



MEDIA STUDIES

Media Studies employ cutting-edge and accessible teaching methods to provide an engaging learning environment that prepares you for the exciting, fast-paced and rapidly changing media and communication industries. Bahria's Media program is distinctive because it gives students the opportunity to undertake a broad mix of subjects.

- Bachelor of Sciences in Media Studies BS (MS)
- Bachelor of Sciences in TV Broadcasting & Digital Media

Bachelors in Media Studies BS (MS)

Department of Media Studies

Campuses

Islamabad, Karachi

Regular Program Duration

4 Years

8 Semesters

Available Specialization

Electronic Media, Print Media,
Advertising and Public Relations,
Media Management,
Communication Theory & Research

Programme Timing

Morning

Entry Requirements

Intermediate or A-level with the minimum of 50% marks or CGPA of 2.50/4.00 in any discipline.

Objectives of the Degree Program

The Media Studies BS program is designed to produce highly skilled and motivated graduates who have a broad-based knowledge of print, broadcast, film, advertising and new media. The media industry has become a powerful tool for awareness, education, entertainment and social change, and it requires a workforce which is equipped with the necessary skill set to fully assimilate in this industry.

With its emphasis on all sectors of the media, the four-year BS program at Bahria University ensures that its students are completely trained to become a part of any news organizations or work as media entrepreneurs. More specifically, the media studies program seeks to provide students with:

- Sufficient knowledge of the media industry which will ensure a successful career in their specialized field
- Training to effectively communicate and advocate their view point
- Technical skills as well the knowledge of theoretical aspects that dominate the national and international media industries

Learning outcome of the Degree Program

The media industry is fast changing and challenging. But it brings laurels to those who are well prepared to work in this rapidly growing industry. At Bahria University's Media Studies Department, we provide an education that fulfills the market requirements, by providing a unique blend of creative, technical and theoretical courses. Among many other potential outcomes, this degree will be useful for students in a number of ways such as:

- It provides students with an experiential learning opportunity as the knowledge they acquire during their studies can be applied to their practical fields
- Students will be able to demonstrate the ability to communicate effectively in writing and through various forms of media technologies
- The program is aimed at honing the creative and innovative skills of students as well as sharpen their critical thinking
- Students will understand and apply the concepts of social responsibility and respect of cultures and ethnic differences in their communicative media practices



Why choose BU for the stated Degree Program?

The Media Studies Degree program is designed to achieve a number of objectives, which are in consonance with the mission of Bahria University. Bahria is committed to making a valuable contribution to the process of nation building through provision of quality vision. The program is designed to produce highly motivated graduated who have broad- based knowledge.

- Bachelor's in Media Studies is distinctive because it gives students the opportunity to undertake a board mix of subjects
- The Bachelors of Media Studies at Bahria University employs cutting - edge and accessible teaching methods to provide and engaging learning environment that prepares you for the exciting fast paced and rapidly changing media and communication industries
- BUTV provides platforms for the students to build their skills in a professional working media environment
- Bahria University campus Radio provides hands-on training to students in audio production, script writing, anchoring and editing
- State- of - the- Art Television Studio
- Fully equipped news room
- Editing Skills
- Latest Production equipment
- Online Newspaper



Bachelors in Media Studies BS (MS)

Department of Media Studies

Roadmap BS Media Studies

Semester 1

S.No.	Course Code	Course Title	Credit Hours
1	MED 101	Functional English	3
2	MED 109	Computer Skills for Mass Communication	3
3	MED 111	Photography	3
4	MED103	Pakistan Studies	2
5		Elective	3
6		Elective	3

Semester 2

S.No.	Course Code	Course Title	Credit Hours
1	MED 102	Writing and Presentation Skills	3
2	MED 104	Islamic Studies	2
3	MED 106	Mathematics	3
4	MED 108	Sociology	3
5		Elective	3
6		Elective	3

Semester 3

S.No.	Course Code	Course Title	Credit Hours
1	MED 201	Statistics	3
2	MED 203	Communication Skills	3
3	MED 207	Social Psychology	3
4	MED 209	Journalistic Language	3
5	MED 211	Introduction to Broadcast Media	3
6	MED 205	Political Science	3

Semester 4

S.No.	Course Code	Course Title	Credit Hours
1	MED 206	Current Affairs	3
2	MED 204	Introduction to Advertising and Public Relations	3
3	MED 210	News Writing and Reporting	3
4	MED 208	Introduction to Digital Media	3
5		Elective	3
6		Elective	3

Semester 5

S.No.	Course Code	Course Title	Credit Hours
1	MED 301	Sub-Editing and Page Designing	3
2	MED 303	Mass Communication Theory	3
3	MED 305	Script Writing and Editing	3
4		Elective	3
5		Elective	3
6		Electives	3

Semester 6

S.No.	Course Code	Course Title	Credit Hours
1	MED 302	Feature, Column and Editorial Writing	3
2	MED 304	Research Methods	3
3	MED 306	Photo Journalism	3
4		Elective	3
5		Elective	3
6		Elective	3

Semester 7

S.No.	Course Code	Course Title	Credit Hours
1	MED 401	Online Journalism	3
2	MED403	Media Ethics and Laws	3
3	MED 405	Economics	3
4	MED 407	Statistical Analysis of Social Data	3
5		Specialization Course 1	3
6		Specialization Course 2	3

Semester 8

S.No.	Course Code	Course Title	Credit Hours
1	MED 404	Development Support Communications	3
2	MED 402	Research Report/ Final Project/ Research Article	3
3		Specialization Course 3	3
4		Specialization Course 4	3

Specialization Elective Courses will be selected from under mentioned fields

1. Electronic Media

S.No	Course Code	Course Title	Credit Hours
1	MED 415	Television Journalism	3
2	MED 416	News Writing and Production	3
3	MED 417	Advanced Cinematography	3
4	MED 418	Art Direction	3
5	MED 419	Documentary Production	3
6	MED 420	Film Direction	3
7	MED 421	Motion Graphics & Compositing	3
8	MED 422	Music Video Production	3
9	MED 423	Product Development	3

2. Advertising and Public Relations

1	MED 430	Media Planning and Buying	3
2	MED 431	Campaign Designing	3
3	MED 432	Market Research	3
4	MED 433	TVC Production	3
5	MED 434	Copy Writing	3
6	MED 435	Advertising Strategy and Planning	3
7	MED 436	Advanced Free Hand Drawing	3
8	MED 437	2D/3D Animation	3
9	MED 438	Brand Management	3
10	MED 439	Digital Advertising	3
11	MED 440	Copy and Layout Designing	3
12	MED 441	Crisis Communication and Management	3
13	MED 442	Event Management	3
14	MED 443	Media Management and Relations	3
15	MED 444	Persuasive Writing	3
16	MED 445	PR Campaign Designing	3
17	MED 446	Digital Public Relations	3
18	MED 447	International Public Relations	3
19	MED 448	Intercultural Communication	3

3. Print Media

1	MED 408	Community Journalism	3
2	MED 409	Data Journalism	3
3	MED 410	Long-Form Journalism	3
4	MED 411	Magazine Production	3
5	MED 412	Multimedia Journalism	3
6	MED 413	Newspaper Production	3
7	MED 414	Peace Journalism	3

4. Communication Theory and Research

1	MST-466	Foundation of Behavioral Research	3
2	MST-487	Theories of influence on Mass Media Contents	3
3	MST-468	Media Effects: Advances in Theory & Research	3
4	MST-469	Communication Research: Case Studies	3

5. Media Management

1	MED 457	Integrated Marketing Communication	3
2	MED 458	Management	3
3	MED 459	Human Resource Management	3
4	MED 460	Business Communication Skills	3
5	MED 423	Product Development	3

2. Electronic Media

- Television Journalism
- News Writing & Production
- Advanced Cinematography
- Art Direction
- Documentary Production
- Film Direction
- Motion Graphics & Compositing
- Music Video Production
- Product Development
- Storyboarding

3. Advertising and PR

- Media Planning & Buying
- Campaign Designing
- Market Research
- TVC Production
- Copy Writing
- Advertising Strategy & Planning
- Advanced Free Hand Drawing
- 2D/3D Animation
- Brand Management
- Digital Advertising
- Copy & Layout Designing
- Crisis Communication & Management
- Event Management
- Media Management & Relations
- Persuasive Writing
- PR Campaign Designing
- Digital Public Relations
- International Public Relations
- Intercultural Communication

4. Media Management (MMM)

- Media Management & Marketing
- Product Development
- Integrated Marketing Communication
- Management
- Human Resources Management
- Business Communication Skills

5. Communication Theory and Research

- Foundations of Behavioral Research
- Theories of Influence on Mass Media Contents
- Media Effects: Advances in Theory and Research
- Communication Research: Case Studies

Description of Courses**MED 210 News Writing & Reporting**

This course is designed to increase students' awareness of changes occurring in the world. Instruction will stimulate critical thinking and expression of opinions by exploring international, state, and local current affairs. Students will be encouraged to relate personal experiences and knowledge of history to current trends, events, and developments. The contents of the course include discussion of global, national & local issues as well as travel and human interest issues per the following scheme:

- Global Issues and Events: Migration and ethnic affairs, Terrorism, Globalization, Palestine, Kashmir and Afghanistan, oil and New World Order
- National Issues: Economics and business, urban planning, Crime and policing, Terrorism and national security,
- Local Issues: Religion, Health, education, Gender and sexuality, Education, Indigenous affairs,
- Travel: highlighting travel destination. Human Interest Items: Human rights, refugee problem, drug and human trafficking, poverty, income inequality, gender and politics, health and population

MED 403 Media Law & Ethics

The media law and ethics course is geared towards learning how and why journalism laws have been created in the UK, USA and other countries. Its nuts and bolts and understanding the molding and casting. It is also about the morality of journalism and the media and the questions of power.

MED 103 Photography

An introductory course in the study of photography with emphasis on the digital single lens reflex (D-SLR) camera. Exposure, metering, focus, depth of field, lenses, basic lighting, design elements and composition are explored. Basic principles of digital photographic capture are discussed. Students are responsible for providing a digital single lens reflex (D-SLR) camera.

MED 204 Introduction to Advertising & Public Relations

The course will introduce some basic practical skills, including techniques for handling the media. You will produce a portfolio of written work including press releases, leaflets and internal communications material. The course will look at the PR industry and the role it plays in social, political and economic life and its relationship to the media.

MED 508 Media and Politics

This course explores media and politics and considers the role media can play in producing our understanding of the phenomenon of differential distribution and application of power, authority, influence and force in particular societies as well as global village in which we live.

MED 510 Media and Globalization

This course studies the role of the media in the origin, evolution and spread of the globalization process. It discusses in detail the socially, politically and economically empowering as well as impoverishing role of media in different parts of the globe. It also looks at how media sometimes becomes a space of contestation between the hegemonic and subjugated nations and community.

MED 520 Media, Culture & Society

This course looks at the consequences of new information technologies, especially multimedia, the Internet, the world-wide web, etc. It offers a multi-disciplinary description of the changes now taking place in the mass media and in the diffusion of information.

MED 303 Mass Communication Theories

The aim of this course is to give students an orientation of, and location within the large gambit of communication theories. The course discusses the social system vs. cognitive theory of communication, communication theories of function & purpose as well as normative theories of mass & society. The course also deliberates upon the history of mass communication research and issues of mass media effects, message selection, processing & retention, social & cognitive aspects of political.

PRM 648 Inter-cultural Communication

This course aims at looking at the multitude of definitions of culture and the structure dynamics of cultures across the world. It studies dynamics of cultures from the culture area concept. It also looks at the major theories of communication and its articulation with linguistics, proxemics and kinesics and differential construction and communication of meanings cross culturally. It also addresses the possibilities and problems arising out of semantic misfit between symbols and semiotics of communication produced and used in different cultures.

MED 405 Development Support Communication

This course focuses on different approaches to development—integrated communication. The issues dealt within this course include development & international donor agencies, social cultural & historical contexts of developmental journalism, diffusion of innovation through mass communication tools and media's role as an agent of change.

MED 307 Photo Journalism

This is a hands-on class focusing on the technical, aesthetic, journalistic and interpersonal skills needed to produce images that tell stories for newspapers, magazines, books and the internet. Weekly assignments will introduce students to specific areas of photojournalism. Students may be assigned to cover protests and demonstrations, political campaigns, live performances, press conferences, sporting events as well as feature stories that explore contemporary social issues.

Journalistic ethics will be the subject of ongoing discussions throughout the semester, as will applicable business practices for both free-lance and staff photojournalists.

PRM 642 Event Management

This course is designed to introduce students to the principles, practices and techniques in the field of Events management. Emphasis will be on the events management process and such activities that bring out student's problem-solving approach and creativity in organization of special events. The issues addressed in the course include, event context; impacts of events, conceptualizing the event, planning functions for events, human resource management & events, strategic marketing for events, risk management & legal issues and logistics of events etc.

Campuses

Islamabad.

Regular Program Duration

4 Years

8 Semesters

Programme Timing

Morning

Entry Requirements

Intermediate or A-level with the minimum of 50% marks.

SAT based or BU test (50% minimum passing marks.)

Objectives of the Degree Program

The main objectives of the program are:

- To provide students with an advanced knowledge of and critical awareness regarding, concepts and theoretical approaches in the study to Television production
- To develop an understanding of the history, structure and current practices of the television industry, including the primary genres, and the critical skills to present analysis and evaluation in written and spoken forms
- To enable students to explore and reflect on the practical implications of working in television broadcasting
- To build an understanding of appropriate methodologies for further research in television studies

Learning outcome of the Degree Program

The program will be taught with the help of qualified faculties and practitioners from the media industry with the intention of providing students with an education that equips them with the appropriate knowledge and skills required for TV industry. The degree has considerable technical support in the form of experts conceptual explanation in the form of intensive, scholastic and thematic lectures with the help of experienced and qualified faculty.

The students will be:

- Able to handle any type of visual communication including news, documentaries, dramas, music videos, interviews, talk shows, and educational programs.
- Equipped with the requisite skills of all major aspects of video production such as direction, set design, camera work and editing.
- Able to develop skills, judgment and confidence in each production related phases.
- Able to critically evaluate any video production.



Road Map of BS TV Broadcasting

Semester 1

S. No	Course Code	Course Titles	Credit Hours
1	ENG 103	Functional English-I	3
2	MTB101	Computer Skill for Media	2
3	MTB 102	Introduction to Media	3
4	MTB 103	Journalistic Language	3
5	PAK 101	Pakistan Studies	2
6	MTB 104	Mass Media in Pakistan	3

Semester 2

S. No	Course Code	Course Titles	Credit Hours
1	ENG 104	English-II	3
2	MTB 106	Introduction to Digital Media	2
3	MTB 107	News Writing & Reporting	3
4	MTB 108	Statistics	3
5	ISL 101	Islamic Studies (Ethics)	2
6	MTB 105	Online Journalism	3

Semester 3

S. No	Course Code	Course Titles	Credit Hours
1	MTB 201	Media Law and Ethics	3
2	MTB 202	Theories of Mass Communication-I	3
3	MTB 204	Current Affairs	3
4	MAT 205	Intercultural Communication	3
5	ENG 105	Communication Skills (English-III)	3
6	MAT 203	Development Support Communication	3

Semester 4

S. No	Course Code	Course Titles	Credit Hours
1	MTB 206	ADVERTISING & Public Relation	3
2	MTB 207	Theories of Communication-II	3
3	MTB 209	Evolution of Televation	3
4	MTB 210	Media Management & Marketing	3
5	MTB 209	International Media Regulations	3

Semester 5

S. No	Course Code	Course Titles	Credit Hours
1	MTB 301	TV script Writing	3
2	MTB 302	Process & Effects of Communication	3
3	MTB 303	TV Camera Operation	3
4	MTB 304	Television Lighting System	3
5	MTB 305	Data Journalism	3
6	MTB 211	Photo Journalism	3

Semester 6

S. No	Course Code	Course Titles	Credit Hours
1	MTB 307	Program Production	3
2	MTB 308	Television and Society	3
3	MTB 309	TV News Production & Presentation	3
4	MTB 311	Media and Social Psychology	3
5	MTB 312	Set Designing	3
6	MTB 310	television Commercial	3

Semester 7

S. No	Course Code	Course Titles	Credit Hours
1	MTB 401	TV Studio & Floor Management	3
2	MTB 402	Documentary Production	3
3	MTB 403	Dreama Production	3
4	MTB 404	TV and Globalization	3
5	MTB 306	3D Animation	3

Semester 8

S. No	Course Code	Course Titles	Credit Hours
1	MTB 406	Post Production	3
2	MTB 407	TV Sound System	3
3	MTB 408	Research Methods in Media Studies	3
4	MTB 409	Research Project/ Final Project	3

List of Elective Courses

- Mass Media in Pakistan*1
- Online Journalism*1
- Development Support Communication*1
- Social Psychology*1
- Comparing Media Systems*1
- International Media Regulations*1
- Writing for the Internet*1
- Photo Journalism*2
- 3D Animation*2
- Televation Commercial (TVC)*2
- Television program Analysis (Seminar)*2
- Media Semiotics*2

- Introduction to Film Making and Analysis*2
- Electronic News Gatherng (ENG)*2
- Music Video Creation (MVC)*2

Mandatory Internship

Internship support shall be available to the undergraduate program students who have earned a minimum of 90 credits. In other way, the students who have completed five semesters of their program shall be eligible to undertake intership.