



# MEDIA STUDIES

Media Studies employs 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.

- Master of Media Studies MS (MS)

### Campuses

Islamabad

### Program Duration

2 Years

4 Semesters

### Available Specialization

None

### Program Timing

Weekend, Evening

### Entry Requirements

Candidates must meet the following criteria for the admission into MS (media Studies) as per the HEC rules

- Sixteen years education or four year degree in Media Studies, Political Science, IR or any other
- Discipline of Social Sciences (130 Credit hours) after HSS/ F>A / F.Sc / Grade 12 or equivalent will be required for admission in the MPhil/ MS
- Candidates must pass the entry test of Bahria University or GAT – General conducted by the National Testing Service with the minimum 50% cumulative score will be required at the time of admission to M.Phil. / MS
- To award M.Phil./ MS / Equivalent degree, candidates will complete 24 complete credit hours of work along with the minimum of 12 credit hours for research / Thesis

Additionally, applicants must provide HEC verification of all academic certificates / degrees.

### Objective of the Degree Program

- To create outstanding professionals and academia for the industry and for the industrial world
- Promote the culture of research
- The master level program at media studies will contribute to the existing body of knowledge
- To contribute new knowledge either by the discovery of new facts, or by the formulation of theories or by the innovative reinterpretation of known data and established ideas
- Students will develop an awareness and appreciation of the foundations of First Amendment and ethical issues in the media.
- Students will demonstrate an understanding of current media technologies and their capabilities, perspectives, including that of producer, participant and audience.

### Learning outcome of the Degree Program

The Master of Media Studies will build students' understanding of changing global contexts of media and communication practices.

Students will gain a critically informed understanding of key issues affecting the global communications industry focusing on the challenges posed by the emergence of digital media, globalization and increasing levels of cross-cultural exchange. After completion of the degree program, Students will

- Understand the essential and underlying, philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media text and audiences, production and technological practices and relevant social issues
- Realize the foundation, process and practices of the writing and about the media, and demonstrate proficiency in writing one or more professional media writing applications

### Why choose BU for the Stated Degree Program?

The MS program develops an outstanding professional and academia for the industrial and for the academia world

- The goal of MS level research at the Department of Media Studies is to contribute to the existing body of knowledge
- The MS in Media Studies Program at Bahria University prepares students to reach a number of career goals. For those already working in or hoping to work in Media industry the MS degree offers a broad perspective on where the industry is going
- The degree also provides a solid scholarly foundation for students interested in continuing their studies in communication and media doctoral program.



### **Research Groups Relevant to this Degree Program, within BU and their area of interest**

Media Research and development centre (MRDC) will bring together researchers, students within the department of media studies. They will address various issues related to political communication, new media and society, media and religion, conflict, Health communication, crime and media, media and culture, film and television. Studies through imperial and empirical based approach.

### **Future Career Prospects**

The MS in media studies at Bahria University prepares students to reach a number of goals for those already working in, or hoping to work in media industry. MS degree offers a broad prospecti e on where the industry is going, BU also provides a solid scholarly foundation for students in continuing their studies in media doctoral programs.

Success in competi e media industry often depends on one's determination and moti ation but still the degree in MS can lead to many jobs. Jobs directing is to this degree include as; Advertising account executi e, broadcast journalist, editorial assistant, event organizer, informational officer, magazine journalist and market researcher.

## Road Map

### Semester 1 Total Credits 12

<i>Course Code</i>	<i>Course Titles</i>	<i>Credit Hours</i>	<i>Pre-requisite</i>	<i>Core/Elective</i>
MSM 600	Approaches to Mass Communication	3	NONE	Core
MSM 604	International Communicati	3	NONE	Core
MSM 602	Communication Research Methods I	3	NONE	Electiv
MSM 605	Pakistani Media: Prospects and Challenges	3	NONE	Electiv

### Semester 2 Total Credits 12

<i>Course Code</i>	<i>Course Titles</i>	<i>Credit Hours</i>	<i>Pre-requisite</i>	<i>Core/Elective</i>
MSM 601	Approaches to Mass Communication I	3	Approaches to Mass Communication	Core
MSM 606	Peace Journalism	3	NONE	Core
MSM 603	Communication Research Methods II	3	Communication Research Methods I	Core
MSM 607	MPhil Seminars	3	NONE	Elective

### Semester 3 Total Credits 06

<i>Course Code</i>	<i>Course Titles</i>	<i>Credit Hours</i>	<i>Pre-requisite</i>	<i>Core/Elective</i>
MSM 608	Thesis Proposal Writing / Literature Review	Mandatory	NONE	Core
MSM 609	Thesis Writin	6	NONE	Core

## Semester 3 Total Credits 06

Course Code	Course Titles	Credit Hours	Pre-requisite	Core/Elective
MSM 609	Thesis Writin	6	NONE	Core

Note: Seminars and guest lectures will be arranged in the first two semesters on issues and events pertaining to media and politics at the international and national levels. This shall enhance the knowledge and understanding of the students on various inter-disciplinary topics

directly and indirectly related to media and politics, facilitating them in conducting rigorous research in the fourth semester. The seminars shall be non-credit but mandatory for students will be required to actively participate in discussions.

### List of Optional Courses

- Mass Media and Culture
- Philosophy of Social Sciences
- Theories of Influence on Media Content
- Media and Politic
- Digital Media
- Semiotic
- Critical and Cultural Studies of Mass Communicatio
- Media Culture and Society: A Critical Introductio

### Description of Courses

MSM 600 - MSM 601 Approaches to Mass Communication I & II

The course is designed to help students understand communication models and theories and their importance and uses to communication researchers and theoreticians. The aim of the course is to examine various methodological assumptions and theoretical models used in the study of communicative dynamics and to understand the development of communication theories.

MSM 604 International Communication

This course examines and discusses communication among nations. Special emphasis will be given on communication between Western and Muslim nations. The topics that will be covered include the beginning of International communication, organizations involved, purpose and goals of International communication, International media and International audience. The effects and the future of International communication will also be discussed.

MSM 602- MSM 603 Communication Research I-II

This course is designed to enable students to conduct quantitative and qualitative research, as well as become more critical consumers of research products. The topics that will be taught include the process of research, hypothesis or question development, experimental design, survey methodology, content analysis, data collection, data analysis and interpretation, and writing the research report.

MSM 605 Pakistani Media: Prospects and challenges

This course intends students to identify and examine relevant issues and problems in communication and provide an opportunity to discuss critically issues in communication from an Islamic perspective. At the end of the course, the students are supposed to write academic papers on the issues related to communication.

### MSM 606 Peace journalism

Provide an overview of what constitutes “peace media” and how communication may help in the process of conflict transformation. To describe and discuss specific theoretical areas of research such as media effects, conflict transformation, communication for development and propaganda studies and understand the formation of contemporary conflict and outline a set of approaches that can be useful in eliminating violence

### MSM 611 Political Communicati

To provide a detailed understanding and critical interrogation of the theoretical literature on political communication and its applicability and relevance to Southern contexts. To explore the changing face of politics and the growing significance of mediated communication in campaigns and election processes in the South. To understand the mediated dynamics of international negotiation and international public diplomacy and the mediated nature of contemporary international relations. To explore the significance of media in the international conduct of both war and peace

### MSM 612 Media, Culture and Society: A critical introducti

At the end of the course students would be able to discuss the nature of human communication as it is shaped by various

media; and the nature and differences between communication media in today's society; to develop an understanding of theories of communication and media that explain the impact and effects of media on society; and to critically examine the nature of media in today's society; and be able to critically examine the role of media in shaping society and human beliefs, attitudes and value

### MSM 608 Thesis Proposal Writin

Each student will be required to write a thesis proposal in the area of his/her interest in media and communication under the supervision of the faculty member during the semester.

### MSM 609 Thesis Writin

Each student is required to work on data collection, analysis and writing of the thesis under the guidance of his/her supervisor and to defend it before the thesis committee. Students need to arrange periodic meetings with their supervisors and intimate them about the different phases of their research and seek their respective supervisor's guidance for future course of action