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Basic Information

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| Faculty | Riasat Muhammad Amir | | | | | | | | | |
| Office Hour | **Wednesday 12-2 PM, Office location will be announced** | | | | | | | | | |
| Contact Details | amri0901@gmail.com | | | | | | | | | |
| Course Pre-requisites |  | | | | | | | | | |
| Department offering the course | Media Studies and Journalism | | | | | | | | | |
| Course Title | Created Private Media | | | | | | | | | |
| Course Code | MSJ 11345 | | Credit | | 03 | | Term | Spring 2023 | | |
| Number of Lectures | 18 | Number of Tutorials | | N/A | | Number of Practical | | 4 | Total | 22 |

Course Details

**1.** **Course Description**

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| The course is designed to underscore the importance of created private media – the media for a specialized and focused audience. With an emphasis on in-house journals, audiovisual and online media products, the course also discusses other created private media such as educational literature, spoken words, seminars, conferences, company events and private exhibitions.  This is one of the nine public relations major courses under the MSJ Department. The focus of the course is basic audiovisual production techniques, understanding the demand of the organization and their audience, and building students as good negotiator between organizations and production peoples. |

**2. Intended learning outcomes of the course (ILOs)**

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| KNOWLEDGE | 1. To know how private media used for public relations |
| 1. To know different concepts, tools and their functions relating to audio visual communication. |
| 1. Able to analyze the different forms of production and their importance in public relations. |
| SKILLS | 1. Able to conceptualize the production and able to deliver it. |
| 1. Able to produce proposals (including research and budget) for in-house journals, audiovisual and online media products, |
| 1. Able to evaluate and critique public service announcements or corporate documentaries or visual narratives. |
| ATTITUDE | 1. Able to have to negotiate conversations with the organizations and ensure deliverables. |
| 1. To influence creating new concepts for private media |
| 1. To perform a positive mindset for new applications for audiovisual or print production. |

**3. Contents**

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| **Sl. No.** | **Topic** | **Number of Sessions** |
| 1 | * Course Introduction * Principles of public relations practice | 2 |
| 2 | * Evaluation and communication psychology | 1 |
| 3 | * Practitioner culture- why we do what we do | 1 |
| 4 | * Gathering and interpreting information | 1 |
| 5 | * Evaluation structures and processes | 2 |
| 6 | * Developing a media evaluation system | 2 |
| 7 | * Evaluation practice- case studies | 2 |
| 8 | * Objectives and objectives settings | 1 |
| 9 | * Relationship and crisis communication measurement | 2 |
| 10 | * The challenges of online environment | 1 |
| 11 | * Future developments | 1 |
| 12 | * Pre-production, production, and post-production techniques | 3 |
| 13 | * Final presentation | 3 |
|  | **Total** | 22 |

**4. Teaching & Learning Method**

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| Peer learning, group activities |
| Lecture slides, audio and video presentation |
| Discussion, debate, analyzing |
| Workshop, tutorials |

**5. A. Assessment Schedule**

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| Assessment 1 | Class Participation, and Attendance | Session | **Every class** |
| Assessment 2 | Assignments- Case study | Session | **March 13** |
| Assessment 3 | Midterm examination | Session | **February 27** |
| Assessment 4 | Final project | Session | **April 11** |
| Assessment 5 | Presentation | Session | **April 12 & 17** |

**B. Weights of Assessments**

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| Assessments | **%** |
| Class Participation, and Attendance | 10 |
| Assignments | 20 |
| Midterm Examination | 30 |
| Final Project | 30 |
| Presentation | 10 |
| Total | 100 |

**C. Grading Policy**

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| A relative or bell-curve grading system will be followed, so that the majority will receive a middle grade, and only a few will get A/A- or F. The course teacher will assign mark ranges to each letter grade, taking into account the assessment components and assigned weights, difficulty level, average academic ability of the class, etc. |

**6. List of References**

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| Course Notes | TBA |
| Essential Books (Text Books) | Watson, T., & Noble, P. (2014). *Evaluating public relations: A guide to planning, research and measurement*. Kogan Page Publishers. |
| Recommended Reference Books | Gregory, A. (2020). *Planning and managing public relations campaigns: A strategic approach*. Kogan Page Publishers. |
| Periodicals | N/A |
| Online Resources |  |

**Facilities Required for Teaching and Learning**

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| High quality projector, computer and sound system with internet access  Soundproof and air-conditioned room  Whiteboard, marker etc. |

**Course Policies and Procedures**

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| Class attendance: Regular and on time participations are mandatory. Students will be assigned F automatically if he/she inactive for more than 3 weeks.  Late submission of work: Late submission will be followed by penalty, please maintain deadlines.  Unfair means/plagiarism: Plagiarism will be dealt with severe penalty. Original work is encouraged, as they will carry value marks. | | |
| ................................................  *Course Coordinator/ Teacher*  Date: 12/01/2023 |  | ....................................................................  *Head of the Department*  Date: |