PUNJAB PUBLIC SERVICE COMMISSION
COMBINED COMPETITIVE EXAMINATION (CCE) SYLLABUS

MASS COMMUNICATION

Total Marks: 100

PART-I: FOUNDATIONS OF MASS COMMUNICATION, COMMUNICATION THEORY AND MEDIA–SOCIETY RELATIONS

Topics

Introduction to Mass Communication; Communication Theories; Advanced Theories of Communication; Media and Society; Media and Information Literacy.

- **Process and models of communication.** Source–message–channel–receiver–noise–feedback and redundancy; types and levels (intrapersonal, interpersonal, group, organisational, mass); Shannon–Weaver, Lasswell, Schramm, Osgood, Berlo, Westley–MacLean, Gerbner and Dance models; movement from linear to transactional and networked models.
- **Barriers and principles of effective communication.** Physical, semantic, psychological, cultural and technological barriers; principles of effective communication (clarity, completeness, conciseness, credibility, context, courtesy, feedback).
- **Functions and nature of mass media.** Surveillance, interpretation, socialisation, entertainment and mobilisation; characteristics of mass audiences; mass communication and mass self-communication.
- **Media effects and audience theories.** Hypodermic needle/magic bullet model; two-step flow of communication and opinion leaders; limited-effects paradigm; agenda-setting, framing and priming; gatekeeping; spiral of silence; cultivation; uses and gratifications; media dependency; social learning; active and participatory audiences.
- **Normative and critical perspectives.** Four Theories of the Press and their critiques; social-responsibility, development-media and democratic-participant theories; public sphere; Frankfurt School and the culture industry; hegemony; political economy of media; encoding/decoding; media imperialism; feminist and postcolonial critiques.
- **Media, culture and society.** Public opinion and propaganda; representation, stereotyping, gender and minorities; popular culture and consumerism; media and democracy; mediatisation of society.
- **Media and information literacy.** Access, analysis, evaluation and creation of media content; misinformation, disinformation and malinformation; propaganda techniques; fact-checking and verification; critical media consumption.

PART-II: MEDIA IN PAKISTAN: HISTORY, STRUCTURE, LAWS AND ETHICS

Topics

Mass Media in Pakistan; Media Ethics & Laws in Pakistan; Introduction to Mass Communication.

- **Press of the Sub-Continent.** Origins of the Urdu and English press; the role of Sir Syed Ahmed Khan, Maulana Zafar Ali Khan, Muhammad Ali Jauhar, Hasrat Mohani and Hameed Nizami; the press and the Pakistan Movement.
- **Evolution of media in Pakistan.** Press after 1947; radio (Radio Pakistan, FM and community radio); television (PTV and the expansion of private satellite channels after 2002); internet and social media; ownership patterns and media groups.
- **Organisational structures of newspapers and news agencies.** Editorial, news, production, circulation, advertising and management departments; APNS, CPNE and journalists' unions; national and international news agencies.
- **Government–media relationship.** Censorship, control and patronage; government advertising; media under different political regimes; press freedom, pressure on journalists and safety of media professionals.
- **Press laws and regulation.** Articles 19 and 19A of the Constitution; Registration of Printing Presses and Publications Ordinance 1988; Press Council of Pakistan Ordinance 2002; PEMRA Ordinance 2002; Defamation Ordinance 2002; contempt of court; Right of Access to Information Act 2017; Prevention of Electronic Crimes Act (PECA) 2016; Protection of Journalists and Media Professionals Act 2021 (all as amended).
- **Ethics of journalism and freedom of the press.** Accuracy, objectivity, fairness, privacy and public interest; codes of conduct (PEMRA and professional bodies); sensationalism, media trials, conflict of interest and sting operations; ethical challenges of digital and social platforms.
- **Social and developmental responsibilities of Pakistani media.** Public-service role in education, health, gender equity, national integration, minorities, disaster reporting and democratic processes.
- **Contemporary challenges.** Economic pressures, digital disruption, political and commercial influence, polarisation and disinformation.

PART-III: JOURNALISM: NEWS REPORTING, WRITING, EDITING AND PRODUCTION

Topics

Fundamentals of News Reporting; News Production & Current Affairs; Sub-Editing & Page Designing; Op-ed Writing; Data Journalism; Documentary Production.

- **News.** Definition and news values; sources; structure (inverted pyramid and alternative forms); language and style; types of news and beats.
- **Reporting skills.** Newsgathering, interviewing, attribution and verification; political, court, crime and investigative reporting.
- **Opinion and interpretive genres.** Feature, column, editorial and op-ed: differences in

objectives, structure, style and content.

- **Sub-editing and page design.** Copy editing, headline and caption writing, house style, layout principles, typography, photographs and infographics for print and digital pages.
- **Broadcast journalism and production.** Radio and television news writing; bulletin and current-affairs production; importance of radio and TV documentaries and live programmes; differences between print and electronic-media news.
- **Digital and data-driven journalism.** Online, multimedia and mobile journalism; social-media newsgathering and verification; citizen journalism; data journalism and visualisation.

PART-IV: ADVERTISING, PUBLIC RELATIONS AND MEDIA ECONOMICS

Topics

Introduction to Advertising & Public Relations; Media Enterprise Management; Media Advocacy.

- **Advertising: concepts and functions.** Definition, nature and types; advertising appeals; basics of consumer behaviour; merits and demerits (economic, social and ethical).
- **Advertising business in Pakistan.** Growth and structure of the industry; local and multinational agencies; departments of an advertising agency (client service, creative, media planning and buying, research, production, finance); regulation, self-regulation and ethical issues.
- **Branding, integrated marketing communication and media planning.** Brand building; IMC; campaign planning; reach, frequency, GRPs and CPM; digital and influencer advertising.
- **Advertising as the lifeblood of media.** Revenue models of newspapers, broadcasters and digital platforms; ratings and audience measurement; advertiser influence and editorial independence.
- **Public relations: definition, scope and tools.** PR process (research, planning, implementation, evaluation); media relations, press releases, events, publications and digital tools; PR in Pakistan (government, corporate and non-profit sectors).
- **PR, propaganda, advertising and publicity.** Conceptual differences and overlaps; persuasion and ethics; corporate communication, reputation and CSR.
- **Importance of research in advertising and PR.** Audience and market research; copy testing; campaign evaluation; public-opinion surveys; communication audits.
- **Media enterprise management.** Organisational structure, leadership, financial planning, resource management, entrepreneurship and innovation in media businesses.

PART-V: DEVELOPMENT, CONFLICT AND INTERNATIONAL COMMUNICATION

Topics

Development Support Communication; Conflict & Crisis Communication; International Communications; Media Advocacy.

- **Development communication and development journalism.** Concepts and paradigms (modernisation, dependency, participatory and multiplicity approaches); diffusion of innovations; critique of development journalism.
- **Conceptual distinctions.** Mass communication, development communication, development journalism and development support communication: purposes, content, audiences and practice.
- **Communication for social change.** Behaviour-change communication in health, education, environment and climate, gender and disaster risk reduction; Sustainable Development Goals; campaign design and evaluation; community and rural media; ICT for development.
- **Media advocacy.** Strategies for influencing public opinion and policy; digital activism; evaluating advocacy campaigns.
- **Conflict and crisis communication.** Media role in conflict, war and terrorism; war versus peace journalism; conflict-sensitive reporting; propaganda in conflict; crisis and disaster communication (phases, stakeholders, strategies).
- **International communication.** Global information flows; NWICO and the MacBride Report; international news agencies and broadcasters; media imperialism and cultural globalisation; soft power and public diplomacy; comparative media systems; international media institutions and policy.

PART-VI: DIGITAL MEDIA, EMERGING TECHNOLOGIES AND COMMUNICATION RESEARCH

Topics

Introduction to Digital Media; AI & Data Analytics in Media; Communication Research Methods; Advanced Research Methodologies.

- **Digital media.** Evolution of the web and digital platforms; convergence; participatory culture; the network society; content creation, distribution and audience engagement.
- **Social media and society.** Algorithmic curation, echo chambers and polarisation; digital activism; hate speech and content moderation; platform governance; privacy, surveillance and digital rights in Pakistan.
- **Artificial intelligence, data and media.** Generative AI in content production; automated and personalised news; deepfakes and synthetic media; algorithmic bias; data analytics and audience measurement; ethical, copyright and regulatory issues.
- **Communication research.** Research process; problem statement, literature review, theoretical framework, variables and hypotheses; quantitative methods (survey, experiment, content analysis) and qualitative methods (interview, focus group, case study, textual and discourse analysis); mixed methods; sampling; reliability and validity; descriptive and basic inferential statistics; research ethics; proposal writing and APA (7th ed.) referencing.

- **Digital research methods.** Online surveys, social-media analytics and computational content analysis; ethical issues in studying online communities.

Suggested readings:

Part-I:

1. McQuail, D., & Deuze, M. (2020). McQuail's Media and Mass Communication Theory (7th ed.). SAGE.
2. Littlejohn, S. W., Foss, K. A., & Oetzel, J. G. (2021). Theories of Human Communication (12th ed.). Waveland Press.
3. Siebert, F. S., Peterson, T., & Schramm, W. (1956). Four Theories of the Press. University of Illinois Press.
4. Hall, S., Evans, J., & Nixon, S. (Eds.). (2013). Representation (2nd ed.). SAGE.
5. Couldry, N., & Hepp, A. (2017). The Mediated Construction of Reality. Polity Press.
6. Potter, W. J. Media Literacy (latest ed.). SAGE.
7. Ireton, C., & Posetti, J. (Eds.). (2018). Journalism, "Fake News" & Disinformation: Handbook for Journalism Education and Training. UNESCO.
8. Wardle, C., & Derakhshan, H. (2017). Information Disorder: Toward an Interdisciplinary Framework for Research and Policymaking. Council of Europe.

Part II:

9. Niazi, Z. (1986). The Press in Chains. Karachi Press Club.
10. Mezzera, M., & Sial, S. (2010). Media and Governance in Pakistan: A Controversial Yet Essential Relationship. Initiative for Peace building.
11. Hijazi, M. A., & Naqqash, S. (2005). Mass Communication Theory and Practice. Lahore.
12. Constitution of the Islamic Republic of Pakistan (Articles 19 and 19A) and the statutes listed in Part II, Unit 5, in their current amended form.
13. Annual Reports: Freedom Network, Pakistan Press Freedom Report; HRCP, State of Human Rights in Pakistan; Reporters Without Borders, World Press Freedom Index; Freedom House, Freedom on the Net (Pakistan).

Part-III:

14. Kovach, B., & Rosenstiel, T. (2021). The Elements of Journalism (4th ed.). Crown.
15. Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (The Missouri Group). News Reporting and Writing (latest ed.). Bedford/St. Martin's.
16. Harcup, T., & O'Neill, D. (2017). What Is News? News Values Revisited (Again). Journalism Studies, 18(12), 1470–1488.
17. Nichols, B. (2017). Introduction to Documentary (3rd ed.). Indiana University Press.
18. Bounegru, L., & Gray, J. (Eds.). (2021). The Data Journalism Handbook: Towards a Critical Data Practice. Amsterdam University Press.
19. Diakopoulos, N. (2019). Automating the News: How Algorithms Are Rewriting the Media. Harvard University Press.
20. Reuters Institute for the Study of Journalism. Digital News Report (latest annual edition).

Part-IV:

21. Belch, G. E., & Belch, M. A. Advertising and Promotion: An Integrated Marketing Communications Perspective (latest ed.). McGraw-Hill.

22. Theaker, A. (2020). The Public Relations Handbook (6th ed.). Routledge.

23. Broom, G. M., &Sha, B.-L. (2013). Cutlip and Center's Effective Public Relations (11th ed.). Pearson.

24. Smith, R. D. (2020). Strategic Planning for Public Relations (6th ed.). Routledge.

25. Jowett, G. S., & O'Donnell, V. (2019). Propaganda & Persuasion (7th ed.). SAGE.

26. Doyle, G. (2013). Understanding Media Economics (2nd ed.). SAGE.

27. Picard, R. G. (2011). The Economics and Financing of Media Companies (2nd ed.). Fordham University Press.

Part-V:

28. Servaes, J. (Ed.). (2020). Handbook of Communication for Development and Social Change. Springer.

29. Melkote, S. R., & Steeves, H. L. (2015). Communication for Development: Theory and Practice for Empowerment and Social Justice (3rd ed.). SAGE.

30. Rogers, E. M. (2003). Diffusion of Innovations (5th ed.). Free Press.

31. Thussu, D. K. (2019). International Communication: Continuity and Change (3rd ed.). Bloomsbury.

32. Hallin, D. C., & Mancini, P. (2004). Comparing Media Systems: Three Models of Media and Politics. Cambridge University Press.

33. Lynch, J., & McGoldrick, A. (2005). Peace Journalism. Hawthorn Press.

34. Coombs, W. T. Ongoing Crisis Communication: Planning, Managing, and Responding (latest ed.). SAGE.

35. UNESCO International Commission for the Study of Communication Problems. (1980). Many Voices, One World (MacBride Report). UNESCO.

Part-VI:

36. Van Dijck, J., Poell, T., & de Waal, M. (2018). The Platform Society: Public Values in a Connective World. Oxford University Press.

37. Jenkins, H. (2006). Convergence Culture: Where Old and New Media Collide. New York University Press.

38. Gillespie, T. (2018). Custodians of the Internet: Platforms, Content Moderation, and the Hidden Decisions That Shape Social Media. Yale University Press.

39. Noble, S. U. (2018). Algorithms of Oppression: How Search Engines Reinforce Racism. New York University Press.

40. Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (Eds.). (2019). An Integrated Approach to Communication Theory and Research (3rd ed.). Routledge.

41. Krippendorff, K. (2019). Content Analysis: An Introduction to Its Methodology (4th ed.). SAGE.

42. Berger, A. A. (2019). Media and Communication Research Methods (5th ed.). SAGE.

43. Creswell, J. W., & Creswell, J. D. (2023). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (6th ed.). SAGE.

44. American Psychological Association. (2020). Publication Manual of the American Psychological Association (7th ed.).

Note: **The above list is only suggestive and not exhaustive. Candidates may consult other standard books and relevant material covering the prescribed syllabus.**

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