

MPhil–Mass Communication

[Master of Philosophy - Mass Communication] (Research Track)

ELIGIBILITY CRITERIA

- a. The candidate should have passed BS (Hons) / MA/M.Sc. or equivalent in the field of Communication Studies/ Journalism/Media Studies/Social Sciences/Behavioral Sciences/Humanities from a university /degree awarding institution recognized by the Higher Education Commission of Pakistan.
- b. Subject to policy/applicability, the candidate shall get 50% marks in the entrance test as required by HEC.
- c. Minimum CGPA of 2.0 on a scale of 4.0 in BS/BE/M.Sc./MCS on semester system or degree qualifying marks according to leads university Academic Council.

PROGRAM STRUCTURE

(Program is equivalent to 18 years of education)

Minimum Duration: 2 years; through 4 regular semesters (Fall/Spring)

Minimum Credits: 30

COURSES OF STUDY:

(Information about the prerequisites (if any) of the course(s) will be provided by the Department at the beginning of the program)

Semester-I

Code	Title of Course	Credits
MCOM 511	Approaches to Mass Communication-I	3
MCOM 581	Communication Research Methods-I	3
MCOM 615	Philosophy of Social Sciences	3

Semester-II

Code	Title of Course	Credits
MCOM 512	Approaches to Mass Communication -II	3
MCOM 582	Communication Research Methods-II	3
MCOM 611	Media, Culture and Society	3

Semester-III

Code	Title of Course	Credits
MCOM 672	Development Communication	3
MCOM 673	Synopsis and Proposal Writing	3

Semester-III

Code	Title of Course	Credits
MCOM 681	M. Phil Research Thesis (in Mass Communication) (With Successful defense)	6

Optional Courses

Code	Title of Course	Credits
MCOM 631	Broadcast Innovations	3
MCOM 632	Documentary Writing and Production	3
MCOM 634	Digital Radio Production	3
MCOM 640	Strategic Media Management	3
MCOM 636	Short Film Production	3

MPhil–Mass Communication

[Master of Philosophy - Mass Communication] (Professional Track)

Semester-I

Code	Title of Course	Credits
MCOM 511	Approaches to Mass Communication-I	3
MCOM 583	Mass Media Research Methods	3
MCOM 632	Documentary Writing and Production	3

Semester-II

Code	Title of Course	Credits
MCOM 512	Approaches to Mass Communication-II	3
MCOM 636	Short Film Production	3
MCOM 611	Media, Culture and Society	3

Semester-III

Code	Title of Course	Credits
MCOM 672	Development Communication	3
MCOM 615	Project Writing Techniques	3

Semester-IV

Code	Title of Course	Credits
MCOM 682	M. Phil TV Project (in Mass Communication) (With Successful defense)	6

Optional Courses

Code	Title of Course	Credits
MCOM 613	Communication Campaign Design	3
MCOM 633	Digital Radio Production	3
MCOM 640	Strategic Media Management	3
MCOM 636	Broadcast Innovations	3
MCOM 612	International Communication and New global Trends	3