

UMT COMMUNICATION WORLD

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From the Editorial Desk

Welcome to the first edition of the bi-annual newsletter of the UMT School of Media and Communication Studies (SMCS). We have spent a lot of time and energy here at the SMCS while preparing the newsletter telling stories what we think to reflect, what the school is all about. The

first issue of 'UMT Communication World' is an effort to produce a piece worth reading in a short span of time. This newsletter shares the stories of faculty members and students' achievements, extracurricular activities, conference paper presentations, book launch ceremo-

nies, publications, and other initiatives taken by the School. In the future, it will be source of information about the events organized by the SMCS and the progress made. Thanks to all who worked hard for the publication of this newsletter.

UMT SMCS Inks MoU with Hebei University, China

The UMT School of Media and Communication Studies (SMCS) signed an MoU with the Research Center for Social Development of Islamic Countries, Hebei University, China, at the UMT Campus in March 2019. The delegation of Chinese Professors of Mass Communication from the Research Center for Social Development of Islamic Countries, Hebei University, China, visited UMT for this purpose.

The aim of the MoU was to establish educational and research ties between Hebei University and UMT. It was a call for student and faculty exchange programs to carry out various academic activities and produce quality publications. Professor Bai Gui, Director, Research Center for Social Development of Islamic Countries, led the delegation. He was accompanied by Jing Qiang, Associate Professor



and Dr Muhammad Yousaf, Assistant Professor and focal person.

Earlier, Prof Dr Mugheesuddin Sheikh, Dean SMCS, warmly welcomed the

delegation. Dr Muhammad Aslam, Rector UMT, and SMCS faculty members were also present on the occasion.

Prof Rune Ottosen Shares his Perspective on Propaganda and Fake News

The UMT School of Media and Communication Studies (SMCS) organized a seminar titled as 'Propaganda and Fake News in War and Peace Journalism' at the UMT Campus on March 2, 2019. The seminar was organized in collaboration with the Association of Media and Communication Academic Professionals

(AMCAP). Prof Rune Ottosen, Oslo Metropolitan University, Norway, was the chief guest on the occasion.

Prof Rune Ottosen highlighted various aspects of war and peace journalism. He emphasized that we need to focus on peace and peace journalism, journalistic safety and

stick to the ethics of journalism in Pakistan. Sharing his view, he said that the world cannot afford war or war reporting, widely believed to be based on propaganda reporting. War reporting backed by propaganda always leads to mass destruction and hatred, whereas peace journalism leads to wider stability.



Dr Bushra Rehman congratulated Prof Dr Mugheesuddin Sheikh and his team for organizing such an informative lecture. She also said that he has founded multiple MPhil and PhD programs in various universities and he will be an important asset to UMT.

Abid H K Shirwani, DG UMT, Prof Abdul Hameed, Adjunct Professor, Special Needs Education, Dr Bushra Rehman, Associate Professor ICS, PU and President AMCAP, and Dr Abida Ejaz, Assistant Professor, ICS, PU, were present on the occasion. A large number of students and journalists also attended the lecture.

Prof Dale Hudson from New York University Speaks on Invisible Geographies

The UMT School of Media and Communication Studies (SMCS) invited Prof Dale Hudson from New York University, Abu Dhabi, to deliver a lecture titled 'Invisible Geographies: Interactive Documentary and Post-colonial Histographies' on March 25, 2019. He emphasized the importance of interactive documentary to the students, which is loosely defined as nonfiction media running on web or mobile platforms to activate 'invisible geographies.'

Earlier, Prof Dr Mugheesuddin Sheikh, Dean SMCS, welcomed the guest. He also gave an overview of future plans for the School of Media and Communication Studies. The lecture was attended by faculty members and students of SMCS. It was followed by a question and answer session as well.



Dr David Bockino Discusses the Future of Journalism

Dr David Bockino from Elon University, USA, was invited to deliver a lecture in a seminar titled as 'Future of Journalism: Challenges and Opportunities' on March 28, 2019. The seminar consisted two sessions. In the first session, Dr David Bockino interviewed Prof Dr Mugheesuddin Sheikh, Dean SMCS, on the development of journalism curriculum in Pakistan. In the second session, the renowned scholar discussed the development of journalism curriculum in Pakistan and the influences of American education in journalism.

Dean SMCS thanked Dr David for visiting UMT and sharing his valuable thoughts with the students. He also added that every government claims to provide freedom of expression to its people but there are certain elements which do not focus certain facts to be highlighted. The seminar concluded with a question and answer session. Dean SMCS

presented bouquet and souvenir to Dr David Bockino, and also thanked him for taking the time to visit UMT.

The event was followed by the delicious traditional Pakistani lunch.



UMT SMCS and The Little Arts Hold Short Filmmaking Workshop



UMT SMCS in collaboration with The Little Arts, a non-profit organization, held a five-day short filmmaking workshop at the UMT Campus on May 13-17, 2019. Prof Dr Mugheesuddin Sheikh, Dean SMCS, appreciated the workshop whereas Saud Baig and Sadaf Zubair, faculty members, were the workshop coordinators and the workshop was organized by SMCS. The renowned documentary filmmaker Ammar Aziz and his team delivered informative sessions on the complete process of documentary/ filmmaking.

Day 1: The students were given an overview of the history of film which goes back to 1878 with the making of 'Horse in Motion' - the first motion picture. This was followed by introduction of the essentials of film making, i.e., technology and its soul.

The form and content were then elaborated upon. Ammar added that documentaries are an important piece of history. He discussed the different types of films including fictional and documentary films. The students were advised to focus on the observational type of documentary in which there is no interaction between filmmakers and those who are being documented.

Day 2: Sehyr Mirza, another talented documentary filmmaker, threw light on breaking gender stereotypical roles in this era of gender equality. She shared some videos. Students were encouraged to act in some situations based on role reversal activities.

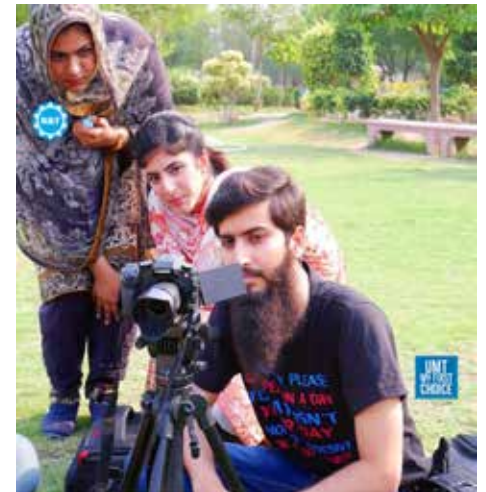
Day 3: Ammar Aziz talked about various types of shots and showed videos to guide students further. The participants were divided into three groups, assigned cameras and asked them to come up with different shots of the campus.

Day 4: The students shot their documentaries on three selected topics with technical assistance provided by the staff members.

Day 5: Irfan Fayyaz, video editor, taught students the basic editing methods. Students were promised that after the final lab editing the soulful projects would be presented in the upcoming film festival.

As the workshop came to an end, the students thanked Ammar Aziz and his team for conducting such a productive workshop which had

provided them hands-on training. Students' feedback about the workshop was positive. The workshop was attended by a large number of students. Overall, the five-day workshop proved to be a memorable learning experience for media students.



Board of Studies Meetings

First Meeting: Curricula Revised for Newly Specialized Program

The UMT School of Media and Communication Studies (SMCS) held its first Board of Studies meeting on April 30, 2019. The aim of the meeting was to ratify the curricula according to the HEC policy for three specialization fields being offered by the newly established School.

Prof Dr Mugheesuddin Sheikh, Dean SMCS, chaired the meeting. Fahd Hussain, Director News, Express News, and Dr Anjum Zia, Chairperson, Department of Mass Communication, LCWU, attended the session as external members. The internal members included SMCS faculty Tayyab Bhatti, Rashid Khan and Saima Saqlain. The board members

extensively discussed the curricula of the courses and also suggested some valuable modification in it. The curricula was approved and recom

mended unanimously by the Board to be presented before the Academic Council for further approval.



Second (BoS) Meeting: Finalized the Curriculum for PhD Program

Prof Dr Mugheesuddin Sheikh, Dean SMCS, chaired the second Board of Studies meeting on June 25, 2019. The aim of the meeting was to finalize the PhD program. The external members included Prof Ashraf Khan, Chairman, Department of Communication Studies, BZU Multan, Prof Dr Anjum Zia, Chairperson, Department of Mass Communication, LCWU, and Fahad Hussain, renowned media anchor. Tayyab Bhatti, Assistant Professor, Saima Saqlain, Lecturer, and Dr Muhammad Yousaf, Assistant Professor, were internal members of the Board. Zaffar Younas, Deputy Registrar, UMT, also joined the meeting. The curricula was approved and recommended unanimously by the Board to be presented before the Academic Council for approval.



UMT Students Attend Countering Violent Extremism (CVE) Media Workshop

This has been a proud moment for UMT that eight students from the School of Media and Communication Studies (SMCS) have been selected for a three-day Countering Violent Extremism (CVE) Media Work-

shop organized by the Ministry of Information and Broadcasting, Government of Pakistan. The Ministry had requested the Dean to nominate BS, Master and MPhil final year students for the workshop. The names of

selected students have been forwarded to Pakistan Peace Collective (PPC), a Research and Communication Project of the Ministry of Information and Broadcasting.

Dean's Engagements

- Prof Dr Mugheesuddin Sheikh congratulated Ibrahim Hasan Murad, President UMT, on receiving an award from Dr Abdul Karim, Secretary General of Muslim World League.



Prof Dr Mugheesuddin Sheikh was invited to participate in various academic related activities in renowned educational institutions. He also held important meetings within UMT as well. A brief roundup follows:

- Ibrahim Hasan Murad, President UMT, met Prof Dr Mugheesuddin Sheikh, Dean SMCS, and commended his efforts in the formation of SMCS and its rapid development
- Prof Dr Mugheesuddin Sheikh attended PhD Departmental Synopses Committee meeting in the Department of Mass Communication, AIU, Islamabad
- Prof Dr Mugheesuddin Sheikh, discussed PhD proposals at LCWU Board of Studies meeting
- Prof Dr Mugheesuddin Sheikh took viva of PhD students at BZU, Multan
- Prof Dr Mugheesuddin Sheikh chaired International Conference on Culture, Nationalism and Modern Media at KCWU, Lahore
- Prof Dr Mugheesuddin Sheikh, Dean SMCS, was invited to share his viewpoint in a program which was aired live on Tehran Radio on April 5, 2019. The program focused on the implications of Prime Minister Imran Khan's visit to Iran. The Dean also shared his views regarding the Christchurch incident in New Zealand through a telephonic conversation live on PTV show
- Prof Dr Mugheesuddin Sheikh recorded his views on 'Science aur Rohaniyat' for PTV News Night on May 5, 2019. Opinion on the Indian Elections for PTV News

Dean Meets MPhil Students



Prof Mugheesuddin Sheikh held three meetings with MPhil students to resolve their academic issues. The meetings focused on various aspects of their studies. The students from the batches of 2013 to 2017 presented their theses. They also submitted their proposals to the panel which comprised of Prof Dr Mugheesuddin Sheikh, Dr Muhammad Yousaf, Assistant Professor, SMCS, and Muhammad Yousaf Jamil, Director, QEC UMT, in addition to the advisors and faculty members.

SMCS Students Win Laurels for Staging a Play at Alhamra Arts Council

UMT SMCS students presented a well-staged play, 'Gummrah,' at Alhamra Arts Council on July 1, 2019. The play was produced and directed by UMT students Adyan, Alishba Naz, Saad and Anser Daud under the supervision of Rashid Khan, Director Undergraduate Studies, Assistant Professor, SMCS. Tauqeer Nasir, Chairman, Alhamra Arts Council and a veteran actor, and Dr Muhammad

Aslam, Rector UMT, were the chief guests on the occasion.

The play was attended by SMCS faculty, students and members of the general public. The play focused on creating a perception of how evil takes roots among people. It also provided directions and guidance on how one can resist evil and give something back to society.

While talking to the media Tauqeer Nasir commented that UMT students have displayed extraordinary dramatic potential and the organizing committee of the play was commendable. They presented an educational and informative play which reflected their amazing talent in drama direction and production.



Student Achievements

Meesam Javaid Visits Turkey for Mevlana Exchange Program

Meesam Javaid, student of BS Media and Communication (class of 2021), will visit Usak University in Usak Aegane, Turkey, as a part of Melvana Student Exchange Program to study in the Fall 2019 semester. He is among the five students selected

from UMT for the exchange program. Dean SMCS has congratulated Meesam on this achievement and wished him the best for the future.

It is worth mentioning that Meesam is a multi-talented student. He is a

public speaker, national level debater and national Taekwondo martial arts player.

Articles Authored by Mahnoor Sarwar Published in the Qatar Newspaper

Three articles authored by Mahnoor Sarwar have been published in the daily newspaper of Qatar, The Penin-

sula. The titles include, 'Many Extend Helping Hand for Birds and Animals in Summer,' 'Pet Business Thriving at

Souq Al Wakrah,' and 'Offers, Activities Attract Visitors to Malls.'

Welcome Aboard

- **Dr Muhammad Yousaf** has joined SMCS as an Assistant Professor. He earned his PhD in Communication from Communication University of China, Beijing, China. He was awarded three gold medals for securing first position in MSc Communication Studies from the Institute of Communication Studies, University of the Punjab. These included the University Gold Medal, Hameed Nizami Gold Medal and Dr Miskeen Ali Hijazi Gold Medal. Dr Yousaf has published nine papers including (SSCI Paper), one book, one book chapter and presented five conference papers (including three in IAMCR).

- **Sajjad Hussain** has joined as Lecturer. He is a PhD Scholar in a Lahore-based University and has authored three books and a number of short stories. He is also a playwright, feature writer and a regular columnist in Daily the Nation and Daily Din, Lahore.

- **Sadaf Zubair** has joined as Lecturer. She has completed her MPhil in Media and Communication Systems from Istanbul Bilgi University, Turkey. She has worked as graphic designer, program coordinator and community mobilizer with American based non-profit organization in Pakistan and USA.

- **Azhar Iqbal** has joined as Lecturer. He received his MSc degree in Communication Studies from University of the Punjab and completed his MPhil in PR and Advertising from Ural Federal University, Russia. He has participated in various national and international conferences.

- **Lubna Khalil** has joined as Lecturer. She has done MPhil in Communication Studies from the Institute of Communication Studies, University of the Punjab. She has more than seven years of work experience in international and national media and corporate sector, and has written numbers of articles, reports and blogs.

- **Noor-ul-Ain Nasir** has joined as

Lecturer. She has done MPhil in Communication Studies from the University of Central Punjab. She has presented her research articles in several national and international journalism conferences.

- **Hafiz Bilal Ahsan** has joined as Program Producer. He has done his MSc in Film and Television, and MBA in International Trade from Punjab University. He is a well-known face in media industry with vast experience of various national TV channels at different key positions.

- **Moazam Ali Khan** joined SMCS as a Lecturer. He completed his MPhil in Media Studies from UCP. He was working in media industry as an Anchor Person, Columnist and Deputy Editor News and Reporting in various organisations.

- **Muhammad Shahid** joined SMCS as a Lecturer. He completed his

MPhil (Professional Track) from ICS, University of the Punjab. He has worked as Associate Director and Producer in various TV dramas, films and TVCs. He also worked in Dunya TV as Associate Producer (Programming).

Administrative Staff

- **Samreen Aamer** has joined as Assistant Manager. She has done MPhil in Philosophy from the University of the Punjab.

- **Iram Mahboob** has joined as Assistant Manager. She has done MPhil in Psychology from GC University, Lahore.

- **Qasim Arif** has joined SMCS as Manager. He has done Master in Mass Communication from the University of the Punjab. He has more than 12 year of work experience in the mainstream media.

Faculty Achievements

Tayyab Farooq Bhatti, Assistant Professor, Receives Best Teacher Award

Tayyab Farooq Bhatti, Assistant Professor, SMCS, has received the

Best Teacher Award' from Dr Muhammad Aslam, Rector UMT, at the 'Employee of the Quarter Awards' ceremony, organized by the UMT Office of Human Resources.



Research Publications

Research Paper Authored by

Dr Mugheesuddin Sheikh Published in the HEC Recognized Journal

A research paper authored by Dr Mugheesuddin Sheikh, Dean SMCS, titled 'Socially Responsible Electronic

and Print Media Psychologically Empower Economic Disaster Stricken Families in Pakistan in 2019 (A Case

Study Analysis of Sundar Industrial Estate Factory Collapse in Lahore).'

Research Papers Authored by

Dr Muhammad Yousaf Published in the International Journals

A research paper authored by Dr Muhammad Yousaf, Assistant Professor, SMCS, titled 'Human devel-

opment and advocacy journalism Analysis of Low Editorial Coverage of Human Development Issues in Paki-

stan,' in the Development Policy Review, 1.403 impact factor journal in 2019.

Research Paper Presentations by

Saima Saqlain

Saima Saqlain, Lecturer SMCS, presented her research paper titled, 'Role of Technological Media

Networks Regarding Digital Literacy in Bridging the Generation Gap between Teachers and Learners' at

UMT in 2019.

Research Paper Presentations by

Saima Saqlain

Saima Saqlain, Lecturer SMCS, presented her research paper titled, 'Impact of Turkish Dramas on Tour-

ism Choices of People Of Pakistan' in the 1st International Science, Education, Art and Technology Sym-

posium at Izmir, Turkey.

Research Paper Authored by

Sadaf Zubair Published in the Journal of R&D in Social Sciences

A research paper titled 'Uses of Social Networking Sites towards Civic Engagement in Pakistan and Egypt,'

authored by Sadaf Zubair, Lecturer SMCS, has been published in the International Journal of Research

and Development in Social Sciences in 2017.

Research Paper Presentations by

Lubna Khalil in the International Conference at SZABIST

Lubna Khalil, Lecturer SMCS, presented her research paper titled, 'Understanding the Barriers for Digital

Learning to Integrate ICT and Web Based Technology in Media Pedagogy,' at the international conference

on 'Media Education in Pakistan: Challenges and Opportunities,' at SZABIST, Islamabad in 2019.

Column Authored by Sajjad Hussian

Published in Daily Din Newspaper

A column authored by Sajjad Hussian, Lecturer SMCS, has been published in Urdu newspaper Daily

Din. The column highlights the visit of Chinese delegation from University of Hebei, China, to UMT and signing

of the MoU between the two universities for further academic collaborations.

World Focus on Kashmir

The General Secretariat of the Organisation of Islamic Cooperation (OIC) on Saturday reaffirmed the internationally recognised status of the Jammu and Kashmir dispute, contradicting the Indian government's claim that the matter was a bilateral issue between it and Pakistan, a press release issued by the Islamic bloc said.

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According to the statement, the OIC General Secretariat has been "following with concern" the developments in occupied Kashmir that have occurred since India's unilateral decision to revoke Article 370 of its constitution, which granted special autonomy to occupied Kashmir, on August 5.

"The General Secretariat reaffirms the United Nations Security Council Resolutions on the internationally recognised status of Jammu and Kashmir dispute and its final disposition through were put under house arrest. The clampdown is now on its 27th day.



Imran Khan: The World Can't Ignore Kashmir. We Are All in Danger.

If the world does nothing to stop the Indian assault on Kashmir and its people, two nuclear-armed states will get ever closer to a direct military confrontation



Thousands protest in occupied Kashmir over new status despite clampdown