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FACULTY OF MEDIA AND COMMUNICATION STUDIES



FMCS HANDBOOK





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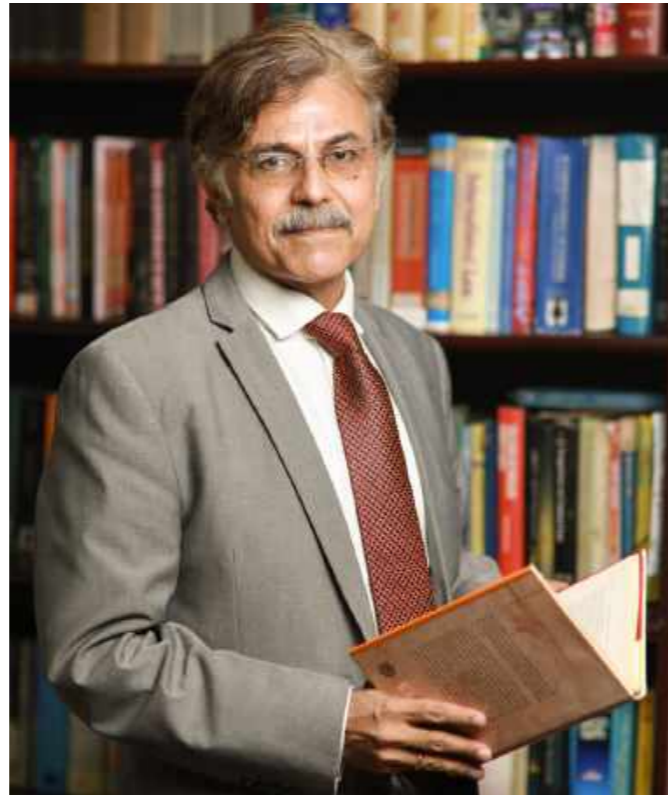
CAREER PROSPECTS

Media plays a prominent role in communication dynamics today. By studying media and communication, you will have practical education as well as theoretical education in your curriculum. All this leads to a range of dynamic careers in marketing, sales and advertising, broadcast media and performing arts, journalism and publishing, leisure sport and tourism, local government, public relations, theatre, teaching and education.

DEAN'S MESSAGE

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 around the world. We live in a highly inter-connected world where new modes of communication, audiences, and effects at social, cultural, political and global levels have offered numerous possibilities for the media schools to tailor their academic programs, and professional trainings, according to meeting the requirements of the 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 the 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 exploring emerging horizons to become a brand name in the media and communication industries and academia at international levels.

At FMCS, we impart in-depth knowledge and industry-based skill sets, along with critical thinking and creativity, to harness the students' potential for a future either within or beyond the media and communication industries. We provide an interdisciplinary environment with a focus on the core components of the media and communication degrees. We offer various degree programs including BS (Honors), M.Sc., M.Phil. (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



PROF. DR. TAIMOOR-UL-HASSAN

specialists, digital media content writers, producers, data journalists, immersive media experts, innovators, media entrepreneurs, scholars, and researchers. We offer an array of exceptional facilities like an 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. In addition to these facilities, the 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 remains unmatched.

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

OVERVIEW

Pakistan's leading media faculty

Established in 2014, Faculty of Media and Communication Studies (FMCS) is a prestigious institution of Mass Communication in Pakistan with 1200+ enrolled students. Working under the visionary leadership of an eminent media educationist of Pakistan, Prof. Dr. Taimoor-ul-Hassan, FMCS is committed to revolutionizing the landscape of media education in Pakistan. It offers a wide range of diverse courses drawn from Social Sciences, Business Management, Information Technology and Arts within the core components of Media and Mass Communication.

To provide outstanding teaching and learning experience, the faculty has developed an interdisciplinary curriculum that helps students prepare for a career in a vast range of professions. These include 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 exposure and exceptional practical opportunities to its students through internships and job placements at well-reputed organizations.

Faculty of Media and Communication Studies has a thriving and technology-rich environment. FMCS is the first-ever institution of Pakistan which has its own cutting-edge TV Studio/ production house. It also has a state-of-the-art Non-Linear Editing Lab (NLE), Radio Station FM 92.6 (UCP Ki Dunya) with 24/7 transmission which gives it a distinguished position in the educational sector of Pakistan.

With a blend of a broad spectrum of courses and state-of-the-art digital technologies, FMCS enhances the intellect and aesthetic abilities of students and makes them eligible not only to cope with the professional requirements of national and international media markets but also to start up their own media enterprises.

Through FMCS partnerships with international academia and organizations, students and faculty are linked to international community and resources which provides an opportunity for them to nurture their mind through updated knowledge, skills and experience to achieve personal and professional goals for transforming their ambitions into actions.

WHY STUDY AT FACULTY OF MEDIA AND COMMUNICATION STUDIES (FMCS)?

If you are passionate about your goals, FMCS has the following features and facilities to help you reach your potential:

- 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 films, documentaries, as well as experience in virtual studio productions
- 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-the-clock transmission
- Partnership opportunities with international universities and organizations
- Four specializations offered in BS (Honours):
 1. Theatre, Film & Television
 2. Digital Media & Entrepreneurship
 3. Professional Journalism (Electronic & Print Media)
 4. Advertising & Public Relations

SALIENT FEATURES

- Highly qualified and professional teaching faculty
- Centre for Training and Research (CTR)

- Film and Theatre Centre (FTC)
- State-of-the-art classrooms and infrastructure
- 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 media outlets such as:

Organizations for Radio and TV

Broadcasting: 1. Radio Pakistan 2. Public news 3. PTV 4. Geo 5. Dunya 6. ARY 7. Samaa News 8. Star Asia 9. NEO TV 10. News One TV 11. Rahber TV

Advertising Agencies: 1. Message communication 2. Time and space 3. Velocity 4. A4 Communications 5. Media Professionals 6. Google Ninja (A digital ad agency) 7. Resource link 8. Ideas Container Ad Agency. 9. Urban Sourcing. 10. Maxes advertising agency. 11. CONGLO

Organizations for Public Relations

Internships: 1. DGPR 2. Shaukat Khanum 3. Punjab primary and secondary health care 4. Pace 2 life welfare foundation 5. Spine Welfare foundation. 6. Punjab food Authority 7. Nishat Group 8. Punjab Polio

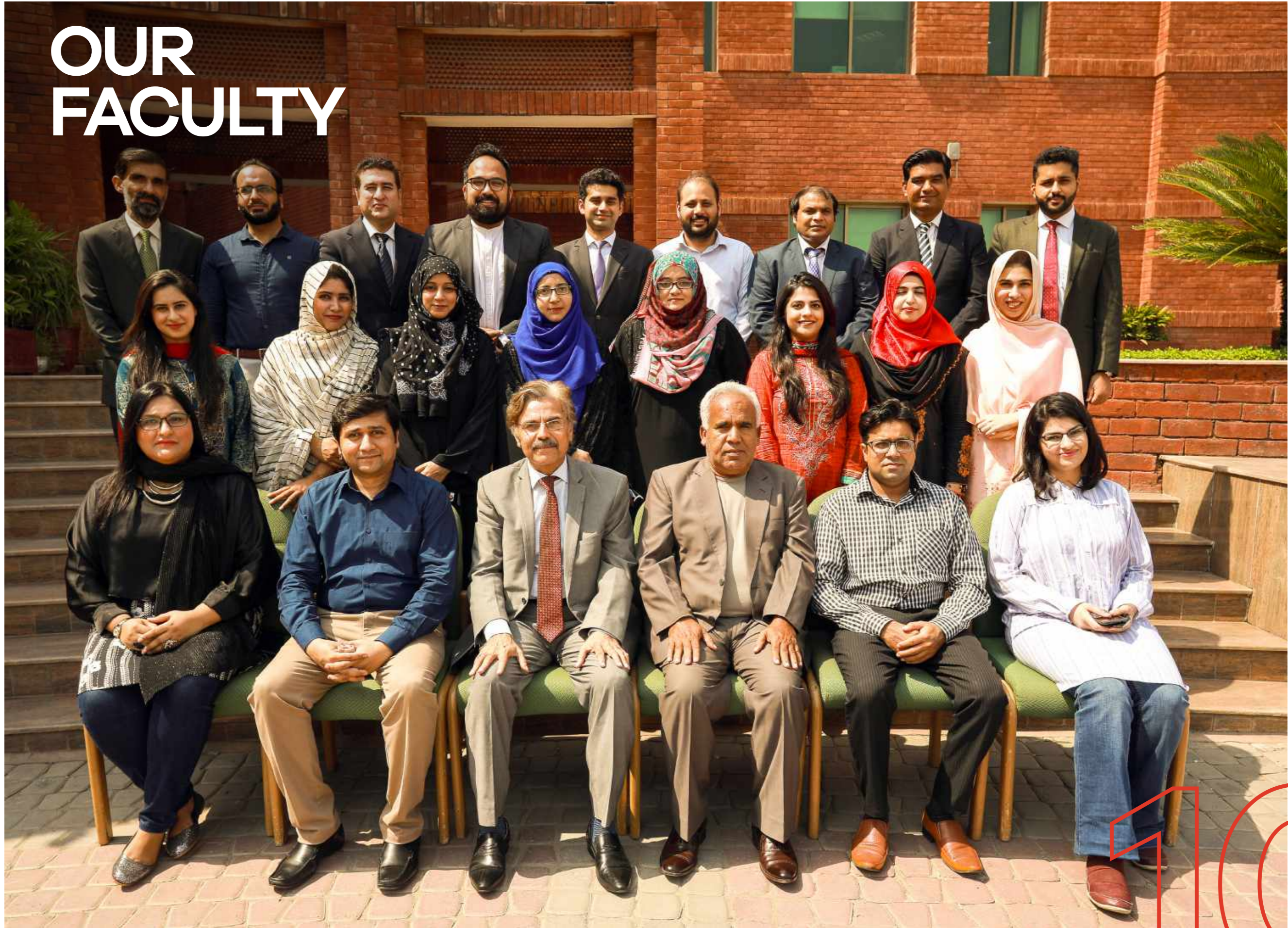
Eradication Program Organizations for

Film and Theatre: 1. Peeru's theatre 2. 3X STUDIO

- 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 & Reporting Elections" has been introduced for the students of M.Phil. degree program



OUR FACULTY



OUR FACULTY



CENTRE FOR ADVANCED STUDIES (CAS)

M.Phil. and PhD Programs in Media & Communication Studies

Under the Centre for Advanced Studies, FMCS offers M.Phil. and PhD programs in Media and Communication Studies, supervised by a nationally and internationally reputed teaching faculty. Being the first in private sector universities to have a NOC from HEC for its M.Phil. and PhD programs in Media Studies, FMCS has full-time professors as permanent faculty members.

Under the supervision of such highly qualified faculty, students are get empowered with diverse knowledge through an integration of both theory and practice, which prepares them to understand and manage the communication revolution by engaging in innovative researches and creative accomplishments.

Center For Training and Research (CTR)

Faculty of Media and Communication Studies has formed a Centre for Training and Research, for providing a platform to faculty members and research students to conduct research and undertake training for enhancing their research skills. Centre for Training and Research promotes collaborative/group research to ensure smooth functioning and effective management of research activities at the Faculty.

UCP TV/PRODUCTION HOUSE-FMCS

Faculty of Media and Communication Studies proudly owns a fully functional UCP TV production house which is an on-campus training lab for media students. The training process aims to strike a balance between the theoretical and practical approaches to the field. The setup is at par with any renowned running TV channel having three types of sets including Chroma, used for the production of entertainment, infotainment and current affairs shows. It has invaluable infrastructural assets like HD Cameras, professional vision mixer and audio switcher, iMac editing machine, studio lights and grid, autocue teleprompter, along with state-of-the-art master control room. The equipment can produce professional news bulletins, current affairs shows, documentaries and short films. UCP TV has also initiated a web service where programs produced by students are currently being run.

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 the institute. With 500 Watts FM Transmitter and 20 KM radius, UCP Ki Dunya is the only FM station in the educational sector that provides 24/ 7 transmission to its audience. At UCP radio, students learn several voice-broadcasting techniques and involve themselves in activities including audio documentaries, Audio News Release (ANR), magazine programs, newsreel production, live transmission, and other program formats. Besides this,

students also learn the art of vocal production and 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's 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. It provides live streaming to explore new voice artists/ talents, and auditions for these artists get scheduled after every six months under the supervision of highly trained media professionals at UCP.

Film And Theater Center

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

Non-linear Editing Lab (NLE)

Keeping up with the educational and professional needs of media education and industry, Faculty of Media and Communication Studies has a state-of-the-art Non-linear Editing Lab specifically designed and equipped with 32 Mac systems, with latest editing software installed on both Windows and Mac operating systems. The lab facilitates

students who are working on video projects related to both television and cinema. It also serves the media students, working on projects related to graphic designing and visual communication in undergraduate, graduate and postgraduate degree programs.

PROGRAMS OFFERED

1. BS (Honours) 4 Years
2. M.Sc. in Journalism & Mass Communication
3. M.Phil./MS
4. PhD Program

SAMPLE MODULE



SAMPLE MODULE

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BS (HONS.) 4-YEARS MEDIA AND COMMUNICATION STUDIES PROGRAM

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
c) 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	MCHU1003	3
English II	MCHU1013	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		3
International Relations	MC1703	3
Contemporary Issues in Politics & Economy of Pakistan	MC3303	3
Functional Urdu		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	MC3003	3
Feature, Column & Editorial Writing	MC1223	3
Storytelling in Digital Age	MC2813	3
Contemporary World Media	MC3823	3
Community Media	MC3833	3

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)	MCxxxx	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 specialization:

Course Title	Code	Cr. Hrs.
Professional Journalism (Electronic & Print Media)		
Online Journalism (Theory and Practice)	MC3523	3
Radio Feature & Drama Writing	MC3533	3
Media Production Software	MC3543	3
Investigative Journalism / Academic Writing	MC3553	3
Camera Techniques	MC3563	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)	MC3623	3
Camera Techniques	MC3633	3
Art of Direction	MC3643	3
Introduction to Acting	MC3653	3
Film Criticism & Appreciation/Academic Writing	MC3663	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	MC3703	3
International PR & Advertising	MC3713	3
Media Buying & Planning	MC3723	3

Course Title	Code	Cr. Hrs.
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Research in Advertising and PR/Academic Writing	MC3733	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
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Digital Media and Entrepreneurship

Business Model Development & Innovation	MC3843	3
Web Design and Development	MC3853	3
Videogames: Reality in Play	MC3863	3
Writing for the Web/ Academic Writing	MC3873	3
Visual Communication Design	MC3883	3
Digital Media Entrepreneurship	MC4803	3
Immersive Media	MC4813	3
Mobile Technology & Journalism Practices	MC4823	3

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 of 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 4-year degree program comprising of 08 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 4 and 7-years respectively.

SCHEME OF STUDIES BS MEDIA AND COMMUNICATION STUDIES

Semester-I (17 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MCHU1003	English I	Compulsory	3
MCHU1023	Pakistan Studies	Compulsory	3
MC1403	Introduction to Mass Communication	Foundation	3
MC1203	News Reporting & Writing (English/Urdu)	Compulsory	3
MC1513	Introduction to Broadcast Journalism	Foundation	3
MCCS1002	Computer Skills	Compulsory	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.
MC2603	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

Semester-V (18 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MC3833	Community Media	Major	3
MC3613	Documentary	Major	3
MC3003	Research Methods	Major	3
MC3503	Data Journalism	Foundation	3
MC3823	Contemporary World Media	Major	3
MC3303	Contemporary Issues in Politics & Economy of Pakistan	General	3

Semester-VI (15 Cr. Hrs.)

Course Code	Course Title	Category	Cr. Hrs.
MC3xx3	Specialization-I	Specialization	3
MC3xx3	Specialization-II	Specialization	3
MC3xx3	Specialization-III	Specialization	3
MC3xx3	Specialization-IV	Specialization	3
MC3xx3	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

Admission Requirements

- A minimum of 16 years of education leading to BS in relevant discipline
- Minimum 2.00/4.00 CGPA or 50% marks in annual system
- 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:

- 24 Cr. Hrs. course work with 6 Cr. Hrs. Thesis
- 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	MC5003	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)	MC5203	3
Production Techniques (Radio & TV with Project)	MC5213	3
Film & Theater Studies (With Project)	MC5603	3
Tools and Skills of Production	MC5223	3
Research Debates	MC5023	3
Managing Information	MC5463	3
Tools and Skills of Social Sciences Research	MC5723	3
Dissertation Writing Workshop	MC5033	3
Research Practicum	MC5043	3
Media, Politics & Reporting Elections	MC5303	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 2-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 4-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 are able to 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)

