



SZABIST

Discover
Yourself

MEDIA SCIENCES

FALL 2021



KARACHI CAMPUS

**BS MEDIA SCIENCE
MS MEDIA STUDIES
MASTER OF ADVERTISING**

MEDIA SCIENCES

In the 21st century, media in all its forms, print, TV, radio, film, video, digital, virtual, and mobile has increasingly saturated all aspects of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Our degree programs in Media Sciences are designed to help undergraduate and graduate students participate productively both as practitioners and scholars in this exciting and challenging environment.

Broadly defined, the Media Sciences constitute a field of study that encompasses the history, theory, production, content, and public effects of a variety of media including but not limited to journalism, advertising, photography, radio, film, video, television, design, the internet, digital technologies, and the performing arts. We recognize that studying media requires interdisciplinary thinking. Therefore, by bridging theory and practice and using an interdisciplinary approach, we give our students the skills, knowledge, and flexibility that the increasingly competitive international and national market demands.

The Faculty of Media Sciences at SZABIST offers the following undergraduate and graduate degree programs:

Undergraduate

Bachelor of Sciences in Media Sciences
with majors in

- Film & Television Production
- Advertising Strategy & Design
- Journalism

Graduate

Master of Advertising (MoA)

MS Media Studies (MSMD)

with specializations

- General Entertainment Content (GEC)
- Journalism
- Production

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Bachelor of Sciences in Media Sciences

The Faculty of Media Sciences at SZABIST offers a comprehensive 4-year Bachelor of Sciences in Media Sciences degree with majors in Film and Television production, Advertising Strategy & Design, and Journalism. To earn an undergraduate degree, students must enroll in and successfully complete a total of 135 credit hours which include 43 courses, a 6-credit hours thesis, and an internship (Forty-three courses include: 33 core courses, 7 major requirements in Film and Television Production, or Advertising Strategy & Design, or Journalism and 3 open electives). All students must complete their degree within 6- years.

Internship

The Faculty of Media Sciences requires all students to complete a 6-week internship at an organization of their choice by the end of their third year. Upon completion of the internship, students must submit a comprehensive summary of what they learned following their internship. All students are also required to work within the faculty to organize faculty's annual media festival in the third year of their degree.

Admission Requirements

The candidate must have completed O-Levels (minimum 8 subjects including 5 compulsory subjects; English, Urdu, Maths, Islamiyat & Pakistan Studies) and A-levels (minimum 3 Subjects)/12th Grade/Intermediate with minimum 50% marks or equivalent from a recognized institution.

Inter Board Committee of Chairmen (IBCC) equivalency is required for O & A Levels/IB Diploma/High School Diploma or equivalent.

General Paper (A Levels) will not be counted.

Fee Structure*:

	Pakistani Nationals	Foreign Nationals
Application Processing Fee:	Rs. 1,500/-	US\$ 45
Admission Fee:	Rs. 20,000/-	US\$ 500
Security Deposit: (refundable)	Rs. 10,000/-	US\$ 330
Student Activity Charges:	Rs. 1000/-	US\$ 30
Tuition Fee (Per Semester):	Rs. 162,000/- (six courses)	US\$ 3,780/-
Tuition Fee (Per Semester) after 5% Subsidy:	Rs. 153,900 /-	US\$ 3,594/-

*(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)

Scholarships

- SZABIST Merit-Based Scholarship
- SZABIST Need-Based Scholarship
- Mitsubishi Corporation Scholarship
- SZABIST Sindh Police-Shaheed Quota Scholarship
- Orange Tree Foundation Scholarship
- Hilton Pharma Scholarship
- Baluchistan Education Endowment Fund Scholarship (Partial\Full)
- Baluchistan Education Endowment Fund Scholarship (Fully Funded)
- Various community-based scholarships

FIRST YEAR

FALL SEMESTER

English for General Purposes
Drawing and Perspective
Introduction to Media Industries
Civilization Studies I
Islamiyat & Pakistan Studies/Humanities
Photography

SPRING SEMESTER

English for Academic Purposes
Culture Media & Society
Art of Music
Basic Design
History and Aesthetic of Film
Introduction to Sound

SECOND YEAR

FALL SEMESTER

Design Practices I
Topics in Asian Literature
Production Practices I
Civilization Studies II
Idea Development
Principles of Journalism

SPRING SEMESTER

Play Analysis
History of Commercial Arts
Audiovisual Editing
Radio Programming & Production
Design Practices II
Media Research

THIRD YEAR

FALL SEMESTER

Theatre Project
Media Psychology
Production Practices II
Media Law & Ethics
Creative Writing
Major I

SPRING SEMESTER

Animation and Motion Graphics
State & Nation Building in Pakistan
Theories of Visual Cultures
Major II
Major III
Major IV

FOURTH YEAR

FALL SEMESTER

Thesis I
Producing Short Narratives
Major V
Major VI
Major VII
Elective I

SPRING SEMESTER

Thesis II
Elective II
Elective III



Master of Advertising (MOA)

The Faculty of Media Sciences at SZABIST offers an evening, 18 months Master's degree program in Advertising, providing students with a comprehensive training through courses that prepare them to engage in various career options in the advertising industry. To be awarded a Master of Advertising degree, students are required to complete a total of 30 credit hours which include 8 courses and a 6-credit hours research project (8 courses include: 5 core courses and 3 electives). All students must complete their degree within 4 years.

Admission Requirements

Students with a 4-years undergraduate degree or 16 years of education with minimum 55% marks/CGPA 2.5 from a university recognized by the HEC are eligible to apply.

Last Degree verification by Higher Education Commission (HEC) is required

Fee Structure*:

	Pakistani Nationals	Foreign Nationals
Application Processing Fee:	Rs. 1,500/-	US\$ 45
Admission Fee:	Rs. 20,000/-	US\$ 500
Security Deposit: (refundable)	Rs. 10,000/-	US\$ 330
Student Activity Charges:	Rs. 1000/-	US\$ 30
Tuition Fee (Per Semester):	Rs. 114,000 /-	US\$ 2,640
Tuition Fee (Per Semester) after 5% Subsidy:	Rs. 108,300 /-	US\$ 2,508

*(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)



FIRST YEAR

FALL SEMESTER

Research Methods in Advertising
History of Communication and Advertising
Ideation Techniques in Advertising
Principles of Advertising

SPRING SEMESTER

Creative Advertising Campaigns
Elective I
Elective II
Research Project I

SECOND YEAR

FALL SEMESTER

Research Project II
Elective III

ELECTIVES

Campaign Strategy
Copywriting and Advertising Conceptualization
Digital Advertising
Advanced Integrated Marketing Communication
New Media Advertising
Strategic Brand Management
Strategic Creative Development
Media Planning & Strategy
Consumer Engagement
Advertising Account Management



MS Media Studies (MSMD)

Faculty of Media Sciences offers a two year MS in Media Sciences program. Students enrolling in this program will be offered to select any one of the 3 streams of specialization; **General Entertainment Content – GEC** primarily for media professionals already engaged in leading creative teams of their respective media houses and are interested in honing up their cognitive as well as computer generated information skills; **Production stream** is for students engaged in middle management cadre in production houses as part of their creative teams in varied capacities and are hampered in their careers because of lack of knowledge and understanding of production technique skills; **Journalism stream** is offered for all who want to develop an in depth understanding of journalistic practices and are interested in specializing in analytical skills related to both print and electronic media.

To be awarded a MS Media Sciences degree, students need to complete total of 30 credit hours. Students can finish their degree program by pursuing one of the three available options:

MS by Thesis 30 Credit hours (10 courses), which includes 6 core courses (18 credit hours), 2 electives (6 credits hours), Thesis I & Thesis II (6 credit hours).

MS by Independent research 30 Credit hours (10 courses), which includes 6 core courses (18 credit hours), 2 electives (6 credit hours), IRS I & IRS II (6 credit hours).

MS by course work 30 Credit hours (10 courses), which includes 6 core courses (18 credit hours), 4 electives (12 credit hours).

All students must complete their degree within 4 years.

Admission Requirements

For admission into MSMD Program candidates must possess 16 years of education with minimum 2nd division /2.00 CGPA from an HEC recognized university. Candidates with 4-year non media related discipline degree (BBA, BSCS, MSc., MCom., MA etc.) may apply but will require to complete deficiency conversion courses (Up to 12 credit hours to be determined in consultation with Admission Committee). GAT (General) or HAT relevant is mandatory for all MS candidates with a minimum score of 50%.

Conditions for MSMD 2021-22 candidates with no Media Sciences background.

Candidates who do not have Media Sciences (including Communication Design, Applied Arts, Social Sciences, Advertising/Marketing, and Performing Arts etc.) background, following conditions will apply.

- Students need to complete four remedial/deficiency courses (12 credits hours) in the first semester before they will be permitted to continue regular courses.
- This semester will be considered zero semester and the credits will not contribute to the CGPA.
- These courses will be mentioned on the transcript with a zero GPA.
- The length of the completion of the degree will increase by one semester though the maximum limit of four years of degree completion will remain the same.

Fee Structure*:

	Pakistani Nationals	Foreign Nationals
Application Processing Fee:	Rs. 1,500/-	US\$ 45
Admission Fee:	Rs. 20,000/-	US\$ 500
Security Deposit: (refundable)	Rs. 10,000/-	US\$ 330
Student Activity Charges:	Rs. 1000/-	US\$ 30
Tuition Fee (Per Semester):	Rs. 85,500/- (three courses)	US\$ 1,980
Tuition Fee (Per Semester) after 5% Subsidy:	Rs. 81,225 /-	US\$ 1,881

*(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)

FIRST YEAR

FALL SEMESTER

Research Methodology
Media and Contemporary Culture
Management Concepts in Media Industries

SPRING SEMESTER

Media Evolution and Innovation
Communication for Social Change
Social & Cultural Impact of GEC Programming
(for GEC stream majors only)
Production Design
(for Production stream majors only)
Journalism Law & Ethics
(for Journalism stream only)

SECOND YEAR

FALL SEMESTER

Elective I (Elective from selected Stream)
Elective II (Elective from selected Stream)
Thesis I / IRS I / Course work
(Elective from selected Stream)

SPRING SEMESTER

Thesis II / IRS II / Course work
(Elective from selected Stream)

ELECTIVES

GEC Stream:

Advanced Content Research
Syndication – Foreign & Indigenous Content
Story Telling & Screenplay Writing
Production Management
Directing
Format Shows & Reality Shows
Media Arts and Technology
Theories of Visual Culture
Theories of Communication Design

Production Stream:

Camera and Lights
Film Analysis
Story Telling & Screenplay Writing
Documentary Making
Directing
Aesthetics of Films
Theories of Film and Television
Urban Geographies and Visual Culture

Journalism Stream:

Global Journalism
Beat Reporting
Investigative Journalism
Multi-Format News reporting
Data Journalism
Fashion and Entertainment Journalism
Media and Post Colonialism
Media Politics and Governance
Issues in International Media

Electives will be offered depending on the availability of the resources.



Majors & Electives in Bachelor of Sciences in Media Sciences (BSMS)

Film & Television Production

Directing I
Directing II
Sound Design
Cinematography
Screenwriting
Visual Storytelling
Documentary Vision

Production Design
Basic Lighting
Screenwriting II
Green Screen Keying and Composition for Production VFX
Narrative and Social Change
Music Score for Film and TV

Advertising Strategy & Design

Advance Animation
Advertising Research
Advertising Design and Concepts
Creative Aspects in Advertising
Digital Brand Communication
Consumer Behavior
Campaign Strategy
New Media Advertising

Copy writing
Integrated Marketing Communication
Media Planning
Interaction Design
Brand Management
Fundamentals of Digital Advertising
Digital Media Planning

Journalism

Feature Writing I
Multimedia Journalism
Investigative Journalism & Crisis Reporting
The International Newsroom
TV Journalism
Introduction to Photojournalism
Reporting the News
Citizen Journalism

Environmental Journalism
Fashion Journalism
Peace Journalism
Reporting of Politics & Governance
Foreign Correspondence
Sports Reporting
Digital Public Relations and Blogging
Introduction to Digital News Reporting

Electives

Illustration
Typography
Topics in Film and Television
Design for Social Change
Game Design
Urdu Literature in South Asian Cinema
Modernity in Cinema in Bengal

Media Anthropology
Media Convergence and Innovation
Culture and Media in Sind
Music Production and Design
Music Theory and Performance
Sind Studies

Scholarships

Financial Assistance in the form of Teaching/Research Associate-ship is applicable for students of Masters or Graduate level Programs of Media Sciences.



APPLY ONLINE:

Log on to : <http://admissions.szabist.edu.pk>

For further information please contact:

F-153, Clifton, Block-5, Karachi, Pakistan. UAN: 111-922-478,

Tel: 021-35823433 (Ext # 333, 334, 304). Fax: 021-358 21537. www.szabist.edu.pk

Admissions Start	: April 19, 2021
Last date to apply	: June 10, 2021
Oral Test & Interview	: June 21 - July 10, 2021
Orientation	: September 2-4, 2021

Shaheed Zulfikar Ali Bhutto Institute of Science & Technology

99 & 100 Clifton, Karachi, Pakistan, Tel: (021)111 922 478, Fax: (021) 35830446, E-mail: info@szabist.edu.pk, www.szabist.edu.pk