



DEPARTMENT OF MEDIA STUDIES & MASS COMMUNICATION

- BS(Hons)-Media Studies & Mass Communication



DEPARTMENT OF MEDIA STUDIES & MASS COMMUNICATION

ABOUT

The Media Studies and Mass Communication Department was established in 2015 as programme and in 2019 as full fledge department. It is one of the first department in a private sector chartered university in Khyber Pakhtunkhwa, Pakistan who is offering 4years BS program in Media Studies and Mass Communication.

Full-time faculty members, specialized in communication-related academic research and professional media disciplines are available in department.

The undergraduate curriculum of the Media Studies and Mass Communication Department is made up of skilled courses that focus on the practice of journalism and media production and conceptual courses that teach students to analyze media and media institutions in a democratic society. We stand out among other mass media programs in our emphasis on both practice and theory.



CHAIRMAN'S MESSAGE



M. Saeed Yousafzai

Welcome to the Department of Media Studies and Mass Communication!

The department of Media Studies and Mass Communication has been envisioned as a centre of excellence for promoting media and mass communication studies in Pakistan. It is one of the first department in a private sector chartered university in Khyber Pakhtunkhwa, Pakistan. Media Studies and Mass Communications is more than just a department. It is a community of faculty, staff and students who share a passion for all actions in media, communication and Society. We aim to accomplish this in a manner that can be useful for the media professionals, academic scholars, researchers, NGOs, policy makers and regulators.

We are also keen on fostering relations with media industries and the community at large. Our students are systematically exposed to new trends in the market through professionals' classroom visits, field trips to media sites and a comprehensive internship program.

We have embarked on upgrading our curriculum to match accelerating trends in the global communications landscape by emphasizing digital and social practices, mobile and multimedia journalism, storytelling and integrated marketing communication perspectives.

The Department also worked on developing the practical training systems through establishing studios equipped with top-notch equipments and technologies. I believes that professional training and education should be well-equipped to face the contemporary challenges. Hence, the department prepares students not only to become professionals but also to be leaders in the field of mass communication.

We very much care about engaging our students with professional media practices by motivating them to participate in national and international competitions. I encourage you to contact us with any questions, requests for more information and/or personalized tours of our facilities.

Best Wishes!

CHAIRMAN
MEDIA STUDIES AND MASS COMMUNICATION

VISION

The vision of Media Studies and Mass Communication Department of IQRA National University is to bring about such individuals in the society and professional career which not only have the skills to endure the hardships that are embedded with in this profession but also to cope and mould them into bringing about positive change in community and society. Hence, the department prepares students not only to become professionals but also to be the leaders in the field of media and communication.

MISSION

The mission of Media Studies and Mass Communication Department at IQRA National University is to provide excellence in education on fundamental concepts, values and skills in media studies that focus on problem solving, critical thinking, innovation and communication.

The department will be recognized as a leading center for Journalism education in the 21st century. The theoretical and applied media studies and mass communication program will continue to prepare students for professional and personal success.

The mission of media studies and mass communication program is to develop students who possess a strong liberal art background, think critically and understand the concepts and skills that will equip them for meaningful communication careers that can advance civic life globally and across culture.

Our mission is to provide future journalists with the intellectual training and professional skills necessary together, evaluate, organize and disseminate information in a way that enables citizen to participate in democratic society in meaningful way.

To encourage and provide all the students in understanding the role of press in a multicultural society this includes an understanding of the legal and ethical issues which are an integral part of the journalism profession.

The studies will include practicing and performing a research in the fields of Broadcasting, Telecasting, Direction, Editing, Advertising, Creative Writing, Production and public relations.

CORE VALUES

- Engage with the community
- Understand global diversity
- Embrace technology to serve the public good.
- Communicate ethically and professionally
- Think and reflect critically

GOALS

- We strive to educate ethical, socially responsible, well rounded and fair-minded Media persons of visual and verbal messages.
- We prepare students for lifelong learning beyond their first job by teaching them to be active participants in society who can critically consume as well as produce media content.
- Strengthen profession skills development to ensure we are providing the greatest opportunity for student career placement.
- Improve student career preparation, readiness and competitive standing.

ACADEMIC STRATEGY

- The curriculum is built on a foundation of basic skills: Writing, TV Production, Radio Production, Reporting, Advertising, Public Relations, Direction, Ethics, Laws and Critical thinking.
- Students work across broadcast, print and internet media but may develop their own specialty and expertise.
- The state of the art, Multimedia Newsroom/Studio and Computer Labs provide hands on class room experiment and offer opportunities to produce professional News Anchors, Reporters, Producers, Editors, News Directors, Media managers and Writers etc.
- Faculty members come from diverse research and professional backgrounds; many of them are experienced print and broadcast journalists who provide inside beyond text books. Media professionals regularly interact with the students as Guest lecturers and adjunct professors.
- Students work on professional videos and audio suits, camera's and associated accessories to produce award winning journalism.

FACULTY MEMBERS

Muhammad Saeed
Lecturer / HOD
MS in Media & Communication Studies
Ph.D in progress

Mehboob Alam
Lecturer
M.A Journalism & Mass Communication

Muhammad Faheem
Lecturer
M.S in Progress

Anum Hamid
Lecturer/Program Coordinator

Yasmin Jamali
Lecturer
Ph.D in progress

Amjad Khan
Lecturer
M.A Journalism & Mass Communication

Shahab Ali
Media Lab Incharge
MS in progress

B.S (HONS.) MEDIA STUDIES & MASS COMMUNICATION

COURSE OVERVIEW

Program Duration:
4 years, 8 Semester

Credit Hours:
133 credit hours

Courses:
45 including Internship and
Final Project

ELIGIBILITY

F.A/F.Sc with 2nd division or A-Levels with 45% marks

SPECIALIZATION OFFERING

- Electronic Media
- Print Media
- Advertising and Public Relations



SCHEME OF STUDIES

Semester 1

| Code | Subject Name | Cr. Hours |
|--------------|--|-----------|
| MSMC111 | Introduction to Mass Communication | 3 |
| ENG111 | Functional English- I | 3 |
| HUM111 | Islamic Studies | 2 |
| MSMC112 | Computer skills for Mass Communication | 3 |
| HUM112 | Political Science | 3 |
| HUM113 | Introduction to Sociology | 3 |
| Total | | 17 |

Semester 2

| Code | Subject Name | Cr. Hours |
|--------------|---|-----------|
| MSMC121 | Mass Media in Pakistan | 3 |
| MSMC122 | Fundamentals of News Reporting | 3 |
| ENG122 | Writing and Presentation skills (English- II) | 3 |
| HUM124 | Pakistan Studies | 2 |
| MSMC123 | Functional Urdu | 3 |
| MGT121 | Economics | 3 |
| Total | | 17 |

Semester 3

| Code | Subject Name | Cr. Hours |
|--------------|-------------------------------------|-----------|
| MSMC231 | Introduction to Broadcast Media | 3 |
| MSMC232 | Sub Editing and Page Designing | 3 |
| MSMC233 | National and International affairs | 3 |
| ENG233 | Communication skills (English- III) | 3 |
| HUM235 | Introduction to Psychology | 3 |
| MGT232 | Principles of Marketing | 3 |
| Total | | 18 |

Semester 4

| Code | Subject Name | Cr. Hours |
|--------------|------------------------------------|-----------|
| MSMC241 | Journalist Language (English/Urdu) | 3 |
| MSMC242 | Media Ethics and Law | 3 |
| MSMC243 | Introduction to Social Media | 3 |
| HUM246 | Introduction to Logic | 3 |
| MGT243 | Principles of Management | 3 |
| Total | | 15 |

Semester 5

| Code | Subject Name | Cr. Hours |
|--------------|--|-----------|
| MSMC351 | Introduction to Advertising and Public Relations | 3 |
| MSMC352 | Online Journalism | 3 |
| MSMC353 | Communication Theories- I | 3 |
| MTH351 | Mathematics (Calculus) | 3 |
| MSMC354 | Television Camera Operation | 3 |
| MGT354 | Advertising & Promotional Strategies | 3 |
| Total | | 18 |

Semester 6

| Code | Subject Name | Cr. Hours |
|--------------|---------------------------------------|-----------|
| MSMC361 | Feature, Column and Editorial writing | 3 |
| MSMC362 | Communication Theories- II | 3 |
| MSMC363 | Research Methods- I | 3 |
| MSMC364 | Media Seminar | 3 |
| MTH362 | Statistics | 3 |
| HUM367 | Social Work and Human Behavior | 3 |
| Total | | 18 |

Semester 7

| Code | Subject Name | Cr. Hours |
|--------------|-----------------------------------|-----------|
| MSMC471 | Research Methods- II | 3 |
| MSMC472 | Development support communication | 3 |
| INT499 | Internship | 3 |
| | Elective/Specialized Course | 3 |
| | Elective/Specialized Course | 3 |
| Total | | 15 |

Semester 8

| Code | Subject Name | Cr. Hours |
|--------------|--|-----------|
| MSMC481 | International Communication | 3 |
| FYP499 | Final Project/ Research Report / Research paper | 3 |
| MSMC482 | TV Documentary | 3 |
| | Elective/Specialized Course | 3 |
| | Elective/Specialized Course | 3 |
| Total | | 15 |

ELECTIVE/SPECIALIZED COURSES FOR SEMESTER 7:

*Student has choice to opt one of the three specialization sequences.

| Code | Print Media | Code | Electronic Media | Code | Advertising & PR |
|---------|-------------------------------------|---------|-------------------------------------|---------|---------------------|
| MSMC473 | Advanced Reporting | MSMC475 | Radio News Reporting and Production | MSMC477 | Advertising- I |
| MSMC474 | Newspaper Management and Production | MSMC476 | TV News Reporting and Production | MSMC478 | Public Relations- I |

ELECTIVE/SPECIALIZED COURSES FOR SEMESTER 8:

*Student has no choice.

| Code | Print Media | Code | Electronic Media | Code | Advertising & PR |
|---------|---------------------------------------|---------|--------------------------|---------|----------------------|
| MSMC483 | Sub Editing and page designing- II | MSMC485 | Radio Program Production | MSMC487 | Advertising- II |
| MSMC484 | Magazine Production/ Book -Production | MSMC486 | TV Program Production | MSMC488 | Public Relations- II |

DEPARTMENT RULES AND REGULATIONS

- Attendance: 70% class Attendance is mandatory to appear in exams.
- Assignments, tasks and projects have to be done in time and when assigned, students will have three days to discuss otherwise no excuse will be accepted.
- Group activities will be done according to the groups assigned by instructor and not otherwise.
- During lectures or sessions Video and Audio recording from personal mobile phones or cameras will not be allowed. Only official equipment's can be used for this purpose with permission.
- Studio accessories are not allowed to be taken out of the university premises without signed permit of HOD.
- Equipment damage will be reported and student will be fined.
- Violation of any rule will be punishable.