PUNJAB BOARD OF TECHNICAL EDUCATION
21-A, Kashmir Block Allama Iqbal Town, Lahore
www.pbte.edu.pkTel # 042-99260273 email: rnd.pbte@gmail.com
SAY NO TO CORRUPTION

No: PBTE/R&D/2026/25 Dated: 28-01-2026

NOTIFICATION

In pursuance of the NAVTTC Notification No. (D.G) (SS&C)/ITMC/2025 dated 17.12.2025, it is notified that the newly developed curricula of the following technologies have been approved by National Vocational & Technical Training Commission (NAVTTC) for their implementation in all institutes affiliated with PBTE.

- DAE in Cross Border E-Commerce (03 Years)
- DAE in Live Streaming and Operation (03 Years)

The implementation of said technologies shall apply on the students who shall be registered for academic session 2026-27 and onward. Punjab Board of Technical Education shall conduct the examination of the said technologies w.e.f. 1st Annual Examination 2027. Soft copy of the curricula of the said technologies may be downloaded from the website of PBTE i.e. www.pbte.edu.pk/textbooks.html.

SECRETARY

CC to:

1- PS to Chairperson PBTE, Lahore.
2- PA to Secretary PBTE, Lahore.
3- PA to Controller of Examinations PBTE, Lahore.
4- PA to DG Academics TEVTA, Lahore.
5- PA to DG Operations TEVTA, Lahore.
6- The Principals concerned.
7- Deputy Controller of Examinations (Conduct) PBTE, Lahore
8- Deputy Controller of Examinations (Secrecy) PBTE, Lahore.
9- System Analyst PBTE, Lahore.
10-Assistant Controller of Examinations (Technical) PBTE, Lahore.
11-Assistant Controller of Examinations (Conduct) PBTE, Lahore.
12-Assistant Controller of Examinations (Secrecy) PBTE, Lahore.
13-Assistant Controller of Examinations (P&P-I) PBTE, Lahore.
14-Assistant Controller of Examinations (P&P-II) PBTE, Lahore.
15-Assistant Secretary (Recognition) PBTE, Lahore.
16-IPS PBTE, Lahore.
17-IOW PBTE, Lahore.
18-Web Administrator PBTE, Lahore to upload on website of PBTE.
19-Notification File.

Curriculum for DAE in Network Live Streaming and Operations

(3- Year Course)

2025

CURRICULUM SALIENT

Qualification Title	Diploma of Associate Engineering (D.A.E.) in Network Live Streaming and Operations
Type of Qualification	Technical
Duration	3 Years（Annual System）
Total Training Credit Hours	67
Entry Level	High School Graduates
Annual Intake	As approved by the respective TEVTA
Methodology	40%Theory ； 60%Practical
Instructional Medium	Urdu / English

Scheme of Studies

FIRST YEAR						
Code		**Subjects**	**Total Hrs**	**T**	**P**	**C**
Gen	111	Islamiat and Pak Studies	32	1	0	1
TTQ-111/Civic-111		Tariumat-ul-Quran /Civics	32	1	0	1
Eng	112	English	64	2	0	2
Math	113	Applied Mathematics-I	96	3	0	3
Phy	132	Applied Physics	128	1	3	2
Ch	112	Applied Chemistry	128	1	3	2
Comp	192	Computer Applications	128	1	3	2
LSOP	113	Introduction to Internet and New Media	160	2	3	3
LSOP	122	Network Communication Ethics and Regulations	64	2	0	2
LSOP	133	Introduction to Film and Television Arts	160	2	3	3
LSOP	143	Fundamental Photography	160	2	3	3
Total			**1152**	**18**	**18**	**24**

SECOND YEAR						
Code		**Subjects**	**Total Hrs**	**T**	**P**	**C**
Gen	201	Islamiat and Pak Studies	32	1	0	1
TTQ-211/Civic-211		Tariumat-ul-Quran /Civics	32	1	0	1
Math	212	Applied Mathematics-II	64	2	0	2
LSOP	212	Audiovisual Language	128	1	3	2
LSOP	222	Audiovisual Editing	128	1	3	2
LSOP	232	Visual Design	128	1	3	2
LSOP	243	Copywriting and Planning for Live Streaming	160	2	3	3
LSOP	253	Practical Operations of Live Streaming	160	2	3	3
LSOP	262	Impromptu Speaking Expression	128	1	3	2
LSOP	273	Short-Form Video Planning and Production	224	1	6	3
LSOP	281	Live Streaming Operations Training	96	0	3	1
Total			**1280**	**13**	**27**	**22**

THIRD YEAR						
Code		**Subjects**	**Total Hrs**	**T**	**P**	**C**
GEN	301	Islamiat and Pak Studies	32	1	0	1
LSOP	313	Online Hosting and Performance	160	2	3	3
LSOP	323	Online Live Streaming Directing Technology	160	2	3	3
LSOP	333	New Media Content Planning and Creation	160	2	3	3
LSOP	343	New Media Operations	160	2	3	3
LSOP	353	Data Analysis and Live Stream Promotion	160	2	3	3
LSOP	362	Omni-media Advertising Planning	128	1	3	2
LSOP	372	Online Public Opinion Analysis	128	1	3	2
LSOP	381	Content Planning and Communication Practicum	96	0	3	1
Total			**1184**	**13**	**24**	**21**

1st Year

اسلامیات/مطالعہ پاکستان

		ٹی	پی	سی
حصہ اول اسلامیات	GEN III	1		
حصہ دوم مطالعہ پاکستان		1	0	
موضوعات حصہ اول اسلامیات	سال اول	کل وقت: 20 گھنٹے		

کتاب و سنت

(ا) قرآن مجید

-1 تعارف قرآن مجید 2- نزول قرآن 3- مکی و مدنی سورتوں کی خصوصیات 4- وحی کی اقسام 5- پندرہ منتخب آیات مع ترجمہ

1.1 تنالو البر حتی تنفقوا مما تحبون
1.2 واعتصموا بحبل اللّٰہ جمیعا" ولا تفرقو
1.3 ولا یجرمنکم شنان قوم علی ان لا تعدلوا
1.4 ان اللّٰہ یامرکم ان تودوا الامانات الی اھلھا
1.5 ان اللّٰہ یامر بالعدل والاحسان
1.6 ان الصلوتہ تنھی عن الفحشاء والمنکر
1.7 لقد کان لکم فی رسول اللّٰہ سوۃ حسنتہ
1.8 ان اکرمکم عند اللّٰہ اتقاکم
1.9 وما آتاکم الرسول فخرزو ومانھی عنھوانتھوا
1.10 ولوفو بالعھد
1.11 وماشروھن بالمعروف
1.12 یمحق اللّٰہ الربوویربی الصمدقات
1.13 واصبر علی ما اصابک
1.14 وقولو قولا سدیدا
1.15 ان الدین عند اللّٰہ السلام

(ب) سنت

-1 سنت کی اہمیت
-2 دس منتخب احادیث مع ترجمہ و تشریح

1- انما الاعمال بالنیات

2- انما بعثت لاتمم مکارم الاخلاق

3- لا یومن احدکم حتی یحب لاخیہ ما یحب لنفسہ

4- المسلم من سلم المسلمون من لسانہ ویدہ

5- قل امنت باللہ ثم استقم

6- خیرکم خیرکم لاہلہ

7- سباب المسلم فسوق وقتالہ کفر

8- المومن اخو المومن

9- کل المسلم علی المسلم حرام بمعہ وما لہ وعرضہ

10- اٰیۃ المنافق ثلاث اذا حدیث کذب واذا وعد اخلف واذا اوتمن خان

دین اسلام

2.1 اسلام کے بنیادی مقاصد کی وضاحت اور انسان کی انفرادی و اجتماعی زندگی پر ان کے اثرات

1- توحید

2- رسالت

3- آخرت

4- ملائکہ

5- آسمانی کتب

2.2 عبادات

1- نماز 2- روزہ 3- حج 4- زکوٰۃ

مندرجہ بالا عبادات کی اہمیت و فضیلت، حکمتیں اور انسان کی انفرادی و معاشرتی زندگی پر اس کے اثرات

حصہ اول

حصہ اسلامیات

تدریسی مقاصد

1- قرآن مجید

عمومی مقصد: طالب علم یہ سمجھنے کے قابل ہو کہ اسلام کی تعلیمات کا اصل سرچشمہ قرآن مجید ہے

خصوصی مقاصد: طالب علم اس قابل ہو جائے گا کہ

- ☆ قرآن مجید کی تعریف کر سکے گا
- ☆ قرآن مجید کے نزول کی صورت بیان کر سکے
- ☆ قرآن مجید کی مکی و مدنی سورتوں کی پہچان کر سکے
- ☆ منتخب آیات کا ترجمہ و تشریح کر سکے

عمومی مقصد: یہ سمجھنے کے قابل ہو جائے گا کہ منتخب قرآنی آیات کے ذریعے اسلامی تعلیمات کا مفہوم کیا ہے

- ☆ قرآنی آیات کا ترجمہ تشریح کر سکے
- ☆ قرآنی تعلیمات کی روشنی میں اپنی اور معاشرتی اصلاح کر سکے

2. سنت

عمومی مقصد: طالب علم سنت نبوی کی اہمیت اور ضرورت کو اچھی طرح سمجھنے کے قابل ہو جائے گا

خصوصی مقصد:

- ☆ سنت کی تعریف بیان کر سکے
- ☆ سنت کی اہمیت و ضرورت کی وضاحت کر سکے
- ☆ سنت کی روشنی میں اسوہ حسنہ پر عمل کر سکے

3- منتخب احادیث نبویہ

عمومی مقصد: احادیث کی روشنی میں اخلاقی اقدار سے آگاہی حاصل کر سکے

خصوصی مقصد: احادیث کا ترجمہ و تشریح کر سکے

رسول اللہ ﷺ کے اسوۂ حسنہ کی پیروی کا جذبہ پیدا ہو سکے

دین اسلام

عمومی مقاصد: دین اسلامی کے بنیادی مقاصد اور عبادات کے بارے میں جان سکے اور بیان کر سکے

خصوصی مقاصد

لفظ دین اسلام کے لغوی اور اصطلاحی معنی بیان کر سکے

اسلام کے بنیادی مقاصد کی اہمیت بیان کر سکے

اسلام کے بنیادی مقاصد سے انسان کی انفرادی و اجتماعی زندگی پر پڑنے والے اثرات بیان کر سکے

عبادت کے لغوی و اصطلاحی معنی بیان کر سکے

عقیدے اور عبادت کا فرق بیان کر سکے

عبادات (نماز، روزہ، حج، زکوٰۃ) کے فوری، اخلاقی اور انسانی زندگی پر ان کی اثرات بیان کر سکے

اسلامی مقاصد و عبادات کے مطابق اپنی زندگی ڈھال کر ایک اچھا مسلمان بن سکے

(غیر مسلم طلباء کے لئے)

نصاب اخلاقیات سال اول	GEN III	ئی بی سی
حصہ دوم مطالعہ پاکستان		1 0 1
	موضوعات	کل وقت - 20 گھنٹے

اخلاقیات کی تعریف اور اہمیت

اخلاقیات کا معیار (قانون، عقل، الہی کتب)

مندرجہ ذیل اخلاق کی وضاحت

- ☆ دیانت داری
- ☆ وفاداری
- ☆ نظم و ضبط
- ☆ راست گوئی
- ☆ صبر و استقلال
- ☆ حوصلہ مندی
- ☆ وقت کی پابندی
- ☆ صفائی
- ☆ اعتماد
- ☆ باہمی احترام
- ☆ مصلحت

نصاب اخلاقیات (سال اول)

تدریسی مقاصد

عمومی مقاصد: اعلیٰ اخلاق کی وجہ سے ملکی ترقی میں مکمل قدر افزائی کر سکے

خصوصی مقاصد: طالب اس علم سے اس قابل ہو گا کہ

- ☆ موضوعات کا مطلب بیان کر سکے
- ☆ عملی زندگی سے مثالوں کی نشاندہی کر سکے
- ☆ اپنی شخصیت اور معاشرے پر موضوعات کے مثبت اثرات پیدا کرنے کے طریقے بیان کر سکے
- ☆ دیانت داری کی اہمیت بیان کر سکے
- ☆ وفاداری کی اہمیت بیان کر سکے
- ☆ نظم و ضبط کی افادیت بیان کر سکے
- ☆ صدق بیان کی ضرورت بیان کر سکے
- ☆ حوصلہ مندی کے فوائد بیان کر سکے
- ☆ وقت کی پابندی کے فوائد بیان کر سکے
- ☆ صفائی اور باہمی اختیار سے حسن کارکردگی کو بیان کر سکے
- ☆ مصلحت کے فوائد بیان کر سکے

نصاب (سال اول) Gen III

حصہ دوئم | مطالعہ پاکستان | کل وقت 12 گھنٹے

موضوعات

☆ حریت فکر : مسلمان قوم میں آزادی فکر کی تاریخ - مسلمانوں میں سیاسی آزادی کی اہمیت اور ضرورت - ذاتی ، جماعتی غلامی کے نقصانات

☆ نظریہ پاکستان

قیام پاکستان کی اساس (دین اسلام) قیام پاکستان کی غرض و غایت نظریہ پاکستان کی وضاحت - نظریہ پاکستان اور مسلم اقبال اور قائداعظم کے ارشادات کی روشنی میں

☆ نظریہ پاکستان کا تاریخی پس منظر

محمد بن قاسم کی آمد - مجدد الف ثانی اور شاہ ولی اللہ کی تبلیغی خدمات سید احمد شہید کی تحریک مجاہدین

☆ تعلیمی تحریکیں

علی گڑھ - ندوۃ العلماء (لکھنؤ) - مدرسۃ الاسلام - (کراچی) اسلامیہ کالج (پشاور) انجمن حمایت اسلام (لاہور)

مطالعہ پاکستان (حصہ دوئم)

تدریسی مقاصد

حریت فکر:

عمومی مقصد

طالب علم یہ جان لے کہ اسلام میں اور مسلمان قوم میں آزادی فکر کی کیا اہمیت ہے

خصوصی مقاصد

☆ حریت فکر کا معنی و مفہوم بیان کر سکے

☆ آزادی فکر کی اہمیت بیان کر سکے

☆ خصوصاً اسلام میں آزادی اظہار رائے کی اہمیت بیان کر سکے

☆ ذہنی غلامی کے قومی سطح پر نقصانات کے بیان کر سکے

☆ جسمانی غلامی قومی سطح پر نقصانات بیان کر سکے

نظریہ پاکستان

عمومی مقصد:

نظریہ پاکستان (دین اسلام) سے پوری طرح واقفیت ہو جائے

خصوصی مقاصد:

☆ نظریہ کی تعریف بیان کر سکے اور اس کی وضاحت کر سکے

☆ نظریہ پاکستان کی تعریف کر سکے اور اس کا مفہوم بیان کر سکے

☆ علامہ اقبال اور قائداعظم کے فرمودات کی روشنی میں نظریہ پاکستان بیان کر سکے

نظریہ پاکستان کا تاریخی پہلو

عمومی مقصد

☆ نظریہ پاکستان کے تاریخی پس منظر سے واقفیت حاصل کر سکے

خصوصی مقاصد:

☆ محمد بن قاسم کے بارے میں بیان کر سکے

- محمد بن قاسم کے ہندوستان پر حملہ کی وجہ بیان کر سکے
- محمد بن قاسم کے ہندوستان پر حملہ کے اثرات بیان کر سکے
- بیان کر سکے کہ ہندوستان میں ہندو مسلم دو قومی نظریہ کا نکتہ آغاز کیا ہے
- مجدد الف ثانی کی علمی خدمات بیان کر سکے
- شاہ ولی اللہ کی علمی خدمات بیان کر سکے
- مجدد الف ثانی اور شاہ ولی اللہ نے جو تبلیغ دین اور مسلمانوں میں سیاسی شعور پیدا کیا اسے بیان کر سکے

علمی تحریکیں

عمومی مقصد

- برصغیر کی علمی تحریکوں سے آگاہی حاصل کر سکے

خصوصی مقاصد:

- علی گڑھ - دیوبند - ندوت العلماء مدرسۃ السلام ، اسلامیہ کالج۔ انجمن حمایت اسلام نے تعلیم کے ذریعہ سیاسی شعور مسلمانوں میں پیدا کیا اسے بیان کر سکے
- آزادی ہند کے سلسلہ میں تحریک مجاہدین کی خدمات بیان کر سکے

TTQ 111/ CIVIC-111 TARJAMA TUL QURAN / CIVICS

Theory	**32**	**T**	**P**	**C**
Practical	**0**	**1**	**0**	**1**

As per syllabus of BISE/General Education Boards

Eng-112 ENGLISH

Total Contact Hours	**T**	**P**	**C**
Theory 64 Hrs	**2**	**0**	**2**

AIMS: At the end of the course, the students will be equipped with cognitive skill to enable them to present facts in a systematic and logical manner to meet the language demands of dynamic field of commerce and industry for functional day-to-day use and will inculcate skills of reading, writing and comprehension.

COURSE CONTENTS

ENGLISH PAPER "A"

1. PROSE/TEXT **16 Hrs**

1.1 First eight essays of Intermediate. English Book-II

2. CLOZE TEST **4 Hrs**

1.2 A passage comprising 50-100 words will be selected from the text. Every 11th word or any word for that matter will be omitted. The number of missing word will range between 5-10. The chosen word may or may not be the one used in the text, but it should be an appropriate word.

ENGLISH PAPER "B"

3. GRAMMAR **26 Hrs**

3.1 Sentence Structure.

3.2 Tenses.

3.3 Parts of speech.

3.4 Punctuation,

3.5 Change of Narration.

3.6 One word for several

3.7 Words often confused

4. COMPOSITION **8 Hrs**

4.1 Letters/Messages

4.2 Job application letter

4.3 For character certificate/for grant of scholarship

4.4 Telegrams, Cablegrams and Radiograms, Telexes, Facsimiles

4.5 Essay writing

4.6 Technical Education, Science and Our life, Computers,

Environmental Pollution, Duties of a Student. **4 Hrs**

5. TRANSLATION **6 Hrs**

5.1 Translation from Urdu into English.

For Foreign Students: A paragraph or a dialogue.

RECOMMENDED BOOKS

1. Intermediate English Book-II.
2. An English Grammar and Composition of Intermediate Level.
3. A Hand Book of English Students by Gatherer

Eng-112 ENGLISH

INSTRUCTIONAL OBJECTIVES

PAPER-A

1. DEMONSTRATE BETTER READING, COMPREHENSION AND VOCABULARY

1.1 Manipulate, skimming and scanning of the text.

1.2 Identify new ideas.

1.3 Reproduce facts, characters in own words

1.4 Write summary of stories

2. UNDERSTAND FACTS OF THE TEXT

2.1 Rewrite words to fill in the blanks recalling the text.

2.2 Use own words to fill in the blanks.

PAPER-B

3. APPLY THE RULES OF GRAMMAR IN WRITING AND SPEAKING

3.1 Use rules of grammar to construct meaningful sentences containing a subject and a predicate.

3.2 State classification of time, i.e. present, past and future and use verb tense correctly in different forms to denote relevant time.

3.3 Identify function words and content words.

3.4 Use marks of punctuation to make sense clear.

3.5 Relate what a person says in direct and indirect forms.

3.6 Compose his writings.

3.7 Distinguish between confusing words.

4. APPLY THE CONCEPTS OF COMPOSITION WRITING TO PRACTICAL SITUATIONS

4.1 Use concept to construct applications for employment, for character certificate, for grant of scholarship.

4.2 Define and write telegrams, cablegrams and radiograms, telexes, facsimiles

4.3 Describe steps of a good composition writing.

4.4 Describe features of a good composition.

4.5 Describe methods of composition writing.

4.6 Use these concepts to organize facts and describe them systematically impractical situation;

5. APPLIES RULES OF TRANSLATION

5.1 Describe confusion.

5.2 Describe rules of translation.

5.3 Use rules of translation from Urdu to English in simple paragraph and sentences.

Math-113 APPLIED MATHEMATICS

Total Contact Hours	**T**	**P**	**C**
Theory 96 Hrs	**3**	**0**	**3**

Pre-requisites: Must have completed a course of Elective Mathematics at Matric level.

AIMS: After completing the course the students will be able to

1. Solve problems of Algebra, Trigonometry, vectors. Menstruation, Matrices and Determinants.
2. Develop skill, mathematical attitudes and logical perception in the use of mathematical instruments as required in the technological fields.
3. Acquire mathematical clarity and insight in the solution of technical problems.

COURSE CONTENTS

1. **QUADRATIC EQUATIONS** **6 Hrs**

1.1 Standard Form

1.2 Solution

1.3 Nature of roots

1.4 Sum & Product of roots

1 .5 Formation

1.6 Problems

2. ARITHMETIC PROGRESSION AND SERIES **3Hrs**

2.1 Sequence

2.2 Series

2.3 nth term

2.4 Sum of the first n terms

2.5 Means

2.6 Problems

3. GEOMETRIC PROGRESSION AND SERIES 3Hrs

3.1 nth term

3.2 sum of the first n terms

3.3 Means

3.4 Infinite Geometric progression

3.5 Problems

4. BINOMIAL THEOREM 6 Hrs

4.1 Factorials

4.2 Binomial Expression

4.3 Binomial Co-efficient

4.4 Statement

4.5 The General Term

4.6 The Binomial Series.

4.7 Problems

5. PARTIAL FRACTIONS 6

Hrs

5.1 Introduction

5.2 Linear Distinct Factors Case I

5.3 Linear Repeated Factors Case II12

5.4 Quadratic Distinct Factors Case III

5.5 Quadratic Repeated Factors Case IV

5.6 Problems

6. FUNDAMENTALS OF TRIGONOMETRY 6 Hrs

6.1 Angles

6.2 Quadrants

6.3 Measurements of Angles

6.4 Relation between Sexagesimal & circular system

6.5 Relation between Length of a Circular Arc & the Radian Measure of its central Angle

6.6 Problems

7. TRIGONOMETRIC FUNCTIONS AND RATIOS 6 Hrs

7.1 trigonometric functions of any angle

7.2 Signs of trigonometric Functions

7.3 Trigonometric Ratios of particular Angles

7.4 Fundamental Identities

7.5 Problems

8. GENERAL INDENTITIES 6 Hrs

8.1 The Fundamental Law

8.2 Deductions

8.3 Sum & Difference Formulae

8.4 Double Angle Identities

8.5 Half Angle Identities

8.6 Conversion of sum or difference to products

8.7 Problems

9. SOLUTION OF TRIANGLES 6 Hrs

9.1 The law of Sines

9.2 The law of Cosines

9.3 Measurement of Heights & Distances

9.4 Problems

10. MENSURATION OF SOLIDS 30 Hrs

10.1 Review of regular plane figures and Simpson's Rule

10.2 Prisms

10.3 Cylinders

10.4 Pyramids

10.5 Cones

10.6 Frusta

10.7 Spheres

11. VECTORS 9 Hrs

11.1 Sealers & Vectors

11.2 Addition & Subtraction

11.3 The unit Vectors I, j, k

11.4 Direction Cosines

11.5 Sealer or Dot Product

11.6 Deductions

11.7 Dot product in terms of orthogonal components13

11.8 Deductions

11.9 Analytic Expression for a x b.

11.10 Problems.

12. MATRICES AND DETERMINANTS 9 Hrs

12.1 Definition of Matrix

12.2 Rows & Columns

12.3 Order of a Matrix

12.4 Algebra of Matrices

12.5 Determinants

12.6 Properties of Determinants

12.7 Solution of Linear Equations

12.8 Problems

REFERENCE BOOKS

A Text Book of Mathematics (Math-113) by TEVTA, authored by Sana ullah Kan, Tahir Hamid & Nasir ud-Din, published by National Book Foundation.

Math-113 APPLIED MATHEMATICS

INSTRUCTIONAL OBJECTIVES

1. USE DIFFERENT METHODS FOR THE SOLUTION OF QUADRATIC EQUATIONS

1.1 Define a standard quadratic equation.

1.2 Use methods of factorization and method of completing the square for solving the equations.

1.3 Derive quadratic formula.

1.4 Write expression for the discriminant

1.5 Explain nature of the roots of a quadratic equation.

1.6 Calculate sum and product of the roots.

1.7 Form a quadratic equation from the given roots.

1.8 Solve problems involving quadratic equations.

2. UNDERSTAND APPLY CONCEPT OF ARITHMETIC PROGRESSION AND SERIES

2.1 Define an Arithmetic sequence and a series

2.2 Derive formula for the nth term of an A.P.

2.3 Explain Arithmetic Mean between two given numbers

2.4 Insert n Arithmetic means between two numbers

2.5 Derive formulas for summation of an Arithmetic series

2.6 Solve problems on Arithmetic Progression and Series

3. UNDERSTAND GEOMETRIC PROGRESSION AND SERIES

3.1 Define a geometric sequence and a series.

3.2 Derive formula for nth term of a G.P.

3.3 Explain geometric mean between two numbers.

3.4 Insert n geometric means between two numbers.

3.5 Derive a formula for the summation of geometric Series.

3.6 Deduce a formula for the summation of an infinite G.P.

3.7 Solve problems using these formulas.

4. EXPAND AND EXTRACT ROOTS OF A BINOMIAL

4.1 State binomial theorem for positive integral index.

4.2 Explain binomial coefficients: (n,0), (n,1)……..(n,r),…….(n,n)

4.3 Derive expression for the general term.

4.4 Calculate the specified terms.

4.5 Expand a binomial of a given index.

4.6 Extract the specified roots

4.7 Compute the approximate value to a given decimal place.

4.8 Solve problems involving binomials.

5. RESOLVE A SINGLE FRACTION INTO PARTIAL FRACTIONS USING DIFFERENT METHODS.

5.1 Define a partial fraction, a proper and an improper fraction.

5.2 Explain all the four types of partial fractions.

5.3 Set up equivalent partial fractions for each type.

5.4 Explain the methods for finding constants involved.

5.5 Resolve a single fraction into partial fractions.

5.6 Solve problems involving all the four types.

6. UNDERSTAND SYSTEMS OF MEASUREMENT OF ANGLES.

6.1 Define angles and the related terms.15

6.2 Illustrate the generation of angle.

6.3 Explain sexagesimal and circular systems for the measurement of angles

6.4 Derive the relationship between radian and degree.

6.5 Convert radians to degrees and vice versa.

6.6 Derive a formula for the circular measure of a central angle.

6.7 Use this formula for solving problems.

7. APPLY BASIC CONCEPTS AND PRINCIPLES OF TRIGONOMETRIC FUNCTIONS

7.1 Define the basic trigonometric functions/ratios of an angle as ratios of the sides of a right triangle.

7.2 Derive fundamental identities.

7.3 Find trigonometric ratios of particular angles.

7.4 Draw the graph of trigonometric functions.

7.5 Solve problems involving trigonometric functions.

8. USE TRIGONOMETRIC IDENTITIES IN SOLVING TECHNOLOGICAL PROBLEMS

8.1 List fundamental identities

8.2 Prove the fundamental law

8.3 Deduce important results

8.4 Derive-sum and difference formulas

8.5 Establish half angle, double angle & triple angle formulas

8.6 Convert sum or difference into product& vice versa

8.7 Solve problems

9. USE CONCEPTS, PROPERTIES AND LAWS OF TRIGONOMETRIC FUNCTIONS FOR SOLVING TRIANGLES

9.1 Define angle of elevation and angle of depression.

9.2 Prove the law of sins and the law of cosines.

9.3 Explain elements of a triangle.

9.4 Solve triangles and the problems involving heights and distances.

10. USE PRINCIPLES OF MENSTRUATION IN FINDING SURFACES, VOLUMEAND WEIGHTS OF SOLIDS.

10.1 Define menstruation of plane and solid figures

10.2 List formulas for perimeters & areas of plane figure.

10.3 Define pyramid and cone.

10.4 Define frusta of pyramid and cone.

10.5 Define a sphere and a shell.

10.6 Calculate the total surface and volume of each type of solid.

10.7 Compute weight of solids.

10.8 Solve problems of these solids.

11. USE THE CONCEPT AND PRINCIPLES OF VECTORS IN SOLVING TECHNOLOGICAL PROBLEMS.

11.1 Define vector quantity.

11.2 Explain addition and subtraction of vector

11.3 Illustrate unit vectors I, j, k.

11.4 Express a vector in the component form.

11.5 Explain magnitude, unit vector, direction cosines of a vector.

11.6 Derive analytic expression for dot product and cross product of two vector.

11.7 Deduce conditions of perpendicularly and parallelism of two vectors.

11.8 Solve problems16

12. USE THE CONCEPT OFMATRICES & DETERMINANTS IN SOLVING TECHNOLOGICAL PROBLEMS

12.1 Define a matrix and a determinant.

12.2 List types of matrices.

12.3 Define transpose, ad joint and inverse of a matrix.

12.4 State properties of determinants.

12.5 Explain basic concepts.

12.6 Explain algebra of matrices.

12.7 Solve linear equation by matrices.

12.8 Explain the solution of a determinant.

12.9 Use crammers rule for solving linear equations.

Phy 132 APPLIED PHYSICS

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

AIMS: The students will be able to understand the fundamental principles and concept of physics, use these to solve problems in practical situations/technological courses and understand concepts to learn advance physics/technical courses.

COURSE CONTENTS

1. **MEASUREMENT** **2 Hrs**

1.1 Fundamental units and derived units

1.2 Systems of measurement and S.I. units

1.3 Concept of dimensions, dimensional formula

1.4 Conversion from one system to another

1.5 Significant figures

2. **SCALARS AND VECTORS** **4 Hrs**

2.1 Revision of head to tail rule

2.2 Laws of parallelogram, triangle and polygon of forces

2.3 Resolution of a vector

2.4 Addition of vectors by rectangular components

2.5 Multiplication of two vectors, dot product and cross product

3. **MOTION** **4 Hrs**

3.1 Review of laws and equations of motion

3.2 Law of conservation of momentum

3.3 Angular motion

3.4 Relation between linear and angular motion

3.5 Centripetal acceleration and force

3.6 Equations of angular motion

4. TORQUE, EQUILIBRIUM AND ROTATIONAL INERTIA 6 Hrs

4.1 Torque

4.2 Centre of gravity and centre of mass

4.3 Equilibrium and its conditions

4.4 Torque and angular acceleration

4.5 Rotational inertia

5. WAVE MOTION 4 Hrs

5.1 Review Hooke's law of elasticity

5.2 Motion under an elastic restoring force

5.3 Characteristics of simple harmonic motion

5.4 S.H.M. and circular motion

5.5 Simple pendulum

5.6 Wave form of S.H.M.

5.7 Resonance

5.8 Transverse vibration of a stretched string

6. SOUND 4 Hrs

6.1 Longitudinal waves

6.2 Intensity, loudness, pitch and quality of sound

6.3 Units of Intensity of level and frequency response of ear

6.4 Interference of sound waves silence zones, beats

6.5 Acoustics

6.6 Doppler effect.

7. LIGHT 4 Hrs

7.1 Review laws of reflection and refraction

7.2 Image formation by mirrors and lenses

7.3 Optical instruments

7.4 Wave theory of light

7.5 Interference, diffraction, polarization of light waves

7.6 Applications of polarization in sunglasses, optical activity and stress analysis

8 OPTICAL FIBRE 2 Hrs

8.1 Optical communication and problems

8.2 Review total internal reflection and critical angle

8.3 Structure of optical fiber

8.4 Fiber material and manufacture

8.5 Optical fiber - uses.

9. LASERS 2 Hrs

9.1 Corpuscular theory of light

9.2 Emission and absorption of light

9.3 Stimulated absorption and emission of light

9.4 Laser principle

9.5 Structure and working of lasers

9.6 Types of lasers with brief description.

9.7 Applications (basic concepts)

9.8 Material processing

9.9 Laser welding

9.10 Laser assisted machining

9.11 Micro machining

9.12 Drilling, scribing and marking

9.13 Printing

9.14 Lasers in medicine

RECOMMENDED BOOKS

1.Tahir Hussain, Fundamentals of Physics Vol-I and II

2.Farid Khawaja, Fundamentals of Physics Vol-I and II

3.Wells and Slusher, Schaum's Series Physics .

4.Nelkon and Oyborn, Advanced Level Practical Physics

5.Mehboob Ilahi Malik and Inam-ul-Haq, Practical Physics

6.Wilson, Lasers - Principles and Applications

7.M. Aslam Khan and M. Akram Sandhu, Experimental Physics Note Book

Phy-132 APPLIED PHYSICS

INSTRUCTIONAL OBJECTIVES

1. **USE CONCEPTS OF MEASUREMENT TO PRACTICAL SITUATIONS AND TECHNOLOGICAL PROBLEMS**

7.1 Write dimensional formulae for physical quantities

7.2 Derive units using dimensional equations

7.3 Convert a measurement from one system to another

7.4 Use concepts of measurement and Significant figures in problem solving.

8. **USE CONCEPTS OF SCALARS AND VECTORS IN SOLVING PROBLEMS INVOLVING THESE CONCEPTS**

8.1 Explain laws of parallelogram, triangle and polygon of forces

8.2 Describe method of resolution of a vector into components

8.3 Describe method of addition of vectors by rectangular components

8.4 Differentiate between dot product and cross product of vectors

8.5 Use the concepts in solving problems involving addition resolution and multiplication of vectors.

9. **USE THE LAW OF CONSERVATION OF MOMENTUM AND CONCEPTS OF ANGULAR MOTION TO PRACTICAL SITUATIONS**

9.1 Use law of conservation of momentum to practical/technological problems.

9.2 Explain relation between linear and angular motion

9.3 Use concepts and equations of angular motion to solve relevant technological problems.

10. **USE CONCEPTS OF TORQUE, EQUILIBRIUM AND ROTATIONAL**

INERTIA TO PRACTICAL SITUATIONS/PROBLEMS

10.1 Explain Torque

10.2 Distinguish between Centre of gravity and centre of mass

10.3 Explain rotational Equilibrium and its conditions

10.4 Explain Rotational Inertia giving examples

10.5 Use the above concepts in solving technological problems.

11. **USE CONCEPTS OF WAVE MOTION IN SOLVING RELEVANT PROBLEMS**

11.1 Explain Hooke's Law of Elasticity

11.2 Derive formula for Motion under an elastic restoring force

11.3 Derive formulae for simple harmonic motion and simple pendulum

11.4 Explain wave form with reference to S.H.M. and circular motion

11.5 Explain Resonance

11.6 Explain Transverse vibration of a stretched string

11.7 Use the above concepts and formulae of S.H.M. to solve relevant problems.

12. **UNDERSTAND CONCEPTS OF SOUND**

12.1 Describe longitudinal wave and its propagation

12.1 Explain the concepts: Intensity, loudness, pitch and quality of sound

12.2 Explain units of Intensity of level and frequency response of ear

12.3 Explain phenomena of silence zones, beats

12.4 Explain Acoustics of buildings

12.5 Explain Doppler Effect giving mathematical expressions.

13 **USE THE CONCEPTS OF GEOMETRICAL OPTICS TO MIRRORS AND LENSES**

13.1 Explain laws of reflection and refraction

13.2 Use mirror formula to solve problems

13.3 Use the concepts of image formation by mirrors and lenses to describe working of optical instruments, e.g. microscopes, telescopes, camera and sextant.

14. UNDERSTAND WAVE THEORY OF LIGHT

14.4 Explain wave theory of light

14.5 Explain phenomena of interference, diffraction, polarization of light waves

14.6 Describe uses of polarization given in the course contents.

15. UNDERSTAND THE STRUCTURE, WORKING AND USES OF OPTICAL FIBER

15.1 Explain the structure of the Optical Fiber

15.2 Explain its principle of working

15.3 Describe use of optical fiber in industry and medicine.

Phy-132 APPLIED PHYSICS

LIST OF PRACTICALS 96 Hrs

1. Draw graphs representing the functions:
   a. y=mx for m=0, 0.5, 1, 2
   b. $y=x^2$
   c. y=1/x
2. Find the volume of a given solid cylinder using vernier callipers.
3. Find the area of cross-section of the given wire using micrometer screw gauge.
4. Prove that force is directly proportional to (a) mass, (b) acceleration, using fletchers' trolley.
5. Verify law of parallelogram of forces using Grave-sands apparatus.
6. Verify law of triangle of forces and Lami's theorem
7. Determine the weight of a given body using
   a. Law of parallelogram of forces
   b. Law of triangle of forces
   c. Lami's theorem
8. Verify law of polygon of forces using Grave-sands apparatus.
9. Locate the position and magnitude of resultant of like parallel forces.
10. Determine the resultant of two unlike parallel forces.
11. Find the weight of a given body using principle of moments.
12. Locate the centre of gravity of regular and irregular shaped bodies.
13. Find Young's Modules of Elasticity of a metallic wire.
14. Verify Hooke's Law using helical spring.
15. Study of frequency of stretched string with length.

16. Study of variation of frequency of stretched string with tension.
17. Study resonance of air column in resonance tube and find velocity of sound.
18. Find the frequency of the given tuning fork using resonance tube.
19. Find velocity of sound in rod by Kundt's tube.
20. Verify rectilinear propagation of light and study shadow formation.
21. Study effect of rotation of plane mirror on reflection.
22. Compare the refractive indices of given glass slabs.
23. Find focal length of concave mirror by locating centre of curvature.
24. Find focal length of concave mirror by object and image method
25. Find focal length of concave mirror with converging lens.
26. Find refractive index of glass by apparent depth.
27. Find refractive index of glass by spectrometer.
28. Find focal length of converging lens by plane mirror.
29. Find focal length of converging lens by displacement method.
30. Find focal length of diverging lense using converging lens.
31. Find focal length of diverging lens using concave mirror.
32. Find angular magnification of an astronomical telescope.
33. Find angular magnification of a simple microscope (magnifying glass)
34. Find angular magnification of a compound microscope.
35. Study working and structure of camera.
36. Study working and structure of sextant.
37. Compare the different scales of temperature and verify the conversion formula.
38. Determine the specific heat of lead shots.
39. Find the coefficient of linear expansion of a metallic rod.

40. Find the heat of fusion of ice.

41. Find the heat of vaporization.

42. Determine relative humidity using hygrometer

Ch-112 APPLIED CHEMISTRY

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	1	3	2

Pre-requisite: The student must have studied the subject of elective chemistry at secondary, school level.

AIMS: After studying this course a student will be able to;

1.Understand the significance and role of chemistry in the development of modern technology.

2.Become acquainted with the basic principles of chemistry as applied in the study of relevant Technology.

3.Know the scientific methods for production, properties and use of materials of industrial & .technological significance.

4.Gains skill for the efficient conduct of practical's in a Chemistry lab.

COURSE CONTENTS

1. INTRODUCTION AND FUNDAMENTAL CONCEPTS 2 Hrs

1.1 Orientation with reference to this technology

1.2 Terms used & units of measurements in the study of chemistry

1.3 Chemical Reactions & their types

2. ATOMIC STRUCTURE 2 Hrs

2.1 Sub-atomic particles

2.2 Architecture of atoms of elements, Atomic No. & Atomic Weight

2.3 The periodic classification of elements periodic law

2.4 General characteristics of a period and group

3. CHEMICAL BOND **2 Hrs**

3.1 Nature of chemical Bond

3.2 Electrovalent bond with examples

3.3 Covalent Bond (Polar and Non-polar, sigma & Pi Bonds with examples

3.4 Co-ordinate Bond with examples

4. WATER **2 Hrs**

4.1 Chemical nature and properties.

4.2 Impurities

4.3 Hardness of water (types, causes & removal)

4.4 Scales of measuring hardness (Degrees Clark

4.5 Boiler feed water, scales & treatment

4.6 Sea-water desalination, sewage treatment

5. ACIDS, BASES AND SALTS **2 Hrs**

5.1 Definitions with examples

5.2 Properties, their strength, basicity & Acidity

5.3 Salts and their classification with examples

5.4 pH-value and scale

6. OXIDATION & REDUCTION **2 Hrs**

6.1 The process, definition& examples

6.2 Oxidizing and reducing agents

6.3 Oxides and their classifications

7. NUCLEAR CHEMISTRY **2 Hrs**

7.1 Introduction

7.2 Radioactivity (alpha, beta and gamma rays)

7.3 Half life process

7.4 Nuclear reaction & transformation of elements

8. CEMENT **2 Hrs**

8.1 Introduction

8.2 Composition and manufacture

8.3 Chemistry of setting and hardening

8.4 Special purpose cements

9. GLASS **2 Hrs**

9.1 Composition and raw material

9.2 Manufacture

9.3 Varieties and uses

10. PLASTICS AND POLYMERS **2 Hrs**

10.1 Introduction and importance

10.2 Classification

10.3 Manufacture

10.4 Properties and uses

11. PAINTS, VARNISHES AND DISTEMPER **2 Hrs**

11.1 Introduction

11.2 Constituents

11.3 Preparation and uses

12. CO RROSION **2 Hrs**

12.1 Introduction with causes

12.2 Types of corrosion

12.3 Rusting of iron

12.4 Protective measures against-corrosion

13. REFRACTORY MATERIALS AND ABRASIVE 2 Hrs

13.1 Introduction to Refractories

13.2 Classification of Refractories

13.3 Properties and Uses

13.4 Introduction to Abrasives

13.5 Artificial and Natural Abrasives and their uses

14. ALLOYS 2 Hrs

14.1 Introduction with need

14.2 Preparation and Properties

14.3 Some Important alloys and their composition

14.4 Uses

15. FUELS AND COMBUSTION 2 Hrs

15.1 Introduction of fuels

15.2 Classification of fuels

15.3 Combustion

15.4 Numerical Problems of Combustion

16. LUBRICANTS 1 Hr

16.1 Introduction.

16.2 Classification.

16.3 Properties of lubricants.

16.4 Selection of lubricants:

17. POLLUTION 1 Hr

17.1 The problem and its dangers.

17.2 Causes of pollution.

17.3 Remedies to combat the hazards of pollution.

BOOKS RECOMMENDED

1. Text Book of Intermediate Chemistry (I & II)
2. Ilmi Applied Science by Sh. Atta Muhammad
3. Polytechnic Chemistry by J. N. Reedy Tata McGraw Hill (New Delhi)
4. Chemistry for Engineers by P.C. Jain (New Delhi, India)

Ch-112 APPLIED CHEMISTRY

INSTRUCTIONAL OBJECTIVES

1. UNDERSTAND THE SCOPE, SIGNIFICANCE AND FUNDAMENTAL ROLE OF THE SUBJECT

1.1 Define chemistry and its important terms

1.2 State the units of measurements in the study of chemistry

1.3 Write chemical formula of common compounds

1.4 Describe types of chemical reactions with examples

2. UNDERSTAND THE STRUCTURE OF ATOMS AND ARRANGEMENT OF SUB ATOMIC PARTICLES IN THE ARCHITECTURE OF ATOMS

2.1 Define atom.

2.2 State the periodic law of elements.

2.3 Describe the fundamental sub atomic particles

2.4 Distinguish between atomic ho. and mass no.; isotopes and isobars

2.5 Explain the arrangements of electrons in different shells and sub energy levels

2.6 Explain the grouping and placing of ^elements' in the periodic table

3. UNDERSTAND THE NATURE OF CHEMICAL BOUND

3.1 Define chemical bond

3.2 Describe the nature of chemical bond

3.3 Differentiate between electrovalent and covalent bonding

3.4 Explain the formation of polar and non polar, sigma and pi-bond with examples

3.5 Describe the nature of coordinate bond with examples

4. UNDERSTAND THE CHEMICAL NATURE OF WATER

4.1 Describe the chemical nature of water with its formula

4.2 Describe the general impurities present in water

4.3 Explain the causes and methods to removing hardness of water

4.4 Express hardness .in different units like mg/Iiter, p.p.m, degrees Clark and degrees French

4.5 Describe the formation and nature of scales in boiler feed water

4.6 Explain the method for the treatment of scales

4.7 Explain the sewage treatment and desalination of sea water

5. UNDERSTAND THE NATURE OF ACIDS, BASES AND SALTS

5.1 Define acids, bases and salts with examples

5.2 State general properties of acids and bases

5.3 Differentiate between acidity and basicity and use the related terms

5.4 Define salts, state their classification with examples

5.5 Explain p-H value of solution and pH scale

6. UNDERSTAND THE PROCESS OF OXIDATION AND REDUCTION

6.1 Define oxidation

6.2 Explain the oxidation process with examples

6.3 Define reduction

6.4 Explain reduction process with examples

6.5 Define oxidizing and reducing-agents and give it least six examples of each

6.6 Define oxides

6.7 Classify the oxides and give example

7. UNDERSTAND THE FUNDAMENTALS OF NUCLEAR CHEMISTRY

7.1 Define nuclear chemistry and radio activity

7.2 Differentiate between alphas, Beta and Gamma particles

7.3 Explain hall-life process

7.4 Explain at least six nuclei reactions resulting in the transformation of some elements

7.5" State important uses of isotopes

8. UNDERSTAND THE MANUFACTURE, SETTING AND HARDENING CEMENT

8.1 Define port land cement and give its composition

8.2 Describe the method of manufacture

8.3 Describe the chemistry of setting and hardening of cement

8.4 Distinguish between ordinary and special purpose cement

9. UNDERSTAND THE PROCESS OF MANUFACTURE OF GLASS.

9.1 Define glass

9.2 Describe its composition and raw materials

9.3 Describe the manufacture of glass

9.4 explain its varieties and uses

10. UNDERSTAND THE NATURE AND IMPORTANCE OF PLASTICS POLYMERS

10.1. Define plastics and polymers

10.2 Explain the mechanism of polymerization

10.3 Describe the preparation and uses of some plastics/polymers

11. KNOW THE CHEMISTRY OF PAINTS, VARNISHES AND DISTEMPERS

11.1 Define paints, varnishes and distemper

11.2 State composition of each

11.3 State methods of preparation of each and their uses

12. UNDERSTAND THE PROCESS OF CORROSION WITH ITS CAUSES AND TYPES

12.1 Define corrosion

12.2 Describe different types of corrosion

12.3 State the causes of corrosion

12.4 Explain the process of rusting of iron

12.5 Describe methods to prevent/control corrosion

13. UNDERSTAND THE NATURE OF REFRACTORY MATERIALS AND ABRASIVE

13.1 Define refractory materials

13.2 Classify refractory materials

13.3 Describe properties and uses of refractories

13.4 Define abrasive.

13.5 Classify natural and artificial abrasives

13.6 Describe uses of abrasives

14. UNDERSTAND THE NATURE AND IMPORTANCE OF ALLOYS

14.1 Define alloy

14.2 Describe different methods for the preparation of alloys

14.3 Describe important properties of alloys

14 4 Enlist some important alloys with their composition, properties and uses

15. UNDERSTAND THE NATURE OF FUELS AND THEIR COMBUSTION

15.1 Define fuels

15.2 Classify fuels and make distinction of solid, liquid & gaseous fuels

15.3 Describe important Fuels

15.4 Explain combustion

15.5 Calculate air quantities in combustion, gases

16. UNDERSTAND THE NATURE OF LUBRICANTS.

16.1 Define a lubricant

16.2 Explain the uses of lubricants

16.3 Classify lubricants and cite examples

16.4 State important properties of oils, greases and solid lubricants

16.5 State the criteria for the selection of lubricant tor, particular purpose/job

17. UNDERSTAND THE NATURE OF POLLUTION

17.1 Define Pollution (air. water, food)

17.2 Describe the causes of environmental pollution.

17.3 Enlist some common pollutants.

17.4 Explain methods to prevent pollution

CH-112 APPLIED CHEMISTRY

LIST OF PRACTICALS 96 Hrs

1. To introduce the common apparatus, glassware and chemical reagents used in the chemistry lab.
2. To purify a chemical substance by crystallization.
3. To separate a mixture of sand and salt.
4. To find the melting point of substance.
5. To find the pH of a solution with pH paper.
6. To separate a mixture of inks by chromatography.
7. To determine the co-efficient of viscosity of benzene with the help of Ostwald vasomotor.
8. To find the surface tension of a liquid with a stalagmometer.
9. To perform electrolysis of water to produce Hydrogen and Oxygen.
10. To determine the chemical equivalent of copper by electrolysis of Cu SO.
11. To get introduction with the scheme of analysis of salts for basic radicals.
12. To analyse 1st group radicals (Ag^{+} - Pb^{++} - Hg^{+}).
13. To make practice for detection 1st group radicals.
14. To get introduction with the scheme of II group radicals.
15. To detect and confirm II-A radicals (hg^{++}, Pb^{++++}, Cu^{+}, Cd^{++}, Bi^{+++}).
16. To detect and confirm II-B radicals Sn^{+++}, Sb^{+++}, As^{+++}).
17. To get introduction with the scheme of III group radicals (Fe^{+++} - Al^{+++}, Cr^{+++})
18. To detect and confirm Fe^{+++}, Al^{+++} and Cr^{+++}.
19. To get introduction with he scheme of IV group radicals.
20. To detect and confirm An^{++} and Mn^{++} radicals of IV group.

21. To detect and conform Co^{++} and Ni^{++} radicals of IV group.

22. To get introduction with the Acid Radical Scheme.

23. To detect dilute acid group.

24. To detect and confirm CO''_3 and HCO'_3 radicals.

25. To get introduction with the methods/apparatus of conducting volumetric estimations.

26. To prepare standard solution of a substance.

27. To find the strength of a given alkali solution.

28. To estimate HCO'_3 contents in water.

29. To find out the %age composition of a mixture solution of KNO_3 and KOH volumetrically.

30. To find the amount of chloride ions (Cl') in water volumetrically.

Comp-192 COMPUTER APPLICATIONS

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	1	3	2

Pre-requisites: None

AIMS: This subject will enable the student to be familiar with the fundamental concepts of Computer Science. He will also learn MS-Windows, MS-Office, Graphics and Internet to elementary level.

COURSE CONTENTS

1. ELECTRONIC DATA PROCESSING (E.D.P.) 2 Hrs

1.1 Basic Terms of Computer Science Data & its, types, Information, Hardware, Software

1.2 Computer & its types

1.3 Block diagram of a computer system

1.4 BIT, Byte, RAM & ROM

1.5 Input &Output devices

1.6 Secondary storage devices

1.7 Types of Software

1.8 Programming Languages

1.9 Applications of computer in different fields

1.10 Application in Engineering, Education & Business

2. MS-WINDOWS 1 Hr

2.1 Introduction to Windows

2.2 Loading & Shut down process

2.3 Introduction to Desktop items (Creation of Icons, Shortcut, Folder & modify Taskbar)

2.4 Desktop properties

2.5 Use of Control Panel

2.6 Searching a document

3. MS-OFFICE (MS-WORD) 4 Hrs

3.1 Introduction to MS-Office

3.2 Introduction to MS-Word & its Screen

3.3 Create a new document

3.4 Editing & formatting the text

3.5 Saving & Opening a document

3.6 Page setup (Set the Margins & Paper)

3.7 Spell Check & Grammar

3.8 Paragraph Alignment

3.9 Inserting Page numbers, Symbols, Text box & Picture in the document

3.10 Use the different Format menu drop down commands(Drop Cap, Change Case, Bullet & Numbering and Border & Shading)

3.11 Insert the 'Table and it's Editing

3.12 Printing the document

3.13 Saving a document file as PDF format

4. MS-OFFICE (MS-EXCEL) 6 Hrs

4.1 Introduction to MS-Excel & its Screen

4.2 Entering data & apply formulas in worksheet

4.3 Editing & Formatting the Cells, Row & Colum30

4.4 Insert Graphs in sheet

4.5 Page setup, Print Preview & Printing

4.6 Types & Categories of Charts

5. MS. OFFICE (MS-POWER POINT) 2 Hrs

5.1 Introduction to MS-Power point

5.2 Creating a, presentation

5.3 Editing & formatting a text box

5.4 Adding pictures & colors to a slide

5.5 Making slide shows

5.6 Slide Transition

6. INTERNET & E-MAIL 1 Hr

6.1 Introduction to Internet & browser window

6.2 Searching, Saving and Print a page from internet

6.3 Creating, Reading & Sending E-Mail

6.4 Explain some advance features over the internet and search engines

7. Introduction to Graphics 16Hrs

7.1 Introduction to Graphics

7.2 Adobe Illustrator

7.3 Adobe Photoshop

7.4 Canva

Recommended books:

- Bible Microsoft Office 2007 by John Walkenbach
- Bible Microsoft Excel 2007 by John Walkenbach
- Bible Microsoft PowerPoint 2007 by John Walkenbach
- Andrew Faulkner and Conrad Shavez, Adobe Photoshop CC Classroom in a

Book (2017 release), 1st Edition, Adobe Press

Comp-192 COMPUTER APPLICATIONS

INSTRUCTIONAL OBJECTIVES

1. UNDERSTAND ELECTRONIC DATA PROCESSING (E.D.P)

1.1. Describe Basic Terms of Computer Science.Data& its Types, Information, Hardware,Software

1.2. Explain Computer & its types

1.3. Explain Block diagram of a computer system

1.4. State the terms such as BIT, Byte, RAM & ROM

1.5. Identify Input & Output devices

1.6. Describe Secondary Storage devices

1.7. Explain Types of Software

1.8. Introduction to Programming Language

1.9. Explain Applications of computer in different fields

1.10. Application in Engineering, Education & Business

2. UNDERSTAND MS-WINDOWS

2.1 Explain Introduction to Windows

2.2 Describe Loading & Shut down process

2.3 Explain Introduction to Desktop items(Creation of Icons, Shortcut, Folder & modify Taskbar)

2.4 Explain Desktop properties

2.5 Describe Use' of Control Panel (add/remove program, time & date, mouse and create

user account)

2.6 Explain the method of searching a document

3. UNDERSTAND MS-OFFICE (MS-WORD)

3.1 Explain Introduction to MS-Office

3.2 Describe -Introduction to MS-Word & its Screen

3.3 Describe create a new document

3.4 Explain Editing & formatting the text

3.5 Describe saving & Opening a document

3.6 Explain Page setup, (Set the Margins & Paper)

3.7 Describe Spell Check & Grammar

3.8 Explain Paragraph Alignment

3.9 Explain Inserting Page numbers, Symbols, Text box & Picture in the document

3.10 Describe Use the different Format menu drop down commands(Drop Cap, Change Case, Bullet &Numbering and Border & Shading)

3.11 Explain Insert the Table and its Editing and modifying

3.12 Describe printing the document

3.13 Describe the method of file saving as a PDF Format

4. UNDERSTAND MS-OFFICE (MS-EXCEL)

4.1 Explain Introduction to MS-Excel & its Screen

4.2 Describe Entering data & apply formulas in worksheet

4.3 Describe Editing &Formatting the, Cells, Row & Column

4.4 Explain Insert Graphs in sheet

4.5 Describe Page setup, Print preview & Printing

4.6 Explain in details formulas for sum, subtract, multiply, divide, average

4.7 Explain in details the types of charts e.g pie chart, bar chart

5. UNDERSTAND MS-OFFICE (MS-POWER POINT)

5.1 Describe Introduction to MS-Power point

5.2 Explain creating a presentation

5.3 Describe Editing & formatting a text box

5.4 Explain Adding pictures & colors to a slide32

5.5 Describe Making slide shows

5.6 Explain Slide Transitions

6. UNDERSTAND INTERNET &E-MAIL

6.1 Explain Introduction to Internet and browser window

6.2 Explain Searching, Saving and Print a page from internet

6.3 Describe Creating, Reading & Sending E-Mail and attachments

6.4 Explain some advance features over the internet and how to search topics on different search engines

7. INTRODUCTION TO GRAPHICS

7.1 To learn about graphics in Corel Draw

7.2 To learn vector graphics

7.3 To learn about composing

7.4 To learn about graphics in Adobe Photoshop

7.5 To learn about modification in pictures

7.6 To apply various filters in pictures

7.7 To use Canva for the designing of Logo, Thumbnail, Brochure, Flyer and Slide.

Comp-192 COMPUTER APPLICATIONS

LIST OF PRACTICALS **96 Hrs**

1. Practice of loading and shutdown of operating system
2. Creating items (icons, shortcut, folders etc) and modifying taskbar
3. Changing of wallpaper, screensaver, and resolution
4. Practice of control panel items (add/remove, time and date, mouse, and create user account)
5. Identifying the MS Word Screen and its menu
6. Practice of create a new document, saving and re-opening it from the location and spell check & grammar
7. Practice of Page Formatting (Borders, Character Spacing, Paragraph, Bullets& Numberings and Fonts)
8. Practice of different tool bars like standard, format& drawing tool bars
9. Practice of Insert pictures, clipart, and shapes
10. Practice of header and footer
11. Practice of insert table and also format of table
12. Practice of page setup, set the page margins, and printing documents
13. Identifying the MS EXCEL Screen and its menu
14. Practice of create a new sheet, saving and re-opening it from the location and spell check
15. Practice of insert and delete of row and columns (format of cell)
16. Practice of entering data and formulas in worksheet(Add, Subtract, Multiplying, and Divide & Average)

17. Repeating practical serial number04
18. Practice of insert chart and its types
19. Practice of page setup, set the page margins, and printing
20. Identifying the MS POWER POINT Screen and its menu
21. Practice of create a new presentation and save
22. Practice of open saves presentations
23. Practice of inset picture and videos
24. Identifying internet explorer
25. Practice of searching data from any search engine
26. Practice of create an E-Mail account and how to send and receive mails, download attachments
27. To make exercises of basic tools in Illustrator (10 exercises)
28. To make various visiting cards (5 exercises)
29. To exercise the about composing (5 exercises)
30. To make logos (5 exercises)
31. To make exercise of basic tools Adobe Photoshop (10 exercises)
32. To make exercise in modification in pictures (10 exercises)
33. To apply various filters in pictures (15 exercises)
34. Design 3 thumbnails for the YouTube channel, as per the requirements.

LSOP-113 INTRODUCTION TO INTERNET AND NEW MEDIA

Total Contact Hours

Theory 64 Hrs	**T**	**P**	**C**
Practical 96 Hrs	2	**3**	**3**

Prerequisite: None

AIMS: Through this course, students will acquire a comprehensive understanding and practical ability in applying the Internet, new media, and emerging technologies. They will gain an in-depth knowledge of the functions, characteristics, value, and impact of networks and new media in political, economic, and cultural spheres. The course aims to enhance students' digital and network media literacy, strengthen their capabilities in information dissemination, cultural exchange, and social services, and foster correct ethical and moral principles in cyberspace. Ultimately, it strives to cultivate high-quality talents in the field of network and new media with interdisciplinary integration and application skills.

COURSE CONTENTS

1. AN OVERVIEW TO INTERNET, NEW MEDIA AND EMERGING TECHNOLOGIES 8 Hrs

1.1 Origin and Development of the Internet

1.2 Fundamental Characteristics of New Media

1.3 Development Trends of Emerging Technologies

1.4 Major Types of Networks and New Media

2. FUNCTIONS AND APPLICATIONS OF NETWORK AND NEW MEDIA 8 Hrs

2.1 Concept of Network New Media

2.2 Network and New Media Platforms

2.3 Functions of Network and New Media

2.4 Media Forms of Network New Media

3. UNDERSTANDING NETWORK AND NEW MEDIA COMMUNICATION 6 Hrs

3.1 Communication Actors in Network and New Media

3.2 Communication Methods in Network and New Media

3.3 Convergence of Network Media

4. POLITICAL VALUE AND INFLUENCE OF NETWORK AND NEW MEDIA 8 Hrs

4.1 Internet in State Governance and Government New Media

4.2 Social Governance and Public Service of Government New Media

4.3 Individual Expression and Group Self-Organization in Network and New Media

4.4 Online Public Opinion and Cyberspace Sentiment

5. ECONOMIC VALUE AND MARKETING MODELS OF NETWORK AND NEW MEDIA 8 Hrs

5.1 Economic Value of Network and New Media

5.2 The Impact of Network and New Media

5.3 Operational Models of Network and New Media

5.4 Marketing Tools of Network and New Media

6. CULTURAL ANALYSIS OF NETWORK AND NEW MEDIA 10 Hrs

6.1 Cultural Connotation of Network and New Media

6.2 Cultural Characteristics of Network and New Media

6.3 Cultural Composition of Network and New Media

6.4 Cultural Influence of Network and New Media

6.5 Knowledge of Network Subcultures

7. PROBLEM CLASSIFICATION AND GOVERNANCE OF NETWORK AND NEW MEDIA **6 Hrs**

7.1 Network Security Issues

7.2 Problems in Online Content Dissemination

7.3 Other Issues Concerning Network and New Media

8. EXPLORING DIGITAL MEDIA LITERACY **10 Hrs**

8.1 The Concept of Network Media Literacy

8.2 The Connotation of Digital Media Literacy

8.3 The Extension of Digital Media Literacy

8.4 Research Paradigms in Global Media Literacy Education

8.5 Cultivation Approaches of Digital Media Literacy for Different Groups

Recommended Books:

- The Internet (An Introduction to New Media)
  By Lelia Green
  https://books.google.co.in/books?id=pUO6ZtVtAP8C&printsec=copyright#v=onepage&q&f=false

- Introduction to Communication and Media Studies
  By J.J. Sylvia IV, Fitchburg State University
  https://open.umn.edu/opentextbooks/textbooks?q=Introduction+to+Communication+and+Media+Studies

- Intro to Social Media
  By Cheryl Lawson, Oklahoma State University
  https://open.umn.edu/opentextbooks/textbooks/introduction-to-social-media

LSOP-113 INTRODUCTION TO INTERNET AND NEW MEDIA

INSTRUCTIONAL OBJECTIVES

1. AN OVERVIEW TO INTERNET, NEW MEDIA AND EMERGING TECHNOLOGIES

1.1 Understand the origin and development stages of the Internet

1.2 Understand the intelligent development trends of networks and new media

1.3 Familiarize with the basic characteristics and main types of new media

1.4 Familiarize with the development trends of emerging technologies

2. FUNCTIONS AND APPLICATIONS OF NETWORK AND NEW MEDIA

2.1 Familiarize with the definition and characteristics of networks and new media

2.2 Explain the core functions of networks and new media

2.3 Familiarize with the application types of networks and new media

2.4 Understand the innovative forms of media in networks and new media

2.5 Familiarize with the manifestations of network and new media functions

3. UNDERSTANDING NETWORK AND NEW MEDIA COMMUNICATION

3.1 Understand the communication actors in networks and new media

3.2 Understand the development status of Internet users

3.3 Explain the transformative characteristics of communication actors in networks and new media

3.4 Familiarize with the changes in the media landscape brought by new media

3.5 Explain the communication methods of networks and new media

3.6 Explain the differences between new media and traditional media

3.7 Explain the characteristics of network and new media communication

3.8 Explain the features and types of media convergence

3.9 Explain the communication effects and impacts of networks and new media

4. POLITICAL VALUE AND INFLUENCE OF NETWORK AND NEW MEDIA

4.1 Understand the relationship between Internet governance and government new media

4.2 Understand the role of government new media in social governance and public services

4.3 Understand the role of networks and new media in individual expression and mass self-organization

4.4 Familiarize with the definition and characteristics of online public opinion

4.5 Familiarize with the concept and features of cyberspace sentiment

4.6 Explain the methods to address online public opinion and cyberspace sentiment

4.7 Explain the impacts of online public opinion and cyberspace sentiment

4.8 Explain the principles for managing online public opinion and cyberspace sentiment

5. ECONOMIC VALUE AND OPERATIONAL MARKETING MODELS OF NETWORK AND NEW MEDIA

5.1 Understand the economic value and impact of networks and new media

5.2 Understand the impact of networks and new media on traditional economic models

5.3 Familiarize with marketing trends in the era of networks and new media

5.4 Familiarize with the types of operational models of networks and new media

5.5 Understand the operational characteristics of different network media

5.6 Explain the types of profit models in network and new media operations

5.7 Explain the types of marketing tools for networks and new media

5.8 Familiarize with network and new media marketing methods

6. EXPLORING NETWORK AND NEW MEDIA CULTURE

6.1 Understand the definition and background of network and new media culture

6.2 Understand the development history of networks and new media

6.3 Familiarize with the characteristics and types of short-form network and new media culture

6.4 Explain the influence of network and new media culture

6.5 Understand the development trends of network and new media culture

6.6 Familiarize with the emergence and dissemination of network and new media culture

6.7 Familiarize with the definition and characteristics of network subcultures

7. PROBLEM CLASSIFICATION AND GOVERNANCE OF NETWORK AND NEW MEDIA

7.1 Understand the technical means for governing network and new media issues

7.2 Familiarize with the causes of network and new media problems

7.3 Familiarize with the governance methods for network and new media issues

7.4 Explain the types of network and new media problems

7.5 Explain the significance and role of network and new media governance

7.6 Explain strategies for addressing network and new media issues

8. EXPLORING DIGITAL MEDIA LITERACY

8.1 Understand the concept and connotation of digital media literacy

8.2 Familiarize with the importance and significance of digital media literacy

8.3 Explain the main types and characteristics of digital media

8.4 Explain the core elements of digital media literacy

8.5 Familiarize with the cultivation approaches of digital media literacy

8.6 Familiarize with the application fields of digital media literacy

8.7 Understand the research paradigms of global media literacy education

8.8 Familiarize with media literacy education

LSOP-113 INTRODUCTION TO INTERNET AND NEW MEDIA

LIST OF PRACTICALS

1. Prepare a structured report identifying and explaining the main types of networks and new media with relevant real-world examples.
2. Develop and deliver a multimedia presentation classifying different network and new media platforms using visuals and demonstrations.
3. Analyze the core functions of networks and new media by examining communication, information sharing, and interaction through case studies.
4. Map real-life applications of networks and new media to sectors such as education, business, governance, and entertainment in a written report.
5. Demonstrate network and new media communication processes by creating, publishing, and interacting with digital content in a simulated environment.
6. Investigate and present a case study on the political influence of networks and new media in shaping public opinion or civic participation.
7. Explain the role of networks and new media in governance by preparing a presentation on digital public services and citizen engagement.
8. Assess the economic value of networks and new media by identifying revenue streams, employment impact, and digital growth opportunities.
9. Examine and report on digital marketing and operational models used in network and new media platforms.
10. Design a basic digital marketing strategy using network and new media tools, including audience targeting and content planning.
11. Research and present key characteristics and trends of network and new media culture using current examples.
12. Analyze the social and cultural impacts of network and new media on communication behavior and lifestyle patterns.
13. Identify common network and new media problems such as misinformation, privacy risks, and cyber misuse through practical scenarios.
14. Develop technical solutions, policy guidelines, and response strategies to address identified network and new media issues.
15. Demonstrate real-life digital media literacy skills by verifying information sources, practicing ethical online behavior, and evaluating digital content.

LSOP-122 NETWORK COMMUNICATION ETHICS AND REGULATIONS

Total Contact Hours

Theory	64 Hrs	**T**	**P**	**C**
Practical	0 Hrs	**2**	**0**	**2**

Prerequisite: None

AIMS: This course is designed to provide students with a comprehensive understanding and mastery of the core theories of ethics and regulations in network communication. Through systematic study, students will become familiar with the definition, types, characteristics, and fundamental models of network communication. They will gain an in-depth understanding of the connotation and rationale of communication ethics, as well as its specific applications in the online environment. Additionally, students will master the ethical relationships and issues involved in network communication, along with corresponding governance methods. They will also develop familiarity with the structural framework of network communication regulations, comprehend the legal principles governing freedom of expression and its constraints, and enhance their ability to address ethical and regulatory challenges in network communication.

COURSE CONTENTS

1. UNDERSTANDING NETWORK COMMUNICATION 10 Hrs

1.1 Introduction to Network Communication

1.2 Characteristics of Network Communication

1.3 Models of Network Communication

1.4 Elements and Attributes of Network Communication

1.5 Development Trends in Network Communication

2. EXPLORING COMMUNICATION ETHICS 8 Hrs

2.1 Concepts of Communication Ethics

2.2 Components of Communication Ethics

2.3 Functions and Significance of Communication Ethics

2.4 Development and Current State of Communication Ethics

3. ANALYZING NETWORK COMMUNICATION ETHICS 6 Hrs

3.1 Overview of Network Communication Ethics

3.2 Main Components of Network Communication Ethics

3.3 Impact of Network Communication Ethics

4. ETHICAL CONFLICTS AND GOVERNANCE IN NETWORK COMMUNICATION 8 Hrs

4.1 Manifestations of Ethical Conflicts in Network Communication

4.2 Case Studies of Ethical Anomie in Network Communication

4.3 Challenges in Network Communication Ethics Development

4.4 Construction of Network Communication Ethics

5. UNDERSTANDING SELF-REGULATORY NORMS IN NETWORK COMMUNICATION ETHICS 10 Hrs

5.1 Definition and Connotation of Self-Regulatory Norms

5.2 Types of Self-Regulatory Norms in Network Communication Ethics

5.3 Functions and Significance of Self-Regulatory Norms in Network Communication

5.4 Specific Content of Self-Regulatory Norms in Network Communication

6. UNDERSTANDING NETWORK COMMUNICATION REGULATIONS

6 Hrs

6.1 Concepts and Significance of Communication Regulations

6.2 Structural Framework of Communication Regulations

6.3 Specific Content of Communication Regulations

7. UNDERSTANDING FREEDOM OF EXPRESSION AND REGULATION IN NETWORK COMMUNICATION

8 Hrs

7.1 Conceptual Definition of Freedom of Expression

7.2 Legal Safeguards for Freedom of Expression

7.3 Legal Limitations on Freedom of Expression

7.4 Freedom of Expression in the Network Environment

8. ISSUES AND GOVERNANCE IN NETWORK COMMUNICATION

8 Hrs

8.1 Network Information Leakage Issues and Governance

8.2 Dissemination of Social Stability-Threatening Information and Governance

8.3 Dissemination of Pornographic Content and Governance

8.4 Dissemination of False and Illegal Advertising and Governance

Recommended Books:

- Ethics in Technology
  By Edward V. Weber, St. Charles Community College
  https://open.umn.edu/opentextbooks/textbooks/ethics-in-technology

- Introduction to ethics in the age of digital communication
  Rebekah Rousi, Ville Vakkuri
  https://arxiv.org/abs/2308.14421

- Digital Media Ethics

  Charles Ess

  https://www.perlego.com/book/1535365/digital-media-ethics-pdf

LSOP-122 NETWORK COMMUNICATION ETHICS AND REGULATIONS

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF NETWORK COMMUNICATION

1.1 Understand the definition and essence of network communication

1.2 Identify different types of network communication

1.3 Master the key characteristics of network communication

1.4 Understand fundamental models of network communication

1.5 Familiarize with new media communication models

1.6 Explain the essential components of network communication

1.7 Understand the basic attributes of network communication

1.8 Explore development trends in network communication with emerging technologies

2. INTRODUCTION TO COMMUNICATION ETHICS

2.1 Understand concepts of ethics and morality

2.2 Familiarize with the definition and essence of communication ethics

2.3 Recognize the theoretical and practical significance of communication ethics

2.4 Understand the rationale and necessity of communication ethics

2.5 Explore development trends in network communication ethics

2.6 Understand the current state of mass media ethics development

3. NETWORK COMMUNICATION ETHICS

3.1 Identify ethical relationships in network communication

3.2 Understand ethical transformations in network communication

3.3 Familiarize with components of network communication ethics

3.4 Recognize ethical issues in network communication

3.5 Understand theoretical implications of network communication ethics

3.6 Explain ethical requirements for network communication

3.7 Understand the regulatory framework for network communication ethics

4. ETHICAL CONFLICTS AND GOVERNANCE IN NETWORK COMMUNICATION

4.1 Identify types of ethical conflicts in network communication

4.2 Understand dimensions of ethical conflict manifestations

4.3 Explain methods and procedures for analyzing ethical cases

4.4 Explain essential elements for constructing network communication ethics

4.5 Familiarize with the process of building network communication ethics

4.6 Understand challenges in developing network communication ethics

5. SELF-REGULATORY NORMS IN NETWORK COMMUNICATION ETHICS

5.1 Understand the definition and essence of self-regulatory norms

5.2 Explain the types of self-regulatory norms in network communication ethics

5.3 Recognize the role and significance of self-regulatory norms

5.4 Understand the authority sources of internet industry self-regulation

5.5 Familiarize with components of online community self-regulation

5.6 Understand communication characteristics of online community platforms

5.7 Recognize ethical dilemmas in online community platforms

6. NETWORK COMMUNICATION REGULATIONS

6.1 Understand the concept and characteristics of law

6.2 Explain the significance of communication regulations

6.3 Familiarize with the framework of communication regulations

6.4 Understand specific content of news communication law

7. FREEDOM OF EXPRESSION AND REGULATION IN NETWORK COMMUNICATION

7.1 Understand definitions of freedom of expression, speech freedom, and press freedom

7.2 Explore historical development of freedom of expression

7.3 Familiarize with values of freedom of expression

7.4 Understand definition and characteristics of online freedom of expression

7.5 Explain legal protections and limitations on freedom of expression

7.6 Understand rule of law principles governing freedom of expression

8. ISSUES AND GOVERNANCE IN NETWORK COMMUNICATION

8.1 Identify types of network information leakage issues

8.2 Familiarize with governance methods for network information leakage

8.3 Recognize types of social stability-threatening information dissemination

8.4 Familiarize with governance methods for social stability-threatening information

8.5 Identify manifestations of pornographic information dissemination

8.6 Recognize behavioral patterns of false and illegal advertising dissemination

LSOP-133 INTRODUCTION TO FILM AND TELEVISON ARTS

Total Contact Hours

Theory 64 Hrs	**T**	**P**	**C**
Practical 96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course aims to provide a comprehensive introduction to the fundamental theories of film and television art, enabling students to develop a deep understanding of basic concepts, creative genres, theoretical frameworks, and distinctive characteristics of cinematic and televisual media, while mastering the historical evolution of film and television. It further involves an in-depth analysis of genres and classification principles within film and television art, explores the foundational concepts of screen literature, and traces the developmental history of audiovisual arts. The course is designed to cultivate students' abilities in film and television appreciation and criticism, as well as their practical skills in audiovisual art creation, thereby laying a solid foundation in film and television arts.

COURSE CONTENTS

1. UNDERSTANDING FILM AND TELEVISION ART THEORY 12 Hrs

1.1 Fundamental Concepts of Film and Television Art

1.2 Concepts and Genres of Film and Television Production

1.3 Theoretical Frameworks of Cinema

1.4 Characteristics of Film and Television Art

1.5 Historical Development of Film and Television

2. ANALYSIS OF FILM AND TELEVISION ART GENRES 12 Hrs

2.1 Film Genres and Classification Principles

2.2 Television Genres and Classification Principles

2.3 Basic Concepts of Screen Literature

3. EXPLORING THE HISTORY OF FILM AND TELEVISION ART

14 Hrs

3.1 Historical Development of Film Art

3.2 Historical Development of Television Art

3.3 Global History of Film Theory

3.4 Development Overview of Screen Literature Creation

4. APPRECIATION AND CRITICISM OF FILM AND TELEVISION ART

14Hrs

4.1 Concepts, Tasks and Methods of Film/Television Appreciation

4.2 Tasks, Types and Methods of Film/Television Art Criticism

4.3 Writing for Film/Television Appreciation and Criticism

5. CREATIVE PROCESS OF FILM AND TELEVISION ART 12 Hrs

5.1 Pre-production Preparation for Film/Television Art

5.2 Key Aspects of Film/Television Shooting

5.3 Principles of Post-production Processing

Recommended Books:

- Introduction to Film & TV
  Graig Uhlin
  https://open.library.okstate.edu/introfilmtv/ Open Oklahoma State

- An Introduction to Film

Teresa Fisher

https://academicworks.cuny.edu/bx_oers/64/ CUNY Academic Works

- An Introduction to Film (2nd edition)

  Teresa Fisher

  https://academicworks.cuny.edu/bx_oers/53/ CUNY Academic Works

LSOP-133 INTRODUCTION TO FILM AND TELEVISISON ARTS

INSTRUCTIONAL OBJECTIVES

1. UNDERSTANDING FILM AND TELEVISION ART THEORY

1.1 Grasp Fundamental Concepts of Film and Television Art

1.2 Understand Basic Types and Functions of Images and Shots

1.3 Master Categories and Expressive Functions of Sound

1.4 Familiarize with Concepts of Film and Television Production

1.5 Understand Basic Genres of Film and Television Creation

1.6 Comprehend Types of Film Theory Frameworks

1.7 Learn Characteristics of Documentary Theory

1.8 Understand Comprehensive Features of Film and Television Art

1.9 Study Development History of Film and Television

2. ANALYSIS OF FILM AND TELEVISION ART GENRES

2.1 Familiarize with Film Genres

2.2 Explain Principles of Film Classification

2.3 Understand Television Genre Classifications

2.4 Grasp Principles of Television Categorization

2.5 Learn Definition of Screen Literature

2.6 Understand Basic Characteristics of Screen Literature

2.7 Familiarize with Classification Principles of Screen Literature

2.8 Comprehend Requirements for Screen Literature Creation and Adaptation

3. EXPLORING THE HISTORY OF FILM AND TELEVISION ART

3.1 Study Global Development History of Film Art

3.2 Understand Historical Evolution of Cinema

3.3 Learn Worldwide Development of Television Art

3.4 Grasp Overview of Television Art

3.5 Study Global History of Film Theory

3.6 Understand Development of Film and Television Literature Creation

4. APPRECIATION AND CRITICISM OF FILM AND TELEVISION ART

4.1 Familiarize with Concepts of Film/Television Appreciation

4.2 Explain Objectives and Methods of Film/Television Appreciation

4.3 Learn Meaning of Film/Television Art Criticism

4.4 Understand Tasks of Film/Television Criticism

4.5 Master Types and Methods of Film/Television Art Criticism

4.6 Grasp Stylistic Features of Appreciation and Criticism

4.7 Explain Writing Types for Appreciation and Criticism

5. CREATIVE PROCESS OF FILM AND TELEVISION ART

5.1 Explain Pre-production Preparation Elements

5.2 Grasp Key Aspects of Film/Television Shooting

5.3 Explain Principles of Post-production Processing

LSOP-133 INTRODUCTION TO FILM AND TELEVISISON ARTS

LIST OF PRACTICALS

1. Identify key technological developments in film and television and explain their impact through a structured visual presentation.
2. Examine cultural influences on film and television content and illustrate findings using real-world examples.
3. Analyze industrial changes in film and television production and report their effects on distribution and audience reach.
4. Develop a multimedia presentation that integrates technological, cultural, and industrial developments in film and television.
5. Categorize selected film and television works into appropriate genres based on narrative and stylistic features.
6. Justify genre classifications by applying established artistic and aesthetic criteria in written or oral form.
7. Investigate major historical periods and artistic movements in film and television through guided research.
8. Compile and present research findings in a formal report or multimedia format using credible sources.
9. Analyze visual style elements such as cinematography, color, and composition in selected works.
10. Evaluate storytelling techniques, including narrative structure, character development, and pacing.
11. Assess aesthetic quality by applying recognized critique frameworks to selected film and television works.
12. Compare artistic effectiveness across multiple works using structured critique models.
13. Script an original short film or television segment that demonstrates clear narrative and technical planning.
14. Record video content using appropriate camera techniques, lighting, and sound controls.
15. Edit recorded footage to produce a coherent short production that meets defined technical and creative standards.

LSOP-143 FUNDAMENTAL PHOTOGRAPHY

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course aims to equip students with comprehensive knowledge of the history, characteristics, functions, and categories of photography and videography. Students will develop a thorough understanding and mastery of relevant theoretical knowledge and technical skills, including the operation of digital equipment, lighting techniques, composition, and post-processing. Additionally, the course seeks to cultivate students' artistic creativity, aesthetic sensibility, innovative thinking, and teamwork capabilities, laying a solid foundation for their further development and innovation in the field of photography and videography.

COURSE CONTENTS

1. OVERVIEW OF PHOTOGRAPHY AND VIDEOGRAPHY 7 Hrs

1.1 Origin and Development of Photographic Technology

1.2 Characteristics of Photography

1.3 Fundamental Functions of Photography

1.4 Classification of Photography

1.5 Types and Features of Photographic Work

1.6 Similarities and Differences Between Photography and Videography

2. THEORETICAL KNOWLEDGE OF PHOTOGRAPHY AND VIDEOGRAPHY 7 Hrs

2.1 Image Exposure

2.2 Lighting Requirements for Imaging

2.3 Characteristics of Lighting in Imaging

2.4 Fundamentals of Image Composition

2.5 Basic Methods of Image Framing

2.6 Essential Principles of Visual Composition

2.7 Camera Lens Applications

3. PHOTOGRAPHY TECHNIQUES ANALYSIS 7 Hrs

3.1 Structural Components of Digital Cameras

3.2 Parameter Configuration for Digital Cameras

3.3 Operational Methods for Digital Cameras

3.4 Lighting Techniques in Photography

3.5 Visual Design in Photography

3.6 Framing and Composition in Photography

3.7 Post-processing of Digital Images

4. VIDEOGRAPHY TECHNIQUES EXPLORATION 7 Hrs

4.1 Structural Composition of Video Equipment

4.2 Key Technical Specifications of Video Cameras

4.3 Working Principles of Video Cameras

4.4 Basic Operational Procedures for Video Equipment

4.5 Adjustment Techniques for Primary Camera Functions

4.6 Fundamental Requirements for Video Equipment Operation

4.7 Videography Shooting Techniques

4.8 Video Editing Methods

5. DIGITAL PHOTOGRAPHY AND VIDEOGRAPHY CREATION AND APPRECIATION 4 Hrs

5.1 Digital Photography and Contemporary Art

5.2 Digital Image Creation Process

5.3 Creation of Digital "Micro-Images"

5.4 Principles for Appreciating Digital Visual Works

Recommended Books:

- Fundamentals of Photography
  John Greengo
  https://photo.pcc.edu/~jgreengo/PhotographyLessons/PhotographyLessons.html
- Digital Photography for Beginners
  Open Textbook Library
  https://open.umn.edu/opentextbooks/textbooks/1872
- Photography Manuals and Guides
  Project Gutenberg
  https://www.gutenberg.org/

LSOP-143 FUNDAMENTAL PHOTOGRAPHY

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF PHOTOGRAPHY AND VIDEOGRAPHY

1.1 Understand the origin and development of photographic technology

1.2 Master the characteristics of photography

1.3 Master the fundamental functions of photography

1.4 Familiarize with different genres of photography

1.5 Familiarize with types and features of photographic work

1.6 Familiarize with similarities and differences between photography and videography

2. THEORETICAL FOUNDATIONS OF PHOTOGRAPHY AND VIDEOGRAPHY

2.1 Master photographic exposure principles

2.2 Master accurate light metering techniques for shooting

2.3 Master selection of exposure modes

2.4 Master determination of metering modes

2.5 Master exposure compensation operation methods

2.6 Familiarize with lighting requirements for imaging

2.7 Familiarize with characteristics of lighting in imaging

2.8 Master basic principles of image composition

2.9 Master fundamental methods of frame composition

2.10 Familiarize with essential rules of visual composition

2.11 Master types of camera lens movements

3. PHOTOGRAPHY TECHNIQUES AND ANALYSIS

3.1 Master structural components of digital cameras

3.2 Familiarize with working principles of digital cameras

3.3 Familiarize with performance specifications of digital cameras

3.4 Understand categories of digital cameras

3.5 Familiarize with essential knowledge for digital camera selection

3.6 Master maintenance procedures for digital cameras

3.7 Master parameter configuration for exposure control

3.8 Master selection of metering modes

3.9 Master exposure compensation settings

3.10 Master operational methods for digital cameras

3.11 Familiarize with types and characteristics of photographic lighting

3.12 Master factors influencing photographic visual composition

3.13 Master elements of photographic framing

3.14 Familiarize with factors affecting viewing and composition

3.15 Master principles and requirements of composition

3.16 Master fundamental knowledge of digital image post-processing

3.17 Master usage of image retouching tools

3.18 Familiarize with basic functions and operation of Photoshop software

4. VIDEOGRAPHY TECHNIQUES AND ANALYSIS

4.1 Master working principles of video cameras

4.2 Master structural composition of video equipment

4.3 Understand classification of video cameras

4.4 Familiarize with main technical specifications of video cameras

4.5 Familiarize with basic functions of cameras

4.6 Master fundamental operational procedures for video cameras

4.7 Master key considerations for video shooting with cameras

4.8 Master basic requirements for video equipment operation

4.9 Familiarize with maintenance considerations for video equipment

4.10 Master adjustment techniques for primary camera functions

4.11 Master videography shooting techniques

4.12 Familiarize with operational methods for video editing

5. DIGITAL PHOTOGRAPHY/VIDEOGRAPHY CREATION AND APPRECIATION

5.1 Understand digital photography in contemporary art

5.2 Familiarize with key aspects of digital image creation

5.3 Familiarize with principles of digital image creation

5.4 Familiarize with workflow of digital image creation

5.5 Understand creation requirements for digital "micro-imagery"

5.6 Understand genres of digital imagery works

5.7 Familiarize with appreciation principles for digital imagery works

LSOP-143 FUNDAMENTAL PHOTOGRAPHY

LIST OF PRACTICALS

1. Demonstrate competency by performing hands-on comparisons of technical, artistic, and functional aspects of photos and videos, documenting their observations in a report or presentation.
2. Identify, categorize, and assess images based on style, genre, and technical characteristics, providing justified evaluations.
3. Adjust aperture, shutter speed, and ISO during practical exercises to achieve accurate exposure in various lighting conditions.
4. Practice spot, center-weighted, and evaluative metering methods to measure and control lighting effectively during shoots.
5. Demonstrate the ability to choose and apply Manual, Aperture Priority, and Shutter Priority modes according to specific shooting requirements.
6. Sort, label, archive, and manage digital image resources following industry-standard workflow procedures.
7. Use rule of thirds, leading lines, symmetry, and balance while capturing images to demonstrate compositional competence.
8. Replicate techniques such as long exposure, panning, HDR, and depth of field control to produce technically accurate images.
9. Assess images based on balance, contrast, rhythm, emphasis, and overall visual harmony, documenting their analysis.
10. Recognize and use line, shape, texture, color, and space effectively in practical photography exercises.
11. Demonstrate the ability to use framing, perspective, and background control during shoots.
12. Complete shooting projects that show effective composition and scene organization.

13. Edit images using exposure, color correction, cropping, and retouching methods.
14. Apply layers, masks, filters, and adjustment tools in editing software.
15. Plan, shoot, edit, and present original multimedia content that meets technical and creative standards.

2nd Year

Gen-201 ISLAMIAT AND PAK STUDIES

YEAR 2

اسلامیات/مطالعہ پاکستان

نصاب سال دوئم GEN201

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حصہ اول اسلامیات

حصہ دوئم مطالعہ پاکستان

کل وقت 20 گھنٹے:

موضوعات:

1۔ سورۃ المومنون ایک تا گیارہ آیات کا ترجمہ مع تشریح

2۔ دس منتخب احادیث مع ترجمہ وتشریح

() خیر کم من تعلم القرآن و علمه

() لا ایمان لمن لا امانته له ولا دین لا من لا اعهد له

() و یاکم والظن ان الظن اکرب الحدیث

() من احدث فی امرنا هذا ما لیس منه فهورد

() من حمل علینا السلاح فلیس منا

() انا و کافل الیتیم فی الجنه

() لا ضرور ولا ضرار فی السلام

() کلکم راع و کلکم راع و کلکم مسول عن رعیته

3۔ سیرۃ طیبہ

() مکی زندگی۔ولادت۔بعثت۔ہجرت

() مدنی زندگی۔مواخات۔میثاق مدینہ۔فتح مکہ(اسباب ونتائج)

4۔ حضورﷺ بحیثیت

() خطبہ حجۃ الوداع۔انسانی حقوق کا اعلامیہ/حقوق انسانی پالیسی 2018

() معلم کامل۔سربراہ خاندان

5۔ اسلامی معاشرہ

نظام تعلیم اوراس کے مقاصد۔عدل وانصاف۔امر بالمعروف۔نہی عن المنکر۔انسانی حقوق کا معاشرتی اور معاشی ترقی میں کردار

جہاد۔کسب حلال۔مسجد(اہمیت وفضیلت)

6۔ اسلامی ریاست کی تعریف۔اسلامی ریاست کی خصوصیات۔اسلامی حکومت کے فرائض۔اسلامی طرز حکومت۔

حقوق آگاہی رمعلومات تک رسائی

۔ ملازم پیشہ خواتین کا تحفظ

اسلامیات

تدریس مقاصد:

عمومی مقاصد: طالب علم یہ جان سکے کہ آیات قرآنی کی روشنی میں مومن کے اوصاف کیا ہیں

() قرآن مجید () منتخب آیات قرآنی

خصوصی مقاصد:

() قرآنی آیات کا ترجمہ

() قرآنی آیات کی تشریح

() قرآنی آیات کی روشنی میں ایک مومن کے اوصاف بیان کر سکے

() قرآنی آیات میں بیان کردہ مومن کے اوصاف اپنے اندر پیدا کر سکے

احادیث نبوی:

عمومی مقاصد:

() احادیث کی روشنی میں اسلامی اخلاقی اقدار (انفرادی واجتماعی) سے آگاہ ہو سکے

خصوصی مقاصد:

() احادیث کا ترجمہ بیان کر سکے

() احادیث کی تشریح کر سکے

() احادیث کی روشنی میں اسلام کی اخلاقی اقدار کی وضاحت کر سکے

() احادیث کی دی گئی تعلیمات کے مطابق اپنی زندگی گزار سکے

سیرت طیبہ:

() عمومی مقاصد: حضورﷺ کی سیرت طیبہ کے بارے میں جان سکے

خصوصی مقاصد:

() حضورﷺ کی ابتدائی زندگی اختصار کے ساتھ بیان کر سکے

() حضورﷺ کی ہجرت کا واقع بیان کر سکے

() حضورﷺ کی مدنی زندگی اختصار سے بیان کر سکے

() حضورﷺ کی بطور معلم خصوصیات بیان کر سکے

() اسلامی ریاست کے اغراض ومقاصد بیان کر سکے

() اسلامی ریاست کے قیام کی لیے جدوجہد کر سکے

() حقوق آگاہی رمعلومات تک رسائی کا قانون جان سکے

() ملازمت پیشہ خواتین کے حقوق کا تحفظ جان سکے اور

() معاشرے میں خواتین کے حقوق کا تحفظ یقینی بنائے

نصاب مطالعہ پاکستان

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کل وقت 12 گھنٹے

سال دوئم

حصہ دوم

موضوعات:

() دوقومی نظریہ

() تحریک پاکستان

() انڈین کانگریس

() مسلم لیگ

() تقسیم بنگال

() میثاق لکھنو

() تحریک خلافت

() سندھو تحریک

() تجاویز دہلی

() نہرو رپورٹ

() قائداعظم کے چودہ نکات

() خطبہ آلہ آباد

() انتخابات 1938 اور انتقال اقتدار

() قرارداد پاکستان

حصہ دوم

مطالعہ پاکستان

تدریس مقاصد:

تحریک پاکستان:

عمومی مقاصد:

() قیام پاکستان کے اسباب وتحریک کو بیان کر سکے

خصوصی مقاصد:

() قومیت کے مفہوم کو بیان کر سکے

() دو قومی نظریہ کی تعریف وتوضیح کر سکے

() دوقومی نظریہ کی اہمیت بیان کر سکے

() ہندوستانی مسلمانوں کی محرومیوں کو بیان کر سکے

() قومی تشخص کو بحال رکھنے کے لیے مسلمانان ہند کی مساعی بیان کر سکے

() آزادی ہنداور قیام پاکستان علامہ اقبال اور قائداعظم کی مساعی بیام کریں

() قیام پاکستان سے مستقبل اسلامی مملکت کے قیام کے لیے مسلم عوام کی کوششوں کو بیان کر سکے

() مسلم لیگ کے قیام پاکستان کے لیے جدو جہد بیان کر سکے

نصاب اخلاقیات

سال دوم

تدریس مقاصد:

طالب علم اخلاقیات کی اہمیت وضرورت سے آگاہ ہو سکے اور بیان کر سکے

خصوصی مقاصد: طالب علم اس قابل ہو کہ

() موضوعات کا مطلب بیان کر سکے

() عملی زندگی سے مثالوں کی نشاندہی کر سکے

() اپنی شخصیت اور معاشرے پر موضوعات کے مطابق اثرات پیدا کرنے کے طریقے بیان کر سکے

() اعلیٰ اخلاقی اقدار میں سے قوت برداشت۔قوت ارادی۔لگن وجذبہ۔وسیع النظری۔بے غرض۔انسانی دوستی شعور۔پاس آزادی۔کامل آگاہی اور خودشناسی کی اہمیت

() اخلاقیات سے متصف ہو کر قومی خدمت بہتر طور پر انجام دے سکے

() انسانی حقوق کا اعلامیہ/حقوق انسانی کی پالیسی 2018 کے بارے میں جان سکے

() انسانی حقوق کا معاشرتی اور معاشی ترقی میں اہمیت اور کردار بیان کر سکے

() حقوق اگاہی/معلومات تک رسائی کے قانون کو جان سکے

() ملازم پیشہ خواتین کا تحفظ کو اخلاقیات کا حصہ تصور کرے

TTQ 211 TARJAMA TUL QURAN / CIVIC-211

Theory	**32**	**T**	**P**	**C**
Practical	**0**	**1**	**0**	**1**

As per syllabus of BISE/General Education Board

Math-212 APPLIED MATHEMATICS-II

Total Contact Hours	**T**	**P**	**C**
Theory: 64 Hrs	**2**	**0**	**2**

AIMS:

After completing the course the students will be able to:Solve the problems of calculus and analytical Geometry.

COURSE CONTENTS

1. FUNCTIONS & LIMITS. 4 Hrs

1.1 Constants and variables

1.2 Functions & their types

1.3 The concept of limit

1.4 Limit of a function

1.5 Fundamental theorems on limit

1.6 Some important limits

1.7 Problems

2. DIFFERENTIATION. 4 Hrs

2.1 Increments

2.2 Different Coefficient or Derivative

2.3 Differentiation ab-initio or by first principle

2.4 Geometrical Interpretation of Differential Coefficient

2.5 Differential Coefficient of Xa, (ax + b)a

2.6 Three important rules

2.7 Problems.

3. DIFFERENTIATION OF ALGEBRIC FUNCTION 4Hrs

3.1 Explicit function

3.2 Implicit function

3.3 Parametric forms

3.4 Problems

4. DIFFERENTATION OF TRIGNOMETRIC FUNCTION. 4 Hrs

4.1 Differentional coefficient of sin x ,cos x ,tang x from first principle.

4.2 Differentional coefficient of Cosec x, Sec x, Cot x.

4.3 Differentiation of inverse trigonometric function.

4.4 Problems.

5. DIFFERENTIATION OF LOGARITHIMIC & EXPONENTIAL FUNCTION. 4 Hrs

5.1 Differentiation of In x

5.2 Differentiation of log ax

5.3 Differentiation of ax

5.4 Differentiation of ex 66

5.5 Problems.

6. RATE OF CHANGE OF VARIABLE. 4 Hrs

6.1 Increasing and decreasing function

6.2 Maxima and minima values

6.3 Criteria for maximum and minimum values.

6.4 Method of finding maxima and minima.

6.5 Problems.

7. INTEGRATION. 8 Hrs

7.1 Concept

7.2 Fundamental formulas

7.3 Important rules

7.4 Problems.

8. METHOD FOR INTEGRATION. 6 Hrs

8.1 Integration by substitution

8.2 Integration by parts

8.3 Problems.

9. DEFINITE INTEGRALS. 6 Hrs

9.1 Properties

9.2 Application to Area

9.3 Problems

10. PLANE ANALYTIC GEOMETRY & STRAIGHT LINE. 6 Hrs

10.1 Coordinate System

10.2 Distance Formula

10.3 The Ratio Formulas

10.4 Inclination and slope of a line

10.5 The Slope Formula

10.6 Problems.

11. EQUATION OF STRAIGHT LINE. 6 Hrs

11.1 Some Important Forms

11.2 General form

11.3 Angle formula

11.4 Parallelism and perpendicularity

11.5 Problems

12. THE EQUATION OF THE CIRCLE. 8 Hrs

12.1 Standard form of equation

12.2 Central form of equation

12.3 General form of equation

12.4 Radius & coordinate of the Centre

12.5 Problems

REFERENCE BOOKS

- A Text Book of Applied Mathematics (Math-212) of TEVTA, published by National Book Foundation (NBF) 67

Math-212 APPLIED MATHEMATICS-II

INSTRUCTIONAL OBJECTIVES

1. USE THE CONCEPT OF FUNCTION AND THEIR LIMITS IN SOLVING SIMPLE PROBLEMS

1.1 Define a function

1.2 List all types of function

1.3 Explain the concept of limit and limit of a function

1.4 Explain fundamental theorem on limits

1.5 Derive some important limits

1.6 Solve simple problems on limits

2. UNDERSTAND THE CONCEPT OF DIFFERENTIAL COEFFICIENT

2.1 Derive mathematics expression for a differential coefficient.

2.2 Explain geometrical interpretation of different ional coefficient.

2.3 Differentiate a content, constant associated with a variable and the sum of finite number of function.

2.4 Solved related problems.

3. USE RULES OF DIFFERENTIAL TO SOLVE PROBLEMS OF ALGEBRIC FUNCTIONS.

3.1 Differentiate ab-initio Xn and (ax+b)n

3.2 Derive product, quotient and chain rules.

3.3 Find derivative of implicit function & explicit function.

3.4 Differentiate parametric forms; function w.r.t another function and by rationalization.

3.5 Solve problems using these formulas.

4. USE RULES OF DIFFERENTIATION TO SOLVE PROBLEMS OF ALGEBRIC FUNCTIONS.

4.1 Differentiate from first principle sin x ,cosx,tang x.

4.2 Derive formula for derivation of sec x,cosec x, cot x.

4.3 Find differential coefficient of inverse trigonometric functions.

5. USE RULES OF DIFFERENTIATION TO LOGARITHMIC AND EXPONENTIAL FUNCTIONS.

5.1 Derive formulas for differential coefficient of logarithmic and exponential functions.

5.2 Solve problems using these formulas.

6. UNDERSTAND RATE OF CHANGE OF ONE VARRIABLE WITH RESPECT TO ANOTHER.

6.1 Write expression for velocity, acceleration, and slope of a line.

6.2 Define an increasing and decreasing function, maxima and minima values, of inflection.

6.3 Explain criteria for maxima and minima values of a function.

6.4 Solve problems involving rate of change of variables.

7. APPLY CONCEPT OF INTEGRATION IN SOLVING TECHNOLOGICAL PROBLEMS

7.1 Explain the concept of integration

7.2 Write basic theorem of integration

7.3 List some important rules of integration

7.4 Derive fundamental formulas of integration

7.5 Solve problems based on these formulas /rules.

8. UNDERSTAND DIFFERENT METHODS OF INTEGRATION.

8.1 List standard formulas

8.2 Integrate a function by substitution method

8.3 Find integrals by the method of integration by parts

8.4 Solve problems using these methods.

9. UNDERSTAND THE METHOD OF SOLVING DEFENITE INTEGRALS.

9.1 Define definite integral

9.2 List properties of definite integrals using definite integrals.

9.3 Find areas under curves

9.4 Solve problems of definite integrals.

10. UNDERSTAND THE CONCEPT OF PLANE ANALYTIC GEOMETRY.

10.1 Explain the rectangular coordinate system

10.2 Locate points in different quadrants

10.3 Derive distance formula

10.4 Prove section formula

10.5 Derive slope formula

10.6 Solve problems using the above formulas.

11. USE EQUATIONS OF STRAIGHT LINE IN SOLVING PROBLEMS.

11.1 Define a straight line

11.2 State general form of equation of a straight line

11.3 Derive slope intercept and intercept forms of equations.

11.4 Derive expression for angle between two straight lines

11.5 Derives conditions of perpendicularity and parallelism lines

11.6 Solve problems involving these equations/formulas.

12. SOLVE TECHNOLOGICAL PROBLEMS USING EQUATION OF CIRCLE.

12.1 Define a circle

12.2 Describe standards, central and general forms of the equation of a circle.

12.3 Convert general forms to the central forms of equation of a circle.

12.4 Deduce formulas for the radius and the coordinates of the centre of a circle from the general form.

12.5 Derive equation of the circle passing through three given points.

12.6 Solve problems involving these equations

LSOP-212 AUDIOVISUAL LANGUAGE

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

Prerequisite: None

AIMS: This course aims to comprehensively develop students' audiovisual perception and expressive abilities, enabling them to deeply understand the core concepts, historical development, fundamental characteristics, principles, and functions of audiovisual language, as well as master the composition of its structural system. Through in-depth analysis of basic knowledge of visuals, exploration of sound classification, sound-image integration, subjective application of sound, and the categorization and functions of subtitles, students will become proficient in visual analysis techniques and enhance their sound design and application skills. By studying editing and montage techniques, students will master the basic principles of editing, various technical types, and the artistic dimensions of montage, thereby developing exceptional film and television editing and narrative capabilities.

COURSE CONTENTS

1. INTRODUCTION TO AUDIOVISUAL LANGUAGE 8 Hrs

1.1 Concept of Audiovisual Language

1.2 Development of Audiovisual Language

1.3 Characteristics of Audiovisual Language

1.4 Fundamental Principles of Audiovisual Language

1.5 Basic Functions of Audiovisual Language

1.6 Structural System of Audiovisual Language

2. VISUAL ANALYSIS 10 Hrs

2.1 Fundamentals of Visual Imaging

2.2 Basic Knowledge of Camera Shots

2.3 Essential Concepts of Visual Composition

2.4 Principles of Mise-en-scène

3. SOUND ANALYSIS 6 Hrs

3.1 Classification of Sound

3.2 Sound-Image Integration

3.3 Subjective Application of Sound

3.4 Categories and Functions of Subtitles

4. EDITING-MONTAGE TECHNIQUES ANALYSIS 8 Hrs

4.1 Concept of Editing (Montage)

4.2 Basic Principles of Editing

4.3 Technical Types of Editing

4.4 Artistic Dimensions of Editing (Montage)

Recommended Books:

- "Audiovisual Translation: Subtitling" – Jorge Díaz Cintas & Aline Remael
- "The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media" – Bruce Block

LSOP-212 AUDIOVISUAL LANGUAGE

INSTRUCTIONAL OBJECTIVES

1. INTRODUCTION TO AUDIOVISUAL LANGUAGE

1.1 Understand the concept of audiovisual language

1.2 Understand the development of audiovisual language

1.3 Familiarize with characteristics of audiovisual language

1.4 Explain fundamental principles of audiovisual language

1.5 Explain basic functions of audiovisual language

1.6 Familiarize with structural system of audiovisual language

1.7 Explain learning methods for audiovisual language

2. VISUAL ANALYSIS

2.1 Understand the concept of visual imagery

2.2 Explain visual elements of imagery

2.3 Understand definition principles of camera shots

2.4 Explain characteristics and functions of camera shots

2.5 Familiarize with common types of camera shots

2.6 Familiarize with concept of shot scale

2.7 Explain classification of shot scales

2.8 Familiarize with functions and narrative characteristics of different shot scales

2.9 Familiarize with concept of depth of field

2.10 Familiarize with classification and characteristics of depth of field

2.11 Explain substantive elements of composition

2.12 Familiarize with common composition types

2.13 Understand concept and function of lighting in visuals

2.14 Explain classification of tonal ranges

2.15 Explain concept and function of color and tone in visuals

2.16 Explain techniques of mise-en-scène

2.17 Explain classification and expressive effects of camera movement

2.18 Familiarize with concept and function of axis lines

2.19 Explain principles and application techniques of axis lines

3. SOUND ANALYSIS

3.1 Explain classification and functions of sound

3.2 Familiarize with expressive effects of different sounds

3.3 Explain Sound synchronization and sound-image opposition

3.4 Explain editing techniques for sound

3.5 Familiarize with methods for subjective application of sound

3.6 Explain classification and functions of subtitles

4. EDITING-MONTAGE TECHNIQUES ANALYSIS

4.1 Familiarize with concept of editing (montage)

4.2 Explain three levels of editing

4.3 Explain types of editing techniques

4.4 Explain methods for evaluating shot material quality

4.5 Familiarize with considerations for combining narrative elements

4.6 Familiarize with micro-level of editing (montage) art

4.7 Familiarize with meso-level of editing (montage) art

4.8 Familiarize with macro-level of editing (montage) art

LSOP-212 AUDIOVISUAL LANGUAGE

LIST OF PRACTICALS

1. Perform audiovisual concept exploration by identifying foundational ideas, historical development, and core characteristics through selected media examples.
2. Perform audiovisual structural analysis by examining the functions and components that form the system of audiovisual language in short video samples.
3. Perform visual imagery observation by evaluating how shapes, tones, and forms contribute to meaning in selected visual frames.
4. Perform camera shot identification by reviewing sample footage to classify shot types, scales, and their narrative functions.
5. Perform visual composition evaluation by analyzing framing, symmetry, balance, and leading lines to understand expressive effects.
6. Perform mise-en-scène interpretation by assessing how setting, props, lighting, and actor placement influence mood and story.
7. Perform depth-of-field examination by comparing shallow and deep focus examples to determine their narrative purpose.
8. Perform lighting and tonal range analysis by studying how lighting types and color tones shape visual atmosphere.
9. Perform color interpretation by evaluating how hue, saturation, and contrast influence emotional and psychological response.
10. Perform camera movement assessment by observing tracking, panning, tilting, and handheld techniques to determine expressive outcomes.
11. Perform axis line evaluation by identifying the 180-degree rule and analyzing its impact on screen direction continuity.

12. Perform sound classification practice by distinguishing dialogue, ambient, Foley, and musical elements within audiovisual samples.

13. Perform sound-image integration demonstration by exploring how synchronized and opposing sound relationships modify viewer perception.

14. Perform subtitle function analysis by examining subtitle types, placement, and their contribution to comprehension and storytelling.

15. Perform montage interpretation by reviewing edited scenes and identifying artistic, rhythmic, and conceptual editing applications.

LSOP-222 AUDIOVISUAL EDITING

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

Prerequisite: None

AIMS: This course aims to provide students with comprehensive theoretical knowledge and practical skills in audiovisual language through a balanced approach of theory and practice. Students will learn to recognize the characteristics of sound and video, and delve into audio processing techniques including recording, editing, and restoration, enabling them to master the complete audio editing workflow. The curriculum also covers video editing fundamentals, introducing common formats and software applications to enhance creative capabilities. Advanced techniques in audiovisual editing, such as timeline manipulation and shortcut key utilization, will be explored to further develop students' creative proficiency.

COURSE CONTENTS

1. FUNDAMENTALS OF DIGITAL AUDIO AND VIDEO 4 Hrs

1.1 Audio Basics

1.2 Video Basics

2. AUDIO PROCESSING 12 Hrs

2.1 Methods for Recording and Importing Audio

2.2 Techniques for Audio Clipping and Editing

2.3 Audio Restoration and Enhancement Technologies

2.4 Audio Effects Processing Methods

2.5 Audio Mixing and Balancing Techniques

2.6 Methods for Exporting and Sharing Audio

3. VIDEO RESOURCE EDITING 6 Hrs

3.1 Common Video Formats and Editing Software

3.2 Methods and Techniques for Mobile Video Editing

3.3 Methods and Techniques for Desktop Video Editing

4. ADVANCED AUDIO-VIDEO EDITING 10 Hrs

4.1 Basic Software Operations

4.2 Timeline Fundamentals

4.3 Shortcut Key Applications

4.4 Considerations for Subtitle Production

4.5 Output Operation Methods

4.6 Special Effects Configuration Techniques

Recommended Books:

- "The Essentials of Video Editing" – Premier Press
- "The Art of Digital Audio Recording" – Steve Savage
- "Audio Postproduction for Film and Video" – Jay Rose

LSOP-222 AUDIOVISUAL EDITING

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF DIGITAL AUDIO AND VIDEO

1.1 Understand Basic Characteristics of Sound

1.2 Familiarize with Analog and Digital Signals

1.3 Explain Types of Channel Formats

1.4 Familiarize with Categories of Sound Capture Devices

1.5 Understand Common Mixing and Recording Equipment

1.6 Familiarize with Functions of Editing

1.7 Describe the Logic of Editing

1.8 Understand the Philosophy of Editing

2. AUDIO PROCESSING

2.1 Describe methods for Recording and Importing Audio

2.2 Describe Audio Editing Techniques

2.3 Explain Video Editing Skills

2.4 Familiarize with Common Audio Formats and File Encoding

2.5 Describe Audio Segment Restoration Methods

2.6 Explain Audio Enhancement Technologies

2.7 Explain Audio Effects Processing Methods

2.8 Explain Audio Mixing and Balancing Techniques

2.9 Familiarize with Stereo and Spatial Positioning Effects

2.10 Explain Methods for Exporting and Sharing Audio

3. VIDEO RESOURCE EDITING

3.1 Explain Common Video Formats

3.2 Familiarize with Types of Editing Software

3.3 Explain Methods and Techniques for Mobile Video Editing

3.4 Explain Methods and Techniques for Desktop Video Editing

4. ADVANCED AUDIO-VIDEO EDITING

4.1 Familiarize with Basic Operations of Common Editing Software

4.2 Understand Timeline Fundamentals

4.3 Describe Shortcut Key Applications

4.4 Explain Considerations for Subtitle Production

4.5 Familiarize with Output Operation Methods

4.6 Describe Special Effects Configuration Techniques

LSOP-222 AUDIOVISUAL EDITING

LIST OF PRACTICALS

1. Perform audio acquisition by recording, importing, and organizing audio from multiple sources to prepare for editing workflows.
2. Perform audio trimming by cleaning, cutting, normalizing, and structuring audio clips to enhance clarity and readiness for mixing.
3. Perform audio restoration by removing noise, repairing damaged segments, and applying corrective processing to improve quality.
4. Perform tonal enhancement by adjusting EQ, dynamics, and other audio effects to modify color and presence of sound.
5. Perform multi-track mixing by balancing dialogue, music, and ambient layers while adjusting stereo placement and volume.
6. Perform audio exporting by generating files in various formats and testing them for platform compatibility and quality.
7. Perform desktop audio editing by using professional software to arrange clips, apply automation, and finalize sound sequences.
8. Perform mobile audio editing by applying simple trims, effects, and level adjustments using mobile editing apps.
9. Perform video importing by organizing footage, checking formats, and placing clips into editing software for timeline use.
10. Perform timeline arrangement by placing video and audio assets in proper order for editing operations.
11. Perform shortcut key usage by practicing efficient editing operations through commonly used keyboard shortcuts.

12. Perform subtitle creation by typing, formatting, and synchronizing subtitles with spoken content.

13. Perform visual effects configuration by applying basic transitions, overlays, and motion adjustments to video clips.

14. Perform export testing by rendering edited projects in different resolutions and verifying output quality.

15. Perform integrated audio-video assembly by aligning soundtracks, visuals, and effects to create a cohesive audiovisual sequence.

LSOP-232 VISUAL DESIGN

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

Prerequisite: None

AIMS: This course aims to equip students with comprehensive theoretical knowledge and practical skills in visual design. Through systematic learning, students will develop a deep understanding of fundamental concepts and principles in visual design, become familiar with core elements and processes of typography and page layout design, master techniques for color coordination and style design, learn to apply composition design and principles of formal aesthetics, and acquire the ability to create both desktop and mobile interface designs. Ultimately, students will be capable of independently producing visually appealing and functional design works.

COURSE CONTENTS

1. FUNDAMENTALS OF VISUAL DESIGN 2 Hrs

1.1 Basic Concepts of Visual Design

1.2 Fundamental Principles of Visual Design

2. TYPOGRAPHY AND LAYOUT DESIGN 8 Hrs

2.1 Basic Forms of Text Arrangement

2.2 Font Sizes and Text Spacing

2.3 Special Text Treatments

2.4 Concepts of Layout Design

2.5 Basic Elements of Layout

2.6 Principles and Processes of Layout Design

2.7 Methods of Layout Design

3. COLOR MATCHING AND STYLING DESIGN 6 Hrs

3.1 Fundamentals of Color Theory

3.2 Color Coordination and Design Methods

3.3 Types and Methods of Styling Design

4. COMPOSITION DESIGN AND ANALYSIS OF AESTHETIC PRINCIPLES 6 Hrs

4.1 Concepts and Types of Composition

4.2 Methods of Composition Design

4.3 Principles of Formal Aesthetics

5. DESKTOP AND MOBILE INTERFACE DESIGN 10 Hrs

5.1 Methods of Web Interface Design

5.2 Web Navigation Design Solutions

5.3 Web Layout Design Methods

5.4 Concepts of Mobile APP Design

5.5 Methods of APP Interface Layout Design

5.6 Methods of APP Interface Visual Standardization

Recommended Books:

- "Graphic Design: The New Basics" – Ellen Lupton & Jennifer Cole Phillips
- "Thinking with Type" – Ellen Lupton
- "Color Design Workbook" – Adams, Morioka, & Stone
- "Layout Essentials: 100 Design Principles" – Beth Tondreau

LSOP-232 VISUAL DESIGN

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF VISUAL DESIGN

1.1 Understand the definition of design and visual design

1.2 Understand the fundamental principles of visual design

2. TYPOGRAPHY AND LAYOUT DESIGN

2.1 Familiarize with basic forms of text arrangement

2.2 understand design methods for font sizes and text spacing

2.3 Explain special text treatment design methods

2.4 Understand the concept of layout design

2.5 Familiarize with basic elements of layout

2.6 Familiarize with fundamental principles and processes of layout design

2.7 Explain methods of layout design

3. COLOR MATCHING AND STYLING DESIGN

3.1 Understand fundamentals of color theory

3.2 Explain design methods for color contrast, harmony, and blending

3.3 Familiarize with types of styling design

3.4 Explain methods of styling design

4. COMPOSITION DESIGN AND ANALYSIS OF AESTHETIC PRINCIPLES

4.1 Understand concepts and types of composition

4.2 Explain methods of composition design

4.3 Familiarize with principles of formal aesthetics

5. DESKTOP AND MOBILE INTERFACE DESIGN

5.1 Explain methods of web interface design

5.2 Explain methods of web navigation design

5.3 Explain methods of web layout design

5.4 Understand concepts of mobile APP design

5.5 Explain methods of APP interface layout design

5.6 Explain methods of APP interface visual standardization

LSOP-232 VISUAL DESIGN

LIST OF PRACTICALS

1. Perform design concept exploration by identifying basic visual design principles within posters, interfaces, and brand assets.
2. Perform typography arrangement by experimenting with text alignment, spacing, and font selection to evaluate readability and hierarchy.
3. Perform special text treatment by applying stylization techniques such as outlines, shadows, and decorative forms to enhance emphasis.
4. Perform layout structure development by arranging visual elements into grids, columns, and balanced page compositions.
5. Perform layout principle application by organizing content using contrast, repetition, alignment, and proximity principles.
6. Perform color palette creation by selecting harmonious color combinations and testing their emotional impact.
7. Perform color mood evaluation by applying color theory to create warm, cool, dramatic, or neutral design environments.
8. Perform style design experimentation by testing different stylistic approaches such as minimalism, retro, corporate, or playful.
9. Perform composition design by creating structured visual layouts using balance, symmetry, and depth.
10. Perform aesthetic principle application by integrating rhythm, proportion, unity, and emphasis into design exercises.
11. Perform desktop interface design by developing structured web layouts using grid principles and hierarchy.

12. Perform navigation system planning by designing clear menus, buttons, and user pathways for website usability.

13. Perform mobile interface wireframing by outlining screen flows and basic UI structure for mobile apps.

14. Perform mobile interface styling by applying color, icons, typography, and spacing for a polished APP design.

15. Perform interface standardization by defining UI guidelines such as spacing rules, color codes, and font systems

LSOP-243 COPYWRITING AND PLANNING FOR LIVE STREAMING

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	2	**3**	**3**

Prerequisite: None

AIMS: This course aims to cultivate students' comprehensive understanding of live streaming copywriting and planning, highlighting the crucial role of copywriting in live streaming marketing. Through systematic learning, students will become familiar with the main types, application scenarios, planning processes, and key points of live streaming copywriting. They will learn to conduct effective preliminary preparations, master techniques for topic selection and content planning, and develop creative thinking methods for copywriting, thereby enhancing their live streaming copywriting skills.

COURSE CONTENTS

1. FUNDAMENTALS OF LIVE STREAMING COPYWRITING AND PLANNING 10 Hrs

1.1 Overview of Live Streaming

1.2 Definition and Characteristics of Live Streaming Copywriting

1.3 Main Types of Live Streaming Copywriting

1.4 Process of Live Streaming Planning

1.5 Methods of Live Streaming Planning

2. PREPARATION FOR LIVE STREAMING COPYWRITING 10 Hrs

2.1 Channels for Material Collection

2.2 Directions for Market Analysis

2.3 Types of Positioning Strategies

2.4 Techniques for Copywriting Conceptualization

3. TOPIC SELECTION AND PLANNING FOR LIVE STREAMING COPYWRITING 10 Hrs

3.1 Basic Requirements for Topic Selection

3.2 Methods for Topic Selection

3.3 Expansion and Refinement of Topics

3.4 Approaches to Content Planning for Copywriting

3.5 Creative Thinking Methods for Copywriting

4. LIVE STREAMING SCRIPT WRITING 14 Hrs

4.1 Basic Structure and Writing Process of Live Streaming Scripts

4.2 Live Streaming Sales Techniques

4.3 Writing Methods for Graphic Preview Copy

4.4 Techniques for Poster Copywriting

4.5 Writing Methods for Short Video Copy

4.6 Requirements for Live Streaming Account Information Setup

4.7 Techniques for Writing Live Streaming Titles and Keywords

5. SCRIPT COPYWRITING 12 Hrs

5.1 Content Writing for Single-Product Scripts

5.2 Writing Requirements for Different Product Categories

5.3 Design Principles for Full Live Streaming Scripts

5.4 Components of Full Live Streaming Scripts

5.5 Considerations for Script Writing

6. ENHANCING LIVE STREAMING COPYWRITING SKILLS 8 Hrs

6.1 Strategies for Improving Learning Abilities

6.2 Strategies for Enhancing Professional Skills

6.3 Strategies for Developing Thinking Abilities

Recommended Books:

- "Hey, Whipple, Squeeze This" – Luke Sullivan
- "The Copywriter's Handbook" – Robert W. Bly
- "Building a StoryBrand" – Donald Miller
- "Contagious: How to Build Word of Mouth" – Jonah Berger

LSOP-243 COPYWRITING AND PLANNING FOR LIVE STREAMING

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF LIVE STREAMING COPYWRITING AND PLANNING

1.1 Understand the basic concepts of live streaming and its role in modern media

1.2 Understand the definition, characteristics, and importance of live streaming copywriting

1.3 Familiarize with main types of live streaming copywriting and their application scenarios

1.4 Familiarize with planning processes for pre-live, live, and post-live stages

1.5 Master methods for title planning, cover design, script planning, and content planning

2. PREPARATION FOR LIVE STREAMING COPYWRITING

2.1 Understand the importance of material accumulation for copywriting

2.2 Familiarize with effective channels for material collection

2.3 Familiarize with directions and methods for market analysis

2.4 Familiarize with types of positioning strategies and their application in topic selection

2.5 Explain techniques for copywriting conceptualization

3. TOPIC SELECTION AND PLANNING FOR LIVE STREAMING COPYWRITING

3.1 Understand basic requirements for topic selection

3.2 Familiarize with methods for topic selection

3.3 Understand techniques for topic expansion and refinement

3.4 Explain approaches and techniques for content planning

3.5 Explain creative thinking methods for copywriting

4. LIVE STREAMING SCRIPT WRITING

4.1 Familiarize with basic structure and writing process of live streaming scripts

4.2 Explain live streaming sales techniques

4.3 Familiarize with components of graphic preview copy

4.4 Explain writing methods for graphic preview copy

4.5 Explain techniques for poster copywriting

4.6 Familiarize with key points for short video copywriting

4.7 Explain writing methods for short video copy

4.8 Familiarize with requirements for live streaming account information setup

4.9 Explain techniques for writing live streaming titles and keywords

5. SCRIPT COPYWRITING

5.1 Understand the definition, characteristics, and functions of scripts

5.2 Familiarize with content writing for single-product scripts

5.3 Familiarize with writing requirements for different product categories

5.4 Familiarize with design principles for full live streaming scripts

5.5 Familiarize with components of full live streaming scripts

5.6 Explain writing methods for full live streaming scripts

5.7 Familiarize with considerations for script writing

6. ENHANCING LIVE STREAMING COPYWRITING SKILLS

6.1 Understand the importance of learning ability in live streaming copywriting

6.2 Familiarize with approaches and methods for improving learning abilities

6.3 Understand the importance of professional skills in live streaming copywriting

6.4 Familiarize with approaches and methods for enhancing professional skills

6.5 Understand the importance of thinking ability in live streaming copywriting

6.6 Explain training methods for developing thinking abilities

LSOP-243 COPYWRITING AND PLANNING FOR LIVE STREAMING

LIST OF PRACTICALS

1. Perform live streaming overview analysis by studying platform features, audience behavior, and the role of copywriting.
2. Perform copywriting type identification by categorizing promotional, conversational, informative, and persuasive live streaming scripts.
3. Perform planning process breakdown by outlining pre-live, live, and post-live workflow stages.
4. Perform material collection by gathering references, competitor data, and product information to support copywriting tasks.
5. Perform market analysis by identifying target audience segments, product positioning, and competitive advantages.
6. Perform positioning strategy application by selecting and refining positioning angles for live streaming topics.
7. Perform copywriting conceptualization by generating creative ideas and transforming them into structured message outlines.
8. Perform topic selection by choosing relevant themes and validating them against market needs and audience interests.

9. Perform topic refinement by breaking down broad themes into focused, engaging, and actionable content ideas.
10. Perform script structure development by drafting the opening, product introduction, selling points, interaction points, and closing.
11. Perform graphic preview writing by creating short promotional text suitable for banners, covers, and thumbnails.
12. Perform poster copywriting by designing headline-driven messaging with persuasive and visually supportive wording.
13. Perform short video copywriting by drafting concise scripts designed for pre-live promotions and social media previews.
14. Perform full live streaming script creation by assembling complete flows, transitions, product sequences, and interaction designs.
15. Perform copywriting skills enhancement by applying creative thinking, analysis methods, and practice routines to improve writing quality.

LSOP-253 PRACTICAL OPERATIONS OF LIVE STREAMING

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course is designed to equip students with comprehensive knowledge and practical skills in live streaming operations. Students will gain an in-depth understanding of the definition, classification, and development trends of the live streaming industry, as well as the fundamental processes and components of live streaming operations. They will become familiar with strategies for managing live streaming accounts, master personnel allocation and role responsibilities within live streaming teams, and learn methods for shaping a host's persona. Additionally, the course covers practical techniques in live streaming planning, marketing conversion, and interactive promotion. Students will also develop the ability to conduct post-stream reviews and data analysis, proficiently utilizing analytical tools to continuously enhance live streaming effectiveness and operational efficiency.

COURSE CONTENTS

1. FUNDAMENTALS OF LIVE STREAMING OPERATIONS 8 Hrs

1.1 Definition of Live Streaming

1.2 Classification of Live Streaming

1.3 Components of Live Streaming Operations

1.4 Basic Processes of Live Streaming Operations

2. PREPARATION FOR LIVE STREAMING OPERATIONS 14 Hrs

2.1 Techniques for Account Registration and Setup

2.2 Operational Strategies for Live Streaming Accounts

2.3 Personnel Allocation in Live Streaming Teams

2.4 Role Responsibilities in Live Streaming Teams

2.5 Methods for Shaping Host Persona

2.6 Product Selection Strategies for Live Streams

2.7 Product Arrangement Strategies for Live Streams

2.8 Methods for Live Stream Scene Setup

2.9 Visual Design of Live Streaming Interface

3. LIVE STREAMING OPERATIONS PLANNING 14 Hrs

3.1 Content of Live Streaming Marketing Planning

3.2 Approaches and Techniques for Full Live Streaming Scriptwriting

3.3 Approaches and Techniques for Single Live Streaming Scriptwriting

3.4 Fundamental Logic of Traffic Recommendation in Live Streams

3.5 Strategies for Account Traffic Conversion

3.6 Techniques for Precise Traffic Guidance in Live Streams

3.7 Measures for Fan Maintenance and Management

4. IMPLEMENTATION OF LIVE STREAMING ACTIVITIES 14 Hrs

4.1 Methods for Live Streaming Marketing Conversion

4.2 Techniques for Live Streaming Marketing Communication

4.3 Skills for Interactive Order Promotion

4.4 Rules for Handling Frequent Compliance Issues

4.5 Techniques for Managing Live Stream Comment Sections

4.6 Skills for Controlling Live Streaming Pace

4.7 Emergency Response Measures for Unexpected Incidents

5. LIVE STREAMING REVIEW AND OPTIMIZATION 14 Hrs

5.1 Channels for Live Streaming Data Collection

5.2 Live Streaming Review

5.3 Analysis of Live Streaming Data

5.4 Standards for Evaluating Live Streaming Effectiveness

5.5 Optimization of Live Streaming Strategies

Recommended Books/URLs:

- YouTube Creator Academy: https://www.youtube.com/creators/
- Facebook Live Best Practices – Meta: https://www.facebook.com/business/learn/courses
- OBS Studio Guide: https://obsproject.com/kb

LSOP-253 PRACTICAL OPERATIONS OF LIVE STREAMING

INSTRUCTIONAL OBJECTIVES

1. 1. FUNDAMENTALS OF LIVE STREAMING OPERATIONS

1.1 Define the concept of live streaming

1.2 Identify the classification of live streaming

1.3 Recognize the components of live streaming operations

1.4 Explain the basic processes of live streaming operations

2. PREPARATION FOR LIVE STREAMING OPERATIONS

2.1 Describe techniques for account registration and setup

2.2 Explain operational strategies for live streaming accounts

2.3 Identify personnel allocation in live streaming teams

2.4 Recognize role responsibilities in live streaming teams

2.5 Describe methods for shaping host persona

2.6 Explain product selection strategies for live streams

2.7 Explain product arrangement strategies for live streams

2.8 Describe methods for live stream scene setup

2.9 Explain techniques for visual design of live streaming interface

3. LIVE STREAMING OPERATIONS PLANNING

3.1 Describe content of live streaming process planning

3.2 Explain approaches and techniques for full live streaming scriptwriting

3.3 Explain approaches and techniques for single live streaming scriptwriting

3.4 Identify fundamental logic of traffic recommendation in live streams

3.5 Describe strategies for account traffic conversion

3.6 Explain techniques for precise traffic guidance in live streams

3.7 Describe measures for fan maintenance and management

4. IMPLEMENTATION OF LIVE STREAMING ACTIVITIES

4.1 Describe methods for live streaming marketing conversion

4.2 Explain techniques for live streaming marketing communication

4.3 Identify skills for interactive order promotion

4.4 Recognize rules for handling frequent compliance issues

4.5 Explain techniques for managing live stream comment sections

4.6 Describe skills for controlling live streaming pace

4.7 Identify emergency response measures for unexpected incidents

5. LIVE STREAMING REVIEW AND OPTIMIZATION

5.1 Recognize operational methods for common live streaming data collection channels

5.2 Describe basic approaches and main content of live streaming review

5.3 Explain analysis process of live streaming data

5.4 Identify specific requirements for evaluating live streaming effectiveness

5.5 Explain optimization principles for live streaming strategies

LSOP-253 PRACTICAL OPERATIONS OF LIVE STREAMING

LIST OF PRACTICALS

1. Plan a product launch live stream for a Smart Fitness Band, including pre-live setup, live operation, and post-live activities.

2. Organize a live fundraising event for an NGO, managing all technical and interactive aspects before, during, and after the stream.

3. Manage a live educational webinar, including slide integration, audience engagement, and post-event publishing.

4. Design and operate an influencer live product review, ensuring visual appeal and technical stability throughout the live session.

5. Coordinate multi-camera live coverage of a sports event, including pre-event setup, live camera switching, and post-event content compilation.

6. Execute a corporate town hall live broadcast with CEO presentations, slides, and remote participant interaction.

7. Conduct a workshop live stream, handling all technical, content, and engagement tasks before, during, and after the event.

8. Implement an emergency backup live stream during internet or equipment failure.

9. Configure a multi-platform simultaneous live stream for one event across two or more platforms.

10. Optimize a low-bandwidth live stream to maintain acceptable quality during connectivity limitations.

11. Ensure live stream compliance by identifying policy issues and taking immediate corrective action.

12. Moderate live comments and interactions to maintain professional engagement during the broadcast.

13. Analyze post-live stream performance data and recommend improvements for future events.

14. Set up and dismantle live streaming equipment safely and efficiently.

15. Integrate a remote guest speaker during a live event while maintaining smooth production.

16. Document and report technical operations and audience engagement metrics for a completed live session.

LSOP-262 IMPROMPTU SPEAKING EXPRESSION

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

AIMS: This course aims to cultivate students' ability to express themselves fluently and coherently in impromptu spoken contexts. Students will learn about the definition and characteristics of oral communication and understand how it differs from written expression. The curriculum covers the defining features, processes, and training principles of oral expression, while also addressing the psychological demands and common mental barriers in impromptu speaking. Students will master methods to overcome these barriers and develop psychological communication skills. Through training in diverse thinking modes such as divergent, in-depth, and expansive thinking, students will enhance their impromptu oral expression skills, ultimately excelling in opening techniques, thematic transitions, topic control, and on-the-spot adaptability.

COURSE CONTENTS

1. FUNDAMENTALS OF IMPROMPTU ORAL EXPRESSION 6 Hrs

1.1 Definition and Characteristics of Oral Language

1.2 Overview of Oral Expression

1.3 Relationship Between Impromptu Oral Expression and Related Disciplines

1.4 Oral Expression and Context

2. PSYCHOLOGICAL QUALITY DEVELOPMENT FOR IMPROMPTU ORAL EXPRESSION 6 Hrs

2.1 Psychological Qualities for Impromptu Oral Expression

2.2 Psychological Barriers in Impromptu Oral Expression

2.3 Psychological Communication Techniques in Impromptu Oral Expression

3. **THINKING ABILITY DEVELOPMENT FOR IMPROMPTU ORAL EXPRESSION** **10 Hrs**

3.1 Relationship Between Thinking and Language

3.2 Training Methods for Reverse Thinking

3.3 Training Methods for Divergent Thinking

3.4 Training Methods for In-Depth Thinking

3.5 Training Methods for Expansive Thinking

4. IMPROMPTU ORAL EXPRESSION **10 Hrs**

4.1 Opening Remarks

4.2 Connecting Language

4.3 Topic Management Techniques

4.4 On-the-Spot Adaptability

4.5 Questioning Techniques

Recommended Books/URLs:

- "The Art of Public Speaking" – Dale Carnegie
- "Speaking Effectively" – Bookboon
- "Successful Presentation Skills" – Open University

LSOP-262 IMPROMPTU SPEAKING EXPRESSION

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF IMPROMPTU ORAL EXPRESSION

1.1 Define the concept and characteristics of oral language

1.2 Explain the differences between oral and written language

1.3 Describe the definition, characteristics, and process of oral expression

1.4 Identify training principles of oral expression

1.5 Explain the relationship between oral expression and applied linguistics, thinking studies, and writing studies

1.6 Define the meaning of context and cooperative principles

2. PSYCHOLOGICAL QUALITY DEVELOPMENT FOR IMPROMPTU ORAL EXPRESSION

2.1 Identify psychological quality requirements in impromptu oral expression

2.2 Explain common psychological barriers in impromptu oral expression

2.3 Describe methods to overcome psychological barriers

2.4 Explain psychological communication techniques in impromptu oral expression

3. THINKING ABILITY DEVELOPMENT FOR IMPROMPTU ORAL EXPRESSION

3.1 Define the concept of thinking

3.2 Explain the relationship between thinking and language, and the transformation process from thinking to language

3.3 Define reverse thinking

3.4 Describe the concept of breaking thinking patterns

3.5 Define divergent thinking

3.6 Explain essentials of divergent thinking training

3.7 Define in-depth thinking

3.8 Explain essentials of in-depth thinking training

3.9 Define expansive thinking

3.10 Explain essentials of expansive thinking training

4. IMPROMPTU ORAL EXPRESSION

4.1 Define opening remarks

4.2 Identify design requirements and methods for opening remarks

4.3 Explain the definition, characteristics, classification, and functions of connecting language

4.4 Identify creation requirements for connecting language

4.5 Describe methods for initiating topics

4.6 Describe methods for connecting and transitioning topics

4.7 Describe methods for concluding topics

4.8 Define on-the-spot adaptability

4.9 Identify quality requirements for on-the-spot adaptability

4.10 Explain requirements, basis, on-site control methods, and handling measures for on-the-spot adaptability

4.11 Identify requirements and methods of questioning

4.12 Describe questioning techniques

LSOP-262 IMPROMPTU SPEAKING EXPRESSION

LIST OF PRACTICALS

1. Deliver a clear and confident impromptu statement during a crisis communication scenario.

2. Present a one-minute spontaneous talk about a randomly assigned object.

3. Motivate an audience of students through an impromptu speech during stressful situations.

4. Construct a logical counter-argument in a debate situation without prior preparation.

5. Respond effectively to an unexpected talk show question with clarity and confidence.

6. Address a customer complaint on the spot with professionalism and empathy.

7. Give a heartfelt and spontaneous farewell speech at an event.

8. Participate in a panel discussion by delivering spontaneous responses to audience or panel questions.

9. Communicate concise answers in a media interview scenario without prior preparation.

10. Resolve verbal conflicts impromptu using structured communication techniques.

11. Speak effectively from an assigned role (manager, teacher, or leader) in an impromptu situation.

12. Continue an incomplete story spontaneously, demonstrating creativity and fluency.

13. Explain insights based on a randomly presented visual or chart.

14. Adapt message and tone instantly to match audience reaction during live speaking.

15. Evaluate your impromptu speaking performance and propose three improvement actions.

LSOP-273 SHORT-FORM VIDEO PLANNING AND PRODUCTION

Total Contact Hours

Theory	32 Hrs	**T**	**P**	**C**
Practical	192 Hrs	**1**	**6**	**3**

Prerequisite: None

AIMS： This course systematically elaborates on the entire process of short video planning and production, enabling students to master key skills from conceptualization and content creation to filming techniques, post-production editing, publishing and promotion, as well as effect analysis and optimization. The course aims to cultivate students' ability to independently plan and produce engaging and impactful short video works, while utilizing modern media tools for effective market promotion to maximize content influence and commercial value. Through this course, students will understand and apply cutting-edge concepts in the short video industry, laying a solid foundation for their future careers.。

COURSE CONTENTS

1. OVERVIEW OF SHORT VIDEO PLANNING AND PRODUCTION

4 Hrs

1.1 Development History of Short Videos

1.2 Classification of Short Video Platforms

1.3 Job Responsibilities in Short Video Planning and Production

2. SHORT VIDEO CONTENT PLANNING 12 Hrs

2.1 Methods for Short Video Content Positioning

2.2 Principles of Short Video Topic Selection

2.3 Process of Short Video Content Planning

2.4 Components of Short Video Scripts

2.5 Approaches to Short Video Script Creation

3. SHORT VIDEO SHOOTING 12 Hrs

3.1 Tools for Short Video Shooting

3.2 Props for Short Video Shooting

3.3 Composition Methods for Short Video Shooting

3.4 Lighting Setup for Short Video Shooting

3.5 Techniques for Short Video Shooting

4. SHORT VIDEO EDITING AND PRODUCTION 16 Hrs

4.1 Overview of Short Video Editing and Production

4.2 Classification of Short Video Editing Software

4.3 Methods for Short Video Trimming and Combining

4.4 Techniques for Short Video Enhancement and Polishing

5. SHORT VIDEO PUBLISHING AND PROMOTION 12 Hrs

5.1 Methods for Setting Up Short Video Accounts

5.2 Principles for Short Video Publishing Timing

5.3 Process of Short Video Publishing

5.4 Channels for Short Video Promotion

5.5 Methods for Short Video Promotion

6. SHORT VIDEO EFFECT ANALYSIS AND OPTIMIZATION 8 Hrs

6.1 Data Collection and Processing for Short Video Performance

6.2 Dimensions for Short Video Effect Analysis

6.3 Principles for Short Video Effect Analysis

6.4 Strategies for Short Video Effect Optimization

Recommended Books:

- **YouTube Creator Playbook**
  Reference link: https://www.thinkwithgoogle.com/_qs/documents/1601/youtube-playbook.pdf
- **HubSpot – Short-Form Video Marketing Guide**
  Reference link: https://offers.hubspot.com/short-form-video-guide
- **Canva Design School – Video Content Creation**
  Reference link: https://www.canva.com/design-school/lessons/create-videos-with-canva
- **Meta Blueprint – Reels & Video Marketing**
  Reference link: https://www.facebook.com/business/learn/courses
- **Open University – Digital Video Production**
  Reference link: https://www.open.edu/openlearn/science-maths-technology/digital-film-school

LSOP-273 SHORT-FORM VIDEO PLANNING AND PRODUCTION

INSTRUCTIONAL OBJECTIVES

1. OVERVIEW OF SHORT VIDEO PLANNING AND PRODUCTION

1.1 Define the concept and characteristics of short videos

1.2 Identify the types and functions of short videos

1.3 Describe the features and advantages of various short video platforms

1.4 Explain the operational rules and policies of different short video platforms

1.5 Recognize the job responsibilities in short video planning and production

2. SHORT VIDEO CONTENT PLANNING

2.1 Identify methods for targeting short video audiences

2.2 Describe methods for short video content positioning

2.3 Recognize techniques for short video topic selection

2.4 Explain the content structure of short videos

2.5 Describe different presentation formats of short videos

2.6 Explain techniques for planning short video pacing and duration

2.7 Identify the basic format and elements of short video scripts

2.8 Describe the methods and processes of short video script creation

2.9 Explain approaches and techniques for short video script development

3. SHORT VIDEO SHOOTING

3.1 Identify types of short video shooting equipment

3.2 Describe techniques for selecting short video shooting equipment

3.3 Explain the usage methods of short video shooting equipment

3.4 Recognize techniques for selecting and arranging short video shooting locations

3.5 Identify commonly used short video shooting props

3.6 Describe the basic principles of short video composition

3.7 Explain characteristics and applicable scenarios of different composition methods

3.8 Identify techniques for selecting short video shooting angles

3.9 Describe methods for shooting motion sequences in short videos

3.10 Explain methods for utilizing lighting in short video shooting

4. SHORT VIDEO EDITING AND PRODUCTION

4.1 Describe the process of short video editing and production

4.2 Explain the basic principles of short video editing

4.3 Identify editing styles and characteristics of different types of short videos

4.4 Recognize commonly used short video editing software

4.5 Describe the basic interface and functions of editing software

4.6 Explain methods for selecting and organizing short video clip materials

4.7 Describe basic methods of short video editing

4.8 Identify methods and techniques for short video colour grading

4.9 Recognize methods for adding special effects to short videos

4.10 Explain techniques for creating subtitles in short videos

4.11 Describe audio processing techniques for short videos

5. SHORT VIDEO PUBLISHING AND PROMOTION

5.1 Explain the process of registering and setting up short video accounts

5.2 Describe techniques for operating short video accounts

5.3 Identify timing and frequency considerations for short video publishing

5.4 Explain methods for writing titles and descriptions for short video publishing

5.5 Describe approaches for cover design of short videos

5.6 Identify considerations for short video publishing

5.7 Describe channels and methods for short video promotion

5.8 Explain techniques for promoting short videos on social media

5.9 Recognize the methods and processes of collaborative short video promotion

5.10 Describe methods for developing paid promotion strategies for short videos

6. SHORT VIDEO EFFECT ANALYSIS AND OPTIMIZATION

6.1 Identify methods for collecting short video performance data

6.2 Explain methods for processing short video performance data

6.3 Describe data indicators for short video effect analysis

6.4 Explain the content of user behaviour data analysis for short videos

6.5 Describe methods for analysing the content quality of short videos

6.6 Explain methods for writing short video effect analysis reports

6.7 Recognize the importance of continuous optimization for short videos

6.8 Describe directions and techniques for short video optimization

LSOP-273 SHORT-FORM VIDEO PLANNING AND PRODUCTION

LIST OF PRACTICALS

1. Plan and produce a promotional short video for a local brand, including pre-production, shooting, and post-production.

2. Develop a short public awareness video for a campaign using scripted content and editing techniques.

3. Create a short product demonstration video by planning, shooting, and editing.

4. Capture a behind-the-scenes short video documenting studio workflow.

5. Produce a tutorial or how-to short video with structured instructional content.

6. Create Film a short highlight video of a live event capturing key moments.

7. Produce a micro-storytelling video with props and expressive acting.

8. Identify audience, niche, and platform positioning for new short video content.

9. Develop a trend-based short video aligned with current social media trends.

10. Convert a written script into a finished short-form video.

11. Produce a complete short video using only a mobile device.

12. Identify proper lighting, composition, and framing techniques in a short video.

13. Compare raw and edited footage to illustrate improvements in post-production.

14. Optimize a short video for platform-specific requirements (Reels, Shorts, TikTok).

15. Create captions, hashtags, and titles to maximize video engagement.

16. Publish and schedule short videos strategically for audience reach.

17. Analyze video performance metrics and recommend optimization strategies.

LSOP-281 LIVE STREAMING OPERATIONS TRAINING

Total Contact Hours

		T	P	C
Theory	0 Hrs			
Practical	96 Hrs	**0**	**3**	**1**

AIMS： This practical course focuses on the full-process operation of live streaming, simulating the interface and operational rules of mainstream live streaming platforms to build a comprehensive practical platform integrating live streaming planning, execution, and data analysis. Students will immerse themselves in authentic commercial scenarios of live streaming, gaining hands-on experience in the complete operational process—from account positioning and live streaming planning to scene setup, live execution, user interaction, and data optimization. Through this course, students will be better equipped to navigate the dynamic changes in the live streaming industry (such as updates in platform rules and evolving user needs) and market competition, ultimately developing into skilled operational professionals who meet industry demands.

LIST OF PRACTICALS

1. Plan and manage the live stream of a product launch, including pre-live setup, hosting during the session, and post-live review and publishing.

2. Set up and execute a professional NGO charity live stream, managing pre-live technical preparations, live guest interactions, donation updates, and post-live engagement reporting.

3. Handle technical operations for a 60-minute webinar, including pre-stream setup, live student Q&A, and post-stream publishing with analytics.

4. Design and manage a beauty influencer's live review, ensuring pre-live visual setup, live monitoring, and post-live highlight extraction.

5. Plan and execute multi-camera live coverage of a football match, including pre-event

setup, live camera switching and commentary, and post-event highlight publishing.

6. Configure and manage a corporate quarterly town hall live stream, including pre-live slide and security setup, during-live speech/Q&A management, and post-live archiving.

7. Prepare and manage the live streaming of a workshop, including pre-session camera/audio setup, live monitoring, and post-session highlights and engagement reports.

8. Conduct comprehensive pre-live checks for audio, video, lighting, and platform connectivity to ensure seamless live streaming.

9. Develop strategies for interacting with viewers during live sessions, including polls, Q&A, shout-outs, and engagement prompts.

10. Plan and schedule live streaming sessions, determining the best timing, duration, and content sequence to maximize audience participation.

11. Assign roles and coordinate hosts/co-hosts for smooth session delivery, including dialogue cues, transitions, and responsibilities.

12. Plan and execute interactive segments such as quizzes, giveaways, or live feedback during streaming sessions.

13. Identify and implement live stream platform features such as overlays, donation tickers, chat moderation, and analytics dashboards.

14. Develop and follow procedures for unexpected technical issues, interruptions, or negative audience interactions during live sessions.

15. Save live stream recordings, extract highlights, and prepare content for future use on social media or learning portals.

16. Collect and summarize live stream performance data, including viewership, engagement, donations, and retention metrics.

17. Analyze live stream data to evaluate effectiveness, identify improvement areas, and implement strategies for optimizing future streams.

3rd Year

خصوصی مقاصد:

() احادیث کا ترجمہ بیان کر سکے

() احادیث کی تشریح کر سکے

() معاشرتی اور انفرادی زندگی میں احادیث سے رہنمائی حاصل کر سکے

حقوق و فرائض:

عمومی مقاصد:

() اسلامی معاشرے کا ایک اچھا فرد بن سکے

خصوصی مقاصد:

() والدین کے حقوق و فرائض بیان کر سکے

() ہمسائیوں کے حقوق بیان کر سکے

() بچوں کے حقوق بیان کر سکے

() عورتوں کے حقوق کی پاسداری کر سکے

() بزرگ شہریوں کے حقوق کا خیال رکھ سکے

() مخنث حضرات کے حقوق جان سکے اور ان کے حقوق کی پاسداری کر کے انہیں معاشرے کا ایک مفید فرد بنایا جا سکے

() اسلام میں حقوق و فرائض کی آگاہی کی صورت میں اپنے اندر خدمت خلق کا جذبہ پیدا کر سکے

اسلامی اقدار:

عمومی مقاصد:

() طالب علم جان سکے گا کہ تعلیم کا مقصد حسن اخلاق سے متصف ہونا ہے

خصوصی مقاصد:

() اخلاق کے معنی و مفہوم کو بیان کر سکے

() اسلام میں حسن و اخلاق کی اہمیت بیان کر سکے

() قرآن و سنت کی روشنی میں صبر و استقلال کی اہمیت بیان کر سکے

() ایفائے عہد کی اہمیت بیان کر سکے

() اخوت کے معنی و مفہوم بیان کر سکے

() اخوت اسلامی کی اہمیت بیان کر سکے

نصاب (سال سوئم)

GEN 301

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1	0	1

کل وقت 12 گھنٹے

مطالعہ پاکستان

حصہ دوئم

موضوعات:

() قیام پاکستان
() باؤنڈری کمیشن
() ریڈکلف ایوارڈ
() تقسیم بنگال
() تقسیم پنجاب
() مسئلہ مہاجرین
() ریاست کا الحاق
() ریاست جموں کشمیر
() نہری پانی کا تنازعہ
() قرارداد پاکستان
() علماء کے بائیس نکات
() 1956۔1962۔اور 1973 کے دساتیر کی اسلامی/انسانی حقوق کی دفعات (8تا28)۔
() اقلیتوں کے حقوق۔دیگر محروم طبقات کے حقوق
() پاکستان کا محل وقوع اور اسکی جغرافیائی اہمیت۔+GSP کا تعارف اور عملی طریقہ کار
() قدرتی وسائل (تیل، گیس، کوئلہ)

مطالعہ پاکستان (حصہ دوئم)

قیام پاکستان

تدریس مقاصد:

عمومی مقاصد:

() قیام پاکستان کے بعد درپیش مسائل سے آگاہی حاصل کرے اور بیان کرے

خصوصی مقاصد:

() باؤنڈری کمیشن تشکیل اور اس کے فرائض بیان کر سکے

() ریڈکلف اور اس کے ایوارڈ کے بارے بیان کر سکے

() بنگال اور کلکتہ کی تقسیم کی وجوہات بیان کر سکے

() پنجاب کی تقسیم کی تفصیل بیان کر سکے

() مہاجرین کی آمد سے جو مسائل پیدا ہوئے انہیں بیان کر سکے

() ریاستوں کے الحاق کے بارے میں تفصیل بیان کر سکے

() ریاست جموں کشمیر کے بارے میں بیان کر سکے

() نہری پانی کے تنازعہ کو بیان کر سکے

() قرارداد مقاصد کی تفصیلات بیان کر سکے

() 22 علماء کے متفقہ اسلامی نکات بیان کر سکے

() 1973 کے آئین میں انسانی حقوق کی دفعات (28-8)۔اقلیتوں کے حقوق اور دیگر محروم طبقات کے حقوق کے بارے میں جان سکے

() قیام پاکستان کے بعد نفاذ اسلام کی کوششوں کو بیان کر سکے

() پاکستان کے محل وقوع اور اس کی جغرافیائی اہمیت بیان کر سکے اور GSP+ کے تعارف اور عملی طریقہ کار بیان کر سکے

() پاکستان میں قدرتی وسائل (تیل، گیس، کوئلہ) کے بارے میں بیان کر سکے

غیر مسلم طلباء کے لیے

GEN301

نصاب اخلاقیات

سال سوئم

ٹی	پی	سی
1	0	1

کل وقت 20 گھنٹے

موضوعات:

() احساس ذمہ داری

() مثبت ذہن

() عدل وانصاف

() قومی خدمت کا جذبہ

() ذکر ونظر کی پاکیزگی

() احترام آدمیت

() شائستگی

() عفوودرگذر

() بردباری

() خوداتحصاری

() اثر ونفوذ

() جامعیت

() اپنی ذات کی معرفت (بذریعہ ہم عمر طلباء، اساتذہ، اہم شخصیات)

() بچوں کے حقوق

() عورتوں کے حقوق

() بزرگ شہریوں کے حقوق

() مخنث حضرات کے حقوق

غیر مسلم طلباء کے لیے

نصاب اخلاقیات (سال سوئم)

تدریس مقاصد:

عمومی مقاصد:

() ملکی ترقی کے لیے اعلیٰ اوصاف کے ساتھ بہتر طور پر ملک وملت کی خدمت کر سکے

خصوصی مقاصد: طالب علم اس قابل ہو سکے کہ

() موضوعات کا مطلب بیان کر سکے

() عملی زندگی سے مثالوں کی نشاندہی کر سکے

() موضوعات کی اہمیت بیان کر سکے

() اپنی شخصیت اور معاشرے پر موضوعات کے مطابق اثرات پیدا کرنے کے طریقے بیان کر سکے

() مثبت ذہن کے ساتھ کام کر سکے

() عدل وانصاف سے ادارہ میں، دفتر میں بہتر ماحول پیدا کر سکے

() ماحول کو اخلاقی طور پر پاکیزہ بنائے

() کارکنوں کی بہتر طور پر دل جوئی کر سکے

() کارکردگی میں اضافہ کر سکے

() باہمی احترام کی برکات سے استفادہ کر سکے

() بچوں کے حقوق بیان کر سکے

() عورتوں کے حقوق کی پاسداری کر سکے

() بزرگ شہریوں کے حقوق کا خیال رکھ سکے

() مخنث حضرات کے حقوق جان سکے اور ان کے حقوق کی پاسداری کر کے انہیں معاشرے کا ایک مفید فرد بنایا جا سکے

LSOP-313 ONLINE HOSTING AND PERFORMANCE

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course aims to develop students' comprehensive competencies in the field of online hosting and performance. Students will gain an understanding of the definition, evolution, current trends, and challenges of hosting, as well as master fundamental training methods, script preparation procedures, and techniques for shaping thought structures. They will become familiar with communication, expression, and on-site control skills specific to online hosting. Additionally, students will learn basic performance theories and training methods, along with live streaming strategies and risk prevention approaches. Through comprehensive learning in online performance and live streaming sales, students will acquire practical application abilities.

COURSE CONTENTS

1. FUNDAMENTALS OF HOSTING 14 Hrs

1.1 Definition of Hosting

1.2 Trends and Challenges in Hosting

1.3 Basic Voice Training Methods

1.4 Script Preparation Procedures and Techniques

1.5 Techniques for Shaping Hosting Thought Structures

1.6 Creative Agency in Hosting

1.7 Nature, Positioning, and Functions of Hosting

2. ANALYSIS OF ONLINE PLATFORM HOSTING 12 Hrs

2.1 Background and Trends in Online Platform Hosting

2.2 Importance and Influence of Online Platform Hosting

2.3 Communication Methods and Expressive Skills

2.4 Techniques for Guiding the Scene and Engaging the Audience

2.5 Measures for Maintaining Order and Handling Emergencies

2.6 Standards and Norms for Online Platform Hosting

3. PERFORMANCE THEORY ANALYSIS AND TRAINING 8 Hrs

3.1 Fundamental Knowledge of Performance

3.2 Performance Training Methods

3.3 Action Application Techniques

3.4 Camera Performance Requirements

4. ANALYSIS OF ONLINE PLATFORM PERFORMANCE 10 Hrs

4.1 Connotation of Online Performance

4.2 Forms of Online Performance

4.3 Interactivity in Online Performance

4.4 Requirements for Interactive Scene Management

4.5 Emergent Issues in Online Performance

5. LIVE STREAMING MARKETING AND SALES 12 Hrs

5.1 Theory and Characteristics of Live Streaming Sales

5.2 Live Streaming Sales Platforms

5.3 Basic Process of Live Streaming Sales

5.4 Rules and Techniques for Live Streaming Sales

5.5 Effective Product Display and Presentation

5.6 Techniques for Guiding Transactions

6. LIVE STREAMING STRATEGY FORMULATION AND RISK RESPONSE **8 Hrs**

6.1 Marketing Strategies for Live Streaming Platforms

6.2 Sales Rhetoric for Live Streaming

6.3 Risk Prevention Strategies for Live Streaming

6.4 Job Responsibilities of Live Streaming Sales Hosts

Recommended Books:

- Webinar Methodology by lifelong learning program https://ec.europa.eu/programmes/erasmus-plus/project-result-content/9dfd6607-60f7-4b3d-870e-6be51d4b15df/metodyka_EN_FINAL.pdf
- The Role Of Live Streaming In Marketing Communications And Corporate Branding by Katja Keinänen https://lutpub.lut.fi/bitstream/handle/10024/134346/progradu_keinanen_katja.pdf
- Marketing Communication by Olujimi Kayode https://mkhabela11.wordpress.com/wp-content/uploads/2014/09/marketing-communications.pdf
- The Ultimate guide to Virtual Event planning by Webex https://www.webex.com/content/dam/www/us/en/documents/products/pdf/suite/events/webex-events-ul.pdf
- Event Management and Best Practices by IBM https://www.redbooks.ibm.com/redbooks/pdfs/sg246094.pdf

LSOP-313 ONLINE HOSTING AND PERFORMANCE

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF HOSTING

1.1 Explain the definition and evolution of hosting

1.2 Discuss current trends and challenges in hosting

1.3 Explain the basic voice training methods

1.4 Explain the procedures and techniques for script preparation

1.5 Describe essential techniques for structuring hosting thought processes

1.6 Discuss common creative agents in hosting

1.7 Explain the nature, positioning, and functions of hosting

2. ANALYSIS OF ONLINE PLATFORM HOSTING

2.1 Explain the background and development trends of online platform hosting

2.2 Explain the importance and influence of online platform hosting

2.3 Discuss communication methods and expressive skills for online hosting

2.4 Explain the techniques for guiding the scene and engaging the audience

2.5 Describe the measures for maintaining order and handling emergencies

2.6 Demonstrate the standards and norms for online platform hosting

3. PERFORMANCE THEORY AND TRAINING

3.1 Explain fundamental knowledge of performance

3.2 Explain performance training methods

3.3 Demonstrate the three elements of action and the process of action

3.4 Describe all techniques for applying action in performance

3.5 Discuss camera performance requirements

4. ANALYSIS OF ONLINE PLATFORM PERFORMANCE

4.1 Explain the connotation and characteristics of online performance

4.2 Explain essential forms of online performance

4.3 Explain interactive techniques for online performance

4.4 Describe the methods for managing interactive scene control

4.5 Analyze all approaches to handling emergent issues in online performance

5. LIVE STREAMING MARKETING AND SALES

5.1 Explain the theory and characteristics of live streaming sales

5.2 Describe live streaming sales platforms and their functions

5.3 Explain the basic process of live streaming sales

5.4 Explain rules and techniques for live streaming sales

5.5 Describe all methods for effective product display and presentation

5.6 Discuss techniques for guiding transactions

6. LIVE STREAMING STRATEGIES AND RISK PREVENTION

6.1 Demonstrate marketing strategies for live streaming platforms

6.2 Explain application techniques for live streaming sales rhetoric

6.3 Discuss risk prevention strategies for live streaming

6.4 Analyze job responsibilities of live streaming sales hosts

LSOP-313 ONLINE HOSTING AND PERFORMANCE

LIST OF PRACTICALS

1. Explore on-camera hosting principles by adjusting camera angles, framing, lighting, tone, and delivery in a controlled environment.
2. Analyze professional hosting methods by reviewing *TikTok Live Hosting Success Stories* and identifying engagement techniques and delivery patterns.
   (Case Study: TikTok Business – Success Stories | https://www.tiktok.com/business/en/success-stories)
3. Practice voice modulation, gestures, posture, and facial expressions while recording short hosting sessions for self-evaluation.
4. Conduct interactive engagement drills by responding to simulated viewer comments, running mock polls, and performing live Q&A scenarios.
5. Assess viewer retention, engagement spikes, and audience interaction metrics using insights from *YouTube Creators – Creator Stories*.
   (Case Study: YouTube Creator Stories | https://www.youtube.com/creators/creator-stories)
6. Perform a live selling demonstration by presenting products, explaining features, and applying persuasive communication strategies based on *Taobao Live – Sales Powerhouse Case Study*.
   (Case Study: How Taobao Live Became a Sales Powerhouse | https://www.alizila.com/how-taobao-live-became-a-sales-powerhouse/)
7. Execute a full hosting script by practicing introductions, transitions, calls-to-action, and closing statements with consistent voice and body control.
8. Simulate common technical failures—such as mic issues, lighting disruptions, or streaming lag and apply recovery steps using insights from *Hootsuite – Social Media Crisis Management Guide*.
   (Case Study: Hootsuite Social Media Crisis Management | https://blog.hootsuite.com/social-media-crisis-management/)
9. Develop a complete live streaming content plan, including topic flow, timing schedule, engagement strategy, and call-to-action points.
10. Perform real-time multitasking by monitoring viewer comments, switching scenes, operating tools, and responding to queries during a mock live session.
11. Create a 1–2 minute hosting clip and edit the video by adjusting audio clarity,

brightness, pacing, and subtitles for improved viewer experience.

12. Evaluate personal hosting performance by reviewing recorded sessions, comparing with professional examples, and preparing an improvement report

LSOP-323 ONLINE LIVE STREAMING DIRECTING TECHNOLOGY

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course aims to equip students with comprehensive knowledge and practical skills in live streaming directing. Students will learn about the development history and trends of live streaming, understand the responsibilities and job requirements of a director, and become familiar with methods for building and managing directing teams. They will master practical skills such as program content planning, technical checklist formulation, and lighting-camera positioning layout. Additionally, students will learn to apply key technologies to complete typical tasks including live broadcast implementation and data collection.

COURSE CONTENTS

1. FUNDAMENTALS OF LIVE STREAMING DIRECTING 14 Hrs

1.1 Overview of Live Streaming Development

1.2 Technical Characteristics of Live Streaming

1.3 Job Responsibilities of a Director

1.4 Team Collaboration in Directing

1.5 Four Key Elements of Directing Work

1.6 Professional Terminology in Directing

2. PREPARATION FOR DIRECTING PROJECTS 18 Hrs

2.1 Methods for Building Directing Teams

2.2 Content of Program Planning

2.3 Requirements for Technical Checklist Formulation

2.4 Design Principles for Live Streaming Room Lighting Plans

2.5 Principles of Camera Position Layout

2.6 Techniques for Camera Position Arrangement

2.7 Audio and Video Processing Equipment

2.8 Methods for Selecting Signal Conversion Equipment

2.9 Techniques for Video Switching and Composition

3. ANALYSIS OF LIVE STREAMING DIRECTING 16 Hrs

3.1 Techniques for Directing Commands

3.2 On-Site Camera Scheduling

3.3 Principles of Composition Analysis

3.4 Methods for Seamless Picture Workflow Editing

3.5 Real-Time Interaction Techniques in Live Streaming

3.6 Social Media Interaction Skills

3.7 Methods for Live Data Collection and Analysis

4. NEW LIVE STREAMING TECHNOLOGIES AND RISK MANAGEMENT 16 Hrs

4.1 Impact of 5G Era on Live Streaming Technology

4.2 Application Scenarios of AR and VR in Live Streaming

4.3 Live Streaming Security Risks and Countermeasures

4.4 User Permission Management and Content Review Mechanisms

4.5 Legal Issues and Regulations in Live Streaming

4.6 Techniques for Multi-Platform Live Streaming Implementation

4.7 Adaptation and Optimization of Content Across Platforms

4.8 Strategies for Live Content Distribution

Recommended Books:

- The Basics of Live Streaming By Paul Richards (https://cpfumc.org/wp-content/uploads/2022/03/The-Basics-of-Live-Streaming.pdf)
- Essential Guide to Church Live Streaming Equipment (https://ptzoptics.com/wp-content/uploads/2021/01/Essential-Guide-to-Church-Live-Streaming-Equipment-List.pdf)
- The Live Streaming Start-up Guide for Live Event Production (https://www.telestream.net/pdfs/desktop/startup-guide-production.pdf)
- A Complete Guide To Live Streaming For Corporate Communicators (https://resources.creationnetworks.net/hubfs/CreationNetworks.-complete-live-streaming-playbook-communications.pdf)

LSOP-323 ONLINE LIVE STREAMING DIRECTING TECHNOLOGY

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF LIVE STREAMING DIRECTING

1.1 Explain development history and trends of live streaming

1.2 Explain technical characteristics and key elements of live streaming

1.3 Discuss job responsibilities and work requirements of directors

1.4 Describe the role and collaboration methods of directors in team work

1.5 Explain the four key elements of directing work

1.6 Demonstrate professional terminology and expressions commonly used in directing work

2. PREPARATION FOR DIRECTING PROJECTS

2.1 Explain team building methods and management techniques for directing teams

2.2 Describe content and requirements of program planning

2.3 Explain formulation requirements and processes for technical checklists

2.4 Describe the design principles for live streaming room lighting plans

2.5 Describe basic principles and techniques for camera position layout

2.6 Explain basic principles of audio and video processing equipment

2.7 Discuss usage methods of audio and video processing equipment

2.8 Describe selection methods for signal conversion equipment

2.9 Analyze all techniques and applications of video switching and composition

3. ANALYSIS OF LIVE STREAMING DIRECTING

3.1 Explain all techniques for directing commands

3.2 Describe methods for on-site camera scheduling

3.3 Explain principles of composition analysis

3.4 Explain methods for seamless picture workflow editing and rhythm control

3.5 Describe all techniques and strategies for real-time interaction in live streaming

3.6 Explain essential methods and effect evaluation for social media interaction

3.7 Analyze methods for live data collection and analysis

4. NEW LIVE STREAMING TECHNOLOGIES AND RISK MANAGEMENT

4.1 Describe the impact of 5G era on live streaming technology

4.2 Explain application scenarios of AR and VR in live streaming

4.3 Describe live streaming security risks and countermeasures

4.4 Explain user permission management and content review mechanisms

4.5 Discuss legal issues and regulations in live streaming

4.6 Explain all techniques for multi-platform live streaming implementation

4.7 Describe adaptation and optimization methods for content across platforms

4.8 Analyze strategies for live content distribution

LSOP-323 ONLINE LIVE STREAMING DIRECTING TECHNOLOGY

LIST OF PRACTICALS

1. Examine directing responsibilities by documenting key roles, command flow, task distribution, and coordination requirements involved in managing a live streaming session.
2. Create a detailed pre-broadcast checklist that includes camera setup, lighting arrangement, microphone testing, streaming software configuration, and internet stability verification.
3. Plan multiple camera angles by selecting framing styles, camera positions, and movement paths to enhance visual storytelling during a live broadcast.
4. Arrange shot sequences by mapping opening shots, transition frames, close-ups, and wide angles to ensure smooth visual continuity throughout the stream.
5. Review live directing practices by studying *Taobao Live Directing Strategies* and identifying cue management, real-time decision-making, and team coordination methods.
   (Case Study: Taobao Live Director Case Study | https://www.alizila.com/taobao-live-directing-strategies/)
6. Practice cue handling by issuing verbal and visual cues to hosts, camera operators, and technical staff during a simulated live streaming scenario.
7. Coordinate real-time communication between director, host, and technical team to manage timing, transitions, and unexpected on-air changes.
8. Explore emerging live streaming platforms, production tools, and safety mechanisms to evaluate their effectiveness in improving stream stability and quality.
9. Assess technical risk factors by identifying potential equipment, software, or network failures and planning preventive and corrective response actions.
10. Identify copyright and content-related risks by reviewing common violations and applying compliance measures using *YouTube Copyright Management Guidelines*.
    (Case Study: YouTube Copyright Management | https://support.google.com/youtube/answer/2797370)
11. Simulate a content violation scenario and apply appropriate response steps, including muting audio, removing visuals, or adjusting content in real time.

12. Evaluate overall directing performance by reviewing recorded sessions, team coordination effectiveness, issue handling, and preparing a post-stream improvement report.

LSOP-333 NEW MEDIA CONTENT PLANNING AND CREATION

Total Contact Hours

Theory	64 Hrs	**T**	**P**	**C**
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course aims to equip students with the core knowledge and skills required for new media content planning and creation. Students will learn the definition, characteristics, and various types of new media, understand relevant laws and regulations as well as job responsibilities, and become familiar with methods and tools for collecting, selecting, and organizing new media information. The course will deepen students' understanding of diverse forms and production models of new media content, enabling them to master design methods for new media copywriting, short videos, and H5 pages, thereby comprehensively enhancing their capabilities in new media content planning and creation.

COURSE CONTENTS

1. NEW MEDIA AND PROFESSIONAL COMPETENCIES 10 Hrs

1.1 Overview of New Media

1.2 Types and Characteristics of New Media

1.3 Laws and Regulations in New Media

1.4 Job Responsibilities in New Media

2. NEW MEDIA INFORMATION COLLECTION 8 Hrs

2.1 Methods and Tools for New Media Information Search

2.2 Methods and Tools for New Media Information Filtering

2.3 Methods and Tools for New Media Information Organization

3. ANALYSIS OF NEW MEDIA CONTENT 8 Hrs

3.1 Forms of New Media Content

3.2 Fundamental Thinking in New Media

3.3 Content-Level Thinking in New Media

4. NEW MEDIA COPYWRITING PRODUCTION 8 Hrs

4.1 Writing Techniques for New Media Copy

4.2 Process of New Media Copywriting

4.3 Methods for Processing New Media Graphics and Text

5. NEW MEDIA SHORT VIDEO PRODUCTION 10 Hrs

5.1 Content Planning Techniques for Short Videos

5.2 Components of Audiovisual Language in Short Videos

5.3 Commonly Used Short Video Editing Software

5.4 Methods for Short Video Editing

6. NEW MEDIA H5 POSTER EDITING 12 Hrs

6.1 Fundamentals of H5

6.2 Methods for H5 Page Material Design

6.3 Methods for H5 Page Motion Effect Design

6.4 Methods for H5 Page Interaction Design

6.5 Methods for H5 Page Copywriting Design

7. NEW MEDIA CONTENT PACKAGING AND PROMOTION 8 Hrs

7.1 Elements of New Media Content

7.2 Strategies for New Media Content Packaging

7.3 Strategies for New Media Content Promotion

Recommended Books:

- New Media A Critical Introduction Second Edition by MARTIN LISTER, JON DOVEY, SETH GIDDINGS, IAIN GRANT & KIERAN KELLY (https://www.philol.msu.ru/~discours/images/stories/speckurs/New_media.pdf)
- Principles of Marketing by Openstax RICE University (https://assets.openstax.org/oscms-prodcms/media/documents/Principles_Marketing-WEB.pdf)
- Text Book Media Production Grade - IX By NAVTTC (https://navttc.gov.pk/MatricTechBooks/9thbooks/MediaProductionfor9th.pdf)

LSOP-333 NEW MEDIA CONTENT PLANNING AND CREATION

INSTRUCTIONAL OBJECTIVES

1. NEW MEDIA AND PROFESSIONAL COMPETENCIES

1.1 Explain definition and characteristics of new media

1.2 Discuss different types of new media and their features

1.3 Explain laws and regulations for new media copywriting and short videos

1.4 Demonstrate job responsibilities in new media

2. NEW MEDIA INFORMATION COLLECTION

2.1 Explain essential tools for new media information search

2.2 Explain methods for new media information search

2.3 Discuss all tools for new media information filtering

2.4 Explain all methods for new media information filtering

2.5 Describe essential tools for new media information organization

2.6 Explain methods for new media information organization

3. ANALYSIS OF NEW MEDIA CONTENT

3.1 Explain forms of new media content

3.2 Discuss formats of new media content

3.3 Explain fundamental thinking in new media

3.4 Describe content-level thinking in new media

4. NEW MEDIA COPYWRITING PRODUCTION

4.1 Explain writing techniques for new media copy

4.2 Describe the process of new media copywriting

4.3 Explain content and methods for new media graphics and text processing

5. NEW MEDIA SHORT VIDEO PRODUCTION

5.1 Describe content planning techniques for short videos

5.2 Explain essential components of audiovisual language in short videos

5.3 Discuss commonly used short video editing software

5.4 Describe methods for short video editing

6. NEW MEDIA H5 POSTER EDITING

6.1 Describe fundamentals of H5

6.2 Explain methods for H5 page material design

6.3 Explain methods for H5 page motion effect design

6.4 Explain methods for H5 page interaction design

6.5 Describe methods for H5 page copywriting design

7. NEW MEDIA CONTENT PACKAGING AND PROMOTION

7.1 Describe elements of new media content

7.2 Explain strategies for new media content packaging

7.3 Explain strategies for new media content promotion

LSOP-333 NEW MEDIA CONTENT PLANNING AND CREATION

LIST OF PRACTICALS

1. Apply essential content creation, audience engagement, and platform management skills by managing a real or simulated social media account.
2. Gather trending topics, news, and relevant data by monitoring multiple online media sources and trend-tracking tools.
   (Reference: Google Trends – Trending Searches | https://trends.google.com/trends/)
3. Analyze content performance by evaluating structure, engagement rate, and audience response using *BuzzSumo – Content Performance Analysis*.
   (Case Study: How to Analyze Content Performance | https://buzzsumo.com/blog/how-to-analyze-content-performance/)
4. Evaluate high-performing digital content by identifying effective headlines, visuals, posting time, and call-to-action strategies.
5. Write persuasive copy for social media posts, blog articles, and digital advertisements tailored to defined target audiences.
6. Plan short-form video content by preparing scripts, storyboards, and shot lists suitable for TikTok, Instagram Reels, and YouTube Shorts.
7. Record short-form videos using mobile or basic camera setups while applying framing, lighting, and audio best practices.
8. Edit short-form videos by adding captions, transitions, and background audio optimized for vertical-video platforms.
9. Review successful short-video strategies by studying *TikTok Business – Success Stories* and identifying key performance factors.
   (Case Study: TikTok Short Video Success Stories | https://www.tiktok.com/business/en/success-stories)
10. Design interactive H5 posters and digital creatives using tools such as Canva or Figma for digital marketing campaigns.
11. Combine text, visuals, and video content into an integrated digital campaign and align it with platform-specific publishing requirements.
12. Publish campaign content across multiple social media platforms and analyze engagement metrics to recommend performance improvements.

LSOP-343 NEW MEDIA OPERATIONS

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS: This course aims to equip students with comprehensive skills in new media operations, including an in-depth understanding of new media platform classification and operational models, as well as the ability to select and maintain platforms. It also seeks to enhance students' integrated capabilities in user operations, content operations, and event operations, enabling them to build user profiles, formulate user growth strategies, and master content planning, distribution, event planning, and implementation. Ultimately, students will be able to apply data analysis methods to optimize the effectiveness of new media operations and meet professional development demands.

COURSE CONTENTS

1. NEW MEDIA PLATFORM AWARENESS 10 Hrs

1.1 Classification of Common Information Platforms

1.2 Classification of Common Shopping Guide Platforms

1.3 Classification of Common Video Platforms

1.4 Operational Models of Mainstream Information Platforms

1.5 Development History and Trends of Video Platforms

2. NEW MEDIA PLATFORM OPERATIONS 10 Hrs

2.1 Factors Influencing Platform Selection

2.2 Methods for Platform Selection

2.3 Basic Procedures for Platform Maintenance

2.4 Platform Operation Strategies

3. NEW MEDIA USER OPERATIONS 12 Hrs

3.1 Methods for Building User Profiles

3.2 Key Dimensions of User Profiles

3.3 Criteria and Significance of User Tier Classification

3.4 Strategies for User Tier Classification

3.5 Core Objectives and Principles of User Operations

3.6 Strategies for User Growth, Retention, and Engagement

4. NEW MEDIA CONTENT OPERATIONS 10 Hrs

4.1 Basis and Importance of Content Positioning

4.2 Content Preferences of Target Audiences

4.3 Strategies and Adjustment Methods for Content Positioning

4.4 Processes and Methods for Content Planning

4.5 Standards for Content Production

4.6 Channels for Content Distribution

5. NEW MEDIA ACTIVITY OPERATIONS 12 Hrs

5.1 Objectives and Principles of Activity Planning

5.2 Processes for Activity Planning

5.3 Methods for Activity Budget Control

5.4 Key Steps in Activity Implementation

5.5 Methods for Selecting Activity Promotion Channels

5.6 Methods for Evaluating Activity Implementation and Promotion Effectiveness

6. NEW MEDIA DATA ANALYSIS **10 Hrs**

6.1 Methods for Collecting and Analyzing Content Operation Data

6.2 Evaluation Metrics and Models for Content Operation Effectiveness

6.3 Strategies for Improving Content Operation Effectiveness

6.4 Evaluation Criteria for Activity Operation Effectiveness

6.5 Optimization Strategies for Activity Operation Effectiveness

6.6 Dimensions for Measuring User Operation Effectiveness

6.7 Techniques for Adjusting User Operation Strategies

Recommended Books:

- Digital and Social Media Marketing by Dr. Lokesh Jasrai (https://ebooks.lpude.in/new-scheme/computer_application/mca/sem_4/DEMKT505_DIGITAL_AND_SOCIAL_MEDIA_MARKETING.pdf)
- Social Media Marketing Step by Step Instructions by NOAH GRAY AND MICHAEL FOX (https://lib.zu.edu.pk/ebookdata/Media%20Sciences/Marketing/Social%20Media%20Marketing%20%20Step%20by%20Step%20Instructions%20For%20Advertising%20Your%20Business%20on%20Facebook%2C%20Youtube%2C%20Instagram%2C%20Twitter-by%20Noah%20Grey.pdf)

LSOP-343 NEW MEDIA OPERATIONS

INSTRUCTIONAL OBJECTIVES

1. NEW MEDIA PLATFORM AWARENESS

1.1 Explain the Classification of Common Information Platforms

1.2 Describe the Classification of Common Shopping Guide Platforms

1.3 Explain the Classification of Common Video Platforms

1.4 Discuss Operational Models of Mainstream Information Platforms

1.5 Explain the Development History and Trends of Video Platforms

2. NEW MEDIA PLATFORM OPERATIONS

2.1 Explain the Factors Influencing New Media Platform Selection

2.2 Demonstrate Methods for Media Platform Selection

2.3 Explain the Significance of New Media Platform Maintenance

2.4 Demonstrate Solutions for Common Platform Maintenance Issues

2.5 Describe essential Platform Maintenance Procedures

2.6 Explain Methods for Enhancing Platform Stability and User Experience

3. NEW MEDIA USER OPERATIONS

3.1 Explain Methods for Building User Profiles

3.2 Describe Key Dimensions of User Profiles

3.3 Explain essential Criteria and Significance of User Tier Classification

3.4 Apply Strategies for User Tier Classification

3.5 Explain the Core Objectives and Principles of User Operations

3.6 Discuss Strategies for User Growth, Retention and Engagement

4. NEW MEDIA CONTENT OPERATIONS

4.1 Explain the Basis and Importance of Content Positioning

4.2 Describe Content Preferences of Target Audiences

4.3 Discuss Strategies and Adjustment Methods for Content Positioning

4.4 Explain the Processes of Content Planning

4.5 Describe Topic Selection for Content Planning

4.6 Explain Innovation and Differentiation Strategies for Content Planning

4.7 Explain the Standards for Content Production

4.8 Demonstrate Channels for Content Distribution

5. NEW MEDIA ACTIVITY OPERATIONS

5.1 Explain Objectives and Principles of Activity Planning

5.2 Describe the essential Processes for Activity Planning

5.3 Explain Methods for Activity Budget Control

5.4 Explain Key Steps in Activity Implementation

5.5 Describe Methods for Selecting Activity Promotion Channels

5.6 Explain the Methods for Evaluating Activity Implementation and Promotion Effectiveness

6. NEW MEDIA DATA ANALYSIS

6.1 Explain Methods for Collecting and Analyzing Content Operation Data

6.2 Describe Evaluation Metrics for Content Operation Effectiveness

6.3 Discuss Strategies for Improving Content Operation Effectiveness

6.4 Describe Evaluation Criteria for Activity Operation Effectiveness

6.5 Explain Optimization Strategies for Activity Operation Effectiveness

6.6 Explain Dimensions for Measuring User Operation Effectiveness

6.7 Describe Techniques for Adjusting User Operation Strategies

LSOP-343 NEW MEDIA OPERATIONS

LIST OF PRACTICALS

1. Create selected new media platforms by identifying their platform type, primary audience segment, core functions, and key engagement metrics.
2. Create new media platforms by comparing their content formats, user interaction models, and performance indicators in a structured comparison table.
3. Create a new media platform account by configuring profile settings, privacy controls, content preferences, and notification options in accordance with platform guidelines.
4. Operate the platform by scheduling posts, using built-in publishing tools, applying hashtags or tags, and following community and content policies.
5. Interact with users by responding to comments, moderating discussions, managing feedback, and applying user-retention techniques based on real community practices.
   (Case Study: Reddit Community Management Success | https://www.socialmediatoday.com/news/reddit-community-management-success/522324/)
6. Create a structured content operation plan by defining content themes, posting frequency, target audience goals, and engagement strategies.
7. Execute the content plan by publishing posts, monitoring real-time interactions, and adjusting content timing or format to improve audience response.
8. Design an interactive new media activity—such as polls, contests, quizzes, or live events—to encourage user participation and community engagement.
9. Implement the interactive activity on a selected platform and track participation levels, user feedback, and overall engagement results.
10. Create analytics data by using platform dashboards or online tools to gather engagement metrics, reach, impressions, and performance indicators.
11. Interpret analytics results and present findings using charts or reports, applying insights from professional analytics practices.
    (Case Study: Hootsuite Social Media Analytics Tools | https://blog.hootsuite.com/social-media-analytics-tools/)
12. Evaluate overall platform performance by reviewing content effectiveness, user engagement trends, and operational strategies, and prepare recommendations for improvement.

LSOP-353 DATA ANALYSIS AND LIVE STREAMING PROMOTION

Total Contact Hours

		T	P	C
Theory	64 Hrs			
Practical	96 Hrs	**2**	**3**	**3**

Prerequisite: None

AIMS： This course aims to comprehensively develop students' capabilities in data analysis and live stream promotion. Through systematic learning, students will acquire knowledge of data analysis and live stream promotion techniques, become familiar with and master key metrics and analytical methods for live stream account data, user data, and short video data analysis. They will learn to track live stream data in real-time and conduct retrospective analysis of historical data. Additionally, students will gain familiarity with live stream promotion mechanisms and algorithmic logic, identify optimization directions for live stream promotion, and ultimately enhance the effectiveness of live stream promotion campaigns.

COURSE CONTENTS

1. ACCOUNT AND USER DATA ANALYSIS 10 Hrs

1.1 Account Positioning and Operational Models

1.2 Methods for Account Data Analysis

1.3 Key Metrics for User Data

1.4 Methods for User Data Analysis

1.5 Methods for Product Data Analysis

2. SHORT VIDEO DATA ANALYSIS 14 Hrs

2.1 Calculation and Metrics of Short Video Views

2.2 Methods for Analyzing User Behavior in Short Video Views

2.3 Metrics for Short Video Interaction Data

2.4 Key Points for Correlating Interaction Data with Content

2.5 Metrics for Short Video Advertising Effectiveness

2.6 Methods for Evaluating Short Video Advertising Effectiveness

2.7 Methods for Analyzing Short Video Competitors

3. REAL-TIME LIVE STREAM DATA TRACKING 12 Hrs

3.1 Key Metrics for Live Streaming

3.2 Techniques for Data Visualization

3.3 Methods for Analyzing Live Data Trends

3.4 Tools for Real-Time Live Data Monitoring

3.5 Fundamentals of Formulating Timely Response Strategies

3.6 Methods for Developing Timely Response Strategies

4. HISTORICAL LIVE STREAM DATA REVIEW 12 Hrs

4.1 Tools for Historical Data Trend Analysis

4.2 Methods for Historical Data Trend Analysis

4.3 Sources of Live Streaming Traffic Data

4.4 Strategies for Converting Live Traffic Data

4.5 Methods for Analyzing Live Traffic Data

4.6 Methods for Analyzing Live Product Data

5. MECHANISM AND ALGORITHM LOGIC ANALYSIS 10 Hrs

5.1 Principles of Live Streaming Promotion Mechanisms

5.2 Recommendation Mechanisms and User Behavior

5.3 Methods for Analyzing Algorithmic Logic

5.4 Principles of Live Content Recommendation Systems

5.5 Methods for Evaluating Algorithm Effectiveness

6. LIVE STREAMING PROMOTION CONTENT OPTIMIZATION 6 Hrs

6.1 Methods for Formulating Live Promotion Strategies

6.2 Content and Formats for Live Promotion

6.3 Channels and Methods for Live Promotion

Recommended Books:

- Digital Analytics for Marketing by A. Karim Feroz, Gohar F. Khan, and Marshall Sponder (https://digital-optimize.com/wp-content/uploads/2025/03/Digital_Analytics_for_Marketing.pdf)
- Big Book of Digital Marketing by Digital Firefly Marketing (https://digitalfireflymarketing.com/wp-content/uploads/2017/02/Big-Book-of-Digital-Marketing.pdf)
- Digital Marketing Analytics by Chuck Hemann & Ken Burbary (https://share.google/PP85r3SvKXEO8HpQD)

LSOP-353 DATA ANALYSIS AND LIVE STREAMING PROMOTION

INSTRUCTIONAL OBJECTIVES

1. ACCOUNT AND USER DATA ANALYSIS

1.1 Explain the definition and operational models of accounts

1.2 Discuss common methods for account data analysis

1.3 Describe essential key metrics and importance of user data

1.4 Explain methods for user data analysis

1.5 Discuss methods for product data analysis

2. SHORT VIDEO DATA ANALYSIS

2.1 Describe calculation methods and key metrics for short video views

2.2 Explain methods for analyzing user behavior in short video views

2.3 Discuss key metrics for short video interaction data

2.4 Explain key considerations for correlating interaction data with content

2.5 Describe key metrics for evaluating short video advertising effectiveness

2.6 Discuss methods for evaluating short video advertising effectiveness

2.7 Explain methods for analyzing short video competitors

3. REAL-TIME LIVE STREAM DATA TRACKING

3.1 Explain key metrics and significance of live streaming

3.2 Describe techniques and application scenarios of data visualization

3.3 Explain methods for analyzing live data trends

3.4 Describe main common tools for real-time live data monitoring

3.5 Explain fundamentals of formulating timely response strategies

3.6 Analyze methods for developing timely response strategies

4. HISTORICAL LIVE STREAM DATA REVIEW

4.1 Describe tools for historical data trend analysis

4.2 Explain methods for historical data trend analysis

4.3 Explain sources and composition of live streaming traffic data

4.4 Describe essential strategies for converting live traffic data

4.5 Explain methods for analyzing live traffic data

4.6 Discuss methods for analyzing live product data

5. MECHANISM AND ALGORITHM LOGIC ANALYSIS

5.1 Explain basic principles and processes of live streaming promotion mechanisms

5.2 Discuss the relationships and impacts between recommendation mechanisms and user behavior

5.3 Explain methods for analyzing algorithmic logic

5.4 Describe essential principles and composition of live content recommendation systems

5.5 Explain methods for evaluating algorithm effectiveness

6. LIVE STREAMING PROMOTION CONTENT OPTIMIZATION

6.1 Explain processes for formulating live promotion strategies

6.2 Discuss methods for developing live promotion strategies

6.3 Describe content and formats for live promotion

6.4 Discuss channels and methods for live promotion

LSOP-353 DATA ANALYSIS AND LIVE STREAMING PROMOTION

LIST OF PRACTICALS

1. Collect and analyze account metrics such as follower growth, engagement rate, and user interaction patterns to interpret overall account performance.
2. Track and evaluate the performance of a short video by measuring views, watch time, likes, shares, and engagement trends (Reference Case Study: TikTok Video Analytics https://www.tiktok.com/business/en/success-stories).
3. Monitor live streaming analytics in real time by tracking viewer count, audience interactions, and engagement levels during an ongoing session.
4. Review and analyze historical live streaming data to identify audience retention patterns, peak engagement moments, and overall session performance trends.
5. Examine content recommendation and ranking algorithms by evaluating how various content formats influence discoverability (Reference Case Study: YouTube Algorithm Insights https://www.thinkwithgoogle.com/future-of-marketing/creators/youtube-algorithm-insights/).
6. Extract and categorize demographic data including age, gender, location, and active hours to build accurate user personas and optimize posting schedules.
7. Compare brand Share of Voice (SOV) and engagement metrics against primary competitors to identify market gaps and establish performance baselines.
8. Classify user comments and mentions into positive, negative, and neutral sentiment categories to calculate a net sentiment score and identify qualitative feedback.
9. Run a controlled A/B test by posting two variations of content to analyze which variable yields a higher Click Through Rate (CTR) and engagement.
10. Implement and track conversion metrics using UTM parameters or link-tracking tools to measure direct website visits, sign-ups, and ROI from social media.
11. Analyze impression sources specifically from hashtags and keywords to identify high-performing tags and curate an optimized keyword strategy.
12. Monitor negative churn metrics such as unfollows, hidden posts, and report rates to identify content that alienates the audience and improve retention.
13. Compile all analyzed metrics into a visual executive summary report that highlights key performance indicators, strategic insights, and actionable next steps.

LSOP-362 OMNI-MEDIA ADVERTISING PLANNING

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

Prerequisite: None

AIMS: This course aims to systematically cultivate students' capabilities in omnimedia advertising planning and execution. Through comprehensive learning, students will gain a thorough understanding of omnimedia advertising knowledge, with a focus on core advertising strategies for portals, search engines, mobile apps, WeChat, Weibo, video platforms, and live streaming. Students will be required to flexibly apply their knowledge to develop practical advertising plans tailored to different media platform characteristics, accurately evaluate advertising effectiveness, and further enhance their omnimedia advertising planning skills.

COURSE CONTENTS

1. FUNDAMENTALS OF OMNIMEDIA ADVERTISING 4 Hrs

1.1 Overview of Media and Omnimedia

1.2 Concepts and Characteristics of Omnimedia Advertising

1.3 Common Types of Omnimedia Advertising

1.4 Delivery Models of Omnimedia Advertising

2. PORTAL WEBSITE ADVERTISING PLANNING 4 Hrs

2.1 Overview of Portal Websites

2.2 Introduction to Portal Website Advertising

2.3 Strategies for Portal Website Advertising Placement

2.4 Methods for Evaluating Portal Website Advertising Effectiveness

3. SEARCH ENGINE ADVERTISING PLANNING 4 Hrs

3.1 Overview of Search Engines

3.2 Types and Characteristics of Search Engine Advertising

3.3 Keyword-Based Search Engine Advertising Strategies

3.4 Methods for Evaluating Search Engine Advertising Effectiveness

4. MOBILE APP ADVERTISING PLANNING 4 Hrs

4.1 Overview of Mobile Apps

4.2 Types and Characteristics of Mobile App Advertising

4.3 Strategies for Mobile App Advertising Placement

4.4 Methods for Evaluating Mobile App Advertising Effectiveness

5. WECHAT ADVERTISING PLANNING 4 Hrs

5.1 Overview of WeChat

5.2 Types and Characteristics of WeChat Advertising

5.3 Strategies for WeChat Advertising Placement

5.4 Methods for Evaluating WeChat Advertising Effectiveness

6. WEIBO ADVERTISING PLANNING 4 Hrs

6.1 Overview of Weibo

6.2 Types and Characteristics of Weibo Advertising

6.3 Strategies for Weibo Advertising Placement

6.4 Methods for Evaluating Weibo Advertising Effectiveness

7. VIDEO ADVERTISING PLANNING 4 Hrs

7.1 Definition of Long-Form and Short-Form Video

7.2 Common Video Platforms

7.3 Types and Characteristics of Long-Form and Short-Form Video Advertising

7.4 Strategies for Video Advertising Placement

7.5 Methods for Evaluating Video Advertising Effectiveness

8. LIVE STREAMING ADVERTISING PLANNING 4 Hrs

8.1 Overview of Live Streaming

8.2 Types and Characteristics of Live Streaming Advertising

8.3 Live Streaming Advertising Strategies Focusing on Advertising Dialogue

8.4 Methods for Evaluating Live Streaming Advertising Effectiveness

Recommended Books

- Digital Marketing A Practical Approach by ALAN CHARLESWORTH (http://repo.darmajaya.ac.id/5368/1/Digital%20Marketing_%20A%20Practical%20Approach%20%28%20PDFDrive%20%29.pdf)
- Marketing and Advertising Using Google™ Targeting Your Advertising to the Right Audience (https://static.googleusercontent.com/media/books.google.com/en//intl/en/googlebooks/pdf/MarketingAndAdvertisingUsingGoogle.pdf)
- The Ultimate Guide to Digital Marketing by Digital Marketer (https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf?srsltid=AfmBOopVJoq2gXk_75eP_lAntWeYQLTs3PCTm2WvtTGQMbVe_zFHtpfY)
- The Social Media Marketing Book by O'Reilly Book (https://library.uniteddiversity.coop/Media_and_Free_Culture/The_Social_Media_Marketing_Book.pdf)
- Success: Digital Marketing Step-by-Step Guide for Beginners by eWay-CRM (https://www.eway-crm.com/eWay-Book/eWay-Book%20-%20Online%20Marketing%20EN.pdf)

LSOP-362 OMNI-MEDIA ADVERTISING PLANNING

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF OMNIMEDIA ADVERTISING

1.1 Explain the concepts of media and omnimedia

1.2 Describe the basic concept and characteristics of omnimedia advertising

1.3 Explain common types of omnimedia advertising

1.4 Explain billing models for omnimedia advertising delivery

2. PORTAL WEBSITE ADVERTISING PLANNING

2.1 Explain basic concepts and types of portal websites

2.2 Describe types and characteristics of portal website advertising

2.3 Discuss portal website advertising delivery processes

2.4 Explain strategies for portal website advertising placement

2.5 Explain methods for evaluating portal website advertising effectiveness

3. SEARCH ENGINE ADVERTISING PLANNING

3.1 Understand basic concepts and types of search engines

3.2 Describe types and characteristics of search engine advertising

3.3 Elaborate essential bidding strategies and keyword selection strategies

3.4 Explain keyword-based search engine advertising strategies

3.5 Describe evaluation metrics for search engine advertising effectiveness

3.6 Discuss methods for evaluating search engine advertising effectiveness

4. MOBILE APP ADVERTISING

4.1 Explain concepts of mobile apps and mobile app advertising

4.2 Describe types and characteristics of mobile app advertising

4.3 Discuss creative strategies for mobile app advertising

4.4 Explain all placement strategies for mobile app advertising

4.5 Analyze evaluation methods for mobile app advertising effectiveness

5. WECHAT ADVERTISING PLANNING

5.1 Explain all basic concepts, functions, and marketing value of WeChat

5.2 Describe types and characteristics of WeChat advertising

5.3 Discuss advertising strategies for official accounts

5.4 Explain advertising strategies for Moments

5.5 Explain advertising strategies for Video Channels

5.6 Discuss advertising strategies for community groups

6. WEIBO ADVERTISING PLANNING

6.1 Explain the basic concepts and communication characteristics of Weibo

6.2 Describe types and characteristics of Weibo

6.3 Discuss content characteristics of Weibo advertising

6.4 Explain delivery methods of Weibo advertising

6.5 Describe placement strategies for Weibo advertising

6.6 Explain methods for evaluating Weibo advertising effectiveness

7. VIDEO ADVERTISING PLANNING

7.1 Explain basic concepts of long-form and short-form videos

7.2 Describe common video platforms

7.3 Explain all types and characteristics of long-form and short-form video advertising

7.4 Discuss placement strategies for video advertising

7.5 Explain all methods for evaluating video advertising effectiveness

8. LIVE STREAMING ADVERTISING PLANNING

8.1 Explain basic concepts, development trends, and types of live streaming

8.2 Describe common live streaming platforms

8.3 Discuss types and characteristics of live streaming advertising

8.4 Explain live streaming advertising delivery processes

8.5 Describe live streaming advertising strategies focusing on advertising dialogue techniques

8.6 Explain methods for evaluating live streaming advertising effectiveness

LSOP-362 OMNI-MEDIA ADVERTISING PLANNING

LIST OF PRACTICALS

1. Analyze and classify digital advertising formats and their delivery models across multiple media platforms, comparing their cost structures (CPC vs. CPM vs. CPA) using real campaign examples.
2. Develop a portal website advertising plan by selecting optimal ad formats, designing placement layouts for view ability, and defining audience-targeting strategies (geo-targeting, behavioral).
3. Structure and optimize a search engine advertising campaign by performing keyword research, creating a logical Ad Group structure, writing compelling ad copy variants, and setting up bidding strategies to achieve a target Quality Score (Reference Case Study: Google Ads Success https://www.google.com/ads/case-studies/).
4. Design a comprehensive mobile app advertising strategy, detailing the sequence of in-app ad spots, creating push-notification flows for re-engagement, and proposing App Store Optimization (ASO) tactics.
5. Develop a multi-placement WeChat advertising campaign by designing ad units for Moments, Official Accounts, and Mini-Programs, focusing on the localized call to action (Reference Case Study: WeChat Marketing https://www.chinainternetwatch.com/30844/wechat-marketing-case-studies/).
6. Create and execute a Weibo influencer campaign strategy that includes designing sponsored content, selecting and vetting an appropriate influencer (KOL/KOC), and scheduling campaign activities for maximum regional impact.
7. Develop a video advertising campaign funnel by designing and sequencing ad types (e.g., non-skippable pre-roll for awareness, skippable mid-roll for consideration, and companion banner ads for conversion) to guide the viewer through the marketing journey (Reference Case Study: YouTube Video Ads https://www.thinkwithgoogle.com/marketing-resources/video-ads/).
8. Formulate a live-stream advertising and sponsorship strategy by defining non-disruptive ad placements, designing interactive audience promotions, and integrating branded sponsorship segments with measurable KPIs (Reference: Taobao Live E-Commerce Case Study https://www.alizila.com/how-taobao-live-became-a-sales-powerhouse/).
9. Construct a programmatic advertising bid strategy by defining the use of a Demand-

Side Platform (DSP), specifying target inventory (Private Marketplace vs. Open Exchange), and outlining real-time bidding (RTB) rules based on user segments.

10. Design a retargeting and lookalike audience strategy, first designing a retargeting campaign for shopping cart abandoners, and second, creating a lookalike audience based on high-value customer characteristics.
11. Measure and optimize campaign ROAS (Return on Ad Spend) by analyzing performance data (Spend, Conversions, Revenue), calculating the CPA, and proposing actionable optimization changes (e.g., adjusting bids, pausing ads) to improve profitability.
12. Develop an audio advertising campaign for a podcast or music streaming platform, specifying ad lengths, determining placement cadence, and writing copy that is effective without a visual element.
13. Execute a native advertising and content syndication plan by outlining the content synergy for sponsored articles, defining the landing page experience, and tracking key metrics like Time on Page and Scroll Depth.

LSOP-372 ONLINE PUBLIC OPINION ANALYSIS

Total Contact Hours

		T	P	C
Theory	32 Hrs			
Practical	96 Hrs	**1**	**3**	**2**

Prerequisite: None

AIMS: This course aims to help students understand the fundamental concepts, characteristics, and influencing factors of online public opinion in live streaming. Students will master methods for monitoring, collecting information, analyzing, evaluating, and responding to online public opinion in live streaming contexts. They will also become familiar with writing public opinion analysis reports and enhance their ability to handle

public opinion issues in practical work settings. The course lays a solid foundation for students' future development in related fields.

COURSE CONTENTS

1. FUNDAMENTALS OF ONLINE PUBLIC OPINION 4 Hrs

1.1 Concepts and Characteristics of Online Public Opinion

1.2 Classification of Online Public Opinion

1.3 Functions of Online Public Opinion

1.4 Components of Online Public Opinion

1.5 Communication Channels of Online Public Opinion

2. UNDERSTANDING LIVE STREAMING PUBLIC OPINION 4 Hrs

2.1 Concepts and Characteristics of Live Streaming Public Opinion

2.2 Netizen Psychology and Public Opinion Behavior in Live Streaming

2.3 Formation and Dissemination Mechanisms of Live Streaming Public Opinion

2.4 Challenges and Issues in Live Streaming Public Opinion

3. MONITORING LIVE STREAMING PUBLIC OPINION 4 Hrs

3.1 Basic Elements of Live Streaming Public Opinion Monitoring

3.2 Data Collection for Live Streaming Public Opinion Monitoring

3.3 Data Analysis for Live Streaming Public Opinion Monitoring

3.4 Workflow for Live Streaming Public Opinion Monitoring

4. INFORMATION COLLECTION FOR LIVE STREAMING PUBLIC OPINION 4 Hrs

4.1 Importance of Live Streaming Public Opinion Information Collection

4.2 Principles for Collecting Live Streaming Public Opinion Information

4.3 Methods for Collecting Live Streaming Public Opinion Information

5. ANALYSIS AND EVALUATION OF LIVE STREAMING PUBLIC OPINION 4 Hrs

5.1 Basic Requirements for Live Streaming Public Opinion Analysis and Evaluation

5.2 Basic Procedures for Live Streaming Public Opinion Analysis and Evaluation

5.3 Fundamental Methods for Live Streaming Public Opinion Analysis and Evaluation

5.4 Indicator System for Live Streaming Public Opinion Analysis and Evaluation

6. LIVE STREAMING PUBLIC OPINION REPORTING 4 Hrs

6.1 Overview of Live Streaming Public Opinion Reports

6.2 Requirements for Writing Live Streaming Public Opinion Reports

6.3 Techniques for Writing Live Streaming Public Opinion Reports

7. CRISIS EARLY WARNING AND RESPONSE FOR LIVE STREAMING PUBLIC OPINION 4 Hrs

7.1 Identification and Early Warning of Public Opinion Crises

7.2 Crisis Response Strategies and Procedures

7.3 Post-Crisis Evaluation and Summary Methods

8. RESPONSE AND GUIDANCE FOR LIVE STREAMING PUBLIC OPINION 4 Hrs

8.1 Basic Principles for Responding to Live Streaming Public Opinion

8.2 Live Streaming Public Opinion Response Teams

8.3 Organizational Structure for Live Streaming Public Opinion Response

8.4 Information Communication System for Live Streaming Public Opinion

8.5 Emergency Response System for Live Streaming Public Opinion

8.6 Techniques for Effective Guidance of Live Streaming Public Opinion

Recommended Books

- Public Opinion Research by Wolfgang Donsbach Michael W. Traugott. (https://api.pageplace.de/preview/DT0400.9781446206515_A24010412/preview-9781446206515_A24010412.pdf)
- Social Media ROI: Managing and Measuring Social Media Efforts by OLIVIER BLANCHARD (https://lib.zu.edu.pk/ebookdata/Media%20Sciences/Marketing/Social%20Media%20ROI_%20Managing%20and%20Measuring%20Social%20Media%20Efforts%20in%20Your%20Organization-by%20Olivier%20Balanchard.pdf)

LSOP-372 ONLINE PUBLIC OPINION ANALYSIS

INSTRUCTIONAL OBJECTIVES

1. FUNDAMENTALS OF ONLINE PUBLIC OPINION

1.1 Explain the concept of online public opinion

1.2 Describe the characteristics of online public opinion

1.3 Discuss the classification of online public opinion

1.4 Explain components of online public opinion

1.5 Describe communication channels of online public opinion

2. UNDERSTANDING LIVE STREAMING PUBLIC OPINION

2.1 Explain concepts and characteristics of live streaming public opinion

2.2 Discuss the relationship between netizen psychology and public opinion behavior

2.3 Explain formation mechanisms of live streaming public opinion

2.4 Discuss dissemination mechanisms of live streaming public opinion

2.5 Describe main challenges and issues in live streaming public opinion

3. MONITORING LIVE STREAMING PUBLIC OPINION

3.1 Explain basic elements of live streaming public opinion monitoring

3.2 Describe data collection methods for monitoring live streaming public opinion

3.3 Discuss data analysis methods for live streaming public opinion monitoring

3.4 Explain processes and key points of live streaming public opinion monitoring

4. INFORMATION COLLECTION FOR LIVE STREAMING PUBLIC OPINION

4.1 Explain the importance of information collection in live streaming public opinion

4.2 Describe principles for collecting live streaming public opinion information

4.3 Explain channels and methods for collecting live streaming public opinion information

5. ANALYSIS AND EVALUATION OF LIVE STREAMING PUBLIC OPINION

5.1 Explain essential requirements for analysis and evaluation of live streaming public opinion

5.2 Describe basic principle and procedures for live streaming public opinion analysis and evaluation

5.3 Discuss fundamental methods for live streaming public opinion analysis and evaluation

5.4 Explain indicator system for live streaming public opinion analysis and evaluation

6. LIVE STREAMING PUBLIC OPINION REPORTING

6.1 Explain basic content and format of live streaming public opinion reports

6.2 Describe requirements for writing live streaming public opinion reports

6.3 Discuss methods for writing live streaming public opinion reports

7. CRISIS EARLY WARNING AND RESPONSE FOR LIVE STREAMING PUBLIC OPINION

7.1 Explain public opinion crises and early warning mechanisms

7.2 Discuss identification methods for public opinion crises

7.3 Explain crisis response strategies and procedures

7.4 Explain post-crisis evaluation and summary methods

8. RESPONSE AND GUIDANCE FOR LIVE STREAMING PUBLIC OPINION

8.1 Explain basic principles and methods for responding to live streaming public opinion

8.2 Describe key points for building live streaming public opinion response teams

8.3 Discuss techniques for establishing organizational and communication systems

8.4 Explain steps and key points for building emergency response systems

8.5 Describe techniques and methods for effective guidance of live streaming public opinion

LSOP-372 ONLINE PUBLIC OPINION ANALYSIS

LIST OF PRACTICALS

1. Examine online discussions and classify public opinion types (e.g., polarized, consensus, fragmented) by identifying key influencing factors (e.g., KOLs, media framing) and structural components (e.g., network clusters).
2. Analyze a live-stream session to map audience sentiment trends (positive, negative, neutral) and document engagement behaviors (reaction frequency, super chat use) throughout the broadcast timeline.
3. Track real-time viewer comments, likes, shares, and trending keywords during a live stream using monitoring tools to identify sudden shifts in public sentiment and discussion topics (Reference Case Study: TikTok Live Public Sentiment — https://www.tiktok.com/business/en/success-stories).

4. Gather audience feedback, social media mentions, and streaming analytics (chat velocity, viewer peaks) to compile comprehensive public opinion data for structured quantitative and qualitative analysis.
5. Interpret collected live-streaming data to evaluate overall audience sentiment, highlight key controversial issues, determine the intensity of engagement (passion score), and identify recurring user questions.
6. Create a structured public opinion report, utilizing data visualizations (e.g., word clouds, sentiment charts) and deriving actionable insights to inform future content or product strategy.
7. Identify early negative sentiment signals (e.g., repeated critical comments, hashtag hijacking) and prepare proactive crisis-response strategies, including drafting holding statements and defining escalation workflows (Reference Case Study: Hootsuite Crisis Management — https://blog.hootsuite.com/social-media-crisis-management/).
8. Execute communication and moderation strategies during a live stream by deploying pre-approved response scripts, enforcing community guidelines, and actively guiding public opinion toward desired discussion points.
9. Develop a social listening dashboard to monitor key brand keywords, competitor mentions, and industry hashtags across multiple platforms to establish a baseline for normal public discourse.
10. Perform a deep-dive analysis of misinformation campaigns by tracing the source of a rumor, examining its spread across platforms, and classifying the user accounts responsible (e.g., bot vs. organic).
11. Design a post-crisis communication plan to rebuild brand trust by outlining follow-up content, running sentiment recovery analysis, and tracking the speed of public opinion normalization.
12. Evaluate the influence of key opinion leaders (KOLs) on public discourse by measuring the change in engagement and sentiment before and after a KOL posts about the topic or brand.

LSOP-381 CONTENT PLANNING AND COMMUNICATION PRACTICUM

Total Contact Hours

		T	P	C
Theory	0 Hrs			
Practical	96 Hrs	**0**	**3**	**1**

AIMS： This course aims to equip students with core competencies in the entire process of content planning and dissemination, enabling them to complete topic selection, creativity, and multi-format content design tailored to the characteristics of the live streaming industry. Students will learn to proficiently utilize the publishing rules and promotional tools of mainstream platforms to accurately reach target audiences and enhance content exposure and engagement rates. They will also be able to evaluate content quality based on data and adjust strategies accordingly. Additionally, the course fosters innovative thinking and a sense of responsibility, ensuring content compliance while improving resilience, time management, and teamwork skills to efficiently accomplish content tasks. Furthermore, students will learn to design targeted content for live streaming scenarios, leveraging market insights to adjust styles and channels based on user preferences, thereby developing content planning and dissemination strategies aligned with the demands of live streaming operations.

LIST OF PRACTICALS

1. Investigate major content platforms by examining their audience demographics, analyzing the top three trending content formats, and identifying platform-specific content patterns (e.g., short-form vs. vertical video) to inform a distribution strategy (Reference: BuzzFeed Content Strategy Case Study — https://www.buzzfeed.com/newsroom).
2. Construct detailed user personas (minimum of three) by identifying audience demographics, mapping content preferences against the decision funnel, and outlining their media consumption behaviors across platforms.
3. Organize a content topic database by collecting, categorizing (e.g., educational, promotional, entertaining), and prioritizing potential content ideas and trending themes based on keyword search volume and current social chatter.
4. Produce content in multiple formats—including a 30-second vertical video, a carousel post, and a blog article structure—tailored to target audience preferences while maintaining brand voice consistency (Reference: TikTok Multi-Format Content Case Study — https://www.tiktok.com/business/en/success-stories).
5. Distribute and publish content across at least three distinct platforms by scheduling posts using a unified calendar tool and maintaining consistent tone, branding, and core messaging across all channels.
6. Interact with users by classifying incoming comments (positive, negative, inquiry), drafting official response templates for frequently asked questions, managing discussions, and fostering positive community engagement.
7. Evaluate content performance by calculating three core metrics (Reach Rate, Engagement Rate, and Click-Through Rate) across a two-week period, and refining the next week's content strategy based on the lowest-performing formats (Reference: Hootsuite Analytics — https://blog.hootsuite.com/social-media-analytics-tools/).
8. Develop and implement a micro-influencer collaboration plan by selecting three suitable influencers based on their audience fit (not just follower count), drafting the content brief, and tracking the amplification of reach achieved.
9. Perform cross-platform benchmarking by comparing the conversion rates (e.g., link clicks) of the same piece of content posted on different platforms (e.g., LinkedIn vs. Facebook) to identify the best-performing distribution channel.

10. Design interactive content—such as a multi-question poll, a personality quiz, and a live Q&A script—specifying the mechanism for audience participation and outlining how the collected data will be used to improve future content.

Project-Based Practicals:

11. Project: Analyze provided mock analytics data (or a simple scenario) to identify the top three performing and bottom three performing content topics. Based on this analysis, propose a three-month content calendar *outline* (not full execution) by defining core weekly themes and suggesting one key format change to improve engagement (Reference: Content Growth Strategy Case Study — https://contentmarketinginstitute.com/2020/02/content-strategy-case-study/).
12. Project: Create a simplified Content Style Guide for a simulated brand. The project must define the brand's core tone (e.g., professional, playful, authoritative), outline rules for capitalization and emoji use, and provide five example captions demonstrating the defined voice.
13. Project: Develop a content blueprint for a single high-value article on a niche topic. The project requires students to research one long-tail keyword, outline the article structure (headings H1, H2, H3), and write an optimized 100-word meta description and title tag (Reference: Backlinko SEO Strategy Case Study — https://backlinko.com/case-studies-archive).
14. Project: Design a complete, short-term User-Generated Content (UGC) activation plan (e.g., a "Photo Challenge"). The project must define the campaign hashtag, outline the contest rules (including entry mechanism), and draft one promotional post for Instagram and one for X/Twitter (Reference: Starbucks UGC Campaign Case Study — Search for Starbucks #WhiteCupContest case study).
15. Project: Outline a Content Repurposing Map for one hypothetical foundational asset (e.g., a 1,500-word blog post on "The Future of AI"). The project must show how to break down and transform this asset into three distinct smaller pieces of content optimized for three different platforms (e.g., a LinkedIn carousel, a 15-second TikTok script, and three email subject lines) (Reference: HubSpot Content Repurposing Guide & Case Study — Search for HubSpot's guide on repurposing content).

EQUIPMENT LIST FOR DAE NETWORK LIVE STREAMING AND OPERATIONS

To effectively fulfill the practical teaching and training requirements of the **DAE in Network Live Streaming and Operations** program, the establishment of **specialized training laboratory** is essential:

1. **Network Live Streaming and Operations Lab**

These laboratories will equip students with hands-on experience in key operational areas of network live streaming, broadcast management, and real-time digital operations, such as:

• Live streaming setup and configuration (cameras, audio mixers, capture cards, lighting)

• Network infrastructure for live broadcast (bandwidth management, IP streaming protocols)

• Streaming platform management (YouTube Live, Facebook Live, OBS Studio, vMix)

• Audio engineering for live streams (microphone setup, EQ, noise control, sound mixing)

• Live event monitoring, Multi-camera production and switching techniques

• Graphics, overlays, lower-thirds, and brand presentation for broadcasts

• Recording, post-production, and archiving of streamed content

• Communication, coordination, and technical support during live events

With industry-aligned tools, platforms, and simulation software, students will gain practical skills required for Network Live Streaming and Operations. The **detailed equipment specifications and quantities** required for laboratory are outlined in the following table.

No.	Item	Specification / Description	Qty
1	High-Performance Server	For ERP/Live Streaming simulations, data processing, product databases & LMS	1
2	Workstation Computers	MIS-compliant with 4 GB Graphic Card for live streaming, graphics.	26
3	Operating System & Browsers	Windows 10 with Chrome/Firefox for installation of streaming softwares (OBS Studio, and vMix).	Installed on all systems
4	OBS Studio, vMix	Live Streaming softwares for YouTube Live, Facebook Live, Web Live.	Licensed for lab use
5	Fiber Internet Connection	50 Mbps+ for marketplace operations & cloud tools	1
6	Camera	Professional HD/4K Camcorder/ DSLR/Mirrorless Camera for live capture	2
7	Camera Tripod	Adjustable for mobile/camera for stability of the video	2
8	Video Capturing Card	HDMI/SDI Video Capture Cards	2
9	LED Studio Lights	18-inch (15W) adjustable professional lighting (Softbox/Panel)	2
10	Wireless Microphones	Wireless micro phones for better audio quality	2
11	Headphones	Professional headphones for better audio monitoring	26
12	Adobe Photoshop and Adobe Premier	Softwares for graphics and video editing during live streaming	Installed on all systems
13	Multimedia Projector with Wi-Fi Display	For live streaming showcases	1

Minimum Qualification Criteria for Teaching Staff (DAE – Network Live Streaming and Operations)

Post	Minimum Qualification	Relevant Experience Requirement
Junior Instructor	**DAE / Diploma in Information Technology, Multimedia Technology, Computer Networking, or related field** **OR** **BS / Associate Degree in Media Technology, Mass Communication, IT, Computer Science, or Digital Media Production**	**4 Years** relevant industry/teaching experience
Instructor	**BS** in: Media Technology/Mass Communication / Digital Media / Information Technology / Computer Science / Multimedia & Production Technology / Broadcast Technology / Film & TV Production / Telecom or Networking-related fields	**2 Years** relevant industry/teaching experience
Instructor (Senior / Lecturer Equivalent)	**MS** in: Media Technology / Digital Media / Mass Communication / Broadcast Engineering / Multimedia Technology / Information Technology / Computer Science / Telecom / Networking or relevant field	**No experience required** (fresh MS acceptable – 1 year experience would be preferred)

*DAE in Network Live Streaming and Operations included where applicable and available in the TVET system.

Notes (Optional — for compliance and clarity)

• **Experience may include** professional work in live streaming operations, broadcast production, digital content creation, media studios, or network-based streaming platforms.

• **Priority may be given to candidates with certifications in streaming platforms and production tools** (OBS Studio, vMix, YouTube Creator, Facebook Live, TikTok

Live Operations).

• **Experience with networking, video encoding, media servers, or studio equipment handling** will be considered an added advantage.

• **English language proficiency** is preferred for understanding global streaming tools and documentation.

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Employability of DAE Pass-Outs with Market Designations and Vertical Progression

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Employment Opportunities

Graduates of DAE (Network Live Streaming and Operations) have strong employability in Pakistan's rapidly expanding digital content, events, and broadcast ecosystem—driven by social media live, OTT/YouTube channels, corporate communications, esports, and hybrid events. They can pursue careers in:

- Broadcast TV Channels & Newsrooms (live production + transmission support)
- Digital Media Houses / YouTube Networks / OTT Content Studios
- Event Production Companies (conferences, concerts, sports, weddings, hybrid events)
- Corporate AV & Live Communication Units (townhalls, webinars, internal broadcasts)
- Telecom / ISP / NOC Environments supporting streaming delivery and uptime
- Education, Government & Development Sector (distance learning studios, public messaging)
- Freelancing / Remote Live Production for global clients and creators

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Employers' Skill Expectations

📌 **Technical Skills (Streaming + Production)**

- Live streaming platforms & workflows: **YouTube Live, Facebook Live, TikTok Live, Twitch**
- Streaming software & switching: **OBS Studio, vMix, Wirecast** (as per industry use)
- Protocols & delivery: **RTMP/RTMPS, SRT, HLS**, NDI basics
- Video fundamentals: resolution, frame rates, bitrate control, color basics
- Camera & capture chain: **cameras, capture cards, HDMI/SDI**, basic shading concepts
- Audio chain: microphones, mixers, audio routing, noise control, sync handling
- Lighting basics for studios and field setups

📌 **Networking & Operations Skills**

- Core networking: **TCP/IP, subnetting, routing basics, VLANs, Wi-Fi planning**
- Streaming network optimization: **QoS, bandwidth estimation, latency/jitter control**
- Setup and troubleshooting: cabling, patching, signal flow diagrams, redundancy planning
- Monitoring tools and logs for stream health (drop frames, encoder load, packet loss)
- Basic cybersecurity hygiene for live systems (access control, safe configs, secure streaming keys)

📌 **Operational & Team Skills**

- Run-of-show execution, checklists, cue management, and time discipline
- On-site coordination with production teams, presenters, and clients
- File/content management: titles, thumbnails, overlays, lower-thirds, basic graphics workflow
- Documentation: technical reports, incident logs, handover notes

(Note: Platform features and policy requirements can vary by region and account type.)

Entry-Level Job Roles for DAE Network Live Streaming & Operation Graduates

- Live Streaming Technician / Broadcast Technician (Junior)
- OBS/vMix Operator / Live Switcher Assistant
- Streaming & Encoding Assistant
- Network Support Technician (Streaming/Studio)
- AV & Live Event Support Technician
- Studio Operations Assistant / Production Runner (Technical)
- NOC/Monitoring Assistant (Media/Streaming)
- Freelance Live Streaming Operator (Remote/On-site)

Vertical Career Progression in Pakistan–China E-Commerce Sector

1. Streaming Assistant / AV Support Technician
2. Live Stream Operator / Encoder Technician / Junior Network Ops
3. Senior Streaming Engineer / Studio Technical Coordinator
4. Live Production Operations Lead / Network & Streaming Supervisor
5. Broadcast/Streaming Operations Manager / Technical Producer
6. Head of Live Operations / Founder (Production Studio or Streaming

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Career Pathways Overview

📍 **Industry Roles**

- Live event production & broadcast operations
- Studio engineering & digital transmission support
- Streaming quality assurance, monitoring, and incident response
- Hybrid event solutions (Zoom/Teams integration + live streaming)
- Sports and esports live production operations

📍 **TVET Sector**

- Junior Instructor / Lab Technician (Streaming & Networking Lab)
- Growth potential up to Senior/Chief Instructor with experience and certifications

📍 **Entrepreneurship (Self-Employment)**

Graduates can establish and operate:

- Live streaming services for events, institutes, NGOs, and corporate clients
- Small studio setup services (home studio + podcast + live production)
- Remote production support: overlays, scenes, stream management, monitoring
- Managed streaming packages (setup + operations + post-event reporting)

Conclusion

DAE in Network Live Streaming and Operations equips learners with practical, job-ready skills in streaming technology, studio/event operations, and network reliability—creating strong pathways into broadcast and digital media, event production, corporate communications, and freelance streaming services.