

ASSOCIATE DEGREE IN ARTS

Journalism (Optional)

Outlines of Test

Marks: 100

Paper:

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.

Books Recommended

Fann-i-Sahafat by Dr. Abdus Salam Khurshid and (use relevant chapters)

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