SYLLABUS FOR THE SUBJECT OF MASS COMMUNICATION

Paper - I

Media: Functions, Contents and History

1. News: Definition, Structure, Language, Reporting and Sub-Editing
2. Feature, Column and Editorial: Difference of objectives, structure, style and content.
3. Organizational Structures of national newspapers and news agencies
4. Ethics of Journalism and Freedom of the Press
5. Press Laws in Pakistan and Government Media Relationship
7. Role of Radio, Television, print media and internet in Pakistan
8. Social and Developmental Responsibilities of Pakistani Media
9. Importance of Radio TV Documentary and Live Programmes
10. Difference between the news of print media and electronic media

Paper-II

Communication, Advertising and Public Relations

2. Barriers to Communication
3. Principles of Effective Communication
4. Development Communication and Development Journalism
5. Difference between Mass Communication, Development Communication, Development Journalism and Development Support Communication
6. Two step flow of communication and Opinion Leaders
8. Advertising: Definition-Merits and Demerits- Advertising business in Pakistan- Departments of an Advertising Agency.

9. Importance of research in Advertising and Public Relations

10. Advertising as the lifeblood of media

**Recommended Books**