

Plans of Study: Faculty of Management and Social Sciences

Department: Humanities and Social Sciences

Program: BS Media Studies

Introduction:

The BS Media Studies program is designed to provide a comprehensive understanding of media, communication, and cultural dynamics in the modern world. It integrates theoretical knowledge with practical skills, offering students a well-rounded education through interactive and experiential learning. The program aims to equip students with critical thinking abilities, creative expression, and professional competence in various media platforms.

Mission:

To foster deep understanding of media and communication within social, cultural, and global contexts, while developing analytical and practical skills necessary for effective storytelling, ethical journalism, and impactful media production

Program Education Objectives (PEOs)

- To provide a platform for acquiring a strong intellectual foundation in media and communication, enabling students to engage with and contribute to the evolving dynamics of society and culture.
- To develop a comprehensive understanding of effective communication across various media platforms, including print, broadcast, and digital, with an emphasis on clarity, creativity, and audience engagement.
- To equip students with applied research skills relevant to media studies, enabling them to evaluate trends, analyze media content, and address contemporary issues through data-driven insights.
- To foster ethical awareness, critical thinking, and professional responsibility by encouraging respect for truth, diversity, and the societal impact of media practices.

Program Learning Outcomes (PLOs): Students shall be able to:

Knowledge of Media Theories and Practice: Graduates will demonstrate a sound understanding of key communication theories, media systems, and professional practices in journalism, advertising, digital media, and related fields.

Applications: Apply media theories and communication strategies to analyze societal issues, influence public opinion, and contribute to responsible media practices across traditional and digital platforms.

Critical Thinking and Media Analysis: Apply critical thinking to analyze media content, evaluate media effects, and interpret the role of media in cultural, political, and social contexts.

Media Productions & Values: Demonstrate awareness of ethical standards in media production and communication, and exhibit respect for diversity, accuracy, and integrity in media practices.

Media Entrepreneurship and Innovations Apply entrepreneurial thinking to create, manage, or innovate in media ventures, digital platforms, or content startups.

Semester-wise Distribution of Courses

Key: General Education: GE, Media Studies: MS, Interdisciplinary: ID, Capstone Project: CP, Internship: IN.

S/No	Course Code	Course Title	CH	Pre-requisite
Semester-1				
1.	GE-1101	Functional English and Communication Skills	3	None
2.	GE-1102	Functional Mathematics	3	None
3.	GE-1103	Information and Communication Technology Skills	3 (2+1)	None
4.	GE-1104	Islamic Studies	2	None
5.	GE-1105	Pakistan Studies	2	None
6.	GE-1106	Basic Health Awareness	2	None
7.	GE-1107	Life and Academic Skills	2	None
Total Credit in 1st Semester			17	
Semester-2				
1.	GE-1208	Expository Writing	3	GE-1101
2.	GE-1209	Environment and Agriculture	2	None
3.	GE-1210	Statistics in Social Sciences	3	GE-1102
4.	GE-1211	Critical Thinking and Reasoning	3	None
5.	MS-1201	Introduction to Media Studies	3	None
6.	ID1-1202	Psychology	3	None
Total Credit in 2nd Semester			17	
Semester-3				
1.	GE-2112	Civilization, Society and State	2	None
2.	GE-2113	Media Entrepreneurship	2	None
3.	GE-2114	Urdu Literature	2	None
4.	GE-2115	Understanding Quran / Ethics	2	None
5.	MS-2103	Theories of Media Studies	3	MS-1201
6.	ID-2101	Media Management	3	None

7.	ID-2102	Cultural Studies	3	None
Total Credit in 3rd Semester			17	
Semester-4				
1.	GE-2216	Constitution and Legal System of Pakistan	2	None
2.	GE-2217	Leadership and Community Services	2	None
3.	ID -2201	Organizational Behavior	3	None
4.	MS-2202	Media Ethics and Law	3	None
5.	MS-2203	Print & Electronic Media	3	None
6.	MS-2204	Advertising and Public Relations	2	MS-1201
7.	ID -2205	Personal Branding and Career Development	2	None
Total Credit in 4th Semester			17	
Semester-5				
1.	MS-3101	Social and Digital Media Studies	3	MS-2103
2.	MS-3102	Graphic Design & Animation	3	None
3.	MS-3103	Videography and Photography	3	None
4.	MS-3104	News Writing and News Reporting	3	MS-2203
5.	MS-3105	Digital Media Marketing	3	MS-3101
6.	MS-3106	Linear and Non Linear Editing	3	MS-3103
Total Credit in 5th Semester			18	
Semester-6				
1.	MS-3201	Performing Arts	3	None
2.	MS-3202	News Media	3	MS-3104
3.	MS-3203	AI & Digital Media	3	MS-3101
4.	MS-EL01	Elective-I	3	None
5.	MS-EL02	Elective-II	3	None
Total Credit in 6th Semester			15	
Semester-7				
1.	MS-4101	TV and Digital Journalism	3	MS-3104
2.	MS-4102	Camera Lights & Technique	3	MS-3103
3.	MS-EL03	Elective-III	3	None
4.	MS-EL04	Elective-IV	3	None
5.	MS-EL05	Elective-V	3	None
Total Credit in 7th Semester			15	
Semester-8				
1.	MS-4201	Film Production & Direction	2	MS-4102
2.	MS-4202	Broadcast Media	2	MS-2203
3.	MS-4203	Podcast Development & Content Creation	3	MS-3101
4.	MS-EL06	Elective-VI	3	None
5.	CP-4201	Capstone Project	3	None
6.	IN-4201	Internship	3	None
Total Credit in 8th Semester			16	
Total Credit Hours of the Program			132	

Electives

- Electives shall be offered in 3 main specialized areas which include AI & Digital Media, Graphic Design and Animation and TV and Digital Journalism.

S/No	Course Code	Course Title	CH	
1.	MS-EL01	Artificial Intelligence in Media	3	AI & Digital Media
2.	MS-EL02	Social Media Strategy	3	
3.	MS-EL03	AI Tools for Content Creation	3	
4.	MS-EL04	AI Ethics & Media Responsibility	3	
5.	MS-EL05	Virtual & Augmented Reality in Media	3	
6.	MS-EL06	Digital Media Marketing	3	
7.	MS-EL07	SEO and SEM Optimization	3	
8.	MS-EL08	Digital Media Analytics	3	
9.	MS-EL09	Programmatic Advertising and AI	3	
10.	MS-EL10	Digital Narrative and Interactive Design	3	
1.	MS-EL01	Motion Graphics and Visual Effects	3	Graphic Design & Animation
2.	MS-EL02	Sound Design for Animation	3	
3.	MS-EL03	3D Animation and Modeling	3	
4.	MS-EL04	Drawing & Illustration	3	
5.	MS-EL05	Communication Design	3	
6.	MS-EL06	Texturing and Lighting Techniques in 3D	3	
7.	MS-EL07	UI/UX Design	3	
8.	MS-EL08	Campaign Development	3	
9.	MS-EL09	Branding, Motion Graphics, Freelancing	3	
10.	MS-EL10	Lighting and Rendering	3	
1.	MS-EL01	TV & News Anchoring	3	TV & Digital Journalism
2.	MS-EL02	Investigative Journalism	3	
3.	MS-EL03	Data Journalism & Visualization	3	
4.	MS-EL04	News Reporting	3	
5.	MS-EL05	News Room Management	3	
6.	MS-EL06	Mobile Journalism	3	
7.	MS-EL07	Electronic News Gathering (ENG)	3	
8.	MS-EL08	Editorial Writing & Opinion Journalism	3	
9.	MS-EL09	Digital & Multimedia Journalism	3	
10.	MS-EL10	Global Journalism & Foreign Correspondence	3	

Minors Courses (Optional)

Why Minor? Students having minor would supplement their knowhow and enhance employment options. Minor would be reflected in the transcript as part the academic

credentials; for example **BS (Media Studies) with Digital Marketing**.

- **Relevant Areas of Minor:** Following main areas of minor have been planned. Students have the choice of taking the minor keeping in view their passion and interest.
 - Principle of Marketing
 - Digital Marketing Fundamentals
 - Brand Management
 - Consumer Behavior
 - E commerce
 - Sales Management
- **Procedure for Opting the Minor**
 - Students opting for minor shall report to the HoD and get themselves registered for the opted category in 2nd week of 5th Semester.
 - HoD would prepare a scheme of offering and brief the students in 3rd week of the 5th Semester.
 - Students would have the choice of taking minor courses in 6th, 7th and 8th Semester as additional course-load keeping in view their performance in the previous semesters or complete the minor courses in 9th Semester. This shall be decided by the HoD keeping in view their capacity for additional workload without compromising the quality of education.



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