

M Imtiaz Shahid
Dr Nasir Khan



MASS COMMUNICATION

For PMS



Advanced Mass Communication For PMS

M Imtiaz Shahid
Dr Nasir Khan

Advanced Books

17, 2nd Floor. Muslim Centre. Chatter Jee Road.
Urdu Bazaar. Lahore.
(Ph. 042 37360555)
mailto: advancedpublishers@gmail.com

Advanced Mass Communication for PMS
M Imtiaz Shahid & Dr Nasir Khan

© Advanced Books, Lahore

ISBN 978-969-588-536-9

Rs. 1000.00

All rights reserved under the Copyright Act. No part of this book may be reproduced in any form or by any means, electronic or mechanical, including photocopying, without permission in writing from the authors. All previous editions of this book are stood cancelled. All inquiries should be addressed to the authors and the publishers.

CONTENTS

Sr. #.	Subjects	Page #
	Paper - I	
	Media: Functions, Contents and History	
	Chapter No. 1	
	Fundamental of News	1
	News	1
	Definition	2
	News Language	5
	News Structure	6
	News Reporting	13
	Sub-Editing	18
	Chapter No.2	
	Feature, Column and Editorial	28
	Feature,	28
	Column	34
	Editorial	41
	Difference of objectives, structure, style and content.	45
	Chapter No. 3	
	Organizational Structures of national newspapers and news agencies	49
	Organizational Structures of national newspapers	49
	Organizational Structures of national newspapers of news agencies	53
	Chapter No. 4	
	Ethics of journalism and freedom of press	62
	Ethics of Journalism	62
	Freedom of the Press in Pakistan	72
	Chapter No. 5	
	Press laws in Pakistan and government media relationship	80
	Press Laws in Pakistan	80
	Government Media Relationship	88
	Chapter No. 6	
	The role of Muslims in Urdu press of the Sub-continent	100
	Role of Sir Syed Ahmed Khan	100
	Maulana Zafar Ali Khan	106
	Muhammad Ali Johar	110
	Hasrat Mohani	113
	Hameed Nizami	116
	Chapter No. 7	
	Radio, Television, Print Media and Internet	130
	Role of Radio	130
	The role of Television	133
	The role of print media	136
	The role of Internet	138

Difference between the news of print media and electronic media	143
Importance of Radio TV Documentary and Importance of live Programmes	145
Chapter No. 8	
Social and developmental responsibilities of Pakistani media	157
Paper-II	
Communication, Advertising and Public Relations	
Chapter No. 1	
Introduction to Mass Communication	176
Process of Communication	181
Source-message-channel- Receiver-Noise and Redundancy	182
Barriers to Communication	185
Principles of Effective Communication	190
Chapter No. 2	
Development Communication and Development Journalism	196
Development Communications	196
Development Journalism	211
Difference between Mass Communication, Development Communication	213
Development Support Communication	213
Chapter No. 3	
Two step flow of communication and Opinion Leaders	224
Two step flow of communication	224
Opinion Leaders	228
Chapter No. 4	
Public Relations	235
Public Relations	235
Definition	235
Scope of PR	241
Tools of Public Relations	243
Difference between PR Propaganda. Advertising and Publicity	247
Public Relations in Pakistan	260
Chapter No. 5	
Advertising	271
Definition	271
Merits and Demerits	284
Advertising business in Pakistan	285
Departments of an Advertising Agency	314
Importance of research in Advertising and Public Relations	298
Advertising as the lifeblood of media	307
Important Terms	317