**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 |
| 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 |