workshop for the SMC faculty members on December 13, 2021 how to prepare a Self-Assessment Report. Hard copies of HEC issued 10 Performa's along with manual comprising of 8 criteria and 31 standards were provided to PT members to evaluate their program against defined standards. The PT members with an intimate support and follow up of QA, completed the SAR and forwarded to QA.

After reviewing SAR, QA arranged visit of Assessment Team to the selected program on June 02, 2022. GM (QA) accompanied the AT and participated in discussions with Dean and PT members and available faculty members. Date for exit meeting was fixed as June 06, 2022.

The implementation plan basing in the discussions in exit meeting have been made by In-charge Programs. They prepared it under following headings:

- a. Assessment Team finding
- b. Corrective Actions required
- c. Resources Needed

The implementation plan indicates the resources to improve the infrastructure, environment in the classes and Laboratory manuals. The recommended target dates to complete the tasks observed by Assessment Team, presented in exit meeting on June 06, 2022 and approved by Vice Chancellor have

been indicated in the implementation plan.

At the completion of Self-Assessment cycle, QA submitted the hard and soft copy of SAR to HEC on August 22, 2022.



Noreen Lodhi
GM, Quality Assurance
Beaconhouse National University



Shahid Hafiz Kardar
Vice Chancellor
Beaconhouse National University

INTRODUCTION

School of Media and Mass Communication (SMC)

The School of Media and Mass Communication (SMC) at the Beaconhouse National University (BNU) is dedicated to the proposition that the free flow of ideas is vital for the development and improvement of modern democratic societies. The school attempts to establish a centre of excellence focused upon teaching, research and service in the study and professional practice of human communication.

Journalism has become increasingly complex in a rapidly changing world and journalists who graduate from SMC will have to analyze and explain the events that affect the country and the world. Preparation for such a formidable responsibility requires not just technical and professional skills but also an intellectual curiosity about the world. The School prepares students for careers as writers, reporters, editors and producers for newspapers, magazines, radio and television newsrooms or new multi media outlets. An opportunity is provided to study journalism in its broadest aspects, i.e. its history and literature, its laws, regulations and ethics; its traditional role as a motivator and critic of government in a dynamic, democratic society; and its total effect as a social and economic institution.

Criterion 1: Program Mission, Objectives and Outcomes

Standard 1-1: The program must have documented measurable objectives that support institution mission statements.

Institution Mission Statement

BNU's mission is a unique undertaking that stands undeterred in producing a respectful and tolerant generation of young people who possess the potential to create a positive impact in their communities within a relatively short period of time. BNU continues to offer modern curricula in a range of conventional and new disciplines while preserving the history and culture of Pakistani society. It enriches the overall intellectual growth of a student through interaction and professional excellence.

Vision Statement (School of Media and Mass Communication)

The School will create a dynamic environment of teaching and learning by cutting across disciplinary boundaries, with the aim of enhancing the diversity of knowledge, critical thinking and skills of students. The School will educate students to become leaders and innovators in the job market

Strategic Plan

One of the goals of the School of Media and Mass Communication is to formulate a quality assured curriculum in which various quality parameters are verifiable and benchmarked.

To this end, the School of Media and Mass Communication follows the systems and procedures prescribed by the HEC. Further, the School of Media and Mass Communication has updated its curriculum in line with the recommendations of HEC.

Department Mission Statement (School of Media and Mass Communication)

The School of Media and Mass Communication prepares students to participate intelligently in public discourse as well as in the discourse and practices within the profession of media and communication. It strives to do this within a framework of liberal and professional education.

BA (Hons) In Social Sciences with a Major in Media Studies

Keeping in view the geopolitical, economic, and social forces that shape media and culture

industries in the contemporary world, there is a need to change the dynamics of media education in Pakistan. The four-year BA (Hons) Social Sciences with a Major in Media Studies and specialization in i) Broadcast Media ii) Digital Media iii) Public Relations & Advertising has been designed to serve the same purpose. The degree is a combination of social sciences/liberal arts and media courses. It is aimed at developing in students an in-depth understanding of the social, political, cultural aspects and economic contexts in which mediated communication takes place and its impact on society. This degree will equip the students with the analytical abilities, knowledge, skills and awareness required to achieve personal and professional success in today's media-rich world. This four-year degree is ideal for individuals who are looking for a career through which they can make a difference in contemporary society. It will prepare students to work as creative and versatile media innovators and leaders who are equipped to respond to new situations within an ever-changing and dynamic industry. This degree will enhance students' employability across media groups and cultural industries and in business, government and public sector organizations.

Program Mission Statement (B.A (Hons) in Social Sciences with Major in Media Studies)

The degree program B.A (Hons) in Social Sciences with a Major in Media Studies is aimed at giving a detailed understanding of the social, political, cultural and economic impact of mediated communication. The introduction of a degree will also equip the students with the analytical abilities, knowledge, skills and awareness required to achieve personal and professional success in today's media-rich world.

Program Educational Objectives

The B.A (Hons) in Social Sciences with a Major in Media Studies is designed to achieve the following objectives:

First and Second Year:

1. Explore media concepts
2. Explore language in media text
3. Explore media conventions and technology to create media

Third year:

1. Examine media contexts
2. Examine meaning in media texts

3. Apply knowledge of media conventions and technology to create media

Final year

1. Evaluate media contexts
2. Evaluation of meaning in media texts
3. Apply understanding of media conventions and technology to craft media.

The overall educational objectives are as follows:

1. Prepare professionals in the field of media and mass communication who are able to exercise their freedom with a conscious awareness of the constitutional rights of citizen as enshrined in the freedom Constitution of Pakistan and the Universal Declaration of Human Rights.
2. To equip students with the required tools and skills to cope with the innovations taking place in international media and prepare them for the challenges presented by the information age.
3. To inculcate professional and ethical values amid the students.
4. To develop good communication skills in the students, especially with relevance to their program of studies.

The School of Media and Mass Communication has built up its academic environment keeping in view the above program objectives. The selection of faculty, design of curriculum and syllabus, instructional procedures and practice-oriented teaching help to enforce the above program objectives.

The School of Media and Mass Communication is supported in its efforts by the Quality Assurance Department of Beaconhouse National University.

Program Objective's Assessment

The following table shows how each of the above program objectives is measured and the actions taken as a result of these measurements.

The three tools for assessments of program objectives are:

1. Employer Survey
2. Alumni Survey
3. Graduating Students Survey

Objectives	How Measured	When Measured	Improvement Identified	Improvement Made
1	Graduating Students Survey	Conclusion of program	On basis of final performance In course work and thesis	Encourage students to work in teams & independently by focusing on research, entrepreneurial and social work projects
2	Alumni Survey Graduating Students Survey	Within one year of graduation	Better interpersonal skills required	Encourage students to work in teams
3	Alumni Survey Graduating Survey Students Survey	During course work & within one year of graduation	Better technical and writing skills required	Close supervision of final project documents Inclusion of more lab-based courses
4	Graduating Survey Alumni Survey Employer Survey	Within one year of graduation	Better interpersonal & technical skills required	More focus on developing presentation skills and role play

1.1: Program Objectives Assessment

Standard 1-2: The program must have documented outcomes for graduating students. It must be demonstrated that the outcomes support the program objectives and that graduating students are capable of performing these outcomes.

Program Learning Outcomes

B.A (Hons) in Social Sciences with major in Media Studies has the following program outcomes. By the end of the program the students should be able to

1. Evaluate media texts to assess their appeal and impact.
2. Identify the myriad ways in which the economy motivates and constrains media professionals
3. Assess the impact of technological developments on media producers and consumers
4. Usher cross-cultural communication

5. Examine how different regions around the world deal with media-related issues
6. Professionally produce journalistic content on traditional and digital media platforms
7. Design and apprehend communication tools to eradicate socio-political problems.
8. Innovate new media platforms in the ever-changing media and communication technologies.
9. To develop critical thinking in interdisciplinary content.
10. To lead in national and international media industries.
11. To escort journalistic practices towards a better world.
12. Acknowledge the importance of ethics for media professional

Program Objectives	Program Outcomes											
	1	2	3	4	5	6	7	8	9	10	11	12
1		x	x			x	x	x	x	x	x	
2	x	x			x		x	x	x	x		x
3	x	x	x	X		x	x	x	x	x		
4		x	x	X	x	x				x	x	

Table: Program Objectives Vs Outcomes

Standard 1-3: The results of the program's assessment and the extent to which they are used to improve the program must be documented.

BA Hons in Social Sciences with Major in Media Studies regularly evaluates students' and faculty assessments to reinforce its program value by taking the following steps

- a. Adding on to the challenge of the course if the objectives aren't achieved.
- b. Similarly, in case the coursework is onerous break it down into sections so that students can get the most out of it.
- c. Coaching faculty about other possible pedagogical dimensions to make their work more fruitful
- d. Charting out novel means of student engagement in case the final assessment appears mediocre.
- e. Finding exciting means of improvising student/ coursework with the larger department/school/university by adopting showcasing ideas and avenues
- f. Adding a follow-up course if one course doesn't seem to satisfy the objective
- g. Changing the course methodology if it struggles to deliver its objectives.
- h. Using more and more practical exercises during the course to enhance the practical expertise of the students
- i. Arranging visits to various workplaces relevant to the course to show students actual workplace challenges
- j. Organizing different expert and professional guest speaker sessions and workshops for students to get knowledge other than what their degree has to offer.

Strengths of the program:

- BA (Hons) in social sciences with major in media studies is a unique degree program. It offers a diverse combination of electives.
- The degree program offers an option for students to opt for specializations in the field of Broad Media, Public relations & Advertising and Digital media to get hands-on advanced skills that are required in the outer world.
- It is a market-oriented degree program and focuses on developing skills that job market demands from fresh graduates.
- Department offers labs with advanced equipment and technology to fulfil all the course content requirements.

- The job ratio for Alumni who graduated with this degree program is extremely satisfactory.
- The degree program is producing market-leading Alumni.

Weaknesses of the program

- The department often faces difficulty in hiring faculty from the marketplace for skilled-based courses because of having diverse academic disciplines.
- The current computer system often does not support the advanced software in the lab which is located upstairs due to which students often struggles to find a place to practice on systems other than class hours.

Future Development Plans of the program

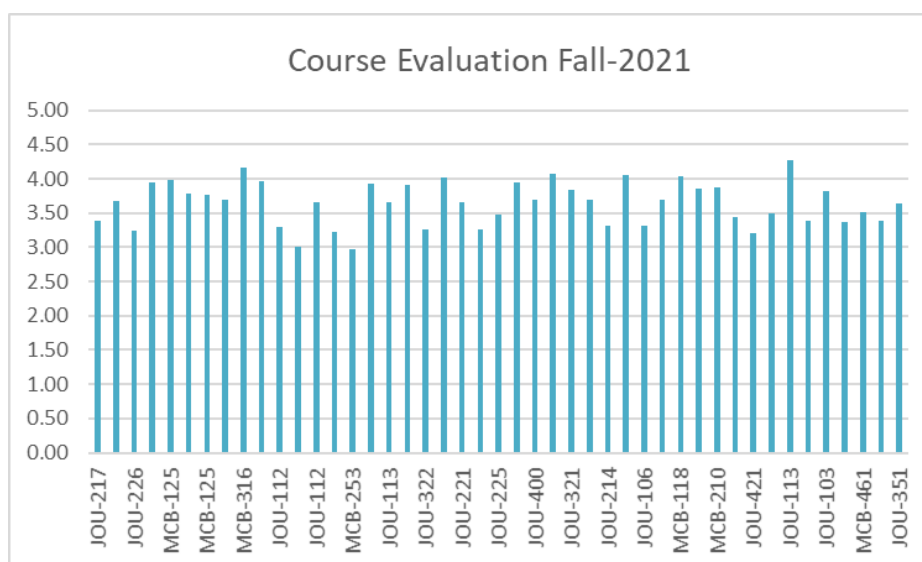
- The department is planning to update the degree program with advanced courses having a ratio of 70% practical and 30 theoretical courses.
- Department has future plans to have more focus on signing MOUs.
- The department is working on incorporating international faculty for specific courses to build diverse perspectives among students on national and international affairs.
- The department is also focusing on the degradation of systems in the lab located upstairs.

Standard 1-4: The department must assess its overall performance periodically using quantifiable measures

Course Wise Evaluation Fall 2021

Sr.No.	Name of Faculty	Course Code	Course Title	Course Cr.Hrs.	Course Evaluation
1	Dr.Farasat Rasool	JOU-217	Digital Culture and Society	3	3.39
2	Dr.Farasat Rasool	JOU-217	Digital Culture and Society	3	3.68
3	Dr.Farasat Rasool	JOU-226	Media and Democracy	3	3.24
4	Dr.Mian Javaid	MCB-118	Media Laws / Ethics	3	3.95
5	Dr.Qamar Ghaznavi	MCB-125	Urdu Journalistic Writing	3	3.99
7	Dr.Qamar Ghaznavi	JOU-226	Media and Democracy	3	3.79
8	Dr.Qamar Ghaznavi	MCB-125	Urdu Journalistic Writing	3	3.76
9	Dr.Qamar Ghaznavi	MCB-435	Urdu Language Skills	3	3.69
10	Dr.Zaeem Yasin	MCB-316	Development Communication	3	4.17
11	Miss.Warda Shah	JOU-314	Public Relation: Theory & Practice	3	3.96
12	Miss.Misha Mirza	JOU-112	New Media Technologies	3	3.30
13	Miss.Misha Mirza	JOU-305	Visual Communication Design	3	3.01

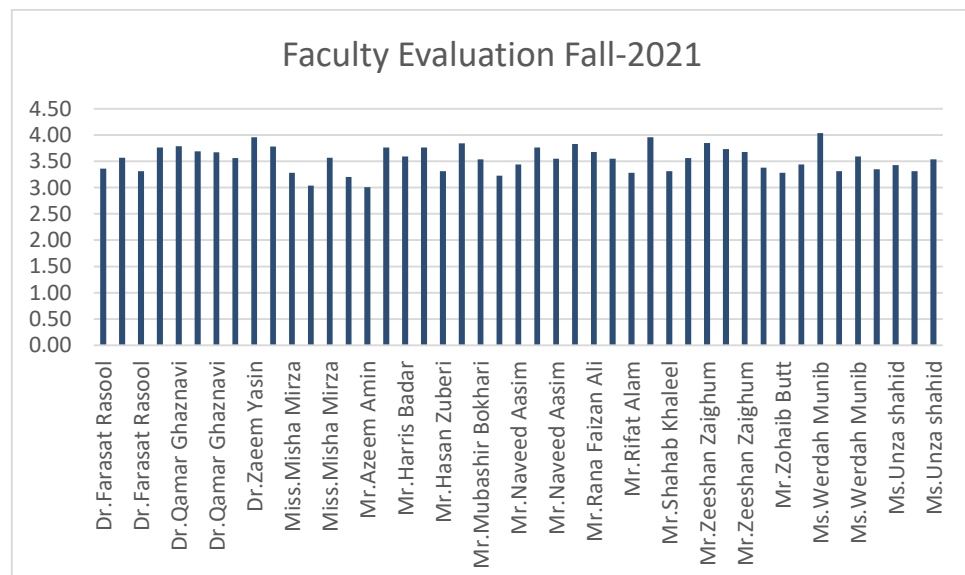
14	Miss.Misha Mirza	JOU-112	New Media Technologies	3	3.65
15	Mr.Atif Riaz	JOU-306	TV and Film in the Digital Age	3	3.23
16	Mr.Azeem Amin	MCB-253	Content Writing	3	2.97
17	Mr.Harris Badar	DLA-249	Transnational Media and Popular Culture	3	3.93
18	Mr.Harris Badar	JOU-113	Mass Media :Local, National and Global	3	3.65
19	Mr.Harris Badar	JOU-216	Journalism Practices in the New Media Environment	3	3.91
20	Mr.Hasan Zuberi	JOU-322	Crisis Management	3	3.26
21	Mr.Mubashir Bokhari	JOU-221	Data and Investigative Journalism	3	4.02
22	Mr.Mubashir Bokhari	JOU-221	Data and Investigative Journalism	3	3.65
23	Mr.Muhammad Wali Awan	JOU-307	Mobile Technology and Communications	3	3.26
24	Mr.Naveed Aasim	JOU-225	Video Game Design	3	3.48
25	Mr.Naveed Aasim	JOU-225	Video Game Design	3	3.94
26	Mr.Naveed Aasim	JOU-400	Multimedia Arts	3	3.69
27	Mr.Rana Faizan Ali	MCB-208	Television Production -I	3	4.08
28	Mr.Rana Faizan Ali	JOU-321	Bureau, News Room and Bulletin	3	3.83
29	Mr.Rana Faizan Ali	MCB-208	Television Production -I	3	3.69
30	Mr.Rifat Alam	JOU-214	Opinion & Editorial Writing	3	3.31
31	Mr.Rifat Alam	JOU-214	Opinion & Editorial Writing	3	4.06
32	Mr.Shahab Khaleel	JOU-106	Digital Production I	3	3.32
33	Mr.Syed Ali Hussain	MCB-435	Urdu Language Skills	3	3.69
34	Mr.Zeeshan Zaighum	MCB-118	Media Laws / Ethics	3	4.03
35	Mr.Zeeshan Zaighum	MCB-107	Online Journalism	3	3.85
36	Mr.Zeeshan Zaighum	MCB-210	Mass Media in Pakistan	3	3.88
37	Mr.Zeeshan Zaighum	JOU-107	Hybrid Warfare	3	3.44
38	Mr.Zohaib Butt	JOU-421	Hosting and Anchoring	3	3.21
39	Mr.Omer Malik	MCB-208	Television Production -I	3	3.49
34	Ms.Werdah Munib	JOU-113	Mass Media :Local, National and Global	3	4.27
35	Ms.Werdah Munib	MCB-107	Online Journalism	3	3.39
36	Ms.Werdah Munib	JOU-103	Introduction to Communication	3	3.82
37	Ms.Zenab Ali	JOU-314	Public Relation: Theory & Practice	3	3.37
38	Ms.Unza shahid	MCB-461	Media Management and Marketing	3	3.52
39	Ms.Unza shahid	MCB-461	Media Management and Marketing	3	3.38
40	Ms.Unza shahid	JOU-351	Digital Public Relations & Advertising	3	3.64



Faculty Wise Evaluation Fall-2021

Sr.No.	Name of Faculty	Course Code	Course Title	Course Cr.Hrs.	Faculty Evaluation
1	Dr.Farasat Rasool	JOU-217	Digital Culture and Society	3	3.36
2	Dr.Farasat Rasool	JOU-217	Digital Culture and Society	3	3.57
3	Dr.Farasat Rasool	JOU-226	Media and Democracy	3	3.31
4	Dr.Mian Javaid	MCB-118	Media Laws / Ethics	3	3.76
5	Dr.Qamar Ghaznavi	MCB-125	Urdu Journalistic Writing	3	3.79
7	Dr.Qamar Ghaznavi	JOU-226	Media and Democracy	3	3.69
8	Dr.Qamar Ghaznavi	MCB-125	Urdu Journalistic Writing	3	3.67
9	Dr.Qamar Ghaznavi	MCB-435	Urdu Language Skills	3	3.56
10	Dr.Zaeem Yasin	MCB-316	Development Communication	3	3.96
11	Miss.Warda Shah	JOU-314	Public Relation: Theory & Practice	3	3.78
12	Miss.Misha Mirza	JOU-112	New Media Technologies	3	3.28
13	Miss.Misha Mirza	JOU-305	Visual Communication Design	3	3.04
14	Miss.Misha Mirza	JOU-112	New Media Technologies	3	3.57
15	Mr.Atif Riaz	JOU-306	TV and Film in the Digital Age	3	3.20
16	Mr.Azeem Amin	MCB-253	Content Writing	3	3.01
17	Mr.Harris Badar	DLA-249	Transnational Media and Popular Culture	3	3.76
18	Mr.Harris Badar	JOU-113	Mass Media :Local, National and Global	3	3.59
19	Mr.Harris Badar	JOU-216	Journalism Practices in the New Media Environment	3	3.76
20	Mr.Hasan Zuberi	JOU-322	Crisis Management	3	3.31
21	Mr.Mubashir Bokhari	JOU-221	Data and Investigative Journalism	3	3.84
22	Mr.Mubashir Bokhari	JOU-221	Data and Investigative Journalism	3	3.54
23	Mr.Muhammad Wali Awan	JOU-307	Mobile Technology and Communications	3	3.23

24	Mr.Naveed Aasim	JOU-225	Video Game Design	3	3.44
25	Mr.Naveed Aasim	JOU-225	Video Game Design	3	3.76
26	Mr.Naveed Aasim	JOU-400	Multimedia Arts	3	3.55
27	Mr.Rana Faizan Ali	MCB-208	Television Production -I	3	3.83
28	Mr.Rana Faizan Ali	JOU-321	Bureau,News Room and Bulletin	3	3.68
29	Mr.Rana Faizan Ali	MCB-208	Television Production -I	3	3.55
30	Mr.Rifat Alam	JOU-214	Opinion & Editorial Writing	3	3.28
31	Mr.Rifat Alam	JOU-214	Opinion & Editorial Writing	3	3.96
32	Mr.Shahab Khaleel	JOU-106	Digital Production I	3	3.31
33	Mr.Syed Ali Hussain	MCB-435	Urdu Language Skills	3	3.56
34	Mr.Zeeshan Zaighum	MCB-118	Media Laws / Ethics	3	3.85
35	Mr.Zeeshan Zaighum	MCB-107	Online Journalism	3	3.73
36	Mr.Zeeshan Zaighum	MCB-210	Mass Media in Pakistan	3	3.68
37	Mr.Zeeshan Zaighum	JOU-107	Hybrid Warfare	3	3.38
38	Mr.Zohaib Butt	JOU-421	Hosting and Anchoring	3	3.28
39	Mr.Omer Malik	MCB-208	Television Production -I	3	3.44
34	Ms.Werdah Munib	JOU-113	Mass Media :Local, National and Global	3	4.04
35	Ms.Werdah Munib	MCB-107	Online Journalism	3	3.31
36	Ms.Werdah Munib	JOU-103	Introduction to Communication	3	3.59
37	Ms.Zenab Ali	JOU-314	Public Relation: Theory & Practice	3	3.35
38	Ms.Unza shahid	MCB-461	Media Management and Marketing	3	3.43
39	Ms.Unza shahid	MCB-461	Media Management and Marketing	3	3.31
40	Ms.Unza shahid	JOU-351	Digital Public Relations & Advertising	3	3.54



							Graduated	
Years	Applied	Admitted	Rejected	Not Joined	Left	Terminated		Active
2019	194	116	5	57	22	28	25	78
2020	160	104	7	28	23	23	47	75
2021	90	44	6	22	7	4	69	32

Criterion 2: Curriculum Design and Organization

Standard 2-1: The curriculum must be consistent and supports the program's documented objectives.

A. Title of Degree Program

B.A (Hons) in Social Sciences with a major in Media Studies

B. Definition of credit hour:

One credit hour is 1 hour of theory lecture or 3 hours of laboratory work in a week.

C. Degree plan

Following is the list of courses from B.A (Hons) in Social Sciences with a major in Media Studies

MS= Media Studies

M=Mandatory

SMC=Combined

SS=Social Sciences and Liberal Arts

BA (Hons.) Social Sciences with Major in Media Studies. (2021-25)

Semester I

Course Code	Course Name		Credits	Category
JOU-113	Mass Media; Local, National and Global		3	MS
JOU-112	New Media Technologies		3	MS
MCB-435	Urdu Language Skills		3	M
ELU-100	Foundation English (University Core)	HEC Mandatory	3	M
SLA-103	Islamic Studies (University Core)	HEC Mandatory	1.5	M
	General Elective I	Elective	3	SS

	Total		16.5	
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Semester II

Course Code	Course Name		Credits	Category
JOU-105	Story Telling in the Digital World		3	MS
JOU-212	Reporting (Urdu & English)		3	MS
SLA-102	Pakistan Studies (University Core)	HEC Mandatory	1.5	M
EDU-405	Communication Skills (University Core)	HEC Mandatory	3	M
	General Elective II	Elective	3	SS
	General Elective III	Elective	3	SS
	Total		16.5	

Semester III

Course Code	Course Name		Credits	Category
JOU-214	Opinion and Editorial Writing		3	MS
JOU-225	Video Game Design		3	MS
MCB-118	Media Laws and Ethics		3	MS
CSE-100	Computer Literacy (University Core)	HEC Mandatory	2	M
	General Elective IV	Elective	3	SS
	General Elective V	Elective	3	SS
	Total:		17	

Semester IV

Course Code	Courses		Credits	Category
JOU-224	Advertising: Theory and Practice		3	MS
MCB-115	International Communication		3	MS
JOU-250	Radio Journalism and Production		3	MS
JOU-251	Investigative and Data Journalism		3	MS
JOU-211	Digital Photography		3	MS
	General Elective VI	Elective	3	SMC
	Total:		18	

Semester V

Course Code	Courses		Credits	Category
MCB-222	Introduction to TV Production		3	MS
JOU-314	Public Relation: Theory & Practice		3	MS
JOU-301	Mass Media Theories		3	MS
DLA-110	Academic Writing		3	M
	General Elective VII	Elective	3	SS
	General Elective VIII	Elective	3	SMC
	Total		18	

Semester VI

Course Code	Courses		Credits	Category
JOU-425	TV Production Techniques		3	MS
JOU-426	Convergent Journalism		3	MS
MCB-316	Development Communication		3	MS
MCB-416	Research Methodology		3	MS
	General Elective IX	Elective	3	SMC
	General Elective X	Elective	3	SS
	Total		18	

Semester VII

Course Code	Courses	Credits	Category	
MCB-416	Media Management & Marketing	3	MS	
	Specialization Course-I	3	MS	
	Specialization Course-II	3	MS	
	Elective from other Specializations	3	MS	
	General Elective XI	Elective	3	MS
	Total	15		

Semester VIII

Course Code	Courses	Credits	Category
	Specialization Course-III	3	MS
	Specialization Course-IV	3	MS
JOU-420	Media Entrepreneurship	3	MS
MCB-455/JOU-423	Thesis/Project Or Two optional courses		MS
JOU-404 MCB-440	(i) Community Media (ii) Communication & Public Opinion	6	
	Total	15	

Specializations

Sr. No.	Broadcast Media	Digital Media	Public Relations & Advertising
1	Hosting / Anchoring	Content Writing	Digital Public Relations & Advertising
2	Bureau, News Room and Bulletin	Multi Media Arts	Crisis Management
3	Current Affairs & Production	Animation & Graphics	Media Planning & Buying
4	Infotainment	Digital Media Marketing	Government, Corporate, Sports Public Relations

D. Curriculum Breakdown

Semester	No. of Credits	BA Hons Category wise Credit Hours				
		Print Courses	Broadcasting Courses	Communication Courses /Core	Media Courses	Humanities & Social Sciences
1	16.5		3	6	6	1.5
2	16.5	3	3	6		4.5
3	17	3	6	5		3
4	18	4	3	3	3	3
5	18		3	6	3	6
6	18		3	6	6	3
7	15			6	6	3
8	15			6	6	3

Table 1.11: Curriculum Course Requirements

E. Course Outlines:

❖ Mass Media: Local, National and Global

Aims, Scope and Outcome

To introduce to the media practices, theoretical concepts and debates that inform the contemporary media at local, national and global level.

To enable the students to independently conduct research on topics relevant to contemporary media debates.

To encourage the students to engage with media scholarship in a critical and argumentative manner.

The module begins by offering a broad overview of media theories and moves on to cover such aspects as role of the media, gender and media, Diaspora and media, mediated representations, and media education & training. It concludes by offering a comprehensive overview of the Pakistani media.

At the end of this module, the students will be able to write essays and conduct future media-research by deploying such lenses as political economy, audience theory, gender and dependency.

Credits:

	Topic	Required Readings
Week 1 Lecture (Date): Seminar (Date): Course overview and Planning	Argument and Criticality	1. Bowell, T & Kemp, G (2015) <i>Critical Thinking: A Concise Guide</i> . London: Routledge. 4 th ed. Ch 1 pp 3-23. 2. Pirie, N. W (1984) 'Selecting Facts and Avoiding

		Assumptions’. In Berthoff, A. E (eds) <i>Reclaiming the Imaginations</i> . Boynton/Cook: Upper Montclair, NJ
Week 2 Lecture: Seminar: Engaging with Academic Texts	Media in the Age of Globalisation	1.Held, D and McGrew, A (2008) ‘The Great Globalization Debate: An Introduction’. In Held, D and McGrew, A (eds) <i>The Global Transformations Reader</i> . London: Polity 2. McChesney, R (1998) ‘The Political Economy of Global Communication’. In McChesney, R, Wood, M, and Foster, B (eds) <i>Capitalism and the Information Age</i> . New York: Monthly Review Press
Week 3 Lecture: Seminar: Writing an Academic Text	Global, National and Local in Media	1.Sreberny-Mohammadi, A (2001) The Global and the Local in International Communication’. In Curran, J & Gurevitch, M (eds) <i>Mass Media and Society</i> . 3rd ed. 2.Kiabany, G (2007) ‘Is there an Islamic Communication?’ The Persistence of Tradition and the Lure of Modernity’. <i>Critical Arts</i> , Vol 21(2).
Week 4 Lecture: Seminar: Presentations	Media Imperialism, media sub-imperialism and Pakistan	1.Sulehria, F (2018) <i>Media Imperialism in India and Pakistan</i> . London: Routledge. pp 1-43 (Introduction). 2. Sreberny, Annabelle (2001) ‘A “Cultural Imperialism”’. <i>International Encyclopedia of the Social and Behavioral Sciences</i> . Elsevier, pp. 9489-

		9494
Week 5 Lecture: Seminar: Presentations	Media Theories	<p>1.Herman, E and Chomsky, N (1994) <i>Manufacturing Consent: The Political Economy of Mass Media</i>. New York: Pantheon, pp. xi-36 (Introduction and Ch 1).</p> <p>2.Moscow, Vincent (2009) <i>The Political Economy of Communication</i>. London: Sage, pp 1-36 (Ch 1& 2).</p>
Week 6 Lecture: Seminar: Presentations	The Role of Media	<p>1.Althusser, Louis (2001) <i>Lenin and Philosophy and Other Essays</i>. New York: Monthly Review Press. Ch 5 (Ideology and Ideological State Apparatus)</p> <p>2.Mouffe, Chantal (1979) <i>Hegemony and ideology in Gramsci</i>. In Mouffe, C (ed) <i>Gramsci and Marxist Theory</i>. London: Routledge & Kegan Paul</p> <p>1.</p>
Week 7 Lecture: Seminar: Presentations	Media Representations	<p>1. Said, E (1978) <i>Orientalism</i>. London: Routledge and Kegan pp. 1-30 (Introduction)</p> <p>2. Said, E (1981, 1997) <i>Covering Islam</i>. New York: Random House (Introductions)</p>
Week 8 Lecture: Seminar: Presentations	Media Education and Training	<p>1.Sulehria, F (2018) <i>Media Imperialism in India and Pakistan</i>. London: Routledge. Introduction pp 1-43</p> <p>2. Golding, Peter (1977) <u>'Media professionalism in the Third World: the transfer of an Ideology'</u>. In Curran, J,</p>

		Gurevitch, M and Woollacott, J (eds) <i>Mass Communication and Society</i> . London: Arnold
Week 9 Lecture: Seminar: Presentations	Gender and Media	1.Mulvey, L (1992) Visual Pleasure and Narrative Cinema. In <i>The Sexual Subject: A Screen Reader in Sexuality</i> . London: Routledge, pp 22-33. 2.Moghissi, H (1999) <i>Feminism and Islamic Fundamentalism: The Limits of Postmodern Analysis</i> . London: Zed Books, Chapter 1, pp 13-31
Week 10 Lecture: Seminar: Presentations	Diaspora and Media	1.Mandaville, P (2001) 'Reimagining Islam in Diaspora: The Politics of Mediated Community'. <i>Gazette</i> , 63, 2/3, May, pp. 169-186 2.Rashid, T (2011) Negotiating rights through transnational puritan networks: religious discourses; cyber technology and Pakistani women'. In Ahmed, I (eds) <i>The Politics of Religion in South and Southeast Asia</i> . London: Routledge
Week 11 Lecture: Seminar: Guest Speaker	Pakistani media: Censorship to Manipulation	1.Niazi, Z (2010) <i>The Press in Chains</i> . 2 nd ed. Karachi: Oxford University Press, Ch 2, pp 39-68 ('The Sacred Light') 2.Siddiq, A (2017) <i>Military Inc: Inside Pakistan's Military Economy</i> . 2 nd ed. London: Pluto, Ch 12, pp. 319-334 ('From Military Inc to Media Inc').
Week 12 Lecture: Seminar: Guest Speaker	Pakistan's Periphery Media	1.Zaidi, S.A (2014) 'Rethinking Pakistan's Political Economy: Class, State, Power, and Transition'. <i>Economic and Political</i>

		<i>Weekly</i> . Vol 49, No 5 2. Shaikh, M. A (2007) <i>Satellite Television and Social Change in Pakistan: A Case Study of Rural Sindh</i> . Karachi: Orient Books
Week 13 Seminar: Exercises in Essay Writing Lecture:	Essay Writing	Graff, Gerald, and Cathy Birkenstein. 2014. "They Say / I Say": The Moves that Matter in Academic Writing.

Assessment: Students will write a 2500-word essay.

Further Readings:

Week 1

Kiely, Ray (2009) *The Clash of Globalizations: Neo-liberalism, The Third Way, and Anti-Globalization*. Chicago: Haymarket

Petras, James and Veltmeyer, Henry (2005) *Empire with Imperialism*. London: Zed Books

Stiglitz, Joseph (2000) *Globalization and its discontents*. New York: W W Norton

Week 2

Ritchie, Jean (2000) *Big Brother: The Official Unseen Story*. London: Channel 4 Books

Ritzer, George and Stillman, Todd (2003) 'Assessing McDonaldization and Globalization'. In Beck, U, Sznaider, N and Winter, R (eds) *Global America? The Cultural Consequences of Globalization*. Liverpool: Liverpool University Press

Ritzer, George (2000) *The McDonaldization of Society*. New Century Edition. Thousand Oaks, CA: Pine Forge

Rivers, William L (1971) 'The Journalism Schools: The Media as Teacher'. *Change*, Vol. 3, No. 2 (March - April), pp. 56-61

Robertson, Roland (1995) 'Globalisation: Time-space and homogeneity-heterogeneity'. In Featherstone, M, Lash, S and Robertson, R (eds) *Global Modernities*. Thousand Oaks: Sage, pp. 25-44

(1992) *Globalization: Social Theory and Global Culture*. London: Sage

Week 3

Schiller, Dan (2010a) 'World communication in today's age of capital'. In Thussu, D K (ed) *International Communication: A Reader*. London: Routledge

Schiller, Herbert I (2010b) 'Not yet the post-imperialism era'. In Thussu, D K (ed) *International*

Communication: A Reader. London: Routledge

- (1992) *Mass Communication and American Empire*. 2nd edition. Oxford: Westview Press
- (1989) *Culture, Inc: The Corporate Takeover of Public Expression*. Oxford: Oxford University Press
- (1978) 'Media and Imperialism'. *Revue française d'études françaises*. No 6. October, pp. 269-278
- (1976) *Communication and Cultural Domination*. New York: IASP
- (1969) *Mass Communication and American Empire*. Boston: Beacon

McChesney, Bob (2013) 'Editorial'. [Monthly Review. Vol. 65, No. 3 \(July-August\)](#)

McChesney, Robert (2008) *The Political Economy of Media: Enduring issues, Emerging Dilemmas*. New York: Monthly Review Press

- (2004) 'The political economy of international communications'. In Thomas, P and Nain, Z (eds) *Who owns the Media: Global Trends and Local Resistances*. London: Zed Books
- (1998) 'The Political Economy of Global Communication'. In McChesney, R, Wood, M, and Foster, B (eds) *Capitalism and the Information Age*. New York: Monthly Review Press

Week 4

Boyd-Barrett, Oliver (2010) 'Media Imperialism Reformulated'. In Thussu, D K (ed) *International Communication: A Reader*. London: Routledge

- (1977) 'Media imperialism'. In Curran, J, Gurevitch, M and Woollacott, J (eds) *Mass Communication and Society*. London. Edward Arnold

Miller, Toby (2010) *Television Studies*. London: Routledge

Miller, Toby, Govil, Nitin, McMurria, John and Maxwell, Richard (2005) *Global Hollywood*. London: BFI Publishing

Week 5

Klapper, Joseph. T (2007) The effects of mass communication. In Boyd-Barrett, O and Newbold, C (eds). *Approaches to Media: A Reader*. London: Hodder

McCombs, Maxwell. E and Shaw, Donald. L (2007) The agenda-setting function of media. In In Boyd-Barrett, O and Newbold, C (eds) *Approaches to Media: A Reader*. London: Hodder

McQuail, D (1994) *Mass Communication Theory: An Introduction*. London: Sage

Newbold, Chris (2007) The media effects tradition. In Boyd-Barrett, O and Newbold, C (eds) *Approaches to Media: A Reader*. London: Hodder

Murdock, Graham and Golding, Peter (1999) 'Culture, Communications and Political Economy'. In Tumber, H (ed) *News*. Oxford: Oxford University Press

- (1995) 'For a political economy of mass communication'. In Boyd-Barret, O. and Newbold, C. (eds) *Approaches to Media*. London: Arnold.

Week 6

Gramsci, Antonio (1988) *An Antonio Gramsci Reader*. Forgacs, David ed. New York: Schocken Books

- (1978) *Selections from Political Writings 1921-26*. Translated and ed. Q. Hoare. London: Lawrence&Wishart

Week 7

Dabashi, H (2008) Post-Orientalism. London: Routledge

Gregory, D (2004) The Colonial Present: Afghanistan, Palestine, Iraq. Oxford: Blackwell

Week 8

Schudson, M (1996) The Sociology of News Production R3visited'. In Curran, J and Gurevitch, Mass Media and Society. London: Sage

Tomselli, K (2003) Our Culture vs Foreign Culture. An Essay on Ontological and Professional Issues in African Journalism. Gazette, 65, 6, Dec, pp. 427-442.

Week 9

Lewis, R (1996) Gendering Orientalism.

Alexander, J and Mohanty, C (1997) Feminist Genealogies, Colonial Legacies and Democratic Futures. London: Routledge

Week 10

Karim, H. K (2003) The Media of Diaspora: Mapping the Globe. London: Routledge

Hesse, B (2000) Unsettled Multiculturalisms. London: Zed

Week 11

Ahmed, Aijaz (1983) Democracy and Dictatorship. In Gardezi, H and Rashid, J (eds.) Pakistan, the Roots of Dictatorship: The Political Economy of a Praetorian State. London: Zed Press

Ahmed, Khaled (2009) Pakistan and Nature of State: Revisionism, Jihad and Governance. Karachi: Irtiqa

Akhtar, Rai Shakil (2000) Media, Religion, And Politics in Pakistan. Oxford UP

Gazdar, Mushtaq (1997) Pakistan Cinema 1947-1997. Karachi: Oxford University Press

Goreja, Yasin (2003) Pakistan Millenium Film Directory. Lahore: Goreja Publications

Imran, Rukhsana (1984) Pakistan Television Kay Das Saal. Lahore: University of Punjab, Dept of Mass Communication

Nasir, Agha (2011) This is PTV: Another Day, Another World. Lahore: Nisar Art Press

Week 12

Noman, Omar (1988) The Political Economy of Pakistan 1947-85. London: KPI

Pervez, Nasreen (1998) Pakistan Television Drama and Social Change. University of Karachi: Dept. of Mass Communication

Raja, Masood Ashraf (2010) Constructing Pakistan. Foundational Texts and the Rise of Muslim National Identity 1857-1947. New York: Oxford UP

Toor, Saadia (2011) The State of Islam: Culture and Cold War Politics in Pakistan. New York: Pluto

Week 13:

Graff, Gerald, and Cathy Birkenstein. 2014. "They Say / I Say": The Moves that Matter in Academic Writing.

Hjortshoj, Keith. The Transition to College Writing. 2009.

Lamott, Anne. 1994. Bird by Bird: Instructions on Writing and Life.

Zinsser, William. On Writing Well, 30th Anniversary Edition. 2012.

Journals:

❖ New Media Technologies

Course Name: **New Media Technologies**

Credit hours: 3

Instructor: Misha Mirza

Department of Journalism & Mass Communication

Course Description:

The Introduction to Media Communications and Technologies course provides students with a brief history and an overview of contemporary forms of media communication. Students will examine a variety of analytical and strategic perspectives while being introduced to industry-production tools and techniques. Areas of the study highlight the many roles of media professionals, the media-campaign creation process, and the impact of new media technologies. Students will learn how to make sense of the dynamic field of media communications through a critical analysis of real-world media campaigns, which will serve as a foundation to build their own media strategies.

The advent of digital communication has ushered changes in virtually every aspect of modern life. The digital age has transformed point-to-point and mass communication, specifically how we form and participate in social networks, how culture is exchanged and consumed, and how media industries operate in the marketplace. This course examines the cultural impact of new digital technologies such as the Internet and new telephonic and audiovisual media. We will survey the origins of digital communication and the Internet and engage closely with contemporary scholarship on digital technologies, the Internet, the institutions that control these technologies.

Student Learning Outcomes:

At the conclusion of this course students should be able to demonstrate the following:

- They should have moved beyond 'common-sense' ideas about digital media and have developed a nuanced understanding of their own position in relationship to the infrastructures and institutions that shape the use and creation of digital media.
- Effective critique by participation in critical evaluation regarding their own work and the work of others
- Articulate how hardware and technological infrastructure shape our access, control, and use of web content
- Understand how legal, corporate, and activist interests shape our ideas of what the internet is and how we should use it.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

- **Course Specific Procedures:**
- **Procedures & Policies for Submission of assignments**
- *A. Due Date:* All assignments and exercises are due on the date and time given by the instructor. Any work that is late will be reduced by two marks.
- **Note: All images must have been shot, processed and printed this semester for this class only.**
- *B. Print Submission:* All work must be from files that were produced during this semester. No images from previous classes can be submitted. All printed assignments will be printed on 8 X 10 or larger inkjet paper and presented in a professional manner. Work must be handed in at the beginning of the critique designated for that particular assignment to be counted "on time".

Attendance and class discipline:

- Attendance is required and is recorded at all class and lab meetings. Every student will be responsible for all information given during scheduled class and lab times. **Note: A total of**
- **6 absences from any class meetings (lecture or lab) will result in a failing grade ("F") for the course and you will be dropped from the class.**
- Verifiable excuses for absences must be turned in to the instructor. No cell phones shall be allowed to be used during the lecture. Any student using the mobile phone or entering the class after the instructor shall be marked absent.

Academic Honesty and Plagiarism

- Academic integrity is the guiding principles for all that you do, from taking exams to making oral presentations to writing term papers. It requires that you recognize and acknowledge information derived from others and take credit only for ideas and work that are yours.
- You violate the principle of academic integrity when you cheat on an exam, submit the same work for two different courses without prior permission from your professors, receive help on a take-home examination that calls for independent work, or plagiarize. Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score, and/or other materials that are not your original work. You plagiarize when, *without proper attribution*, you do any of the following:
 - • copy verbatim from a book, an article, or other media;
 - • download documents from the Internet;
 - • purchase documents;
 - • report from other's oral work;
 - • paraphrase or restate someone else's facts, analysis, and/or conclusions; or
 - • copy directly from a classmate or allow a classmate to copy from you.

COURSE OUTLINE:

Week 1

What is new media? What is Web 2.0? Introduction to blogs

Readings

- Edison, Thomas A. "The Phonograph and Its Future." *The North American Review* 126, no. 262 (May 1, 1878): 527–36. doi:10.2307/25110210.
- Vanderbilt, Tom. "The Call of the Future." *Wilson Quarterly* 36, no. 2 (Spring 2012): 52–56.
- Berners-Lee, Tim. "Long Live the Web." *Scientific American* 303, no. 6 (December 2010): 80–85.
- Manovich, Lev. "What is New Media?" In *The Language of New Media*, 18–26. Cambridge, MA: MIT Press, 2001.

Week 2:

Learning from the telegraph

Principles of new media

Brief histories of digital media

Readings:

- Standage, Tom. *The Victorian Internet: The Remarkable Story of the Telegraph and the Nineteenth Century's On-line Pioneers*. New York: Walker, 2007.
- Carey, James W. "Technology and Ideology: The Case of the Telegraph." In *Communication as Culture: Essays on Media and Society*, Rev. ed., 155–77. London: Routledge, 2009

Week 3:

New media forms

SEO, SMM, Internet, Social media

Readings:

- Douglas, Nick. "It's Supposed to Look Like Shit: The Internet Ugly Aesthetic." *Journal of Visual Culture* 13, no. 3 (December 1, 2014): 314–39. doi:10.1177/1470412914544516.
- Shifman, Limor. "The Cultural Logic of Photo-Based Meme Genres." *Journal of Visual Culture* 13, no. 3 (December 1, 2014): 340–58. doi:10.1177/1470412914546577.

Week 4:

Exploring FB Live

Disruptions and creative destructions

Readings

- Castells, Manuel. "The Network Society: From Knowledge to Policy." In *The Network Society: From Knowledge to Policy*, edited by Manuel Castells and Gustavo Cardoso, 3–21. Washington, D.C.: Johns Hopkins Center for Transatlantic Relations, 2005.
- Greenbaum, Joan M. "The Late 1990s: Enter the Internet." In *Windows on the Workplace: Technology, Jobs, and the Organization of Office Work*, 2nd Edition, 95–109. New York: Monthly Review Press, 2004.

Week 5:

Google and net smarts

Engage with news around the world

Reading

- Carr, Nicholas. "Is Google Making Us Stupid? What the Internet Is Doing to Our Brains?" *The Atlantic*, July 1, 2008. <http://www.theatlantic.com/magazine/archive/2008/07/is-google-making-us-stupid/6868>.

Week 6:

Networked individualism and interpersonal life online

Reading

- Rainie, Lee, and Barry Wellman. *Networked: The New Social Operating System*. Cambridge, Mass: MIT Press, 2012.

Week 7:

Content writing for new media

Beware the filter bubble

Reading

- Pariser, Eli. *The Filter Bubble: What the Internet Is Hiding from You*. New York: Penguin Books, 2011.

Review

- Twitter: Eli Pariser

Week 8:

Mid-terms

Week 9:

How we network socially

Vlogs and Youtube

Reading

- boyd, danah. *It's Complicated: The Social Lives of Networked Teens*. New Haven: Yale University Press, 2014.

Week 10:

VR case studies

Technological utopianism

Reading

- Morozov, Evgeny. *To Save Everything Click Here*. PublicAffairs, 2013

Week 11:

Creative communities

Web interactivity

Storyboarding

Reading

- John, Nicholas A. "File Sharing and the History of Computing: Or, Why File Sharing Is Called 'File Sharing'." *Critical Studies in Media Communication*, September 18, 2013, 1–14. doi:10.1080/15295036.2013.824597.

Week 12:

Rules of composition
Silicon Valley and popular culture

Reading

- Eggers, Dave. *The Circle: A Novel*. New York: Vintage Books, 2014.

Week 13:

The dark side of new media
Basics of camera work and lighting

Readings:

Paul Levinson. *New media* Chapter 9

Week 14:

Human as media
Video interviews

Reading:

Andrey Miroshnichenko. *Human as Media*

- Introduction. Chapter 1

Week 15:

Time-based media

Week 16:

Finals

❖ **Opinion & Editorial Writing**

Course Code	
Course Title	Opinion editorial Writing
Duration	16 Weeks / 32 sessions
Credit hours	03
Class Timings	Tue, Thu (09:30 – 11:00)
Resource Person	Dr.Qamar Ghaznavi
Counselling Timings	Tue, Thu (11:00 am – 12:00 pm)
Email	dr.ghaznavi@gmail.com

Course Description:

Do you ever feel a need to express yourself in a way everyone can understand what is going through your mind? Have you ever felt the need to share your thoughts in a convincing way? The art of expression your opinions in not everybody's cup of tea. However, once you understand this art, people will be eager to hear you out, if you know how to elucidate your thoughts better than the average loudmouth on the bus or a layman does.

There are many places to air your views—magazines, newspapers, websites, blogs, books—and many forms to encapsulate them.

In this course, you will use the foundations of news gathering and writing to learn and practice the fundamentals of writing opinion for print and electronic media. You'll learn about the leading forms of viewpoint writings including personal columns, editorials, features, blogs, articles, reviews, essays, op-eds and others—as well as writing craft and how to market your work. You will be trained to use legitimate sources to justify personal opinions and present them in a credible and news worthy manner. You will learn these aspects of journalism through participating in classroom lectures, practical writing assignments, posting to a blog and by participating in interactive Q & A sessions with the resource persons and occasionally with the professional journalists. As part of this course, your work may be published in the newspapers, the campus newsletters (if any) or on the newspaper's web sites.

Expected Learning Outcomes

Upon completion of this course, you will understand the basics of opinion writing including some major aspects of editorial page: definitions and functions of editorial writing; qualification of editorial writers; topic selection, sources of material, types and structure of editorials; importance and selection of letters to the editor; definitions, structure types and importance of columns and features, essays and blogs. Students will also learn to master the art of online opinion sharing as well as how to market their thoughts. Students are expected to be able to understand all the major types of opinion writing techniques.

Teacher/classroom expectations:

Students will be expected to indulge in class discussions and activities passionately for their in-depth understanding. Students must make a habit of reading at least two national & International newspaper every time they come to class. Students are also expected to collect assignments, handouts, and notes on the day they return to class after an absence. Students who are absent or tardy on the day of a scheduled quiz, test, or project presentation due date is expected to take the quiz, test or hand in the project presentation on the day they return to class, even if the class is not scheduled to meet that day. Students will be highly encouraged to ask as many questions as they want for better understanding the topic in hand.

Evaluation Key:

• Quiz	10%
• Class Activities	20%
• Mid Term Exam	30%
• Final Term Exam	30%
• Class Participation	10%
• Total	100%

Course Requirements:

1. Students will be required to hand in one formal assignment as in-class activity and one home assignments. Home assignments will be submitted in a typed format given for this purpose, whereas class assignments shall be hand written. These will have to be delivered on time as late submissions are not acceptable.
2. In addition to this, students will be involved in critical thinking, writing and debates. Topics shall be given in advance. Class may be divided into groups and each group will be required to prepare a concept, which will be developed through a consultative process by the students in class.
3. Students are also expected to participate actively in the class discussion. They will be encouraged to pay

attention to their general knowledge, as they will be constantly judged for these during class activities.

4. Students are expected to be regular and punctual in class.

Learning Methodology:

The Methodology will include lectures, interactive sessions, dialogues and group/individual discussions, brainstorming sessions, group/individual work and assignments, reading material and occasional special lecture by professionals.

Some General Rules:

Regularity and Punctuality: will be very strictly observed. Regarding punctuality, you will be marked present only if you arrive in the class within 10 minutes of the scheduled time. Any absentees during the quiz / Class activity sessions will result in a deduction of 1 point each from the class participation marks. This means that the class participation marks can go into the negative as well.

Newspaper Readings: You are supposed to have read the recommended texts under discussion in advance. Questions answered, relating to these recommended texts, will contribute to the class participation marks.

Class Participation: Positive, healthy and constructive class participation will be monitored for each class. Particular emphasis will be given during the case discussion sessions. The manner in which the question is asked or answered will also be noted. Your behavior as media students in the class will contribute to the class participation marks.

Counseling: Never feel hesitant or intimidated in asking questions in or out of the classroom. Consider me as your facilitator during the session. You are free to get your queries answered and discuss the progress of your courses any time you want. However to avoid inconvenience following the counselling timings shared in the outline.

WEEKLY LECTURE PLAN

Week	Topics	Lecture Methodology
1	<ul style="list-style-type: none">• Introduction of the Course• Need of Studying Opinion Writing in Media Studies• What is an opinion• Difference between opinion, commentary, argument & News• Why write an Opinion	<ul style="list-style-type: none">• In-depth Interactive Discussion• Newspaper Reading• Q/A Session
2	<ul style="list-style-type: none">• Identifying some major socio-cultural and socio-political areas for opinion writing• Understanding some basic requirements for various forms of opinion writings• What opinions are newspaper worthy• Opinions for various media	<ul style="list-style-type: none">• In-depth Interactive Discussion• Newspaper Reading• Writing Practice• Q/A Session

3	<p>Editorial Writing</p> <ul style="list-style-type: none"> • What is an Editorial • Salient features of an Editorial • Types and contents of editorials • Editorial and policy reflection • Research in Editorials • Parts of an editorial • “One Editorial; One Point” Rule 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Newspaper Reading • Writing Practice • Q/A Session
4	<p>Editorial Writing (cont..)</p> <ul style="list-style-type: none"> • The editorial board of a newspaper • Get to know the Audience of editorials • How to write an editorial, key concepts • Some basic do’s and don’ts of editorial writing • Importance of research in editorials, sourcing & testing the editorial material • The editorial lead • Some tips for editorial writing • Functions of an editorial writer • Checklist <p>Guest Speaker for Editorial Writing (Optional)</p>	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Newspaper Reading • Writing Practice • Q/A Session <p>(Class Activity : Editorial Writing)</p>
5	<p>Feature Writing</p> <ul style="list-style-type: none"> • What is a Feature • Importance of Feature Writing in Print Media • How to write a feature (The Structure) • Various types of Features • What makes a good feature (demands of feature writing) 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Newspaper Reading • Writing Practice • Q/A Session <p>(Class Activity : Feature Writing)</p>
6	<p>Feature Writing (Cont..)</p> <ul style="list-style-type: none"> • Writing Novelty Intros for features • Selection of Pictures, Illustrations & Maps • Features and Editorial Policy • Human Interest & Feature Writing • Features in Magazines VS Features in Dailies 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Newspaper Reading • Writing Practice • Q/A Session <p>(Class Activity : Feature Writing)</p>

7	<p>Feature Writing (Cont..)</p> <ul style="list-style-type: none"> • Newspaper Feature Story Idea • Modern Feature Writing Techniques • Writing the Specialized Feature Story • Hands on Practice <p>Letters to the Editor</p>	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Newspaper Reading • Writing Practice • Q/A Session <p>(Class Activity : Feature Writing)</p>
8	<p style="text-align: center;">Revision Quiz 1 Class Activity</p>	<p style="text-align: center;">Revision Q & A Session (Editorial & Feature Writing Activity) Pre Mid Quiz</p>
9	Mid Term Exam	
10	<p>Column Writing</p> <ul style="list-style-type: none"> • What is a Column • Distinguishing features of a column • Column writing in modern age • Introduction and writing styles of some columnists (Urdu & Eng.) • Objectives and Importance of a Column 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Column Reading • Writing Practice • Q/A Session
11	<p>Column Writing (cont....)</p> <ul style="list-style-type: none"> • Essentials of writing / formatting a column • Types of columns • Sports Columns, Specialized columns, humour columns etc. • General writing styles of a column • Common mistakes in column writing • How to select a topic • What must be practices by the columnists • Some useful writing devices 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Column Reading • Writing Practice • Q/A Session <p>(Class Activity: Column Writing)</p>

12	Article & Review Writing <ul style="list-style-type: none"> • What is an article & how is it different from a review • Basic Rules • How to write an articles • Various types of articles • How to publish your article • The academic article vs the news article 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Column Reading • Writing Practice • Q/A Session <p>(Class Activity: Article Writing)</p>
13	Web Writing <ul style="list-style-type: none"> • The digital opinions • Rules for web writing • Various forms of web writing • Personal Web blogs, Community blogging and Freelance blogging <p>Hands on Practice</p>	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Column Reading • Writing Practice • Q/A Session <p>(Class Activity: Exploring the Online Blogs)</p>
14	Laws and Ethics in Opinion Writing <ul style="list-style-type: none"> • Writing within the Legal boundaries • Libel & Slander, The Defamation laws • How to be a smart opinion writer 	<ul style="list-style-type: none"> • In-depth Interactive Discussion • Column Reading • Q/A Session
15	<p style="text-align: center;">Revisions</p> <p style="text-align: center;">Quiz 2</p> <p style="text-align: center;">Class Activity</p>	<p style="text-align: center;">Revision</p> <p style="text-align: center;">Q & A Session</p> <p style="text-align: center;">(Columns, Articles, Blogs Writing Activity)</p> <p style="text-align: center;">Post Mid Quiz</p>
16	Final Term Exams	

Recommended Readings:

- Goldstein, Norm. Ed. The Associated Press Stylebook. Perseus Publishing: Massachusetts, 2007
- Writing opinion for Impact by Conrad C. Fink
- Writing for journalists Wynford Hicks with Sally Adams & Harriett Gilbert
- National Dailies (Preferably Dawn, The News, Daily Times, The Nation, Pakistan Today, Express Tribune, Express Tribune International)

- Online Opinions and Blogs

❖ **Media Laws and Ethics**

School of Media and Mass Communication

Beaconhouse National University

Course Information

Course Title: Media Laws and Ethics

Course Description:

The course will deliver students an opportunity to ponder and why media regulations are indispensable in any society. This course will also discuss the historical as well contemporary methods and policy of media regulations in Pakistan. The course will discuss two main modes of regulations i.e. Ethics and Laws.

Learning goals:

- Understand the importance of media in a society and its regulation
- Realize the difference between the jurisdiction of laws and ethics
- Examine the relationship between society and media laws & ethics
- Comprehend the context of press laws in the sub-continent and Pakistan
- Evaluate the role of media regulators in Pakistan and around the globe.

Course Outline:

Week	Topic	Readings/Activities
1.	<ul style="list-style-type: none"> • Importance of mass media in a society • The <i>State</i> and media content • The politics/power struggle and the media • Article 19 of the Constitution of Pakistan 	Lecture Brainstorming session on the origin and importance of ethics and laws
2.	<ul style="list-style-type: none"> • What are ethics and ethical guidelines? • Ethics in socio-religious context • What are laws and jurisdiction of laws • Laws in socio-political and religious context 	Lecture Class discussion
3.	<ul style="list-style-type: none"> • The society and Media (Normative Media systems). • Freedom of expression and democracy. • Freedom of expression and society. <p>Quiz1</p>	Lecture and Discussion on Case Studies
4.	<ul style="list-style-type: none"> • Evolutions of press laws in sub-continent. • Freedom struggle and press in sub-continent. • A brief overview of press laws in sub-continent. 	Lecture Group work on colonial era's press acts.

	<ul style="list-style-type: none"> • Press acts of 1799, 1818, 1823, 1857, 1867, 1878, 1910, 1931, 1942 	
5.	<ul style="list-style-type: none"> • Press and Publication Ordinance (PPO) 1963. • The effects of PPO on Pakistani press 	Lecture
6.	<ul style="list-style-type: none"> • Privatization of Media During Musharraf Regime • Establishment of PEMRA: Structure 	Lecture Discussion on various important events during Musharraf Regime
7.	<ul style="list-style-type: none"> • PEMRA Laws and Code of Conduct • 	Lecture
8.	<ul style="list-style-type: none"> • The role and performance of PEMRA • Pakistan Media Development Authority (proposed) 	Discussion and evaluation of role of PEMRA
9.	<p>Quiz-3</p> <ul style="list-style-type: none"> • The law of Contempt of court • The law of Defamation 	Lecture
10.	<ul style="list-style-type: none"> • The code of ethics of CPNE • PFUJ 	Lecture Discussion
11.	<p>Electronic Crimes Prevention Freedom of Expression in a global world</p> <ul style="list-style-type: none"> • Limitations • Prospects • Issues 	Lecture
12.	<ul style="list-style-type: none"> • Quiz 4 • Press Council of Pakistan • Global Ethics 	Lecture Discussion on range of cybercrime related issues.
13.	<ul style="list-style-type: none"> • Media Coverage and Humanitarian Crisis: Ethical Debate: Right Vs Effective, Legal Vs Ethical 	Lecture Discussion on Case Studies.
14.	<ul style="list-style-type: none"> • Self-Regulation 	Lecture and Discussion
15.	<ul style="list-style-type: none"> • Right to Information 	Lecture Case Study
16.	<ul style="list-style-type: none"> • The ethics of advertising • The ethics of public relations 	

Suggested Readings:

1. Black, J., & Roberts, C. (2011). *Doing Ethics in Media*. New York: Routledge.

2. Berry, D. (Ed.) (2000): *Ethics and Media Culture: Practices and Presentations*. Oxford: Focal Press.
3. Glasser, C. J. Jr. (2009). *International Libel & Privacy Handbook*. New Delhi: Viva Books.

Evaluation Criteria

Class participation	5 % Class participation 5 % Attendance
Mid-term	30%
Quizzes and Presentations	20%
Final Exam	40%

Class Policies:

1. Class Attendance

Students are expected to attend all classes in courses for which they are registered. Students who miss classes are far less likely to succeed in meeting the requirements of the course. Each teacher outlines his or her expectations for class attendance in the course syllabus.

2. Respecting Deadlines

2.1 All assignments should be submitted on time & presentation should be delivered on the scheduled date. No work would be accepted after deadline.

3. Assessments & Exams

3.1 No retake for any course activity. In case of emergency properly processed application along with the relevant documents must be provided to the instructor.

4. Code of Conduct

- 4.1 Students would NOT be allowed to enter late in class.
- 4.2 Cell phones must be turned off otherwise phones will be confiscated.
- 4.3 Students would not be allowed to leave the class room without instructor's permission.

❖ Mass Media in Pakistan

Course Description:

The course is designed to help students understand about the evolution of the press and electronic media in Pakistan from beginning till date with reference to their problems and prospects. The course provides an insight on the dynamics of mass media landscape in the country by employing a critical approach. The course also addresses various determinants of this landscape. The course will offer a systematic understanding of the nature and structures of media organizations in Pakistan.

Course Objectives:

Students will be expected to have critical knowledge of:

- ✓ Media History in Pakistan
- ✓ Evolution of Print Media in Pakistan
- ✓ Evolution of Electronic Media in Pakistan
- ✓ New Media and future of Pakistani Media Landscape
- ✓ Problems and Possible solutions of overall media landscape of Pakistan

Week	Topics	Activity
1.	Introduction to the Course <ul style="list-style-type: none"> • History and Background of Mass Media in Pakistan • Contemporary media landscape: An overview 	In-depth Discussion and Lecture
2.	Nature of Media Organizations in Pakistan <ul style="list-style-type: none"> • Progressive and Conservative • Historic and Contemporary 	In-depth Discussion and Lecture
3.	Struggle of Media in Pakistan <ul style="list-style-type: none"> • Struggle as a determinant of mass media behavior 	
4.	Religious and Political determinants Media systems in Pakistan (Hallin and Mancini Models)	In-depth Discussion and Lecture
5.	The state of media freedom in Pakistan Media and the three Pillars	In-depth Discussion and Lecture
6.	Mass Media Regulation in Pakistan : An overview	Quiz 1
7.	Structure of MIBC&H, PTV, Radio Pakistan <ul style="list-style-type: none"> • Challenges, Opportunities 	In-depth Discussion and Lecture
8.	Print Media in Pakistan <ul style="list-style-type: none"> • Role, Structures and Challenges 	In-depth Discussion and Lecture
9.	Drama Industry in Pakistan: An Appraisal <ul style="list-style-type: none"> • Content, Issues, and Prospects 	In-depth Discussion and Lecture
10.	Structure of news channels in Pakistan <ul style="list-style-type: none"> • National channels (Geo, Ary, Samaa, Hum Tv) 	In-depth Discussion and
11.	Structure of news channels in Pakistan <ul style="list-style-type: none"> • Local channels (City 42, Lahore HD) 	In-depth Discussion and Lecture
12.	News Agencies in Pakistan <ul style="list-style-type: none"> • Roles and Responsibilities 	Lecture/Assignment

	News Organizations <ul style="list-style-type: none"> • PID, ISPR, DGPR (structure, role and responsibility) 	1
13.	Film Industry in Pakistan <ul style="list-style-type: none"> • Challenges, Prospects 	In-depth Discussion and Lecture
14.	Advertising Industry in Pakistan <ul style="list-style-type: none"> • Structures, Trends 	Lecture/Quiz 2
15.	Digital Media in Pakistan <ul style="list-style-type: none"> • Emergence and Trends 	In-depth Discussion and Lecture
16.	<ul style="list-style-type: none"> • Revision & Final Term Exam 	

Class Policies:

1. Class Attendance

Students are expected to attend all classes in courses for which they are registered. Students who miss classes are far less likely to succeed in meeting the requirements of the course. Each teacher outlines his or her expectations for class attendance in the course syllabus.

A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.

Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

2. Respecting Deadlines

2.1 All assignments should be submitted on time & presentation should be delivered on the scheduled date. No work would be accepted after deadline.

3. Assessments & Exams

3.1 No retake for any course activity. In case of emergency properly processed application along with the relevant documents must be provided to the instructor.

4. Code of Conduct

4.1 Students would NOT be allowed to enter late in class.

4.2 Cell phones must be turned off otherwise phones will be confiscated.

❖ TV Production I

School of Media and Mass Communication Course Outline

Course: TV Production I

Course Code: MCB 222

Credits: 3

Course Instructor: Rana Faizan Ali

Contact Information: 03224234000

Email: rana.faizan.ali@gmail.com

Course Objectives

The goal of this class is to provide students with the skills they need to succeed as communication professionals in the broadcast industry; in a TV station, a production, and house or as an independent producer.

Course Description

This class begins where the INTRODUCTION TO BROADCAST finishes. The students will get an opportunity to put into practice what they learn about the equipment and start doing individual assignments to cover camera techniques and computer editing.

In the first half of the learn students will cover the following topics to all lecturers will be accompanied by practical demonstrations and projects.

- | | |
|---|-----------------|
| 1. The basic TV systems & Industry | 16. Indoor |
| Camera workshop | |
| 2. Hierarchy of TV Channel | 17. Outdoor |
| camera workshop | |
| 3. Introduction to PCR | 18. Shooting |
| Interviews | |
| 4. Introduction to MCR | 19. Remake of |
| TV adds | |
| 5. Introduction to Transmission | 20. Final video |
| making | |
| 6. Basics of ENG, DSNG & OB | |
| 7. Types of production | |
| 8. Making & writing of Program Proposal | |
| 9. Types of lighting | |
| 10. An Introduction to MICS | |
| 11. Camera Shots, Angles, Movements | |
| 12. Camera function | |
| 13. Operating Camera Techniques | |
| 14. Editing & Basic visual composition | |
| 15. Studio Sound | |

In the other half of the term, the class will be split into groups and given assignments to them. Successfully, completion of this course should give the students a complete, practical understanding of digital video, cameras, basic lighting techniques and simple editing.

Final Grade Breakdown:

Assignment	35%
Attendance/CP	10%
Mid-term	25%
Final	30%

Notice: Students are only allowed to take 6 Leaves in total out of all 32 classes of the course, on the 7th leave the student's name will be deducted from all courses.

❖ Story Telling in Digital World

Course Outline

Course Instructor: Misha Mirza

Course Name: Story Telling in Digital World

Course Code: JOU 105

Google-classroom Code: azmc7jv

Semester: II

Credit Hours: 3

Email: misha.mirza@bnu.edu.pk

COURSE DESCRIPTION

This course looks at the development, production, and use of digital stories. Digital story has become an avenue of expression leading to new forms of social networking and a means through which story is re-made for different media. The course examines techniques of story production through a range of digital media which will lead to the development and production of stories by students. The capacity for digital storytelling has developed through the availability of convergent communication technologies, particularly consumer grade technologies such as those in smart phones and tablets. The availability of these technologies has meant that new skills and techniques of writing and producing are necessary which fit with computer screen technologies and other parameters of these new media forms.

The subject will cover the relatively short history of this new field of media production, linking it to older forms of story-telling in terms of connection to comparative and indigenous precursors and uses. Theories of narrative form, visuals, sound, music, subjectivity and identity will form part of the course with an examination of forms of collective and political engagement that develop out of digital story. New mainstream genres which grow out of older forms such as the diary or the journal will be discussed. The course has a practical component which will encourage the production of new forms of narrative through exercises and the use of skills developed in class.

LEARNING OBJECTIVES

On successful completion of this course students will be able to:

1. Demonstrate developed knowledge of the principles and concepts of framing, sound, composition, visual storytelling, digital storytelling, and culture
2. Demonstrate a sense of aesthetics and skills in communicating through both static and moving images
3. Demonstrate creativity and originality in effectively developing and managing a visual story production

4. Communicate and critique project ideas with classmates in workshop activities, consultations and screenings
5. Demonstrate critical thinking around digital storytelling, online media production, and the social and cultural media environment

Course Objectives:

Understand and examine the new tenets of storytelling in the digital age through thoughtful analysis of trends, topics, consumption and digital tools used.

Analyze the changing roles of storytellers for news, businesses and nonprofit organizations. Increase ability to come up with big, original ideas and creatively tell them to reach the broadest audience.

Use a broad set of digital tools (Adobe Creative Cloud) to engage in the construction and dissemination of knowledge.

Incorporate a mixture of images, text, sound, audio narration, video and/or music to tell a story.

The following listing of topics outlines the subjects we will cover in class and the reading assignments for each of the topics. I reserve the right to make changes to the syllabus as the semester progresses.

COURSE OUTLINE

WEEK	TOPIC
Week 1	Introduction to Digital storytelling Storytelling basics - story structure, exposition, climax etc. Conventional, Analog, Digital. Mediums, newspapers, Storytelling techniques Storyboarding, methods, hero's journey , mountain method, Narrative styles , save the cat etc. story arcs,
Week 2	How to write well Readings Oral histories and new media
Week 3	How to write well Readings Oral histories and new media
Week 4	Audio story Lab practice- Audacity
Week 5	Visuals, framing, background, composition, how to evoke emotions, impact through

	visual storytelling/ silent films Surrealism, Impressionism, Expressionism
Week 6	Languages and symbols in visual communication Creative photo editing techniques/ narrative photography, moving images
Week 7	Storytelling through comics Storytelling through memes
Week 8	Storyboarding for stop-motion Animation practice in lab
Week 9	Mid-term- stop motion animation Presentations
Week 10	Writing for brands-cross platform Networked storytelling
Week 11	Data oriented storytelling Data visualization techniques
Week 12	Design fiction and neo-futurism Videogames and narrative architecture, ludo narrative dissonance
Week 13	Fanfiction and DIY culture, cell phone novels, machinima, twitter cinema Non-fiction digital narrative
Week 14	Open Video projects Roleplaying and play beyond characters
Week 15	immersive storytelling, Alternate reality games Storyboarding for the final
Week 16	Workshop (Making a Digital Story with Twine) Final Project submission

REQUIRED READINGS

- “Memes are Modern-Day Propaganda” and “Memes Counter Disinformation, Spread Awareness of Pollution in Beijing” (An Xiao Mina, excerpts from *From Memes to Movements: How The World’s Most Viral Media is Changing Social Protest and Power*, 2019)
- “A Networked Public” and an additional chapter of your choice. *Twitter and Tear Gas : The Power and Fragility of Networked Protest* (Zeynep Tufekci, 2017)**
- “A Society, Searching” and “Searching for Black Girls.” *Algorithms of Oppression: How Search Engines Reinforce Racism* (Safiya Umoja Noble, 2018)**
- Excerpts from *Friending The Past: The Sense of History in the Digital Age* (Alan Liu, 2018)**

❖ Public Relations Theory and Practice

Beaconhouse National University School of Media and Mass Communication Course Outline

Course Title: Public Relations Theory and Practice

Course Code: Jou-314

Course credits: 03

‘Some are born great, some achieve greatness and some hire public relations officers.’ Daniel J. Boorstin

Course description:

This course is designed to help students understand not only the basic principles but the functioning of the particular discipline in the real world as well. Students will be working with existent organizations for the practice of creating and maintaining goodwill using different forms of media and communication. Public relations serve different roles in a society from writing a press release to manage a whole publicity event which need all the coordination and management so it is utterly important for the future PR practitioners to have a proper sense of applying PR methods and techniques. Effort will be put on elaborating all the important aspects of the course and facilitating students with proper handouts and weekly lectures.

Outline:

Concept of Public Relations

Models of Public Relations

- Race
- Rope

History of PR

Tools of PR

Basic introduction of the organization

- Mission statement
- Unique selling points (usp)

Objectives of Public Relations

- Informational objectives

- Attitudinal objectives
- Behavioral objectives

Audience Research

- Publics in PR
- ✓ Theories of PR
- ✓ Functions of PR
- ✓ PRSA (Public relations Society of America)
- ✓ Qualities of a good PRO
- ✓ New emerging trends in PR
- ✓ Research in PR
- ✓ Media planning and strategy
- ✓ The theme of the campaign
- ✓ Controlled and uncontrolled media
- ✓ Budgeting
- ✓ Report writing
- ✓ Analysis of the campaign
- ✓ Evaluation

Students are **not** allowed to plagiarize.

Students are **not** allowed to make personal comments or make fun of each other.

Students are **not** allowed to submit late assignments.

Students are **not** allowed to miss more than five classes.

I wish you a good learning experience.

Good luck!!

❖ Development Communication

Course Outline

Course Instructor: Zeeshan Zaigham

Course Name: Development Communication

Course Code: MCB-316

Google-classroom Code: 5rkle6e

Semester: VI

Credit Hours: 3

Email: zeeshan.zaigham@bnu.edu.pk

COURSE DESCRIPTION

The course analyses the role of communication in the development of society. This course also addresses the prospects, issues and limitations of various communication channels while carrying out a DC campaign.

LEARNING OBJECTIVES

Students will have practical knowledge of designing a DC campaign. Development of message, selection of channels and participants match, and carrying out a campaign.

The course aims at to teach students:

- The need for the development communication and its basic concepts
- Promotion of development: development, as process & Goal. Sociology of development,
- Extension Communication and Development Communication
- Development Journalism and Development Communication
- Development Communication and Development Support Communication

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 2.0 should be submitted along with the soft copy emailed to the instructor.
2. Late submissions will not be penalized and assignments late more than 2 days from the due date will not be accepted
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.
4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

EVALUATION

Final grade must be above 50% to clear the course. In addition, I reserve the right the make change in the evaluation criteria as the semester progresses.

Final Exam	40%
Mid-Term Exam	30%
Assignments/Presentations/ Quizzes	20%
Attendance / CP	10%

The following listing of topics outlines the subjects we will cover in class and the reading assignments for each of the topics. I reserve the right to make changes to the syllabus as the semester progresses.

COURSE OUTLINE

WE EK	TOPIC	Readings/Activities
Wee k 1	<p>Development Communication and Social Change</p> <p>Historical Perspective</p> <p>Modernization and Dependency</p>	Brainstorming on the events which led to the emergence of DC
Wee k 2	<p>Levels and Concept of change</p> <p>Sources of change</p> <p>The role of opinion leader</p> <ul style="list-style-type: none"> • Elements of DC Campaign 	<p>Lecture</p> <p>Class Activity on different social issues.</p>
Wee k 3	<p>The Three Development Communication Components</p> <ul style="list-style-type: none"> • Advocacy • Social Mobility • 	<p>Lecture</p> <p>Group activity of developing a concept to address a social issue.</p>

	Behavior Change Communication	
Week 4	Participatory Communication Campaigns and Levels <ul style="list-style-type: none"> • Four Levels	
Week 5	Pre-Campaign Data Collection: KAP <ul style="list-style-type: none"> • Designing- <ul style="list-style-type: none"> • Pre-Testing <ul style="list-style-type: none"> • Testing Reporting the KAP	Lecture Starting designing
Week 6	Conceptual Models <ul style="list-style-type: none"> • ACADA PLAN <ul style="list-style-type: none"> • P Process <ul style="list-style-type: none"> • COMBI Approach	
Week 7	Situational Analysis <ul style="list-style-type: none"> • National Analysis & International Analysis • Program making 	Lecture Starting designing a campaign
Week 8	Mid Exam Week	
Week 9	Participants Analysis <ul style="list-style-type: none"> • Writing Analysis <ul style="list-style-type: none"> • Building Supportive Environment	Lecture Group activity on selection of participants on assigned topic

<p>Week 10</p>	<p>The Behaviors</p> <ul style="list-style-type: none"> • Behavioral Objectives • Behavioral Objectives • The Stages of Behavior Change 	<p>Lecture</p> <p>Group activity on assigned topic</p>
<p>Week 11</p>	<p>Communication Channels</p> <ul style="list-style-type: none"> • Channel Characteristics • Mix and Match Channels • Channel and Participant Match 	<p>Lecture</p> <p>Group activity on assigned topic</p>
<p>Week 12</p>	<p>Developing the Strategy</p> <ul style="list-style-type: none"> • Community Participation • The Processing <p>Creative Brief</p>	<p>Lecture</p> <p>Group activity on assigned topic</p>
<p>Week 13</p>	<p>Message Design</p> <ul style="list-style-type: none"> • Theoretical Inputs 	<p>Lecture</p> <p>Group activity on assigned topic</p>

	<ul style="list-style-type: none"> - Information Integration - Reasoned Actions 	
Week 14	<p>Communication Outcomes</p> <ul style="list-style-type: none"> • Monitoring • Participatory Monitoring 	<p>Lecture</p> <p>Group activity on assigned topic</p>
Week 15	<p>Execution</p> <ul style="list-style-type: none"> • Post-Testing • Implementation • Replanting <p>Selection</p> <p>Mapping</p> <p>Post Campaign KAP</p> <p>Evaluation</p>	<p>Lecture</p> <p>Group activity on assigned topic</p>
Week 16	Final exam	

REQUIRED READINGS

UN Manual of Designing DC Campaign
 (To be provided by the instructor)

❖ **Digital Photography**

Course Outline

Course Name: Digital Photography

Course Code: JOU-211

Semester: qivcnd

COURSE DESCRIPTION

Lecture 1 Introduction to Photography & Photojournalism

Lecture 2 Compositions & Framings (Rules, Lines, Shapes, Space, Color, Aesthetics)

Assignment 1: Capturing within campus (same day submission)

Lecture 3 Camera World, Camera types and inventions
DSLR, Mirrorless, Film Cameras

Presentation: 3 min individual presentation on favorite photographer

Lecture 4 Photography Genre/ Types of Photography
Fashion, Commercial, Journalism, Aerial, Underwater, Product, Paparzi...

Assignment 2: Research on World's Best Photographers & their Genre

Lecture 5 Understanding Camera Modes and types of Lens
In class Activity: Shooting with available Cameras

Lecture 6 Shooting Portraits in available light/ ambiance light, Indoor/Outdoor session

Assignment 3: Same day individual submission

Lecture 7 Role of Shutter Aperture ISO, Color temperature & RGB for manual usage
In Class activity: Practice session

Lecture 8 **Mid Term** Individual project:
Submission of Photography on different topics and rules.

Lecture 9 Black and White Conceptual Photography Concept & Practice

Assignment 4: Shoot black and white conceptual photography & submit

Lecture 10 Paparazzi/Fashion Photography/ Art Direction/ Makeover

Research: Find Top Fashion Photographers and their portfolio

Lecture 11 Product Photography for Ecommerce (Amazon, Ali Express, Daraz)

Assignment 5: Practice Product shoot at home

Lecture 12 Understanding 3 Point Lighting Concept in Photography

Practice Session: In class activity

Lecture 13 Photojournalism, Shooting a story line with pictures

In campus Activity: Submission same day

Lecture 14 Post Edit, Adobe Photoshop, Lightroom 1

Lecture 15 Post Edit, Adobe Photoshop, Lightroom 2

Lecture 16 Final Project:

❖ **International Communication**

Course Outline

Course Instructor: Zeeshan Zaigham

Course Name: International Communication

Course Code: MCB-115

Google-classroom Code: ppcvkcy

Semester: VI

Credit Hours: 3

Email: zeeshan.zaigham@bnu.edu.pk

COURSE DESCRIPTION

International Communication (IC) explores the communication landscape in the global arena. The course will discuss the changes in this landscape as we move into a more digital communication environment. Global flow of communication, contra flow, alternative media, culture, diplomacy and new modes of communication will be discussed at length through case studies, lectures and class discussions.

LEARNING OBJECTIVES

- Explore contemporary methods, strategies and theories in global communication
- Identify and analyze trends in public diplomacy in all shapes and forms
- Develop a thorough understanding of the effect of digital media on international communication.

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 2.0 should be submitted along with the soft copy emailed to the instructor.
2. Late submissions will not be penalized and assignments late more than 2 days from the due date will not be accepted
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.
4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

EVALUATION

Final grade must be above 50% to clear the course. In addition, I reserve the right the make change in the evaluation criteria as the semester progresses.

Final Exam	40%
Mid-Term Exam	30%
Assignments/Quizzes/Presentations	20%
Attendance / CP	10%

The following listing of topics outlines the subjects we will cover in class and the reading assignments for each of the topics. I reserve the right to make changes to the syllabus as the semester progresses.

COURSE OUTLINE

WEEK	TOPIC
Week 1	International Communication: Background <ul style="list-style-type: none"> • International communication Evolution • Background
Week 2	International flow of Communication <ul style="list-style-type: none"> • North-South • East-West
Week 3	Globalization and International Communication <ul style="list-style-type: none"> • Information and Communication Hegemony • Satellite Communication
Week 4	Theorizing Global Communication <ul style="list-style-type: none"> • Electronic Colonialism as a Theory • World Systems Theory • Comparison & Contrast • United Nations: Backdrop of NWICO <p style="text-align: center;">Contra Flow of Information</p>
Week 5	News and International Media <ul style="list-style-type: none"> • I and II Gulf War • Petro-Dollar Politics • World Report
Week 6	Global Media Wars <ul style="list-style-type: none"> • CNN Effect: Out boxed but out classed • The Al-Jazeera Effect
Week 7	Diaspora Media and Multiculturalism
Week 8	<p style="text-align: center;">Mid Exam Week</p>
Week 9	Identity Crisis of Nation States: The Present Era of Information and Communication
Week 10	Public Diplomacy in International Communication <ul style="list-style-type: none"> • From Uncle Ben to Uncle Sam
Week 11	Role of Supra-National Organizations in Conflict Resolution <ul style="list-style-type: none"> • Perception Management • Narratives & Counter Narratives
Week 12	Public Diplomacy in International Communication <ul style="list-style-type: none"> • Layers of Public Diplomacy • Public Diplomacy Actors & Actions
Week 13	Soft Power and country branding <ul style="list-style-type: none"> • Nation Branding • Trends and Practices

	<ul style="list-style-type: none"> • Pakistan as a Brand
Week 14	Issues in International Communication <ul style="list-style-type: none"> • Xenophobia • Islamophobia
Week 15	Radicals' use of International Communication <ul style="list-style-type: none"> • Islamic Internet: Authenticity, authority & Reforms • Framing Islam in Global Media
Week 16	Final exam

REQUIRED READINGS

1. McPhail, T. L. (2014). *Global Communication: Theories, Stakeholders, and Trends* (4e éd.). Malden, MA: Wiley-Blackwell.
2. Thussu, D. K. (Ed.). (2007). *Media on the move: Global flow and contra-flow*. Routledge.
3. Course Pack: More resources in the form of articles, case studies and videos will be shared with the students throughout the semester.

❖ **Infotainment**

Course Outline

Course Instructor: Omer Malik

Course Name: **Infotainment**

Course Code: JOU 427

Semester: 8

Credit Hours: 3

Email: Omer.malik@bnu.edu.pk

SMC – School of Mass Communication **Infotainment | Specialization**

Course Description:

Students learn about all areas of TV Infotainment Content Production, including idea generation, Content Planning, Development & Execution, Writing Program Formats & Content Proposals, Directing, Technology Innovations, Understanding of digital media, camera, sound, lighting, and editing etc. while getting hours of useful hands-on

experience.

Upon successful completion of the required coursework, students will be able to:

1. Define basic terminology used in the video production industry;
2. Operate video cameras video recorders, audio recorders, microphones, lighting equipment, and video control console;
3. Understand and perform the functions of a variety of video studio production crew responsibilities.

WEEK 1	<p>Class Introduction</p> <ul style="list-style-type: none">• Understanding of Course Objectives• Activity 01• Recap Role & Impact of Mass Media• Recap Electronic Media in Pakistan• Understanding Entertainment vs. Infotainment• Understanding Types of News• Understanding News as Infotainment	<p>Activity 01: Take 5 minutes to Think, List down 3 Strengths & Weaknesses of yourself that you can share with the Class.</p> <p>Assign: Write 300 words that describe your expectations from the Degree & this course of Infotainment specialization. DUE: 9th MARCH, 2021</p>
WEEK 2	<p>Understanding Infotainment Content</p> <ul style="list-style-type: none">• Activity 01• Generating Idea• Content Planning & Development• Content Presentation/Proposal	<p>Activity 01: Screening of performing Infotainment Content.</p> <p>Assign: Think of 2 innovative Ideas for single cam road show & share a short brief through GCR.</p>

WEEK 3	<p>Content Production Process</p> <ul style="list-style-type: none"> • Pre Production • Production • Post Production • Importance of Marketing & Promotion 	<p>Assign: Identify the area & roles you fit in during Production Process through GCR.</p>
WEEK 4	<p>Complete Production Team</p> <ul style="list-style-type: none"> • Responsibilities of Crew Members • Activity 01 • Audio / Video Equipment • Control Room Operations 	<p>Activity 01: Assign desired roles to students & form Groups</p> <p>Assign: Finalize Groups for Class Projects</p>
WEEK 5	<p>Understanding Infotainment Content</p> <ul style="list-style-type: none"> • Road Show Planning & Execution • Crime Show Planning & Execution • Documentary Planning & Execution • Activity 01 & 02 	<p>Activity 01: Screening of performing Infotainment Content.</p> <p>Activity 02: Announce Group Mid Term Project Single Cam Outdoor Road Show Production Dur: 10 to 12 mins</p> <p>Assign 1: Program Presentation Proposal to be shared next week</p>
WEEK 6	<p>Class Presentation</p> <p>Submission of idea & Program Presentation Proposal Road Show</p>	<p>Activity 01: Class Presentation.</p> <p>Assign: Share Pre Production Documents & Production Plan by Tuesday at GCR.</p>

WEEK 7	Studio Session <ul style="list-style-type: none"> • Camera & Lighting Techniques 	Activity 01: Studio Session Camera & Lighting Techniques Assign: Mid Term Due NEXT WEEK
Mid Exam		
WEEK 9	Understanding Infotainment Content <ul style="list-style-type: none"> • Quiz/Game Show • Format, Planning & Execution • Cooking Show • Format, Planning & Execution • Activity 01 	Activity 01: Screening of performing Infotainment Content.
WEEK 10	Understanding Infotainment Content <ul style="list-style-type: none"> • Morning/Talk Show • Format, Planning & Execution • Political Satire Show • Format, Planning & Execution • Understanding of Rating System 	Activity 01: Screening of performing Infotainment Content. Activity 02: Announce Group Final Project Multi Cam Studio Talk Show Production with 1 celebrity Dur: 22 to 25 mins Assign 01: Program Presentation / Proposal to be shared in Week 12
WEEK 11	Studio Session <ul style="list-style-type: none"> • Understanding of Production Console/Switcher 	Activity 01: Studio Session Understanding of Production

		Console/Switcher
WEEK 12	<p>Class Presentation</p> <p>Talk Show</p> <ul style="list-style-type: none"> • Submission of idea & Program Presentation Proposal 	<p>Activity 01: Class Presentation</p> <p>Assign: Submit Pre Production Documents & Production Plan by Next Week</p>

WEEK 13	<p>Class Visit</p> <ul style="list-style-type: none"> • The News Studio 	<p>Activity 01: Class Visit</p> <p>Assign: Queries / Follow up on Final Project Due Week 16</p>
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WEEK 14	<p>Q & A Guest Session/Seminar</p> <ul style="list-style-type: none"> • Growth of Pakistan Infotainment Industry 	<p>Activity 01: Q & A Guest Session/Seminar</p> <p>Assign: Queries / Follow up on Final Project Due Week 16</p>
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WEEK 15	Production + Post Production Final project	
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Final Term Exam		
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Equipment Required	Multimedia, Production Equipment & Studio.	
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	Marks in %	Total 100
	Attendance	10
Assessment	Presentation	10

Criteria	Class Participation	10
	Mid-Term	30
	Final	40

❖ Documentary and Filmmaking

Course Outline

Course Instructor: Qudrat Ullah Shahab

Course Name: Documentary and Filmmaking

Course Code: JOU 400

Semester: 8

Credit Hours: 4

Email: Shahab.khaleel@bnu.edu.pk

Course Description:

The Documentary/Filmmaking module is for Ba media Studies students. It is a one-unit course running in semester 8 and will involve a considerable amount of work and commitment in terms of project development, planning, production and post-production. Working in groups or individually students will each produce one 8-15 mins production. There is a written requirement for the course that involves an essay.

Aim:

- To enable students to develop practical, intellectual and critical understanding of the different kinds of genre within documentary film.
- To develop practice-based abilities both technical and in terms of production roles for documentary making.
- To enable students to demonstrate self-direction and originality in tackling and solving problems, managing relationships, and acting autonomously in planning and implementing tasks.
- To critically evaluate and analyse documentary work.

Outcomes:

- At the end of this module students will have gained
- An understanding of issues related to Documentary practice theory and a sense of filmmaking.
- Practical production skills in relation to critical knowledge

- An understanding of production technique in relation to camera, sound and lighting.
- The ability to present and discuss ideas within the context of an academic presentation.
- The ability to organize and plan a short production
- The ability to work co-operatively and creatively to fulfil the requirements of the course.
- The ability to analyse theoretical issues related to documentary theory through the framework of critical practice

Delivery:

- 2 hrs per week: seminars/production meetings; taught, scheduled sessions
- 2 hrs per week screening

Independent Group work:

Due to the requirements of production you will need to spend time, approximately 3 to 6 hours each work on production activities with your group. This will consist of planning, shooting and editing activities.

Indicative Reading:

Barnouw, Erik, *Documentary: A History of the Non-Fiction Film* (New York and Oxford: Oxford University Press, 1974). A useful and readable history.

Bruzzi, Stella, *New Documentary: A Critical Introduction* (London, New York: Routledge, 2003). An excellent study of recent films and therefore a good starting point for this course.

Nichols, Bill, *Introduction to Documentary* (Bloomington and Indianapolis: Indiana University Press, 2001). An important study by a highly respected film historian although biased towards American films and overly fond of categorization.

Teaching Programme Evaluation:

Documentary Production Project: 8 to 15-minute production, 30% weighting

Essay: 3,000 words essay, 10% weighting

Assignments: 30%

Mid Term: 30%

Please note the instructor reserves the right to change the order of the programme below.

Semester weeks & dates	Workshops/Seminar and Training
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1	Week 1 Lecture. 1	Seminar: Introduction to Documentary – Working towards a definition. Types of Documentary
2	Week 1 Lecture. 2	Details discussion on ethics of Documentary plus editing techniques in documentary. Screening short clips from different documentaries.
3	Week 2 Lecture. 3	Seminar: Observational Documentary/Expository Documentary

		Screening: <i>Grey Gardens</i> Workshop on sound Setting practice exercise.
4	Week 2 Lecture. 4	Seminar: cinema verite Screening documentary plus critical analysis Practice: Scripting and planning Screening: <i>Cronicle of a summer</i>

5	<p>Week 3</p> <p>Lecture. 5</p>	<p><i>Seminar: Direct cinema</i></p> <p><i>Seminar Reflexive docs</i></p> <p>Screening: <i>The thin Blue line</i></p>
6	<p>Week 3</p> <p>Lecture. 6</p>	<p>Seminar: investigative Documentary/Historical documentary</p> <p>Practice: coverage. Filming and directing.</p> <p>Discussions on topics of documentary before Mids.</p>
7	<p>Week 4</p> <p>Lecture. 7</p> <p>Lecture. 7</p>	<p>Seminar: poetic documentary/performative documentary workshop on camera techniques. workshop on camera techniques.</p>

		<p>Discussion on documentary continues.</p>
8	<p>Week 4</p> <p>Lecture. 8</p>	<p>Individual Presentations on Production Assignment + screening: Observational exercises</p>
9	<p>Week 5</p> <p>Lecture. 9</p>	<p>Seminar: Hybrid Mode Documentary</p> <p>Screening: <i>Capturing the Freidmans</i></p> <p>Workshop on basic editing techniques</p>

10	Week 5 Lecture. 10	Seminar: Narrative Mode and Documentary Structure Workshop on basic editing techniques
11	Week 6 Lecture. 11	Seminar: Elements of Film Screening: short films Workshop on basic editing techniques
12	Week 6 Lecture. 12	Types of Films Workshop on camera practice session
13	Week 7 Lecture. 13	Discussion final essay with samples Workshop on basic editing techniques
14	Week 7	Screening of Mids.

	Lecture. 14	Presentations on documentary.
15	Week 8 Lecture. 15	Screening of Mids. Presentations on documentary.

16	Week 8 Lecture. 16	Screening of Mids. Presentations on documentary.
17	Week 9 Lecture. 17	Seminar: What is the form of film? Structure a film review Screening of short film clips
18	Week 9 Lecture. 18	Seminar: Storyboard plus script writing techniques for film. What exactly is cinematography? Examples of cinematography
19	Week 10 Lecture. 19	Seminar: Basic Cinematography Techniques With examples. 5 C's of cinematography.
20	Week 10 Lecture. 20	Seminar: Use of equipment while making film Different shots and camera angles
21	Week 11	Difference between a documentary and film?

	Lecture. 21	Detailed explanation on fiction and non-fiction.
22	Week 11 Lecture. 22	Discussion on essay writing for finals Screening.

23	Week 12 Lecture. 23	3 rd submission of documentary exercise. Critical analysis by students.
24	Week 12 Lecture. 24	Screening of submitted documentary and discussions.
25	Week 13 Lecture. 25	Screening of submitted documentary and discussions
26	Week 13 Lecture. 26	Story elements in film Discussion on Composition, lightning, equipment selection, camera movement, visual effects.
27	Week 14 Lecture. 27	Importance of Sound, Light, and Visuals in film/documentary
28	Week 14 Lecture. 28	Efficient use of New technology in this course.
29	Week 15 Lecture. 29	Detailed discussion on final film with presentation. Film Ideas from students in groups
30	Week 15 Lecture. 30	Detailed discussion on final film with presentation. Film Ideas from students in groups
31	Week 16 Lecture. 31	Final Presentation and submissions
32	Week 16 Lecture. 32	Final Presentation and submissions

Exercises:

1. Make a 3 – 5 min observational documentary. Choose whether you want cinema verite or direct cinema as your mode of reference. Screening in class.
2. Make a 8-10 min documentary you can choose any of one type which we have studied in class. Screening in class.

Mid-term Presentation 1

Make a 10-minute presentation on your documentary. You must present using references to documentary that have influenced your work. This is an opportunity to present the idea that you will then realise. Clarity and rigor is key.

Final

Make a film 8 – 15 minutes in length. Choose a mode in which to make your film. The films can be about anything.

Your film will be marked in terms of content and style. In terms of content, what we see and hear is carefully considered to bring together a cohesive argument on your chosen subject. In terms of Style, that you are consistent throughout with how you use style and that the style and content work together for the overall piece

Essay

Choose a documentary filmmaker that has most influenced your choice of approach for your practical undertaking. Analyse at least one film by this filmmaker, looking in particular at how they go about achieving their aims in terms of style and narrative and then how this approaches interplays with questions around ethics and truth.

Make clear sequence analysis to make your point.

❖ Media Entrepreneurship

Course Outline

Course Instructor: Zaeem Yaqoob

Course Name: **Media Entrepreneurship**

Course Code: JOU 420

Semester: 8

Credit Hours: 3

Email: zaeem.yaqoob@bnu.edu.pk

Media Entrepreneurship

Course Description

The course blends instruction in general entrepreneurship with how trends and technologies are transforming media landscape.

It has been designed to acquaint and equip media students to consider entrepreneurship as a likely career option. It takes them through various cycles of creating a business plan starting with an introduction to basic concepts of entrepreneurship and emerging business models for media. This is followed up with a detailed orientation in Design Thinking and ideation and developing an elevator's pitch. The essentials of a business plan are discussed in detail. In parallel the course draws upon indigenous case studies developed on cultural and creative entrepreneurship practices of two small and medium scale Pakistani enterprises.

At the end of the course the students will be able to:

- Identify, develop and pitch ideas for media businesses;
- Perform skill-building exercises in idea analysis and related technologies;
- Interact with media experts with better appreciation and/or critique of strategies and trends in indigenous Pakistani media entrepreneurship practice.
- Present an elevator's pitch and a reasonably detailed business plan

The topics covered during the course are as follows:

1. What is entrepreneurship?

As an introduction, various concepts on entrepreneurship are discussed. A critique on the concept is developed with help from literature and research conducted in Pakistan. The component also draws upon the work and insights of Bill Aulet, MIT Professor on Entrepreneurship.

2. Entrepreneurial Mindset and Start-up Culture in Pakistan

Primary characteristics possessed by entrepreneurs are discussed. This section will seek to identify those characteristics and requisite skills in each participant in the program and discuss methods for further developing those skills. Points of discussion will include: 1. Developing entrepreneurial discipline. 2. Becoming comfortable with uncertainty and ambiguity. 3. Establishing credibility, confidence and leadership.

3. Design Thinking & Ideation

The framework on Design Thinking is discussed in detail as prescribed by the Hasso Plattner Institute of Design, Stanford University. The components of the framework including Empathize, Define, Ideate, Prototype and Test are familiarized through practice.

4. Essentials of a Business Plan

The interdependent factors critical to new ventures: The People, The Opportunity, The Context and Risk and Reward are discussed in light of literature from the Harvard Business review on Entrepreneurship.

5. Opportunity Recognition

What is a SWOT? Scanning the local and global landscape to recognize trends in the marketplace and evaluate

potential opportunities for entrepreneurial endeavors. Screening opportunities, analyzing ideas and integrating action and analysis.

6. Financing a Venture

What is an income statement, a balance sheet and a cash-flow statement? How much money does a venture need? Introduction to Angel Investors, Venture Capital etc. will be provided. These sessions will focus on describing the funding sources typically available at each stage, funding criteria, and the venture capital marketplace the world-over. Bootstrap Finance.

7. Case Study on Olomopolo Media Case Brief

- Olomopolo Media is a theatre production house and a community space operating out of Lahore **since 2013**.
- In 2019, co-founders **Kanwal Khoosat, Iram Sana, and Vicky Zhuang Yi-Yang** were looking for ways to make Olomopolo more sustainable from a financial as well as a management perspective.
- They believed the organization was **heavily dependent** on them and were not sure how long they could put in the time and money that they did to support it.
- The co-founders were toying with the idea of starting a **for-profit performing and visual arts residency**, with the primary objective of being able to secure funding for Olomopolo.

Learning Outcomes

- Business management skills to get any creative business or start up off the ground.
- Importance of funding to start, run, and sustain a creatively charged organization that does not necessarily operate in a mainstream sector.
- Importance of mentorship and community in order to take an idea from inception to completion.
- Understand the notion of starting small
- importance to scale down capacity to what is achievable in the short term.
- timeline can be created and followed for short term goals and long-term goals.
- Protecting intellectual property and ideas and ensuring your organization gets credit where due.
- Delegating and building a team so that business tasks can be completed as required.

8. Case Study on Farigh Four

Case Brief

- Founders have been contemplating on how to make this Company an institution. ▪ They wanted to make the structure self-driven rather than just based on them.
- People came to them for experience, as they were known to throw them in the mainstream but then would leave for a better career with brands.
- Getting talent wasn't tough but retaining it was a challenge.
- Struggling to develop a succession plan.

Learning Outcomes

- Disruptive Innovation framework
- Turning challenges into strengths:
 - Encouraging crowdsourcing
 - Cultivating a more loosely structured wider talent pool

- Striking a balance between creativity and management
- Growth and expansion - letting go of micromanagement while retaining originality ○ Expansion versus originality trade-off
- Mentorship
- Learning Organization

Methodology:

1. Lectures
2. Guest Speakers
3. Audio/Video content
4. Industrial visits

❖ **Media Planning And Buying**

Course Outline

Course Instructor: Zenab Ali

Course Name: **Media Planning and Buying**

Course Code: JOU 414

Semester: 8

Credit Hours: 3

Email: zenab.ali@bnu.edu.pk

Course Description:

This course is applicable to both small businesses and enterprise-level companies and focused on building the media plan. Students will learn the advantages and disadvantages of placing ads in television, radio, newspapers, magazines, internet, social media, out-of-home, direct mail and non-traditional media. Most importantly how to make customized plan for brands and how to negotiate.

Course Goals:

The main objective of this course is to provide sufficient confidence in students so that they can rationally decide which media vehicles they should choose to deliver the optimum campaign results. After a successful completion of this course, students should be able to:

1. Know most of the common media related terminologies and concepts;
2. Calculate media cost efficiency metrics, including CPM, CPP, ratings, shares and GRP.

3. Read and calculate advertising rates from media advertising rate cards.
4. Brand awareness and performance-based Media Buying
5. Be able to develop the campaign goals and set up KPIs, identify the target audience segment.
6. Apply a selection process to digital marketing channels, in order to select the ideal marketing mix
7. Qualify for an Assistant Media Planner position in ad agencies.

LECTURES

1	Introduction Scope and Nature of Course Definition of terms : Media Planning, Media selling and Media Buying
2	How to Define Your Target Market
3	Media buying vs Media planning
4	Media buying on various traditional and new media (digital and traditional media) Maria B 360 campaign discussion
5	Class Activity
6	Mid Term: Produce an analysis of a 360 campaign (written submission)
7	Outdoor and Transit Media
8	Digital Media : facebook, twitter , insta
9	How to Create a Media Planning Strategy
10	Selecting the Right Media
11	Agency Visit
12	Media Planning Tips
13	Class Activity
14	Final Term Exam

❖ Media and Democracy

Course Title and Code

Media and Democracy

Session: Fall 2021

Course Outline

Course Instructor: Dr.Qamar Ghaznavi
Email: qamar.ghaznavi@bnu.edu.pk
Office Ext: 611

COURSE BASICS

Credit Hours: 3

Lectures: Twice a week (1 hr 30 minutes)

COURSE DESCRIPTION AND OBJECTIVES

The role of media in democracy has been a widely versed phenomenon. Yet, due to the complexity of the relationship, several aspects remain unfolded. At the end of the semester, students shall be able to critically analyze the relationship dynamics of media and democracy, pressures and biases of media, public policy perspective, socialization and political awareness, and their impact on democratic lives of the individuals.

GRADE BREAK-UP

Final grade must be above 50% to clear the course.

Deliverables	% of marks
Class Participation/attendance	10%
Assignments/ presentations/quizzes	30%
Mid-term	30%
Final exam	30%

COURSE OUTLINE

Week	Topic
Week 1	Introduction Democracy a. Historical development of Democracy b. Democratic theory c. Democracy and the political system of Pakistan
Week 2	Capitalism and growth of democracy Decline of Democracy illiteracy and democracy
Week 3	Power and Mass Media: The Relationship International Media systems Fake News Role of Media in current scenario
Week 4	Media and Politics: Symbiotic and mutually beneficent
Week 5	Freedom of Expression and International Charters of Human Rights

	<ul style="list-style-type: none"> a. UNCHR b. Article 19 of the Constitution of Pakistan
Week 6	<p>The Role of Media in a Democratic Society</p> <ul style="list-style-type: none"> a. Accountability b. Political Socialization c. Models of Democracy d. Psychology of dictators and fascists
Week 7	<p>Media and the Political Discourse</p> <ul style="list-style-type: none"> a. The CNN Effect Model
Week 8	Mid Term Exam
Week 9	<p>Biases</p> <ul style="list-style-type: none"> a. Nature and forms b. The political impact of media biases c. Selling and Spinning: Political Advertising
Week 10	<p>Media, Public, Policy, and Policy Makers</p> <ul style="list-style-type: none"> a. The Process of Policy making: Stakeholders and Procedure b. Difference between media policy and public policy c. Agenda Setting and Framing Theory
Week 11&12	<p>Media, Propaganda and Democracy</p> <ul style="list-style-type: none"> a. Media Dependency Theory b. Conspiracies, Leaks, and Spins
Week 13	<p>Protection of Freedom of Expression in a free media market</p> <p>The influence of media in democracy</p>
Week 13	<p>News and Pressures</p> <ul style="list-style-type: none"> a. Legislative Pressures b. Public Pressure Groups and Civil Society c. Corporate Pressures
Week 14	Democracy in the Digital Age
Week 15	The Future of Media and Democracy in Pakistan
Week 16	Course Content / Preparation and discussion of final exam
Week 17	Final Term Exam

❖ Online Journalism

Course Outline

COURSE DESCRIPTION

This course covers the comparative picture of traditional Journalism with web journalism with the emphasis on web is the future of Journalism and role and responsibilities of press and the journalists are changing. It tells the students how writing for web is different from print and broadcast. Students will learn news story structure for the web with inverted pyramid and other elements of stories. Students will closely examine the world of newspapers online before putting learned skill into practice. The overall aims of this course are to introduce students to skills of social media tools in context to its

emergence with media science. It also aims to introduce key concepts and social platforms that have changed the media scenario that it's used to be. Using the representation of the virtual community as a focus, students will be introduced to ideas of the collective resourcing, user defined contents, Web 2.0, media production and reporting in social media.

LEARNING OUTCOMES

By the end of this course the students will be able to know the difference between traditional and modern Journalism of internet. They will be able to know the role and responsibilities of the web journalists. They would have learnt how to operate his or her own fully operative and functional website. Learning outcomes identify the critical performances, and the knowledge, skills and attitudes that successful students will have reliably demonstrated through the learning experiences and evaluation in the course. By the end of the course students will be able to apply a range of social media tools and collaborative platforms of shared resources, and will have an expertise to actively take part in creation of online media platforms, creation of community centric social media platforms supporting field of media production and reporting.

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 2.0 should be submitted along with the soft copy uploaded in the Google Classroom.
2. Late submissions will not be penalized and assignments late more than 2 days from the due date will not be accepted
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.
4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

EVALUATION

Final grade must be above 50% to clear the course.

Attendance / CP	10%
Assignments, Presentations & Quizzes	20%
Mid-Term Exam	20%
Final Exam	40%

COURSE OUTLINE

Week	Topic
1.	<ul style="list-style-type: none">• Introduction• Key Concepts
2.	<ul style="list-style-type: none">• Over view of online journalism around the globe• Writing for Online Journalism
3.	Historical perspective (internet) / Media and news platforms
4.	Changing ideologies of press control / Online Journalism around the World

5.	<ul style="list-style-type: none"> • Journalists and the internet
6.	<ul style="list-style-type: none"> • Reporting for Online Social media and journalism • Snap chat, Facebook, Instagram, Youtube
7.	<ul style="list-style-type: none"> • Ethics and Laws PECA, NAP, PMRA (Under Discussion)
8.	<ul style="list-style-type: none"> • Case Studies • Web Analytics
9.	<ul style="list-style-type: none"> • Online Journalistic Writing • Investigative Reporting
10.	<ul style="list-style-type: none"> • Data driven Journalism • Data visualization and future visions
11.	<ul style="list-style-type: none"> • Interactivity and Participatory Journalism • Visual Journalism
12.	<ul style="list-style-type: none"> • Multimedia Journalism • Entrepreneurial journalism through digital technologies
13.	<ul style="list-style-type: none"> • Native Advertisement Promotional Content Writing • Blogging in Journalism
14.	<ul style="list-style-type: none"> • Blogging as an alternative to Journalism • Wordpress, Facebook
15.	<ul style="list-style-type: none"> • Video blogging • Audio blogging
16.	<ul style="list-style-type: none"> • Skimm Writing The Future of Online Journalism

SUPPLEMENTARY READINGS

- Course-pack
- The Handbook of Global Online Journalism Edited by Eugenia Siapera and Andreas Veglis
- The Handbook of Journalism Studies by Thomas Hanitzsch and Karin Wahl- Jorgensen

❖ Research Methodology

B.A (Hons) Journalism
Semester

Research Methodology

B.A (Hons) Journalism Semester VII
Course Credits: 3

COURSE OVERVIEW AND OBJECTIVES

This course is designed to make students familiar with methods and techniques of academic research in social sciences. This course introduces the language of research and the elements of the research process within quantitative, qualitative, and mixed methods approaches. It will provide the students with a thorough knowledge of major components of a research framework and understanding of various research designs and sampling techniques.

Upon completion of this course students will be able to identify various sources of information for literature review and data collection also they will be able to produce a research paper and get them published. Furthermore, they will be able to appreciate the components of scholarly writing and evaluate its quality.

COURSE OUTLINE

Week	Topic	Assignments
Week 1	Introduction <ul style="list-style-type: none">• Defining research• Defining social research• Media research and scientific method• Characteristics of Scientific method• Kerlinger's method of knowing	
Week 2	<ul style="list-style-type: none">• Process of Research• Determining topic relevance	
Week 3	<ul style="list-style-type: none">• Two sectors of research<ul style="list-style-type: none">○ Basic	

	<ul style="list-style-type: none"> ○ Applied • Types of research <ul style="list-style-type: none"> ○ Historical ○ Descriptive ○ Causal ○ Qualitative ○ Quantitative 	
Week 4	<ul style="list-style-type: none"> • Approaches to research <ul style="list-style-type: none"> ○ Positivist ○ Interpretive ○ Critical • Purpose of Research • Time dimension in research <ul style="list-style-type: none"> ○ Cross sectional ○ Longitudinal ○ Case study 	Assignment # 1 Review and analysis of a research paper/thesis
Week 5	<ul style="list-style-type: none"> • Elements of research <ul style="list-style-type: none"> ○ Concepts/constructs ○ Variables (dependant & independent) ○ Level of measurement ○ Scales ○ Causal relationship 	Assignment #2 Review of open access media studies journals
Week 6	<ul style="list-style-type: none"> • Sampling <ul style="list-style-type: none"> ○ Probability ○ Non- probability 	
Week 7	<ul style="list-style-type: none"> • Literature review <ul style="list-style-type: none"> ○ Chronological order ○ Thematic • APA format <ul style="list-style-type: none"> ○ References ○ In-text citation 	Assignment # 3 Submission of a literature review based on at least 6 studies
Week 8	Mid Term Exam	
Week 9	<ul style="list-style-type: none"> • Hypothesis & Research questions <ul style="list-style-type: none"> ○ Types ○ Construction 	
Week 10	<ul style="list-style-type: none"> • Thesis topic • Defining objectives of Study • Rationale of study • Importance of study 	Assignment # 4 Submission of a thesis topic along with problem statement and well defined objectives

Week 11	<ul style="list-style-type: none"> • Survey 	
Week 12	<ul style="list-style-type: none"> • Content Analysis 	
Week 13	<ul style="list-style-type: none"> • Focus Group Discussion 	
Week 14	<ul style="list-style-type: none"> • Field Observation 	Assignment # 5 Conduct a FGD or Field observation and present the results
Week 15	<ul style="list-style-type: none"> • Interviews 	
Week 16	<ul style="list-style-type: none"> • Developing research proposal 	Assignment # 6 Critique on a dissertation's methodology

Course requirements

Students must follow the mentioned rules in order to complete this course successfully

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 1.5 should be submitted along with the soft copy shared in student's point.
2. Late submissions will be penalized and assignments late more than 3 days from the due date will not be accepted.
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.
4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.
5. Students are recommended to consult databases such as jstore and sage publications along with thesis of senior students for better understanding

Grade break-up

Final grade must be above 50% to clear the course.

Deliverables	% of Final Mark
Class Participation/attendance	10%
Assignments/ presentations/quizzes	30%
Mid-term	25%
Final exam	35%

Reference Books

1. Mass Media Research by Roger D. Wimmer & Joseph R. Dominick
2. Social Research Methods by W. Lawrence Neuman
3. Research Methods by Donald H. McBurney & Theresa L. White
4. Research methods in human development by Kathleen W. Brown, Paul C. Cozby, Daniel W. Kee & Patricia E. Worden
5. Developing effective research proposals by Keith F Punch

❖ Hybrid Warfare

Credit hours: 3

Course Description

This course is designed to introduce students with the latest techniques and trends of the fifth-generation warfare. The course analyses the widely used practices of hybrid warfare through social media technologies.

Course Objectives

The main objective of this course to equip students with the required knowledge and skills in order to understand the dimensions of Hybrid Warfare, and to develop an understanding of how to use social media as a tool to encounter hybrid war campaigns, analyze the strengths and weaknesses of potential adversaries by designing proactive and preemptive approaches.

Course Outline:

Sr. #	Topic
1.	Describing Warfare <ul style="list-style-type: none">• 1st Gen., 2nd Gen., 3 Gen., 4th Gen. Understanding Hybrid (5th Gen) <ul style="list-style-type: none">• History• Case Study: <i>Operation Allied Force</i> (Kosovo Conflict 1999- First Internet War)
2.	Hybrid Warfare Finding fault lines in adversary states <ul style="list-style-type: none">• Color Revolutions (<i>Iran, Ukraine</i>)• Ethnic, Political, Racial, Religious, Economic
3.	Information Environment <ul style="list-style-type: none">• DUN (Defense, Uncertainty and Now Media) Information Warfare <ul style="list-style-type: none">• Cyberspace and Hybrid Wars

4.	<p>Theory of Information Confrontation (Igor Panarin)</p> <ul style="list-style-type: none"> • Information and Technical • Information and Psychological <p>Chaos Theory (Steven Mann, 1992)</p>
5.	<p>Information Operations (US Dept. of Defense)</p> <ul style="list-style-type: none"> • Cognitive • Virtual • Physical
6.	<p>The Weaponization of Social Media</p> <ul style="list-style-type: none"> • <i>A Case study of Facebook (Andrew Korybko)</i> • <i>A Case Study of Syria: First Cyber Civil War</i> <p>Activities and Effects</p> <p>Targeting</p> <ul style="list-style-type: none"> • Targets vs Target Audience • Target audience analysis
7.	<p>Intelligence Collection</p> <ul style="list-style-type: none"> • Trend Analysis, Sentiment Analysis • Network Analysis. Geo-analysis • Content Analysis • Information Extraction
8.	<p>Cyber Operations</p> <ul style="list-style-type: none"> • Computer Network Attack (CAN) • Computer Network Exploitation (CNE) • Computer Network Defense (CND) • Case Studies: Stuxnet, Operation Hangover
9.	<p>Cyber Operations</p> <p>Activities</p> <ul style="list-style-type: none"> • Disrupt • Deny • Degrade • Breach • Destroy
10.	<p>Neocortical Warfare</p> <p>Psychological Warfare</p> <p>PsyOps</p> <ul style="list-style-type: none"> • Human factors Analysis (HFA) • Target Audience Analysis (TAA)

11.	Media Operations <ul style="list-style-type: none"> • Shape, Inform, Influence, Manipulate, Mislead, • Expose, Diminish, Deceive, Promote, Coerce, Deter, Mobilize, convince. • Trolling, Information Flooding
12.	Offensive and Defensive Cyber-Operations <ul style="list-style-type: none"> • Detect, Protect, Prevent, Secure • Encryption, anti-tracking and IP-concealing • CI, OPSEC Offensive <ul style="list-style-type: none"> • The Five Rings Strategy (Colonel John Warden) Command and Control activities <ul style="list-style-type: none"> • Mission Levels • Facilitation, Coordination, Synchronization
13.	Social Media, Cross-Media and Narratives <ul style="list-style-type: none"> • Information Activities • Characteristics • Levels of Narratives (Institutional, Theatre)
14.	Social Media, Cross-Media and Narratives <ul style="list-style-type: none"> • Cross-Media Narratives • Cross-Media based production: <i>Case studies of DAESH, Operation Cast Lead</i>

Recommended Books and Texts:

1. Hybrid Wars: The Indirect Adaptive Approach to Regime Change by Andrew Korybko
2. 'Hybrid Warfare' in the context of SAMECA (South Asia, Middle East, Central Asia) countries by Zeeshan Zaighum and Dr. Farasat Rasool published in The Kaleidoscope That Is Pakistan by IPRI 2019.
3. #TheWeaponization Of Social Media by Thomas Elkjer Nissen.
4. Mapping Fault lines in the context of Hybrid Warfare: A Case Study of Pakistan by Zeeshan Zaighum and Dr. Farasat Rasool published by IRSS in June 2021.

❖ Digital PR and Advertising

Course Description

The purpose of this course is to provide a detailed understanding of digital PR & advertising strategies and tools. The course will give a comprehensive knowledge of aligning Digital PR and Advertising activities with overall marketing plan to maximize its perceived value and deliver results. The main focus will be on combining the appropriate theories and models with practical information to develop a digital marketing strategy. Hands-on learning activities are included.

Course Objectives

By the end of the course, students should be able to:

- Embrace the new digital landscape for PR and Advertising
- Deliver effective content to engage the multi-channel audience
- Tell a better story through PR activity to drive media engagement and customer loyalty
- Learn how online advertising can benefit firms to enhance their client base, leads generations, marketing reach and ultimately help increase their profits.
- Develop an integrated digital marketing plan, from formulation to implementation

Assessment Criteria

Type of assessment	Impact on final grade
Class Participation	10%
Presentation	10%
Written assignment	10%
Quiz	10%
Mid Term Exam	25%
Final Exam	35%

Course Weekly Schedule:

Week 1

- Course Introduction
- Evolution of PR and Advertising

Week 2

- Digital Marketing Trifecta Model- Paid, Owned, Earned
Class Activity- (Students will identify the Paid, Owned and Earned media tools)
- Stages of Digital Sales Funnel
Class Activity- Creating a digital sales funnel

Week 3

- How to Use Social Media as the Perfect Public Relations Tool
Reading Material- How Social media is transforming the PR industry (Class Discussion)
Reading Material- How Integrating Public Relations and Social Media Expanded a Restaurant Franchise (Class Discussion)

Week 4

- Concept of Repurposing content
- Corporate Blogging and its types and when to use them
- Standard Style of Digital News Release

Week 5

- How SEO and PR could work together for better results
Class Activity: SEO Content writing- creating high-quality, keyword-focused content that ranks well in search engines to generate organic traffic to a website.

Week 6

- Content Curation - sharing content strategically
Assignment Submission- Content will be provided to the students to repurpose in 5 different ways. Students will show the content in class as well (10 Marks)

Week 7

- Online Reputation Management
Examples of companies who handled crisis online will be discussed in class

Week 8

- Elements of Virality

Week 9

- *Class Discussion-The campaigns that went viral*
- Digital Ad types and formats

Week 10

- Digital Advertising Strategy
Class Activity- Identify the types of Digital Ads and benefits

Week 11

- Digital Ad Targeting Approaches

Week 12

- Quiz- Social Media Topic (10 Marks)
- Google Ads Network- Search vs. Display

Week 13

- How Facebook ads can help a business get more visibility for their Facebook content and boost traffic to their core website content

Week 14

- Presentation- Discuss a Digital Ad targeting approach with examples (10 Marks)

Week 15

- How Advertising on YouTube can produce many opportunities for companies to expand their online marketing strategy
-

Week 16

- Measuring Digital Advertising performance
- Final Project Discussion

Reference Books for the course:

- Digital PR by Danny Whatmough
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan
- The New Rules of Marketing and PR by David Meerman Scott
- Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath

Television Production II

Instructor Details:

Unza Shahid

E: unza.shahid@bnu.edu.pk

Course Outline

Course Instructor: Rana Faizan Ali

Course Name: Television Production II

Course Code: MCB 418

Google-classroom Code: s5z7wc5

Semester: VI

Credit Hours: 3

Email Instructor: rana.faizan@bnu.edu.pk

COURSE DESCRIPTION

This class begins where the INTRODUCTION TO BROADCAST finishes. The students will get an opportunity to put into practice what they learn about the equipment and start doing individual assignments to cover camera techniques.

In the first half of the learn students will cover the following topics to all lecturers will be accompanied by practical demonstrations and projects.

Successful completion of this course should give the students a complete, practical understanding of Digital Video, cameras, basic lighting techniques and simple editing.

LEARNING OBJECTIVES

The goal of this class is to provide students with the skills they need to succeed as communication professionals in the broadcast industry; in a TV station, a production, and house or as an independent producer.

LEARNING OUTCOMES

- Conceptualise an idea for a topic of choice.
- Critically understand the theory and current practices of video production.
- Demonstrate familiarity in video field production.
- Demonstrate competence in video editing.
- Make use of contemporary methods to shoot video.

EVALUATION

Final grade must be above 50% to clear the course. In addition, I reserve the right the make change in the evaluation criteria as the semester progresses.

Final Exam	30%
Mid-Term Exam	30%
Quizzes	-
Assignments/	30%
Attendance / CP	10%

The following listing of topics outlines the subjects we will cover in class. I reserve the right to make changes to the syllabus as the semester progresses.

COURSE OUTLINE

WEEK	TOPIC
Week 1	Communication with Video The Video Production Process
Week 2	Communication with Video <ul style="list-style-type: none">• Video as Communication• How Television works
Week 3	Elements and Techniques of Video Production Light & Lenses

Week 4	<p>Lighting Equipment & Design</p> <p>Types of Lights: Daylight (HMIs), Tungsten, Lighting + Accessories, Key light, fill light, back light, set lighting.</p>
Week 5	<p>Using the Camera</p> <p>(Signs)</p>
Week 6	<p>Sound & Microphones</p> <p>Voiceover, Foley, On location, Mixer, Sound Recorder</p>
Week 7	<p>Graphic & Set Design + Make up and Wardrobe</p>
Week 8	<p>Mid Exam Week</p>
Week 9	<p>Video Processing & Field Production</p> <p>- Radio Shows, Interviews.</p>
Week 10	<p>Production Roles</p> <p>Writing & Script Formats/ Research</p>
Week 11	<p>Producing & Directing</p>
Week 12	<p>Editing Programs Introduction</p>
Week 13	<p>PCR Workshop</p>

Week 14	Studio Workshop
Week 15	<ul style="list-style-type: none"> • Processing Program in Team • Entertainment+ Infotainment+ Current Affairs+ Sports Shows
Week 16	Final exam

NOTE

- Students are only allowed to take 6 leaves in total out of all 32 classes of the course. The student will be dropped from the course in case of any more absence after 6 leaves.
- Attendance will be taken after 10 minutes of the commencement of lecture.
- Assignments should be submitted on time. Late submissions will not be accepted.

❖ Community Media

Course Outline

Course Instructor: Sameeya Jamil

Course Name: Community Media section B

Course Code: JOU 416

Semester: 8

Credit Hours: 3

Email: sameea.jmail@bnu.edu.pk

COURSE DESCRIPTION

“If you don’t like the news, go out and make some of your own” Wes Scoop Nisker

This course is designed to help students prepare for a journey beyond classroom. It will provide students a framework for thinking about engagement in journalism (e.g: through social media and face to face engagement). Furthermore, it will help students to actively take part in community engagement using different forms of media.

LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- Exploring the layers of Public life

- Understanding different areas in a community
- Identifying types of community leaders
- Framing public journalism stories for print and broadcast media.

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully:

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 2.0 should be submitted along with the soft copy shared in student's point.
2. Late submissions will be penalized and assignments late more than 3 days from the due date will not be accepted.
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.
4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

GRADE BREAK-UP

Final grade must be above 50% to clear the course.

Deliverables	% of Final Mark
Class Participation/attendance	10%
Assignments/ presentations/quizzes	30%
Mid-term	25%
Final exam	35%

COURSE OUTLINE

Week	Topic
Week 1	Introduction <ul style="list-style-type: none"> • Defining community • What constitutes a community? • Elements of Community Journalism • Skills of Community journalism
Week 2	<ul style="list-style-type: none"> • Public listening • Five layers of Public <ul style="list-style-type: none"> ○ The official group ○ The quasi-official group ○ Third places ○ Incidental places ○ Private places
Week 3	<ul style="list-style-type: none"> • Identifying what is important to community <ul style="list-style-type: none"> ○ Five step process
Week 4	<ul style="list-style-type: none"> • Collecting information from community
Week 5	<ul style="list-style-type: none"> • Journalist relationship with community
Week 6	<ul style="list-style-type: none"> • Theories of communication and community journalism <ul style="list-style-type: none"> ○ Development media theory ○ Democratic participant theory

Week 7	<ul style="list-style-type: none"> • Community media <ul style="list-style-type: none"> ○ Characteristics of community media
Week 8	Mid Term Exam
Week 9	<ul style="list-style-type: none"> • Community Radio
Week 10	<ul style="list-style-type: none"> • Community newspaper
Week 11&12	<ul style="list-style-type: none"> • Study of various communities <ul style="list-style-type: none"> ○ Women's issues ○ Children issues ○ Minorities issues
Week 13	<ul style="list-style-type: none"> • Community engagement <ul style="list-style-type: none"> ○ 6 Cs of successful community engagement ○ Benefits of community engagement
Week 13	<ul style="list-style-type: none"> • Principles of community engagement • Participatory community engagement
Week 14&15	<ul style="list-style-type: none"> • Standards for community journalism <ul style="list-style-type: none"> ○ Developing oneself as a community journalist ○ Planning & carrying out community assignments ○ Covering community events ○ Producing copy about the community ○ Community stories ○ Preparing visual material for community assignments
Week 16	Final exam

SUPPLEMENTARY READINGS

1. Foundations of community journalism by Bill Reader & John A. Hatcher
2. Community Journalism: Relentlessly local by Jock Lauterer
3. Engaged journalism by Jake Batsell

❖ **Animations and Graphics**

Course Outline

Course Instructor: Naveed Asim

Course Name: **Animations and Graphics**

Course Code: JOU 352

Semester: 8

Credit Hours: 3

Email: Naveed.asim@bnu.edu.pk

COURSE DESCRIPTION

This course is designed to provide students with hands-on training basic to advance motion design principles and techniques. Students will be learning how to combine basic design principles in video editing, sound editing, compositing, 2d animation, logo animation, color grading and exporting video content for various platforms and devices.

LEARNING OUTCOMES

This core skill set will equip students for formal studies in graphic design, and a starting point for further work in video editing and motion graphics.

Upon completion of the course students should be able to:

1. Plan, design, and create digital video projects incorporating graphic and audio elements.
2. Creating stunning title sequences, 2d, logo animations, motion tracking, chroma keying, rotoscoping.
3. Transfer and capture digital video and audio from various cameras and external devices.
4. Edit and compress video for use in various delivery modes of digital media using standard digital video editing software.
5. Evaluate digital video projects, identify items for improvement, and implement changes.

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully:

1. Complete and submit all your in-class tasks on-time, late submissions will not be considered.
2. A minimum of 80% attendance is required in order to appear for the final exam.
3. To pass the course, you need to achieve 70% or higher in the final assessment.

GRADE BREAK-UP

Deliverables	% of marks
Class Participation	
In-class tasks, assignments, presentations/ quizzes	
Mid-Term	

Final-Term	
Students with 100% Attendance will et 5 bonus points!	

COURSE OUTLINE

WEEK	TOPIC
Week 1	Course Overview Starting with Adobe Premiere Pro CC 2020 Basic Video Editing Techniques Working with stills, transitions Project one
Week 2	Explanation of Production and Post Production Processes Mastering timeline Sound editing Basics
	Color Grading
Week 3	Creating Title Animation Creating Subtitles
Week 4	Quiz Project — In class
Week 5	Fundamentals of Motion Graphics Starting with Adobe After effects CC 2020 Creating a Basic Animation Using Effects and Presets Getting to Know the Workflow & Rendering and Outputting Animating Clips, Applying Effects, Timeline & Key-frame Animation Basic Text Animation
Week 6	Keying - Greens Screen Compositing
Week 7	Color Grading Adjustment Layers
Week 8	Mid Term Practical

Week 9	Rotoscope Working with Shape Layers Working with Masks & Blending Modes
Week 10	Introduction to Typographic Animation Application of Kinetic Typography (Animating Text)
Week 11	Quiz Project — In class
Week 12	Motion tracking
Week 13	3d Camera Tracking 3D Layouts: Logo Animation
Week 14	Distorting Objects with the Puppet Tools
Week 15	Introduction to 3D Modeling Starting with Autodesk Maya 2020
Week 16	3D scene setup, lighting, rendering
Week 17	Final Exam Practical

SUPPLEMENTARY READINGS

- All materials for practicing will be provided during the classes
- There is no required textbook for the class. Instead, you will be supplied with a variety of academic articles, online resources, book chapters or sections, and other sources. All videos provided will be required to watch, and required readings are a part of the course.
- I may recommend other books and resources as we continue throughout the semester. None of the books are required, but you may find them helpful for reference and additional help.

❖ Video Game Design

Course Outline

Course Instructor: Naveed Aasim
Email: Naveed.aasim@bnu.edu.pk
Office Ext:

COURSE BASICS

Credit Hours: 3
Lectures: Twice a week (1 hr 30 minutes)

COURSE DESCRIPTION

This is an introductory course in game design and development provides students with a theoretical and conceptual understanding of the field of game design, with a practical foundation in video game design with a focus on concept development, design decomposition, and prototyping in Unity gaming engine. Using game

design theory, analysis, prototyping, playtesting, and iteration, students learn how to translate game ideas, themes, and metaphors into gameplay and player experiences.

LEARNING OUTCOMES

Students who complete this course successfully will learn to:

- Develop the vocabulary and critical understanding to describe and analyze the components of video games and gameplay experiences, develop a video game idea from concept to playable prototype.
- Use common methods for documenting game designs and produce a GDD (Game Design Documents, and communicate their game ideas through pitch, prototype and presentation.

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully:

1. Complete and submit all your in-class tasks on-time (late submissions will not be considered)
2. A minimum of 80% attendance is required in order to appear for the final Project Display.
3. To pass the course, you need to achieve 70% or higher in the final assessment.

Academic Honesty:

Copying the files of other students and submitting them as your own work is not only a violation of school academic policies but a real shortchange to your ability to learn what you need to learn. With this being a course on visual design, the use of images that are not your own as if they are your own is also considered plagiarism. We ask that you help keep us out of situations where we might need to take action regarding plagiarism, cheating and other acts of poor academic integrity - it will lead to F grade for entire course.

GRADE BREAK-UP Deliverables	% of marks
Class Participation	5%
In-class tasks, assignments, presentations/quizzes	35%
Mid-Term	25%
- Practical (15%)	
- Presentation (10%)	
Final-Term	35%
- Project (20%)	
- GDD (5%)	
- Presentation (10%)	

Students with 100% Attendance will get 5 bonus points!

❖ Current Affairs and Production

Course Outline

Course Instructor: Faizan Ali

Course Name: Current Affairs and Production

Course Code: JOU 407

Semester: 8

Credit Hours: 3

Email: faizan.ali@bnu.edu.pk

COURSE DESCRIPTION

This course is designed to develop awareness in students on the role of current affairs and production and the importance of things that affect social, political, economic, or cultural climate. The course shall focus on the significance of events of political or social interest happening around us. The practical part shall be dealing with the production of news & current affairs programmes.

The process of news and current affairs program production: news production team and management; nature of various types of news and current affairs program; presentation formats.

LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- Identify and select appropriate news items;
- Understand the roles and responsibilities of the news team members;
- Focusing on current issues of Pakistani political, economic and cultural disciplines.
- Manage, newsroom and produce a daily news program
- Understanding different areas in a social community

COURSE OBJECTIVES

The goal of this class is to provide students with the skills they need to succeed as communication professionals in the broadcast industry. The students will get an opportunity to put into practice what they learnt about current affairs and production.

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully:

1. Late submissions will be not be accepted.
2. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.

GRADE BREAK-UP

Final grade must be above 50% to clear the course.

Deliverables	% of Final Mark
Class Participation/attendance	10%
Assignments/ presentations/quizzes	35%
Mid-term	25%

COURSE OUTLINE

Following is the course outline:

1. Characteristics of news and current affairs program; ethics of news reporting; social and political impact of the news
2. News program elements and structure: news beat, sequencing news items
3. Attaining political and social strength through historical stories of current affairs for a critical discussion.
4. Practical understanding of production formats (1+1 , 1+3)
5. News program formats, editorial policies and mock interviews;
6. Roles and responsibilities of news team; newsroom management
7. Supervised mid term project: producing a road show
8. Enlightening students the exploratory and informative types of current affairs
9. V-logging as an influential segment as it gives a sense of transparency in communication
10. Sharing information of value that people engage upon through v-logging.
11. Newsroom practicum: operation of daily news including management and programming
12. Introducing students to the production and presentation of current affairs
13. Critical skills which broaden understanding of evaluative processes through indoor and outdoor production.
14. Supervised final project: producing a guest based current affairs program.

❖ Digital Media Marketing**Course Outline**

Course Instructor: Unza Shahid

Course Name: Digital Media Marketing

Course Code: JOU 353

Semester: 8

Credit Hours: 3

COURSE DESCRIPTION

Welcome to the course JOU-353 Digital Media Marketing

This course will acquaint students with the practical knowledge and analytical skills necessary to create, evaluate, and execute digital media marketing campaigns. The course will comprise class lectures, hands-on exercises, and case studies using social media that will help students in developing a strong digital marketing skill set to perform in

the job market or personal business venture.

Students will learn how to attract, engage, and grow audiences on digital media platforms through both organic and paid ads. Students will work on a brand of their choice. Next students will evaluate the brand's existing digital media audience, identify opportunities for growth, design and generate content for specific platforms, and measure the impact of the digital media content to evaluate its performance.

Overall, students will practice the art and science of digital media marketing and explore the emerging technologies and mediums influencing business, marketing, public relations, and advertising practices to be prepared for entering in the job market and industry.

Course Learning Outcomes

By the end of this course, students will learn how to:

- Provide insight about and experience with current and emerging social media tools and digital technologies
- Know about various opportunities for strategically implementing digital, and social media into strategic communication practices and research
- Understand the importance of managing personal online reputation and a business/organization's identity through social media applications
- Be able to listen, participate, and monitor online conversations in a professional and strategic manner
- Present insights and strategies related to social media implementation and best practices
- Awareness and understanding of the need for research and evaluation when incorporating social media in an overall communication campaign

Course Materials

The textbook for this course is an Open Educational Resource. Here is the link to the textbook:

<https://courses.lumenlearning.com/suny-hccc-research-methods/> ... In addition, I will use introduce research articles, videos, and hands-on exercises to learn the course topics.

Course Activities

Course points are accrued through the following activities:

Class Participation / Attendance:	10%	
Assignments, presentations, quizzes:		30%
Mid Term:	30%	
Final Project:	30%	

Throughout the course, student learning will be assessed by class participation (10%), and assignments (30%). Mid Term will be held in the 8th week of the course (30%). Final Term Paper comprises of a digital marketing strategy paper and presentation (30%).

Altogether, that's **100 points**.

Students will be evaluated based on their class participation as well as performance on Assignments, Mid Term, and Final Term Paper. I highly recommend to start early on to avoid last minute delays and technical mishaps. I will provide specific guidelines about each assignment. Any material covered in the class is "fair game" for the Mid Term exam. Active participation is a requirement of this class and is expected/rewarded. Please don't hesitate to contact me if you have any questions.

Lecture Topics

Weeks	Topics
Week 1	The psychology of digital media marketing and audience engagement
Week 2	Content creation and digital advertising for social media
Week 3	Social media metrics and analytics
Week 4	Search engine optimization
Week 5	Search engine optimization Assignment 1 Due
Week 6	Search engine marketing
Week 7	Search engine marketing
Week 8	Mid Term Week
Week 9	Influencer marketing
Week 10	A/B testing and impact assessment of digital content
Week 11	Digital media marketing budget and cost assessment
Week 12	Strategies to promote your brand on Facebook/Instagram Assignment 2 Due
Week 13	Strategies to promote your brand on YouTube
Week 14	Strategies to promote your brand on LinkedIn
Week 15	Strategies to promote your brand on TikTok
Week 16	Social media marketing and crisis management
Week 17	Ethics of social media marketing
Week 18	Final Term Paper & Presentation

Submitting Assignments

All assignments, unless otherwise announced, MUST be submitted to through the learning management system before the deadline. Late assignments will not be graded. Do not submit an assignment via email. **Technical**

Support

Please reach out to BNU's IT resource center to resolve technical issues.

Syllabus Disclaimer

The syllabus may change as we proceed with the course to best meet students' learning needs and achieve course outcomes.

❖ GOVERNMENT, CORPORATE, SPORTS PUBLIC RELATIONS

Course Outline

Course Instructor: Hasan Zuberi

Course Name: **GOVERNMENT, CORPORATE, SPORTS PUBLIC RELATIONS**

Course Code: JOU 405

Semester: 8

Credit Hours: 3

COURSE OUTLINE: GOVERNMENT, CORPORATE, SPORTS PUBLIC RELATIONS

– FOR: **BS MEDIA STUDIES (PR & ADVERTISING) SEMESTER -8**

COURSE OVERVIEW:

This course aims to guide students to; Explore a multitude of topics related to modern Public Relations; Understand the concept of PR and strategies underlying the modern PR; and Utilize the knowledge in pitching businesses, managing crises, and relationships.

This course will entail the participant to use knowledge, skills, methods, and historical perspectives appropriate to the social sciences to understand and evaluate human behavior. It also will achieve the outcomes at all levels of awareness, understanding and application.

Since this is a foundation course, it places an emphasis on breadth rather than depth. It reviews the *history of PR, structures, ethics, and strategies employed* in a variety of **public relations practices**, including *crisis communication, media relations, community relations, employee relations, investor relations, Public Sector, Private Sector, and the international PR.*

This course does not simply expect students to grasp theories and strategies but also to apply them in analyzing public relations practices.

Course Outline

<ul style="list-style-type: none"> □ Introduction & Course Objectives What is Public Relations (PR) o PR Industry – Global Overview o Future Trends in PR How it started (History) o Trends leading to Modern PR o Modern History of PR PR as a Marketing tool o Media & Public Opinion o PR 	<ul style="list-style-type: none"> • PR Agency o Setup and Structure o Setup & Types • PR Agencies in Pakistan o Corporate o Lifestyle, Celebrity, & Fashion o Sports & Sportsmen • PR in Pakistan o Historical perspectives o MoI&B o PID o ISPR • Global PR (PR Associations) • PR Codes of Ethics (IPRA, PRSA, CIPR) • PR in Sports o PSL • PR in Films o Politics, o Security, o Drama, o Commercial
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<p>as a Marketing Strategy o PR Tactics o PR Activities o PR vs Advertising Tools of PR</p> <ul style="list-style-type: none"> o Press Release o Other tools o PR Outlines o Print o Broadcast o Electronic o Online 	
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❖ **Communication & Public Opinion**

Course Outline

Course Instructor: Harris Badar

Course Name: Communication & Public Opinion

Course Code: MCB 440

Semester: VIII Credit Hours: 3

Email: harris.badar@bnu.edu.pk

COURSE DESCRIPTION

We will study public opinion – its character, sources, and functions – with attention to how mass media relates to the public. The course will focus on the philosophical and normative assumptions surrounding public opinion. Furthermore, the theoretical approaches to studying public opinion formation and change. The course will introduce to many facets of public opinion and the research process involved in measuring public opinion and understanding its change over time.

LEARNING OUTCOMES

As a result of completing the course, you should be able to (better) answer the following questions:

- What is public opinion and how do we measure it?
- What are the forces affecting public opinion?

- Can public opinion play the role we expect?

The following listing of topics outlines the subjects we will cover in class and the reading assignments for each of the topics. I reserve the right to make changes to the syllabus as the semester progresses.

EVALUATION

Final grade must be above 50% to clear the course. In addition, I reserve the right to make changes in the evaluation criteria as the semester progresses.

Final Exam	25%
Mid-Term Exam	20%
Quizzes	5%
Assignments	5%
Class Project	25%
Attendance / CP	10%
Presentations	10%

The following listing of topics outlines the subjects we will cover in class and the reading assignments for each of the topics. I reserve the right to make changes to the syllabus as the semester progresses.

COURSE OUTLINE

WEEK	TOPIC
Week 1	Introduction to Communication/Public Opinion – Censorship and Privacy
Week 2	Contract and Opportunity / Time and attention
Week 3	Speed, Words, and Clearness
Week 4	Stereotypes / Stereotypes as Defence
Week 5	The Detection of Stereotypes / Presentations
Week 6	The Enlisting of Interest / Self-Interest Reconsidered
Week 7	The transfer of interest / Leaders and the Rank and File
Week 8	Review and Midterm
Week 9	The Self-centred Man and the self-contained community
Week 10	The Role of Force, Patronage, and Privilege
Week 11	The old Image in a New Form: Guild Socialism / A New Image
Week 12	The Buying Public and the constant reader
Week 13	The Nature of News / News, Truth, and a Conclusion
Week 14	The Entering Wedge / Intelligence Work

Week 15	The Appeal to the Public / the appeal to Reason
Week 16	Review and Final Exam

SUPPLEMENTARY READINGS

- Public opinion *by* Walter Lippmann

❖ **HOSTING & ANCHORING**

COURSE CONTENT

Basic of Anchoring/ Hosting

- Introduction to Microphones... Stage, Camera and Lighting.
- Voice Modulation tips & Techniques.
- Content Development/ Production Planning.
- Interview Techniques.
- Perfect Body language, Posture & Eye Contact.
- Basics of fluency, Pitch & Tones.
- Shooting a Demo Show Reel.
- Eliminating Stage fear.
- Personality Development & Grooming.

Art of Hosting & Anchoring

Different kind of Anchors regarding their knowledge OR field. (Current Affairs, New, T.V, Music, Comedy Shows etc.)

Skills required for Anchor/ Host

- Excellent Voice.
- Versatility.
- Knowledge about Current Affairs/ trends. (Local..., National... & International...)
- Good Pronunciation Skills.
- Creativity.

NOTE:

• Class Attendance	10
• Final Term	40
• Mid Term	30
• Quiz#1	10
• Quiz#2	10

❖ Content Writing

Beaconhouse National University
School of Media & Mass Communication

Department of Journalism

Content Writing

Session: Fall 2021

Course Outline

Course Instructor: Zenab Ali
Email: zenab.ali@bnu.edu.pk
Office Ext:

COURSE BASICS:

Writing for Digital and New Media concentrates on the theory and practice of interactive writing for new media channels. The course examines the fundamental principles of writing interactively for specific audiences. It will also help students cultivate skills in content development using the right technologies for the different media.

COURSE DESCRIPTION

Content Writing for Digital and new Media will cover the following topics: How to make your writing more effective. How to find the story in your business communications. How to attract and keep the attention of your audience. How to present written content effectively. How to find the right tone and voice for your organization. This course will also cover editing and proof-reading skills, best practices for titles and subheadings, blogging, editorial planning, how to conduct interviews, create content for traditional media and how to apply Advertising and marketing principles to achieve client targets. At the end of the course you should hopefully feel confident in digital and new media content writing.

LEARNING OUTCOMES :

- How writing for the web is different from writing for other media.
- How to improve your writing skills to fit target audience.
- How to edit your writing to suit different online and traditional platforms.
- How to engage your audience by finding valuable stories within your organisation.
- How to find the right voice for your clients traditional and online advertising communications.
- How to present your written content effectively that may lead to increase in sales.
- How various tools of content writing could benefit your business/client.

COURSE REQUIREMENTS

CONTENT: knowledge (i.e. range, command of material), application of theory (i.e. use and relevance of examples, connection of course themes to wider world), argument/analysis (i.e. focus, clarity of structure,

analytical skills, evaluation and evidence), self-reflection/opinions.

PRESENTATION OF CONTENT: language and expression (i.e. clarity and accuracy, grammar and syntax, spelling, fluency of writing), genre-specific features (i.e. content indicators, use of images and/or audio-visual material, use of hyperlinks), scholarly apparatus (i.e. accuracy and consistency of referencing, accuracy and consistency of bibliography, due consideration of data protection with regards to images and audio-visual material, image copyright), and accessibility (i.e. overall format/structure, writing).

PRACTICE: self-reflection and critical reflection on the topic.

GRADE BREAK-UP

Deliverables	% of marks
Quiz	10
Assignment	20
Class participation / Attendance	10
Mid Term	25
Final Term	35

COURSE OUTLINE

WEEK	TOPIC
Week 1	Introduction to content writing
Week 2	Creating content for Digital media
Week 3	Understanding traditional and digital media
Week 4	Writing for specific audience
Week 5	Content writing for digital Vs Print (class activity)
Week 6	The art of conducting interviews: digital Vs traditional platforms
Week 7	Blog posts: what, why, how?
Week 8	Mid term submission: Viva
Week 9	Content writing for advertisement: product body copy
Week 10	Writing for advertisement: taglines and punchline (class activity)
Week 11	Ad copy writing
Week 12	Final term project: content for digital platforms
Week 13	Final term project: content for broadcast platforms
Week 14	Final term project: content for traditional platforms (print-OOH)
Week 15	Copy writing and advertising content: promotional content 360 degree campaign
Week 16	Copy writing and advertising content: jingles and ads content 360 degree campaign
Week 17	Final project defense

SUPPLEMENTARY READINGS

❖ Media Management and Marketing

Course Outline

Course Description

The purpose of this course is to analyze how to manage media organizations. The emphasis will be on providing an overview of media from a business perspective. Business models in consumer media will be examined using industry case studies. Digital and general marketing strategies, including branding and competitive positioning will also be discussed.

Course Objectives

By the end of the course, students should be able to:

- Analyze individual media businesses and understand the economic drivers of the media companies.
- Gain a perspective on the evolution of media industry in the recent years and on key current trends.
- Develop the ability to oversee the marketing initiatives and media strategies of the media organizations.

Assessment Criteria

Type of assessment	Impact on final grade
Class Participation	10%
Presentation	10%
Written assignment	10%
Quiz	10%
Mid Term Exam	25%
Final Exam	35%

Course Weekly Schedule:

Week 1

- Course Introduction
- Emerging Business Models in an evolving media industry

Week 2

- Media Ownership and Control
Class Discussion- How Rupert Murdoch's Empire of Influence Remade the World

Week 3

- Disruptive Innovation: What is disruptive innovation? How does it affect traditional media companies? How have traditional media companies responded?
- The importance of the ability to manage change and the shifting nature of media work

Reading Material- How sports site The Athletic is persuading almost one million people to pay for sports writing (Class Discussion)

Week 4

- Leadership in Media Organizations: Past Trends and Challenges Ahead
Case Study: Steve Jobs as Industry Hero

Week 5

- Presentation- Media Content Partiality (10 marks)

Week 6

- Budgeting and Financial Forecasting
- Quiz- The topics covered- Q/A (10 Marks)

Week 7

- The Media Entrepreneurialism Landscape
- *Reading Material- How to go it alone and launch your dream digital project (Class Discussion)*

Week 8

- How the Guardian went digital

Week 9

- Strategic Planning
- Approaches in Project Management

Week 10

- Market Analysis and Research

Week 11

- Business tools in media including circulation, advertising terms and ROI in Media Management

Week 12

- How media establishments use marketing to sell airtime/space/spots
- How to optimize media marketing depending on industries

Week 13

- How media organizations faced controversies and overcame them

Week 14

- TV Formats- Assignment Submission and Discussion (10 Marks)
Reading Material- Princess Diana Scandal Is a Genuine Crisis for the BBC (Class Discussion)

Week 15

- Laws, Regulations and Ethics
- The ethical dilemma of social media algorithms and analytics (Docudrama- The Social Dilemma)

Week 16

- What the future holds for conventional to emerging media in the post-pandemic world
Reading Material- Post-Pandemic Media Consumption (Class Discussion)

Reference Books for the course:

- Managing Media and Digital Organizations by Eli Noam
- Myth in Modern Media Management and Marketing by Jan Kreft, Anna Kalinowska, Sylwia Kuczamer-Klopotowska
- Handbook of Media Management and Economic edited by Alan B. Albarran, Sylvia Chan-Olmsted and Michael O. Wirth
- Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath



Instructor Details:

Unza Shahid

Multi Media Arts (Specialization)

Course Name: **Multi Media Arts (Specialization)**

Credit hours: 3

Instructor: Naveed Aasim

Department of Journalism & Mass Communication

Course Description:

Media Arts specialization begins with the fundamentals of Art & Design, which will stimulate creativity and imagination. The course develop your understanding of the arts and explores the conceptual and practical skills relating to Graphic Design for creating effective visual communication and Professional Video Editing Techniques.

Throughout the course students are encouraged to experiment and develop an individual approach to communicating their ideas to the world, translating self-expression into appropriate artefacts.

Hard work is necessary and you are be expected to dedicate as much time outside of class as needed to complete your projects, readings, and assignments. You will constantly be learning and researching new technology on your own during your entire career, and If you find it difficult to learn on your own or not motivated, then this is not the right field for you.

Student Learning Outcomes:

Students who complete this course successfully will learn to:

- Make observations about visual images and information and to articulate responses visually.
- Learn new technical skills and creatively expand upon your current abilities. Become adept at the use of several software applications (such as Photoshop, Illustrator, Aftereffects and Premier).
- Produce digital projects for screen and print. To become confident in creating a clear, coherent and thoughtful body of work with the use of digital tool sets.
- Develop conceptually rigorous and socially aware media art and design practices.
- Expand your perspective on the world around you. To become sensitive to historical as well as immediate concerns shaping our everyday relationship to electronic media and, consequently, the world-at-large.

Course Structure:

Our time will be divided between studio projects, readings, and discussions. This course provides demonstrations and hands-on experience with digital multimedia software on the Windows platform, including digital imaging and video tools.

Attendance:

Given that we only meet once a week, you are required to attend all classes in full. No chat / text

messaging / emailing or other form of telepresence-based communication during times of the class. During work times, your project work is primary.

Late Assignments

Unless otherwise stated, projects are due at the beginning of class for discussion and critique– attendance is mandatory even if your project is not complete. Leave yourself extra time for technical glitches – they will happen and are an integral part of working with technology. **And back up all of your work.**

Required Reading Materials:

There are several recommended texts in supplement to the reading handouts you will be receiving. Additional recommended texts are to be found on the resources section of the course Google Classroom:

Course Outline:

Week 1	Course Introduction Art in Our World What do artists create? Media and Processes of Art
	Adobe Photoshop
Week 2	Elements of Art
	Adobe Photoshop
Week 3	Principles of Art
	Adobe Photoshop/Dreamweaver
Week 4	Typography
	Adobe Illustrator
Week 5	Creating a Composition
	Adobe Illustrator
Week 6	Color Theory
	Adobe Illustrator/InDesign
Week 7	Perspective
	Adobe Illustrator/InDesign
Week 8	Mid Term (Group Project / Presentation)
Week 9	Cartooning and Animation

	Adobe Premiere				
Week 10	Creative Process				
	Adobe Premiere				
Week 11					
	Adobe Premiere				
Week 12					
	Adobe Aftereffect				
Week 13					
	Adobe Aftereffect				
Week 14					
	Adobe Aftereffect				
Week 15					
	Adobe Aftereffect				
Week 16	Final (Individual or Group Project)				
Equipment required	All classes are all held in SMC Lab				
Assessment	Marks in %				Total 100 %
	Attendance				10 %
	Quizzes				10
	Assignments				10
	Mid %				30
	Final %				40

❖ **Data and Investigative Journalism**

Beaconhouse National University

School of Media & Mass Communication

Department of Journalism

Degree Title

Course Title: Data and Investigative Journalism

Course Outline

Course Instructor: Mubasher Bukhari
Email: mubasher.bukhari14@bnu.edu.pk mubasher.bukhari14@gmail.com
Office Ext:

COURSE DESCRIPTION

It is an advanced course for data and investigative journalism that would inculcate from basic to advanced knowledge, techniques and skills to the students for investigative reporting.

LEARNING OUTCOMES

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

- Having detailed knowledge about background, definition and importance of investigative journalism
- Learn how to develop ideas with clear focus statement of an investigative story
- Learn about importance of facts, documents and data for investigative journalism
- Learn about qualified sources to be used in data and investigative reporting
- Learn about Right to information laws in Pakistan and file an RTI request
- File an investigative story
- Learn how to conduct interviews with relevant and well framed questions

COURSE REQUIREMENTS

Students must follow the mentioned rules in order to complete this course successfully:

1. Typed assignments with Times New Roman font pt. 12 and space lining equal to 2.0 should be submitted along with the soft copy shared in student's point.
2. Late submissions will be penalized and assignments late more than 3 days from the due date will not be accepted.
3. A minimum of 75% attendance is required at the end of the semester in order to appear for the final exam.
4. Plagiarism is strictly prohibited. Plagiarism in an assignment or exam will lead to F grade for entire course.

GRADE BREAK-UP

Final grade must be above 50% to clear the course.

Deliverables	% of marks
Class Participation/attendance	10%
Assignments/ presentations/quizzes	30%
Mid-term	25%
Final exam	35%

COURSE OUTLINE

WEEK	TOPIC
Week 1	Introduction to Investigative Journalism, definition, historical background
Week 2	Qualities and skills for investigative journalists
Week 3	Developing Ideas and focus statement of stories, How to pitch an Idea?
Week 4	How to dig data and facts for a story? Credible data sources. How to select data sources
Week 5	Research methodologies for an investigative report
Week 6	Reviewing best data and investigative stories of Pakistan and other countries
Week 7	How to extract data from World Bank, Human Rights Commission of Pakistan and other data sources?
Week 8	Mid Term
Week 9	Assignment 1: Select and idea for an investigative story and extract data for it
Week 10	What are Right to Information Laws of Pakistan? Federal Law
Week 11	Provincial RTI Laws? Their impact on reporting. Top investigative stories born of RTI Laws. Assignment 2: File an RTI request to get statistics and facts for your story idea
Week 1	Importance of fact checking. Methods of fact checking claims, statements and allegations
Week 12	Who is a qualified source? Types of qualified sources? Creation of a source list for a story
Week 13	What is importance of interviews for investigative reports? Knowing the person, a reporter wants to interview is the key to open up with him. Assignment 3:
Week 14	Techniques of interviews. Open ended questions, double barrels questions, trigger words.
Week 15	Dos and don'ts of interviews
Week 16	How to ask follow-up and suddenly prepared questions during an interview two qualified sources for your stories,
Week 17	Final

SUPPLEMENTARY READINGS

- Resources in the form of articles, case studies and videos will be shared with the students throughout the semester.

Standard 2.1 The curriculum must be consistent and supports the program's documented objectives.

BA Courses / Groups of Course	BA Hons Program Objectives			
	1	2	3	4
Print Media Theory & skills	X		X	X

Broadcasting Theory & Skills			X	X
Communication Courses Advertising & PR	X	X	X	X
New Media Theory & Skills		X	X	X

Table: Courses Vs Program Outcomes

Standard 2-2: Theoretical background, problems analysis and solution design must be stressed within the program's core material.

Elements	Courses
Theoretical	Mass Media: Local National Global Communication Skills Mass Media Theories International Communication Development Journalism Community Media Media & Society Media Laws/ Ethics Media Entrepreneurship Media Management Marketing Convergence Journalism Public Relations Theory & Practice Technology & Social Change Transnational Media & Pop Culture Urdu Language Skills Crisis Management Hybrid Warfare Media Planning & Buying Communication & Public Opinion Government Corporate, Sports Public Relations

Practical	Opinion/ Editorial Writing Reporting Urdu Journalistic Writing Digital Photography TV Production II TV Production I Current Affairs & Production Journalism Public Relations Theory & Practice Content Writing Video Game Design Infotainment Bureau News Room Bulletin Hosting & Anchoring Multimedia Arts Digital Media Marketing Documentary & Film Making
Problem Analysis	Research Methodology Thesis

Standard 2-3: The curriculum must satisfy the core requirements for the program as specified by the respective accreditation body.. Examples of such requirements are given in Table A.1, Appendix A.

Please refer to Standard 2 – 1.

Standard 2-4: The curriculum must satisfy the major requirements for the program as specified by HEC, the respective accreditation body / councils. Examples of such requirements are given in Table A.1, Appendix A.

Please refer to Standard 2 – 1.

Standard 2-5: The curriculum must satisfy general education, arts, and professional and other discipline requirements for the program, as specified by the respective accreditation body / council. Examples of such requirements are given in Table A.1,

Please refer to Standard 2 – 1.

Standard 2-6: Information technology component of the curriculum must be integrated throughout the program.

Please refer to Standard 2 – 1.

Standard 2-7: Oral and written communication skills of the student must be developed and applied in the program.

Please refer to Standard 2 – 1.

Criterion 3: Laboratory and Computing Facilities

The School of Media and Mass Communication contains the following Labs:

1. Information Technology Lab

The Department of Journalism and Mass Communication offers various Lab courses which includes different research, multimedia, graphic and visual skilled courses.

Foundation Lab

There are 33 computers in the lab and their details are as under:

Manufacture	Model	Ram	Qty
Intel i 5 (3 rd Generation)	GX3010	4 GB	10
Intel i 5(3 rd Generation)	GX3020	4 GB	10
Intel Dual core	Intel	2 GB	13
Multimedia			1
Total Computers			33

**Studio
Facilities**

	Cameras	Model	Qty	Dept
1	Sony	DSR 250 P	1	SMC
2	Sony	PD170	1	SMC
3	Sony	PD170	1	SMC
4	Sony	PD170	1	SMC
5	Sony	PD170	1	SMC
6	Sony	PD170	1	SMC
7	Sony	PD170	1	SMC
8	Sony	PD170	1	SMC
9	Sony	PD170	1	SMC
10	Sony	PD170	1	SMC
11	Sony	PD170	1	SMC
12	SONY	HVR-V1P	1	SMC
13	Sony	HDV HD1000P	1	SMC
14	Sony	HDV HD1000P	1	SMC
15	SONY	PD177	1	SMC
16	SONY	PD177	1	SMC
17	Sony	PD177	1	SMC
18	Panasonic	AG AC 90	3	SMC

1	TRIPOD	LEBEC 650	1	SMC
2	TRIPOD	LIBEC TH -2000	1	SMC
3	TRIPOD	LEBEC 650	1	SMC
4	TRIPOD	LEBEC 650	1	SMC
5	TRIPOD	LEBEC 650	1	SMC
6	TRIPOD	LEBEC 650	1	SMC
7	TRIPOD	LEBEC 650	1	SMC
8	TRIPOD	LEBEC 650 HVR V1P	1	SMC
9	TRIPOD	LEBEC 650- 1000P	1	SMC
10	TRIPOD	LEBEC 650- 1000P	1	SMC
11	TRIPOD	LEBEC 650	1	SMC
12	TRIPOD	LEBEC 650	1	SMC
13	TRIPOD	LEBEC 650	1	SMC
14	TRIPOD	LEBEC 650	5	

1	Boom Mic	sennheiser ME- 66	1	SMC
2	Boom Mic	sennheiser ME- 66	1	SMC
3	Boom Mic	sennheiser ME- 67	1	SMC
4	Boom Mic	sennheiser ME- 67	1	SMC
5	Boom Mic	sennheiser ME- 67	1	SMC
6	Boom Mic	sennheiser ME- 67	1	SMC
7	Boom Mic	sennheiser ME- 67	1	SMC
8	Boom Mic	sennheiser ME- 67	1	SMC
9	Boom Mic	sennheiser ME- 67	1	SMC

		sennheiser EW-100		
1	Wireless color mic	G2	1	SMC
		sennheiser EW-100		
2	Wireless color mic	G2	1	SMC
		sennheiser EW-100		
3	Wireless color mic	G2	1	SMC
		sennheiser EW-112		
4	Wireless color mic	G2	1	SMC
		sennheiser EW-112		
5	Wireless color mic	G2	1	SMC
	Wireless color mic	sennheiser EW-112		
6	new	p	1	SMC
	Wireless color mic	sennheiser EW-112		
7	new	p	1	SMC
	Wireless color mic	sennheiser EW-112		
8	new	p	1	SMC
	Wireless color mic	sennheiser EW-112		
9	new	p	1	SMC
	Wireless Mic Hand	sennheiser EW-112		
10	Held new	p	1	SMC
	Wireless Mic Hand	sennheiser EW-112		
11	Held new	p	1	SMC
	Wireless hand held	sennheiser EW-		
12	mic new	135-p	1	SMC

1	Hand held mic	sure sm- 58	1	SMC
2	Hand held mic	sure sm- 58	1	SMC
3	Hand held mic	sure sm- 58	1	SMC
4	Hand held mic	Nd-267	1	SMC
5	Hand held mic	E-825	1	SMC
6	Hand held mic	E-835	1	SMC
7	Hand held mic	E-835	1	SMC
8	Hand held mic	E-835	1	SMC
9	Hand held mic	E-835	1	SMC
10	Hand held mic	E-835	1	SMC

1	wired color mic	ecm 77B	1	SMC
2	wired color mic	ecm 77B	1	SMC
3	wired color mic	Ecm 778	1	SMC
4	wired color mic	Ecm 778	1	SMC
5	wired color mic	Ecm 778	1	SMC
6	wired color mic	Ecm 778	1	SMC

1	battery pack	sony 970	4	SMC
2	battery pack	sony 970	2	SMC
3	battery pack	sony 970	2	SMC
4	battery pack	sony 970	6	SMC
		960 + 970sony		
5	battery pack	(subhani)	6	SMC
6	battery pack	330 sony	2	SMC
7	battery pack	570 sony	4	SMC

1	Reflector	42 inch silver black	2	SMC
2	Reflector	42 inch silver & gold subhani	2	SMC
3	Reflector	42 inch silver & gold subhani	1	SMC
4	Reflector	SUBHANI	1	SMC
5	Reflector	SUBHANI	1	SMC
6	SOFT BOX	2*3	1	SMC
7	PRODUCT BOX SMALL		1	SMC
8	OCTA BOX	3 FOOT	1	SMC
1	Dolly Track Lebec	PD 170	4	SMC
2	Dolly Track Lebec	PD170	1	SMC
3	Dolly Track Lebec	sony 250	1	SMC
1	SONY BATTER CHARGER V700		4	SMC
1	Canon 400 d DSLR	18 55 LENSE	5	SMC
1	Light color tran	1000 watt	20	SMC
2	color tran	1000 watt	15	smc
3	Cool light	60 watt tube rod	4	SMC
4	Studio light 1200 s set	strobe light	1	SMC
5	Studio light 800 S set	strobe light	1	SMC
6	boom Rod local + imported	subhani	4	SMC
7	boom Rod local		5	SMC
8	Data Video Switcher	SD pal DV 800	1	SMC
9	LCD pannel for Video Switcher	Data Video	1	SMC
10	Talk Back System	data Video	1	SMC
11	Fire wire cable for switcher	Data Video	5	SMC
13	HDV VTR	pal Sony	4	SMC
14	VTR 14 p	pal Sony	1	SMC
15	14 inch TV Black	Sumsang	2	SMC
16	LCDs 14 Inch TV	LG	2	SMC
16	4. Talkback and IP (for recordings)			
16	LCD Samsung tv	samsung	4	SMC
1	Apple I mac 24 inch		1	SMC
2	H4N Zoom Mic		2	SMC
1	Lighting Grid in SMC Studio		1	SMC
2	Tele prompter	Data Video	1	SMC

This lab is a video editing lab also called the non linear editing lab, in which we have ten editing systems. The software used is Adobe Premier CS5 and Adobe Photoshop.

Panel Control Room (PCR)

This is a switcher controlling room, which is connected with the studio, helpful in Live and recorded shows. Details are as under:

1. Video Switcher with four operating channels
2. Audio Mixer with sixteen audio channels.
3. Four Preview
4. Talkback and IP (for recordings)

Recording Studio

The Department of Journalism have a recording studio with radio and video facilities, which is used by the students for their TVCs, News bulletins, Current Affairs and Entertainment Projects. This is a modern studio equipped with advanced technologies such as Chroma etc.

Standard 3-1: Laboratory manuals/ documentation/instructions for experiments must be available and readily accessible to faculty and students.

The above mentioned labs facilitate the students in performing lab exercises and projects relating to the courses offered in BA Hons in social sciences with major in media studies.

Standard 3-2: There must be adequate support personnel for instruction and maintaining the laboratories.

The lab is managed by a Lab Administrator who is responsible for keeping the hardware and software in working condition. He is also required to ensure that the networking of the computers is working properly and Internet is available at each workstation.

The Lab Administrator seeks guidance from the concerned Course Instructor regarding the conduct of lab exercises pertaining to different courses. Further, the Lab Administrator is supported in his job function by the Information Technology Resource Center Staff located at Tarogil Campus.

Standard 3-3: The University computing infrastructure and facilities must be adequate to support the program's objectives.

The facilities mentioned in the above labs are adequate to support the objectives of the Bachelors in Social Sciences with Media Studies Program. Moreover, Students of this program who are residing in the University hostel have been provided computers that are equipped with necessary software along with Internet access.

Criterion 4: Support and Advising

Standard 4-1: Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.

The B.A (Hons) in Social Sciences with a major in Media studies comprises forty-four (44) courses spread over four years (8 semesters) of full-time study.

In each semester, normally five to six courses are offered which constitute a study load of 15 to 18 credit hours. Each course in B.A (Hons) in Social Sciences with majors in media studies is offered once in an academic year, either in the spring or fall semester.

Technical elective courses are offered depending on the availability of the Instructor and the interest of the students.

The students of the program are encouraged to take up elective courses from other Schools / Departments of the University. The students have a wide availability of courses from which to choose to satisfy their elective requirements.

Standard 4-2: Courses in the major area of study must be structured to ensure effective interaction between students, faculty and teaching assistants.

EFFECTIVE FACULTY / STUDENT INTERACTION

There is a strong interaction between the Course Instructor and the students during the conduct of the course.(rephrase) Students are free to ask any relevant questions from the Instructor during the class as well as after class hours. Student can also communicate with the Instructor through electronic mail.

Standard 4-3: Guidance on how to complete the program must be available to all the students and access to academic advising must be available to make course decisions and

career choices.

- The prospectus of the university is published every year and contains detailed information about the program along with a study plan for each semester. Students queries are also addressed in the Orientation Session, which is organized before the start of the academic year.
- The faculty members of the school along with the dean are available to provide guidance and counseling relating to all academic matters, as and when required.
- Most visiting faculty members are experienced professionals who equip the students with the knowledge and skills required to be successful in their chosen fields.
- Departmental bulletin boards are used to inform students about seminars, workshops, conferences and other technical events in the field of journalism, media and communication.

Criterion 5: Process Control

The processes by which major functions are delivered must be in place, controlled, periodically reviewed, evaluated and continuously improved. To meet this criterion a set of standards must be satisfied.

Standard 5-1: The process by which students are admitted to the program must be based on quantitative and qualitative criteria and clearly documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

- **PROGRAM ADMISSION CRITERIA**

Applicants who have passed Intermediate in minimum 2nd division are eligible to apply to the *B.A (Hons) in Social Sciences with major in media studies*.

As part of the admission process, all the applicants are required to take an admission test and appear in an interview.

- **PROGRAM/CREDIT TRANSFER**

The School refers all transfer cases to the University Equivalence Committee. The Equivalence Committee, after thorough scrutiny in light of the HEC guidelines, gives approval for all transfers.

- **EVALUATION OF ADMISSION CRITERIA**

The admission criterion is reviewed annually in light of the HEC guidelines. The Board of Studies meets twice a year and reviews all matters regarding the program. In addition Academic Council of the University also reviews the Admission procedure and subsequent approval is taken from the Board of Governors of the University.

Standard 5-2: The process by which students are registered in the program and monitoring of students progress to ensure timely completion of the program must be documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

- **PROCESS OF REGISTRATION**

The process of registration being followed at the School of Media and Mass Communication is a two-pronged process. The Coordinator under the supervision of the Dean of the School keeps a record of the student registration. This includes the registration on the program and the courses. This record is also maintained by the the Registrar Office of the University

- **MONITORING STUDENTS PROGRESS**

The student progress is carefully monitored throughout their academic stay at the School. The program follows continuous assessment procedures. The results of the students are carefully recorded and monitored by the School and passed on to the Examination department. The faculty, Head of Department and the Dean meet on a regular basis to discuss all student related issues. Attendance records, class performance records of all students are also maintained by the School. Transcripts are prepared by the examination department at the request of the students.

- **EVALUATION AND IMPROVEMENT**

The process is evaluated by conducting periodical peer reviews.

Standard 5-3: The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation, promotion must be consistent with institution mission statement. These processes must be periodically evaluated to ensure that it is meeting with its objectives.

- **FACULTY RECRUITMENT PROCESS**

The School of Media and Mass Communication follows a thorough process for the recruitment of faculty in line with the BNU and HEC guidelines. The process begins with identification of

faculty (preferably foreign qualified). They are then invited to give mock lectures, which are attended by the Dean and Permanent Faculty Members of the School. Based on the mock lecture, the School of Media and Mass Communication proposes their name to University HR Department so that the formal recruitment process may begin. These cases are then put before the Selection Board that interviews the candidates. On the recommendation of the Selection Board, the Board of Governors of BNU gives the final approval.

FACULTY RETENTION

Incentives for professional development are given as part of Faculty retention. The University grants its Faculty members up to 3 months paid leave in a year higher studies leading to PhD. The University grants concession in tuition fee up to 75%, in addition to full waiver in admission fee, to Faculty members studying in BNU in various academic programs. Additionally, off-campus academic and training programs are sponsored by the University. However these incentives are competitive and involve a selection process usually serving the first and the most effective candidate

FACULTY EVALUATION PROCESS

To maintain the standard of education the SMC Department has been conducting semester wise Faculty evaluation Performa's to evaluate the courses and Faculty progress. Every semester under the supervision of HOD and Quality Assurance Department an online assessment is conducted and analyzed to ensure students are getting the best learning outcomes.

FACULTY PROMOTION PROCESS

If a Faculty member in service achieves qualification and experience required for promotion at the next academic level, the respective Dean sends a recommendation to Departmental Promotion Committee which reviews the candidates' credentials in accordance with HEC guidelines for Faculty appointment.

In event of promotion as Assistant Professor and Associate Professor, the Committee further forwards the case to BNU Selection Board which interviews the candidate and sends recommendation to Vice Chancellor for approval. In case of promotion as Professor, the case is forwarded to Selection Board which interviews the candidate and sends its recommendation to Board of Governors for approval

Standard 5-4: The process and procedures used to ensure that teaching and delivery of course material to the students emphasizes active learning and that course learning

outcomes are met. The process must be periodically evaluated to ensure that it is meeting its objectives.

- Describe the process and procedures used to ensure that teaching and delivery of course material is effective and focus on students learning.

At the end of each semester, the faculty evaluation Proforma provided by HEC is filled for each faculty member and then data is entered in the system and further analysis is done by the Quality Assurance department. The summary report is prepared and provided to the respective department's Dean for summative decisions. These scores are further shared with the faculty members. This ensures faculty improvement for the next courses.

Each student is also required to fill in the course evaluation Proforma provided by HEC. This is done for all five courses a student completes at the end of the semester. This is done as an online activity in the computer lab and the data entered is stored in the database. Later this data is analyzed by a designated faculty member and a summary report is provided to the Dean for appropriate actions

- Indicate how effectively this process is evaluated and if the evaluation results are used to improve the process.

The above two evaluations are done at the end of the semester to objectively identify the strengths and weaknesses of each faculty member. The benefits of evaluations were best observed in the faculty with low scores. The emphasis is not to improve the performance of the teacher but to enhance the learning and understanding of the student in a particular course. The faculty then tries to select strategies with a promise to change. Sometimes it takes more than one semester to see improvement in the identified areas.

Standard 5-5: The process that ensures that graduates have completed the requirements of the program must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.

- The School Coordinator maintains complete records of the students. These records are reviewed at the start and end of every semester to ensure the student is progressing and meeting all requirements of the program. The Registrar office maintain files on each student. These files contain past and ongoing academic record of the students. At the end of each semester these

records are reviewed as a means to check student performance.

- At the time of graduation the record of each student is thoroughly scrutinized to ensure that the student has fulfilled all requirements of the program. After ensuring that all requirements have been met the student is allowed to graduate.

Criterion 6: Faculty

Faculty members must be current and active in their discipline and have the necessary technical depth and breadth to support the program. There must be enough faculty members to provide continuity and stability, to cover the curriculum adequately and effectively, and to allow for scholarly activities. To meet this criterion the standards in this section must be satisfied.

Standard 6-1: There must be enough full time faculties who are committed to the program to provide adequate coverage of the program areas/ courses with continuity and stability. The interests and qualifications of all faculty members must be sufficient to teach all courses, plan, modify and update courses and curricula. All faculty members must have a level of competence that would normally be obtained through graduate work in the discipline. The majority of the faculty must hold a Ph. D. in the discipline.

BA (Hons) in Social Sciences with Major in Media Studies

4th Year					
Sr. No	Course Name	Course Code	Cr. Hrs	Faculty Name	Qualification
1	Media Management and Marketing	MCB-461	3	Unza Shahid	MA Mass Communication UK
2	Hosting & Anchoring	JOU-421	3	Akber Bajwa	MA Mass Communication
3	Bureau, News Room and Bulletin	JOU-321	3	Rana Faizan Ali	M. Phil Mass Communication, BNU
4	Crisis Management	JOU-413	3	Hasan Zuberi	MBA
5	Digital PR & Advertising	JOU-351	3	Unza Shahid	MA Mass Communication UK
6	Multimedia Arts	JOU-400	3	Naveed Aasim	MSc Norway

7	Content Writing	MCB-253	3	Zenab Ali	MSc UK
9	Hybrid Warfare	JOU-107	3	Zeeshan Zaigham	Phd On Going
10	Infotainment	JOU-427	3	Omer Malik	Mphil
11	Current Affairs & Production	JOU-407	3	Rana Faizan Ali	M. Phil Mass Communication, BNU
12	Animation & Graphics	JOU-352	3	Naveed Aasim	MSc Norway
13	Digital Media Marketing	JOU-353	3	Unza Shahid	MA Mass Communication UK
14	Media Planning & Buying	JOU-414	3	Unza Shahid	MA Mass Communication UK
15	Government, Corporate, Sports Public Relations	JOU-405	3	Hasan Zuberi	MBA
16	Media Entrepreneurship	JOU-420	3	Zaem Yaqoob	Mphil
17	Documentary / Film making	MCB-302	4	Shahab Khalil	MA Mass Communication UK
18	Communication & Public Opinion	MC-440	3	Harris Badar	MA Internation Journalism
19	Community Media	JOU-416	3	Werdah Munib	MS BNU
20	Thesis	MCB 455	6	Any permanent faculty member	

3rd year					
Sr. No	Course Name	Course Code	Cr. Hrs	Faculty Name	Qualification
1	TV Production II	MCB 301	3	Rana Faizan Ali	M. Phil Mass Communication, BNU
2	Convergence of Technologies	MCB 317	3	Misha Mirza	M.A Communication Design
3	Development Communication	MCB 427	3	Zeeshan Zaigham	Phd Ongoing
4	Research Methodology	MCB 222	3	Dr. Ali Hussain	Phd
5	Media & Society	MCB 307	3	Dr. Farasat Rasool	Phd
6	TV Production II	MCB-418	3	Rana Faizan	M. Phil Mass Communication, BNU
7	Convergence of Technologies	JOU-315	3	Misha Mirza	M.A Communication Design
8	Development Communication	MCB-316	3	Zeeshan Zaigham	Phd Ongoing
9	Research Methodology	MCB-416	3	Dr. Ali Hussain	Phd
10	Media & Society	JOU-403	3	Dr. Farasat Rasool	Phd

2nd year					
Sr. No	Course Name	Course Code	Cr. Hrs	Faculty Name	Qualification
1	Opinion and Editorial Writing	JOU-214	3	Shah Rifat Alam	MA
2	Video Game Design	JOU-225	3	Naveed Asim	MSc Norway
3	Media Laws & Ethics	MCB-118	3	Zeeshan Zaigham	Phd ongoing
4	Compositing Graphics / Short Film / Gender & Media / Direction (Elective)	TFT-406 / TFT-217 / DLA-226 / TFT-250	3	Qazi Ikhyar / Sarmad Cheema / Wajiha Rizvi / Tajdar Alam	MS
5	Introduction to Film &	TFT-004 /	3	Sikander Javed /	MS

	TV / Sound & Audio / Documentary / Direction (Elective)	TFT-249 / TFT-307 / TFT 250 /		Usman Rana / Qaiser Rafique / Tajdar Alam	
6	Mass Media in Pakistan (Elective)	MCB-210	3	Zeeshan Zaigham	Phd on going
8	Advertising: Theory and Practice	JOU-224		Warda Hassan	MS
9	Mass Media Theories	JOU-301		Dr. Ali Hussain	Phd
10	Radio Production	JOU-223		Shahid Malik	MA English Literature
11	Digital Photography	JOU-211		Raza Tirmizi	MS

1st year

Sr. No	Course Name	Course Code	Cr. Hrs	Faculty Name	Qualification
1	Story Telling in the Digital World	JOU-105	3	Misha Mirza	M.A Communication Design
2	Reporting	JOU-212	3	Dr. Qamar Ghaznavi /	Phd
5	Media and Democracy	JOU-226	3	Dr. Qamar Ghaznavi	phd
6	Mass Media; Local, National and Global (Sec A)	JOU-113	3	Harris Badar	MA Internation Journalism
7	New Media Technologies (Sec A)	JOU-112	3	Misha Mirza	M.A Communication Design
8	Urdu Language Skills (Sec A)	MCB-435	3	Dr Qamar	Phd

1.16: Faculty Distribution by Program Area

Standard 6-2: All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place.

- All faculty members in the School of Media and Mass Communication have a Master's and doctorate Degree from a foreign or local university. In addition, they should be current in their area of expertise and preferably they should have taught the course in a similar program

elsewhere.

- Full-time faculty members are assigned a maximum load of three courses which entails 9 to 12 semester credit hours of student contact. Keeping in view this load the full-time faculty has sufficient time for professional development. Furthermore, the full-time faculty is not given any teaching assignments in the summer and they can fully devote their summertime for professional development.
- Faculty is encouraged to participate in seminars, workshops and conferences in the area of their interest.

Standard 6-3: All faculty members should be motivated and have job satisfaction to excel in their profession.

- The faculty member is provided with a congenial working environment, which is conducive to teaching and research. Air-conditioned office workstations with Internet connectivity and access to a digital library are standard features of the faculty-working environment.
- Faculty members can purchase any book of their choice without hindrance. Faculty can also undertake professional development training and also get leave for improving their qualification at any other Institution, subject to providing a service bond.
- The performance of faculty is appraised on annual basis and they are awarded annual increments based on the appraisal.
- All the above features help in motivating the faculty in their job.
- A Survey of faculty is conducted annually (on HEC-approved Proforma # 5) in which the faculty provides its input on the work environment and their own performance during the year.
- The survey is quite effective in faculty assessing, the views of the faculty for improving the work environment and facilities.

Criterion 7: Institutional Facilities

Institutional facilities, including library, classrooms and offices must be adequate to support the objective of the program. To satisfy this criterion a number of standards must be met

Standard 7-1: The institution must have the infrastructure to support new trends in learning such as e-learning.

- *Please refer to Criterion 6*

Standard 7-2: The library must possess an up-to-date technical collection relevant to the program and must be adequately staffed with professional personnel.

The university has a library serving the faculty, students, researchers and staff. The library has a diverse collection of materials. Qualified and experienced professionals, all dedicated to providing high quality, up to date services, manage the library.

BNU Library and Information Services (BLIS)

BNU has a state-of-the-art library to serve the faculty, students, researchers and staff of the university. The library has an extensive collection of printed and electronic books, electronic journals, magazines, catalogues and other resources including VHS, CDs, DVDs, etc.

Additions and Improvements in Library Infrastructure

BNU library was in small building with sitting capacity of 50 persons along library staff working areas like Circulation Desk, Technical Service, Serial Section, Audio/Video Section etc. In December 2019 Library was moved to a newly structured, carpeted library. Total area of this new library portion is about 7000(sq. ft.) with sitting capacity of 100+ students and the following library sections and facilities: -

- **Circulation Section**

Newly Designed and updated library circulation section at the entrance of the library

- **Technical Section**

At the top floor of the building a technical processing section have been made for technical processing of library materials.

- **Added Bean Bags**

24 bean bags have been added in library for users to provide them comfortable library atmosphere.

- **Reference & Research Section**

There were 4 Computer in this section before the moving library in this building, 3 more computers have been added in 2019 for research scholars.

- **Wi-Fi Facility**

Wi-Fi facility is available for library user to provide them internet connection.

- **Washroom Facility**

A washroom facility is available for library users within the library.

- **Water Dispenser**

Water dispenser is available before the entrance of the library for library users.

SVAD Resource Center

To provide easily access MA Art Education students to library, a Resource center is established in 2018 in School of Visual Arts and Design having the collections mentioned below:-

Books	Art Catalogs	Sufism/Poetry Collection
410	62	84

Salma Mahmud Memorial Collections

Rao Mahmud Elahi donated 4000+ value able books to BNU Library and Information Services and these books has been organized in “Salma Mahmud Memorial Collections” at BNU. This section contains very rare books on history, partition, literature, religions, Sufism and reference collections.

Facilities and Services

- Library Catalog (Library Management System)
- OPAC (Online Public Access Catalog)
- E Library (Caliber)
- DVDs Collection
- E-Movies Collection
- VPN (Virtual Private Network)
- Facility to access full text resources
- Thesis and Projects
- Government Publications
- Literature search services
- Scanning Services
- WI-FI
- New Arrival Services
- Social Media Updates

BNU Online Databases

BNU library subscribed valuable E-Databases for faculty, students and researchers which can be accessed within BNU premises and remotely through VPN as follows.

1. ProQuest Dissertation and Theses

ProQuest Dissertation and Theses Database (PQDT) with more than 2.3 million entries, the

ProQuest Dissertation and Theses (PQDT) database is the most comprehensive collection of dissertation and theses in the world. Students, faculty and other researchers search the database for titles related to their scholarly interests.

2. Ebrary

It acquires large number of titles from leading academic publishers.

3. Institute for Operations Research and the Management Sciences (INFORMS)

INFORMS publishes 12 scholarly journals, including a journal for the practice of OR/MS (Interfaces), as well as an on-line open access journal (INFORMS Transactions on Education).

4. JSTOR

It is an annually subscribed database that provides full text search of 2000 journals

5. ARTSTORE

Artstor features millions of high-quality images and media from some of the world's top photo archives, museums, libraries, scholars, and artists. It is merged with JSTOR now and provide by JSTOR.

6. SPRINGERLINK

Springer is the world's second largest STM publisher, delivering high quality peer-reviewed journals through its acclaimed online service - SpringerLink. Through SpringerLink, Springer publishes more than 1,250 journals online of which 1,030 are now available to Institutes within a range of PERI countries. Springer also offers optional pricing for the remaining (new and takeover journals in its programme).

7. TAYLOR & FRANCIS Journals

It is a leading international academic publisher which provides access on more than 1000 journal titles in a full range of disciplines.

8. WILEY-BLACKWELL JOURNALS

Since the Blackwell –Synergy merger with Wiley-Inter-science, all the journals available to HEC consortium are now available through Wiley-Inter-science.

9. FREE MEDICAL JOURNALS

47 leading international medical Journals available through "High wire Press", without any registration.

Research Repository

BNU library is working on Research repository on library management system customized by BNU ITRC software team. Complete detail of research work conducted in BNU is available on BNU research repository.

BNU Publications

BNU library is organizing the all BNU publications which published by the Beaconhouse National University including

- BNU Gazetteers
- IPP Reports
- Journal of Education
- Prospectus
- Maya Tree

BNU Library Collections

• Print and E-Books Collections

BNU library is available for the students, teachers and researchers. There are 16520 Printed books available within the library.

BNU Library have more than 60,000 E books collection in a digital library software Caliber.

• Serial Section

BNU library is subscribing valuable national and international research journals for scholars.

• Govt. Publications

BNU library has a wide collection of Government Publications i.e. Punjab Development Statistics, Pakistan Government Plans, Pakistan Economic Surveys, District Gazetteers, Budgets, Annual Reports and other Publications.

• Art Catalogs

BNU library has more than 2000+ art catalogs of the different national and international artists.

• Research Projects Theses

BNU library research section maintains research projects and theses in both digital and print formats. It has 1600 print theses and research projects.

• Rare Books collection

A good collection of rare books on literature is available in BNU library, gifted by Amir Subhani (Ex. Senior Librarian BNU)

- **Newspapers**

BNU library is getting the following daily newspapers for different schools and library.

- Dawn
- Jang
- Nawa-I-Waqt
- The News
- Tribune
- Business Recorder

Training/Workshops

BNU library organized 40 training/workshops for BNU research scholars in all schools on the following topics.

- Research Methodology
- Online Searching Techniques
- Digital Resources and their use
- Use of Google Applications in research
- Citation Management Software (Mendeley, Zotero)

Orientations Session

BNU library attended many orientation sessions organized by schools at the starting of academic years and highlights the library and its services to the users.

Professional Training

- BNU library staff attended workshops and trainings for librarian organized by PU Lahore, CIIT Lahore in 2019 and 2020.
- BNU library provides opportunity to its staff in enhancing their qualification, two of the library professionals complete their M. Phil (Library and Information Science) from Minhaj University by availing this opportunity.
- BNU library provide opportunity to trains its staff for more knowledge and training mostly library professionals get training on different subjects from PIM (Pakistan Institute of Management)

Book fairs/ Exhibitions

BNU library is organizing book fairs annually to provide the opportunity to its faculty to select books for BNU library.

BNU Library organized book Exhibitions in SVAD (School of Visual Arts & Design) and SA (School of Architecture) at the request of the faculty of both schools.

Standard 7-3: Class-rooms must be adequately equipped and offices must be adequate to

enable faculty to carry out their responsibilities.

- **CLASSROOMS:**

- All the classrooms in the School of Media & Mass Communication are air- conditioned and have multimedia projector / LCD screens to help in the teaching / learning process.
- The average class size is 25 students so that instruction can be imparted to students in an effective manner.

- **FACULTY OFFICES:**

The SMC faculty has been allotted offices in the basement and ground floor of the SLASS building. Due to a dearth of office space in the SLASS building, three faculty members of SMC have been allotted offices in the Sartaj Aziz building. Every faculty member has personal computers, which are equipped with latest software.

Criterion 8: Institutional Facilities

The institution's support and the financial resources for the program must be sufficient to provide an environment in which the program can achieve its objectives and retain its strength.

BNU Hostel & Faculty Accommodation

The construction of BNU Hostels is complete and a state-of-art, purpose-built, on-campus boarding facility is ready and available for occupancy of 74 girls and 80 boys. BNU Hostel compound is a 42,000 sq.ft. segregated wings for girls and boys. Each wing of the facility has appropriately equipped common rooms, pantries on each floor and a visitor's lounge.

An adjoining faculty block caters to the accommodation needs of international faculty on campus. The facility can house up to eight faculty members in faculty suites equipped with state-of-the-art facilities.

Library & Resource Center

The BNU Library remains open from 9:00 a.m. – 6:30 p.m. daily, Monday to Friday and for a specific number of hours on Saturday as well. A full-time librarian and assistants provide library information and access. Photocopying facilities and material and supplies are available at cost five days a week, 9:00 a.m. – 6:30 p.m. daily at the student resource center.

The first phase of BNU Library relocation project to its original planned location was completed successfully in September 2019. The interior and floor plans were developed by three graduating students of the BNU School of Architecture, Ar. Shahbaz Zafar, Ar. Fahad Rizwan and Ar.

Kashif Moaz under the supervision and support from the BNU Student Affairs and Procurement Departments. Our well-stocked facility now occupies a considerable 7,000 square feet of space with spacious reading areas and an extended reference section.

Computer Labs

All computer labs with access to Internet, scanning and printing (color & b/w) from 9:00 am. to 6:30 pm. daily Monday to Friday.

Sports & Student Clubs

BNU encourages student participation in extracurricular activities and regularly hosts events, concerts, exhibitions, film screenings and other cultural and corporate events. There are over twelve active student-run clubs and societies e.g. BNU Music Society, BNU Dramatics Society, Social Blood Camp, BNU Interfaith Society, BNU Volunteer Society, BNU Adventure Society to name a few. The Sports Department of BNU promotes sports activities among the students by organizing matches throughout the year among different departments as well as with other universities and colleges. The Sports Department also ensures university representation at inter-university matches and participation outside the university. BNU has a dedicated two dedicated sports coaches and cricket ground, football ground, a basketball court besides availability of table-tennis across the campus. A volleyball net facility is also available for students.

Student & Alumni Affairs

The Student Affairs Office under the Directorate of Student Affairs and External Relations coordinates with university's non-academic units for timely resolution of issues brought up by students (relating to cafeteria, transport, hostels and related matters) besides providing support in holding co-curricular activities and ensuring students' co-curricular participation at events outside the university. It also maintains liaison with the university's alumni for their facilitation and assistance wherever needed.

The responsibilities of the department are as follows:

- a) Conduct orientation and guidance services for new entrants to acquaint them with University life and rules.
- b) Attend to student grievances and provide support for early resolution of student problems and issues.
- c) Support and facilitate co-curricular activities by student society's and clubs such as BNU Bestival, BNU Model United Nations (BUMUN) etc.
- d) Maintain the alumni network (graduate email database) and organize on-campus activities including meet-ups and homecomings.

Health Center

BNU offers a primary care facility to its students, faculty and staff through its on-campus Health Centre or Clinic in partnership with Chughtai Homecare Services. The Clinic provides services of regular checkup and basic medical screening to BNU faculty, staff and students. The Clinic is manned by an on duty doctor on all operational days and trained paramedic and nursing staff available 24/7.

The purpose of the Clinic is to provide primary care on campus, screen for underlying risks for diabetes and hypertension, provide medical advice, monitor and manage basic health and refer to specialist care where required. Students can get their Blood Pressure, Blood Sugar, Body Mass Index (BMI), Body Temperature, Pulse and Eye Vision evaluated. Based on any irregularities, a student may be advised appropriate course of action by the medical team. All screenings and visits to the clinic are optional and free-of cost for students.

Center for Counseling and Psychological Well-Being

BNU considers the emotional health of student and staff as its top priority. It has established an on-campus Center for Counseling and Psychological Well-being with support from BNU's Institute of Psychology. The center aims to provide students with services to help them gain and maintain psychological well-being, featuring a qualified Psychologist on board as the Campus Counselor. Students can seek help from our trained professional in complete confidence regarding any personal, social or other crises they may be facing and discuss the same in a supportive and secure environment.

The aim of the Center is to encourage students' personal, academic & social growth, enhance their problem-solving and decision-making capabilities and to ultimately enable them to face various life challenges in a wholesome manner.

Cafeteria and Coffee Shop

The BNU cafeteria block is a three-story well-furnished facility spread on 18000 sq. ft. area and with seating capacity for over 3000 persons at a time. The basement and the ground floor are completely operational while the upper ground floor is reserved for special occasions and gala buffet events. A cafeteria quality assurance committee with representatives from faculty and management ensures maintenance of highest standards in quality and hygiene and diversity of cuisine at economical prices through surprise visits and regular in-person meetings with the cafeteria management and staff. Periodic medical health examination and diagnostic tests of chefs and waiters is conducted.

A separate coffee shop is also available on campus in a separate area with outdoor seating.

Career Placement Office

BNU has established a Career Placement Office under the Directorate of Student Affairs and External Relations that serves Career Placement needs of students and graduates. The services include Academic Counseling, Professional Counseling, Job Placement, internship facilitation and enabling students for self-employment and start-up business opportunities.

The responsibilities of this department include the following services:

- a) Undertake career counseling of prospective applicants as well as parents during admissions cycle.
- b) Provide career guidance services to students, facilitate internship programs and build liaison with industry for job placements.
- c) Conduct Job Fairs, Recruitment Drives, Employer Meet-ups, and Screening Interviews for graduates and graduating students.
- d) Develop and maintain a graduate directory of recent graduates.
- e) Liaise with the United States Education Foundation in Pakistan and British Council, UK and explore other international education opportunities for students and keeping them informed on international fellowships and scholarship
- f) Extend support for international exchange semesters and summer (Turkey, USA, Norway, Germany etc.)
- g) Facilitate start-up incubation at Plan9 Technology Incubator, The Indus Entrepreneurs (TiE) Lahore Chapter, NetSol Nspire Program, National Incubation Center, The Nest
- h) I/O, WomenX Pakistan for mentoring of students and alumni to capitalize on their entrepreneurial potential.

Covered Area Wise Summary

Sr	Building	Covered Area	Description
1	SVAD/SA Block	128,800	Mariam Dawood School of Visual Arts & Design + Razia Hassan School of Architecture
2	SLASS Block	44,894	Seeta Majeed School of Liberal Arts & Social Sciences
3	SB - DMS	37,760	School of Business
4	Aministration Block	34,321	Sartaj Aziz Admin Block
5	Central Block	27,928	Central Block with Library
6	RHSA Extension block	23,786	Razia Hassan School of Architecture -Extension Block
7	Hostels	40,267	Hostels
8	Faculty Block	5,355	Faculty Block

9	Cafeteria	18,014	
10	Miscellaneous	5,296	
11	Wapda Room	701	
Total		367,122	

Standard 8-1: There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain competence as teachers and scholars.

- The faculty of School of Media and Mass Communication have market based salaries along with standard service benefits i.e. Provident Fund, Annual Leave, Medical Leave, and Medical Insurance.
- The Institute has sufficient budgeted fund to support the faculty. The Institution also has funds to support faculty needs for teaching and research purposes.
- The School of Media and Mass Communication have one Coordinator and three Teaching Assistant to handle all Administrative and Coordination tasks so that the faculty is free to concentrate on teaching and research.

Standard 8-2: There must be an adequate number of high-quality graduate students, research assistants and Ph. D. students.

The MS and MPhil programs of the School of Media & Mass Communication are producing high-quality Graduates. However, SMC doesn't offer a PhD Program currently so there are no new enrollments of PhD students.

Standard 8-3: Financial resources must be provided to acquire and maintain Library holdings, laboratories and computing facilities.

Library

Please refer to Standard 7 – 2

Laboratories

Please refer to Criterion 3

Computing Facilities *

Please refer to Standard 2 – 1

Rubric Report



**School of Media and Mass Communication (SMC)
BA (Hons) in Social Sciences with
Majors in Media Studies**

**Prepared by: Program Team of SMC
Presented by: Quality Assurance Department**

Criterion 1 - Program Mission, Objectives and Outcomes	Weight = 0.05				
	Score				
	5	4	3	2	1
Does the program have documented outcomes for graduating students?			3		
Do these outcomes support the program objectives?		4			
Are the graduating students capable of performing these outcomes?		4			
Does the department assess its overall performance periodically using quantifiable measures?		4			
Is the result of the program assessment documented?	5				
Total Encircled Value (TV)	20				
Score 1 (S1) = {TV / (No. of Questions * 5)} * 100 * Weight	4				

Criterion 2 - Curriculum Design and Organization	Weight = 0.20				
	Score				
	5	4	3	2	1
Is the curriculum consistent?		4			
Does the curriculum support the program's documented objectives?		4			
Are theoretical background, problem analysis and solution design stressed within the program's core material		4			
Does the curriculum satisfy the core requirements laid down by respective accreditation bodies? (Refer to appendix A of the Self Assessment Report Manual)	5				
Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies? (Refer to appendix A of Self Assessment Manual)	5				
Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective body / councils? (Refer to appendix A of Self Assessment Manual)	5				
Is the information technology component integrated throughout the program?	5				
Are oral and written skills of the students developed and applied in the program?	5				
Total Encircled Value (TV)	37				
Score 2 (S2) = {TV / (No. of Questions * 5)} * 100 * Weight	18.5				

Criterion 3 - Laboratories and Computing Facilities	Weight = 0.10				
	Score				
	5	4		2	1
Are laboratory manuals / documentation / instructions etc. for experiments available and ready accessible of faculty and students?		4			
Are there adequate number of support personnel for instruction and maintaining the laboratories?			3		
Are the University's infrastructure and facilities adequate to support the program's objectives?			3		
Total Encircled Value (TV)	10				
Score 3 (S3) = {TV / (No. of Questions * 5)} * 100 * Weight	6.66				

Criterion 4 - Student Support and Advising	Weight = 0.10				
	Score				
	5	4	3	2	1
Are the courses being offered in sufficient frequency and number for the students to complete the program in a timely manner?	5				
Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?		4			
Does the University provide academic advising on course decisions and career choices to all students?			3		
Total Encircled Value (TV)	12				
Score 4 (S4) = {TV / (No. of Questions * 5)} * 100 * Weight	8				

Criterion 5 - Process Control	Weight = 0.15				
	Score				
	5	4	3	2	1
Is the process to enroll students to a program based on quantitative and qualitative criteria?			3		
Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives?		4			
Is the process to register students in the program and monitoring their progress documented?		4			
Is the process above periodically evaluated to ensure that it is meeting its objectives?		4			
Is the process to recruit and retain faculty in place and documented?	5				

Are the processes for faculty evolution & promotion consistent with the institution mission?		4			
Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	5				
Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met?	5				
Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?	5				
Is the process to ensure that graduates have completed the requirements of the program based on standards and documented procedures?	5				
Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?		4			
Total Encircled Value (TV)	48				
Score 5 (S5) = {TV / (No. of Questions * 5)} * 100 * Weight	13.09				

Criterion 6 - Faculty	Weight = 0.20				
	Score				
	5	4	3	2	1
Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?		4			
Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?		4			
Do the faculty members possess a level of competence that would be obtained through graduate work in the discipline?		4			
Do the majority of faculty members hold Ph.D. degree in their discipline?			3		
Do faculty members dedicate sufficient time to research to remain current in their disciplines?		4			
Are there mechanisms in place for faculty development?			3		
Are faculty members motivated and satisfied so as to excel in their professions?			3		
Total Encircled Value (TV)	25				
Score 6 (S6) = {TV / (No. of Questions * 5)} * 100 * Weight	14.28				

Criterion 7 -Institutional Facilities	Weight = 0.10				
	Score				
	5	4	3	2	1

Does the institution have the infrastructure to support new trends such as e-learning?			3		
Does the library contain technical collection relevant to the program and is it adequately staffed?		4			
Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?			3		
Total Encircled Value (TV)	10				
Score 7 (S7) = {TV / (No. of Questions * 5)} * 100 * Weight	6.6				

Criterion 8 - Institutional Support	Weight = 0.10				
	Score				
	5	4	3	2	1
Is there sufficient support and finances to attract and retain high quality faculty?	5				
Are there an adequate numbers of high quality graduate students, teaching assistants and Ph.D. students?			3		
Total Encircled Value (TV)	8				
Score 8 (S8) = {TV / (No. of Questions * 5)} * 100 * Weight	8				

Overall Assessment Score = S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8 =	79.13
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AT Findings

- The department often faces difficulty in hiring faculty from the marketplace for skilled-based courses because of having diverse academic disciplines.
- The current computer system often does not support the advanced software in the lab which is located 2nd floor due to which students often struggle to find a place to practice on systems other than class hours.