Curriculum

For

1 Year Diploma

In

Media Science

Approved By :-
Centre for Curriculum Research & Development
Sindh Board of Technical Education, Karachi

Media Science 1 Year Diploma

Media Science Course

Duration: **1 Year**

Eligibility: **Minimum Matric**

Certification: **Sindh Board of Technical Education (SBTE)**

Course Objective:

The Media Science Course is designed to provide students with foundational and practical skills in the fields of media production, digital content creation, and communication. The program aims to equip learners with creative and technical abilities aligned with modern media industry standards.

In addition to technical training, this course develops confidence, communication skills, and teamwork—critical for media professionals. Students will also learn to adapt to emerging digital trends and use modern media tools to produce engaging and impactful content. The course encourages creativity, Screenplay, and a strong understanding of audience engagement.

Learning Outcomes:

By the end of this course, students will be able to:

- ✅ Understand the fundamentals of media, journalism, and digital communication
- ✅ Operate cameras, sound equipment, lighting, and video editing tools
- ✅ Create and edit content for TV, social media, and digital platforms
- ✅ Develop Screenplay, scripting, and pre-production planning skills
- ✅ Apply ethical and professional standards in media production
- ✅ Work in team environments and manage small-scale media projects
- ✅ Create visual and written content for advertising and branding
- ✅ Design basic media campaigns for social or commercial purposes
- ✅ Understand audience behavior and media influence in society
- ✅ Use software like Adobe Premiere Pro, Photoshop, and basic animation tools

Career & Job Market Opportunities:

Graduates of the Media Science Course will have access to a wide range of job opportunities, including:

- TV Channels & Production Houses (as junior editors, camera operators, assistants)
- Digital Media Agencies (as social media content creators, video editors, etc.)
- Freelance Work (YouTube, TikTok, and Instagram content creation)
- Radio, Print & Online Journalism
- PR and Marketing Teams (Media support roles)
- Event Management & Advertising Firms

This course lays a strong foundation for those interested in pursuing advanced media studies or starting their career in the growing digital media industry.

Certification by:

Sindh Board of Technical Education (SBTE) – Recognized and valued across institutions and employers in Pakistan.

Recommended Books / Material / Resource:

- "Media and Culture: An Introduction to Mass Communication" – Richard Campbell, Christopher R. Martin
- "Introduction to Media Production" – Robert B. Musburger
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" – Bruce Block
- "Media Essentials: A Brief Introduction" – Richard Campbell, Christopher Martin, Bettina Fabos

Media Science 1 Year Diploma

Semester 1 Courses		
Sr. No.	**Course Title**	**Credit Hours**
MS-101	Basics of Traditional and Digital Journalism	3
MS-102	Introduction to Film Studies	3
MS-103	Creative Writing	3
MS-104	Urdu	3
MS-105	Photography	3
	Total Credit Hours	**15**
Semester 2 Courses		
Sr. No.	**Course Title**	**Credit Hours**
MS-201	Camera and Lighting	3
MS-202	News and Program Production	3
MS-203	Production for TV,Advertising and PR	3
MS-204	Media Laws and Ethics	3
MS-205	English	3
	Total Credit Hours	**15**

SINDH BOARD OF TECHNICAL EDUCATION, KARACHI

Diploma In Media Science

Detail Course Outline
Duration: 6 Months (400 Hours) Total Marks 375

Semester-I

Subjects	Total Hours	Theory Hours	Practical Hours	Theory Marks	Practical Marks	Total Marks
Basics of Traditional and Digital Journalism	80	32	48	50	25	75
Introduction to Film Studies	80	32	48	50	25	75
Creative Writing	80	32	48	50	25	75
Urdu	80	32	48	50	25	75
Photography	80	32	48	50	25	75
	400	160	240	250	125	375

Detail Course Outline
Duration: 6 Months (400 Hours) Total Marks 375

Semester-II

Subjects	Total Hours	Theory Hours	Practical Hours	Theory Marks	Practical Marks	Total Marks
Camera and Lighting	80	32	48	50	25	75
News and Program Production	80	32	48	50	25	75
Production for TV,Advertising and PR	80	32	48	50	25	75
Media Laws and Ethics	80	32	48	50	25	75
English	80	32	48	50	25	75
	400	160	240	250	125	375

SEMESTER 1

Course Title: **Basics of Traditional and Digital Journalism**
Course Code: **MS-101**
Credit Hours: **3**

T	P	C
2	3	3

Course Description:

This foundational course introduces students to the core concepts, ethics, and practices of journalism in both print and digital environments. It covers essential skills including news gathering, reporting, interviewing, fact verification, news writing, headline and lead crafting, editorial principles, and media terminology. Students learn how traditional journalism has evolved into online journalism, understanding differences in writing style, audience behavior, news formats, and real-time reporting demands.

Course Objective:

Introduce students to core journalism concepts, print and online reporting, news writing formats, digital publishing, source handling, basic media tools, and professional practices.

Learning Outcomes:

By end of course, students will be able to:

- Write professional print news stories using 5W+1H and the inverted pyramid.
- Create digital news articles for websites/blog platforms.
- Gather and write quotes from interviews ethically.
- Understand plagiarism, copyright, and privacy boundaries.
- Capture and write captions for news photos.
- Publish readable and responsible online news content.
- Understand audience engagement basics for web writing.

COURSE CONTENT

1. Introduction to Journalism (Week 1–2)

1.1 What is journalism: Purpose, scope, and the "Fourth Estate" role.
1.2 Journalism types: Hard news, features, opinion/editorials, sports, and business.
1.3 Core Principles: Accuracy, fairness, objectivity, and verification.
1.4 Newsroom structure: Roles of editors, reporters, sub-editors, and digital managers.

2. Print vs. Online Journalism (Week 3)

2.1 Key differences: Writing style, shelf-life, deadlines, and interactivity.
2.2 The Digital Shift: Role of the internet, social platforms, and 24/7 news cycles.
2.3 Understanding Audiences: Passive print readers vs. active digital scanners.

3. News Values & Story Selection (Week 4–5)

3.1 Newsworthiness factors: Impact, timeliness, proximity, prominence, and human interest.
3.2 Finding story ideas: Beating the streets, community issues, and institutional monitoring.
3.3 Public interest vs. "what the public is interested in": Responsible reporting.

4. Print News Writing (Week 6–8)

4.1 News language: Conciseness, clarity, and the "active voice."
4.2 Structure: Master the Inverted Pyramid model.
4.3 Writing components:
- Headline: Catchy yet factual.
- Lead (Lede): Hooking the reader in 30 words or less.
- The 5Ws + 1H: Who, What, When, Where, Why, and How.
- Bylines & Datelines: Proper attribution and location marking.

4.4 Intro to Editorials and Feature stories: Moving beyond hard news.

5. Reporting & Information Gathering (Week 9–10)

5.1 Sources: Primary (eyewitnesses) vs. Secondary (documents/reports).
5.2 The Interview: Preparation, open-ended questions, and ethical quote usage.
5.3 Event Coverage: Reporting from press conferences and public meetings.
5.4 Photojournalism Basics: Composition, "the decisive moment," and ethical boundaries.

6. Online News Writing & Publishing (Week 11–13)

6.1 Writing for the Web: Scannability, short paragraphs, and "The F-Pattern."
6.2 Digital Engagement: Effective use of sub-headings, bullet points, and hyperlinks.
6.3 SEO Basics**:** Keywords, meta-descriptions, and search-friendly headlines.
6.4 Social Media Reporting: Ethical use of hashtags and real-time updates.
6.5 Platform Intro: Getting started with WordPress, Medium, or Blogger.

7. Digital Tools for Online Journalism (Week 14)

7.1 Mobile Journalism (MoJo): Using smartphones for high-quality photos and audio notes.
7.2 Media Sourcing: Navigating Creative Commons and copyright-free assets.
7.3 Fact-Checking: Verifying viral info and avoiding the "misinformation trap."

8. Media Ethics for Print & Online (Week 15)

8.1 Plagiarism vs. Aggregation: Knowing the line.
8.2 Privacy and Consent: Reporting on vulnerable subjects.
8.3 Combatting "Fake News": Avoiding clickbait and misleading thumbnails.
8.4 Legal basics: Defamation, libel, and slander.

9. Final Practical Project (Week 16):

Each student or group will produce a "Journalist Portfolio" containing:

Deliverable	Requirement
Print News Article	250–350 words, proper headline + dateline + quotes
Online News Article	300–500 words, sub-headings, SEO headline, featured image + caption
News Photo	Original capture (ethical, non-edited), includes descriptive caption
Short News Post	80–120 words social-media style summary (X/Facebook style)
Personal Blog/Page	A live link showing the published digital article and student profile

Recommended Tools / Equipment / Software:

- Writing: MS Word / Google Docs.
- Publishing: WordPress, Medium, or Blogger.
- Multimedia: Smartphone camera, Canva (for resizing/cropping only).

Recommended Books / Material / Resource:

- Beginners' Guide to Journalism & Mass Communication – Barun Roy.
- The Elements of Journalism – Bill Kovach & Tom Rosenstiel.
- News Reporting & Writing: A Coaching Method – Various Authors.
- Reuters Handbook of Journalism – Thomson Reuters (Free Online Resource).
- اردو صحافت (Urdu Sahafat) – Hasan Abidi (For regional context).

Course Title: **Introduction to Film Studies**
Course Code: **MS-102**
Credit Hours: **3**

T	P	C
2	3	3

Course Description:

This course provides a comprehensive introduction to the academic study of film. It explores the formal elements of cinema—including cinematography, editing, mise-en-scène, and sound—while examining how these elements create meaning and emotional impact. Students will trace the historical evolution of motion pictures, from silent films to the digital era, and analyze various film genres and theoretical perspectives. The course encourages critical viewing habits and equips students with the vocabulary to discuss and write about film as both an art form and a social force.

Course Objective:

To develop students' ability to analyze film through its formal and narrative structures, understand the historical and cultural contexts of cinema, and apply critical theories to diverse film texts.

Learning Outcomes:

Students will learn to:

- Identify and analyze the primary formal components of film (cinematography, editing, etc.).
- Distinguish between various film genres and their respective conventions.
- Critically evaluate film narratives and character development.
- Discuss the history of cinema and the impact of technological shifts.
- Apply basic film theories (e.g., Auteur theory, Genre theory) to specific films.
- Write a critical film analysis using appropriate cinematic terminology.

COURSE CONTENT

1. How to Read a Film (Week 1–2)

1.1 Film as a language: Visual literacy and the "cinematic eye."
1.2 Perception vs. Reality: How the brain processes moving images.
1.3 The difference between film review (opinion) and film analysis (academic).

2. Mise-en-Scène: The Frame (Week 3–4)

2.1 Definition: Everything placed in front of the camera.
2.2 Elements: Set design, lighting (high-key vs. low-key), costume, and staging.
2.3 Composition: Rule of thirds, deep focus, and frame balance.

3. Cinematography: The Camera (Week 5–6)

3.1 Shot Types: Extreme long shot to extreme close-up.
3.2 Camera Angles: High, low, eye-level, and Dutch tilt.
3.3 Camera Movement: Pan, tilt, dolly, zoom, and handheld/Steadicam.
3.4 Lens and Color: Focus, depth of field, and the psychology of color palettes.

4. Editing: The Rhythm of Film (Week 7–8)

4.1 The transition: Cuts, fades, dissolves, and wipes.
4.2 Continuity Editing: The 180-degree rule and match-on-action.
4.3 Soviet Montage: The Kuleshov Effect and editing for meaning.
4.4 Temporal editing: Flashbacks, flash-forwards, and elliptical editing.

5. Film Sound & Music (Week 9)

5.1 Diegetic vs. Non-diegetic sound.
5.2 The role of the film score and leitmotifs.
5.3 Foley and sound effects: Creating atmosphere and realism.

6. Narrative Structure (Week 10)

6.1 Protagonists, Antagonists, and the Three-Act Structure.
6.2 Linear vs. Non-linear storytelling.
6.3 The role of the Narrator (Omniscient vs. Restricted).

7. Film Genres & Movements (Week 11–13)

7.1 Defining Genre: Westerns, Noir, Horror, Sci-Fi, and Musicals.
7.2 Significant Movements: German Expressionism, Italian Neorealism, and French New Wave.
7.3 Documentary and Avant-Garde cinema.

8. Film Theory & Criticism (Week 14–15)

8.1 Auteur Theory: The director as the primary "author" of the film.

8.2 Ideology: How films reflect or challenge social values (Class, Gender, Race).

8.3 The Star System: The cultural impact of celebrity in cinema.

9. Final Practical Project (Week 16):

Students will select a film (from a pre-approved list) and produce a Critical Analysis Portfolio:

Deliverable	Requirement
Formal Analysis Essay	800–1,000 words analyzing one specific scene's cinematography and editing.
Video Essay / Presentation	A 5-minute visual breakdown of a recurring motif or theme in the film.
Shot List/Storyboard	A recreation of 5 key frames from the film with technical descriptions.
Review vs. Analysis	A 300-word "Pop Review" vs. a 300-word "Academic Abstract" of the same film.

Recommended Tools / Equipment / Software:

- Smartphone with tripod/gimbal: Essential for practicing stable cinematography, Dutch tilts, and controlled camera movements (pans/tilts).
- High-quality headphones: Required for "Critical Listening" assignments to distinguish between diegetic sound, non-diegetic scores, and foley effects.
- VLC Media Player: The primary analytical tool for frame-by-frame scrubbing and capturing high-resolution stills for mise-en-scène breakdowns.
- External SSD (500GB+): Film files and video essay projects are storage-intensive; students should maintain their own portable libraries.
- Editing & Analysis Tools: * CapCut / DaVinci Resolve: For assembling video essays and re-editing scenes to understand montage.
- ShotDeck / Pinterest: For building visual "mood boards" and studying professional lighting/composition.
- Storyboarder: A free tool for translating script ideas into visual frames before filming.
- Canva: For designing film posters and title cards for the final project.

Recommended Books / Material / Resource:

- Film: Citizen Kane (1941), Bicycle Thieves (1948), Breathless (1960), Blade Runner (1982), Parasite (2019).
- Books: 1. Looking at Movies – Richard Barsam & Dave Monahan. 2. Film Art: An Introduction – David Bordwell & Kristin Thompson. 3. Understanding Movies – Louis Giannetti.
- Online: "Every Frame a Painting" (YouTube Series), BFI (British Film Institute) archives.

Course Title: **Creative Writing**
Course Code: **MS-103**
Credit Hours: **3**

T	P	C
2	3	3

Course Description:

This course explores the art and craft of imaginative writing across multiple genres, including short fiction, poetry, creative non-fiction, and scriptwriting. Students will move beyond technical reporting to focus on narrative voice, character depth, sensory imagery, and the "show, don't tell" principle. Through a combination of writing workshops, peer reviews, and literary analysis, students will develop a personal style while learning the disciplined habits of a professional writer.

Course Objective:

To unlock student creativity through diverse writing exercises, master the structural elements of storytelling, and provide a collaborative environment for constructive feedback and portfolio development.

Learning Outcomes:

By end of course, students will be able to:

- Construct compelling characters with clear motivations and internal conflicts.
- Utilize sensory details and metaphors to create immersive settings.
- Identify and apply different narrative points of view (1st, 2nd, and 3rd person).
- Write and revise original short stories, poems, and scripts.
- Provide and receive professional, constructive peer critiques.
- Understand the submission and publishing process for literary journals and digital platforms.

COURSE CONTENT

1. The Creative Habit (Week 1)

1.1 Overcoming writer's block: Morning pages and free-writing techniques.
1.2 Observing the world: Maintaining a "Writer's Journal."
1.3 Finding your "Voice": Authenticity vs. imitation.

2. The Building Blocks of Fiction (Week 2–4)

2.1 Characterization: Backstories, desires, and the "Ghost" (past trauma).
2.2 Setting as Character: Using atmosphere to influence the plot.
2.3 Plot Structure: Beyond the Three-Act structure (Freitag's Pyramid).
2.4 Dialogue: Subtext, rhythm, and making speech sound "real" but not literal.

3. The Art of Poetry (Week 5–7)

3.1 Imagery and Symbolism: Thinking in pictures.
3.2 Form and Meter: From traditional Sonnets to modern Free Verse.
3.3 Sound Devices: Alliteration, assonance, and the music of words.
3.4 Slam Poetry: Writing for performance and spoken word.

4. Creative Non-Fiction (Week 8–9)

4.1 The Memoir: Turning personal experience into universal truth.
4.2 The Personal Essay: Combining facts with a narrative arc.
4.3 Ethical Boundaries: Truth vs. "Emotional Truth" in life writing.

5. Writing for the Screen & Stage (Week 10–12)

5.1 Visual Storytelling: Writing for the eye, not just the ear.
5.2 Script Formatting: Industry standards for stage and screen.
5.3 Conflict and Pacing: Building tension through scene beats.

6. Point of View & Perspective (Week 13)

6.1 The unreliable narrator.
6.2 Deep POV: Removing the "filter" between the reader and character.
6.3 Shifting perspectives: Managing multiple protagonists.

7. The Revision Process (Week 14–15)

7.1 "Kill your darlings": The discipline of editing.
7.2 The Workshop Method: How to give and take a critique.
7.3 Polishing for Publication: Grammar, flow, and word choice.

8. Final Practical Project (Week 16):
Each student will compile a Creative Writing Portfolio featuring:

Deliverable	Requirement
Short Story	1,500–2,000 words (any genre)
Poetry Collection	At least 3 poems of varying styles (Free verse / Formal)
Personal Essay	800–1,000 words based on a real-life event
Short Script	5–8 pages (Standard screenplay format)
Reflection Paper	A 300-word analysis of their growth and writing style

Recommended Tools / Equipment / Software:

- Writing Notebook: For physical "Writer's Journal" observations.
- Cloud-based Word Processor: Google Docs or Notion for easy version control.
- Thesaurus & Dictionary Apps: For vocabulary expansion (e.g., Merriam-Webster).
- Creative Writing Prompts (Apps/Web): To spark daily inspiration.
- Editing Tools: Hemingway Editor (for clarity) and Grammarly.

Recommended Books / Material / Resource:

- On Writing: A Memoir of the Craft – Stephen King.
- Bird by Bird – Anne Lamott.
- The Artist's Way – Julia Cameron.
- Steal Like an Artist – Austin Kleon.
- Urdu Fiction – Saadat Hasan Manto / Intizar Hussain (for local narrative styles).

Course Title: **Urdu**
Course Code: **MS-104**
Credit Hours: **3**

T	P	C
2	3	3

Course Description: **کورس کی تفصیل**

یہ کورس طلبہ کی اردو زبان پر مہارت کو بڑھانے کے لیے ڈیزائن کیا گیا ہے، جس میں خاص طور پر پیشہ ورانہ اور میڈیا کے ماحول میں اس کے عملی استعمال پر توجہ دی گئی ہے۔ اس میں اردو کے ارتقاء، گرامر کی بنیادی باتوں، ذخیرہ الفاظ میں اضافے اور مؤثر ابلاغ کے فن کا احاطہ کیا گیا ہے۔ طلبہ بنیادی خواندگی سے آگے بڑھ کر اعلیٰ درجے کی اظہاری مہارتیں سیکھیں گے، جس میں پیشہ ورانہ دستاویزات، اسکرپٹ اور اخباری رپورٹیں تیار کرنا شامل ہے۔ اس دوران لسانی آداب اور ثقافتی حساسیت کو ملحوظِ خاطر رکھا جائے گا۔

Course Objective: **کورس کے مقاصد**

طلبہ کے پڑھنے، لکھنے اور بولنے کی مہارتوں کو نکھارنا تاکہ وہ علمی اور پیشہ ورانہ شعبوں میں مؤثر طریقے سے بات چیت کر سکیں۔

اردو قواعد (Grammar) اور الفاظ کے درست استعمال کی سمجھ بوجھ پیدا کرنا۔

طلبہ کو میڈیا، تراجم اور تخلیقی تحریر کے جدید تقاضوں سے ہم آہنگ کرنا۔

Learning Outcomes: **سیکھنے کے نتائج**

اس کورس کے اختتام پر طلبہ اس قابل ہوں گے کہ:

- اردو تحریر میں عام گرائمر اور املا کی غلطیوں کی نشاندہی اور اصلاح کر سکیں۔
- پیشہ ورانہ خطوط، درخواستیں، رپورٹیں اور خلاصے معیاری اردو میں لکھ سکیں۔
- انگریزی کے پیچیدہ میڈیا مواد کا بامحاورہ اردو میں ترجمہ کر سکیں۔
- عوامی اجتماعات میں پر اعتماد گفتگو، پریزنٹیشن اور مباحثوں میں حصہ لے سکیں۔
- تخلیقی اظہار کے لیے اردو نثر اور شاعری کی باریکیوں کو سمجھ سکیں۔
- ڈیجیٹل آلات (InPage, Unicode) کا استعمال کرتے ہوئے اردو میں مواد تیار کر سکیں

Course Contents: **نصاب کے مندرجات**

1. Fundamentals of Urdu (اردو زبان کے بنیادی مباحث) | Week 1–2

- اردو زبان کا آغاز و ارتقا: مختصر تاریخ اور پس منظر
- فنِ تلفظ اور املا: حروفِ تہجی کی درست ادائیگی اور حرکات و سکنات
- رسم الخط: نستعلیق اور نسخ میں فرق اور اہمیت

2. Grammar & Syntax (قواعد اور جملہ سازی) | Week 3–5

- اجزائے کلام: اسم، فعل اور حرف کی پہچان اور استعمال
- تذکیر و تانیث: عام بول چال اور تحریر میں تذکیر و تانیث کی غلطیاں
- محاورات اور ضرب الامثال: زبان میں وسعت اور خوبصورتی پیدا کرنا

3. Professional Writing Skills (تخلیقی اور دفتری تحریر) | Week 6–8

- مراسلت نگاری: سرکاری اور نجی خطوط، درخواست اور میمو (Memo) لکھنے کا طریقہ
- رپورٹ نگاری: کسی تقریب یا واقعے کی جامع رپورٹ اور کارروائی (Minutes) لکھنا
- تلخیص نگاری: طویل پیراگراف کو مختصر اور جامع بنانا

4. Translation Studies (ترجمہ نگاری کا فن) | Week 9–10

- ترجمے کے اصول: لفظی ترجمہ بمقابلہ با محاورہ ترجمہ
- صحافتی ترجمہ: انگریزی خبروں اور شہ سرخیوں (Headlines) کا اردو قالب میں ڈھالنا
- اصطلاح سازی: سائنسی اور تکنیکی الفاظ کے لیے اردو متبادل کا استعمال

5. Media & Creative Urdu (میڈیا اور تخلیقی اردو) | Week 11–13

- اسکرپٹ رائٹنگ: ریڈیو، ٹی وی اور یوٹیوب کے لیے اسکرپٹ تیار کرنا
- کالم نگاری اور اداریہ: سماجی مسائل پر اپنی رائے کا اظہار
- اردو شاعری کا مطالعہ: غزل، نظم اور مرثیہ کی بنیادی ساخت کا تعارف

6. Public Speaking & Rhetoric (فنِ خطابت اور تقریر) | Week 14

- فنِ بیان: مجمع کے سامنے اعتماد سے بات کرنا اور لب و لہجے کا اتار چڑھاؤ
- انٹرویو کی تکنیک: سوالات کی تیاری اور با مقصد گفتگو
- صداکاری (Voiceover): میڈیا کے لیے آواز کا درست استعمال

7. Digital Urdu & Modern Tools (ڈیجیٹل اردو اور جدید وسائل) | Week 15

- اردو یونیکوڈ: کمپیوٹر اور موبائل پر اردو کی بورڈ کا استعمال
- ان پیج (InPage) اور گرافکس: اردو فونٹس اور ڈیزائننگ کے بنیادی اصول
- سوشل میڈیا بلاگنگ: اردو میں ڈیجیٹل مواد کی تیاری اور اخلاقیات

Recommended Tools / Equipment / Software: **(تجویز کردہ آلات اور وسائل)**

Smartphone with Urdu Phonetic Keyboard (اردو صوتی کی بورڈ)

Lapel or mobile microphone (کالر مائیک برائے مشقِ خطابت)

Free music & SFX libraries (حقوقِ دانش سے پاک موسیقی برائے پسِ منظر)

Editing tools: * CapCut (اردو سب ٹائٹلز اور ویڈیو ایڈیٹنگ کے لیے)

- **Canva:** (اردو پوسٹرز اور تھمب نیل کی تیاری)
- **InPage / MS Word** (تحریری اسائنمنٹس اور کتابت کے لیے)

Recommended Books / Material / Resource:(تجویز کردہ کتب)

1. **اردو صرف و نحو** – مولوی عبدالحق
2. **جدید اردو قواعد** – ڈاکٹر عبدالستار صدیقی
3. **زبان و بیان** – ڈاکٹر مرزا خلیل احمد بیگ
4. **پطرس کے مضامین** – پطرس بخاری (جدید نثر اور مزاح کے لیے)
5. **اردو صحافت: فن اور روایت** – (مختلف مصنفین)

Course Title: **Photography**
Course Code: **MS-105**
Credit Hours: **3**

T	P	C
2	3	3

Course Description:

This course introduces students to the fundamentals of photography as a visual communication tool used in media, journalism, advertising, and digital platforms. It covers basic camera operations, exposure control, composition techniques, lighting, and ethical considerations. The course emphasizes hands-on practice, enabling students to capture meaningful, technically sound, and ethically responsible photographs for print and online use.

Course Objective:

To develop students' technical, creative, and observational skills in photography, enabling them to capture high-quality images for media, storytelling, and professional communication.

Learning Outcomes:

By end of course, students will be able to:

- Understand basic camera functions and settings
- Control exposure using aperture, shutter speed, and ISO
- Apply composition rules to create impactful images
- Use natural and basic artificial lighting effectively
- Capture photographs for news, features, and digital media
- Edit images responsibly without misleading manipulation
- Understand photography ethics and copyright rules

COURSE CONTENT

1. Introduction to Photography (Week 1–2)

- 1.1 Definition, history, and scope of photography
- 1.2 Role of photography in media and communication
- 1.3 Types of photography (news, portrait, landscape, commercial)
- 1.4 Photography as a profession

2. Camera Basics & Equipment (Week 3–4)

- 2.1 Types of cameras (DSLR, mirrorless, smartphone)
- 2.2 Basic camera parts and functions
- 2.3 Lenses and focal lengths (intro level)
- 2.4 Camera handling and care

3. Exposure & Camera Settings (Week 5–6)

- 3.1 Exposure triangle:
  - o Aperture
  - o Shutter speed
  - o ISO
- 3.2 Depth of field and motion control
- 3.3 White balance (basic understanding)
- 3.4 Shooting modes (auto, semi-auto, manual – intro)

4. Composition Techniques (Week 7–8)

- 4.1 Rule of thirds
- 4.2 Framing and leading lines
- 4.3 Balance, symmetry, and patterns
- 4.4 Viewpoint and perspective
- 4.5 Background control

5. Lighting in Photography (Week 9–10)

- 5.1 Natural light and its qualities
- 5.2 Direction and intensity of light
- 5.3 Indoor vs. outdoor lighting
- 5.4 Basic artificial lighting (intro)
- 5.5 Avoiding harsh shadows

6. Photojournalism & Media Photography (Week 11–12)

- 6.1 Photography for news and storytelling
- 6.2 Capturing events and human interest stories
- 6.3 Portrait photography basics
- 6.4 Caption writing for media photographs
- 6.5 Ethical considerations in photojournalism

7. Digital Photography & Basic Editing (Week 13–14)

7.1 Digital image formats (JPEG, RAW – concept)
7.2 Basic photo editing concepts:
- o Cropping
- o Brightness and contrast
- o Color correction

7.3 Ethical editing vs. manipulation
7.4 File management and archiving

8. Photography Ethics & Professional Practices (Week 15)

8.1 Copyright and ownership of images
8.2 Model consent and privacy
8.3 Avoiding misleading images
8.4 Professional behavior of photographers

9. Final Practical Project (Week 16):

Each student/group will produce:

Deliverable	Requirement
News Photograph	Event-based image with caption
Portrait Photograph	Proper lighting and composition
Feature Photo	Storytelling image
Photo Series	5–7 themed photographs
Final Portfolio	Compiled practical work

Recommended Tools / Equipment / Software:

- Camera: DSLR / Mirrorless / Smartphone
- Editing Software: Adobe Lightroom / Photoshop (basic level)
- Accessories: Tripod (optional), reflectors (intro)
- Storage: Memory cards, external storage (conceptual)

Recommended Books / Material / Resource:

- The Photography Book
  Author: Ian Jeffrey
  Publish Year: 2014
- Understanding Exposure
  Author: Bryan Peterson
  Publish Year: 2016 (latest editions vary)
- The Digital Photography Book
  Author: Scott Kelby
  Publish Year: 2013
- Photojournalism: The Professionals' Approach
  Author: Kenneth Kobre
  Publish Year: 2014
- فوٹوگرافی اردو
  Author: مختلف مصنفین
  Publication: Various editions

SEMESTER 2

Course Title: **Camera and Lighting**
Course Code: **MS-201**
Credit Hours: **3**

T	P	C
2	3	3

Course Description:

This course provides students with practical and technical knowledge of professional camera handling and lighting techniques used in television, film, photography, and digital media production. It focuses on camera operation, movement, framing, shot composition, and lighting setups for various production environments. Emphasis is placed on hands-on training, safe equipment handling, visual aesthetics, and industry-standard practices for indoor and outdoor shoots.

Course Objective:

To develop students' skills in operating cameras confidently and applying appropriate lighting techniques to produce visually effective and technically sound audio-visual content.

Learning Outcomes:

By end of course, students will be able to:

- Operate professional cameras safely and efficiently
- Apply correct camera movements and shot compositions
- Control exposure, focus, and white balance
- Set up basic, intermediate, and creative lighting arrangements
- Use natural and artificial light effectively
- Understand lighting aesthetics and mood creation
- Follow safety and professional practices on set

COURSE CONTENT

1. Introduction to Camera Handling (Week 1–2)

- 1.1 Role of camera in media production
- 1.2 Types of cameras (studio, DSLR, mirrorless, video cameras)
- 1.3 Basic camera parts and functions
- 1.4 Camera safety, handling, and maintenance

2. Camera Operation & Controls (Week 3–4)

- 2.1 Power, menus, and settings
- 2.2 Exposure controls (aperture, shutter speed, ISO)
- 2.3 Focus types (manual, auto, continuous)
- 2.4 White balance and color temperature
- 2.5 Practical: Basic camera operation exercises

3. Shot Composition & Framing (Week 5–6)

- 3.1 Types of shots (wide, medium, close-up)
- 3.2 Camera angles (high, low, eye-level)
- 3.3 Rule of thirds and framing
- 3.4 Headroom, lead room, and balance
- 3.5 Practical framing exercises

4. Camera Movement Techniques (Week 7–8)

- 4.1 Pan, tilt, zoom, dolly, and tracking shots
- 4.2 Handheld vs. tripod shots
- 4.3 Stability and smooth movement
- 4.4 Storytelling through camera movement
- 4.5 Mid-term practical assessment

5. Introduction to Lighting (Week 9)

- 5.1 Importance of lighting in visual media
- 5.2 Nature and quality of light
- 5.3 Hard vs. soft light
- 5.4 Color temperature basics

6. Natural & Artificial Lighting (Week 10–11)

- 6.1 Using natural light effectively
- 6.2 Indoor and outdoor lighting conditions
- 6.3 Artificial light sources:
    - o Tungsten
    - o LED
    - o Fluorescent (intro)
- 6.4 Light modifiers: reflectors, diffusers

7. Lighting Techniques & Setups (Week 12–13)

7.1 Three-point lighting:
- o Key light
- o Fill light
- o Back light

7.2 High-key and low-key lighting
7.3 Lighting for interviews
7.4 Lighting for product and object shots

8. Lighting for Video & Studio Production (Week 14)

8.1 Studio lighting setup basics
8.2 Lighting for TV programs
8.3 Background lighting
8.4 Avoiding shadows and glare

9. Safety, Ethics & Professional Practices (Week 15)

9.1 Electrical safety and equipment handling
9.2 Cable management and heat precautions
9.3 Ethical lighting and visual representation
9.4 Team coordination on set

10. Final Practical Project (Week 16):

Each student/group will demonstrate:

Deliverable	Requirement
Camera Handling Test	Correct operation and framing
Shot Composition Exercise	Multiple shot types
Lighting Setup	Three-point lighting demonstration
Interview Lighting	Proper subject lighting
Final Practical Evaluation	On-set performance

Recommended Tools / Equipment / Software:

- Cameras: Video camera / DSLR / Mirrorless
- Lighting Equipment: LED lights, softboxes, reflectors
- Support: Tripods, light stands
- Accessories: Cables, clamps, diffusers

Recommended Books / Material / Resource:

- Lighting for Digital Photography
  Author: Syl Arena
  Publish Year: 2012
- The Five C's of Cinematography
  Author: Joseph V. Mascelli
  Publish Year: 1998 (classic reference)
- Cinematography: Theory and Practice
  Author: Blain Brown
  Publish Year: 2016
- Video Lighting
  Author: Gerald Millerson
  Publish Year: 2013
- کیمرا اور لائٹنگ تکنیکس اردو
  Author: مختلف مصنفین
  Publication: Various editions

Course Title: **News and Program Production**
Credit Hours: **3**
Course Code: **MS-202**

T	P	C
2	3	3

Course Description:

This course provides a comprehensive hands-on experience in the technical and creative aspects of producing news and television programs. Students will explore the entire production pipeline—from pre-production (conceptualization and scripting) to production (studio and field operations) and post-production (editing and distribution). The course emphasizes the fast-paced nature of a newsroom, the mechanics of a multi-camera studio, and the art of creating engaging non-news programming like talk shows and documentaries.

Course Objective:

To equip students with the practical skills required to manage a production crew, operate studio equipment, and produce high-quality broadcast content for both traditional television and digital platforms.

Learning Skills:

- Navigate and operate a multi-camera television studio environment.
- Write and format professional rundowns and scripts for news and talk shows.
- Direct a basic news bulletin, coordinating between anchors, graphics, and video rolls.
- Perform on-location reporting and "Piece to Camera" (PTC) segments.
- Understand the roles of a production team (Director, PCR, Floor Manager, etc.).
- Edit news packages and program segments with professional pacing.

COURSE CONTENT

1. The Production Lifecycle (Week 1–2)

1.1 Pre-production: Ideation, research, and treatment writing.
1.2 Production: The "Live" vs. "Recorded" mindset.
1.3 Post-production: Refining the story and adding graphics/SFX.

2. The Newsroom & PCR (Week 3–5)

2.1 Studio Hierarchy: Roles of the Producer, Director, Audio Engineer, and Switcher.
2.2 Production Control Room (PCR): Managing monitors, transitions, and communication.
2.3 The Rundown: Designing a minute-by-minute map of a news bulletin.

3. Scripting for Electronic Media (Week 6–8)

3.1 Writing for the Ear: Difference between print and broadcast scripts.
3.2 Two-column script format (Video/Audio).
3.3 Voiceover (VO), Sound on Tape (SOT), and News Packages.
3.4 Teleprompter etiquette and writing for anchors.

4. Visual Storytelling & Camera Work (Week 9–10)

4.1 Multi-camera setup: Establishing shot, medium, and close-ups.
4.2 Framing and composition for interviews and talk shows.
4.3 Lighting for Studio vs. Field: Three-point lighting and natural light.

5. Program Formats (Week 11–13)

5.1 The Talk Show: Managing guests, timing, and audience engagement.
5.2 The Documentary/Feature: In-depth storytelling and creative B-roll.
5.3 The News Bulletin: Breaking news, headlines, and weather segments.

6. Field Production & Reporting (Week 14)

6.1 Electronic News Gathering (ENG) vs. Electronic Field Production (EFP).
6.2 Mastering the "Piece to Camera" (PTC).
6.3 Mobile Journalism (MoJo) for rapid news deployment.

7. Broadcast Ethics & Live Challenges (Week 15)

7.1 Handling technical glitches during live broadcasts.
7.2 Ethical considerations in live reporting (privacy, graphic content).
7.3 Censorship and regulatory guidelines (PEMRA etc.).

8. Final Practical Project (Week 16):
Students will work in "Production Crews" to produce a **10-Minute TV Program**:

Deliverable	Requirement
News Bulletin	A 3-minute mini-bulletin with headlines and one field report
Talk Show Segment	A 5-minute interview/discussion on a current affair topic
Production Bible	Completed rundown, scripts, and shot lists for the program
Social Media Promo	A 30-second "teaser" of the program for digital platforms

Recommended Software / Tools / Equipment:

- Smartphone with tripod/gimbal: For high-quality field reporting and B-roll.
- Lapel or mobile microphone: Crucial for clear anchor audio and field interviews.
- Free music & SFX libraries (copyright-free): For program intros and background scores.
- Editing tools: CapCut (for news packages), vMix/OBS (for virtual studio practice), and Canva (for lower-third graphics and thumbnails).

Recommended Books / Material / Resource:

- Television Production Handbook – Herbert Zettl.
- Broadcast News Writing, Reporting, and Producing – Ted White & Frank Barnas.
- The Rundown: A Guide to News Production – (Industry standard manuals).
- Broadcast Journalism: Techniques of Radio and Television News – Andrew Boyd.

Course Title: **Production for TV,Advertising and PR**
Course Code: **MS-203**
Credit Hours: **3**

T	P	C
2	3	3

Course Description:

This course provides an integrated approach to modern media, merging the technical artistry of TV Production with the strategic power of Advertising and PR. Students will learn to function as a "one-person agency," capable of directing high-end visual content while simultaneously managing brand reputation and audience engagement. The curriculum moves from the "Director's Vision" to "Market Impact," teaching students how to create content that is not only visually compelling but strategically effective in the digital and broadcast landscape.

Course Objective:

1. To master professional multi-camera and single-camera production techniques for brand storytelling.
2. To design and execute Integrated Marketing Communication (IMC) strategies using paid, earned, and owned media.
3. To bridge the gap between creative production and corporate reputation management.

Learning Outcomes:

- Direct and produce high-quality video content (commercials/talk shows) with professional lighting and sound.
- Apply the AIDA model to visual storytelling to drive consumer action.
- Manage a production floor and a brand’s public image simultaneously.
- Draft professional press releases and media kits to amplify produced video content.
- Develop crisis communication strategies using multimedia assets.

COURSE CONTENT

1. The Foundation of the Message (Weeks 1–3)

1.1 Visual Grammar & Persuasion: The 180-degree rule meets the Psychology of Advertising (AIDA).
1.2 Defining the Brand Narrative: Differentiating between Advertising (Paid) and PR (Earned) within a visual context.
1.3 The Creative Brief: Translating client needs into a Production Script and a PR Roadmap.

2. Visual Execution & Aesthetics (Weeks 4–7)

2.1 Advanced Studio Lighting: 3-Point lighting for Commercials (High-key) vs. Brand Documentaries (Low-key).
2.2 Multi-Camera Directing for Brands: Using switchers to direct live product launches or corporate talk shows.
2.3 Sound Design: Balancing lapel mics for interviews and "jingles" for brand recognition.

3. The PR & Advertising Toolkit (Weeks 8–10)

3.1 Media Relations: Pitching "Behind the Scenes" content to journalists; managing the "Gatekeepers."
3.2 Copywriting for Screens: Writing "Lower Thirds," tickers, and compelling Call-to-Action (CTA) scripts.
3.3 Corporate Social Responsibility (CSR): Producing "Social Good" mini-documentaries to build public trust.

4. Digital Distribution & Reputation (Weeks 11–13)

4.1 The Social Loop: Creating a "Hero" TV spot and adapting it into high-energy Social Media Reels.
4.2 Influencer & Content Marketing: Technical workflows for collaborating with digital voices.
4.3 Color Correction & Branding: Ensuring visual consistency (brand colors) across all camera angles and platforms.

5. Strategy & Ethics (Weeks 14–15)

5.1 Crisis Communication: Using the "Golden Hour" to release video statements and manage "Dark Sites."
5.2 Law & Regulation: Navigating PEMRA/local guidelines and IP/Music licensing for broadcast.
5.3 Production Logs & Analytics: Tracking production efficiency and campaign reach.

6. Final Practical Project (Week 16)

Task: Students work in teams to execute a 360° Brand Launch Campaign.

Deliverable	Requirement
The Hero Film	A 2–3 minute high-end TV Commercial or Brand Documentary.
The Media Kit	A professional Press Release, a Print Ad (Canva), and a Social Media Reel (CapCut).
Director's Notebook	Storyboards, Lighting Plots, and a Crisis Management "Plan B" for the launch.
The Pitch	A live 5-minute presentation defending the creative and strategic choices.

Recommended Tools / Equipment / Software:

- Hardware: Smartphones with Gimbals, Lapel Microphones, and Green Screens.
- Software: CapCut (Video), Canva (Graphics), vMix/OBS (Switching), and Audacity (Radio/Audio).

Recommended Books / Material / Resource:

- *Television Production* – Jim Owens.
- *Ogilvy on Advertising* – David Ogilvy.
- *The Fall of Advertising and the Rise of PR* – Al Ries & Laura Ries.

Course Title: **Media Laws & Ethics**
Credit Hours: **3**
Course Code: **MS-204**

T	P	C
2	3	3

Course Description:

This course examines the legal and ethical frameworks governing the media industry, with a specific focus on the Pakistani landscape. Students will navigate the tension between "Freedom of Expression" and "Social Responsibility." The curriculum covers key national legislations such as **PECA** and **PEMRA**, alongside global ethical standards regarding privacy, defamation, and the public interest. The course prepares future media professionals to operate within the law while maintaining the highest integrity in the digital and broadcast era.

Course Objective:

To provide students with a comprehensive understanding of the legal boundaries of journalism and content creation, while fostering a strong ethical compass to handle complex dilemmas in reporting and digital publishing.

Learning Outcomes / Skills:

Students will be able to:

- Interpret and apply key clauses of **PECA (2016)** and **PEMRA** ordinances.
- Distinguish between Defamation, Libel, and Slander in a legal context.
- Evaluate ethical dilemmas using the "Potter Box" or similar decision-making models.
- Understand the legal protections and risks involved in investigative journalism.
- Identify "Hate Speech" and "Contempt of Court" as defined by local laws.
- Navigate copyright, intellectual property, and digital privacy rights.

COURSE CONTENT

1. Foundations of Media Law & Ethics (Week 1–2)

1.1 Constitutional Rights: Article 19 (Freedom of Speech) and its "Reasonable Restrictions."
1.2 The Social Responsibility Theory of the Press.
1.3 Ethics vs. Law: What is legal may not always be ethical.

2. Electronic Media Regulation: PEMRA (Week 3–5)

2.1 PEMRA Ordinance 2002: Role and functions of the Pakistan Electronic Media Regulatory Authority.
2.2 Licensing, Content Code of Conduct, and the "Prohibited Content" list.
2.3 The Council of Complaints: How public grievances are handled.

3. Cyber Laws: PECA (Week 6–8)

3.1 Prevention of Electronic Crimes Act (PECA) 2016: Critical analysis.
3.2 Understanding Cyber-stalking, Harassment, and Identity Theft.
3.3 Section 20 and the debate over "Fake News" vs. Freedom of Expression.
3.4 The role of the FIA Cybercrime Wing.

4. Defamation & Contempt (Week 9–10)

4.1 The Defamation Ordinance 2002: Civil vs. Criminal defamation.
4.2 Contempt of Court: Reporting on sub-judice matters.
4.3 Right to Information (RTI): How to legally access government data.

5. Professional Codes of Ethics (Week 11–13)

5.1 International standards: IFJ (International Federation of Journalists) Code.
5.2 Local standards: PFUJ (Pakistan Federal Union of Journalists) Code of Ethics.
5.3 Ethics of News Gathering: Hidden cameras, checkbook journalism, and undercover stings.

6. Digital Ethics & Privacy (Week 14)

6.1 The Ethics of "Clickbait" and Data Privacy.
6.2 Copyright Act: Fair Use vs. Piracy in the age of YouTube and TikTok.
6.3 Protecting Sources: The legal and ethical shield for whistleblowers.

7. Regulating Emerging Media (Week 15)

7.1 The debate over OTT (Netflix/Amazon) and Social Media regulation in Pakistan.
7.2 Self-regulation vs. State-regulation.
7.3 Ethics of AI in media: Deepfakes and algorithmic bias.

8. Final Practical Project (Week 16):
Students will conduct a Legal & Ethical Audit:

Deliverable	Requirement
Case Study Analysis	A 1,000-word analysis of a real-life PEMRA notice or PECA court case
Ethical Dilemma Presentation	A mock "Ethics Committee" session resolving a conflict of interest
Fact-Check Report	A verification report on a "viral" news story using legal/ethical standards
Policy Brief	A 2-page recommendation for improving digital safety laws in Pakistan

Recommended Tools / Equipment / Software:

- Smartphone with tripod/selfie stick: For recording mock legal "reporting" or expert interviews.
- Lapel or mobile microphone: To record "Legal Awareness" podcasts or short explainers.
- Free music & SFX libraries: Copyright-free audio for ethical storytelling projects.
- Editing tools: CapCut (for news-style explainers), Audacity (for podcasting), and Canva (for creating "Know Your Rights" infographics).

Recommended Books / Material / Resource:

- The PEMRA Ordinance & Code of Conduct – (Official Government Documents).
- The Prevention of Electronic Crimes Act (PECA) 2016 – (Official Gazette).
- Media Ethics: Cases and Moral Reasoning – Clifford Christians.
- Media Laws in Pakistan – (Various compilations by Zamir Niazi or legal experts).
- The Journalist's Moral Compass – Steven J. Knowlton.

Course Title: **English**
Credit Hours: **3**
Course Code: **MS-205**

T	P	C
2	3	3

Course Description:

This course is designed to enhance students' English language proficiency with a specific focus on its application in Media Sciences and professional environments. It bridges the gap between basic grammar and the specialized communication skills required for journalism, scriptwriting, and corporate relations. Students will master the art of technical writing, academic research, and persuasive speaking, ensuring they can compete in a globalized media landscape where English is the primary language of international communication.

Course Objective:

To empower students with advanced reading, writing, and speaking skills in English, enabling them to produce professional-grade media content and navigate formal business communication with confidence.

Learning Outcomes / Skills:

Students will be able to:

- Apply advanced grammatical structures and vocabulary in professional writing.
- Draft technical documents including proposals, reports, and resumes.
- Critically analyze English media texts (Editorials, Features, and Essays).
- Deliver persuasive oral presentations and participate in professional meetings.
- Write effective scripts and news copy using industry-standard English.
- Conduct academic research and document sources using APA/MLA styles.

COURSE CONTENT

1. Advanced Grammar & Syntax (Week 1–2)

1.1 Review of Tenses and Active/Passive Voice in a media context.
1.2 Common errors in English usage for non-native speakers.
1.3 Vocabulary building: Synonyms, Antonyms, and Contextual meaning.

2. The Art of Reading & Analysis (Week 3–5)

2.1 Skimming, Scanning, and Critical Reading of international newspapers (BBC, Dawn, Al Jazeera).
2.2 Identifying tone, bias, and purpose in English editorials.
2.3 Precis writing: Summarizing complex articles without losing core meaning.

3. Technical & Professional Writing (Week 6–8)

3.1 The Professional Portfolio: CV/Resume writing and Cover Letters.
3.2 Proposal Writing: Drafting project outlines for media productions.
3.3 Report Writing: Investigative, progress, and feasibility reports.

4. Writing for Media (Week 9–10)

4.1 Feature Writing: Descriptive language and narrative flow.
4.2 Writing News Headlines: Brevity, punchiness, and the "Active Voice."
4.3 Scriptwriting Essentials: Dialogue tags and parentheticals.

5. Oral Communication & Rhetoric (Week 11–13)

5.1 Public Speaking: Overcoming anxiety and mastering "The Pitch."
5.2 The Interview: Role-playing as the Interviewer and the Interviewee.
5.3 Group Dynamics: Leading and participating in production meetings.

6. Research & Academic Integrity (Week 14)

6.1 Primary vs. Secondary research in Media Studies.
6.2 Avoiding Plagiarism: Paraphrasing vs. Quoting.
6.3 Introduction to APA/MLA Citation styles.

7. English for Digital Platforms (Week 15)

7.1 Writing for the Web: Scannable content and "The Inverted Pyramid" in English.
7.2 Professional Email Etiquette and LinkedIn networking.
7.3 Writing for Social Media: Captions, hashtags, and digital storytelling.

8. Final Practical Project (Week 16):
Students will submit a Professional Communication Portfolio:

Deliverable	Requirement
Professional Kit	Updated Resume + Tailored Cover Letter for a Media Job
Media Feature	A 1,000-word English feature article on a social or cultural issue
The Pitch	A 3-minute video/live presentation of a media project idea
Research Abstract	A 250-word summary of a media-related topic with proper citations

Recommended Tools / Equipment / Software:

- Smartphone with tripod/selfie stick: For recording and analyzing mock interviews and speeches.
- Lapel or mobile microphone: To ensure clear audio for oral presentation recordings and pronunciation checks.
- Free music & SFX libraries: Copyright-free audio for digital storytelling projects.
- Editing tools: CapCut (for subtitling English videos), Grammarly/Hemingway Editor (for writing clarity), and Canva (for professional Resume design).

Recommended Books / Material / Resource:

- High School English Grammar and Composition – Wren & Martin.
- Technical Writing – Gerson & Gerson.
- Oxford Practice Grammar – John Eastwood.
- Writing for the Mass Media – James Glen Stovall.
- Practical English Usage – Michael Swan.