



**SZABIST**

# MEDIA SCIENCES



**BACHELOR OF MEDIA SCIENCE**  
**MASTER OF MEDIA SCIENCE**  
**MASTER OF ADVERTISING**



Discover  
Yourself

# MEDIA SCIENCES

Discover  
Yourself

In the 21<sup>st</sup> 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 Media Science  
with Specialization Streams in

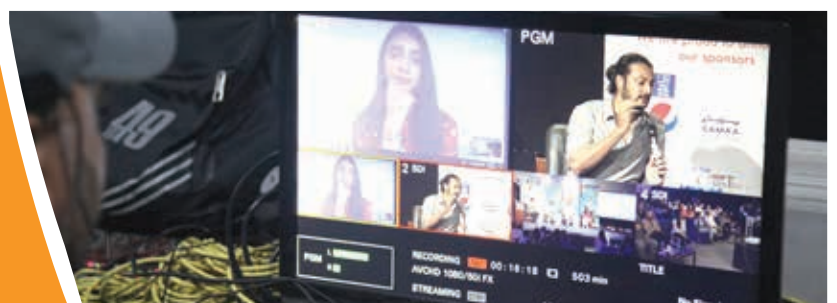
- Film & Television Production
- Advertising Strategy & Design
- Journalism

## Graduate

Master of Advertising (MoA)

Master of Media Science (MMS)  
with specializations in

- Media Production and Design
- Digital Journalism and Global Communication
- Fashion Media and Digital Communication





# Bachelor of Media Science (BMS)

The Faculty of Media Sciences at SZABIST offers a comprehensive 4-year Bachelor of Media Science degree with streams 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 136 credit hours which include 44 courses, a 6-credit hours thesis, and an internship (Forty-four courses include: 34 core courses, 7 from the stream of specialization requirements, i.e. Film and Television production, or Advertising Strategy & Design, or Journalism and 3 electives). All students must complete their degree within six 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. 2,000/-                 | US\$ 60           |
| Admission Fee:                 | Rs. 20,000/-                | US\$ 500          |
| Security Deposit: (refundable) | Rs. 10,000/-                | US\$ 330          |
| Student Activity Charges:      | Rs. 1,250/-                 | US\$ 40           |
| Tuition Fee (Per Semester):    | Rs. 162,000/- (six courses) | US\$ 3,510/-      |

\*(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
- Baluchistan Education Endowment Fund Scholarship (Partial Funded/Full Funded)
- Various community-based scholarships



## FIRST YEAR FALL SEMESTER

English for General Purposes  
Drawing and Perspective  
Introduction to Media Industries  
Civilization Studies-I  
Pakistan Studies  
Photography

## SPRING SEMESTER

English for Academic Purposes  
Culture, Media and Society  
Art of Music  
Basic Design  
History and Aesthetics of Film  
Islamic Studies OR Humanities  
(For non-Muslim students)

## SECOND YEAR FALL SEMESTER

Design Practices I  
Topics in Asian Literature  
Production Practices I  
Introduction to Sound  
Idea Development  
Principles of Journalism

## SPRING SEMESTER

Play Analysis  
History of Commercial Arts  
Audiovisual Editing  
Civilization Studies II  
Design Practices II  
Media Research

## THIRD YEAR FALL SEMESTER

Theatre Project  
Media Psychology  
Production Practices II  
Media Law & Ethics  
Creative Writing  
Radio Programming & Production

## SPRING SEMESTER

Animation and Motion Graphics  
State & Nation Building in Pakistan  
Theories of Visual Cultures  
Stream Elective I  
Stream Elective II  
Stream Elective III

## FOURTH YEAR FALL SEMESTER

Thesis I  
Producing Short Narratives  
Stream Elective IV  
Stream Elective V  
Stream Elective VI  
Stream Elective VII

## SPRING SEMESTER

Thesis II  
Open Elective I  
Open Elective II  
Open Elective III

# Master of Advertising (MOA)

The Faculty of Media Sciences at SZABIST offers an evening, 12 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 10 courses (7 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 50% marks/CGPA 2.0 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. 2,000/-         | US\$ 60           |
| Admission Fee:                 | Rs. 20,000/-        | US\$ 500          |
| Security Deposit: (refundable) | Rs. 10,000/-        | US\$ 330          |
| Student Activity Charges:      | Rs. 1,250/-         | US\$ 40           |
| Tuition Fee (Per Semester):    | Rs. 114,000 /-      | US\$ 2,460        |

\*(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  
Creative Advertising Campaigns

### SPRING SEMESTER

Advanced Integrated Marketing Communication  
Advanced Media Planning and Strategy  
Elective I  
Elective II  
Elective III

### ELECTIVES

Campaign Strategy  
Copywriting and Advertising Conceptualization  
Digital Advertising  
New Media Advertising  
Strategic Brand Management  
Strategic Creative Development  
Consumer Engagement  
Advertising Account Management

*(Electives will be offered depending on the availability of the resources)*





# Master of Media Science (MMS)

The Faculty of Media Sciences at SZABIST offers an evening, 18 months Master of Media Science degree. Students enrolling in this program will be offered to select any one of the 3 streams of specialization; Media Production and Design stream– primarily for media professionals already engaged in leading creative teams of their respective media houses and are interested in polishing their cognitive as well as computer-generated information skills. This will also be beneficial 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; Digital Journalism & Global Communication 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; Fashion Media & Digital Communication stream is for professionals who want to join the growing Fashion media and merchandising industry in Pakistan, in addition to courses that help in managing public relations and communication strategy of companies and nonprofits.

To be awarded a Master of Media Science degree, students are required to complete 30 credit hours through coursework: 10 courses (4 core courses and 6 electives) or Project work: 10 courses (4 core courses, 4 electives and two 3-credit hours research projects) or Thesis work: 10 courses (4 core courses, 4 electives and two 3-credit hours Thesis courses). All students must complete their degree within four years.

## Admission Requirements

For admission to the MMS, Program candidates must possess 16 years of education with a minimum 2nd division /2.00 CGPA from an HEC recognized university in a related field of Media, advertising, communication design, applied or performance arts.

Candidates with 4-year non-media-related discipline degrees (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). Students need to complete remedial/deficiency courses (up to 12 credits hours) in the first semester before they will be permitted to continue regular courses. This semester will be considered a 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.

Students must complete GAT or HAT relevant with a minimum of 50% score.

## Master of Media Science – (MMS)

Faculty of Media Sciences offers an evening, 18 months Master's degree in Media Science. Students enrolling in this program will be offered to select any one of the 3 streams of specialization;

| Media Production and Design Stream  | Fashion Media and Digital Communication Stream  | Digital Journalism and Global Communication Stream   |
|---|---|--|
| Primarily for media professionals and middle management of production houses and teams engaged in media houses, and are hampered in their careers because of lack of knowledge and understanding of production technique skills | This stream is for professionals who want to join the growing Fashion media and merchandising industry in Pakistan, in addition to courses that help in managing public relations and communication strategy of companies and nonprofits. | 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. |

The three elective choices offered in the 2nd semester (Spring) will determine the stream. In addition to the three specializations offered students are at liberty in choosing their path of academic research related to praxis; through course work, Project work or Thesis (students who are interested in following an academic career leading to a doctorate).

In Spring Semester, students decide on their respective chosen stream; the choice of Electives varies according to the three options offered to students. Specialization Streams Offered: Media Production and Design, Digital Journalism and Global Communication, Fashion Media and Digital Communication.

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

**Masters by Course Work:** 30 Credit hours (10 courses), which includes 4 core courses (12 credit hours), 6 electives (18 credit hours)

**Masters by Thesis:** 30 Credit hours (10 courses), which includes 4 core courses (12 credit hours), 4 electives (12 credits hours), Thesis I & Thesis II (6 credit hours). All students must complete their degree within four years.

## Fee Structure\*:

|  | Pakistani Nationals          | Foreign Nationals |
|--|------------------------------|-------------------|
| Application Processing Fee:                  | Rs. 2,000/-                  | US\$ 60           |
| Admission Fee:                               | Rs. 20,000/-                 | US\$ 500          |
| Security Deposit: (refundable)               | Rs. 10,000/-                 | US\$ 330          |
| Student Activity Charges:                    | Rs. 1,250/-                  | US\$ 40           |
| Tuition Fee (Per Semester):                  | Rs. 114,000/- (four courses) | US\$ 2,460        |
| Tuition Fee (Per Semester) after 5% Subsidy: | Rs. 108,300/-                | US\$ 2,337        |

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

## First Year

### Fall Semester

Applied Media Research  
Digital Culture & Society  
Media Evolution and Innovation  
Media Theories and Application

### Spring Semester

Elective I  
Elective II  
Elective III  
Thesis I / Elective

## Second Year

### Fall Semester

Elective IV  
Thesis II / Elective

## ELECTIVES

### Media Production and Design Stream:

Urban Geographies and Visual Cultures  
Camera and Lights  
Film Analysis  
Story Telling and Screenplay Writing  
Documentary Making  
Directing  
Theories of Film and Television  
Aesthetics of Films  
Production Management  
Theories of Visual Culture and Film  
New Media Production

### Fashion Media and Digital Communication Stream:

Interaction Design for Fashion Industry  
Fashion Design trends  
E-commerce for Fashion  
Digital Media and Fashion Industry  
Social Media and Online Communication  
Digital Fashion Illustration  
Fashion Photography  
Fashion Advertising  
Fashion Public Relations  
Digital Visual Communication

### Digital Journalism and Global Communication 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  
Digital Journalism  
Global Communication  
Development Communication

Electives will be offered depending on the availability of the resource

# Specialization Streams & Electives in Bachelor of Media Science (BMS)

## Film & Television Production

Directing I  
Directing II  
Sound Design  
Cinematography  
Screenwriting  
Visual Storytelling  
Production Practices III  
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 Television

## 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  
Copywriting

Integrated Marketing Communication  
Media Planning  
Interaction Design  
Digital Design and Publishing  
Advertising in Pakistan  
Brand Management  
Digital Media Planning  
Fundamentals of Digital Advertising

## 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 Sindh  
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 Science.



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) 358-23433, 358-30469, 358-30477.

Ext # : 333/334/335/336. [www.szabist.edu.pk](http://www.szabist.edu.pk)

**APPLY ONLINE:**

|                    |   |                    |
|--------------------|---|--------------------|
| Admissions Start   | : | May 9, 2022        |
| Last date to apply | : | June 24, 2022      |
| Admission Test     | : | June 27-30, 2022   |
| Interviews         | : | July 5-8, 2022     |
| Classes Commence   | : | September 26, 2022 |

**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](mailto:info@szabist.edu.pk), [www.szabist.edu.pk](http://www.szabist.edu.pk)