



## SHAHEED BENAZIR BHUTTO UNIVERSITY, SHAHEED BENAZIRABAD

Department of Media and Communication Studies

### Course Outline

# History of Mass Media

Course Name: **History Of Mass Media**

Teacher/facilitator: **Dastar Chandio**

email: [Dastarchandio@sbbusba.edu.pk](mailto:Dastarchandio@sbbusba.edu.pk)

Class times: Monday and Wednesday

### Objectives:

This course is aimed at briefly introduction about history and development of Mass Media with the basic concept of communication, Mass Media and Journalism. This course further enables the students to understand the nature and working style of various mass media outlets.

### Teaching Objectives:

At the completion of the course the student will be able to:

- ☑ Explain about the Basic concept and development of Mass Mediums.
- ☑ Detailed information of Printing press, Radio, TV and Online Journalism.
- ☑ Understand the role of newspaper, radio & TV channels for the easy access of information.
- ☑ Explain major contemporary debates on Newspaper, Radio & Tv.
- ☑ Outline Mass Media in the world.

### Recommended Books:

1. Dominick, J.R.(2006). Dynamics of Mass Communication(8<sup>th</sup> ed.)New Y ork. McGraw-Hill
2. Merrill, J.C., Lee, J., Friedlander , E.J., (1994). Modern Mass (2<sup>nd</sup> ed). New Y ork. Harper Collins College Publishers
3. Straubhaar , LaRose. (2002). Media Now: Communication Media Information Age (3<sup>rd</sup> ed.). USA. Wadsworth

### Assessment

Assignment	10
Class Test	10
Presentation/Project	10
Midterm Test	30
Semester Final Test	40
<b>Total Mark</b>	<b>100</b>

## Summary Schedule

Week No.	Chapters	Topics
01	<b>Introduction to Mass Media</b>	Definitions Explanation of Journalism, Press, Electronic Media and Mass Media
02	<b>Printing press</b>	Evaluation of printing press and its developmental role for the easy access to information in different ages
03	<b>Radio</b>	Invention of Radio and its developmental role for the easy access to information in different ages
04	<b>Television</b>	Invention of TV and revolutionary role for the betterment of Society
06	<b>Internet</b>	Internet era as the commence of Mass Media
07	<b>Mass Media before independence era</b>	Mughal Era Role of sir Muslim militant Journalists (Sir syed Ahmed Khan, Hasrat Mohani, M.A Johar, Quaid e Azam, Khalil ur Rehman, Hamid Nizami and many more
08	<b>Mass Media In Pakistan (Newspaper)</b>	News Papers in Pakistan after independence
<b>Mid Term</b>		
09	<b>Mass Media in Pakistan (Radio)</b>	Radio in Pakistan and its role during migration till to date.
10	<b>Mass Media In Pakistan (TV)</b>	Establishment of PTV and its development till to date
13	<b>Comparative Mass Media</b>	Development comparative analysis between India and Pakistan
12	<b>Development of Online Journalism in Pakistan</b>	Internet and Online Journalism in Pakistan (An overview)
13	<b>History of film industry in Pakistan</b>	History and development of Lollywood and challenges to our dram and film industry
14	<b>History of Cable</b>	An overview on historical development of cable

	<b>network in Pakistan and Laws in Pakistan</b>	network in Pakistan
15	<b>Revision and Practice</b>	Revision of covered lectures Practice of Communication
16	<b>Revision and Practice</b>	Revision of covered lectures Practice of Communication

**The End**