CSS COURSE SYLLABUS

Journalism & Mass Communication

100 marks · one paper · Group VII - Humanities & Languages

Complete Journalism & Mass Communication syllabus. The full official FPSC syllabus this course covers, section by section.

1 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)

2 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

3 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

4 Media and Society

- Mass media and social change

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- 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

5 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

6 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

7 Public Relations:

- Concept of Public Relations
- Historical development of public relations: from press agentry 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

8 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

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- 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.

Source: Revised Syllabi for CSS Competitive Examination, CE-2016 (updated 7 July 2015), Federal Public Service Commission.

> Practise answers on this syllabus and get them marked out of 20 at **cssprep.ai**. Questions? WhatsApp **+92 323 7805323**.

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