**MST –11306 MASS MEDIA IN PAKISTAN Credit Hours: 03**

**Objectives:**

This course is designed to study the role of Muslim Press in the Sub- continent with reference to the work of eminent Muslim journalists, and its role during freedom movement and struggle for Pakistan. It is further designed to help students to have a look on the evolution of print and electronic media in Pakistan from the beginning till date, with reference to their problems and prospects.

**Course Contents:**

1. **Historical Background** 
   1. Growth of the Press in the sub-continent.
   2. Role of Sir Syed Ahmed Khan, MoulanaHasratMohani, Moulana Muhammad Ali Johar, MoulanaAbulKalam Azad and Zafar Ali Khan.
   3. Press and the Pakistan Movement.
2. **History and Development of Press** 
   1. Press since independence.
   2. Major Developments of Press in Pakistan
   3. Major problems and prospects of Press in Pakistan
   4. Progressive writer’s movement
3. **Government and Press** 
   * 1. Government Press relations

4. **Electronic Media in Pakistan**

1. Brief introduction to media in Pakistan
2. Growth & expansion of Radio, Television and Film In Pakistan
3. Growth of Cable television and its cultural and ethical dimensions.
4. Rise and fall of film in Pakistan
5. Electronic Media in Private Sector. FM radio And Satellite

Television.

* + 1. Online Journalism: Development and future prospects

1. **News Agencies** 
   * 1. Development of News Agencies.
     2. Expansion, Working, Organizational, Structure and Future perspective in Pakistan.
     3. Development of visual news agencies
2. **Growth of regional press in Pakistan**
3. **Influence of foreign media in Pakistan**
4. **Emerging trends in journalism**

**Recommended Books:**

1. Niazi, Zamir, Press in Chains
2. Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.
3. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Delhi
4. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Delhi
5. Hassan, Jawad&Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.
6. Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.
7. Aziz Yousaf (2003), Cable Television–A vision for Future, Pakistan.
8. Aziz Yousaf (2003), Prospect &Promotion of Electronic Media in Pakistan
9. Hassan, Mehdi (2001),Mass Media in Pakistan. Aziz Publisher. Lahore
10. French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International, UK.
11. KhurshidAbdus Salam, Journalism in Pakistan, United Publishers, Lahore.
12. Lent J.A., Newspapers in Asia.
13. MajeedNizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
14. Hasan Mehdi, Mass Media in Pakistan.