



# The Islamia University of Bahawalpur

## DEPARTMENT OF MEDIA STUDIES

Course Unit Code	MST-11205
Title	Islamic Perspective in Mass Communication
Level	BS Media Studies
Delivery	Semester
Tutor	Shafaq Manzoor
Pre-Requisites	First 6 semesters

### MST-11205

### 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 1<sup>st</sup> 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 : Journalism Quarterly, Vol IX(9,10)  
Dilemma of Islamic Model of Communication 1994, Punjab University  
Hajj and Ablaagh : 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- : National Development and Security  
The Case of Iranian Revolution Vol 3 (4) , 1995