Faculty of Media and Communication Studies



Dr. Taimoor-Ul-Hassan Dean

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The field of mass media and communication studies is evolving at a rapid pace as a result of the changes taking place in media industries with the emergence of new media technologies. The new modes of communication, audiences and effects at social, cultural, political and global levels in a highly interconnected world have offered numerous possibilities for the media schools around the world to tailor their academic programs and professional training accordingly to meet the requirements of contemporary media environment. The Faculty of Media and Communication Studies (FMCS) at the University of Central Punjab (UCP) is geared towards becoming a vital part of this paradigmatic shift in the media industries and media education. As the Dean of FMCS, my vision synchronizes with the UCP's vision of attaining highest international standards in education. The distinguished faculty members, staff and students at the FMCS are committed to this vision and are constantly endeavoring to attain academic and professional excellence and explore emerging horizons to become a brand name in the media and communication industries and academia at the international level.

At FMCS, we impart in-depth knowledge and industrybased skill sets, along with critical thinking and creativity, in order to harness the students' potential for a future either within or beyond the media and communication industries. We provide an interdisciplinary environment with focus on the core components of the media and communication degrees. We offer various degree programs including BS (Honors), M.Sc., MS (Research and Professional) and PhD (Media and Communication Studies) that embrace different theoretical, practical, methodological and scientific approaches. We develop



the students' qualifications and skills required to work as print and electronic media professionals, film and theatre directors, public relations and advertising specialists, digital media content writers, producers, data In addition to these facilities, the journalists, immersive media experts, innovators, media entrepreneurs, scholars and researchers. We offer an array

of exceptional facilities like in-house TV studio, Non-Linear Editing Lab,

in-house Radio Station FM 92.6 (UCP Ki Dunya) to equip students with the practical knowledge needed to be successful media professionals at the national and international levels. students will have the chance to gain hands-on experience through our internship programs at Dunya Media *Group. The quality of FMCS faculty* and the vitality of its programs remain unmatched.

As the Dean of this highly motivated Faculty, I invite you all to become a part of the dynamic transformation that is taking place in media education and training at the FMCS. We sit at the crossroads of a new dawn of media education and profession the world over, and the Faculty of Media and Communication Studies at UCP is all set to lead this transformation by virtue of the commitment of its faculty and potential of its students.

Department of Media and **Communication Studies**

HoD's Message

Dr. Taimoor-UI-Hassan

HoD

UCP established Faculty of Media and Communication Studies (FMCS) in 2014. It is now a leading media faculty of Pakistan with 1200 plus enrolled students under the visionary leadership of an eminent media educationist of Pakistan, Prof. Dr. Taimoor-ul-Hassan. In order to provide an outstanding teaching and learning experience, the faculty has developed an interdisciplinary curriculum that helps students prepare for a career in the professions of electronic and print journalism, film and theatre industry, advertising and PR, digital media, communication research, media entrepreneurship, education, politics, marketing and management at government, and non-government institutions. FMCS not only teaches degree programs in Media and Communication Studies but also provides strong exposure and exceptional practical opportunities to its students through internships and job placements at well reputed organizations.

FMCS offers the following features and facilities to help students to achieve their potential:

- films, documentaries as well as virtual studio productions
- the clock transmission (24/7)
- Film and Theatre Centre (FTC)

- degree program.

• The first ever state-of-the-art in-house TV Studio/Production House. An ideal opportunity for students to get hands-on training to produce news bulletins, news reports, talk shows, short

• Non-Linear Editing Lab with latest editing and graphic designing software

• FM Radio 92.6, UCP Ki Dunya; the first educational Radio Station in Pakistan running round

• In-house Internship opportunities for students in Production House/TV Studio, NLE lab and FM Radio 92.6, UCP Ki Dunya, Dunya News/TV, Dunya Newspaper and Lahore News.

• Internship and career opportunities for students in leading TV channels, newspapers, Public Relations & Advertising agencies, Radio stations and in other different media outlets.

• Faculty's collaboration with Arizona State University & US State Department as a project partner to improve election coverage in Pakistan. In the first phase of this project, the course of "Media, Politics and Reporting Elections" has been introduced for the students of M.Phil.



Faculty Members

Dr. Taimoor-Ul-Hassan

PhD Mass Communication (University of Karachi) MA Mass Communication (University of the Punjab, Lahore) BA Journalism (University of the Punjab, Lahore) Professor/Dean-Faculty of Media & Communication Studies



Dr. Shafiq Jullandhry

PhD Mass Communication (University of the Punjab, Lahore) MS Development Communication (Iowa State University, USA) MA Mass Communication (University of the Punjab, Lahore) Professor



Dr. Ghulam Shabir

Post-Doctoral Fellowship Mass Comm, (University of Surrey, UK) PhD Mass Communication, (Islamia University, Bahawalpur) MA Mass Communication, (University of the Punjab, Lahore) BA Journalism, (Bahauddin Zakariya University, Multan) Professor



Dr. Fawad Baig

PhD Media & Communication (Technische Universita" t Dresden, Germany) PhD Computer Science (University of Education, Lahore) MSc Computer Science (Hamdard University, Karachi) Associate Professor



Dr. Atif Ashraf

PhD Media Studies (The Islamia University of Bahawalpur) M.Phil Mass Communication (AIOU, Islamabad) MA Mass Communication (University of the Punjab, Lahore) BA Journalism (University of the Punjab, Lahore) Assistant Professor



Dr. Noor Hayat Sargana

PhD Communication Studies (Universiti Sains, Malaysia) MS Mass Communication (Universiti Teknologi MARA, Malaysia) Assistant Professor



Ms. Hina Adeeb

M. Phil Mass Communication (University of the Punjab, Lahore) BS Communication Studies (University of the Punjab, Lahore) Assistant Professor / HOD – UCP Radio



Mr. Nasir Ali Mazari

MS Film & TV (Beaconhouse National University, Lahore) MA TV & Film (Beaconhouse National University, Lahore) BA Journalism & Sociology (Islamia University, Bahawalpur) Assistant Professor

Mr. Muhammad Kamran Butt

M.Phil Communication (Superior University, Lahore) M.Phil Sociology (University of the Punjab, Lahore) MSc Sociology (University of the Punjab, Lahore) BSc. Engineering (University of the Punjab, Lahore) Principal Lecturer

Mr. Ali Ashraf

Mr. Fahad Anis

M.Phil (University of Punjab) MSc. Communication Studies (University of Punjab) BA Journalism (University of the Punjab, Lahore) Senior Lecturer



M.Phil Mass Communication (Allama Iqbal Open University, Lahore) MSc Communication Studies (University of the Punjab, Lahore) Senior Lecturer

Mr. Mohammad Irfan Ali

MSc Communication Studies (University of the Punjab, Lahore) Senior Lecturer



Ms. Ayesha Sadiqa M.Phil Mass Communication (University of the Punjab, Lahore)

MSc. Mass Communication (University of the Punjab, Lahore) Senior Lecturer

Ms. Muniba Fatima Zahra M.Phil (University of Sargodha, Sargodha) Senior Lecturer

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Faculty of Media and Communication Studies

M.Phil Education Sociology & development (University of the Punjab, Lahore)

MA Mass Communication (University of Sargodha, Sargodha)



Mr. Rehman Nasir MS Media & Communication Studies (IIU, Islamabad) MSc Media & Communication Studies (IIU, Islamabad) Lecturer



Mr. Ahsan Tariq Farooqi M.Phil Media & Communication Studies (University of Central Punjab, Lahore) MA Journalism (University of the Punjab, Lahore) Lecturer & Coordinator M.Sc. Journalism Program



Ms. Sadaf Zahra M.Phil (Bahauddin Zakariya University, Multan) BS (Virtual University, Lahore) Lecturer



Mr. Saleem Akhtar Maghrana

M.Phil Communication Studies (University of the Punjab, Lahore) MSc. Communication Studies (University of the Punjab, Lahore) Lecturer



Mr. Muhammad Faizan Akhtar

M. Phil Media & Communication Studies (University of Central Punjab, Lahore) BA (Hons.) Mass Communication, (Forman Christian College University, Lahore) Lecturer



Mr. Farahat Ali

MPhil ternational Communication (University of the Punjab, Lahore) BS Mass Communication (University of Sargodha) Lecturer



Ms. Ashbeelah Shafaqat Ali M.Phil in Media and Communication Studies (University of Central Punjab, Lahore) MBA Marketing (University of Central Punjab, Lahore) Lecturer

Ms. Tabina Sirhindi

MPhil Communication Studies (University of the Punjab, Lahore) BS Communication Studies (University of the Punjab, Lahore) Lecturer



Ms. Tabina Sirhindi MPhil Communication Studies (University of the Punjab, Lahore) BS Communication Studies (University of the Punjab, Lahore) Lecturer



Ms. Yakhshi Saleem M.Phil Media Studies (Kinnaird College for Women, Lahore) Lecturer

Ms. Momina Abrar

Lecturer

Ms. Rabail Niaz

M.Phil Mass Communication (Beaconhouse National University) BS Mass Communication (Lahore College for Women University, Lahore) Lecturer





Faculty of Media and Communication Studies

BA (Hons.) Mass Communication (Kinnaird College for Women, Lahore)

MA Multi Media Arts (Film Making, Animation & Design) (National College of Arts, Lahore) BS Media & Communication Studies (Fatima Jinnah Women University, Rawalpindi)



Experimental Facilities

Faculty of Media and Communications Studies provides a significant experience both at graduate and undergraduate level by exposing and training its students to practical media world and in this connection, the Faculty has the following state-of-theart experimental facilities:

Radio Station FM 92.6 – UCP Ki Dunya

The creation of the commercial-free campus based radio; FM 92.6 UCP Ki Dunya is an important milestone in the educational history of University of Central Punjab. With 500 Watts FM Transmitter and 15-20 KM Radius, UCP Ki Dunya is the only FM station in educational sector which provides 24/7 transmission to its audience. At UCP radio, students learn a number of

voice broadcasting techniques and are involved in activities including audio documentaries, Audio News Release (ANR), magazine programs, news reel production, live transmission and other program formats. Besides, students also learn the art of vocal production, present their programs both recorded, and live. At our audio studios, students perform all major editing tasks and learn how to edit, trim, mix, record, and apply effects. With the rapid growth of media market and its further integration with social media, UCP FM radio station has initiated 24 hours' web service and an android application service thus making a mark of the campus radio on the global map. The UCP Radio, FM 92.6 is fully integrated with the modern broadcasting facilities. Live streaming to explore

new voice artists/talents, auditions are held after every six months under the supervision of highly trained UCP media professionals. We guide youth in the right way, make them useful member of the global community and revitalize their culture and norms, which are becoming obsolete.

UCP TV & Production House

UCP TV & Production House is the Largest and Finest on campus TV & Production House that offers opportunities to Students of Media & Communication Studies to explore the world of TV, Film & Journalism by learning the various stages of Production. These opportunities include reporting, interviewing, anchoring, hosting, content writing, camera handling, Control Room operations,

lighting, sound mixing, Video editing, Production and direction. UCP TV & Production House is equipped with *State of the art Infrastructure that* includes world class Studios, latest News and Talk Show sets, Virtual Wall, HD Cameras, Control Room and Video Editing Lab supervised by experts & media professionals of the country. UCP TV is the fastest growing WEB TV Channel among Public and Private Universities of Pakistan. UCP TV produces various Indoor and Outdoor Programs & News Bulletins for its Web Transmission. It has expanded its coverage and reach to Lahore City, which is helping students to learn maximum of practical work in the field. The training process at UCP TV & Production House aims to strike a balance between the theoretical

and practical approaches as per requirements of media Industry.

Film and Theater Center

Faculty of Media and Communication Studies has established a Film and Theatre Center for the training of students specializing in theater, film, and TV. The Center contains a mini stage for the practice session of theater students as well as a state of the art HD projector having sharp resolution and excellent graphics that is used to screen the films and other video projects produced by the students of FMCS.

Non-Linear Editing (NLE) Lab

Keeping in view the educational and professional needs of media education and industry, Faculty of Media and

Faculty of Media and Communication Studies

Communication Studies has a state of the art Non-linear Editing Lab specifically designed and equipped with 32 Mac systems with both OS X and Windows. The lab features highend Macs, running industry standard applications for Video, Film, Animation, and Multimedia Design. Software as standard includes: Adobe suite namely Aftereffects, Animate, Photoshop, Illustrator, InDesign, Premiere, Audition as well as Final Cut Pro. The NLE lab facilitates the students of undergraduate, graduate and postgraduate degree programs with industry-standard facilities that allows them to use the same world-class system necessary for professional productions

BS Media and Communication Studies

Admission Requirements

- (i) Higher Secondary School Certificate or Equivalent with 45% marks in aggregate. In case of foreign qualification, equivalence from IBCC will be required.
- (ii) UCP Admission Test or HEC approved test.

Degree Requirements

Each candidate of BS Media & Communication Studies degree is required to complete 134 Cr. Hrs. with the minimum CGPA of 2.0 on the scale of 4.0 as per the following detail:

| | Area | Cr. Hrs. |
|----|--------------------------|----------|
| a) | Compulsory Courses | 25 |
| b) | General Courses Sciences | 12 |
| с) | Foundation Courses | 27 |
| d) | Major Courses | 24 |
| e) | Specialization Courses | 36 |
| f) | Internship | 04 |
| g) | Project | 06 |
| | Total | 134 |

a) Compulsory Courses (25 Cr. Hrs.)

| Course Title | Code | Cr. Hrs. |
|--|----------|----------|
| English I | МСНU1003 | 3 |
| English II | МСНU1013 | 3 |
| Pakistan Studies | MCHU1023 | 3 |
| Islamic Studies | MCHU1032 | 2 |
| Computer Skills | MCCS1002 | 2 |
| Statistics | MCMT2003 | 3 |
| Foreign Language | MCEL1003 | 3 |
| News Reporting & Writing (English/Urdu) | MC1203 | 3 |
| Speak Well | MCEL2013 | 3 |



b) General Courses (12 Cr. Hrs.)

| Course Title | Code | Cr. Hrs. |
|--|----------|----------|
| Introduction to Sociology | MCHU2043 | 3 |
| International Relations | MC1703 | 3 |
| Contemporary Issues in Politics & Economy of Pakistan | МС3303 | 3 |
| Functional Urdu | MCEL2023 | 3 |
| c) Foundation Courses (27 Cr. | Hrs.) | |
| Course Title | Code | Cr. Hrs. |
| Introduction to Mass Communication | MC1403 | 3 |
| Foundation of Public Relations | MC2713 | 3 |
| Introduction to Film & Theater Studies | MC2603 | 3 |
| TV Production (News & Current Affairs) | MC2213 | 3 |
| Fundamentals of Advertising | MC2723 | 3 |
| Introduction to Digital Media | MC1803 | 3 |
| Development Communication | MC2413 | 3 |
| Data Journalism | MC3503 | 3 |
| Introduction to Broadcast Journalism | MC1513 | 3 |

d) Major Courses (24 Cr. Hrs.)

| Course Title | Code | Cr. Hrs. |
|-------------------------------------|--------|----------|
| Media Laws and Ethics | MC2103 | 3 |
| Mass Communication Theories | MC2423 | 3 |
| Documentary | MC3613 | 3 |
| Research Methods | МС3003 | 3 |
| Feature, Column & Editorial Writing | MC1223 | 3 |
| Storytelling in Digital Age | MC2813 | 3 |
| Contemporary World Media | MC3823 | 3 |
| Community Media | MC3833 | 3 |

University of Central Punjab

e) Specialization Courses within Major (36 Cr. Hrs.)

After successfully completing five semesters of the BS Hons. Media and Communication Studies program, from the sixth semester students can opt for any one of the following four specializations:

| Specialization | Code | Cr. Hrs. |
|---|-----------------|----------|
| Professional Journalism (Electronic & Print Media) | МСхххх | 36 |
| Theater, Film & Television | MCxxxx | 36 |
| Advertising & Public Relations | MCxxxx | 36 |
| Digital Media and Entrepreneurship | MCxxxx | 36 |
| Following are the list of courses for | each specializa | tion: |
| Course Title | Code | Cr. Hrs. |
| Professional Journalism (Electronic | & Print Media) |) |
| Online Journalism (Theory and Practice) | MC3523 | 3 |
| Radio Feature & Drama Writing | МС3533 | 3 |
| Media Production Software | MC3543 | 3 |
| Investigative Journalism / Academic Writing | МС3553 | 3 |
| Camera Techniques | МС3563 | 3 |
| Magazine Production | MC4503 | 3 |
| Live/Outdoor Broadcasting | MC4513 | 3 |
| Advance Documentary Production | MC4523 | 3 |
| TV Anchoring & Hosting | MC4533 | 3 |

| Course Title | Code | Cr. Hrs. |
|---|--------|----------|
| | | |
| Radio Production | MC4543 | 3 |
| Media Management | MC4553 | 3 |
| Mobile Technology & Journalism Practices | MC4563 | 3 |
| Theater, Film & Television | | |
| Script & Screenplay Writing (Theater, Film & TV) | МСЗ62З | 3 |
| Camera Techniques | МСЗ6ЗЗ | 3 |
| Art of Direction | MC3643 | 3 |
| Introduction to Acting | МС3653 | 3 |
| Film Criticism & Appreciation/ Academic Writing | МС3663 | 3 |
| Sound Design | MC4603 | 3 |
| Cinematography | MC4613 | 3 |
| Theatre Production Design | MC4623 | 3 |
| Animated Films | MC4633 | 3 |
| Studio Production | MC4643 | 3 |
| Post Production & Special Effects | MC4653 | 3 |
| Media Promotion & Marketing | MC4663 | 3 |
| Advertising & Public Relations | | |
| Branding Strategy | МС3703 | 3 |
| International PR & Advertising | MC3713 | 3 |
| Media Buying & Planning | МС3723 | 3 |

| Course Title | Code | Cr. Hrs. |
|---|--------|----------|
| Research in Advertising and PR/ Academic Writing | МС3733 | 3 |
| Visual Communication Design | MC3743 | 3 |
| Copywriting (Theory & Practice) | MC4703 | 3 |
| Corporate Social Responsibility (CSR) | MC4713 | 3 |
| Crisis Communication | MC4723 | 3 |
| Account Management | MC4733 | 3 |
| Production for Advertising & PR | MC4743 | 3 |
| Public Relations & Advertising in Digital Age | MC4753 | 3 |
| Integrated Marketing Communications | MC4763 | 3 |
| Digital Media and Entrepreneurship | | |
| Business Model Development & Innovation | MC3843 | 3 |
| Web Design and Development | МС3853 | 3 |
| Videogames: Reality in Play | МС3863 | 3 |
| Writing for the Web/ Academic Writing | МС3873 | 3 |
| Visual Communication Design | MC3883 | 3 |
| Digital Media Entrepreneurship | MC4803 | 3 |
| Immersive Media | MC4813 | 3 |
| Mobile Technology & Journalism Practices | MC4823 | 3 |



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| Course Title | Code | Cr. Hrs. |
|---------------------------------|--------|----------|
| Digital Video Production | MC4833 | 3 |
| Web Series | MC4843 | 3 |
| Digital Publishing | MC4853 | 3 |
| PR & Advertising in Digital Age | MC4863 | 3 |

f) Internship (04 Cr. Hrs.)

Each student is required to complete an 8-week industrial internship training usually after 6 semesters or on the completion of 90 Cr. Hrs.

g) Project (06 Cr. Hrs.)

In the final year, the students are required to demonstrate their practical skills in the field of Media and Communication by designing and implementing a project worth 6 Cr. Hrs.

| Course Title | Code | Cr. Hrs. |
|--------------|--------|----------|
| Project | MC4916 | 6 |
| | | |

Volunteers in Service (MC3000)

Each student is required to complete 65 hours community work, usually after 4th semester which would be a prerequisite to clear the student for the award of degree.

Program Duration

This is a four-year degree program comprising of O8 semesters with a minimum of 134 credit hours. There will be a Fall and Spring semester in each year. The minimum and maximum duration to complete BS Hons. Media and Communication Studies program is O4 and O7 years respectively.

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Scheme of Studies BS Media and Communication Studies

Semester-I (17 Cr. Hrs.) Course Title Category Course Code Cr. Hrs. MCHU1003 English I Compulsory 3 Pakistan Studies MCHU1023 Compulsory 3 MC1403 Introduction to Mass Communication Foundation 3 News Reporting & Writing (English/Urdu) Compulsory MC1203 3 MC1513 Introduction to Broadcast Journalism Foundation 3 Compulsory MCCS1002 Computer Skills 2

Semester-II (17 Cr. Hrs.)

| Course Code | Course Title | Category | Cr. Hrs. |
|-------------|-------------------------------------|------------|----------|
| MCHU1013 | English II | Compulsory | 3 |
| MCHU1032 | Islamic Studies | Compulsory | 2 |
| MC1803 | Introduction to Digital Media | Foundation | 3 |
| MC1703 | International Relations | General | 3 |
| MC1223 | Feature, Column & Editorial Writing | Major | 3 |
| MCEL1003 | Foreign Language | Compulsory | 3 |

Semester-III (18 Cr. Hrs.)

| Course Code | Course Title | Category | Cr. Hrs. |
|-------------|--------------------------------|------------|----------|
| MCEL2013 | Speak Well | Compulsory | 3 |
| MC2713 | Foundation of Public Relations | Foundation | 3 |
| MC2723 | Fundamentals of Advertising | Foundation | 3 |
| MCHU2043 | Introduction to Sociology | General | 3 |
| MCEL2023 | Functional Urdu | General | 3 |
| MC2813 | Storytelling in Digital Age | Major | 3 |

Semester-IV (18 Cr. Hrs.)

| Course Code | Course Title | Category | Cr. Hrs. |
|-------------|--|------------|----------|
| МС2603 | Introduction to Film & Theater Studies | Foundation | 3 |
| MC2413 | Development Communication | Foundation | 3 |
| MC2103 | Media Laws and Ethics | Major | 3 |
| MCMT2003 | Statistics | Compulsory | 3 |
| MC2213 | TV Production (News & Current Affairs) | Foundation | 3 |
| MC2423 | Mass Communication Theories | Major | 3 |

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|--------------|------------------------|
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| Course Code | Course Title | Category | Cr. Hrs |
|-------------------|---|----------------|---------|
| МС3833 | Community Media | Major | 3 |
| MC3613 | Documentary | Major | 3 |
| МС3003 | Research Methods | Major | 3 |
| МС3503 | Data Journalism | Foundation | 3 |
| MC3823 | Contemporary World Media | Major | 3 |
| МС3303 | Contemporary Issues in Politics & Economy of Pakistan | General | 3 |
| Semester-VI (15 | Cr. Hrs.) | | |
| Course Code | Course Title | Category | Cr. Hrs |
| МСЗххЗ | Specialization-I | Specialization | 3 |
| МСЗххЗ | Specialization-II | Specialization | 3 |
| МСЗххЗ | Specialization-III | Specialization | 3 |
| МСЗххЗ | Specialization-IV | Specialization | 3 |
| МСЗххЗ | Specialization-V | Specialization | 3 |
| Semester-VII (15 | Cr. Hrs.) | | |
| Course Code | Course Title | Category | Cr. Hrs |
| MC4xx3 | Specialization-VI | Specialization | 3 |
| MC4xx3 | Specialization-VII | Specialization | 3 |
| MC4xx3 | Specialization-VIII | Specialization | 3 |
| MC4xx3 | Specialization-IX | Specialization | 3 |
| MC4xx3 | Specialization-X | Specialization | 3 |
| Semester-VIII (16 | Cr. Hrs.) | | |
| Course Code | Course Title | Category | Cr. Hrs |
| MC4xx3 | Specialization-XI | Specialization | 3 |
| MC4xx3 | Specialization-XII | Specialization | 3 |
| MC4004 | Internship and Report | Internship | 4 |
| MC4916 | Project | Project | 6 |

Media and Communication Studies

M.Phil. Media and Communication Studies

Admission Requirements

- (i) A minimum of 16 years of education leading to BS in relevant discipline
- (ii) Minimum 2.00/4.00 CGPA or 50% marks in annual system
- (iii) UCP Admission Test/HEC Approved Test

Degree Requirements

A student admitted in this program will have to complete the degree requirements by following any one of the options given below:

- (i) 24 Cr. Hrs course work with 6 Cr. Hrs Thesis
- (ii) Course work only (10 Courses)

Each candidate of M.Phil. Media and Communication Studies degree is required to complete 30 Cr. Hrs. as per the following detail:

| | Area | Cr. Hrs. |
|----|--|----------|
| a) | Courses | 24 |
| b) | Research Thesis/Project/Additional Courses | 06 |
| | Total | 30 |

a) Courses (24 Cr. Hrs.)

| Course Title | Code | Cr. Hrs. |
|---|--------|----------|
| Approaches to Mass Communication Studies-1 | MC5403 | 3 |
| Communication Research Methods-1 | MC5413 | 3 |
| International Communication | MC5423 | 3 |
| Philosophy of Social Sciences | MC5703 | 3 |
| Approaches to Mass Communication-II | MC5433 | 3 |
| Communication Research-II | MC5443 | 3 |
| M.Phil. Seminar | МС5003 | 3 |



| Course Title | Code | Cr. Hrs. |
|--|--------|----------|
| Public Relations & Advertising Practicum | MC5713 | 3 |
| Visual Communication | MC5453 | 3 |
| Research Methods | MC5013 | 3 |
| Writing Techniques (Radio & TV With Project) | МС5203 | 3 |
| Production Techniques (Radio & TV with Project) | MC5213 | 3 |
| Film & Theater Studies (With Project) | МС5603 | 3 |
| Tools and Skills of Production | МС5223 | 3 |
| Research Debates | MC5023 | 3 |
| Managing Information | MC5463 | 3 |
| Tools and Skills of Social Sciences Research | МС5723 | 3 |
| Dissertation Writing Workshop | МС5033 | 3 |
| Research Practicum | MC5043 | 3 |
| Media, Politics & Reporting Elections | МС5303 | 3 |

b) Research Thesis

| Course Title | Code | Cr. Hrs. |
|---------------------|--------|----------|
| Research Thesis | MC6916 | 6 |
| Thesis Continuation | MC6921 | 1 |
| | | |

CGPA Requirement

A student is required to earn a minimum of 2.50/4.00 CGPA on the completion of his/her degree requirements.

Program Duration

This is nominally a two-year degree program comprising of 4 semesters. There will be a Fall and a Spring semester in each year. The maximum duration to complete M.Phil. Media and Communication Studies degree is 04 years.



PhD Media and Communication Studies

The Department provides a vibrant and dynamic environment that encourages excellence in research specifically in the areas of Professional Journalism, Theater Film and Television, Digital Media and Advertising Relation. The PhD program aims at producing graduates who could meet the challenges of emerging international trends in Media and Communication Studies. To achieve this objective, we have a team of highly qualified and dedicated faculty members; a cohesive and carefully designed PhD program. A due emphasis has been placed on the applied and industrial aspects of the research. For this purpose, the Department has established a strong liaison with Research & Development organizations and industry.

Admission Requirements

- (i) MS degree in relevant discipline
- (ii) Minimum CGPA 3.0/4.0 (Semester System) or 60% marks (Annual System)
- (iii) Admission Test/GAT Subject/HEC Test
- (iv) Interview

Degree Requirements

A PhD candidate shall be awarded degree on successful completion of the following requirements:

- (i) 18 Cr. Hrs. Course Work with minimum CGPA 3.00/4.00
- (ii) Comprehensive Examination (written and oral)
- (iii) 30 Cr. Hrs. Research Work
- (iv) Synopsis Defense
- (v) Dissertation Foreign Reviews
- (vi) Publication of at least one research paper in HEC approved journal.
- (vii) Dissertation Final Defense

Note: PhD scholars are required to comply with the following timeline:

| Activity | Preferred Time | Maximum |
|------------------------|----------------|---------------------------|
| Course Work | 2 Semesters | 3 Semesters |
| Comprehensive Exam | 3 Semesters | 4 Semesters |
| Synopsis Qualification | 4 Semesters | 6 Semesters |
| Thesis Submission | 6 Semesters | 14 Semesters (7 Years) |

