

Introduction To Broadcast Media (Foundation^{1/2})
Credit Hours – 03

Instructor ~~Dr.~~ Muhammad Shahzad

Class Day : ~~Wed - Thurs - Fri~~ *Thurs - Fri*

Class Room : DoMSt/IUB

Class Timing : ~~11:30 AM - 1:00 PM~~ *11:30 AM - 1:00 PM*

Course Objective

Broadcast Media is the most important part of electronic media as the T.V and the Radio have taken a leap from among all types of Media of today. This foundation course covers topics essential for the beginners so as to help them take higher course in due course of time. Students would be given hands on ^{Training} experience as per their course requirements. Visits of Radio and T.V organizations would be made part of their course.

Teaching Methodology

1. The class will be provided lectures and the group discussion would also be conducted so as to establish interactive communication.
2. The students will be provided written material on the issues and identified topics.
3. Students would be expected to search and dig out facts related to topics under discussion in periodicals, news papers and reference books.
4. Students would also be taken to the selected locations as per the lecture/topic for an analytical report.

❖ **NOTE**

Selected topics of the syllabus would be exercised practically and the students would be required to complete such projects, in time, assigned to each of them. The projects will carry sessional marks.

Schedule of Topics for discussion

- Session 1 : Introduction to Broadcast Media.
Session 2 : Nature and Characteristics of Media (B-C)
Session 3 : Exercise.
Session 4 : Evolution of Radio as a Broadcast Medium.
Session 5 : Broadcasting in Pakistan.
Session 6 : Radio Pakistan and its role.
Session 7 : Role of Media in national development. ✓
Session 8 : Importance of Broadcasting.
Session 9 : Characteristics of Broadcasting
Session 10 : Development of Television.
Session 11 : Evolution of television in Pakistan.
Session 12 : Exercise.
Session 13 : Media's role in education. (TV-
Session 14 : Role of T.V in culture and development.
Session 15 : New trends in T.V broadcasting through satellite.
Session 16 : Exercise.
Session 17 : Principles and characteristics of Radio and T.V broadcasting.
Session 18 : Exercise.

Suggested Readings

Radio Program Production
Radio Program Idea book
Television Studies: The Key Concepts
(Routledge Key Guides
Television Studies
The Hand Book of Television Studies
Television Times : A Reader
Teleology
Reading Television
Television in Contemporary Asia
Interpreting Television
The Impact of Television
Livingroom War
Contemporary Television

R Aspinall
H Fisher

Bernadett Casey et al
Tobby Miller, Andrew Lockett (eds)
Tobby Miller (eds)
John Corner & Sylvia Harvey (eds)
John Hartley
John Fiske
David French & Michael Richards (eds)
W D Rawland, Jr & Bruce Walkins (eds)
William A Belson
Michael J Arien
David Frech & Michael Richards (eds)