

# SMCS Newsletter, 2022

School of Media & Communication Studies, UMT Lahore.



## Dean's Message

As Dean of the School of Media & Communication Studies (SMCS), I would like to warmly welcome everyone. My aim is to bring more laurels to this wonderful school through collaboration, innovation, strategic preparation and commitment of my team. Our mission is to transform SMCS into one of the world's top journalism and communication schools. With faculty members from a variety of backgrounds equipped with foreign degrees and gilded experience, we at SMCS place a premium on personal grooming. Our aim is to alter lives and improve our world with the best innovative practices through synergized and unwavering hard work. To achieve this goal, we must boldly pursue truth, hone our abilities and comprehend our world in its true perspective.

## Our Vision & Mission

### Vision:

Enriching professional skills to produce media leaders and responsible citizens in the digitized world.

### Mission:

Leading the premier media school through multiple pathways to enhance hands-on knowledge by imparting progressive education and creating a robust research environment.



## Major Acheivements of SMCS 2022:

- 1st International Media & Communication Conference
- Establishment of SMCS's TV Studio
- MoU Signing with Renowned Organizations
- NoC by HEC for PhD Program
- Month-long special transmission in Holy Ramazan
- Observance of Press Freedom Day
- Multiple short learning courses
- Distinguished Lecture Series
- Daily 4 Hours Transmission of Campus Radio
- International Training of Faculty
- Introduced Special Training for SMCS Students
- Elaborate Celebration of National Days
- Winning Inter-departmental Sports Tournament
- Winning Film Competition
- Launching its 1st Research Journal entitled " Media & Communication Review"
- Launching of SMCS YouTube Channel
- Activation of Social Media Platforms with enhanced outreach & audience

- 2nd best Advertisement Awards was arranged by SMCS for students of Advertising & PR.
- National Film Awards
- Series of Special Events and Lectures of Distinguished Journalists, Scholars & Researchers
- Initiation of Post-ADP Program
- Key Note Speeches and Paper Presentations at National & International Conferences
- Visits to Media Organizations

## *1st International Conference on Two Centuries of Urdu Journalism organized by SMCS, UMT*

The University of Management and Technology (UMT) School of Media and Communication Studies (SMCS) organized the 1st three-day International Media and Communication Conference (IMCC 2022) to mark the completion of two hundred years of Urdu Journalism. Punjab Governor Muhammad Baligh ur Rehman inaugurated the conference. UMT Rector Dr. Asif Raza, Director General Abid Sherwani and Dean SMCS Prof. Dr. Anjum Zia welcomed the Governor.

The conference's main theme was Two Centuries of Urdu Journalism: A Journey of Opportunities and Challenges. The sub-themes were:-

- Urdu Journalism and the Independence Movement
- Urdu Journalism in the Sub-continent
- Urdu Journalism and 75 years of Independence
- Urdu Journalism and Editorial
- Urdu Journalism and Diaspora
- Urdu Journalism and Politics and Democracy
- Urdu Journalism and Diplomacy
- Urdu Journalism and Society
- Urdu Journalism in the Digital Era
- Urdu Journalism and Language and Literature
- The Future of Urdu Journalism



Glimpses of the inaugural session of the 1st International Media and Communication Conference 2022 entitled Two Centuries of Urdu Journalism. Muhammad Baligh ur Rehman, Governor of the Punjab was the chief guest. UMT Director General Abid Sherwani, Rector Dr. Asif Raza, Dean School of Media and Communication Studies Dr. Prof. Anjum Zia, Chairman Punjab Higher Education Commission Shahid Munir, Senior Journalist Mujibur Rahman Shami, Salim Bukhari, Salman Ghani, Dr. Altaf, Former Senator Javed Jabbar, faculty, staff and a large number of students attended the conference.



## *Day 2 - Plenary Session 1 on Maulana Zafar Ali Khan, in International Media and Communication Conference 2022, moderated by Azhar Iqbal*

Dr. Zafar Iqbal, IIU, Dr. Savera Shami, Dr. Noshina Saleem and Dr Salma Amber from GCU, famous writers and journalists including Amna Mufti, Sohaib Marghoob, Farukh Sohail Goindi and Munzir Elahi actively participated. Mr Khalid Mehmood and Dr. Shafique Jalandhary from MZAKT, Prof Dr. Zahida Sulaman, Minhaj University and former Punjab Archives Department Director Abbas Chughtai Senior also contributed. Wasif Nagi, Jang Newspaper, Rehan Tariq Anchor, City 42, Mian Tahir Director News, Channel 24, Prof. Dr. Zahid Yousaf COD, University of Gujrat, Hammyaon Saleem, Lahore Rang TV. Prof. Dr. Noshina Saleem SCS, University of Punjab, Tanveer Shahzad Journalist, DW and Taseer Mustafa spoke in plenary sessions



## *Day 2 - Plenary Session 2 on "Adab Aur Sahafat", in International Media and Communication Conference 2022, moderated by Ahmad Sohail.*



## *Day 2 - Parallel Sessions on Urdu Journalism in International Media and Communication Conference 2022, UMT.*



## *International Media and Communication Conference 2022 on 200 years of Urdu Journalism. Day 1 - Plenary Session on "New Trends in Urdu Journalism".*

The theme of the first international conference on Urdu journalism was 'A journey of opportunities and challenges.'  
On day 1, a number of plenary sessions were held in which noted speakers addressed the gathering



International speakers included Bethany Keats from Australia, Dr. Yaqoob Bangash, Harvard University, Dr. Ghazala Yasmin COD, Aliha University, India, Tabinda Naeem & Naveed Nasim from Voice of America, Dr. Mojahid Mirza, Voice of Russia, Dr. Asim Ullah Independent Urdu, Shahid Nazeer from Urdu Point talked about the role and future of Urdu Journalism in the digital age.



## *Plenary Session 2 on Urdu Journalism & Digital Media moderated by Muhammad Owais in International Media and Communication Conference 2022, UMT.*



*International Media and Communication Conference 2022 concluded with a lot of wonderful memories. The closing session was hosted by Sarosh Bajwa and all the dignitaries applauded the School of Media and Communication Studies for this outstanding effort.*

Senior Journalists Sarfraz Syed and Intikhab Hanif, Azam Chaudhry- President Lahore Press Club, Rana Azeem, Secretary-Pakistan Federal Union of Journalist, Syed Sardar Peerzada-senior V-logger, Ameer-ul-Azeem- General Secretary Jamaat-i-Islami, Ajmal Jami-Anchor, Dr. Aslam Dogar -Former DGPR, Prof. Dr. Bushra H. Rehman-SCS, Dr. Ayesha Ashfaq - Punjab University participated in the Closing session of IMCC-22. More than 100 research papers were received from across the world on the theme and 85 were selected for presentation to find out solutions to the challenges being faced by Urdu Journalism. Four plenary and 12 parallel sessions were held in which noted speakers presented their views and papers. Dean SMCS, UMT, Prof. Dr. Anjum Zia presented the IMCC22 report in the concluding session. A massively attended cultural evening on the second day put additional colors and beauty to the conference which concluded on a high note



## *Certificate Distribution Ceremony of IMCC-2022*

A certificate distribution ceremony was organized by the School of Media and Communication Studies, UMT, to honour the organizers and volunteers of the 1st International Media and Communication Conference on Two Centuries of Urdu Journalism: A Journey of Opportunities and Challenges. UMT Rector Dr. Asif Raza awarded certificates to the distinguished faculty members in recognition of their efforts. The SMCS also acknowledged the cooperation of various Administrative Offices of the UMT in organizing the IMCC-22.



*Letter of Appreciation for the respected Dean for  
organizing the very successful 1st International Media  
& Communication Conference - IMCC-22*

THE SMCS announces with immense pleasure and pride that UMT President honourable Ibrahim Hassan Murad has given a Letter of Appreciation to the respected Dean, SMCS Prof. Dr. Anjum Zia on organizing the very successful 1st International Media & Communication Conference - IMCC-22 from 23rd to 25th November 2022 on "Two Centuries of Urdu Journalism".



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## *Memorandum of Understanding was signed between University of Management and Technology and Nikon, Pakistan*

The Director of Nikon Worldwide, Murada Hitoshi, Nikon Pakistan Team, Noraiz Nasir, Nial Nasir, Fardan Arif, and Syed Zubair Qutab were present in the ceremony. Worthy Rector UMT Dr. Asif Raza, DG UMT Abid H.K. Sherwani, Dean SMCS Prof. Dr. Anjum Zia also graced the MoU ceremony.



## *Visit to Directorate General Public Relations*

Ms. Noor Ul Ain Nasir, Lecturer, School of Media and Communication Studies' UMT, and Hafiz Bilal Ahsan, In charge of SMCS TV, took her class on Advertising and Promotional Campaign to the Directorate General Public Relations (DGPR) Punjab on a study tour.



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## *Meeting with Excellency Jafar Ronas, Consul General of Iran,*

A UMT delegation comprising the Dean of SMCS, Prof. Dr. Anjum Zia, and UMT Press Officials called on His Excellency Jafar Ronas, Consul General of Iran, in Lahore. His Excellency, the Consul General, welcomed the delegation and discussed the potential of exchange and mobility programs of the academics and students of the two countries. His Excellency showed a keen interest in establishing a Persian language department at UMT. Later, the Consul General thanked the team members for the visit and gave them mementoes of Iranian calligraphy.



## *Special Tribute arranged in memory of Nayyara Noor at University of Management and Technology Lahore*

\*یونیورسٹی آف مینیجمنٹ اینڈ ٹیکنالوجی لاہور میں نیرہ نور کی یاد میں خصوصی تقریب کا انعقاد\*  
تقریب میں ریکٹر یونیورسٹی آف مینیجمنٹ اینڈ ٹیکنالوجی ڈاکٹر آصف رضا، ڈائریکٹر جنرل عابد ایچ کے شیروانی کی شرکت  
ڈین اسکول آف میڈیا اینڈ کمیونیکیشن اسٹڈیز پروفیسر ڈاکٹر انجم ضیاء نے افتتاحی کلمات ادا کیے

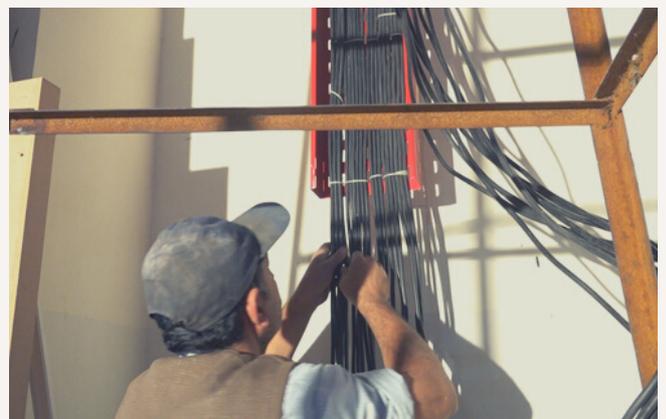


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## *Establishment of School of Media & Communication Studies' Studio*

The School of Media and Communication Studies is proud to announce the establishment of a studio, a long-standing demand of the faculty and students. The media studio is now in the final stages of completion as a result of the personal efforts of the Dean SMCS along with her team. In this studio, students will be taught a lot about news, programming, production, anchoring, radio and photography. Students will also be able to make various programs, news bulletins, short films, documentaries, dramas, TV commercials, photo shoots, public service messages and dubbing.



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## *"Reconnect Film Awards 2022"*

In association with Project Reconnect, the School of Media and Communication Studies organised a film award.

With participation from 40 different universities across Pakistan, it was a tremendous awards event. The occasion was graced by well-known marketing industry gurus and officials from several media schools. All of the guests, including our chief guest Dr. Asif Raza, rector of UMT, were welcomed by Dean SMCS, and Prof. Dr. Anjum Zia.

The top 10 films received shields and the top three winners cash awards. All of the visitors appreciated and supported the students projects and ideas.





## *Book Talk & Film Screening*

SMCS has successfully completed a three-day series of events on Women's Day that was organized by Ms Sarosh Bajwa. Ms Noor ul Ain Nasir presented the book "Kite Runner". UMT Chief Librarian Zaheer Ahmed graced the event and pressed for promoting book culture.



## *Guest visit UMT*

Mr Sohail Aman, Former Air Chief Marshal (R), visited UMT at the invitation of the School of Media and Communication Studies, delivering an impressive interactive talk to students and teachers.



## *The World of Animations*

UMT School of Media and Communication Studies organized a workshop on "The World of Animations" for the students of Film, TV and Advertising. Emerging script writer and animated film producer Syed Fakhir Rizvi was the guest instructor.

## *"Contemporary Issues and Ideology of Pakistan: Prospects and Challenges"*

On Pakistan Day, under the patronage of Dean SMCS Prof. Dr. Anjum Zia and Acting Dean Dr. Mohsin Hassan Khan, a seminar titled "Contemporary Issues and Ideology of Pakistan: Prospects and Challenges" was held at UMT. Prof. Dr. Perveen Khan, Mr Qayyum Nizami, Dr. Farid Ahmad Piracha and Senator Walid Iqbal were among the distinguished guests. They delivered thought-provoking speeches in the context of the Lahore Resolution and the role of leadership. The seminar came to a close with the distribution of souvenirs and the cutting of a cake.



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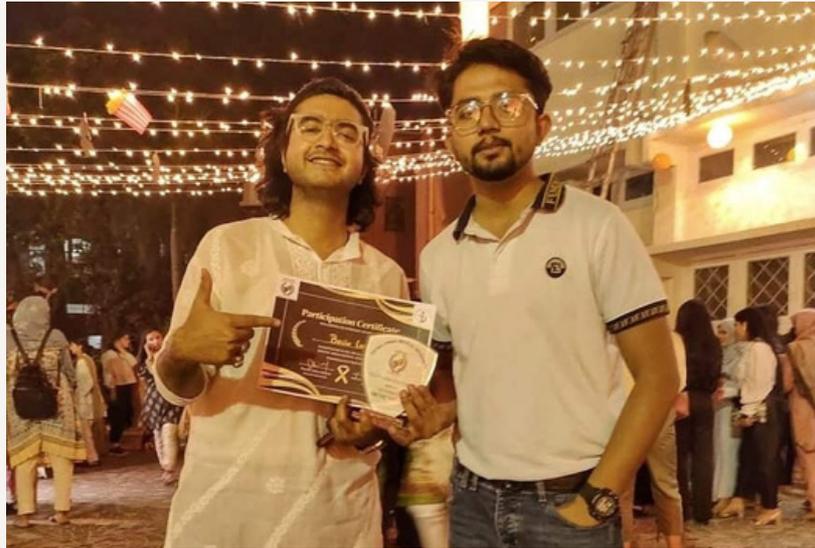
School of Media & Communication Studies, UMT Lahore.



## *One Day recreational trip to Mangla Dam*

Independent learning, leadership and communication skills are cultivated in students through an educational & recreational trip away from the comforts of the university. COVID-19 prevented SMCS faculty and students from planning any such recreational trip for the past long years. Our Dean SMCS Prof. Dr. Anjum Zia deserves special gratitude for breaking the ice by allowing the much-desired trip. As a result, students of Masters and BS Programs were enabled to visit Mangla Dam where they and the faculty members indulged in different activities including boating.





Khawaja Moeen, Ahmad Raza, and Muhammad Adil from Film and Theatre Specialization won Runner-up Award and Cash Prize (Music Video Category) at the "7th All Pakistan Media Festival" held at Fatima Jinnah Medical University, Lahore.

## *Student Achievements*



Dean SMCS Prof. Dr. Anjum Zia met Film and Theatre Specialization students Khawaja Moeen, Ahmad Raza and Muhammad Adil who won the Runner-up Award and Cash Prize (Music Video Category) at the "7th All Pakistan Media Festival" held at Fatima Jinnah Medical University. She praised and appreciated the work and emphasized the need for practical work in the media communication studies.

## *The Art of Voice-over and Urdu Accent*



UMT SMCS invited a seasoned VO Artist/Anchor/Host Safdar Ali from PTV for a special lecture on "The Art of Voice-over and Urdu Accent". The students from different specialisations in Advertising, Broadcast Media, News & Production actively participated in the event.



## *Ramazan Transmission*

Dean SMCS Dr. Anjum Zia visited Ramazan Transmission set and had a fruitful discussion regarding the program. She congratulated the SMCS TV team for successfully producing the Ramazan Transmission.

UMT Rector Dr. Asif Raza and Director General Abid H.K. Sherwani appreciated the Ramazan Transmission's entire production team for creating such a blessed session at the closing ceremony of the program. They also encouraged the School of Media and Communication Studies to create more fruitful activities in future.



*Pictorial Highlights of the event "Meet the Cast of Dam Mastam" held on 25th April at UMT.*



## *"Life Time Achievement Award"*



The School of Media and Communication Studies in collaboration with the Office of Communication and Media organized an interactive session with the Superstars of the TV and Film Industry. The UMT presented A "Life Time Achievement Award" to the living legend Jawed Sheikh, renowned film director Yasir Nawaz, TV host and film producer Nida Yasir, star model/actress Neelam Muneer Khan and actor/model Ahmad Hassan. The guest also shared their experiences with the audience and praised UMT.

## خبر، خواہش یا ترجمانی سے دامن بچاتی آزادی صحافت

Every year on May 3rd, the world commemorates Press Freedom Day, an international celebration of press freedom that honours the spirit of journalism and commends journalists' dedication.

The School of Media and Communication Studies (SMCS, UMT) held a special colloquium this year to mark World Press Freedom Day under the title: خبر، خواہش یا ترجمانی سے دامن بچاتی آزادی صحافت

Lahore Press Club President Azam Chaudhary, senior analyst Dunya News Habib Akram and Bureau Chief, Hum News, Shiraz Hasnat were the guest speakers.



## *Inter-Departmental sports tournament 2022*

The SMCS topped in the Inter-departmental sports competition where its teams clinched Four Trophies in different categories including Futsal, Netball and Tug of War and One General Trophy for being on Top of the Chart. It is pertinent to mention that female participation in the sports was phenomenal as they bagged two Gold Medals in Tug of War and Netball Competitions and Boys stood runner-up in the Futsal. This tournament was organized by the OPA in which over 15 teams participated

## *Interactive session of Muhammad Ittefaq with Faculty & Students*

SMCS invited Mr. Muhammad Ittefaq, Assistant Professor at James Madison University, USA, for an interactive session with the faculty and students of MPhil/MS.

The topic of discussion was Media and Communication Research in Pakistan: How to Get Published in International Journals. DG UMT, Abid H.K Sherwani and Dean SMCS, Prof. Dr. Anjum Zia, and faculty and students attended the session.



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Dr Arshad Ali, Associate Professor, University of Gujrat visited Prof. Dr Anjum Zia, Dean School of Media and Communication Studies, UMT, and presented his latest book, 'Jadeed Film Sazi, Advance Film Production: Technique and History' to her. He also congratulated Professor Anjum on assuming charge of the Dean SMCS.



## *Industry-academic collaboration-NPT*

Chairman National Press Trust (NPT) visited Dean SMCS. Matters pertaining to mutual interests including industry-academic collaboration were discussed. Mr Munir Ahmed Khan also presented a souvenir to Dean SMCS Prof Dr Anjum Zia as a token of appreciation for her academic services.



## *Advertising and Promotional Campaign:*

The Final Project Screening for "Advertising and Promotional Campaigns" of the 7th Semester batch was organized at the School of Media & Communication Studies, UMT. Guest of honour Syed Naem Abbas, Advocacy Manager, The Brooke, Pakistan, and esteemed faculty of SMCS also attended the session and appreciated the work of students.



## *"Session on Agile Searching Techniques"*



SMCS has organized a hands-on training session in collaboration with KRSS and UMT Library on "Agile Searching Techniques". Senior Librarian Mr. Ismail was invited to train the scholars. The session was well arranged and supervised by Dr. Mohsin Hassan Khan (Assistant Professor SMCS) and well attended by existing M.Phil scholars and faculty members of the SMCS. During the session, the trainer demonstrated various searching techniques helpful in getting relevant and up-to-date literature for research projects. During the training, scholars actively participated in different literature searching activities.

## *"Renowned journalist Hamid Mir visited UMT and talked about "Importance of Media Ethics in Pakistan"*

Renowned journalist Hamid Mir visited UMT and talked about the "Importance of Media Ethics In Pakistan" organized by OCM. Ms Ayesha Noor Iqbal, Lecturer SMCS hosted the event. The Dean of SMCS and the Faculty of the School of Media and Communication Studies (SMCS) attended the seminar. At the end of the seminar, students had a Q & A session with Mr. Hamid Mir.



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## *Radio Transmission titled آپ کی سماعتوں کی نذر*



The School of Media and Communication Studies organized a radio transmission entitled "Ap ki Samatoan ki Nazar". Fifteen hours of Radio Transmission based on students projects was demonstrated in just 1 and a half hours. Dr. Mujahid Mirza (former Senior Broadcaster (R) at Radio Voice of Russia - Urdu Service) was the chief guest. Dean SMCS Prof. Dr. Anjum Zia presented souvenir to him.

## *"Public Relations Through Digital World"*

School of Media and Communication Studies organized a seminar on "Public Relations Through Digital World" for the students of PR and Advertising. Mr. Danish Sohail Aziz from Message Communications | Advertising Agency was the guest speaker.



## *"Entrepreneurship and Youth of Pakistan"*



The School of Media and Communication Studies organized a session on "Entrepreneurship and Youth of Pakistan". The guest panel was Faizan Saeed CEO Loung 37, Faroosha Kanwal CEO RESD and Abdul Basit, Media Head of Inventpeer. The guests gave the students an informative discourse on how to build their own company, and share some tactics.

## *Study Tour of media students to City News Network*

UMT SMCS arranged an industrial visit of media students to City News Network. Senior News Producer Mr. Adeel Ahmed briefed students about news gathering and Head Programming Mr. Khurram Kaleem on different segments of news gathering and news production.





## *Seminar on "Fake and False News"*

School of Media and Communication Studies organized a seminar on "Fake and False News: The Role of DGPR in Digital Disruption". Mr. M Adil Nawaz Kahan (Deputy Director EM, CM Punjab Media Cell) and Ms. Uzma Rubab (Senior Information Officer, DGPR) were the guest speakers. They elaborated on how DGPR tackles and deals with false and fake news and what type of techniques and mechanisms are adopted to counter them. In the Q/A session students actively participated and asked relevant questions. The Faculty of SMCS also attended the session.



## *"The SMCS 2nd Advertisement Awards 2022"*

The SMCS successfully organized "The SMCS 2nd Advertisement Awards 2022". 19 different categories and 54 nominations were displayed.

The Chief Guests, Prof. Dr. Abida Ashraf, Chairperson, Department of Advertising and PR, SCS, University of the Punjab, Dr. Tanveer Hussain, Assistant Professor, SCS, PU and Mr. M. Tauseef Sabih, Director Public Relations, Punjab Safe Cities Authority presented Award Trophies to the winners. They appreciated this new venture of the university. The event was supervised by Mr. Azhar Iqbal.



## *Workshop titled "ABC of SPSS"*

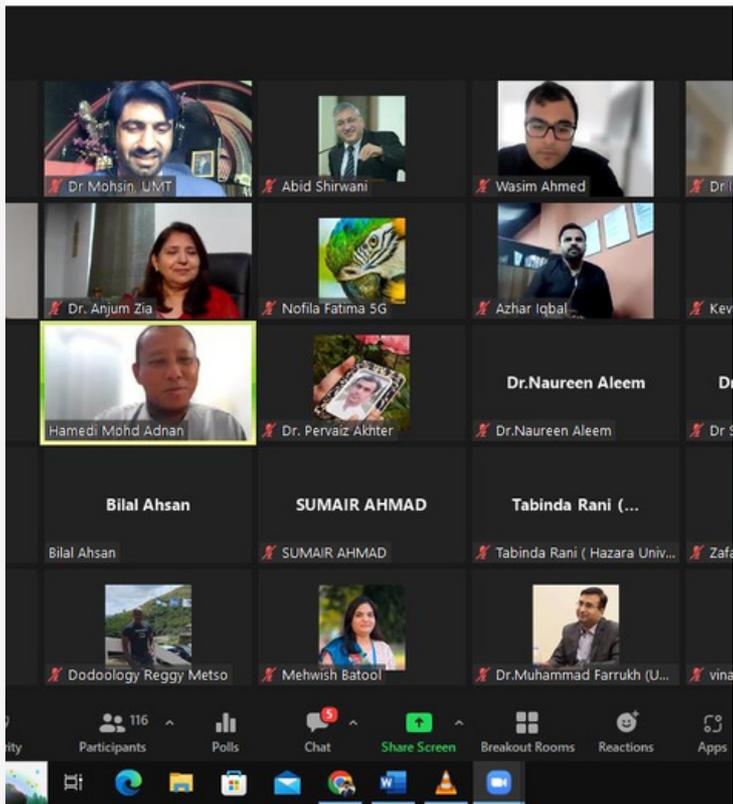
A workshop entitled "ABC of SPSS" arranged by School of Media and Communication Studies was held to improve the research skills of faculty and MPhil Students. Dr. Amir Rizvi (Manager Research, Family Planning Association of Pakistan) was the resource person and Dr. Tanveer Hussain supervised the workshop.

## *"Theatre Play "Mard Zaat"*

Excellent theatre performance by our BS 8th-semester Theatre, Film, and Television specialization students. "Mard Zaat" was organized and presented by students as an FYP at Punjab Institute of Languages, Art & Culture.



## *Online International Faculty Development Workshop*



The School of Media and Communication Studies (SMCS), UMT hosted a FREE Online International Faculty Development Workshop in collaboration with the following institutions:

- University of Stirling, Scotland, UK
- University of Wolverhampton, UK
- State University of Trade and Economics, Ukraine
- University of Malaya, Malaysia
- University of Zululand, South Africa
- Multimedia Nusantara University, Indonesia.

The workshop was titled "Social Media Research and Analysis Using NodeXL."

Dr. Wasim Ahmed from the University of Stirling and Dr. Imran Mahboon Khan led the session. Prof. Abid HK Sherwani, Director General of UMT, welcomed the participants with his thought-provoking remarks.

The workshop was attended by around 150 faculty members from Pakistan, the United States, the United Kingdom, Malaysia, South Africa, Ukraine, Indonesia, Jordan, China, Bangladesh, India, Macedonia, Turkey, Palestine, and the Philippines.

## *Interactive session of crew of upcoming Pakistani movie ZARRAR*

SMCS hosted the cast and crew of the upcoming Pakistani movie ZARRAR for an interactive session with the students. Living legend Nayyar Ijaz, superstar Shaan Shahid, Ijaz Shahid and debutant Adnan Butt briefly talked about the movie.



## *Few Glimpses of Dean's Award Ceremony*



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## *SMCS Radio Station, SMCS Ka Jahan*

SMCS engage their students on radio platforms for their professional exposure as well, where students participate more eagerly. SMCS produced a variety of programs along with media students. e.g. Happy Hour Live Show, Colors of Pakistan, Sparkling Talent of UMT, Faculty Lounge, Editorial Discussion, Netflix Review, Podcast on various campus activities (Admission Campaign, Film Festival, Seerat ul Nabi Week, Iqbal Day, IMCC-22) and Islamic Shows.



## *SMCS Social Media in 2022.*

This year has been a very special one for SMCS Social Media. After the new responsibilities at the beginning of this year, social media likes have increased by 80 times compared to last year, while visits to our Facebook page have also increased by 400 times. The reach of the Facebook page has also increased more than two hundred times, which was more than three and a half lakh last year. Similarly. Our Instagram page has also improved and its reach has been more than seventeen thousand.

