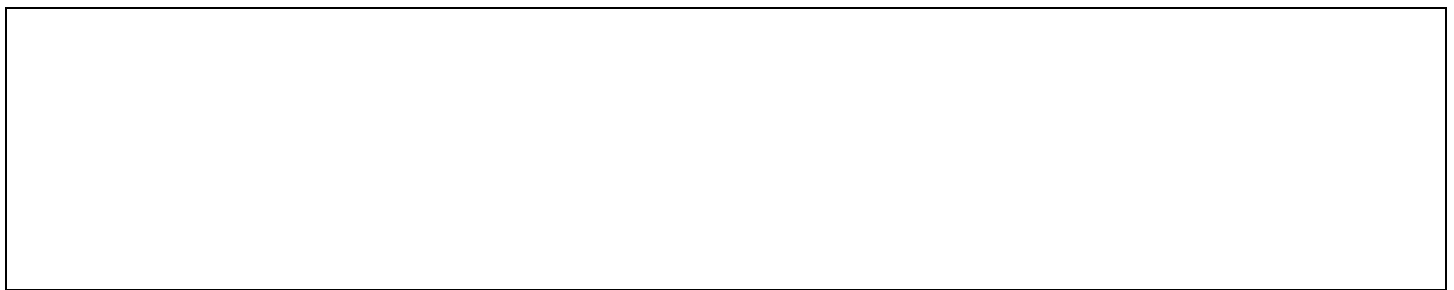


Course Name: Introduction to communication studies		
Course Code:310	Course Type (elective, major)	Course Credits: 3
Class Timings: TR 11:00 to 12:50	Section: A	Student Meeting Hours/ Office Hours: MW :11:00-12:00
Instructor Name: Amna Malik		
Instructor Contact Details Email: amnamalik@fccollege.edu.pk Office Location: Room # 011-Faculty Block		
Course Description: A brief introduction to print, electronic and online journalism, types of journalism, news Organization, basics of reporting and editing, and contents of newspaper, television, and radio.		
Course Objectives : <ul style="list-style-type: none"> ● Students will: ● Describe the development, importance, and nature of journalism as a discipline ● Develop an understanding of the basic skills & responsibilities required for different journalistic practices ● Differentiate between forms and tools of journalism in terms of their nature, impact, application, content, and audience. ● Apply basic news, content & script writing techniques for writing news stories and scripts for radio and TV programmes ● Analyze past and contemporary trends in Journalism ● Assess the impact of Journalism on society ● Assess journalism as business, art, and an ideological tool ● Evaluate ethical and legal concerns of media content 		



Week	Topic
1	Course Introduction: Introduction to course outline and class policies
2	Types of Communication, Models of Communication, Barriers of Communication
3	Origin & Importance of Mass Communication
4	Contents and Terminologies of Newspaper (Page wise analysis of a national daily), Organizational Structure of a Newspaper
5	News Reporting: News Values, Sources, and News Writing Technique, Responsibilities of a Reporter
6	Sub Editing: Basics and Responsibilities of a subeditor
7	Development of Radio , format/ genres of radio programs, organizational structure for radio
8	News compilation for radio, script writing for radio and important tools of radio broadcasting
9	Television: Introduction and development, organizational structure
10	Art of Telecasting: Newscast, basic rules for TV programming, Script writing for news Techniques for reporting, TV script development
11	Introduction to TV production: TV team, production staff, production Crew & 4 Stages of production
12	Introduction to Digital Journalism: Digital Newsgathering, social media monitoring, managing sources and ethics of online journalism
13	Verification of information and strategies to identify and counter fake news information
14	Writing and publishing effectively on social media
15	Capstone and Revision
16	Final project

Textbooks, Materials, Supplies, and other Resources

Recommended Readings:

Journalism Today by Donald L. Ferguson

Foundation of News and Journalism Swati Chauhan

The television handbook by Jonathan Bignell & Jeremy Orlebar, 3rd Edition, 2015

Electronic Media by M.H. Syed, 2006

Electronic Media handbook reproduced by National Book Foundation

The breakup is as follows:

Class Participation	10%
Assignments:	20%
Midterm exam:	20%
Quiz	20
Final project	30 %
TOTAL	100%

Grading Legend

Below is the grading legend of FCCU (published in all catalogs and available on the FCCU website) as approved by the Academic Council

Grade	Point Value	Numerical Value	Meaning
A	4.00	93-100	Superior
A-	3.70	90-92	
B+	3.30	87-89	Good
B	3.00	83-86	
B-	2.70	80-82	
C+	2.30	77-79	Satisfactory
C	2.00	73-76	
C-	1.70	70-72	
D+	1.30	67-69	Passing
D	1.00	60-66	
F	0.00	59 or below	Failing

Student Conduct & Other Issues:

- Consider including ground rules for appropriate classroom interactions, as well as a clear statement of expectations that classroom interactions will remain civil, respectful, and supportive.
- If any student faces any issues or has any concerns regarding the classroom climate and interactions, please feel free to contact VR office ____ gloriacalib@fccollege.edu.pk

Changes to the Syllabus:

This syllabus was designed to convey course information and requirements as accurately as possible. It is important to note however that it **may** be subject to change during the course depending on the needs of the class and other situational factors. Such changes would be for your benefit and you will be notified of them as soon as possible.

Student Support Services

[Student Counseling Services](#). Students can contact the [Campus Counseling Center](#) at 0331-444-1518 or email ccc@fccollege.edu.pk.

[Writing Center](#)

[Mercy Health Center](#)

Other Useful FCCU Policy Documents:

[Sexual Harassment Policy](#)

[Anti-Corruption Policy](#)

[Academic integrity](#)

[Plagiarism Policy](#)

[Academic Calendar](#)