

15. Journalism

B.A. Journalism-Opt

Total Mark: 100

Appendix 'A'

(Outlines of Tests)

Journalism and Production of Newspaper

:

100 Marks

Appendix 'B'

(Syllabi and Courses of Reading)

Journalism and Production of Newspaper

100 Marks

What is Journalism? Importance of Journalism in relation to society. How a newspaper is produced, from collection of news upto the preparation of copy? Printing Role of advertising in the life

of a newspaper and society.

Description of the Pakistan Press.

Recommended Books:

Fann-i-Sahafat by Dr. Abdus Salam Khurshid (Relevant Chapters).