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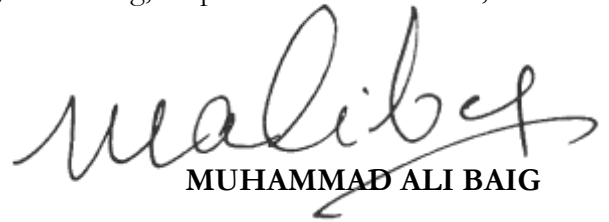
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SUBJECT: REVISED CURRICULA FOR DEGREE PROGRAMS IN MEDIA AND COMMUNICATION STUDIES

The Higher Education Commission (HEC) of Pakistan, as mandated by its law, provides guidance to Higher Education Institutions (HEIs) on curricula for tertiary education levels in alignment with the National Qualifications Framework (NQF). To address evolving academic trends and market demands, HEC has revised the curricular standards for Media and Communication Studies degree programs at NQF levels 5, 6 and 7. These updated standards are intricately aligned with HEC's Undergraduate Education Policy V 1.1 (2023) and Graduate Education Policy (2023), ensuring coherence with national priorities and adherence to international benchmarks.

2. The revised curricula for Media and Communication Studies degree programs are hereby notified. Universities offering these programs are advised to align their Media and Communication Studies curricula with these updated standards as a minimum requirement. The respective departments must also develop course contents in accordance with the prescribed framework, ensuring that the programs address evolving scholarly and industry needs to enhance employability potential of Media and Communication Studies graduates. Subsequently, the finalized course contents should be submitted electronically to this office at the earliest. An electronic copy of the revised curricula is available on HEC's official website.

3. With the support of universities in implementing these standards, HEC envisions a future where Pakistani graduates in Media and Communication Studies lead innovations in media production, digital content creation, strategic communication, investigative journalism, and emerging technologies, driving progress in diverse fields including but not limited to broadcasting, advertising, corporate communication, and digital media, in Pakistan and beyond.


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CURRICULUM FOR MEDIA & COMMUNICATION STUDIES

ASSOCIATE DEGREE
BACHELOR OF STUDIES
MASTER OF STUDIES

2025

HIGHER EDUCATION COMMISSION
GOVERNMENT OF PAKISTAN



CURRICULUM FOR
MEDIA & COMMUNICATION STUDIES
DEGREE PROGRAMS

2025

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Preface

The curriculum serves as a comprehensive blueprint for the teaching-learning process that students must navigate to achieve specific academic objectives. This encompasses clearly defined prior learning requirements, program objectives, scheme of studies, and course learning outcomes. As knowledge rapidly evolves and new fields emerge, it is crucial to continually develop and revise curricula to ensure they remain current, relevant, and impactful.

As mandated by its law through Clause 10-1 (a), (l), (s), and (v), the Higher Education Commission (HEC) of Pakistan has been developing and periodically updating curricula through its National Curriculum Revision Committees (NCRCs). These committees are generally composed of subject matter experts, researchers, and representatives from accreditation bodies, professional councils, and industry stakeholders. In response to the evolving needs, HEC has undertaken the task to develop robust standards for the curricula of degree programs in Media & Communication Studies at levels 5, 6 and 7 of the National Qualifications Framework. These standards are meticulously structured in accordance with the HEC's Undergraduate Education Policy V 1.1 (2023) and Graduate Education Policy (2023), ensuring alignment with both national priorities and international educational standards.

The degree programs in Media & Communication Studies are designed to equip students with advanced theoretical knowledge and practical skills, fostering critical thinking, media literacy, storytelling, and research to address the evolving landscape of media and communication. These curricular standards, developed by subject experts from across the country, aim to enhance graduates' competencies, enabling them to contribute effectively to national and global media industries, digital communication, public relations, and journalism.

With the support of universities in implementing these standards, HEC envisions a future where Pakistani graduates in Media & Communication Studies lead innovations in media production, digital content creation, strategic communication, investigative journalism, and emerging technologies, driving progress in diverse fields including but not limited to broadcasting, advertising, corporate communication, and digital media, in Pakistan and beyond.

Dr. Amjad Hussain

Director General
Academics Division

Guiding Principles

MINIMUM STANDARDS

The curricular standards and guidelines prescribed in this document are mandatory at minimum level. Universities or the concerned departments may however set higher standards provided that the standards prescribed herein are not reduced or compromised.

COURSE SEQUENCE, TITLES & CREDITS

For Bachelor of Studies and Master of Studies in Media & Communication Studies, the sequence of courses prescribed in this document is logically arranged and is suggestive only. The concerned department may rearrange the sequence and alter the course titles and credit hours provided that the essence of the courses prescribed herein remains intact. The concerned department may also add more courses as and when required subject to approval of university's relevant statutory body.

COURSE LEARNING OUTCOMES

Course learning outcomes (CLOs) are the bare minimum standards of learning that students must achieve upon completing a specific course. While these standards must not be compromised, departments are encouraged to enhance the rigor of the CLOs by incorporating additional learning outcomes, provided these do not alter the essence of the prescribed standards. In this document, CLOs are developed for core / major (for AD & BS) and one out of four interdisciplinary courses namely "AI & Data Analytics in Media", whereas for electives, the concerned departments are required to develop their CLOs taking into account the course's advanced nature and relevance to the program. For General Education courses as prescribed in the HEC Undergraduate Education Policy V 1.1 including the course of "Pakistan Studies", the departments may adopt the CLOs as prescribed in the HEC developed model courses.

COURSE SYLLABUS

This document serves as a comprehensive guideline delineating the CLOs for each course as prescribed for the Bachelor of Studies and Master of Studies in Media & Communication Studies as minimum standards. The concerned department is required to prepare, modify, and tailor the syllabus of each course, ensuring alignment with the stipulated learning outcomes and industry demands. It is in this regard imperative that the concerned department utilizes instructional, reference, and reading materials that it deems appropriate to effectively meet the CLOs.

GENERAL EDUCATION

For Bachelor of Studies in Media & Communication Studies, the courses for General Education component including the course of "Pakistan Studies" must mandatorily be offered with the same titles and credit hours as prescribed in the HEC Undergraduate Education Policy V 1.1. The concerned department may adopt and follow the learning outcomes and study contents developed by HEC for these courses as available on its website. The requirement of General Education is not applicable to Master of Studies in Media & Communication Studies.

REQUIREMENT OF INTERNSHIP

Internship of 3 credit hours is a mandatory degree award requirement for Bachelor of Studies

in Media & Communication Studies. Internship of 6 to 8 weeks (preferably undertaken during semester or in Media & Communication Studies. Internship of 6 to 8 weeks (preferably undertaken during semester or summer break) must be graded by a faculty member in collaboration with the supervisor in the field. This requirement cannot be substituted with additional course work, capstone or any project work.

REQUIREMENT OF CAPSTONE

It is a mandatory degree award requirement of 3 credit hours for Bachelor of Studies in Media & Communication Studies. The capstone is a multifaceted body of work that serves as a culminating academic and intellectual experience for students. It must be supervised and graded by a faculty member as per the protocols prescribed by the concerned department. This requirement cannot be substituted with additional course work or internship.

ASSOCIATE DEGREE

The eligibility criteria and the first-four semesters of the Bachelor of Studies in Media & Communication Studies as prescribed in this document guide the admission requirement and the structure of Associate Degree in Media & Communication Studies, respectively. Field experience / internship is not a mandatory requirement for the Associate Degree in Media & Communication Studies.

ELECTIVES

- a) In accordance with the **National Qualifications Framework**, the department is required to offer at least 7 electives comprised of 21 credit hours i.e., minimum of 25% of the major i.e., Media & Communication Studies comprised of 84 credit hours, to meet the criteria of nomenclature with specialization. Where the department increases the range of major beyond 84, the number of electives will accordingly be adjusted.
- b) Where the electives are opted from the general pool of electives, the degree will be awarded as Bachelor of Studies in Media & Communication Studies in its generic form and without any specialization. **Example: Bachelor of Studies in Media & Communication Studies.**
- c) Where the electives are opted from within a single specialization domain, the degree will be offered as Bachelor of Studies in Media & Communication Studies (with name of specialization) in accordance with the National Qualifications Framework (2015). **Example: Bachelor of Studies in Media & Communication Studies (Electronic Media).**
Subject to approval of the relevant statutory body, the department may develop additional
- d) specializations other than those prescribed in this document.
Offering of the degree program with specialization is prescribed here as an option only
- e) and not as a mandatory requirement or a binding on the concerned department. The concerned department may consider to offer the degree program with specialization or otherwise, as per available academic, human and infrastructural resources.

EQUIVALENCE OF QUALIFICATIONS

All the graduates having degrees of Bachelor of Studies in Media & Communication Studies with or without specialization will be considered at par in terms of their knowledge, skills and abilities acquired through the course of the degree program, for the purpose of employment

and further education. Therefore, all graduates having Bachelor of Studies in Media & Communication Studies with any specialization are considered equivalent to Bachelor of Studies in Media & Communication Studies. However, where specific specialization of Media & Communication Studies is required by the employing agency such as Social Media, the same cannot be considered at par with any other specialization of Media & Communication Studies such as Theater, Film & Television. Moreover, the existing four-year undergraduate degree programs offered by different universities in areas such as Digital Media & Communication, Communication Studies, Broadcast Media Studies, Journalism, Media & Development Communications, Communication Studies, Public Relations & Advertising, Media Science / Studies, Immersive Media and Mass Communications may also be considered at par with Media & Communication Studies in accordance with equivalence rules specified by HEC for the purpose of employment. These examples are given only for the sake of clarity.

STUDIO & LABORATORY REQUIREMENTS

Departments offering degree programs in the discipline of Media & Communication Studies are required to adhere to the industry driven studio and laboratory requirements including general purpose studio, editing and print media lab and campus / community radio as minimum standards. The concerned must have sufficient studios laboratories with required equipment and allied facilities, for all the courses having credits allocated for studio and lab-work as prescribed in this document. Departments are further expected to enhance the studio and laboratory standards as and when required and maintain / upgrade the same to ensure quality education and research in the field of Media & Communication Studies.

ENTRY & EXIT PROVISIONS

Pathway for Graduates with Associate Degree

- a) Students having completed Associate Degree in Media & Communication Studies or any discipline related to the field of Media & Communication Studies are allowed admission in the fifth semester of Bachelor of Studies in Media & Communication Studies provided that they complete deficiency courses up-to a maximum of 18 credit hours (if required) as determined by the concerned university / department. In case where the deficiency courses are of more than 18 credit hours, the concerned university may decide not to offer admission in accordance with its screening, admission and merit calculation criteria
- b) approved by its statutory bodies.
The minimum eligibility for admission in the fifth semester in this case is 2.00/4.00 CGPA obtained in the prior qualification i.e., Associate Degree. The concerned university may, however, set higher eligibility criteria for admission in the fifth semester of Bachelor of Studies in Media & Communication Studies.

Pathway for Graduates with Conventional BA / BSc / Equivalent Degree Programs

Students having completed two-year conventional BA/BSc/equivalent degree programs are allowed admission in the fifth semester of Bachelor of Studies in Media & Communication Studies in which case, such students shall be required to complete deficiency courses up-to a maximum of 21 credit hours as determined by the concerned university / department. In case where the deficiency courses are of more than 21 credit hours, the concerned university may decide not to offer admission in accordance with its

screening, admission and merit calculation criteria approved by its statutory bodies.

- b) The minimum eligibility for admission in the fifth semester in this case is 45% cumulative score obtained in the prior qualification i.e., two-year conventional BSc / equivalent degree programs. The concerned university may however set higher eligibility criteria for admission in the fifth semester of Bachelor of Studies in Media & Communication Studies.

Exiting from Bachelor of Studies in Media & Communication Studies with the Associate Degree

Exit from Bachelor of Studies in Media & Communication Studies with Associate Degree in the same discipline is allowed in accordance with the provisions of HEC Undergraduate Education Policy V 1.1. and only in such circumstances where no other remedy is available to safeguard the academic career of the student.

CURRICULUM FOR
BACHELOR OF STUDIES (BS)
MEDIA & COMMUNICATION
STUDIES

BS Media & Communication Studies

PROGRAM DESCRIPTION

The Bachelor of Studies (BS) in Media & Communication Studies program is structured in accordance with the HEC Undergraduate Education Policy V 1.1. to provide students with a comprehensive and interdisciplinary understanding of the evolving dynamics of media and communication in contemporary society. Spanning eight semesters, these standards are designed to cultivate critical thinking, effective communication, creativity and problem-solving skills, equipping students to address complex challenges in media and communication and contribute to the development of innovative and ethical practices in the field. Graduates of the BS Media & Communication Studies program will be well-prepared for diverse career opportunities in fields such as journalism, broadcasting, advertising, digital content creation, public relations and media management. They will also be equipped to pursue advanced studies in Media and Communication Studies and related interdisciplinary areas, both nationally and internationally.

STANDARD NOMENCLATURE

The scheme of study prescribed for the four-year undergraduate degree in Media & Communication Studies is based on a total of 7 advanced electives. Where these electives are opted from the general pool, the degree will be titled as **Bachelor of Studies in Media & Communication Studies** in its generic form and without any specialization. Whereas, if all the electives are opted from within a single specialization domain, the degree will be titled as Bachelor of Studies in Media & Communication Studies with name of specialization in parenthesis in accordance with the National Qualifications Framework (2015).

PROGRAM LEARNING OUTCOMES

By the completion of Bachelor of Studies in Media & Communication Studies, the graduates will be able to:

- a) Demonstrate a comprehensive understanding of fundamental and advanced concepts in Media and Communication Studies, and their relevance to contemporary media landscapes and global communication trends.
- b) Apply theoretical frameworks and practical knowledge of Media and Communication Studies to the real-world scenarios addressing challenges in areas around journalism, public relations, digital media, and content creation effectively.
- c) Communicate insights and solutions in Media and Communication Studies with clarity, showcasing the ability to contribute to the fields of journalism, media production, public communication, and social impact initiatives.

ELIGIBILITY & ADMISSION CRITERIA

Higher Secondary School Certificate (involving 12 years of schooling) or an IBCC equivalent qualification in any group is the basic eligibility requirement for admission in the Bachelor of Studies in Media & Communication Studies. The concerned university may set minimum eligibility scores and may also conduct entry / admission test through its own testing body or an external testing services provider of repute as per the screening, admission and merit calculation criteria approved by its statutory bodies.

PROGRAM STRUCTURE

The Bachelor of Studies in Media & Communication Studies is structured in accordance with the provisions of the HEC Undergraduate Education Policy V 1.1. and comprises of minimum 134 credit hours (including supervised internship and capstone) spread over 8 regular semesters. Universities may offer courses up-to maximum of 144 credit hours provided that the total number of credit hours are reasonably set to achieve the Program Learning Objectives (PLOs) without putting undue burden on students. Summary of the program including the model scheme of study is given below.

Minimum Credit Hours	134
General Education	32 credit hours (13 courses)
Discipline Related Courses / Major	84 credit hours (28 courses)
Interdisciplinary / Allied Courses	12 credit hours (4 courses)
Internship	3 credit hours
Capstone	3 credit hours
Program Duration	Minimum: 4 years (8 regular semesters) Maximum: 6 years (12 regular semesters) The maximum limit is further extendable in accordance with HEC semester rules.
Semester Duration	16-18 weeks for regular semesters (1-2 weeks for examination) 8-9 weeks for summer semesters (1 week for examination)
Course Load (per semester)	15-18 credit hours for regular semesters Up-to 8 credit hours for summer semesters (for remedial/deficiency/failure/repetition courses only)
3 Credit Hours (Theory)	3 classes (1 hour each) OR 2 classes (1.5 hour each) OR 1 class (3 hours) per week throughout the semester
1 Credit Hours (Studio / Lab Work)	1 credit hour for studio / laboratory or practical work requires studio / lab / field contact of 3 hours per week throughout the semester.

SEMESTER 1			
S.N.	Course	Credit Hours	Category
1	Introduction to Mass Communication	3 (3-0)	Major
2	Mass Media in Pakistan	3 (3-0)	Major
3	Quantitative Reasoning – I *	3 (3-0)	General Education
4	Natural Science **	3 (2-1)	General Education
5	Functional English *	3 (3-0)	General Education
6	Applications of ICT *	3 (2-1)	General Education
TOTAL CREDIT HOURS: 18			

SEMESTER 2			
S.N.	Course	Credit Hours	Category
1	Introduction to Advertising & Public Relations	3 (3-0)	Major
2	Introduction to Digital Media	3 (2-1)	Major
3	Interdisciplinary Course – I ***	3	Interdisciplinary
4	Quantitative Reasoning – II *	3 (3-0)	General Education
5	Expository Writing *	3 (3-0)	General Education
6	Pakistan Studies *	2 (2-0)	General Education
TOTAL CREDIT HOURS: 17			

SEMESTER 3			
S.N.	Course	Credit Hours	Category
1	Basics of Media Production	3 (2-1)	Major

2	Media & Information Literacy	3 (3-0)	Major
3	Fundamentals of News Reporting	3 (2-1)	Major
4	Interdisciplinary Course – II ***	3	Interdisciplinary
5	Arts & Humanities ****	2 (2-0)	General Education
6	Islamic Studies * (Religious Edu / Ethics for non-Muslim students)	2 (2-0)	General Education
7	Ideology & Constitution of Pakistan *	2 (2-0)	General Education
TOTAL CREDIT HOURS: 18			

SEMESTER 4			
S.N.	Course	Credit Hours	Category
1	Communication Theories	3 (3-0)	Major
2	News Production & Current Affairs	3 (2-1)	Major
3	Media Ethics & Laws in Pakistan	3 (3-0)	Major
4	Sub-Editing and Page Designing	3 (2-1)	Major
5	Social Science *****	2 (2-0)	General Education
6	Civics & Community Engagement *	2 (2-0)	General Education
7	Entrepreneurship *	2 (2-0)	General Education
TOTAL CREDIT HOURS: 18			

SEMESTER 5			
S.N.	Course	Credit Hours	Category
1	Development Support Communication	3 (3-0)	Major

2	Data Journalism	3 (2-1)	Major
3	Op-ed Writing	3 (2-1)	Major
4	Interdisciplinary Course – III ***	3	Interdisciplinary
5	AI & Data Analytics in Media ***	3 (3-0)	Interdisciplinary (Mandatory)
TOTAL CREDIT HOURS: 15			

SEMESTER 6			
S.N.	Course	Credit Hours	Category
1	Advanced Production Techniques	3 (1-2)	Major
2	Graphic Design & Animation	3 (2-1)	Major
3	Communication Research Methods	3 (3-0)	Major
4	Elective – I *****	3	Major
5	Elective – II *****	3	Major
TOTAL CREDIT HOURS: 15			

SEMESTER 7			
S.N.	Course	Credit Hours	Category
1	Documentary Production	3 (3-0)	Major
2	Conflict & Crisis Communication	3 (3-0)	Major
3	Elective – III *****	3	Major
4	Elective – IV *****	3	Major
5	Elective – V *****	3	Major
TOTAL CREDIT HOURS: 15			

SEMESTER 8			
S.N.	Course	Credit Hours	Category
1	Media Enterprise Management	3 (3-0)	Major
2	Media Advocacy	3 (2-1)	Major
3	Elective – VI *****	3	Major
4	Elective – VII *****	3	Major
5	Capstone	3	Capstone
TOTAL CREDIT HOURS: 15			

- * HEC designed model courses for **general education** may be adopted by the university.
- ** The university/concerned department may offer any course in the broader category of **“Natural Sciences”** which should have relevance to the purpose of the degree program.
- *** Except for one mandatory **interdisciplinary** course namely, “AI & Data Analytics in Media”, the university/concerned department may offer the remaining 3 interdisciplinary courses from the recommended list provided in this document or any other similar course to enhance the interdisciplinary understanding of the students. **Credit combination** (reflecting balance of theory and studio/lab/field work) may be arranged in accordance with the nature of the course.
- **** The university/concerned department may offer any course in the broader category of **“Arts and Humanities”** including but not limited to a course of regional or international language such as Chinese, Arabic, French, Spanish etc. or any other course such as Philosophy, History etc.
- ***** The university/concerned department may offer any course in the broader category of **“Social Sciences”** including but not limited to a course of Economics, Anthropology, Education, International Relations etc.
- ***** Read in conjunction with guidance given on **“Standard Nomenclature”**, the university/concerned department may offer any 7 courses from either the general pool of electives or from within one of the specializations keeping in view availability of academic, human and infrastructural resources. **Credit combination** (reflecting balance of theory and studio/lab/field work) may be arranged in accordance with the nature of the course.

LIST OF INTERDISCIPLINARY COURSES

Students may opt interdisciplinary courses from the following list where required in the scheme of studies for Bachelor of Studies in Media & Communication Studies, from other departments to complement their holistic understanding of the major, provided that the same is allowed by the concerned department. The list provided here is a recommended one only

and the offering department may add more courses as and when needed.

- a) Climate Change
- b) Conflict Studies & Peacebuilding
- c) Demography & Population Studies
- d) Human Rights & Social Justice
- e) Introduction to Anthropology
- f) Introduction to Cultural Studies
- g) Introduction to Development Studies
- h) Introduction to Economics
- i) Introduction to Gender Studies
- j) Introduction to Geography
- k) Introduction to Global History
- l) Introduction to Human Geography
- m) Introduction to International Relations
- n) Introduction to Political Science
- o) Introduction to Public Administration
- p) Introduction to Social Work
- q) Public Policy & Governance
- r) Sustainable Development
- s) Technology & Society
- t) Urbanization & Society

DEGREE AWARD REQUIREMENTS

The following minimum requirements are prescribed for award of Bachelor of Studies in Media & Communication Studies:

- a) All courses in the General Education category with titles and credit hours as prescribed in the HEC Undergraduate Education Policy V 1.1. including the course of “Pakistan Studies” must be completed.
- b) Minimum of 134 credit hours as prescribed in this document must be completed.
- c) Capstone of 3 credit hours must be completed in accordance with HEC Undergraduate Education Policy V 1.1. This requirement cannot be substituted with additional coursework or internship. Capstone is already included in the minimum 134 credit hours prescribed for the degree program.
- e) Supervised internship of 3 credit hours must be completed in accordance with HEC Undergraduate Education Policy V 1.1. This requirement cannot be substituted with additional coursework, capstone, research or project work. Internship is already included in the minimum 134 credit hours prescribed for the degree program.
- f) CGPA must not be below 2.00/4.00 at the time of completion of the degree program. The university may however set higher standard in this regard.
- g) The minimum duration to complete the degree program is 8 regular semesters and the maximum duration is 12 regular semesters. The maximum duration may further be extended in accordance with HEC semester guidelines. Summer semester is not considered as a regular semester.

MAJOR SPECIALIZATIONS
BACHELOR OF STUDIES (BS)
MEDIA & COMMUNICATION
STUDIES

Major Specializations (BS)

MAJOR SPECIALIZATIONS FOR BS MEDIA & COMMUNICATION STUDIES

Following are a few **example specialization streams** in case where the Bachelor of Studies in Media & Communication Studies is offered with specialization. Subject to approval of the relevant statutory body, the department may develop additional specializations other than those prescribed below. The concerned department may consider to offer the degree program with specialization or otherwise, keeping in view availability of its academic, human and infrastructural resources.

Specialization 1: Advertising & Public Relations

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Advertising Campaigns
- b) Advertising Psychology
- c) Advertising Strategies
- d) Branding: Principles & Practices
- e) Campaign Management in Public Relations
- f) Consumer Behavior Insights for Media
- g) Content Creation for Advertising
- h) Corporate Communication & Crisis Management
- i) Cross-Cultural Advertising
- j) Digital Campaign Strategies
- k) Event Management & Sponsorships
- l) Innovations in Advertising Technologies
- m) Integrated Marketing Communication
- n) Legal & Ethical Issues in Advertising
- o) Media Planning & Buying
- p) Public Opinion & Propaganda
- q) Public Relations Writing
- r) Social Media Advertising & Analytics
- s) Strategic Communication for Advocacy
- t) Sustainability & Ethical Branding

Specialization 2: Data & Computational Journalism

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) AI & Automated Journalism
- b) Big Data in News Media
- c) Blockchain & Secure News Distribution

- d) Coding for Journalists (Python/JavaScript)
- e) Computational Fact-Checking
- f) Data Ethics & Privacy in Media
- g) Data Storytelling & Narrative Construction
- h) Data-Driven Editorial Decision Making
- i) Fundamentals of Data Visualization
- j) Interactive Data Journalism
- k) Investigative Journalism with Data
- l) Machine Learning for Journalism
- m) Mapping & Geospatial Data Visualization
- n) Natural Language Processing in Journalism
- o) Open Data & Freedom of Information
- p) Predictive Analytics for Journalism
- q) Real-Time Data Analytics in Newsrooms
- r) Social Media Data Mining
- s) Statistical Analysis for Media Professionals
- t) Web Scraping & Data Collection for Journalists

Specialization 3: Development Communication

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Behavior Change Communication
- b) Communication for Disaster Management
- c) Communication for Health & Nutrition
- d) Cultural Sensitivity in Development Communication
- e) Designing Communication Campaigns for Development
- f) Development Communication in Crisis Zones
- g) Development Journalism
- h) Digital Media for Development
- i) Education & Literacy Campaigns
- j) Environmental Communication & Climate Change
- k) Ethics and Accountability in Development Communication
- l) Evaluating Development Communication Programs
- m) Gender & Media in Development
- n) ICT for Development
- o) Media Advocacy for Social Change
- p) Media's Role in Poverty Alleviation
- q) Participatory Communication Approaches
- r) Peace & Conflict Communication Strategies
- s) Rural & Community Media Approaches
- t) Sustainable Development Goals & Media

Specialization 4: Digital Media Production

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) 360-Degree Video Production
- b) Advanced Video Editing Techniques
- c) Animation & Motion Graphics
- d) Cloud-Based Media Workflows
- e) Color Grading
- f) Content Monetization Strategies
- g) Digital Asset Management Systems (DAMS)
- h) Digital Media Analytics & Optimization
- i) Digital Photography & Post-Processing
- j) Emerging Trends in Digital Media Technologies
- k) Game Design & Interactive Narratives
- l) Interactive Media Design
- m) Live Streaming & Real-Time Production
- n) Multimedia Production for Mobile Devices
- o) Podcasting: Production & Distribution
- p) Post-Production Sound Design
- q) Scriptwriting for Digital Media
- r) Virtual Reality (VR) & Augmented Reality (AR) Production
- s) Visual Storytelling in Digital Platforms
- t) Web Content Production & Management

Specialization 5: Electronic Media

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Advanced Animation
- b) Advanced Editing Techniques
- c) Advanced TV News Production
- d) Audience Analysis for Broadcast Media
- e) Broadcast Technologies & Innovations
- f) Color Grading
- g) Digital Transformation in Broadcast Media
- h) Documentary Filmmaking for Broadcast
- i) Ethics in Broadcasting
- j) Live Event Broadcasting
- k) Media Technology Integration
- l) Political Broadcasting & Debates

- m) Props & Set Designing
- n) Radio Program Hosting & Production
- o) Reality TV & Entertainment Media
- p) Scripting for Radio & Television
- q) Sound Design & Audio Engineering
- r) Sports Broadcasting Techniques
- s) Studio Lighting & Cinematography
- t) TV Programming & Scheduling

Specialization 6: Journalism

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Arts & Culture Journalism
- b) Business & Financial Journalism
- c) Citizen Journalism
- d) Civic Journalism
- e) Crisis Reporting & War Journalism
- f) Cross-Border Journalism
- g) Environmental Journalism
- h) Ethics & Integrity in Journalism
- i) Feature Writing for Modern Audiences
- j) Human Rights & Advocacy Journalism
- k) Interpretive Journalism
- l) Investigative Reporting
- m) Journalism in the Age of Misinformation
- n) Local & Community Journalism
- o) Magazine & Periodicals
- p) Mobile Journalism
- q) Photojournalism in Action
- r) Political & Election Reporting
- s) Science & Technology Journalism
- t) Sports Reporting & Commentary

Specialization 7: Media Ethics & Policy

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Comparative Media Policies: Global Perspectives
- b) Conflict-Sensitive Reporting & Media Ethics
- c) Copyright & Intellectual Property in Media

- d) Corporate Media Ownership & its Challenges
- e) Crisis Communication Ethics
- f) Digital Media & Political Manipulation
- g) Emerging Technologies & Media Policy
- h) Ethical Dilemmas in Artificial Intelligence & Media
- i) Ethical Issues in Digital Media
- j) Ethics in Investigative Journalism
- k) Freedom of Speech & Media Censorship
- l) Global Standards for Media Ethics
- m) Media & Human Rights Advocacy
- n) Media Accountability Systems
- o) Media Laws & Regulations
- p) Media's Role in Democratic Processes
- q) Privacy & Surveillance in Communication
- r) Regulation of Hate Speech in Media
- s) Social Media Governance & Policies
- t) Sustainability & Media Policy

Specialization 8: Media Management

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Change Management in Media Industries
- b) Contemporary Media Management in Pakistan: Issues and Challenges
- c) Corporate Social Responsibility & Media Organizations
- d) Creative Media Industry
- e) Customer Relationship Management in Media
- f) Global Media Business Practices
- g) Leadership and Decision-Making in Media Organizations
- h) Managing Creative Teams
- i) Managing Digital Transformation in Media
- j) Media Branding & Positioning Strategies
- k) Media Budgeting & Financial Management
- l) Media Entrepreneurship & Innovation
- m) Media Procurement & Supply Chain
- n) Media Revenue Models & Business Planning
- o) Negotiation & Conflict Resolution in Media
- p) Organizational Behavior in Media
- q) Performance Evaluation in Media Organizations
- r) Risk Management in Media Projects
- s) Strategic Marketing for Media Products
- t) Strategic Planning for Media Enterprises

Specialization 9: Social Media

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Algorithmic Impacts on Social Media Content
- b) Audience Psychology & Engagement
- c) Content Moderation
- d) Crisis Management in Social Media
- e) Digital Activism & Advocacy
- f) Emerging Technologies in Social Media
- g) Ethics of Social Media Usage
- h) Gamification in Social Media Engagement
- i) Influencer Marketing & Branding
- j) Monetization Strategies for Social Platforms
- k) Platforms and Policies in Social Media
- l) Short-Form Video Content Production
- m) Social Media Analytics & Metrics
- n) Social Media Campaign Management
- o) Social Media for E-Commerce
- p) Social Media Strategy for Nonprofits
- q) Social Media Trends & Cultural Shifts
- r) Storytelling Techniques for Social Media
- s) User-Generated Content & Participatory Media
- t) Visual Communication for Social Media

Specialization 10: Theater, Film & Television

Below is the recommended list of courses within the given specialization. The concerned department may offer courses from the following list or any other course as elective(s) relevant to the given specialization keeping in view its available academic, human and infrastructural resources.

- a) Adaptation: From Page to Screen
- b) Advanced Acting Techniques
- c) Audience Analysis for Theater & Film
- d) Cinematography & Visual Composition
- e) Costume and Makeup for Stage & Screen
- f) Cultural Representation in Film & Theater
- g) Distribution & Marketing for Films
- h) Documentary Filmmaking for Social Change
- i) Experimental & Independent Filmmaking
- j) Film Criticism & Aesthetics
- k) Film Direction & Production
- l) Genre Studies in Film & Theater

- m) History of Global Cinema
- n) Lighting Techniques for Stage & Screen
- o) Motion Capture & Performance Animation
- p) Props & Set Designing
- q) Screenwriting & Script Development
- r) Sound & Music Design for Film
- s) Theater Production Design
- t) Visual Effects (VFX) in Film

CURRICULUM FOR
MASTER OF STUDIES (MS)
MEDIA & COMMUNICATION
STUDIES

MS Media & Communication Studies

PROGRAM DESCRIPTION

The Master of Studies (MS) in Media & Communication Studies is structured in accordance with the HEC Graduate Education Policy 2023 and is designed to provide students with a rigorous and in-depth understanding of advanced theories, concepts and methodologies in the field of Media and Communication Studies. The program spans three semesters, combining core courses with a selection of advanced electives that facilitate specialization in diverse areas such as journalism, digital media, public relations, media management and communication for social change. Moreover, students will also be engaged in independent research, culminating in a thesis, which enables them to contribute original insights to academic and professional discourse in media and communication. The main goal of the program is to prepare graduates for successful careers in academia, research institutions, media organizations, public relations agencies, policy-making bodies and other fields requiring expertise in Media and Communication Studies. Graduates will be equipped with the knowledge and skills to become leaders and innovators in the rapidly evolving global media landscape.

STANDARD NOMENCLATURE

To ensure uniformity, the standard nomenclature for all NQF level 7 qualifications in the field of Media & Communication Studies shall be **“Master of Studies in Media & Communication Studies”**.

PROGRAM LEARNING OUTCOMES

By the completion of Master of Studies in Media & Communication Studies, the graduates will be able to:

- a) Demonstrate advanced knowledge of theories, concepts and methodologies in Media and Communication Studies, integrating interdisciplinary approaches to analyze and address complex media-related and societal issues in a globalized world.
- b) Apply advanced analytical tools and research methodologies to critically evaluate the roles of media in political, cultural and socio-economic contexts, contributing innovative solutions to contemporary challenges in media industries and communication practices.
- c) Conduct independent, original research in Media and Communication Studies critically engaging with scholarly literature and employing advanced research methods to generate insights that contribute to the academic, professional and policy discourse in media.
- d) Effectively communicate complex ideas, research findings and creative media solutions, both orally and in writing, to diverse audiences, demonstrating clarity, coherence and academic rigor in the field of Media and Communication Studies.

ELIGIBILITY & ADMISSION CRITERIA

- a) An undergraduate degree (involving 16 years of education) in Media & Communication Studies or any of its specialized areas is the basic eligibility requirement for admission in the Master of Studies in Media & Communication Studies.

- b) Candidates with an undergraduate degree (involving 16 years of education) in any other discipline relevant to the field of Media & Communication Studies may also be considered for admission provided that they complete deficiency courses up to a maximum of 9 credit hours in accordance with HEC Graduate Education Policy (2023).
- c) In addition to the basic eligibility, the concerned university is further required to conduct a rigorous admission test as an eligibility condition for admission to the program, with a passing score of 50% **(OR)** accept the GRE / HAT General / equivalent tests, with a passing score of 50%. The concerned university may also set minimum eligibility scores (above 50%) as per the screening, admission and merit calculation criteria approved by its statutory bodies.

PROGRAM STRUCTURE

The program is designed in accordance with the HEC Graduate Education Policy (2023). Summary of the program including the model scheme of study is given below:

Minimum Credit Hours	30
Minimum Coursework Requirement	24 credit hours (8 courses)
Thesis Requirement (mandatory)	6 credit hours
Program Duration	<p>Minimum: 1.5 Years (3 regular semesters) Maximum: 4 Years (8 regular semesters)</p> <p>Note: In case a student is unable to secure an MS within the prescribed timeframe and claims for extension in duration, the university may constitute appropriate authority and determine the causes of delay. In the event of force majeure (i.e., delay on account of circumstance beyond the control of student), the university may grant an extension in the period of award of MS degree in accordance with the duration limiting factor(s) and shall also take corrective measures in case the delay is caused by process or administrative reasons.</p>
Semester Duration	<p>16-18 weeks for regular semesters (1-2 weeks for examination)</p> <p>8-9 weeks for summer semesters (1 week for examination)</p>

Course Load (per semester)	9-12 credit hours for regular semesters Up-to 8 credit hours for summer semesters (for remedial / deficiency / failure / repetition courses only)
3 Credit Hours (Theory)	3 classes (1 hour each) OR 2 classes (1.5 hour each) OR 1 class (3 hours) per week throughout the semester.
1 Credit Hours (Studio / Lab Work)	1 credit hour for studio / laboratory or practical work requires studio / lab / field contact of 3 hours per week throughout the semester.

SEMESTER 1			
S.N.	Course	Credit Hours	Category
1	Advanced Theories of Communication *	3 (3-0)	Core
2	Media & Society *	3 (3-0)	Core
3	Elective – I **	3	Elective
4	Elective – II **	3	Elective
TOTAL CREDIT HOURS: 12			

SEMESTER 1			
S.N.	Course	Credit Hours	Category
1	International Communications *	3 (3-0)	Core
2	Advanced Research Methodologies *	3 (3-0)	Core
3	Elective – III **	3	Elective
4	Elective – IV **	3	Elective
TOTAL CREDIT HOURS: 12			

- * These are the **mandatory courses** for the program.
- ** The university / concerned department may offer any advanced course in the field of Media & Communication Studies as an **elective**, where required as per its available academic, human and infrastructural resources. **Credit combination** (reflecting balance of theory and studio / lab / field work) must be arranged in accordance with the nature of the course.
- *** Research work for **thesis** must be conducted by students individually in accordance with the university's policy as approved through its statutory bodies provided that the same is in accordance with the HEC Graduate Education Policy (2023).

DEGREE AWARD REQUIREMENTS

The following minimum requirements are prescribed for award of Master of Studies in Media & Communication Studies:

- a) Minimum of 24 credit hours including 12 credit hours for core courses and 12 credit hours for elective courses as prescribed in this document must be completed.
- b) In addition to coursework of 24 credit hours, research thesis of minimum 6 credit hours must also be completed individually as a mandatory requirement of the degree program. Requirement of thesis cannot be substituted with additional course work or project. CGPA must not be below 2.50/4.00 at the time of completion of the degree program.
- c) The university may however set higher standard in this regard.
The minimum duration required to complete the degree is 3 regular semesters which may be extended up to maximum of 8 semesters. Summer / winter semester is not considered as a regular semester.

COURSE LEARNING OUTCOMES

FOR BS / MS MEDIA & COMMUNICATION STUDIES

Arranged in Alphabetical Order

Course Learning Outcomes

(Arranged in Alphabetical Order)

ADVANCED PRODUCTION TECHNIQUES

By the end of this course, students will be able to:

- Understand advanced techniques in media production, including scripting, directing and post-production workflows.
- Operate professional-level equipment and software for audio-visual content creation.
- Design and execute media projects demonstrating technical and creative proficiency.

ADVANCED RESEARCH METHODOLOGIES

By the end of this course, students will be able to:

- Design advanced research frameworks using different research approaches as applied to media and communication studies.
- Critically assess the appropriateness of research designs and methodologies in existing media studies literature.
- Apply digital tools and techniques to conduct data collection, analysis and interpretation for solving complex problems media-related questions.

ADVANCED THEORIES OF COMMUNICATION

By the end of this course, students will be able to:

- Analyze advanced communication theories to understand their application in contemporary media environments.
- Critically evaluate the evolution and relevance of traditional and digital communication models in addressing global communication phenomena.
- Develop theoretical frameworks to explain and predict emerging trends in media and communication studies.

AI & DATA ANALYTICS IN MEDIA

By the end of this course, the students will be able to:

- Understand the role of artificial intelligence and data analytics in modern media practices.
- Apply basic AI-driven tools for audience analysis, content personalization and media production.
- Explain ethical and social implications of AI in media and communication.

BASICS OF MEDIA PRODUCTION

By the end of this course, the students will be able to:

- Understand foundational principles of audio-visual media production.
- Operate basic equipment for recording, editing and finalizing media content.
- Create media projects, demonstrating an understanding of production processes.

COMMUNICATION RESEARCH METHODS

By the end of this course, the students will be able to:

- Understand research designs and methodologies specific to media and communication studies.
- Collect and analyze qualitative and quantitative data for communication research.
- Develop and present research proposals addressing media-related problems.

COMMUNICATION THEORIES

By the end of this course, students will be able to:

- Understand and analyze foundational and contemporary communication theories.
- Apply communication theories to evaluate media practices and societal impacts.
- Develop theoretical arguments to address emerging trends in communication.

CONFLICT & CRISIS COMMUNICATION

By the end of this course, students will be able to:

- Understand the role of media in conflict resolution and crisis communication.
- Develop strategies for effective communication during crises and emergencies.
- Analyze case studies of media impact on conflict and peace-building efforts.

DATA JOURNALISM

By the end of this course, students will be able to:

- Understand the principles of data collection, analysis and visualization in journalism.
- Use tools and techniques for creating data-driven news stories.
- Develop data-based journalistic content that enhances public understanding of complex issues.

DEVELOPMENT SUPPORT COMMUNICATION

By the end of this course, the students will be able to:

- Understand the role of media in driving social change and development initiatives.
- Design communication campaigns addressing development challenges such as health, education and environment.
- Evaluate the effectiveness of media-based interventions in achieving development goals.

DOCUMENTARY PRODUCTION

By the end of this course, the students will be able to:

- Understand the techniques and ethical considerations of documentary filmmaking.
- Plan, script and produce documentaries addressing social, cultural or political issues.
- Evaluate the impact of documentaries in shaping public discourse.

FUNDAMENTALS OF NEWS REPORTING

By the end of this course, the students will be able to:

- Understand the principles of news reporting.
- Develop skills in interviewing, source verification and storytelling for various media formats.
- Produce news content tailored to audience and platform requirements.

GRAPHIC DESIGNING & ANIMATION

By the end of this course, the students will be able to:

- Understand the principles of graphic designing and animation.
- Create visual content using design and animation software.
- Integrate design and animation techniques to enhance communication in digital media.

INTERNATIONAL COMMUNICATION

By the end of this course, the students will be able to:

- Analyze the dynamics of communication flows between nations and their impact on cultural, political and economic relationships.
- Evaluate the role of international communication in addressing global issues such as

diplomacy, conflict resolution and cultural exchange.

- Assess the influence of international media policies and institutions on global communication networks.

INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS

By the end of this course, students will be able to:

- Understand the fundamental concepts and strategies of advertising and Public Relations (PR).
- Develop advertising and PR campaigns.
- Analyze the impact of advertising and PR on audience behavior.

INTRODUCTION TO DIGITAL MEDIA

By the end of this course, students will be able to:

- Understand the evolution, platforms and tools of digital media.
- Analyze the role of digital media in shaping modern communication practices.
- Develop content for digital platforms, considering audience engagement strategies.

INTRODUCTION TO MASS COMMUNICATION

By the end of this course, the students will be able to:

- Understand the basic principles, functions and models of mass communication.
- Analyze the role of mass communication in society, culture and politics.
- Evaluate the impact of traditional and digital media on public opinion.

MASS MEDIA IN PAKISTAN

By the end of this course, the students will be able to:

- Understand the evolution of mass media in Pakistan.
- Analyze the socio-political and cultural implications of media practices in Pakistan.
- Critically evaluate the challenges and opportunities facing Pakistan's media industry.

MEDIA & INFORMATION LITERACY

By the end of this course, the students will be able to:

- Understand the concepts of media literacy and consumption of media content.
- Analyze the role of media in shaping public perception and behavior.
- Effectively evaluate media messages for accuracy, disinformation and propaganda etc.

MEDIA & SOCIETY

By the end of this course, the students will be able to:

- Analyze the complex interplay between media, culture and society in shaping public opinion and behavior.
- Critically evaluate the role of media in addressing social issues, fostering inclusivity and driving societal change.
- Assess the impact of evolving media technologies on cultural norms, values and social structures.

MEDIA ADVOCACY

By the end of this course, the students will be able to:

- Understand the role of media in advocating for social and policy change.
- Develop media campaigns addressing advocacy goals and target audiences.
- Evaluate the effectiveness of media advocacy in influencing public opinion and policies.

MEDIA ENTERPRISE MANAGEMENT

By the end of this course, students will be able to:

- Understand the principles of managing media enterprises and projects.
- Develop strategies for financial and media planning, resource management and audience engagement.
- Analyze case studies of successful media business models and enterprises.

MEDIA ETHICS & LAWS IN PAKISTAN

By the end of this course, students will be able to:

- Understand the ethical and legal frameworks governing media practices in Pakistan.
- Analyze case studies of ethical dilemmas and legal challenges in media.
- Discuss ethical principles and legal knowledge as applied to professional media practices.

NEWS PRODUCTION & CURRENT AFFAIRS

By the end of this course, the students will be able to:

- Understand the principles of news production and current affairs programming.
- Develop skills in script writing, editing and producing news and current affairs content.
- Evaluate the role of news production in shaping public opinion and societal narratives.

OP-ED WRITING

By the end of this course, the students will be able to:

- Understand the structure and purpose of opinion writing in media.
- Develop well-researched and persuasive op-eds on contemporary issues.
- Evaluate the role of op-eds in shaping public discourse and policy debates.

SUB-EDITING & PAGE DESIGNING

By the end of this course, the students will be able to:

- Understand the principles of sub-editing and layout design for print and digital media.
- Edit and refine media content for clarity, coherence and audience engagement.
- Design visually appealing and effective page layouts using industry-standard tools.

STUDIO & LABORATORY REQUIREMENTS FOR BS / MS MEDIA & COMMUNICATION STUDIES

Detail of Essentially Required Studios & Laboratories

Studio & Laboratory Requirements

Following studio and laboratory requirement are essentially required for departments offering degree programs in Media and Communication Studies.

GENERAL PURPOSE STUDIO

At least one fully functional general studio with necessary facilities is required for Associate Degree and BS Media & Communication Studies.

Physical Requirements:

- Sound proofing.
- Adequate size to accommodate working for 10 students at a time.

Equipment Requirement (Essentials):

- Master Control Rooms (MCRs).
- HD professional cameras (3 point) for indoor and outdoor with lenses.
- Tripods and stabilizers.
- Lighting kits (soft-box, LED panels and backlighting).
- Microphones (lavalier, shotguns and condenser).
- Audio recorders and mixers.
- Monitors and displays screens.

EDITING STUDIO

At least one fully functional editing lab with required market-driven software, equipment (computer systems etc.) and allied facilities to process high quality (full HD) videos is required for the Associate Degree and BS Media & Communication Studies.

CAMPUS / COMMUNITY RADIO

At least two fully functional radio studios (one for off-air and one for on-air) with required market-driven software, equipment and allied facilities are required for the program of BS Media & Communication Studies.

PRINT MEDIA LAB

At least two fully functional Print Media Lab is required for the program of BS Media & Communication Studies to equip students with knowledge, skills and expertise necessary to design, produce and distribute print media materials, including newspapers, magazines, brochures and other publication.

The following industry-standard software and equipment are essentially required for the Print Media Lab:

- High processing / speed computing system(s).
- Adobe Creative Cloud (InDesign, Photoshop, Illustrator etc.)
- Digital printer(s).
- Binding and finishing equipment.
- Scanners and photocopies.
- Workstations with design and layout software.
- Screens for media monitoring.

HIGHER EDUCATION COMMISSION
GOVERNMENT OF PAKISTAN