



Course Contents for Subjects with Code: BSCS

This document only contains details of courses having code **BSCS**.



Code	Subject Title	Cr. Hrs	Semester
BSCS-111	Mass Communication	3	II
BSCS-211			III
Year	Discipline		
1	Applied Psychology, English, Social Work		
2	Sociology & Sociocultural Studies		

Communication

- Definitions, types and significance of Communication
- Process of Communication: source; message; channel, noise; destination; encoding; decoding; and feedback
- Essentials of effective communication
- Role of Mass media in agenda setting
- Nature and functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development.)

Media of Mass Communication

- Print Media: newspapers, magazines, periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- Comparative study of mass media, their components, functions and effects.

Recommended Readings:

1. Dominick, J. R. (2006). Dynamics of Mass Communication (8th ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose.(2002). Media Now: Communication Media in the Information Age (3rd ed.). USA; Wadsworth.
3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Bostan. 2000
4. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6th ed.; 1997.
6. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M. (Nation Language Authority, Islamabad 1990.
7. Dynamics of Mass Communication Roger Dominic 6th ed, McGraw Hill New York, London 1999.
8. Ta'araf-e-iblagh-e-Amma, Matin-ur-Rehman Murtaza, Department of Communication, University of Karachi 2000.
9. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
10. Media of Mass Communication, John Vivian 5th ED. Allyn and Bacon, London, 2000.



Code	Subject Title	Cr. Hrs	Semester
BSCS-101	Introduction to Mass Communication	3	I
Year	Discipline		
1	Mass Communication		

Communication

- Definitions, types and significance of communications
- Process of Communication: source; message; channel; noise; destination; encoding; and feedback
- Barriers in communication
- Essentials of effective communication
- Role of mass media in agenda setting
- Nature and functions of mass communication (Information, Education, Opinion Formation, Entertainment and Development)

Media of Mass Communication

- Print Media: newspapers, magazines periodicals, books, pamphlets, etc.
- Broadcast media: radio, TV, film.
- New Media: (Internet) On-line journalism. Traditional/Folk-Media
- Comparative study of mass media, their components, functions and effects.

Recommended Books:

1. Dominick, J.R (2006). Dynamics of Mass Communication (8th ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose.(2002). Media Now: Communication Media in the Information Age (3rd ed.). USA; Wadsworth.
3. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 2000
4. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
5. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6th ed., 1997
6. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M.(Nation Language Authority, Islamabad 1990.
7. Dynamics of Mass Communication Roger Dominic 6th ed, McGraw Hill New York, London 1999.
8. Ta,araf-e-Iblagh-e-Amma, Matin-ur-Rehman Murtaza, Department of Communication, University of Karachi 2000.
9. Introducing Mass Communication Michael W. Gambol, McGraw Hill, 1996.
10. Media of Mass Communication, John Vivian 5th Ed. Allyn and Bacon, London, 2000.



Code	Subject Title	Cr. Hrs	Semester
BSCS-102	Contemporary World Media	3	II
Year	Discipline		
1	Mass Communication		

Profile of News Channels

- CNN
- BBC
- Fox News
- Bloomberg
- Al-Jazeera
- Star News
- VOA

Profile of World Elite Press

- The New York Times
- The Washington Post
- The Los Angeles Times
- The London Times
- The Guardian
- Times
- News Week
- Economist

News Agencies

- AP
- Reuter
- AFP
- DPA
- APP

Media Conglomeration

Big Media Giants:

- AOL
 - Times Warner
 - Walt Disney
 - News Corporation
 - General Electric
 - Viacom
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Code	Subject Title	Cr. Hrs	Semester
BSCS-201	National and International Affairs	3	III
Year	Discipline		
2	Mass Communication		

National Affairs:

- An overview of post independence History of Pakistan.
- Constitutional Development in Pakistan
- Basis of Pakistan’s Foreign Policy and Pakistan’s relations with other countries India, Afghanistan, Iran, China and US, SAARC, ASEAN,
- Contemporary issues political instability, Governance Issues, Health, Education, Water, Population, Gender, Human rights, Poverty etc.

International Affairs:

- Shift in balance of power: end of bipolar system and its implications.
- The United Nations and its current role in conflict resolution.
- Muslim World, Issue and problems, Role of OIC
- Issue and problems faced by contemporary World:
 - Geo Political Status of Pakistan;
 - Regional Arrangements three case studies European Union, ASEAN, and SAARC.
 - Palestine Israel conflict
 - Kashmir Dispute
 - Nuclear Problem
 - War against terrorism and its different dimensions
 - WTO and its implication and impact.

Recommended Books:

1. Safdar Mahmood (2006-2007). International Affairs. 2nd Edition. Jahangir printers, Lahore, Pakistan.
2. Ken Booth & Time Dunne. (2002). Worlds in Collision Terror and the Future of Global Order. Palgrave Macmillan.
3. Noam Chomsky (1997). World Orders Old and New. Pluto Press. USA.
4. Aeron Davis. (2007). The Mediation of Power. Routledge Taylor and Francis Group.
5. Saiyyad Muhammad, Saleem Moini. (1995). International Law. Pakistan Writer’s Co-operation Society Karachi, Lahore.
6. Mehmood, Safdar. (2000). International Affairs. Jang Publishers. Lahore.
7. Inayatullah, (1947). State and Democracy in Pakistan, Vanguard Books Pvt. Ltd. Lahore
8. Rizvi, Hasan-Askari (2000). Military State and Society in Pakistan, Macmillan Press Ltd.
9. Saeed, Khawaja Amjad (2007). The Economy of Pakistan, Oxford University Press.
10. Jain, Rashmi (2007), The United States and Pakistan 1947-2006, Radiant Publishers.



Code	Subject Title	Cr. Hrs	Semester
BSCS-202	Mass Media in Pakistan	3	IV
Year	Discipline		
2	Mass Communication		

Historical Background

- Growth of the Muslim Press in the sub continent
- Role of Sir Syed Ahmed Khan, Moulana Hasrat Mohani, Mulana Muhammad Ali Johar, Molana Abul Kalam Azad, and Zafar Ali Khan
- Press and the Pakistan Movement

History and Development

- Press since independence.
- Major Development of Press in Pakistan
- Major Problems and prospects of press in Pakistan

Government and Press

- Government Press relations
- The Print Media since 1947 to-date

Electronic Media in Pakistan

- Growth & Expansion of Radio, Television, and Film in Pakistan.
- Growth of Cable television and its Cultural and ethical dimensions.
- Establishment of Pakistan Electronic Media Regulatory Authority (PEMRA).
- Salient features of PEMRA ordinance 2002.
- Electronic Media in Private Sector. FM Radio and Satellite Television.
- Online Journalism: Development and Future prospectus

News Agencies

- Development of News Agencies.
- Expansion, Working, Organizational, Structure and Future perspective in Pakistan

Recommended Books:

1. Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore.
2. Lent J. A., Newspapers in Asia.
3. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
4. Hasan Mehdi, Mass Media In Pakistan.
5. French David and Richard Micheal (2000), Television in Contemporary, Asia, SAGE Publication International, UK.
6. Aziz Yousaf (2003), Cable Television A vision for Future Pakistan.
7. Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
8. Sh. Mugheesuddin (1981) ABC of Radio Journalism.,
9. Niazi, Zamir, Press in Chains
10. Hassan, Mehdi (2001) , Mass Media in Pakistan. Aziz publisher. Lahore.
11. Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communicational Laws of Pakistan. Haji Hanif Printers. Lahore



12. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Dehli.
 13. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publications Pvt. Ltd. New Dehli.
 14. Syed, M.H. (2006), Mass Media in new world order. Anmol Publication.
 15. Ahmad, Shehzad (2005), Art of Modern Journalism . Anmol Publication.
 16. Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.
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Code	Subject Title	Cr. Hrs	Semester
BSCS-301	News Reporting & Writing	3	V
Year	Discipline		
3	Mass Communication		

News

- Definition and Elements of News
- News Determinants and News Values
- Sources of News

News Writing Techniques

- The Lead/Intro, its components and types,
- Inverted Pyramid form and hunting for leads and other formats,
- Block paragraphs and special treatment to news.

The Reporter

- Importance of a reporter
- Duties of a Reporter
- Qualities of a Reporter

Essentials of Reporting

- Observation,
- Looking for stories,
- Background information
- Track down relevant sources of information for stories

Reporting Beats

- Crime
- Court
- Political
- Parliamentary Affairs
- Culture,
- Sports,
- Education,
- Economic and Commerce; and others

News Agencies

- International
- National
- Local

Recommended Readings:

1. Anderson David “Investigative Reporting”, Englewood Cliffs, Prentice, Hall, 1964
2. Charnely Mitchell’s “Reporting”, New York Hoet, Rinhart & Winston 1964
3. Hohenberg “The Professional Journalist”
4. Mac Dougall, Curtis D. “Interpretative Reporting”, New York, Macnillian 1972
5. Porter and Luxon “The Reporter and the News”
6. William L. Rivers “Finding Facts”, Englewood Cliffs, N.J; Prentice Hall, 1975.
7. Alden Todd, “Finding Facts Fast”, Barclay, Ten Speed Pren, 1979
8. Ken Metzler, “Creative Interviewing”, Englewood Cliffs, N.J; Pren, 1977
9. Hijazi, Miskeen Ali, “Fun-e-Idarat”
10. Khurshed, Abdul Salam Dr., “Fun-e-Sahafat”
11. Hashmi, Farkhanda, “Fun-e-Khabar Naweesi”

BS (4 Years) for Affiliated Colleges



12. Writing and Reporting the News by Gerald Lanson, Mitchell Stephens
 13. Reporting & Writing: Basics for the 21st Century by Christopher Scanlan
 14. News in a New Century: Reporting in an Age of Converging Media by Jerry Lanson, Barbara Croll Fought Pine Forge Press A Sage Publication Company.
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Code	Subject Title	Cr. Hrs	Semester
BSCS-302	Broadcast Journalism	3	V
Year	Discipline		
3	Mass Communication		

- Introduction to Radio,
- TV, Film and Internet;
- Working of Radio and TV stations;
- Production of Radio and TV news and programs;
- Script writing for radio and TV.
- Production of Radio and TV programs.
- Radio TV Talk Shows,
- Discussions, plays and documentaries;
- Qualification and duties of a radio and TV News producers.
- Various dimensions of electronic media. (FM Radio, Satellite, Terrestrial and cable TV etc.)

Recommended Readings:

1. Understand the Media, Andrew Hart, Rontledge, New York. 1991.
2. Inside the Media, Conrad fink, Longman, New York. 1990.
3. Television Culture, John Fiske, Mcthuen, London. 1987
4. Modern Mass Media, John C. Merrill, John Lee, Edward Jay
5. Friedlander, Harper & Row, New York. 1990.
6. Power of TV, Conrad Lodziak, Frances Prilie, London. 1986.
7. Mass media: An introduction to Modern Communication, Ray Eldon Hiebert,
8. Donald F. Ungurait. Thomas W. Bohn, Longman, New York. 1982.
9. Media Studies, Stewart Price, Pitman Publishing, London. 1993
10. Media Impact, Shirley Biagi, Wadworth, Belmont, 2nd Edition. 1992.
11. Telecommunication an Introduction to Electronic media, lynne Gross6th ed. Brown and Benchmark, London. 1997
12. Electronic Media, Christopher H. Sterling, Preager London. 1994
13. Pakistan Cinema, Mushtaq Gazdar, Oxford University Press, Karachi. 1997.



Code	Subject Title	Cr. Hrs	Semester
BSCS-303	Online Journalism	3	V
Year	Discipline		
3	Mass Communication		

- Scope and importance of online journalism
- Socio-economic, legal, cultural and political issues related to the access of information through internet.
- Scanning and Surfing
- Techniques of cyber costing, publishing and marketing Online editions of newspapers/magazines
- Prospects and challenges of Online journalism
- Writing for Website
- Blogs, Virtual Community
- Reporting Online

Recommended Readings:

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
 2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
 3. Understanding Mass Communication, Defleur, Dennis, Houghton Muffin, N.Y, 1998.
 4. Media Impact, Shirley Biagi, Wadsworth, 1999.
 5. Media of Mass Communication, John Vivian, 1999.
 6. Dynamics of Mass Communication, Dominic 6th ed.
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Code	Subject Title	Cr. Hrs	Semester
BSCS-304	Media Seminar	3	V
Year	Discipline		
3	Mass Communication		

The purpose of this seminar course is to provide students with opportunity to interact with the experts regarding different communication issues. In the seminar, students will present their papers prepared in consultation with their teachers. Presentation of paper is mandatory. The papers will be followed by the discussions. Seminars will be presided by an expert of the area or the teacher concerned. Teacher can also suggest source material to the students and they can also present a summary/abstract or critique on the book/article in the seminar. Nevertheless, focus will be on important communication issues. Each student will give at least two presentations in the seminars on two different issues.



Code	Subject Title	Cr. Hrs	Semester
BSCS-305	Theories of Communication-I	3	V
Year	Discipline		
3	Mass Communication		

- Mass communication theory – Evolution and Development
- Normative theories
- Gate-keeping
- Two-step flow of communication
- Selective exposure, perception and retention
- Cognitive Dissonance theory
- Social Learning theory

Recommended Readings:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York.
2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, New York.
3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd . ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd ed. St. Martin Press. New York.
5. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
7. Defleur Melvin L. 1999. Theories of Mass Communication, 3rd ed. David McKay Co. NewYork.
8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadswort Publishing Company, Belmont, California.
9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.



Code	Subject Title	Cr. Hrs	Semester
BSCS-306	Sub Editing & Page Designing (Theory & Practice)	3	VI
Year	Discipline		
3	Mass Communication		

Introduction

- Nature and scope of Sub-Editing

Sub Editor

- Qualities of a Sub-Editor
- Responsibilities/Duties of a Sub-Editor

Mechanics of News Editing

- Reading creed material
- Symbols and their uses
- Translation
- Structuring and re-writing of news story

Make Up

- Make up techniques
- Basic principles of page make up
- Different kinds of make up

Headlines

- Definition
- Purpose of Headlines
- Qualities of Headlines
- Kinds of Headlines
- Principles of Headlines making.

Use of Computer

- Use of computers in the newspapers
- Composing
- Computerized Page making techniques

Recommended Readings:

1. The Art of Editing by Brooks Etal
2. News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
3. The Art of Editing News, Mc Giffert Renert
4. Design and Make of Newspaper, Sultan A.A
5. Journalism, Trowin Ion's, London, : David and Cherl, 1975
6. Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
7. Fun-e-Khabar Naveesi by A. R. Khalid
8. Fun-e-Idarat by Hijazi, Miskeen Ali
9. Sahafat by Hassan Mehdi



Code	Subject Title	Cr. Hrs	Semester
BSCS-307	Feature, Column & Editorial Writing (Theory & Practice)	3	VI
Year	Discipline		
3	Mass Communication		

The Editorial

- Definition of Editorial
- Its purpose, importance and forms
- Functions of Editorial
- The Techniques of Editorial writing
- The contents of editorial page
- The editorial page in Pakistan and its standard.

Feature Writing

- Definition, Concept and Scope of Feature
- Types of Feature
- Sources for the material
- Feature Writing Technique
- The importance of Pictorial Display in features.

Column Writing

- Definition and Concept
- Functions of a Column
- Types of Column
- Role of Columnist in society.
- Practical Column Writing

Reviews

- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

Recommended Readings:

1. Brenneck Clark. Magazine Article Writing New York.
2. Drewry J. E. 1951. Book Reviewing. Bostan Macmillin Co.
3. Hohenberg. J. The Professional Journalist.
4. Reddick. D.C. 1949. Modern Feature Writing. New York.
5. Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.
6. Shafiq Jalandari. Feature Nigari.
7. Shafiq Jalandari. Kalam Naweesi
8. Miskeen Ali Hijazi. Idaria Naweesi.
9. Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
10. William L. Rivers. 1988. Writing Opinion. Reviews. Iowa State Pr; 1st ed.
11. Bruce Garrison. 2004. Professional Feature Writing: Lea' Communication series. Lawrence Erlbaum Associates; 4th ed.
12. Campbell, B. Titchener. 1988. Reviewing the Arts: Communication Textbook Series.



Lawrence Erlbaum Assoc. Inc.

13. Charlotte Digregorio. 1993. You can be a columnist: Writing and Selling your way to prestige. Civetta Press.
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Code	Subject Title	Cr. Hrs	Semester
BSCS-308	Research Methods-I	3	VI
Year	Discipline		
3	Mass Communication		

- Defining Research
- Concepts of Research in Mass Communication
- Steps in Research
- Elements of Research
 - Concepts
 - Constructs
 - Variables
 - Research question
 - Hypothesis
- Measurement Levels and scale
- Kinds of scientific research
 - Qualitative and Quantitative
 - Basic and Applied
 - Historical Research
 - Observational
 - Descriptive Research
 - Correlation Research
 - Experimental Research
- Sampling and its Techniques
- Literature Review and its Techniques
- Ethics in Research

Recommended Readings:

1. Rabin Kemchand, “Journalism and Human Development”, first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Dehli, 110053.
2. N. C. Pant, “Modern Journalism – Principles and Practices”, first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Dehli-110002.
3. Shearon A. Lowery, Melvinl. De Fleur, “Milestones in Mass Communication Research”, Second Edition 1988, Longman Inc 95, Chrch Street, White Plains, NY 10601.
4. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
5. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.



Code	Subject Title	Cr. Hrs	Semester
BSCS-309	Theories of Communication-II	3	VI
Year	Discipline		
3	Mass Communication		

Media Effects Theories

- Levels and kinds of effects
- Diffusion of innovations model.
- Knowledge gap hypothesis
- Social realities versus mediated realities
- Attitude and persuasion
- Opinion formation, spiral of silence
- Cultivation effects hypothesis
- Agenda setting, framing, priming

Recommended Readings:

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGrow Hill, New York.
 2. Joseph R. Mominick. 2004. The Dynamics of Mass Communication, 5th Ed. Mac Graw Hill, Inc. New York.
 3. Werner J. Severin & James W. Tankard, Jr. 2003. Communication Theories: Origins, and Uses in the Mass Media, 3rd ed. Longman Group Ltd. London.
 4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3rd . ed. St. Martin Press Inc. New York.
 5. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.
 6. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York.
 7. Defleur Melvin L. 1999. Theories of Mass Communication, 3rd ed. David McKay Co. New York.
 8. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
 9. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.
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Code	Subject Title	Cr. Hrs	Semester
BSCS-310	Introduction to Advertising & Public Relations	3	VI
Year	Discipline		
3	Mass Communication		

Advertising

- Definition, Purpose and scope
- Evolution and Development
- Socio – economic role of Advertising
- Types of Advertising (Advertising for Electronic and Print Media, Online Advertising)
- Advertising Agency; its organizational structure with special reference to Pakistan
- Media of advertising – Techniques and Tactics g. Copy writing and message construction

PUBLIC RELATIONS

- Definition, Purpose and Scope
- Process of Public Relations
- Duties of Public Relations Officer
- Tools of Public Relations
- Comparative Study of Advertising, Propaganda and Publicity
- Public Opinion Formation
- PR Organizations: Business, Trade & Finance, International and Diplomatic Public Relations

Practical

- Preparation of backgrounders
- Curtain Raisers
- Writing of Press Notes, Handouts and Press releases.

Recommended Readings:

1. “Effective Public Relations” by Centre, H. Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978
2. “Essentials of Advertising”, by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
3. “Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
4. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982
5. “Advertising” by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
6. “The Design of Advertising”, by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
7. “Taloqaat-e-Aama”, by S. A. Siraj, Allama Iqbal Open University, 1990
8. “Public Relations: Strategies and Tactics”, by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
9. “Advertising”, by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS - 401	Research Methods-II	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

- Research Methods
 - Survey Method
 - Content Analysis Method
 - Case Studying Method
 - Experimental Method
 - Observational Method
 - Participant Observation Method
 - Focus Group
 - In-depth Interviews
- Data Analysis and Application Statistics
 - Techniques of Data Analysis
 - Descriptive Statistics
 - Non-Parametric Tests
 - Parametric Tests
- Proposal and Report Writing
- Referencing

Recommended Books

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS - 402	Developmental Communication / Journalism	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

The need for development communication; Basic Concept: 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

Development Communication and Social Change

- The concept of change
- Level of change
- Sources of change
- The role of opinion leader
- The Communication channels
- Factors influencing change
- Obstacles to change
- Reducing resistance to change
- Diffusion of innovations

Planning Development Communication campaign

- Concept of campaign i.e. Health, Literacy, Sanitation etc.
- Advantages of campaign
- Creating the plan
- Stages
- Techniques of campaign
- Using Slogans
- Selecting media and method

Prospects and Challenges of Development Communication in Pakistan

- Financial problems
- Lack of education and training
- Control over media
- Political problems
- Economic Problems
- Administrative problems
- Media Sociology
- Case Studies: work on developing a communication strategy.

Recommended Books

- AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.
- Anjaneyulu, Shri K.et.al.1999. Local Radio. making an impact. Agricultural Information Development Bulletin.
- Ascroft ,Joseph.1991. The Profess of Development Support Communication. A.Symposium paper, Ohio. The Ohio State University
- Chen, Peter. 2002 .Visual Communication Materials for Rural Audiencies. Re-orienting artists and copywriters. Development Communication Report.
- Hedebro, Goran. 1999.New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.
- Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
- Diffusion of Innovation, E.M. Rogers, Free Press, New York 3rd Ed.1983.
- Perspectives an Development Communication, K. Saudanaudan Nair, Sage Publication, London, 1993
- Communication and the Third World, Geoffrey Reeves, Routledge, London, 1993
- Global Communication in Transition, Hamid Mowlana, Sage publication, London, 1996
- Social Change, Michael Kunczick FES Germany.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-403	Media Ethics & Laws	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Ethics

- Introduction, need and nature
- Sources of ethics in Pakistan society.

Media ethics

- Need and scope
- Ethics and media profession
- Social responsibility theory
- Islamic code of ethics

Ethical problems

- External and internal pressures on media
- The violations of ethics in Pakistan (deadline and ethics)
- Privacy, corruption, personal interests, etc.)

Codes of Ethics and Application

- International codes of ethics (Print, electronic and web media)
- Pakistani codes of ethics (ethical code of practice – 17 points in press council ordinance, 2002)
- Other codes of ethics and application

Media laws

- Introduction, need and nature
- Evolution of press laws in sub-continent and Pakistan.

- Salient features of the current press ordinances:-
 - PEMRA ordinance.
 - Press Council Ordinance
 - Press Laws: An overview
 - Defamation Ordinance
 - Copy Right Act

Recommended Books

- Dr. Ahsan Akhtar Naz, *Sahafati Zimadariyan, Muqatdra Qaumi Zaban*, (National Language 1998, Islamabad.
- Javed Jabbar Qazi Faiz Isa, *Mass Media Laws and Regulation in Pakistan*
- Dr. Ahsan Akhtar Nar, *Sohafati Qawaneen*. A.H. Publishers, Urdu Bazar, Lahore
- Dr. Naz, *Sahafati Ikhlaqiat*, Azeem Academi Urdu Bazar, Lahore.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-404	Advanced Reporting	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Interpretative report; concept, gathering information, special sources of information, what is an investigative story. Need of investigation, foreign & diplomatic reporting. Questions of ethics & laws. Structure of interpretative, investigative, foreign news stories.

Practical:

10 interpretative stories. Scrapbook with clipping of foreign & diplomatic stories & their evaluation.

Recommended Books

- News Writing & Reporting for today media, Bruce D. Itle & Douglas A. Anderson, McGraw Hill m, New York , 3rd, Ed. 1994
- News Reporters & News Sources, Herbert Strenzt, Prentice Hall, New Delhi, 2nd Ed 1992
- News Reporting & Writing, Brain S. Brook, George Kennedy, Daryl R. Moen, Don Raully, St Martin's Press, New York 4th Ed 1992
- Reporting for the Print Media, Fred Fedler, Harcourt Brad ollege Publishers, Forthworth , 5th Ed 1993
- Interpretative Reporting, Curtis D. MacDougal, Macmillan, New York 8th Ed. 1982
- The Computerized Newspaper, Paul Willaims, Heinemann, London, 1990
- Investigative Reporting, Clark R. Mollenhoff, Macmillan, New York. 1981.
- Media Credibility, S.K. Aggarwal, Mittal Publications, New Delhi, 1989.
- Public Affairs Reporting: Investigation, Interpretation nad research, George S. Hage, Everett E. Dennis, Arnold H. Ismach, Stephen Hartgen, Prentice Hall, New Jersey, 1976

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS- 405	Newspaper Production	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Methods of composing and printing, historical development from Hand Composing to computer. Composing, Historical Development of Photo Printing – from wood Carving to Scanner, Film Making, Photo editing. History of page Making, Layout & make-up book editing & Production. Comparative Features of Newspaper, New Techniques of Printing.

Recommended Books

- Marketing in Publishing, Patrick Forsyth, Routledge, London, 1997
- Modern Newspaper Practice, F.W. Hodgson, Focal Press, Oxford, 4th Edition, 1996
- Picture Editing: an introduction, Tom Ang, Focal Press. Oxford, 1996
- The Computerized Newspaper, Paul Williams, Oxford, London, 1990
- Newspaper Design for the Times, Lois Silvestein, Van Nostrand, New York, 1990
- Modern Newspaper Editing & Production, F.W. Hodgson, Heinemann, London. 1987.

PRACTICAL:

- The students will be required to produce news papers during the semester.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-406	Radio News Reporting and Production	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Distinctive features of radio news. Basic requirements. News sources, selection of news for radio. Radio news writing; style, drafting choice of words; compilation of radio news bulletin. Presentation. Interviewing for radio. News commentaries & analysis. Talks & discussions. Characteristics of radio news reader.

PRACTICAL:

20 new stories, 5 interviews of 10 minutes each, submission of an audio cassette.

Recommended Books

- International Radio Journalism, Tim Crook, Routledge, London, 1988
- Broadcast Journalism, Andrew Boyd, Focal Press, Oxford, 1997
- Local Radio Journalism, Paul Chantler, Sam Harris, Focal Press, Oxford, 1997
- The Radio Handbook, Pete Wilby, Routledge, London, 1996
- Crafting the News for Electronic Media, Carl Hausman, Woodsworth publishing California, 1995
- Broadcast Writing, Roger L Waltern, McGraw Hill, New York, 1994
- Radio Journalism in Pakistan, Idrees Siddique, Ferozson, Lahore, 1990
- Radyai Sahafat, Sajjad Haider, Muqtadira quomi Zaban, Islamabad, 1989

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-407	TV News Reporting and Production	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Set up & working of news. Duties of news producer. Sources of TV news, spoken words & visuals. Use of visuals. TV news film. Basics of news film shooting & editing. Drafting of TV news. Compilation of bulletin. Preparation of network bulletin. Preparation of special report.

Practical:

20 news stories and film commentaries, 5 interviews of 10 minutes each, submission of a video cassette

Recommended Books

- The television handbook, Patricia Holland, Routledge, London, 1997
- Pre – Production Planning of Video Film and Multimedia, Steve R. Cartwright, Focal Press, Oxford, 1996
- Training With Video, Steve R. Cartwright, Knowledge Industry Publications, New York, 1996
- Basic Television Reporting, Ivor York, Focal Press, London, 1990
- Visual Editing, Howard I. Finberg and Bruce D. Litale, Wadsworth, Belmont, 1990
- ENG Television News, Charles F. Cremer, 3rd Ed. McGraw Hil, New ork, 1996
- Television Journalism, Shahida Kazi, Translated by Aju-e-Kamal, Dynya-e-Adab, Karachi, 1993

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-408	Advertising-I	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Indepth study of various Functions of Advertising. Micro and Macro Economic Impact of Advertising. Successful Advertising. Guidelines for writing potent copy alongwith techniques. Evaluation of work. Presentation of a campaign to the client.

Practicals

Writing at least 20 copies for Press Ads. Posters, stickers and P.O.S. material.

Recommended Books

- Advertising Excellence, Courtland L. Bovee, McGraw- Hill, Inc. New York, 1995
- Contemporary Advertising, Bovee / William F. Arens, Arwin Homwood, Boston, 4th Ed. 1992
- Public Relations Cases, Jerry A. Hendrix, Wadsworth, Belmont, 1992
- Advertising Management. David A. Aaker, Prentice Hall, 4th Ed. India, 1996
- Commodity Advertising, Olan D. Forker, New York, 1993
- The Practice of Advertising, Norman Hart, 4th Ed. London. 1995
- Do It Yourself Advertising, Fred E. Hahn, John Wriley & Sons, New York, 1993

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-409	Public Relations-I	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Public relations. A Business Way of Life. The corporate Personality of an Organization. Objectives, audiences, some communication guidelines; budget allocation; the Program, employees, opinion Leaders. PR in Sales support; marketing, advertising and public relations.

Practical:

Writing at least 20 press release s and handouts.

Recommended Books

- “Effective Public Relations” by Centre, H. Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978
- “Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
- “Public Relations”, by Jefkins, Frank, Long Acre, London: Pitman Publishing, 1991
- “Taloqaat-e-Aama”, by S. A. Siraj, Allama Iqbal Open University, 1990
- “Public Relations: Strategies and Tactics”, by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
- The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
- The Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995
- Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-410	Organizations and Organizational Behavior	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Concept, types, structure and characteristics of management and organizations. Functions of managers, functions of organizations. Group and intergroup communication. Inter and intra organization communication. Barriers. Improving organizational communication. Private ownership vs. Public ownership. Personnel management. Executive, editorial, production, circulation and advertising personnel, financial administration of the media.

Practical:

Each student will be required to identify & make a detailed study of Communication process in an organization.

Recommended Books

- Communicating at Work, Ronald B. Adler, McGraw Hill, New York 5th ed. 1996.
- Small Group Communication Theory and Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hieznaman, Brown Benchmark Publishers, Madison, 1996.
- Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortwarth, 3rd. 1995.
- Organizational Communication, Peter K. Manning, Aldine De Gruyter, New York. 1992.
- Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Jossey Bass Publishers, San Francisco. 1992.
- Communication, A. Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, harper Collins Publishers. 1991.
- Inside Organizational Communication, Carul Renss and Donn Silvis (eds) Longman, New York. 1985.
- Organizational Communication, Howard H. Green Baun (all volumes), Sage Publication, London. 1983.
- Mangement –A Global Prespective, 10th ed. Weihrich and Koontz, McGraw Hill, New York, 1994.
- Telecommunication Management, Barry L. Sherman, McGraw Hill, New York. 1995.
- Strategic Newspaper Management, Conrad C. Fink, Southern Illinois University Press, Carbondale, 1988.
- Electronic Media Mangement, 2nd ed. Peter K. Pringle, Focal Press, London. 1991.
- Managing Media Organization, John M. Lavine, Longman, New York.1988.
- Perosnnel – The Management of People At Work, Dale S. Beach, MacMillan Publishing Co.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-411	Business & Marketing Communication	3	VII
Year	Discipline		
4	Communication Studies		

Course Contents

Formal & Informal Organizational Communication. Work Group Behavior. Horizontal and Diagonal Communication. Dysfunctional Controls. Motivation within Organization. Changes & Growth. Communication Technology. Eliminating Physical Distance. Communication Challenges. Organizational Conflict Management. Ethical questions.

Practical

Assignments.

Recommended Books

- Communicating at Work, Ronald B. Adler, McGraw Hill, New York, 5th ed. 1996.
- Small Group Communication Theory & Practice, Robert S. Catchcart, Larry A. Samovar and Linda Hienman, Brown & Benchmark Publishers, Madison, 1996.
- Organizational Behaviour, Robert P. Vecchio. The Dryden Press, Fortwarth, 3rd, 1995.
- Organizational Communication, Peter K. Minning, Aldine De Gruyter, New York, 1992.
- Organizational Architecture, David A. Nadler, Marc S. Gerstein, Robert B. Shaw, Tossey Bass (Publishers), San Francisco, 1992.
- Communication, A Managerial Perspective Jane Whitney Gibson, Richard M. Hodgetts, Harper Collins Publishers, 1991.
- Inside Organizational Communication, Carol Renss and Donn Silvis (eds) Longmann, New York, 1985.
- Organizational Communication , Howard H. Green Baun (all volumes), Sage Publication, London. 1983.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-400	Internship	6	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

The students are required to complete two month internship in the media organization. The student will be evaluated on the basis of internship performance and report that will be submitted at the end of the internship program.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-412	Research Report	6	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

The students will be required to conduct research on selected topic under the guidance of their teacher and submit a research report at the end of the semester.

Recommended Books

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-413	Media Management and Marketing	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

- Organization of Mass Media in Pakistan (Press, Radio & TV)
- Private Vs. Public ownership
- Personnel administration: Types of media personnel: executive, editorial and production
- Circulation, Advertising and Financial administration of the media
- Comparison of media with other social institutions and with each other
- Media conglomerates
- Marketing of media products

Recommended Books

- Management a Global Perspective, Weilrich and Koontz, 9th ed. McGraw Hill, 1994.
- Managing Media Organizations, John Lavaine, Longman, 1994.
- Media Management , Ardyth B. Sohn, Lawrance Erlebaum, London,1999.
- Strategic Newspaper Management, Conrad C. Fink, SIUP, Carbondale, 1999.
- Rucker and Williams News paper organization and Management-Iowa state college Press. Iowa 1958.
- Newspaper Organization and Management, Hervert L. William, 1994.
- Rucker Frank News Papers Circulation. Iowa state college press Iowa.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-414	Specialized Journalism	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

Specialized Journalism – Health, Education, Economics, Environment, Women & Media, Labour, Regional Media, Media in SAARC Countries, Sports, Rural Journalism etc. (Out of these subjects, one can be opted).

The subjects will be offered based on the availability of the teacher and the student's strength.

Recommended Books

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-415	Advanced Sub-Editing	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

Drafting news items form handouts and press releases, translation, headlining, Use of computer, in subbing. Page making, Photo Editing,

Practical:

Manual and computerized subbing exercises and assignments

Recommended Books

- The Art of Editing by BrooksEtal
- News Editing by Matzler Ken, Englewood, Cliffs, Prentice Hall 1979
- The Art of Editing News, Mc Giffert Renert
- Design and Make of Newspaper, Sultan A.A
- Journalism, Trowin Ion's, London,,: David and Cherl, 1975
- Editing in the Electronic Era, Gibson M. L. published by Gowa State University Press 1979
- Fun-e-Khabar Naveesi by A. R. Khalid
- Fun-e-Idarat by Hijazi, Miskeen Ali
- Sahafat by Hassan Mehdi

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-416	Magazine and Book Production	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

- Qualification of a Magazine Editor
- Special & Important Aspects of Magazine Journalism
- Editorial Planning and responsibilities of Editorial Board
- Collection of material for Magazine
- Criteria for selection of material
- Rewriting & editing material
- Proof reading
- Principles and objectives of Make up / Layout / title page
- Function and duties of Make up Editor
- Layout techniques
- Pictorial Display
- New horizons of specialized magazines; Business, Science and Sports journalism etc.

Practical:

The students will be required to produce a general magazine in groups during the semester.

Recommended Books

- “Magazine Editing and Production” by Click, J. W. Russel N.
- “Photojournalism: Principles and Practices” by Edom, Clifton C.
- “Magazine for Millions: the Story of Specialized Publications” by Ford, James L.G.
- “Magazine Writer’s Handbook” by Franklyu
- “Mass Communication – An introduction (fourth Edition)” by John R. Bittner.
- “Mass Media-IV” by Ray Eldon Heibert, Donald F. Ungurait, Thomas W. Bohn.
- “Fun-e-Sahafat” by Khursheed Abdul Salam
- “Jadeed Urdu Sahafat” by Masood Bin Mehmood

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-417	Radio Program Production	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

- Working of a Radio station.
- Set up of studios.
- Kinds of microphones.
- Duties of radio producer, Program planning and budgeting.
- Production of different types of programs: Talks and discussions, features and documentaries, plays, children's programs, sport, announcements.
- Commercial productions and public service broadcasting.
- Outdoor Broadcasts.
- Trends of FM Radio in public & private sector in Pakistan.

Practical

Production of at least five documentaries, features or programmes of different types.

Recommended Books

- B O'Donnel, Lewis. (1992). Modern Radio Production. London: Wadsworth Publishing.
- Boyd, Andrew. (1997). Broadcast Journalism. Oxford Focal Press.
- Chantle, Paul. & Harris, Sam. (1997), Local Radio Journalism. Oxford: Focal Press.
- Crook, Tim. (1988). International Radio Journalism. London: Routledge.
- Hamelosky, Walter V. (1995). Principles of Media Development. New York: Knowledge Industry Publishing.
- Hausman, Carl. (1995). Crafting the News for Electronic Media. California: Wadsworth Publishing.
- Haider, Sajjad. (1989). Radyai Sahafat. Islamabad: Muqtadira Quomi Zaban.
- Jank, Hakemulder. (1998). Radio and T.V. Journalism. New Delhi: Arnolds Publishers.
- Mcleash, Robert. (1999). Radio Production 4th ed. Oxford: Focal Press.
- Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
- Qureshi, Haseen-uddin. (1990). Khabrain Sunye. Karachi: Wish Publications.
- Rumsey, Farancis. & McCormick, Tim. (1996). Sound Recording. Oxford Focal Press.
- Siddique, Idress. (1990). Radio Journalism in Pakistan. Lahore: Ferozson.
- Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
- Sterling, Christopher H. (1994). Electronic Media. New York: Praeger.
- Wilby, Pete. (1996). The Radio Handbook. London: Routledge.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-418	TV Program Production	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

- Working of TV station
- Genesis of TV program from idea to recording; lighting, shooting, editing etc.
- Production of different types of TV programs. talks, discussions, documentaries, plays, shows etc.
- Preparation of special reports.
- TV producer: qualifications and duties.
- Out door Broadcasting.
- Cable Television in Pakistan.
- Ethical and cultural issues.

Practical

Production of at least five documentaries, features or programmes of different types.

Recommended Books

- Anthony, Friedmann. (2001). Writing for Visual Media. Boston: Focal Press.
- Cartwright, Steve R. (1996). Pre-Production Planning of Video Film and Multimedia. Oxford: Focal Press.
- Cartwright, Steve R. (1996). Training with Video. New York: Knowledge Industry Publications
- Finberg, Howard I and Itale, Bruce D. (1990). Visual Editing. Belmont: Wadsworth Cremer, Charles F. (1996). ENG Television News 3rd ed. New York: McGraw Hill.
- Holland, Patricia. (1997). The Television Handbook. London: Routledge.
- Kazi, Shahida. (1993). Television Journalism. Translated by Auj-e- Kamal. Karachi: Dunya-e-Adab.
- Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
- Sinclair, John. (1996). New Patterns in Global Television. New York: Oxford University Press
- Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd.
- Thomson, Roy. (1994). Media Grammar of the Editing. Oxford: Focal Press.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-419	Advertising - II	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

Advertising as a tool of marketing. Advertising and marketing mix. Consumer behavior and market segmentation. Making of effective TV commercials. Various types of TV commercials. Public service TV spots Radio advertising. Production of Radio Spots and sponsored Radio Programmes. Advertising research.

Practical:

Students will be required to produce advertisements in supervision of the teachers.

Recommended Books

- Advertising & Popular Culture, Jib Fowels, Sage London, 1996.
- Contemporary Advertising, Courtland L. Bovee and William F. Arens Irwin, Homewood, 1986.
- Consumer Behavior, Del. I. Hawkins, Business Publication Inc. Plang, Taxes, 3rd 1986
- “Essentials of Advertising”, by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
- “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982
- “Advertising” by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
- “The Design of Advertising”, by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
- “Advertising”, by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-421	Public Relations – II	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

Media relations. Media conferences. Sponsorships. Special events. Exhibitions and presentations. Advertising. Audio visual electronic media. Research. Speaker Panels. Professional Groups. Contingency Planning. Measuring Results.

Practical

Besides writing exercises of press releases and handouts, the students will be required to plan PR strategies for various organizations. The will be required to manage complete events such as press conference, seminar, workshop, exhibition etc.

Recommended Books

- The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
- Public Relations, Writing & Media Techniques, Dennis L. Wilcox and Lawrence W. Nolte, Harper & Row, London, 1990..
- The Practice of Public Relations, Sam Black , Butter Worth Heinemann, London, 1995
- Public Relations. Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Surjeet Publications, New Delhi, 1998.
- Strategic Communications Management: Making Public Relations Work, Johan Write, Laura Mazur, Addison Wesley Publishers, University Press Cambridge, 1995.

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-422	Business Writings	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

Basic writing in organization: memos, Business letters, instructions, policies, regulations, evaluation reports, abstracts & press articles, newsletters, Brochures etc.

Practical:

Each student will be required to write at least five for each of the above and submit the file at the end of semester for evaluation.

Recommended Books

- Effective business communication, Harta A. Murphy, 7th E.d New York, 1997.
- Business Communications, David Nickson, Made Simple Books, Oxford, 1996.
- Excellence in Business Communication, John V. Thill and Cortland L. Bovee, McGraw Hill, 1991.
- Business English, Mary Ellen Guttey, Kent Publishing, 2nd Ed. 1986.
- Successful Business Writing, Marla Treece, Allyn & Bacionb Inc. Boston, 1980

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BSCS-423	Managerial Communication	3	VIII
Year	Discipline		
4	Communication Studies		

Course Contents

What is managerial communication? Characteristics & various roles of communication,. Dynamics of Leadership, Decision making. Feedback for evaluation and information,. Management & the international environment. Media relations.

Practical:

Interview with the manger of a business organization.

Recommended Books

- Managing Change, Bemard Bruce, Pitman Publishing, London, 1996.
- The Skills of Management, W. David Ress, Routledge, London, 3rd Ed.1991
- Managing, John R. Schermerhorn JrRm, James G. Hunt and Richard, N. Osborn, John.
- Training in Interpersonal Skills, Stephen R. Robins, Prentice Hall, Englewood, 1989.
- Effective Writing for Engineers, Mangers and Scientists, J.J. Tichy, John Wiley & Sons, New York, 1988.
- Organizational Communication: A managerial Perspective, Jane Whitney and Richardsd M. Hodgetts, Academic Press, New York, 1986.
- Managing by Communication, Michele Tolela Myres and Gail E. Myres, McGraw Hill, New York, 1982.