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CSS Syllabus

**Subject: Journalism & Mass
Communication**

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Paper: Journalism & Mass Communication (100 Marks)

I. *Introduction to Mass Communication*

- Concept – Definitions, Need/Importance/Purposes, Types of Communication, Process of Communication, Basic Models.
- Functions of a model, Evaluation of a model
- Basic models in Mass Communication: -
 - Lasswell's Model (1948)
 - Shannon-Weaver model (1948)
 - Osgood's model (1954)
 - Schramm's model (1954)
 - Newcomb's symmetry theory (1953)
 - Westley-McLean's model (1976)
 - Gerbner model (1956)

II. *Mass Communication Theories*

- Normative theories of the press: Schramm's four theories and criticism on these theories
- Media as agents of power
- The Spiral of silence
- Media Usage and gratifications
- Media hegemony
- Diffusion of innovations
- Powerful effects model: hypodermic needle, magic bullet theory.
- Moderate effects model: two-step and multi-step flow of communication.
- Powerful media revisited: Marshal McLuhan's media determinism

III. *Global / International Communication*

- The Historical Context of International Communication
- Globalization, technology, and the mass media
- Communication and Cultural imperialism
- Communication Flow in Global Media: Imbalance in the flow of information between North and South
- McBride commission and its recommendations.
- International Communication in the Internet Age: the new social media and its effects on developing world

IV. *Media and Society*

- Mass media and social change
- Media as a social system: The balance between interrelation and interdependence
- Media freedom and its role for democracy,
- The functional approach to mass media: four social functions of the media
- Media as an awareness agent
- Mass media and social representation

V. *Mass Media in Pakistan:*

- Media system in Pakistan: historical, chronological, and analytical review
- The system of journalism and the media system
- Employer-employee relations in Pakistani media
- Government-press relations
- Press in Pakistan: The newspaper industry, from mission to the market
- Electronic media: from total dependence to enormous power
- The new 24/7 television: uses and abuses
- The new radio: potential for change and the present performance.
- The question of freedom and responsibility

VI. *Development Support Communication*

- Theories of development support communication with specific focus on the developing world
- The dominant paradigm of development: historical, analytical perspective
- The Alternative paradigm of development
- Small is beautiful: community development as a snowball effect.
- Globalization vs Localization
- Glocalization
- Social Marketing: how to infuse new ideas into a developing population

VII. *Public Relations:*

- Concept of Public Relations
- Historical development of public relations: from press agency to PR
- Public relation in Pakistan
- Ministry of information
- Press Information Department (PID)
- Public relations and publicity
- PR as a tool for governance
- Private PR agencies and their structure

- Basic methods of PR: press release, press note, press conference
- PR Ethics

VIII. Media Laws and Ethics:

- History of Media Laws in Pakistan
- Development of media regulations from British colonial era to independent Pakistan
- Libel, Defamation and relevant portions of PPC
- PPO, RPPPO
- PEMRA: establishment, development, and operational mechanisms
- Press Council of Pakistan (PCP)
- Citizens Media Commission: need, present status, and reasons for inactivity
- Press Code of Ethics
- Inability of the media to develop a code of ethics as an institution
- The media's quest for freedom and its inability to self regulate.

SUGGESTED READINGS

| S No. | Title | Author |
|-------|----------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1. | Broadcast Regulations: the German Example | Metzger, Herbert. FES 1993. |
| 2. | Communication Models for The Study of Mass Communication, 2 nd Ed | McQuail, Dennis & Windhal, Swen, Longman, 1982. |
| 3. | Convergence Culture: Where old and new Media | Blackwell publishing Ltd, USA. |
| 4. | Communication Theories: Origins, Methods and Uses in the Mass Media 5 th Ed | Werner J. Severin, James W. Tankard Jr. Longman, 1997. |
| 5. | Diffusion of Innovations 5 th Ed | Rogers, Everett M. Free Press 2003 |
| 6. | Ethics in Journalism: A Reader on Their Perception in the Third World | Kunczik, Michael (Ed.). FES 1999. |
| 7. | Handbook of International and Intercultural Communication 2 nd Ed | Gudykunst & Mody, Sage, 2001. |
| 8. | McQuail's Mass Communication Theory, 4 th Ed | Denis McQuail. Sage, 2000. |
| 9. | Media And Society into the 21 st Century: A Historical Introduction | Blackwell publishing Ltd, USA. |
| 10. | "Media / Impact" | Wads Worth/ Thompson Learning, Belmont, CA |

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| 11. | "Media Now: Communication Media in the Information Age" | Wads Worth/Thompson Learning, Belmont, CA |
| 12. | News Media and Journalism in Pakistan | Khan, Altaf. LAP Lambert Academic Publishing. June 2011. |
| 13. | News Media and Journalism in Pakistan and Germany (Ed.) | Khan, Altaf. Peshawar, 2003. |
| 14. | Participatory Development | Hasan, Arif, Oxford, 2010. |
| 15. | Political Communication in Britain: The Leader Debates, the Campaign and the Media in the 2010 General Election, (Ed) | Palgrave McMillan, UK |
| 16. | Political Communication in Asia, | Routledge, NY. |
| 17. | "Precision Journalism: A Reporter's Introduction to Social and Science Methods", 4th Ed | Rowman and Littlefield, Lanham, MD. |
| 18. | Report and Recommendations of the Media Commission, appointed by the Supreme Court of Pakistan, 2013 | FES, Islamabad, 2013. |
| 19. | Reporting the Frontier: Media Capacity Building for Peace in Pakistan's Tribal Areas | Khan, Altaf VDM Verlag Dr. Müllere.K. June 2011. |
| 20. | "Writing, Directing, and Producing Documentary Films and Videos", 3rd edition | Carbondale: Southern Illinois Press, 2002. |
| 21. | "Directing the Documentary", 4th edition | Focal Press, 2004. |
| 22. | "Documentary Storytelling: Making Stronger and More Dramatic Nonfiction Films", 2nd edition | Focal Press, 2007. |
| 23. | Principles of Editing | McGraw-Hill 1996 |
| 24. | Journalism—Principles and Practices | Vistaar Publications 2006 |
| 25. | The Hand Book of New Media | London: Sage |
| 26. | Applying Communication Theory for Professional Life: An Introduction (2nd Edition) | London: Sage |
| 27. | Controversies in Contemporary Advertising | Newbury Park: Sage Publications |
| 28. | "Public Relations-Writing & Media Techniques" | Harper Collins College Publishers, NY |
| 29. | Telecommunications Policy in Pakistan" | Telematics and Informatics |

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| 30. | "Guaranteeing Copyright- Media Manager's Guide to Pakistani Broadcast Law" | Media Manager Companion Series Internews Pakistan |
| 31. | "Model Freedom of Information Act", 2001 | Consumer rights Protection Commission of Pakistan |

All of these books are available on our website with FREE Delivery all over Pakistan. Click Here: <https://cssaspirants.pk/css-books/>