



The Islamia University of Bahawalpur

DEPARTMENT OF MEDIA STUDIES

Course Unit Code	MST-21201
Title	Islamic Perspective in Mass Communication
Level	MA & BS Media Studies
Delivery	Semester
Tutor	Shafaq Manzoor
Pre-Requisites	First 6 semesters

MST-21201

Islamic Perspectives in Mass Communication

Objective:

The course will discuss the Islamic perspectives in communication, mass communication and journalism; meaning and philosophy of communication in Islam; Islamic theory of mass communication; excerpts from Quran as specimen of effective communication; Prophet Muhammad (P B U H) as charismatic communicator; Islam vs West; Islam as portrayed in the Western media; codes of ethics for journalism in an Islamic society; communication ethics and Islamic tradition; media in an Islamic society; media analysis in Islamic perspectives; Islamic concept of news; Muslim media.

Presentations: Presentation of each topic will be held after regular intervals till the end of semester by every student.

Exams: There will be two written exams in accordance with the university schedule.

Quizzes: The Pre-assignment quiz on very 1st day of the class do not carry any point, however, rest of the quizzes carry points. Please expect surprise quizzes.

Course Content:

Mid Term:

The Term Perspective
Definition of Religion
Elements of Religion
Importance & Function of Religion in Human Life
Why Islam is the Best Religion in the World?
A Comparative Analysis of Islam with other Religions
Definition of Iman
Origin of Communication with Scientific and Islamic Perspective
A brief History of Communication and News System

Final Term:

Explain the word Iblagh with Quranic References
Explanation of Iblagh
Islamic Perspective in Communication
Islamic Perspective in Mass Communication
Hazrat Muhammad (PBUH) as a Charismatic Communicator
The portrayal of Islam in Western Media

Suggested Readings:

- Media and Islam : Edward W. Said
Communication and Tradition in An Islamic Context : Moulana Hamid and Nezam Mafi
An Islamic Concept of News : S. Al-Seini
American Journal of Islamic Social Sciences Vol 8(3), 1991
Cultural Aspects of the Islamic Revolution in Malaysia: Hashim A.D.W.A. Yousuf
Mass Media Analysis: Formulating an Islamic Perspective: Siddiqui and Dilnawaz
American Journal of Islamic Social Sciences, Vol 3(2), 1986
Entertainment Video and the Process of Islamization in Pakistan : Fazal R. Khan
American Journal of Islamic Social Sciences, Vol 8(2), 1991
Youth Viewers of PTV and the Enculturation Model of the Islamization : Fazal R. Khan
American Journal of Islamic Social Sciences, Vol 9(1)
Development: Ethical Competence in the Information Age: Abderrahman Azzi
Islamic Studies Vol 37 (1), 1988
Ethics and Responsibility in Journalism : An Islamic Perspective : M. A. Siddiqui
Communication, Ethics, and Islamic Tradition : Hamid Mowlana
Islam and Information : Need, Feasibility, and Limitation: S. Abdullah Schleifer
Of an Independent News Agency : American Journal of Social Sciences, Vol 3(1), 1986
Muslim Media : Aslam Abdullah
Kuala Lumpur, Malaysia, 1987
Islami Sahafat : Dr. Liaqat Niazi
Covering Islam : Edward Said
Islamic Concept of Mass Communication :
Kuhn's Perspective of Emergence of New Theories and Dilemma of Islamic Model of Communication : Journalism Quarterly, Vol IX(9,10)
Hajj and Ablaagh : 1994, Punjab University
: Al Marif (Journal of Research)
Vol 25 (7), 1992
Inst. Of Islamic Culture, Pak
Tabligh Wa Iblagh : Dr. M. Shamsuddin
Seerat-e-Tayyaba Ki Roshni Mein
Islamic Theory of Communication : Mohammad Hussain
Media Asia 1986
Role of Uncontrolled Media in a Controlled Society- The Case of Iranian Revolution : National Development and Security
Vol 3 (4) , 1995