

The Islamia University of Bahawalpur
Bahawalnagar Campus
Department of English
1st Semester(Morning)&(Evening)

Class: BS English Semester: 1st Session 2019-2023
Instructor: SARA LIAQAT Email: sara.rao.liaqat@gmail.com
Course Title: Media Studies Program: BS
Credit Hours: 03

Lecture (Morning)
Wednesday 8-9:30 AM Room#06
Friday 9:30-11:00 AM. Room # 06

Course Overview:
This course provides students with knowledge in some of the major concepts of media.This course will examine and explore all forms of media,from print to film to digital communication.

- Course Outcomes:
- By the end of the course, students will have the knowledge and skill to:
- Understand the basics of Media
 - Students will be able to grasp the complex relationship between communication/media theories .
 - Students will be able to identify and demosntrate an understanding of the theoratical foundations of media
 - Students will be able to demonstarte an understanding of ethical issues related to the media.

- Method of Teaching
- Assigned Reading
 - Group activities & Discussions
 - Audio visual aids lectures
 - Student –Directed Teaching

Book Prescribed

Media and Governance in Pakistan: A Controversial Yet Essential Relationship

Office Help Hours: Wednesday and Friday, 9:30 TO 11:30 AM

SEQUENCE OF TOPICS TO BE COVERED			
Session	Topic (outline of main topics and sub topics)	Material for Students	Tutorial
1	<ul style="list-style-type: none">• Introduction to Media		
2 & 3	<ul style="list-style-type: none">• History of Media Studies• Key concepts in Media Studies• Types of Media• Print Media,Electronic Media,Social Media,and Radio	Handouts and slides	
4 & 5	<ul style="list-style-type: none">• Difference between print Media and Electronic Media• Social Media		

6 & 7	<ul style="list-style-type: none"> Top 10 News channels Top 5 Newspaper 	Handouts and slides	Videos Related to the Topic
8, 9 & 10	<ul style="list-style-type: none"> Quiz PRESENTATION 	Handouts and slides	Videos Related to the Topic
11 & 12	<ul style="list-style-type: none"> Print Media and Political Parties NEWSPAPER Comparision between Urdu and English Newspaper PEMRA Radio, advantages and disadvantages of radio 		
13,14 & 15	<ul style="list-style-type: none"> Role of Media Effects of Media on culture Social Media and its impact 	Handouts and slides	Videos Related to the Topic
16	<ul style="list-style-type: none"> Mid Term Exam 	Course / Discussion from session 1 to 14	
17, 18 & 19	<ul style="list-style-type: none"> Introduction Of Media Theories Magic Bullet theory Totalitarian Theory Authoritarian Theory Soviet Communist Media Theory 	Handouts and slides	Videos Related to Topic
19,20 & 21	<ul style="list-style-type: none"> Communication Models and Theories Shannon and Weaver Defleur Model Lasswell Model of Communication 		
22& 23	<ul style="list-style-type: none"> Quiz PRESENATION 		
24& 25	<ul style="list-style-type: none"> News Writting and Reporting Accuracy in News Balance in NEWS Clarity in News Bravity in NEWS Attribution in NEWS 	Handouts and slides	
26& 27	<ul style="list-style-type: none"> Media and the ISPR The Media's relations with the PPP 		
28& 29	<ul style="list-style-type: none"> Media and Religion Culture and Media policy Ethics and Media 		Videos Related to the Topic
30& 31	<ul style="list-style-type: none"> Quick Revision 	Handouts and slides	
32	<ul style="list-style-type: none"> Final Term Exam 	Course / Discussion from session 15 to 27	

Student Evaluation Criteria:

Attendance	5%
Workshop/ Assignments/Projects	5%
Surprise Test/ Sudden Test. Quizzes	5%
Class Participation	5%
Mid Term Paper	3%
Final Term Paper	50%
Total	100%

Student Responsibilities:

Students must attend class. Failure to attend class may result in failure in the course. Students should arrive on time and remain in class for the entire period. Cellular phones and beeper must be turned off (proper classroom decorum must be acquired), Course outlines and calendars explain requirements and assignments, students are responsible for knowing what they say. Students are also responsible for doing all assigned work on time. Excessive absences (more than 03) will result in “F” Grade”. Students may prepare Sketchbook for taking notes and for references.

Instructor / Tutor
Sara liaqat

Approved By:

Dean / Chairman / HOD/ Subject Specialist / Program Coordinator