

Department of Mass Communication and Media Studies



LAYOUTS FOR BS (4-YEAR)

		<u>LAYOUTS F</u>	<u>or e</u>	3S (4-YEAR)		
Compulsory Requirements (The student has no choice)			General Courses to be osen from other departments Discipline Specific Formula (1988)		oundation Courses	
	<u> </u>	9 courses		10 courses		
9 courses 25 Credit hours		8 courses 24 Cr. Hours		30 Credit hours		
	Juis	Subject		Subject	$\overline{}$	
Subject	Cr. hr	Subject	Cr.	Subject	Cr .hr	
 English-I English-III Communication Skills Functional Urdu Islamic Studies Pakistan Studies Introduction to (ICT) Statistics 		 Introduction to International Relations Social Psychology Introduction to Sociology Introduction to Environmental Sciences Introduction to Political Science Entrepreneurship Pakistan Culture & Society Introduction to Economics 		 Introduction to Mass Communication Evolution of Mass Media Introduction to Digital Media News Reporting and Writing Media and Society Introduction to Broadcast Media Media Writings Introduction to Mobile Journalism Media Psychology International Communication 		
Maio	25	es including research thesis	24	Elective Courses within the majo	30	
Iviajo	Cours	14 courses		4 courses		
		2 Credit hours		12 Credit Hours		
Subject	~	rz Cicait Houis		Subject Subject		
Jubject			r.h r	Juojeet	r.h r	
 Communication Theories-I Communication Theories-II Media Laws and Ethics Introduction to Advertising and Public Relations Photojournalism Environmental Journalism Research Methods-I Research Methods-II Political Communication Development Support Communication Documentary Production Advance Digital Media Techniques Strategic Communication Cinematography 			 Print Media Electronic Media Digital Media Entrepreneurship Advertising and Public Relations Film and Media Production 			
			42		12	

*Internship is compulsory after 6th Semester.



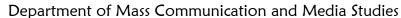
Department of Mass Communication and Media Studies



SCHEME OF STUDY BS (HONS) Mass Communication and Media Studies

Course Code	Course Title	Credit Hrs.			
	Semester-I				
F MCS-101	Introduction to Mass Communication	3			
G SOS-202	Pakistani Culture & Society	3			
C ENG-101	English-I	3			
C IST-101	Islamic Studies	2			
C CSC-151	Introduction to Computer Technology (ICT)	3			
G SOC-101	Introduction to Sociology	3			
	Credit Hours	17			
	Semester-II				
F MCS-102	Introduction to Broadcast Media	3			
F MCS-103	Evolution of Mass Media	3			
C ENG-105	English-II	3			
C GEN-101	Pakistan Studies	2			
C URD-203	Functional Urdu	3			
G SOC-204	Social Psychology	3			
•	Credit Hours	17			
	Semester-III				
C ENG-201	English-III	3			
F MCS-201	Introduction to Digital Media	3			
F MCS-202	International Communication	3			
G POL-102	Introduction to International Relations	3			
G KUM-201	Entrepreneurship				
G POL-101	Introduction to Political Science	3			
	Credit Hours	18			
	Semester-IV				
C ENG-203	Communication Skills	3			
G ENV-101	Introduction to Environmental Sciences	3			
F MCS-203	News Writing and Reporting	3			
C STA-103	Introduction to Statistics	3			
G GEN-103	Introduction to Economics	3			
F MCS-204	Media Writings	3			
	Credit Hours	18			
	Semester-V				
M MCS-301	Introduction to Advertising and Public Relations	3			
M MCS-302	Communication Theories-I	3			
M MCS-303	Media Laws and Ethics	3			
M MCS-304	Environmental Journalism	3			
M MCS-305	Political Communication	3			







M MCS 306	Development Support Communication	3
	Credit Hours	18

Semester-VI

F MCS-307	Media Psychology	3		
M MCS-308	Communication Theories-II	3		
F MCS-309	Introduction to Mobile Journalism	3		
M MCS-310	Documentary Production	3		
M MCS-311	Advance Digital Media Techniques			
M MCS-312	Research Methods-I	3		
	Credit Hours	18		
	Semester-VII			
M MCS-401	Research Methods-II	3		
F MCS-402	Media and Society			
M MCS-403	Photojournalism	3		
Е	Elective-I	3		
E	Elective-II	3		
Credit				
Hours		15		
	Semester-VIII			
E	Elective-III	3		
E	Elective-IV	3		
M MCS-420	Cinematography	3		
M MCS-421	Internship	No Credit		
M MCS-422	Strategic Communication	3		
	Credit Hours 12			
	Total Credit Hours in 8 Semesters:133			

MCS = Media and Communication Studies

C= Compulsory Course

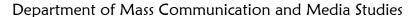
G= General Course

F= Foundation Course

M=Major Course

E= Elective Course







SPECIALIZATIONS

PRINT MEDIA

Sr. No.	Course Title	Course code	Credit hours
1.	FEATURE, COLUMN & EDITORIAL	MCS-404	03
	WRITING		
2.	Sub-Editing and Page Designing	MCS-405	03
3.	e-Production	MCS-406	03
4	Research Thesis/Project	MCS-407	03

ELECTRONIC MEDIA

Sr. No.	Course Title	Course code	Credit hours
1	Script Writing for Radio and TV	MCS-408	03
2.	Radio Production	MCS-409	03
3.	TV Production	MCS-410	03
4	Research Thesis/Project	MCS-407	03

DIGITAL MEDIA ENTERPRENEURSHIP

Sr. No.	Course Title	Course code	Credit hours
1	Blogging and Vlogging	MCS-411	03
2	Social Media Advertising	MCS-412	03
3	Free Lancing Techniques	MCS-413	03
4	Research Thesis/Project	MCS-407	

ADVERTISING AND PUBLIC RELATIONS

Sr.	Course Title	Course Code	Credit Hours
No.			
1.	Copywriting, Body Copy and	MCS-414	03
	Thematic Ad. (Campaigns)		
2.	TVC Making	MCS-415	03
3	Persuasive Writing & Campaign	MCS-416	3
4	Research Thesis/Project	MCS-407	3

FILM AND MEDIA PRODUCTION

Sr. No.	Course Title	Course Code	Credit Hours
1	Screen Writing	MCS-417	
2.	Production	MCS-418	03
3.	Post-Production	MCS-419	03
4.	Research Thesis/Project	MCS-407	03



Department of Mass Communication and Media Studies



Faculty:

Dr. Mohsin Hassan Khan

Head of Department.

PhD in Media and Communication Studies from University of Malaya, Malaysia

Dr. Mohsin Hassan Khan HOD Mass Communication & Media Studies