

The Islamia University of Bahawalpur
Department of Education
BS Education

Course Code	Edu- 03017
Course Title:	Introduction to Media Studies
Credit rating:	03 Credit Hours
Delivery:	Semester III
Tutor:	Malik Riaz Ahmad Hissam

1. Major Objectives:

Students will be able to

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

2. Intended Learning Outcomes:

Knowledge

Students will be able to:

- Distinguish between forms of communication
- Analyze development of different forms of communication and mass communication
- Appraise the conditions for successful communication and the different factors that obstruct or interfere with the process
- Explain the different theories of media.
- To understand the importance of Mass Media in formal & non-formal education.

3. Key Transferable Skills:

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

4. Content to be Covered:

- Concepts, definition, types, levels, scope, models of communication, effects and barriers of communication
- Evolution and differentiation of communication, mass communication and journalism
- Communication theories
- Functions of mass communication and its impact on society
- Public Opinion. Propaganda and Psychological Warfare

5. Teaching Learning Method:

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



- Lecture
- Presentations
- Discussion

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

6. Activities:

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

7. Learning Aids:

Learning aids will include

- a. Graphs
- b. Charts
- c. Models
- d.

8. Learning Hours:

Three contact hours session will be held once a week on Fridays at 9:00am-12:00pm.

9. Evaluation

Following are the main areas that would be assessed.

- The *course objectives* as set out in the core curriculum
- It is the students' *overall competence* that will be assessed, as described in the course objectives.
- The assessment of the students will show the *extent* to which they have achieved the objectives set out in the curriculum.

Mid-term and final exam will be conducted.

Besides these exams, formative assessment will be made through the following manner.

- Assignments
- Presentations
- Class Participation
- Quizzes (Surprised/ Announced)
- Some projects on group basis may also be given.

11. Recommended Books:

- 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* 4th edition London: Sage Publications.
- Narula, Uma. (1994). *Mass Communication Theory and Practice*. India: Har-Anand Publications.
- Severin, Werner and James, Tankard Jr. (1992). *Communication Theories: Origins, Methods, and Uses in the Mass Media*. New York: Longman.
- Siebert Fred S.; Peterson, Theodore. & Schramm, Wilbur. (1956). *Four Theories of the Press*. Chicago: University of Illinois Press.
- Watson, James. (1998). *Mass Communication an Introduction to Theory and Practice*. London: Macmillan Press Ltd.

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