



School of Media and Communication Studies



NEWSLETTER

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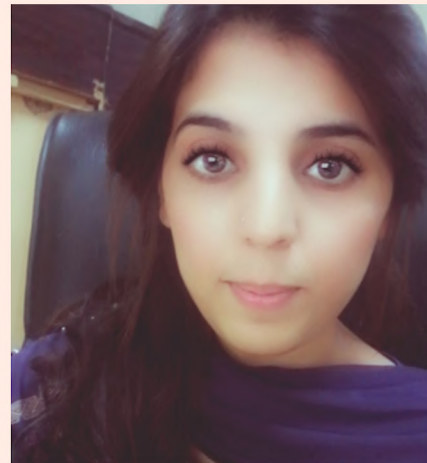
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"Communication World"

Bi-Annual Newsletter January- June, 2023
School of Media and Communication Studies

Highlights



Dean's Note:

As Dean of the School of Media and Communication Studies (SMCS), I would like to warmly welcome everyone to the new edition of our Newsletter, Communication World, for the year 2023. With a new beginning, I would like our students to further hone their skills and emerge as valuable asset for our school and the nation. I am determined to bring more laurels to this wonderful institution through the collaboration, innovation, strategic preparation and commitment of my team. From the undergraduate to the postgraduate programs, SMCS offers a variety of educational opportunities with hands-on experience.

After the induction of a state-of-the-art TV studio, the dedication to work on the NLE lab and theatre room along with an in-depth focus on enhancing personal and professional grooming is unwavering. SMCS offers empirical learning in the areas of theatre, music, documentary production, filmmaking and drama in an enabling environment. We create Internships and part-time work opportunities for our students in newspapers, electronic media groups, production houses, public relations firms and advertising agencies.

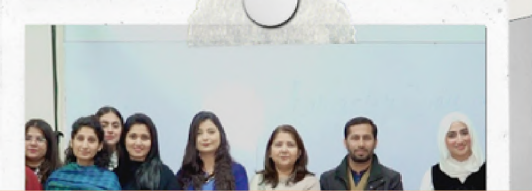
We are aspiring to welcome you aboard our wonderful world class School of Media and Communication Studies.

Regards,
Prof.Dr. Anjum Zia

Editor's Note:

"Welcome to the BI 2023 edition of "Communication World", the newsletter of the School of Media and Communication Studies (SMCS). In this issue, we have highlighted various educational and professional projects that SMCS has been actively involved in. We are thrilled to expand our newsletter to include alumni round-ups, employment opportunities and announcements for the upcoming events and conferences.

Regards,
Sarosh Bajwa



Changing Trends in Journalism: Education and Practice; with Prof. Umaru A. Pate

The School of Media and Communication Studies organized a great learning session on Changing Trends in Journalism: Education and Practice with Prof. Umaru A. Pate, Vice-Chancellor, Federal University, Nigeria.

Prof. Dr. Anjum Zia, Dean, SMCS, warmly welcomed the guests on Feb 15th, 2023. Prof. Umaru comprehensively discussed the role of ICT and technological gadgets in reviving the field of journalism. Moreover, he also pointed out the need for an advanced and diversified curriculum with technologically equipped teaching methodologies to train graduates for the real professional world. Dr. Oliver, a communication consultant from France also joined the event and briefly yet expertly discussed the topic. Faculty and students asked some significant questions regarding objectivity and sensitivity in the field of journalism. Dr. Asif Raza, Rector UMT, concluded the event with his valuable remarks and presented souvenirs to the guests along with SMCS dean. The session was valuable for the students as they gained latest knowledge about the emerging trends and opportunities in journalism from the international delegate.



Dean SMCS and Rector UMT along with Prof. Umaru A. Pate and Dr. Oliver and SMCS faculty



Rector UMT and Dean SMCS presenting souvenir to Prof. Umaru



Rector UMT and Dean SMCS with Dr. Oliver

Seventh Board of Studies Meeting

The 4th Board of Faculty meeting of the School of Media and Communication Studies, UMT. Many thanks to our valuable external members of the BoF.



Fourth Board of Faculty Meeting

The 7th Board of Studies meeting of School of Media and Communication Studies, UMT. Many thanks to our valuable external members of the BoS.



"Panel Discussion on Defining National Narrative and Guidelines for National Media Policy"

The School of Media and Communication Studies (SMCS) in collaboration with Office of Research Innovation and Commercialization (ORIC) and Golden Ring Economic Forum (GREF) organized a panel discussion on "Building National Narrative to Counter Media War" under the supervision of GREF Chairman Lt. Gen Sikandar Afzal, President GREF Hashnain Raza and Dean SMCS Prof. Dr. Anjum Zia.

The session invited eminent journalists, media experts, seasoned analysts and distinguished academicians as panelists which includes Mr. Haider Javed Syed, Mr Amir Khakwani, Mr. Farrukh Sohail Goindi, Ms Saadia Salahuddin, Mr. Ikram Barkat, Prof. Dr. Naveed Elahi, Mr. Sohaib Margoob, Prof. Dr. Muhammad Feyyaz, Prof. Dr. Bushra Rehman, Mr. Salman Abid and Mr. Intikhab Hanif. The session was moderated by Mr. Ahmad Sohail. He warmly welcomed eminent panelists and highlighted the significance to discuss and formulate national narrative and to suggest measures to counter media war against Pakistan. Moreover, he requested Dean SMCS Prof. Dr. Anjum Zia to formally welcome our panelists and begin the session.

Prof. Dr. Anjum Zia warmly welcomed all distinguished guests, students, and faculty along with Rector UMT and DG UMT for being a part of panel discussion that aims to focus on building national narrative to counter media war. Dr. Zia added that media new media and artificial intelligence has a great power over the world. Chairman GREF: Ltd. General Afzal opened the room for discussion with his valuable insights about media war and national narrative. He addressed that Pakistan is promoting a narrative of terrorism and corruption across the globe which unfortunately damages the image of our state. There is a dire need to understand that every region's narrative equally matters, which may result to a collective conclusion.



Panelists discussing policies at panel discussion



Rector UMT Dr. Asif Raza and Dean SMCS Prof. Dr. Anjum Zia sharing insights at panel discussion



Mr. M Feyyaz, Mr. Intikhab Hanif and educationist Prof. Dr. Bushra



Dean SMCS and DG UMT



Ahmed Sohail, UMT Press Head moderating the session



"Panel Discussion on Defining National Narrative and Guidelines for National Media Policy"

Dr. Elahi said that whatsapp groups are playing a damaging role in spreading fake news and misinformation.

Mr. Abid, senior analyst, questioned the collaboration of educational and policy making constitutions in respect to narrative formation. It is dire need to listen the other's narrative in order to develop a cumulative one.

Ms. Sadia Salahuddin from Daily News said that we talk on narrative but unable to manage our state conditions without IMF. People are suffering economically, the taxes need to be paid by business men not by the underprivileged people.

Prof. Dr. Bushra Rehman (HOD, Journalism Department, PU) added that we strive to identify a neutral way rather than being negative or cursing the state. We are discussing the common people, who learn from their past, live in the present and struggling to better their future.

Mr. Ikram Barkat (Regional Manager PEMRA) said that our society truly lacks moral values. We are still colonized institution. We are unable to teach our generation about the actual needs of society. Quaid e Azam focused on the issues of corruption, bribery and terrorism and unfortunately we are still living with these issues after 75 years of independence.

DG UMT Mr. Abid concluded the discussion by saying that national narrative would be built if we show unity and fight together against corruption and terrorism. Rector UMT Dr. Asif Raza paid a vote of thanks to all the panelists and said that this panel discussion provided a great overview of media wars, including the tactics and strategies used by state and non-state actors, and the potential consequences for national security and social cohesion.



Dr. Naveed Elahi speaking at session



Haider Javaid, Sohail Gandhi, Ikram Barkat and Dr. Muhammad Fayyab Participated in the discussion



Students SMCS gaining knowledge regarding narrative building



Role of media in public policy (formulation, implementation and evaluation)

The School of Governance and Society, UMT organized a round table conference on the topic of The Role of Media in Public Policy (formulation, implementation and evaluation). It was moderated by Prof. Dr. Naveed Elahi (Professor, School of Governance and Society). Panelists included Barrister Syed Azfer Ali (Caretaker Minister for Auqaf and Religious Affairs, Zakat and Usher, Punjab), Mr. Isar Rana (Group Editor Daily Pakistan), Dr. Mujahid Mansoori (Columnist, Editor & Educationist), Prof. Dr. Anjum Zia (Dean Media & Communication Studies, UMT), Prof. Rahat-ul-Ain (Founding Director and Professor, School of Governance and Society) and Mr. Kamran Ali Pasha (journalist).

The event afforded a great opportunity for the faculty and students to directly learn from the leading academics, policymakers and implementers what should be the role of media in policy formulation, implementation and evaluation. It was especially a great learning session for the students.



Souvenir distribution at the conference along with all panelists



Group photo at the round table conference

Final Year Projects/ Thesis display event

The Final Year Projects/ Thesis Display event was arranged by SMCS. Rector UMT, Dr. Asif Raza accompanied by Dean SMCS Prof. Dr. Anjum Zia visited the venue where students presented briefings about their PR Campaigns. Seasoned copy-writer, content writer and PR specialist Farooq Qaiser was the external examiner. Rector UMT appreciated the unique themes of the PR campaigns and praised the students and their supervisor Mr. Azhar Iqbal for their efforts. This event provided an opportunity to the students to share their creative work and get duly appreciated.



Rector UMT Dr. Asif Raza inaugurated Final Project Screening



Students Briefing their Projects to Rector UMT & Dean SMCS



Rector UMT Dr. Asif Raza, Dean SMCS Prof. Dr. Anjum Zia with supervisor Azhar Iqbal at project screening

Industrial Visits: A Vibe to Professional Aura Corner



Group photo of students at City News Network

Mr. Muazam Ali Khan and Ms. Sarosh Bajwa, faculty members, UMT-SMCS organized an educational visit to the head office of City News Network, Lahore. Media students gained insight into the functionality of the news channel and got to know about the working conditions in a professional environment. It was an interactive visit to the TV channel.



Group photo of students at Creative bugs arranged by Ms. Sarosh Bajwa

Ms. Sarosh Bajwa faculty member, UMT-SMCS arranged an interesting tour to the advertising agency Creative Bugs, Lahore for students. They were excited to know about multiple career opportunities in the field of advertising. A fruitful question and answer session with Communication Manager further guided them.



Group photo of students at SUNO TV arranged by Dr. Saima Saqlain

Dr. Saima Saqlain, Assistant Professor School of Media and Communication Studies, UMT, arranged a one-day study tour to SUNO TV channel. Students enjoyed to the fullest and interacted with media/showbiz celebrities.



Group photo of students at Sundus Foundation arranged by Ms. Noor ul Ain Nasir

Ms. Noor Ul Ain Nasir, faculty member SMCS, UMT, organized a visit to renowned NGO, Sundas Foundation, Lahore. Students were briefed on Thalassemia and Hemophilia and were guided as to how they could help poor patients through different easy ways by using PR strategies.



Group photo of students at Message Communications arranged by Mr. Abdul Basit

Mr. Abdul Basit, Lecturer, School of Media and Communication Studies, UMT arranged a one-day study tour for the SMCS students to the Message Communications Advertising Agency. Mr. Tahir Ghouri, HR Manager, welcomed the students. Ms. Aiza Ghaffar, Creative Manager, briefed them on the client brief, creative process of advertising and marketing strategies through new media. The main purpose of this visit was to give the students a chance to witness the professional environment of an advertising agency and the way it works in a digital mode. The students also took a round of different sections of the agency.

Annual Advertisement Awards - Event Highlights

The 3rd Annual Advertisement Awards 2023 was organized to appreciate and showcase the talent and creativity of our students through their advertising projects.



Dean SMCS Prof. Dr. Anjum Zia, Dr. Abida Ijaz and Mr. Qaiser Farooq at Annual Advertisement Award



Dr. Lubna Zaheer presenting award to winner



Prof. Dr. Anjum Zia presenting award to winner



Seminars and Debate: A Practical Take

The School of Media and Communication Studies students organized a seminar on the "Role of PEMRA and Media Censorship" under the supervision of faculty member Mr. Muazam Ali Khan on Jan 19th, 2023. Journalist Israr Rana and DG PEMRA Punjab Ikram Barkat were the keynote speakers. It was indeed an informative and outcome-based activity arranged by the students.



Regional Manager PEMRA, Ikram Barkat & Senior Journalist Israr Rana at seminar along with Dean SMCS Prof. Dr. Anjum Zia

The School of Media and Communication Studies invited Ikram ul Haq Subhani, President, Central Punjab, Al Khidmat Foundation as a guest speaker to talk on "Child Labour Issues" on Jan 19th, 2023. Students were encouraged towards philanthropy and social work.



Ass. Prof SMCS Dr. Mian Jawed, presenting souvenir to Ikram ul haq Subhani President AL-Khidmat Foundation along with Abdul Basit

"Seminar on Opinion Generation"

The SMCS students organized a seminar on "The Role of Pakistani Media in Opinion Generation" under the supervision of Ms. Noor-ul-Ain Nasir. They invited distinguished guests including Mr. Raja Ashraf, Vice Chairperson, The Human Rights Commission of Pakistan and Mr. Syed Muzammil Shah, Famous Anchor and Analyst. They fully participated in the session and asked questions from the guests to gain further knowledge on the issue.



Vice Chairperson Human Rights Commission Paistan Raja Ashraf & Seasoned Analyst Muzammil Syed at seminar with Ms. Noor ul ain Nasir



Vice Chairperson Human Rights Commission Paistan Raja Ashraf & Seasoned Analyst Muzammil S

"Beyond Disruption and Digital Divide"

The School of Media and Communication Studies organized a guest lecture on "Social Science Research: Beyond Disruption and Digital Divide" on Jan 11, 2023. Prof. Dr. Faiz-Ullah Jan (Ph.D. American University, USA) and Dr. Syed Irfan Ashraf (PhD Southern Illinois University, USA) Chairman and Assistant Professor of the Department of Journalism and Mass Communication, University of Peshawar respectively, joined as guest speakers. Students gained awareness regarding the consequences of excessive usage of internet that leads to digital divide and most likely ways to counter such drawbacks.



Prof. Dr. Faiz Ullah and Dr. Syed Irfan from University of Peshawar delivering lecture to SMCS students

"Academic Debate on Intellectual Integrity & Journalism"

The School of Media and Communication Studies organized an "International Academic Debate on Intellectual Integrity & Journalism." Famous anchor person/analyst Habib Akram, Dean Humanities FCCU Prof. Dr. Altaf Ullah, Journalist Babar Dogar and Anchor Person Zunaira Azhar were among the panelists. TRT World Correspondent Hasan Abdullah, Shafiq Morton (South Africa), Pizaro Idrus (Indonesia) and Qamar uz Zaman (Bangladesh) were among the international panelists and virtually attended the debate. Dean SMCS Prof. Dr. Anjum Zia moderated the session which concluded with comprehensive observations of all the panelists. Students took part in the question and answer session and gained awareness about how journalists should maintain integrity.



Prof. Dr. Altaf Ullah and Anchor Zunaira Azhar at International Academic Debate

"Seminar on Risks and Rewards of Following Your Heart"

The students of SMCS organized a seminar on "Risks and Rewards of Following Your Heart" under the supervision of Ms. Noor ul Ain Nasir on Jan 24th, 2023. Singer Abdullah Qureshi and blogger/influencer Sehar Hashmi were the guest speakers. Students amply learned how to assume responsibility and ownership of the tasks assigned to them.



Group photo with guest speakers Abdullah Qureshi and Sehar Hashmi at seminar

"Guest lecture with the team of Jad o Jihad Foundation (NGO)"

Ms. Noor ul ain Nasir organized a guest lecture for students and invited the team of Jad o Jihad Foundation (NGO). The purpose of this event was to attract the students towards humanitarian work. Chairman JJF Muhammad Nouman Rasool and his team addressed the students and later distributed pamphlets among them. The students gained first-hand knowledge of the NGO) and how it is extending help to the poor and the needy. They were also briefed on genetic blood disorders, their sure, precautions and treatment.



Group photo of Team Jad-o Jihad Foundation with Dean SMCS Prof. Dr. Anjum Zia, Asst. Prof Tayyab Farooq Bhatti and other faculty members

Training Session with Nikon

The School of Media and Communication Studies organized an amazing training session with Nikon on Feb 3rd, 2023 at UMT. Students welcomed the international trainer Elle Laine who dilated upon the art of Video Content Creation. She talked about lights and cameras along with the advanced techniques for blogging on social media platforms. It was a fruitful experience for the students. They learned several useful techniques during the session regarding video content creation.



Group photo of Nikon trainers with Dean and Team SMCS

SMCS Dean's Shelf

Multidisciplinary Poster Competition

Dean SMCS Prof Dr. Anjum Zia was invited as a judge to the Inter-University Multi-disciplinary Poster Competition on January 4, 2023. The event was a part of the "Sixth International Conference - Suicide: Failure of Individual or Humanity. Over 50 poster entries were judged by the worthy dean.



Rector UMT Dr. Asif Raza presenting souvenir to Prof. Dr. Anjum Zia

Visit to Sialkot Campus

Rector UMT Dr. Asif Raza along with Dean SHS Dr. Muhammad Solman, Dean SST Dr. Yasir Danial Khan, Dean SSC Dr. Arshad Majid, Dean SMCS Dr. Anjum Zia and Controller Examination Haseeb Haider visited UMT's Sialkot campus for the Dean's Rector's Awards ceremony on Jan 18th, 2023. After the ceremony, the SMCS dean visited the media department to have an overview of the media lab and TV studio established to offer hands-on training and practice facilities to the students. HoD Dr. Usman Saeed thanked the honorable dean.



AMCAP International Media Conference organized by the School of Communication Studies, Punjab University.

Dean SMCS Prof. Dr. Anjum Zia chaired a session on "Media, Culture and Society" during the AMCAP International Media Conference organized by the School of Communication Studies, Punjab University. The theme of the conference was, "Revisiting Relationship between Journalism and Society in the Digital Age for Common Good. Associate Professor, SMCS Dr. Mian Jawed Aslam was also a part of the session "Film Studies."



SMCS Faculty Corner

WELCOME ABOARD

We welcome Ms. Rabia Farooq on her recent joining as a lecturer in the School of Media and Communication Studies. She has an extensive teaching experience in the field of media and communication which definitely be vital for our students.



Ms. Rabia Farooq, Lecturer SMCS

A warm welcome to Mr. Sheharyar Zahid on his recent joining as lecturer in the School of Media and Communication Studies. Film studies is his specialty: he also holds a sound knowledge of film production. We believe his expertise and experience will prove beneficial for our students.



Mr. Sheharyar Zahid, Lecturer SMCS

Congratulations

to Dr. Saima Saqlain, Assistant Professor School of Media and Communication Studies, for winning the Women's Day Competition organized by OHCM.



Dr. Saima Saqlain with Ms. Asma receiving soviniar

Dr. Saima Saqlain and Ms. Sarosh Bajwa participated in the 16th Meeting of Faculty Research Club (FRC). Dr. Saqlain presented her research paper entitled, "Exploring the Role of Instagram in Promoting Halloween among the students of Lahore".



Ms. Noor ul Ain Nasir, Lecturer SMCS, attended the Doctoral Spring School held by AMCAP at Beaconhouse National University, Lahore.



SMCS Students' Achievements

SMCS Student Malik Shayan Alvi and his team secured the first position by winning a gold medal in Prime Minister Talent Hunt Youth League Volleyball Championship in five regions. They remained undefeated and became Champions. Dean SMCS Prof. Dr. Anjum Zia congratulated him and appreciated his efforts



Students of BS Hons. from School of Media and Communication Studies organized a media seminar entitled " Hockey As A Career" in UMT under the supervision of Ms. Noor ul Ain Nasir. International hockey players Moin Shakeel and Ahmad Nadeem were the guests. Dean SMCS appreciated efforts of the students. Prof. Dr. Anjum Zia said that hockey faced neglect. It was important to promote it and help it regain its lost glory. The function was followed by an interactive question and answer session. The UMT hockey team raised very pertinent and interesting questions.



School of Media and Communication Studies BS Hons. students organized a media seminar on " The Role of Youth as Change Makers" in UMT under the supervision of Ms. Noor ul Ain Nasir. Youth activist Dr. Ammar Ali Jan and Mr. Muzamil Kakar were the guests. Dean SMCS Prof. Dr. Anjum Zia appreciated efforts of the students.



"Time to have some Professional reflections"

Dr. Saima Saqlain organized a series of guest lectures for an in-depth learning and understanding of students regarding practical work. The first guest of the series was Mr. Abdul Waheed Rabbani, senior journalist PNN News. Mr. Rabbani has worked as a reporter in various media channels. This inter-active session was full of learning for the students.



Renowned columnist Yousaf Abbasi from Express Media Group visited our school and shared tips on column writing with our students. The one-on-one interactive session was full of learning for Media students.



Ms. Noor Ul Ain Nasir and Ms. Iqra Saeed, faculty members of the School of Media and Communication Studies, UMT, were invited to a two-day International Workshop on Science and Journalism: Storytelling to Communicating Complex Scientific Information. It was organized by the Pakistan Academy of Science and ORIC FCCU, at Forman Christian College, Lahore



Let's get into a Character

Ms. Sarosh Bajwa, faculty member SMCS organized a Character Day for the new intake 2023. The students came dressed up as their favorite characters and performed multiple acts. Prof. Dr. Anjum Zia Dean SMCS appreciated the students on their participation and performances. It was a refreshing and cheerful activity for students.



A group photo of students at Character Day with Dean SMCS and faculty members arranged by Ms. Sarosh Bajwa

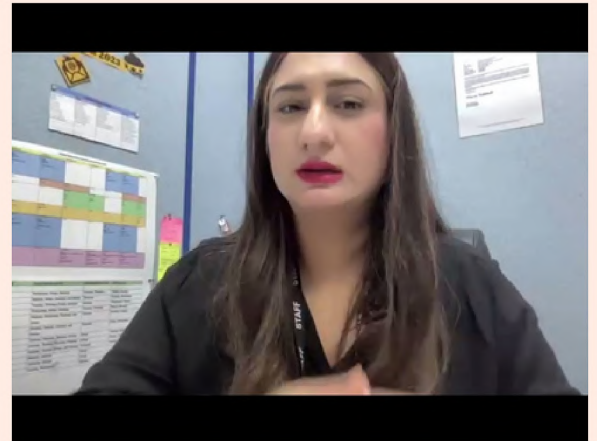
Guest Lectures-Faculty Corner

Mr. Abdul Basit, lecturer School of Media and Communication Studies organized a guest lecture for the students of M. Phil and Ph.D. about "Theories of the Media, Theories of Society" along with the Dean SMCS Prof. Dr. Anjum Zia. Prof. Dr. Faizullah Jan (Ph.D. American University) was the guest speaker from the University of Peshawar.



Ms. Sarosh Bajwa, faculty member organized a guest lecture for the students of BS about "Social Media, Visual Culture and Contemporary Identity"

Ms. Komal Mehboob (Social Media Manager, British Academy, London) was the guest speaker. The main purpose of this virtual session was to discuss the role of social media in connecting people through its multiple networking apps. Moreover, the session became more interesting when RADIANT PADLET was used for students' activity. It was an interactive and learning session for students.



Ms. Komal Mehboob Social Media Manager from UK delivering online lecture



Ms. Noor Ul Ain Nasir, Lecturer in School of Media and Communication Studies, UMT presented her research paper entitled, "Influence of Pakistani Dramas on the Lifestyle of Female University Students" in 18th meeting of the Faculty Research Club (FRC) 23rd May 2023. The findings of the research study showed that Pakistani dramas hold a significant position as an agent of change and influence upon the lifestyle of female University students. It strongly impacts their dressing, food habits and choices, and language. The Research Club appreciated the work and inquired about the future opportunities of conducting this research from a cross-cultural perspectives.

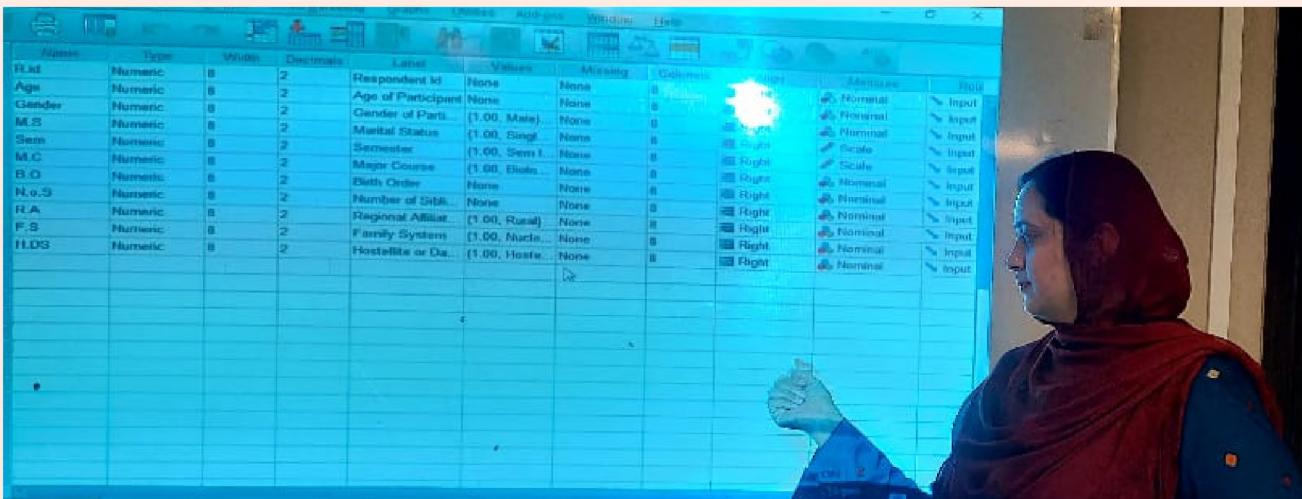
Guest Lectures-Faculty Corner

In an enlightening session, Ms. Asma Ammant ulaah, a distinguished expert from KRSS at UMT, delivered a specialized lecture to the esteemed PhD Media and Communication Scholars. The lecture aimed to provide a comprehensive understanding of the practical utilization of SPSS, a powerful software, essential for effective research endeavors.

During the lecture, Ms. Ammant ulaah extensively covered the fundamental functionalities of SPSS, encompassing crucial aspects such as data entry, manipulation, and analysis. Scholars were equipped with the necessary skills to proficiently input and manage their research data using SPSS, ensuring a solid foundation for their studies.

Moreover, the lecture delved into various statistical techniques, ranging from descriptive statistics to advanced methodologies like correlation analysis, regression analysis, factor analysis, and hypothesis testing. The scholars were guided on the appropriate application of these techniques in their research, empowering them to derive meaningful insights from their data.

By acquiring this knowledge, PhD Media and Communication Scholars are now equipped to make evidence-based conclusions, reinforce their research hypotheses, and actively contribute to the academic discourse within their respective fields. This comprehensive understanding of SPSS enhances their ability to conduct rigorous quantitative analyses, ultimately bolstering the quality and credibility of their research endeavours.



"Final display of Copywriting and Thematic Advertising"

Ms. Sarosh Bajwa, faculty member, School of Media and Communication Studies, UMT, organized the final display of Copywriting and Thematic Advertising with a flavor of entrepreneurship. The students showed keen interest in launching micro start-ups and running their whole advertising campaign. The faculty members took a round of their stalls and appreciated their efforts of inducing entrepreneurship along with thematic advertising.



Virtual book session on "The Dark Side of News Fixing"

The School of Media and Communication Studies (SMCS) organized a virtual book review session for Ph.D. scholars with esteemed author Dr. Syed Irfan Ashraf. The session provided an opportunity to the scholars to engage with the author and discuss his book "The Dark Side of News Fixing – The Cultural and Political Economy of Global Media in Pakistan and Afghanistan." The event was conducted via Zoom, allowing for remote participation and fostering a dynamic exchange of ideas. During the book review session, the participating students demonstrated a comprehensive understanding of Syed Irfan Ashraf's work. They thoroughly grasped the theme of the book, extracting key insights and formulating thought-provoking questions.



SMCS strategizes to reach New Heights

Modifying the existing curriculum has been an effective way to create more accessible learning environments to support all students and their teachers in various educational contexts. SMCS strongly believes in enhancements, modifications and adaptations for the better outlook of curriculum. SMCS is all set to launch two new departments under the visionary leadership of Dean SMCS. It would definitely be a groundbreaking move as Prof. Dr Anjum Zia is committed to show new insights of these two departments i.e Department of Media and Communication and Department of Film, TV and Digital Media. With the proliferation of video equipment and editing software, we aim to emphasize on digital video production as these cutting-edge departments are designed to prepare students for the rapidly changing world of digital media. It provides students the skills to become confident visual storytellers and media makers.

She believes that all resources and efforts should be utilised to introduce modern modes of education including digitisation initiatives, besides imparting the latest training to teachers. For this purpose, Dean SMCS conducts back-to-back meetings for curriculum modification and faculty also shows enthusiasm in enhancing the curriculum that will eventually add more flexibility and contemporary approach to cope up with the digital world.



Ph.D. Scholars with Coordinator

School of Media and Communication Studies at the University of Management and Technology (UMT) has proudly launched its PhD Media and Communication program in the spring semester of 2023. As the first semester comes to an end, the scholars express their overwhelming happiness and contentment with their learning experiences.

The scholars are highly satisfied with the well-structured curriculum, innovative teaching methods, and the support they received from their esteemed faculty members. Many of the participants are already established professionals in academia and various industries, making this program a hub of knowledge exchange and growth.

The University of Management and Technology has provided an ideal environment for these scholars to thrive and learn, and they have embraced the approach and program of UMT wholeheartedly. With their positive feedback and enthusiasm, the PhD Media and Communication program is bound to set new standards in the field of media and communication studies.

Congratulations to the scholars and the university for this successful venture!



Ph.D. scholars with their coordinator Dr. Aemen Khalid





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