



LAYOUTS FOR BS (4-YEAR) MEDIA AND COMMUNICATION STUDIES

Compulsory Requirements (The student has no choice)		General Courses to be chosen from other departments		Discipline Specific Foundation Courses	
9 courses		8 courses		10 courses	
25 Credit hours		24 Cr. Hours		30 Credit hours	
Subject	Cr. hr	Subject	Cr. hr	Subject	Cr .hr
1. English-I 2. English-II 3. English-III 4. Communication Skills 5. Functional Urdu 6. Islamic Studies 7. Pakistan Studies 8. Introduction to (ICT) 9. Statistics		1. Introduction to International Relations 2. Social Psychology 3. Introduction to Sociology 4. Introduction to Environmental Sciences 5. Introduction to Political Science 6. Entrepreneurship 7. Pakistan Culture & Society 8. Introduction to Economics		1. Introduction to Mass Communication 2. Evolution of Mass Media 3. Introduction to Digital Media 4. News Reporting and Writing 5. Media and Society 6. Introduction to Broadcast Media 7. Media Writings 8. Introduction to Mobile Journalism 9. Media Psychology 10. International Communication	
	25		24		30
Major courses including research thesis			Elective Courses within the major		
14 courses			4 courses		
42 Credit hours			12 Credit Hours		
Subject	r.h r	Subject	r.h r		
1. Communication Theories-I 2. Communication Theories-II 3. Media Laws and Ethics 4. Introduction to Advertising and Public Relations 5. Photojournalism 6. Environmental Journalism 7. Research Methods-I 8. Research Methods-II 9. Political Communication 10. Development Support Communication 11. Documentary Production 12. Advance Digital Media Techniques 13. Strategic Communication 14. Cinematography		1. Print Media 2. Electronic Media 3. Digital Media Entrepreneurship 4. Advertising and Public Relations 5. Film and Media Production			
	42		12		

*Internship is compulsory after 6th Semester.



SCHEME OF STUDY

BS (HONS) Media and Communication 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
E	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	Non 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 WRITING	MCS-404	03
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 ENTREPRENEURSHIP

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	03

ADVERTISING AND PUBLIC RELATIONS

Sr. No.	Course Title	Course Code	Credit Hours
1.	Copywriting, Body Copy and Thematic Ad. (Campaigns)	MCS-414	03
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

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HOD
Media and Communication Studies