

**Department of Mass Communication
Introduction**

The mass media are implicated in all that happens today; the world has become unknowable without a discerning press. This makes communication training both a P matter and a moral one as well. In GCU, Journalism was introduced as an elective subject at the undergraduate level by the Department of Political Science in 1987. When Government College Lahore was awarded the status of a University in 2002, the nomenclature of the subject was changed to Mass Communication. The department nourishes the talent of its students in multiple ways, and helps them across various communication disciplines for new insights, new skills, new forms of expression and new kinds of employment. The department intends:

- To produce graduates in the discipline of mass communication with good communication skills and up-dated knowledge.
- To produce good sub-editors, reporters, and media planners through theoretical training in lecture room and P training in media.
- To equip the students with the skills of IT and media production to cater the demands of the electronic and print media organizations.
- To cater the P needs of students under the auspices of Young Journalists' Society (YJS).

Academic Programme

Mass Communication is offered as an Allied subject in BA (Hons).

Facilities

Mass Communication Department facilitates students with a well-equipped computer lab and library. Students are provided with the opportunity to visit newsrooms, production control rooms, studios, and transmission rooms of various TV stations; visits to newspaper and radio organizations are also arranged.

Special Features

Students avail the opportunity to visit newsrooms, production control rooms, studios and transmission rooms of various TV stations, familiarity with news paper and radio organizations as well.

Young Journalist' Society

Department of Mass Communication encourages its students to take advantage of the opportunity available in the form of YJS to enhance their journalistic ambition. The Young Journalist' Society (YJS) of the Department of Mass Communication is dedicated to: stimulate high standards and ethical behaviour in the students for the practice of media, inspire successive generation of talented individuals to become dedicated journalists, encourage diversity in journalism and encourage a climate in which media can be practiced freely. YJS provides a platform for those students who really could get around to do all the hard work and test their journalistic abilities that they have been meaning to. Society organizes events, lectures presentations and visits to media organization throughout the year. Membership of the Society is open to all students of GCU in the beginning of new academic session.

Career Opportunities

More than sixty news and entertainment television channels are broadcasting in Pakistan today. Print and electronic media offer tremendous career options in Journalism. It is, therefore, a very attractive career choice for the youth. Hard work and aspiration

to get perfection in this field can result in a highly successful career. The degree holders of Mass Communication, therefore, perform exceptionally well in print and electronic media, home and abroad. Teaching and Public Relations are also attractive choices for many of them.

Mass Communication as Allied Subject in BA (Hons) Programme		
Year- I		
Semester- I		
Course Code	Course Title	Credit Hours
MASCOM-1101	Introduction to Mass Communication	3
Semester- II		
Course Code	Course Title	Credit Hours
MASCOM -1201	Mass Media in Pakistan (A historical perspective)	3
Year-2		
Semester-III		
Course Code	Course Title	Credit Hours
MASCOM-2101	News Reporting	3
Semester- II		
Course Code	Course Title	Credit Hours
MASCOM-2201	Contemporary Mass Media	3

Faculty

Department of Mass Communication
Assistant Professor
 Dr. Muhammad Iqbal Anjum
Lecturer
 Umm-e-Ammarah

