**Government of Pakistan**

**Ministry of Information and Broadcasting**

**Information Service Academy**

**Syllabus**

**for**

 **(49th CTP/39th STP)**

**SPECIALIZED TRAINING PROGRAMME**

**(49TH CTP) 49TH STP**

**SYLLABUS INDEX**

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| **Serial** | **Subject** | **Parts** | **Marks** | **With Books** **/ No Books**  |
| 01 | Mass Communication and Journalism | 2 | 100 (50 for each part) | No Books  |
| 02 | Trends in New Media | 1 | 100 | No Books  |
| 03 | Global and Political Communication | 1 | 100 | No Books  |
| 04 | Strategic and Development Communication | 1 | 100 | No Books  |
| 05 | Public Relations and Advertising | 2 | 100 (50 for each part) | No Books  |
| 06 | Consumer Behavior | 1 | 100 | No Books  |
| 07 | Media Ethics and Laws | 2 | 100 (50 for each part) | **Open Books**  |
| 08 | Global and Pakistan Affairs | 2 | 100 (50 for each part) | No Books  |
| 09 | English and Urdu | 2 | 100 (50 for each part) | No Books  |
| 10 | Secretariat Training, Rules of Business, PPRA Rules and P3A | 1 | 100 |  **(Estacode, Rules of Business 1973 & PPRA Rules will be open book)** |

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| **1. MASS COMMUNICATION AND JOURNALISM****Marks (100), Time Allowed (3 Hours), No Books**This paper shall be divided into two sections:1. Mass Communication (50 marks)
2. Journalism (50 marks)
 |
| 1 | **THE FUNDAMENTALS OF MASS COMMUNICATION:** * Communication and its scope & functions
* History & Evolution of Mass Communication
* Communicators and Processes of Mass Communication
* Mass Communication: Forms, Structure & Functions
* Corporate Communication: Cases studies, designing and executing campaigns
* Mass Media Literacy
* Mass media in Pakistan: evolution, role, social responsibility and problems
* Theories, Models &Different Approaches of Mass Communication
 |
| 2 | **USES AND EFFECTS OF MASS COMMUNICATION:** * Mass media as instrument of policy and social institution
* Mass Media and Youth
* Mass Media Effects
* Specialization and Entertainment
* Role of Mass Communication in Image Building
 |
| 3 | **COMPARATIVE MEDIA SYSTEMS:*** Factors that influence development of media systems
* Media Convergence, Cross media ownership and its impact-
* Media Monopolies
* New Information Order and its implications
* Cross-country analysis: Media Governance and ownership patterns of media in Pakistan, India, Turkey, USA and UK
 |
| 4 | **INTRODUCTION TO JOURNALISM:*** Definition, purposes and functions of Journalism
* Four theories of Press: Authoritarian, Libertarian, Social, Responsibility and Communist theories.
* Categories of publications: dailies, weeklies, fortnightlies, monthlies, quarterlies, yearly publications, tabloids, house journals, learned magazines, specialized publication, leaflets, handbills
* Main sections and departments of newspapers and media houses
* Language of journalism
* Kinds of Journalism: Photo Journalism, yellow journalism, specialized journalism, Folk Journalism
* Gender and Journalism
* Media in Pakistan: Development; News-Agencies, Print Media, Electronic Media, Advertising
* Limitations and Constraints of Free Press
 |
| 5 | **JOURNALISTIC TRENDS AND TECHNIQUES:*** Definitions of news: structures of news stories (inverted pyramid); elements of news; forms of reporting; interviews
* Newsgathering, reporting, and storytelling: main beats for news gathering and specialized journalism; Evaluation and selection of news rewriting – editing stories, copy writing and sub-editing coverage of special events; investigative and interpretative reporting; letters to the editors, articles, feature writing, syndicated articles, news jingles.
* Channels of news: reporters, correspondents, wire services, official material and reference libraries
* Official Press Release, Press Conference, press notes, hand-outs, Press Communique
* Broadcast Journalism (Radio, TV and Digital Media)
* Radio and TV News
* News analysis, press trends and preparation of news evaluation reports
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| 6 | **CHANGING DYNAMICS OF JOURNALISM:*** Rise of Internet Journalism: Online Newspapers
* Rise of Citizen journalism
* Rise of Global Journalism
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| **2. TRENDS IN NEW MEDIA****Marks (100), Time Allowed (3 Hours), No Books** |
| 1 | **BASIC CONCEPTS:*** Concept of Digital Media
* Concept of Social Media
* Concept of New Media
* New Media tools and techniques of communication
 |
| 2 | **NEW MEDIA MARKETING AND COMMUNICATION STRATEGIES:*** Introduction to digital advertising strategies, current to the future
* Introduction to Media of Digital Communication
* Web 2.0 and Digital Humanities
* What are Digital Ethics?
* YouTube. Facebook. Smartphones. Twitter: How new-media technologies are interacting with individuals and society?
* Integrated New Media Concepts (Virtual Reality, Augmented Reality, Designing Interaction)
* Integrated new media campaign strategies - planning, budgeting, measuring and analyzing
* Developing new media campaigns- including the Internet, mobile phones and email;
* Thinking with Machines
* Contribution to the Knowledge Economy: Creating Content for interactive media
 |
| 3 | **CREATIVE PRODUCTION OF ADVERTISING STRATEGIES:*** Critical understanding of the nature of emerging trends in creative advertising
* Key principles for effective Internet, email, mobile phone and emerging media campaigns
* Using emerging media for serve advertising objectives
* Studying the influences of new media in the creative process
* Creating design concepts for new media products
 |
| 4 | **PRACTICAL EXERCISES:*** Graphic designing theory and practice for digital media
* Video editing
* Data analysis techniques to discern fake news
* Mobile journalism
* Web management
* Microsoft office management tools, i.e. MS Office
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| **3. GLOBAL AND POLITICAL COMMUNICATION****Marks (100), Time Allowed (3 Hours), No Books** |
| 1 | **ESSENTIALS OF INTERNATIONAL, INTERCULTURAL AND POLITICAL COMMUNICATION:*** History of global and political communication
* Theories of global communication, propaganda and public opinion formation
* Communication among cultures in a diverse and deeply connected world
 |
| 2 | **GLOBAL EXCHANGES OF MEDIA AND COMMUNICATION:*** Political, economic, social, cultural and technological perspectives of communication
* Causes and consequences of globalization
* Political economy of international communication
* Key aspects of international communication infrastructure
 |
| 3 | **KEY ASPECTS OF POLITICAL COMMUNICATION:*** Media and power
* Propaganda
* Public opinion and public discourse
* Relationship between communication, politics and democracy
* Political advertising
* Public relations and election campaigns
* Role of Mass Media in political communication
 |
| 4 | **KEY ASPECTS OF GLOBAL COMMUNICATION:*** Historical context of international communication
* Relationship between Empire, capital and information
* Theories of global communication
* Political economy of global communication
* Global mass media ownership and infrastructure
* Globalization – political, economic and cultural impact
* Global news and entertainment flows and counterflows
* Technological effects on international communication
 |
| 5 | **KEY ASPECTS OF INTERCULTURAL COMMUNICATION:*** Imperatives and history of intercultural communication
* Approaches to studying intercultural communication
* Culture and communication
* Identity, social groups and otherization
* Prejudice and stereotypes
* Language and nonverbal behaviors in intercultural communication
* Popular culture and its effects on communication
* Management of intercultural conflict
* Intercultural competence
 |
| 6 | **USE OF MEDIA BY DIFFERENT STAKEHOLDERS:*** Use of media for politics
* Media effects of political communication
* Propaganda and its media effects
* Public Relations
* Political Advertising
 |
| 7 | **CULTURE AND IDENTITY IN GLOBAL FLOW OF INFORMATION:*** Global communication issues and comparison with local media systems and trends
* Managing communication and conflict in intercultural settings
* Complexities of the modern individual’s unique cultural identities
* Relationship between culture and communication
* Intercultural communication tools and techniques for effective communication in culturally diverse settings
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| **4. STRATEGIC AND DEVELOPMENT COMMUNICATION****Marks (100), Time Allowed (3 Hours), No Books** |
| 1 | **CONCEPT OF DEVELOPMENT:*** Meaning and definitions of development
* Process of development
* Models and theories of development
* Approaches to development
* Problems and issues in development
* Characteristics of developing societies
* Difference between developed and developing nations and societies
* Developmental issues
 |
| 2 | **DEVELOPMENT COMMUNICATION:*** The concept of development communication
* Definitions of development communication
* Roles of development 35 communication
* Goals of development communication
* Difference between communication for strategic and development communication
 |
| 3 | **TRANS MEDIA STORYTELLING: NARRATIVE WORLDS, EMERGING TECHNOLOGIES AND GLOBAL AUDIENCES:*** What is Trans media Storytelling?
* Creative Ideas Generation - Building a Story world
* Understanding a Trans media Audience
* The Trans media User Experience
* Using Creative Technologies
 |
| 4 | **USE OF MASS MEDIA IN SOCIAL SENSITIZATION:*** Flow of information
* McBride Commission
* Role of communicator in the process of social change
* Mass media as a tool for development
* Problems with the use of media for development
* Role of community radio and local media in social sensitization
* CRS and local media role in development
 |
| 5 | **THEORIES AND PRINCIPLES OF STRATEGIC COMMUNICATION:*** Organizational communication theories
* Strategic storytelling
* Participatory media
* Online media’s impact on behaviors and attitudes
* Key elements of the field
* Analyze and evaluate messages for their strategic communication effectiveness
* Create and present examples of Strategic Communication in written and oral presentations
 |
| 6 | **STRATEGIC COMMUNICATION:*** Content about interpersonal communication
* Group dynamics
* Problem-solving, and conflict resolution
* Identifying challenges, developing solutions, and using appropriate presentation techniques to solve organizational problems
 |
| 7 | **STRATEGIC COMMUNICATION AND ONLINE CAMPAIGNS:*** Current and evolving terminology for online distribution of media campaigns
* Studying successful and unsuccessful campaigns of the past
* Planning and developing a media campaign that is strategically targeted to a narrow audience and delivered and promoted via online media
 |
| 8 | **CRISIS AND EMERGENCY RISK COMMUNICATION:*** Essentials of Crisis Communication
* Principles of Crisis Communication
* Communication in various phases of a crisis
* Challenges of communication during crisis situations with emphasis on the practical and theoretical applications of communication strategies used by governmental organizations during headline-grabbing crises.
* Issues relevant to planning, developing, and executing of crisis communications plans, communication and media relations techniques for communicating with stakeholders during a crisis.
* Cases studies examining crisis situations in business, political, educational, and non-profit settings
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| **5. PUBLIC RELATIONS AND ADVERTISING****Marks (100), Time Allowed (3 Hours), No Books**This is divided into two sections:1. Public Relations and Media Management (50 marks)
2. Advertising Tools and Techniques (50 marks)
 |
| 1 | **PUBLIC RELATIONS & MEDIA MANAGEMENT:*** Public Relations overview
* Scope, functions and ethics of public relations – How public relation is different from advertising?
* Government public relations techniques
* Duties and role of PR officers in govt./autonomous and private organizations
* Theories/models of public relations
* Media Relations
* Image building: press conference / exhibitions/ films
* Projection of government policies and the tempo of publicity: (sustained, low key and high key)
* Applied public relations; public relations today and tomorrow, PR in international relations
* Publicity campaigns-initiating and sustaining a campaign
* Informal publicity/ personal interactions– their utilization and usefulness
* Persuasive Writing, Writing Speeches
* The art of public speaking. Its usefulness to government
* The psycho-social and cultural factors in PR practice
* Public relations in Pakistan – a general survey
* Public relations as foreign policy tool and Public Diplomacy
* Role of PR in crisis situations
* Strategic communication and the role of PR
* (PR) Dynamic rise, development of public relations and its inextricable link with international marketing, global media power and new technology.
* Handling techniques, types of personalities, grooming and persona, body language; Self-image, corporate culture and social etiquettes.
* Social psychology
* Media Management in Pakistan (Public and Private Sector) - Departmental and functional over view of the role of Ministry of IB&NH
 |
| 2 | **ADVERTISING TOOLS AND TECHNIQUES:*** Definitions, objectives and types of advertising
* Merits and Demerits of Advertising
* Campaign planning of advertising; Logo
* Slogan Caption
* Selection of appeal tools
* Media selection for advertising
* Research in advertising
* Selection of visuals for advertising
* Structure of AD agencies
* Copy writing for advertisement
* Lay out for advertisement
* Government Advertisements and Role of Ministry of IB& NH (Press Information Department-Advertisement Branch)
* Newspaper circulation and advertisement: Audit Bureau of Circulation
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| **6. CONSUMER BEHAVIOR****Marks (100), Time Allowed (3 Hours), No Books** |
| 1 | **BASIC CONCEPTS OF CONSUMER BEHAVIOR:*** Concepts of consumer behavior as a study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services
* Effects of consumer's emotions, attitudes and preferences on buying behavior
* Understanding consumer behavior as a key element of marketing strategy.
* Understanding the needs and expectations of the consumers you want to influence and incorporating in your communication strategies
 |
| 2 | **CORE PRINCIPLES OF CONSUMER BEHAVIOR:*** Consumer needs and motivations
* Decision making and product choice
* Personality and perception
* Consumer learning
* Attitudes and attitude change
* Communication and Consumer Behavior
* Reference Groups and Family Influences
* Social Class and Consumer Behavior
* The Influence of Culture and Subculture on Consumer Behavior
* Adoption and the diffusion of innovations
 |
| 3 | **EXPLAINING AND PREDICTING CONSUMER BEHAVIOR:*** Psychological and sociological viewpoints covering individual factors, such as motivation and needs, perception, learning, personality and lifestyle attitudes
* External socio-cultural factors such as family, social groups and group processes, social class and culture in the context of consumption
* Making informed decisions about how to manage and respond to the needs
 |
| 4 | **CONSUMER RESEARCH:*** Central concepts within the field of consumer behavior
* Basic understanding of consumer research as an academic discipline
* Complexity of the consumer decision-making process, and factors that influence consumers in different choice situations.
* Application of different theories and models to explain and understand the processes that drive consumers towards choosing one product over another
* processes that evolve post-purchase and influence future purchasing behavior
* Moral and ethical dilemmas that marketers can face
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| **7. MEDIA ETHICS AND LAWS****Marks (100), Time Allowed (3 Hours), Open Book**This is divided into two sections:1. Media Ethics (50 marks)
2. Media Laws and Regulations (50 marks)
 |
| 1 | **MEDIA ETHICS:*** Ethics in Journalism
* Kinds of Ethics: Duty-based and Consequentialist
* Freedom of Speech and Restrictions
* Role of Regulators and Media Houses in promoting ethical journalism
* Self-Censorship by media houses. Is it working?
* Social Media regulation and laws.
* Media Ethics: Challenges and prospects in Pakistan

**MEDIA ETHICS: REGULATIONS AND PUBLIC SECTOR REGIME IN PAKISTAN:*** PEMRA
* Press Council of Pakistan (PCP)
 |
| 2 | **MEDIA REGULATIONS:*** History of Media Laws in Pakistan
* Development of media regulations from British colonial era to independent Pakistan
* Brief study of PPC, PPO and RPPPO
* Surveillance & Censorship
* Surveillance and censorship of Information in the internet age
* Cyber laws of PTA
* Issues of privacy and intrusion
 |
| 3 | **MEDIA LAWS:****A: Ordinances & Acts:*** PEMRA Ordinance, 2002
* Press, Newspapers, New Agencies & Books Registration Ordinance, 2002
* Associated Press of Pakistan Corporation Ordinance, 2002
* Defamation Ordinance 2002
* Press Council of Pakistan Ordinance, 2002
* Right of Access to Information Act, 2017
* Prevention of Electronic Crimes Act, 2017

**B: Regulations*** Television Broadcast Station operations Regulations, 2012
* Radio Broadcast Station Operations Regulation, 2012
* Distribution Service Operations Regulations, 2011
* PEMRA (Appeal and Review) Regulations, 2008 (Repealed)

**C: Policy:*** Advertisement Policy 2021
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| **8. GLOBAL AND PAKISTAN AFFAIRS****Marks (100), Time Allowed (3 Hours), No Books**This is divided into two sections:1. Global Affairs (50 marks)
2. Pakistan Affairs (50 marks)
 |
| 1 | **GLOBAL AFFAIRS:*** Sustainable Development Goals (SDGs)
* FATF
* Afghanistan in the light of recent developments;
* Paradigms of Security
* Global and Regional Mosaic: Ramifications for Pakistan
* Global Competitiveness
* Kashmir issue
 |
| 2 | **INTERNAL AFFAIRS OF PAKISTAN:*** Political evolution, obstacles in the way of political evolution, constitutional development, major political events
* Religious and social tolerance and how to fight extremism/ terrorism
* Economic development: underpinnings and issues
* Democracy in Pakistan: current scenario, problems and its future
* Socio-economic issues of Pakistan
* Environmental Issues of Pakistan
* Urbanization: Case Study of RUDA
* Human Rights
 |
| 3 | **EXTERNAL AFFAIRS OF PAKISTAN:*** Pakistan’s Neighborhood: Pak-India, Pak-Iran, Pak-Afghan, Pak-China Relations
* Pakistan and Great Powers: Pak-US and Pak-Russia Relations
* Pakistan and Regional Organizations: SAARC, ECO and SCO
* Issues of Pakistan’s international trade: FTAs, PTAs and GSP Plus with EU
* Pakistan and the Muslim World: ECO
* OBOR and CPEC
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| **9. ENGLISH AND URDU****Marks (100), Time Allowed (3 Hours), No Books**This is divided into two sections:1. English (50 marks)
2. Urdu (50 marks)
 |
| 1 | **LANGUAGE: (BOTH IN ENGLISH AND URDU):*** Pre-requisites of good noting/ drafting
* Effective use of language/ diction in advertising campaigns
* Use & abuse of metaphors, idioms, proverbs etc. in government communication
* Emotive differences in the written and spoken words
* Practice of writing press release, handout, TV-tickers, articles etc.
 |
| 2 | **COMPREHENSION& WRITING PRACTICES IN ENGLISH AND URDU:*** Precise and comprehension
* Paragraphs and essays
* Letters and memos
* Summaries, notes, minutes, briefs, etc.
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| **10.SECRETARIAT TRAINING****(Estacode, Rules of Business 1973, & PPRA Rule will be open book)****Marks (100), Time Allowed (3 Hours)** |
| 1 | **ESTACODE:*** Terms & conditions of service of the Civil Servants
* Recruitment/ Appointment / Seniority and Promotions
* Appeals, Petitions & Representation
 |
| 2 | **RULES OF BUSINESS 1973:*** General and Definitions
* Consultation among Divisions
* References to the PM and the President
* Cabinet Procedure
* Legislation
* Relations with *Majlis-e-Shoora*
* Relations with Provinces
 |
| 3 | **SECRETARIAT INSTRUCTIONS:*** Manual of Secretariat Instructions- Basic components
* Receipt, Distribution and Diarizing of Documents
* Opening of New Files, Referencing, Movement of Files and Use of Labels
* Noting and Drafting
* Forms of Communication
* Record Management – Categorization of Files
* Leave Rules
* TA/DA Rules – Manual of Traveling Allowance
* Some Basic Financial Rules
* Budget Making and System of Financial Reporting
* Human Resource Development & Public Procurement Rules, 2004
* Recruitment, Promotion and Transfer
* Efficiency & Disciplinary Rules, 1973
 |
| 4 | **PPRA RULES 2004 (AS AMENDED IN 2014)** * General and specific provisions PPRA Rules and further guidelines
* How to prepare a comprehensive procurement plan under PPRA Rules?
* One Case Study for PPRA Rules
 |