



WOMEN UNIVERSITY SWABI

KHYBER PAKHTUNKHWA-PAKISTAN

Department of Journalism





Vice Chancellor's Message

Welcome to Women University Swabi, a university that is committed to empower women through higher education and provide them opportunities to work in a wide array of settings such as education, business, industry, health, and social services sectors.

To me, the job of a university is not only to produce degree holders and commercially marketable human resources, but I believe it is more than that. Universities are required to produce loyal, honest and enlightened human beings who can empathetically understand the needs of society, reverentially work in both national and international community, and take better care of the future generations.

PROF. DR. SHAHANA UROOJ KAZMI
WOMEN UNIVERSITY SWABI
KHYBER PAKHTUNKHWA-PAKISTAN

Department of Journalism

Vision

The vision of the Department of Media Studies is to create an engaged community that critically understands, practices, and explores media, culture, and public communication in a diverse and global society.

Mission

The Mission of the Department of Media Studies is to empower students and faculty members to develop more meaningful and effective voices of communication.

BS
**Journalism and
Mass Communication**

AD
Mass Communication

Certificate Course
**(One Year ,Six Months,
Three Months)**

About Us

Department of Journalism Women University Swabi is a newly established department in WUS and currently offers Master (2 years) degree program and BS (Four Years program), Certificate and Diplomas program will also start soon. In the near future the Department of Media Studies will establish Campus Radio and TV Station. Experienced and Media professional faculty members are trying to cater and support the mission and vision of the University.

We seek to inculcate love for knowledge and research among the females of KPK. We will also make the students to communicate effectively and boldly in all genres. Furthermore, we also envision students with broad horizon, empowered with the knowledge and to utilize it creatively and critically. At last, we envision students equipped with creativity and productivity so that they can be creators and researchers. To meet these objectives we will strive hard to provide the essential knowledge to the students through comprehensive and broad curriculum. . With a diverse and a comprehensive curriculum, it is made sure that the students are equipped with the best theoretical and practical knowledge during the course of their degree. The faculty endeavors hard to ensure that they do not compromise on the goals, which are:

To develop confidence in female students

To enhance students' oral and written communication skills

To develop students' ability to use English fluently and accurately

To develop students' ability to produce information from a variety of disciplines in order to promote independent thought and creative ideas

To prepare students to think critically and to view and analyze information objectively as well as subjectively.

JOBS OPPORTUNITIES IN JOURNALISM AND MASS COMMUNICATION

Representative career opportunities include, News Reporter, Sports Reporter, News Edition, Copy Editor, Feature Writer, Non-fiction Novelist, Magazine Writer, Entertainment Critic, Public Relations Writer, Media Relation Specialist.

The Media Studies program prepares students for careers in the overlapping fields of media. Whether it be traditional forms like Radio, TV, Film, Print or a purely electronic form like online, we use media to learn about and understand a broad spectrum of material-locally, nationally and globally - that influences and affects our lives.

FILM/CULTURE

Reviewer, Critic Film Historian, Merchandising, Advertising Sales and Design, Market Research, Talent Management and Representation, Copy Writing, Museum and Library Curation, Arts Programming, Public Relations, Media Sales, Arts Education, Film Distribution and Publicity, Grants Management, Human Resources, Interactive Media Development, Politics.

JOURNALISM

News Reporter, Sports Reporter, News Edition, Copy Editor, Feature Writer, Non-fiction Novelist, Magazine Writer, Entertainment Critic, Public Relations Writer, Media Relation Specialist.

RADIO AND TELEVISION PRODUCTION

Producer, Camera Operator, Scriptwriter, Technical Director, Graphics Producer, Video Librarian, Production Manager, Stage Manager, Post Production Manager, Lighting Director, Facility Manager, Tape Operator Radio Announcer, Audio Mixer.

WHY TO CHOOSE JOURNALISM AS CARRIER

- A journalism degree allows you to choose from a wide range of careers and jobs, such as **writer, announcer, public relations manager, reporter, broadcast news analyst, editor, or journalist.**

A bright future is waiting for you:

Decide and Apply: If you are undergraduate or graduate education aspirant in an institution where traditional values are observed then, WUS is the best choice for you. Here, you will discover;

Opportunities to explore yourselves

Qualified, devoted and enthusiastic faculty members

Undergraduate and graduate degree programs in more than 15 disciplines.

Learner centered environment

Feasible environment to groom your potentials and personalities

Healthy and productive atmosphere to participate in co curricular activities

Therefore, if you want to avail the chance to a bright future then visit today or call us today.

Future Plans

TV Station

News Letter /News Paper

Radio station

BS Journalism (4 Years)

(4 Years)
8 Semesters

Total Credit Hours 132
Thesis/Dissertation/Project 6 Credit Hr

Eligibility Criteria:

FA ,FSc. With at least 45 % Marks
BA with 2nd Division

Specializations Offered

Film/Culture, Journalism,
Radio and Television Production

Scheme of Study Journalism

Semester-1

(Cr Hrs=17)

Course Code	Course Title	Category	Cr.H
Eng-Comp-3101	Functional English-I	Compulsory-I	3
IslS-Comp-3201	Islamic Studies	Compulsory-II	2
SW-Gen-3105	Introduction to Sociology	General-I	3
JMC-Fnd-3101	Introduction to Mass Communication	Foundation-I	3
Psy-Gen-3101	Introduction to Psychology	General-II	3
Eco-Gen-3103	Introduction to Economics	General-III	3

Semester-2

(Cr Hrs=17)

Course Code	Course Title	Category	Cr.H
Eng-Comp-3203	Writing & Presentation Skills (English-II)	Compulsory-III	3
PakS-Comp-3101	Pakistan Studies	Compulsory-IV	2
Stat-Comp-3101	Introduction to Statistics	Compulsory-V	3
JMC-Comp-3101	Journalistic Writing English and Urdu	Compulsory –VI	3
PolS-Gen-3203	Principles of Political Science	General-IV	3
JMC-Fnd-3202	Mass Media in Pakistan	Foundation-II	3

Scheme of Study Journalism

Semester-3

(Cr Hrs=17)

Course Code	Course Title	Category	Cr.H
Eng-Comp-3101	Communication Skills (English-III)	Compulsory –VII	3
JMC-Fnd-4101	Introduction To Broadcast Media	Foundation-III	4
JMC-Fnd-4102	News Writing (English/Urdu)	Foundation-IV	3
JMC-Fnd-4103	Introduction to Social Media	Foundation-V	4
SW-Gen-316	Introduction to Gender Studies	General-V	3

Semester-4

(Cr Hrs=16)

Course Code	Course Title	Category	Cr.H
Math-Comp-3205	Introduction to Calculus Math	Compulsory-VIII	3
PolS-Gen-3105	Good Governance	General-VI	3
JMC-Fnd-4201	Fundamentals of News Reporting	Foundation-VI	3
JMC-Fnd-4202	Introduction to PR and Advertising	Foundation-VII	4
CS-Comp-3104	Computer Skills for Mass Communication	Compulsory-IX	3

Semester-5

(Cr Hrs=17)

Course Code	Course Title	Category	Cr.H
JMC-Maj-3101	Sub Editing and Page Designing	Major-I	4
JMC-Maj-3102	Development Support Communication	Major-II	3
JMC-Maj-3103	Mass Communication Theories-I	Major-III	3
PolS-Gen-3107	Introduction to Strategic Studies	General-VII	3
JMC-Fnd-5101	National And International Affairs	Foundation-VIII	4

Scheme of Study Journalism

Semester-6

(Cr Hrs=16)

Course Code	Course Title	Category	Cr.H
JMC-Maj-3204	Mass Communication Theories-II	Major-IV	3
JMC-Maj-3205	Media Ethics and Laws	Major-V	3
JMC-Maj-3206	Communication Research Methods-I	Major-VI	3
JMC-Maj-3207	Column, Feature and Editorial Writing	Major-VII	4
JMC-Fnd-5201	Political Communication	Foundation-IX	3

Semester-7

(Cr Hrs=16)

Course Code	Course Title	Category	Cr.H
JMC-Maj-4101	Communication Research Methods –II	Major-VIII	4
JMC-MajE-4101	International Communication	Elective-I	3
JMC-MajE-4102	Mass Communication Theories Advanced	Elective-II	3
JMC-Maj-4102	Research/Optional Paper	Major-IX	3
JMC-Maj-4103	Internship	Major-X	3

Semester-8

(Cr Hrs=16)

Course Code	Course Title	Category	Cr.H
JMC-Maj-4204	Online Journalism	Major-XI	4
JMC-MajE-4203	Communication Research Methods Advanced	Elective-III	3
JMC-MajE-4204	Media Management Communication	Elective-IV	3
JMC-Maj-4205	Media Seminar	Major-XII	3
JMC-Maj-4102	Research/Optional Paper	Major-IX	3

Faculty Member of Department of Journalism

Dr. Ashfaq Rehman is Incharge of the Faculty of Social Sciences.

He has been working with Women University Swabi since Jan-2018 as HOD Political Science, Director QEC, Chairperson Political Science, and Pakistan Studies. Dr. Ashfaq obtained his PhD from the University of Peshawar and has been a former Fellow at the University of Texas at Austin. Besides, he has been associated with IDEA Publishers as Chief Editorial Advisor, Editor-in-Chief of JHSMS, Editor of LASSIJ, Managing Editor of AJIPS.

He has 15 years teaching and research experience and has 25 research articles.



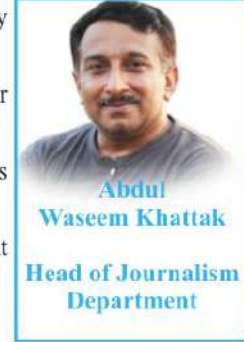
Abdul Waseem Khattak is Head of Department in Journalism, Women University Swabi.

He got M.Phil Degree in Mass Communication from Islamia University Bahawalpur and currently pursuing his PhD Degree from University of Peshawar.

He Published 10 research papers three Academic Books and two Books of His Column.

He is an active Journalist for the past 10 years. He Worked as Columnist with different National dailies and associated with international reputed Urdu websites.

He is a writer with Independent Urdu (UK), Naya Daur, Hum Sub and Daily Mashriq.



Mr. Muhammad Bilal is an Mphil qualified lecturer, working at the Department of Journalism, Women University, Swabi. His areas of interest are intercultural communication, media effects, political and strategic communication, war and peace and critical journalism.

He has published eight research papers in HEC recognized X and Y category journals. Mr. Bilal also has the experience of working on key administrative positions including, Deputy Register, Assistant Registrar, Assistant Director Admin and Public Information Officer and Media and Communication Expert.



Miss Sidra Rahman is working as Lecturer . She has MS degree in Mass Communication from Riphah International university.

worked with different media outlets GIZ , Tribal News Network and Equal Excess Radio of Pakistan. She have vast experience in research field published many research papers in HEC recognize journal, one with the name "islamophobia in international media,"



Seminar and Workshop

Department of Journalism arranged many workshops in last year 2021 beside this arranged numerous exposure visits to different media outlets. Arranged Debate on Why Jirgha is Important in Our Society organized Penal Discussion (Reduce conflict and bring peace in society) Organized Digital Media Workshop with help of Dynamix Private Limited

Exposure visit to PTV Center Islamabad

Exposure visit to Radio Dilbar Swabi

Workshop on Video Editing






**Academic Calender
(Session 2021-2022)
Women University, Swabi**

Spring 2022	Study period	28 th March,2022- 29 July ,2022
	Mid Term Examination (After 8 Weeks)	23 th May 2022-27 th May,2022
	Final Term Examination (After 8 weeks)	25 th July,2022-29 nd July,2022
Fall 2022	Study period	1 st September to 13 January ,2023
	Mid Term Examination (After 8 weeks)	27 th , October 2022 – 2 nd November,2022
	Final Term Examination (After 8 weeks)	04 th January,2022-13th January ,2023



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