

**SHAHEED BENAZIR BHUTTO WOMEN UNIVERSITY
PESHAWAR**



DEPARTMENT OF ENGLISH



SHAHEED BENAZIR BHUTTO WOMEN UNIVERSITY PESHAWAR

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Approved from the following Statutory Bodies;

___1st___ Meeting of Board of Studies

___ Meeting of Board of Faculty

___th Meeting of Academic Council

___ Meeting of Syndicate



DEPARTMENT OF ENGLISH

Shaheed Benazir Bhutto Women University Peshawar

Introduction

The English Under-Graduate Programme features the study of the English language and literature, rhetoric, narrative and analytical skills. The Department offers intensive study and research of a wide range of literary approaches and theoretical issues, through different genres of English literature.

Vision

The Department of English Language and Literature aims to be one of the leading departments of the region and to create an environment that enables the students to conduct research and take part in scholarly activities in the field of literature and linguistics.

Mission

The mission of the Department of English Language and Literature at Shaheed Benazir Bhutto Women University Peshawar is to inspire in the students an appreciation for the English Language and its literature and to cultivate its effective use in creative expression. One of the department's missions is to inculcate an in-depth understanding of literature through an intensive study and research of a wide range of literary approaches and theoretical issues is also one of the Departments missions. The Department offers an M.Phil in English Literature, a Master's Degree in English Language and Literature and a Certificate Course in English Language.



**SYLLABUS FOR
UNDERGRADUATE PROGRAM IN
COMMUNICATION STUDIES**

BS Program in COMMUNICATION STUDIES

(BS CMST)

DEPARTMENT OF ENGLISH

Shaheed Benazir Bhutto Women University Peshawar

Session 2024 & Onwards

Introduction

Communication is regarded as the utmost important skill in public, personal and professional life. Communication Studies is an in-vogue field of study that focuses on the production of impactful personal, professional and public messages. This study provides the students with the necessary knowledge to excel in any career path.

The proposed program at the department of English, SBBWUP, aims to provide a learner-centered, dynamic environment in order to bring to the fore, empowered and skilled ethical citizens and professionals who are capable of excelling in the diverse local and global communities.

Vision of the Program

To create a culture that promotes women's emancipation and empowerment via critical consciousness, understanding, and cooperation through communication in personal, professional and public contexts.

Mission of the Program

The Communication Studies program is committed to promote an understanding and investigation of the vital role of communication in human relationships, organizations, cultures, society, and civic affairs, and to developing students' individual and expert communication skills.

Program Learning Objectives

BS in Communication Studies aims to enable the students to;

- Describe the foundational concepts, theories and methods of critical, humanistic, and social scientific approaches to studying communication.
- Analyze communication practices, messages, and effects of cultures and contexts in which they occur.
- Select appropriate techniques of communication to accomplish communication goals.
- Apply communication theories and practices to real-life situations, issues and problems.
- Produce effective and ethical communications based on awareness of the diverse world.

Program Learning Outcomes

After graduating BS in Communication Studies the graduates will be able to;

- **ADVOCATE:** for individuals, causes and organizations across personal, professional and public life.
- **NEGOTIATE:** differences in people, perspectives, experiences, and backgrounds in personal, professional and civic spheres.
- **RELATE:** well with others while effectively building connections with others transversally in personal, professional and public capacities.

- **DEMONSTRATE:** skills and knowledge acquired through the four years in their practical life (personal and professional) of the dynamic world.
- **DEVELOP:** and practice ethical commitment towards their community and society, and to replicate critically on their social roles and responsibilities.

Admission Requirement for the BS program in Communication Studies

ELIGIBILITY

- Intermediate with at least 45% marks in aggregate

DURATION

- Four-year programme (8 Semesters)

DEGREE REQUIREMENT

- As per the University Revised Semester Regulations, a total number of 120-144 Credit hours.



SHAHEED BENAZIR BHUTTO WOMEN UNIVERSITY PESHAWAR

Revised Scheme of Studies as per HEC New UGRAD POLICY 2023

STRUCTURE

S r .	Categories	Credit Hours
		Min –Max
1	General Education (Gen Edu) Requirements: Mandatory Courses of General Education.	30 – 30
2	Major (Disciplinary) Requirements: Area of Study in Which the Degree is offered	*72 ≥
3	Interdisciplinary/Allied Requirements (To Support Horizon of the Major)	**12 ≥
4	Field Experience/Internship (Practical Work Experience related to a Student's Field of Study or Career interest)	03 – 03
5	Capstone Project or Capstone Research Project	03 – 06
	Total	120 – 144

***The Credit Hours for the courses of Major Disciplines may vary but not less than 72 Credit Hours.**

****The Credit Hours for Interdisciplinary/Allied Courses may vary but not less than 12 Credit Hours.**

- Total number of Credit hours 120-144
- Duration 4years
- Semesterduration 16-18weeks
- Semesters 8
- CourseLoadperSemester 15-18 Cr hr
 - Number of courses per semester 4-6 (notmorethan 3 lab/ practical courses)

SCHEME OF STUDIES OF BS –COMMUNICATION STUDIES 4-YEAR PROGRAM

(SESSION 2024 & Onwards)

Semester	Category	Course Codes	Course Title	Lect ures	La b	Cr.Hrs
Semester 1	Art & Humanities	000	(From the proposed list)	2	0	2
	Islamic Studies/Religious Studies/Ethics	ISL-301	Islamic Studies	2	0	2
	Interdisciplinary/Allied		(From the proposed list)	3	0	3
	Functional English	ENG-303	Functional English	3	0	3
	Major I	CST- 311	Historical Overview of Communication	3	0	3
	Major II	CST-312	Types of Communication	3	0	3
			Total			16
Semester 2	Social Sciences	000	(From the proposed list)	2	0	2
	Expository Writing	ENG-304	Expository Writing	3	0	3
	Interdisciplinary/Allied		(From the proposed list)	3	0	3
	Ideology and Constitution of Pakistan	PST-313	Ideology and Constitution of Pakistan	2	0	2
	Pakistan Studies	PST-323	Pakistan Studies	2	0	2
	Major III	CST-322	Communication Models	3	0	3
	Major IV	CST-323	Communication for Social Change	3	0	3
			Total			16
Semester 3	Quantitative Reasoning (QR I)	MTH-401	Quantitative Reasoning (QR I)	3	0	3

	Application of Information and Communication Technologies.	CSC-308	Application of Information and Communication Technologies.	2	1	3
	Natural Science	000	(From the proposed list)	2	1	3
	Entrepreneurship	MS-309	Introduction to Entrepreneurship	2	0	2
	Major V	CST-412	Theories of Communication-I	3	0	3
	Major VI*	CST-413	Communication and New Media	3	0	3
			Total			17
Semester 4	Civic and Community Engagement	PSC-418	Civic and Community Engagement	2	0	2
	Quantitative Reasoning (QR II)	MTH-402	Quantitative Reasoning (QR II)	3	0	3
	Major VII	CST-431	Theories of Communication-II	3	0	3
	Major VIII	CST-432	Introduction to Advertising & Public Relations PR	3	0	3
	Major IX	CST-433	Conflict Management	3	0	3
	Major X	CST-434	Communication Skills	3	0	3
			Total			17
Semester 5	Interdisciplinary/Allied Course		Academic Reading and Writing	3	0	3
	Major XI	CST-521	Mass Media in Pakistan	3	0	3
	Major XII	CST-522	Creative Writing	3	0	3
	Major XIII	CST-523	Public Diplomacy	3	0	3
	Major XIV	CST-524	Story Telling in Digital Age	3	0	3
	Major XV	CST-525	Communication Research Methods I	3	0	3
			Total			18
Semester 6	Interdisciplinary/Allied Course		(From the proposed list)	3	0	3
	Major XVI	CST-541	News Reporting and writing	3	0	3
	Major XVII	CST-542	Public Speaking	3	0	3
	Major XVIII	CST-543	Development Support Communication	3	0	3

	Major XIX	CST-544	Visual Communication	3	0	3
	Major XX	CST-545	Communication Research Methods II	3	0	3
			Total			18
Semester 7	Internship (Mandatory)	-698		3	0	3
	Major XXI (Elective)	CST-611	Gender and Media	3	0	3
	Major XXII	CST-612	Media and Human Rights	3	0	3
	Major XXIII	CST-613	Organizations and Organizational Behaviour	3	0	3
	Major XXIV	CST-614	Environmental Communication/ Journalism	3	0	3
	Capstone Research Project OR Capstone Project + Optional Course	- 699 -697	Capstone Research Project OR Capstone Project + Optional Course	3+3	0	6
			Total			21
Semester 8	Major XXVI (Elective)	CST-631	Business Writing	3	0	3
	Major XXVII	CST-632	Intercultural Communication	3	0	3
	Major XXVIII	CST-633	Information and Media Literacy	3	0	3
	Major XXIX	CST-634	Propaganda, Misinformation, Disinformation and Fake News	3	0	3
	Capstone Research Project OR Capstone Project + Optional Course	-699 -697	Capstone Research Project OR Capstone Project + Optional Course	3+3	0	6
			Total	3		18

List of Optional Courses

<u>Course Title</u>	<u>Course Code</u>	<u>Credit Hours</u>
Introduction to Conflict Reporting	CST-435	3
Fundamentals of Business and Marketing Communication	CST-436	3
Introduction to New Media	CST-437	3
Story Telling in Digital Age	CST-615	3
Media Ethics and Laws	CST-616	3
Introduction to Film and Theatre	CST-617	3
Script Writing	CST-635	3
Entertainment and Communication	CST-636	3
Political Communication	CST-637	3
Visual Communication	CST-638	3

List of Allied/ Inter-Disciplinary Courses

Course Title	Course Code	Credit Hours
Academic Reading & Writing	ENG-431	3
Introduction to Social Psychology	PSY-305	3
Basic Concepts of History	HIS-301	3
Classroom Management	EDU-303	3
Pakistani Society and Culture	PST-421	3