



**The Islamia University of Bahawalpur, Pakistan**  
**Department of Library & Information Science**

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**Media Studies (LISC-00204), Session (2019-2023)**

**BS 2<sup>nd</sup> semester (3 Credit Hours)**

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**Instructor:** Ms. Aiman Badar

**Email:** badaraiman@gmail.com

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**1. Course Objectives:**

Students will be able to

- a. Know the evolution of communication study from early Communication study (Rhetoric and speech) to Interdisciplinary growth.
- b. Know the concept, definitions, models and scope of communications, Mass Communication and Journalism
- c. Know different theories of media

**2. Intended Learning Outcomes:**

Students will be able to:

- Distinguish between forms of communication, mass communication and Journalism
- Appraise the conditions for successful communication and the different factors that obstruct or interfere with the process
- Explain the different theories of media.

**3. Course Material:**

**Recommended Text book:**

- Ahuja, B. N; & Chhabra, S.S.** (1989). *Communications: yesterday, today & tomorrow*. New Delhi: Surjeet publications.
- Altschull, J. Herbert.** (1984). *Agents of Power*. New York: Longman.
- Barrat, David.** (1986). *Media Sociology*. London: Tavistock Publications Ltd.
- Bryant, Jennings & Zillmann, Dolf.** (Ed.). (1994). *Media Effects, Advances in Theory and Research*. New Jersey: Lawrence Erlbaum Associate, Publishers.
- Defleur, Melvin & Rokeach, Sandra Ball.** (1994). *Theories of Mass Communication* 6th edition. London: Longman.
- McQuail, Denis.** (1972) *Sociology of Mass Communication*. Harmondsworth: Penguin.
- McQuail, Denis and Windahl, Sven.** (1993). *Communication Models*. London: Longman.
- McQuail, Denis.** (2000). *Mass Communication Theory, An Introduction* 4<sup>th</sup> edition London: Sage Publications.

#### 4. Course Grading Policy:

- a. It is the policy of the instructor to grade all student performance through examinations, class participation in discussions, individual and /or team presentations, short or major papers requiring research or analysis, and other appropriate means. Individual discussions of the reading material may be held at the discretion of the instructor.
- b. Unless otherwise indicated, each student is evaluated on the basis of his or her work-product (presentation). Please note that the instructor requires that all papers, whether short or long, must be fully explained. Thus any original work must be clearly distinguished from the work of others and properly cited. More guidance will be provided in this matter, as necessary.
- c. **Grading Criteria:**

Mid Term Exam	30
Final Exam	50
Sessional Marks	20
Distribution of sessional marks is as under:	
Quizzes (two sudden quizzes; one in each term)	05
Assignments	05
Presentation	05
Class participation and behavior	05
<b>Total</b>	<b>100</b>

#### **\*ABSOLUTE GRADING**

NOTE ON EXAMS: ALL EXAMS ARE IN CLASS, CLOSE BOOK.

#### 5. The Teaching/Learning Environment & Course Classroom Protocol:

- a. The instructor manages his classroom as if it is an executive training meeting or session in a business or government setting.
- b. The teaching/learning environment created in the classroom is led by the instructor but it is also understood that the most beneficial learning environment is one where students teach each other through optimum preparation, active classroom participation, and sharing of their own personal insights gained from lifelong experiences.

#### 6. Statement on Faculty and Student Code of Ethics

The Code of Ethics sets the parameters for proper conduct in the classroom by both faculty and students. This is basic but it underscores the main principle here that we will follow as a team: The faculty member will do his best to provide the best teaching and learning environment for each student as an individual and for the class as a whole. Students will be fairly evaluated in all their work and the contributions they make to enhance the objectives of the course. Students, on the other hand, will be responsible for their own work-product, will provide proper documentation when they use the work of others as references, and will respect the rights of others to contribute to the teaching/learning environment as best suits their comfort level, the capabilities, and their motivations.

### 1. Key Transferable Skills:

These skills include the communication skills, critical analysis of the media of communication.

### 2. Content to be Covered:

- Concepts, definition, types, models of communication, and barriers of communication
- Evolution and differentiation of communication, mass communication and journalism
- Media theories
- Functions of mass media
- Public Opinion. Propaganda and Psychological Warfare

### 3. Teaching Learning Method:

All the teaching learning methods will base on interactive learning. Besides this, following methodologies will be used

- Lectures
- Presentations
- Discussions

The role of teacher will be as a facilitator in all learning process.

### 4. Activities:

All the session will be followed by different activities which will vary according to the topic under discussion.

**Note:** Final Reports will be checked in the plagiarism detect software like TURNITIN.COM available in the university.

The final presentation is due in the last 3 weeks of the class. Students will present their presentations using MS Power Point for their presentations/or any other tool / technique to convince the audience (it is strongly advised that all tools should be tested well before the class presentation to avoid unnecessary delay due to tech issues). Each student will be given 10-15 minutes to complete their presentation and 5 minutes for the class to ask questions about the presentation. Presentation sessions may be little longer than the usual class time. If we are not able to complete all the presentations within the scheduled classes, extra classes will be arranged.

Written report must be according to latest APA writing style.

Instructor wishes you every success and hope you would enjoy the course and find it something that has made you worthy of market as a young researcher, consultant or middle manager.