Graduate Degree Programs in Media Sciences

- Master of Advertising
- Master of TV Production
- MS Media Studies

The Department of Media Sciences

In the 21st century, media in their myriad forms print, TV, radio, film, video, digital, virtual, and mobile have increasingly saturated all aspects of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Our program in Media Sciences is designed to help undergraduate and graduate students participate productively, both as practitioners and scholars, in this exciting and challenging environment. Broadly defined, 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 marketplace demands.
Master of Television Production

The Department of Media Sciences at SZABIST offers an evening Master’s degree program in Television Production. The program offers students specialized training in the writing, directing, acting, and production of fictional form of television. The mission of this program is to help develop the technical and professional skills individuals need to participate in a national media environment. To be awarded a Master of TV Production degree, students need to complete a total of 35 credit hours which includes 10 courses and a 6-credit project. All students must complete their degree within five years.

Admission Requirements

Students with a 4-year undergraduate degree or 16 years of equivalent education in a related field of study with minimum 55% marks/CGPA 2.5 from a university recognized by the Higher Education Commission of Pakistan (HEC) are eligible to apply. The condition of related field of study may be relaxed for candidates with a work portfolio that supports their application in the program. An entrance test and group discussion/interview will be given to all applicants.

Fee Structure:

<table>
<thead>
<tr>
<th>Fee Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Application Processing Fee:</td>
<td>Rs. 1,500 (Pakistanis)  /</td>
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<td>$ 45 (Foreign nationals)</td>
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<td>Admission Fee:</td>
<td>Rs. 20,000 (Pakistanis) /</td>
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<td>$500 (Foreign nationals)</td>
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<td>Rs. 5,000 (Pakistanis)  /</td>
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<td>$165 (Foreign nationals)</td>
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<td>Student Activity Charges:</td>
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<td>$15 per semester for Foreign nationals</td>
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<tr>
<td>Tuition Fee:</td>
<td>Rs. 18,900 per course for Pakistanis;</td>
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<td>$435 per course for Foreign nationals</td>
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(SZABIST reserves the right to revise fees or withdraw scholarships without prior notice)

Master of Television Production

FIRST YEAR
FALL SEMESTER
Acting Fundamentals
Story & Script for Television,
Audiovisual Editing for Television
Visual Structure-I

SPRING SEMESTER
Acting for Camera
Narrative Direction
Visual Structure-II
Elective-I

SUMMER SEMESTER
Production Design
Project-I

SECOND YEAR
FALL SEMESTER
Elective-II
Project-II

APPLY ONLINE: Log on to: http://admissions.szabist.edu.pk.
Online applications can also be filled at the SZABIST campus.

Last date to apply: June 15, 2013
Online Admission Test: June 20 – 26, 2013
Interviews: July 2 – 8, 2013
Classes Begin: August 12, 2013
Master of Advertising

The department of Media Sciences at SZABIST offers an evening Master's degree program in Advertising providing students a comprehensive training through courses that prepares them to engage in various career options in the advertising industry. To be awarded a Master of Advertising degree, students need to complete a total of 36 credit hours which includes 10 courses and a 6-credit project. All students must complete their degree within five years.

Admission Requirements

Students with a 4-year undergraduate degree or 16 years of equivalent education in a related field of study with minimum 55% marks/CGPA 2.5 from a university recognized by the Higher Education Commission of Pakistan (HEC) are eligible to apply. Students with a 4-year undergraduate degree in business with a focus on marketing are also eligible. An entrance test and group discussion / interview will be given to all applicants.

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<td>Admission Fee</td>
<td>Rs. 20,000 (Pakistanis) / $500</td>
</tr>
<tr>
<td>Security Deposit (refundable)</td>
<td>Rs. 5,000 (Pakistanis) / $165</td>
</tr>
<tr>
<td>Student Activity Charges</td>
<td>Rs. 500 per semester for Pakistanis; $15 per semester for foreign nationals</td>
</tr>
<tr>
<td>Tuition Fee</td>
<td>Rs. 18,900 per course for Pakistanis; $435 per course for Foreign nationals</td>
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MS (Media Studies)

The Department of Media Sciences at SZABIST offers an evening MS degree program in Media Studies designed to prepare students for managerial, policy making, scholarly, and teaching roles in media, government, schools, and universities and in private, non-profit, and multinational organizations. To be awarded an MS in Media Studies, students need to complete a total of 36 credit hours which includes 10 courses and 6 credits of research or thesis. Students must also pass GAT (General) with a minimum 50% score. All students must complete their degree within five years.

Admission Requirements

Students with a 4-year undergraduate degree or 16 years of equivalent education in a related field of study with minimum 55% marks/CGPA 2.5 from a university recognized by the Higher Education Commission of Pakistan (HEC) are eligible to apply. Students with a 4-year undergraduate degree in business with a focus on marketing are also eligible. An entrance test and group discussion / interview will be given to all applicants.

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<td>(Pakistan nationals)</td>
<td>(Foreign nationals)</td>
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<td>(Pakistan nationals)</td>
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<td>$15 per semester for foreign nationals</td>
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<td>Tuition Fee:</td>
<td>Rs. 56,700</td>
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<td>(full load of three courses per semester)</td>
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Scholarships

Financial Assistance in the form of Teaching/Research Associateship is available to needy and meritorious students. Candidates should apply early.

MS (Media Studies)

FIRST YEAR:
Media and Contemporary Culture,
Media Evolution and Innovation,
Research Methodology,
Media Policy and Ethics,
Theories of Visual Culture,
Media and Post-Colonialism

SECOND YEAR:
Media Management,
Communication for Social Change, Elective-I,
Elective-II,
Thesis (6 credits)

Electives:
Issues in International Media,
Theories of Communication Design,
Visual Cultures of Pakistan,
National Cinemas,
Film and Television Genres,
Theories of Film and Television,
Urban Geographies and Visual Cultures,
Media, Art, Technology,
Special Topics in Visual Cultural Studies,
Special Topics in Film & Television Studies

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