

## **MCF-231 Mass Media in Pakistan (3 credit hours)**

### **Course Description**

1. This course charts the evolution of mass media industries in Pakistan with a comprehensive look at important events, personalities, and institutions from pre-partition era to the present day. The course is designed to familiarize students with the role of mass media in Pakistan, the history of the press, the contemporary practices of local mass media professions, and future trends and challenges in the mass communication fields. The course uses a framework based on continuity and change to interpret and explain the current Pakistani mass media landscape. The course also prepares students to keep up with current affairs and developments in the areas of journalism, advertising, film, and broadcasting in the country.

### **Course Objectives and Learning Outcomes**

2. After completion of the course, students will be able to:
  - a. Articulate the role of the pre-partition Muslim press in the independence movement
  - b. Understand the nature of the relationship between the Pakistani state and the news media
  - c. Understand the evolution of controls of information on mass media in the country and learn about news media regulation strategies
  - d. Analyse the current mass media landscape in the country
  - e. Assess and critique professional practices of mass media industries
  - f. Critically examine the modern developments in mass media industries

### **3. Contents**

- a. Historical background
- b. Development of press in Pakistan
- c. State-press relations through democracy and dictatorship
- d. Privatization and liberalization of broadcast media
- e. Regulatory regimes for mass media
- f. History of advertising and contemporary trends
- g. History of film and contemporary trends
- h. Radio and FM broadcasting
- i. Growth of the public relations industry
- j. Effects of the Internet and technology on Pakistani mass media

- k. Existing and emerging challenges and issues for Pakistani mass media
- l. Potential trends for the future

### **Required Readings**

4. Niazi, Z. (2010). *The Press in Chains (2<sup>nd</sup> and revised ed.)*. Zubeida Mustafa (Ed.). Karachi: Oxford University Press Pakistan.

### **Reference text(s)**

1. BBC Media Action. (2013). *Policy Briefing: The Media of Pakistan - Fostering Inclusion in a Fragile Democracy?* London: Yusuf, H. & Schoemaker, E.
2. Centre for Future Civic Media (2008). *Old and New Media Converging during the Pakistan Emergency (March 2007-February 2008)*. Yusuf, H.
3. Ejaz, A., Rahman, B. H., Ahmad, R. E., & Butt, J. A. (2014). *Challenges and Options for Pakistani Media in the 21<sup>st</sup> Century*. *Journal of Political Studies*. Vol 21, Issue 1, 243:257.
4. Hasan, M. (2007). *Journalism for All (9th ed.)*. Lahore: Aziz Book Depot.
5. Jabbar, J. & Zahid, N. A. (2014). *Report and Recommendations of the Media Commission appointed by the Supreme Court of Pakistan 2013*. Islamabad: Friedrich Ebert Stiftung.
6. Jalandhari, S. (2008). *Sahafat aur Iblagh (10th ed.)*. Lahore: Ali Ejaz Printers.
7. Khursheed, A. S. (1989). *Dastaan-e Sahafat*. Lahore: Maktabai Karavan.
8. NOREF Norwegian Peacebuilding Resource Center. (2012). *Social media in Pakistan: Catalyst for Communication, not Change*. Kugelman, M.
9. Open Society Foundations. (2013). *Mapping Digital Media: Pakistan*. London, Yusuf, H.
10. Rasul, A. & McDowell, S. (2012). *Consolidation in the Name of Regulation: The PEMRA and the Concentration of Media Ownership in Pakistan*. *Global Media Journal*, Vol 12, Issue 20.
11. Rizvi, W. R. (2014). *Visual Pleasure in Pakistani Cinema (1947–2014)*. IJAPS
12. Siddiqui, K. (2012). *History of Advertising in Pakistan*. (Unpublished paper). Institute of Business Administration, Karachi.