



Communication World Newsletter 2023

July-December 2023 Issue-3



**School of Media
and Communication Studies**

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"Communication World"

Bi-Annual Newsletter July- December, 2023
School of Media and Communication Studies



Dean's Note:

As Dean of the School of Media and Communication Studies (SMCS), it is my pleasure to extend a warm welcome to the 3rd edition of our newsletter, Communication World, 2023. I am focused on our students' continued growth and development, aiming to help them become invaluable assets to both our school and the nation. Through the dedication, innovation and commitment of our team, I am determined to take our esteemed institution to greater heights. At SMCS, we offer a diverse range of educational opportunities from undergraduate to postgraduate programs, complemented by hands-on experience. With the recent addition of a state-of-the-art TV studio and the ongoing efforts to enhance facilities such as the NLE lab and theatre room, we remain steadfast in our commitment to providing top-notch education. Our focus on personal and professional development is unwavering, and we offer empirical learning opportunities in theatre, music, documentary production, filmmaking and drama within a supportive environment. Additionally, we prioritize internships and part-time work placements for our students across various media and production houses, PR firms and advertising agencies. We look forward to welcoming you to our world-class School of Media and Communication Studies.

Regards,
Prof.Dr. Anjum Zia

Editor's Note:

"Welcome to the 2023 B2 edition of "Communication World," the newsletter from the School of Media and Communication Studies (SMCS). In this issue, we showcase a range of educational and professional initiatives that SMCS has been actively engaged in. We are excited to enhance our newsletter by featuring student projects, job opportunities and announcements for the upcoming events and conferences.

Regards
Sarosh Bajwa

23rd Convocation of SMCS

Congratulations & Celebrations:

The School of Media and Communication Studies proudly celebrates the incredible achievements of our graduates. Their untiring efforts and true dedication have brought them laurels and earned them the beautiful moment. We couldn't be more prouder dear students.

We wish our graduates the best of luck and assuring them that they are a testament to the power of knowledge, the spirit of innovation and the strength of community. They will step into the world beyond our campus with the pride of knowledge and achievement and meet new challenges of life with ease. Still, they will always remember and carry the values UMT-SMCS has instilled in them. We are sending you to the world with the wealth of integrity, curiosity and a commitment to positive change.



President UMT Ibrahim Murad with Rector Asif Raza at the 23rd convocation



Dean SMCS Dr. Anjum Zia at the 23rd Convocation



SMCS students enjoying the moment



Mr. Muazam Ali Khan hosting at convocation



A group photo of SMCS students along with Dean SMCS and faculty members

Round Table Discussion

He For She Campaign.

SMCS, in collaboration with the Parliamentarian Commission for Human Rights organized an interactive roundtable discussion on 16 Days of Activism against Gender Based Violence under the theme He For She.

Well known panelists from multiple working sectors graced the event and made valuable contribution to the theme. They raised voices in support of women. The panelists included Justice (retired) Nasira Iqbal, Advocate Zahida, Ms. Shahneela Farhan (Producer GNN), Rafia Ikram (Nawai Waqt), Mr. Shiraz Hasnat (Breau Chief Hum News), Mr. Shahnawaz Khan (Regional Director SPO), Naveed Naseem (VOA), Dr. Humaira from Islamic Studies, Dr. Nadia Anwar from ILA, Dr. Ayesha Mazhar, Dr. Naveed Elahi SGS, Dr. Sohail Qureshi SOS, Dr. Kashif Imran (Law & Policy) and Dr. Rubina Kalim from HSM, UMT.

The main objective of the discussion was to spark meaningful conversation that can drive positive change in society. And it was gained with grace.



Mr. Munzir Elahi hosting round table discussion



Justice Nasir Iqbal sharing her views on HeForShe



Justice Nasira with Dean SMCS Dr Anjum Zia



Panelists along with Dean SMCS and faculty members

Dean SMCS Prof. Dr. Anjum Zia formally opened the table by presenting welcome note. Mr. Munzir Elahi moderated the session with the topic "Men Supporting Women: Breaking Stereotypes & Building Bridges."

Justice Nasira Iqbal highlighted the importance of legal framework that promotes gender equality and protects women's rights. Adv. Zahida highlighted the need for advocacy and legal representation for women facing discrimination and injustice. Ms. Shahneela Farhan discussed the role of media in challenging stereotypes and promoting gender inclusivity. Ms. Rafia Ikram underscored the significance of journalistic integrity in reporting women issues.



Adv. Zahida sharing her views

Mr. Shiraz Hasnat highlighted media's responsibility of shaping public perceptions and breaking gender barriers. Mr. Shahnawaz Khan shared insights from social development work, emphasizing the importance of male support in advancing women's rights. Mr Naveed Naseem discussed the role of international media in highlighting gender disparities and advocating change. Dr. Humaira and Dr. Nadia Anwar provided perspectives from academia, stressing the importance of education in challenging gender norms and fostering equality. Dr. Ayesha Mazhar, Dr. Naveed Elahi, Dr. Sohail Qureshi, Dr. Kashif Imran and Dr. Rubina Kalim offered insights from various academic disciplines, emphasizing the need for adopting inter-disciplinary approaches to address gender inequality and promote inclusivity in all spheres of society. Overall, the panelists highlighted the importance of men's active participation in dismantling stereotypes and fostering an environment of support and empowerment for women.



An overview of the roundtable meeting

8th Board of Studies (BoS) Meeting at SMCS

The 8th Board of Studies (BoS) was convened at SMCS, ushering in a symphony of innovation and collaboration. With pens poised and minds afire, the esteemed BoS members deliberated on the agenda of the day: the approval of curriculum, course outlines, and pivotal changes across the spectrum of BS, M.Phil and PhD programs within the illustrious halls of the UMT's SMCS. Among those gracing the meeting were Dr. Noshina Saleem, Director of the Institute of Communication Studies, Dr. Bilal Khalid from the National College of Arts, Dr. Huma Sadaf from the Pakistan Television Network, and Mr. Shiraz Hasnat, Lahore Bureau Chief, Hum News Network. Together, they embarked on a journey of academic enrichment and advancement, weaving together threads of knowledge and insight to shape the future of media and communication studies.



Ms. Sadaf Iqbal & Mr. Shiraz Hasnat giving their input



Brainstorming for improvement in courses

Cooperative Education Program

Under the supervision of Dr. Saima Saqlain, an interactive session was organized by the School of Media and Communication Studies (SMCS) and the Office of Corporate Linkages and Placement (OCLP) to familiarize the participants with the Cooperative Education Program. Students from the SMCS were given an introductory overview of the COOP. They showed keen interest in this program.

UMT's distinctive Cooperative Education Program (COPP) was highlighted during the discussion. This innovative program offers students an exceptional opportunity to secure industry placements during their final semester, gaining invaluable hands-on experience while pursuing their studies.



Dr. Saima Saqlain guiding students about COOP



Universal Children's Day! Gunjal Pre-Launch

This year, the School of Media and Communication Studies is celebrating bright smiles with an aim to eradicate child labor.

In collaboration with the Social Sustainable Development Organization, Catwalk Cares and OPA, we arranged an amazing session of pre-launch for Gunjal movie that is based on a true child trafficking story. Guests including Syed Kausar Abbas (Executive Director SSDO), Ms. Frieha Altaf (Human rights activist), Ms. Sara Ahmad (Chairperson Child Protection and Welfare Department) along with renowned Pakistani artists Resham, Ahmed Ali Akbar, Muhammad Ali and Arhum Khan came together for this great cause of eliminating child labor on the Universal Children Day. Representatives of several government departments including Child Labor Department, Child Protection and Welfare Bureau, Women Development Department, FIA and Police Department spoke on the issue. Students were encouraged to take up issues regarding child labor on Child Labor and Protection Department's helpline. It was truly an interactive and interesting session during which actors Resham and Ali Ahmad also shared their views.



SMCS Dean Prof Dr Anjum Zia delivering welcome address



Actors Ahmed Ali Akbar & Resham sharing insights



Mr. Abid Sherwani at the event



Ms. Sarah Ahmed with Dr Anjum



Ms. Feriha Altaf sharing her insights



Movie Gunjal cast

MPhil Students defend their Thesis

The School of Media and Communication Studies organized a Viva Voice of MPhil students Fiza Talat and Muhammad Imran. The students successfully defended their research work before the external examiner, Chairperson Department of Film and Broadcasting, Punjab University, Professor Dr. Lubna Zaheer. Internal supervisors Dean SMCS, Prof. Dr. Anjum Zia and Ms. Iqra Saeed were also present on the occasion. Prof. Dr. Lubna Zaheer also visited the newly built SMCS studios and appreciated Dr. Anjum Zia for establishing the futuristic facility for the students.



Dean SMCS Prof. Dr. Anjum Zia assessing the thesis

Another MPhil defense thesis was conducted by SMCS. Miss Rimsha Tariq Awan defended her MPhil thesis on "Netflix and it's Impact on Youth" in front of external examiner Dr Abul Hassan, Associate Professor, School of Creative Arts, University of Lahore. The thesis was supervised by Dr Muhammad Jawed Aslam and co- supervised by Mr Sumair Ahmad.



Dr. Lubna Zaheer with Dean SMCS at the Viva



Muhammad Imran defending his MS thesis



Fiza Talat defending her MS thesis



Dr. Lubna Zaheer at the thesis defence



Dean SMCS with Mr. Sumair and Mr. Saud



Rimsha Tariq with Ms. Noor ul Ain Nasir

Film Screening of Final Year Projects



Tauseef ul Abideen and Mr. Jawed Butt

The School of Media and Communication Studies showcased students' final year projects. Our respected jury (external members) comprised Associate Professor National College of Arts Tauseef Zain ul Abidin and Executive Producer Alif TV and Mr Jawad Butt . The internal jury included Associate Professor, SMCS, Dr. Muhammad Jawed Aslam and Lecturers Shaheryar Zahid and Muazzam Ali Khan. Students displayed their work with full confidence and impressed the jury. Dean SMCS, Prof. Dr. Anjum Zia congratulated the students for successfully defending their final year projects.

Round two of the Viva Voce of the final year students was conducted in the SMCS Studios by our new external jury member Head Programming, PNN News Channel, Mr Qasim Sindhu. Lecturer Muazam Ali Khan acted as internal supervisor of the students along with other faculty members.



External Examiner Qasim Sandhu with Dean SMCS and Mr. Muazam Ali Khan

Guest Lectures Corner

Ph.D. Guest Lecture with Dr. Sehrish Mushtaq

A guest lecture by Dr. Sehrish Mushtaq at the School of Media and Communication Studies provided PhD scholars with valuable insight into conducting literature reviews. Through detailed discussions, the scholars learnt various forms of literature review methodologies and their application in academic research. Dr. Mushtaq shed light on the importance of thorough literature reviews in establishing theoretical framework and contextualizing research findings. The interactive Q&A session that followed allowed the scholars to clarify doubts and deepen their understanding. In her vote of thanks, Dean Prof. Dr. Anjum Zia highlighted significance of the lecture for polishing scholars' research and academic skills.



Dr. Sehrish speaking to the Ph.D. students



Ph.D. students grabbing the guidance

Interaction with Nayyar Ijaz

A media seminar was organized by Miss Noor Ul Ain Nasir and her students of BS 5th semester. It provided students with a unique opportunity of learning from actor Nayyar Ijaz the challenges being faced by artists in the Pakistani media industry. They gained valuable knowledge of the intricacies of acting including the hurdles the actors encounter. Mr Ijaz discussed revival of the Pakistani cinema and offered valuable insights into the evolving landscape of media and entertainment in the country. A special tribute was paid to Mr. Nayyar Ijaz by SMCS students through a video, appreciating his contributions to the Pakistani television and cinema.



Dr. Jawed presenting souvenir to Mr Nayyar Ijaz



Actor Nayyar Ijaz speaking to the SMCS students





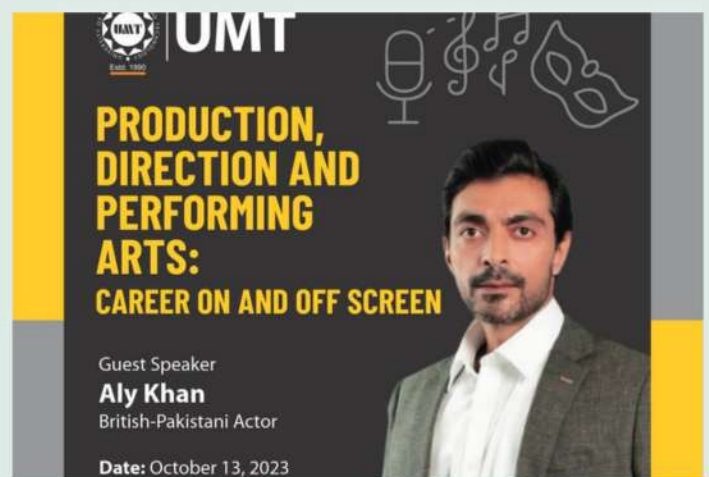
A group photo of Mr. Nayyar Ijaz with students and faculty members

An Interaction with Alyy Khan...

The interactive session with Alyy Khan organized by SMCS gave students clear knowledge of the media industry, explaining to them the importance of hard work and dedication in production and direction. Through his anecdotes and stories, the students learned about the necessity of making consistent efforts to achieve their goals. His firsthand experiences served as an inspiration for the students, highlighting the pitfalls and rewards of media. By actively participating in the question and answer session, the students had the opportunity to further deepen their understanding of media.



Alyy Khan addressing as guest speakers



Guest Lecture with Dr. Surrinder P. Singh

The SMCS was recently honoured to host Dr. Surrinder P. Singh, a Canadian national who had visited Lahore to take part in an international Punjabi conference. The session with him was conducted by Dr. Mian Jawed, Associate Professor. Renowned playwright Amir Raza and Mr Amir Yousif, director of the Mare Stoop NGO Punjab were also present. Dr. Singh's expertise and the collective wisdom of the attendees, exposed to the students dynamics of the industry right from creative storytelling to the socio-cultural impact of media narratives. The session provided a unique opportunity to them to deepen their understanding of the field and prepare themselves better for successfully joining any stream of media and communication.



Dr. Surrinder P. Singh talking to the students



Dr. Surrinder receiving souvenir from SMCS faculty



Dean SMCS Dr. Anjum Zia



Guest Lecture with DG PEMRA Ikram Barkat

Miss Maria arranged a lecture for her class of Ethics & Laws in P.R & Advertising, It was delivered by PEMRA Director General Ikram Barkaat who shed light on the crucial role of ethics and laws in advertising. He explained the issue with his life experiences, and practical real time examples. From understanding the obligatory regulatory frameworks to knowing the ethical considerations behind advertising practices, students gained a clear knowledge of public relations and advertising.



Mr. Ikram at the dais, and receiving bouquet from Dr Anjum Zia

SMCA & CitroPak sign MoU

SMCS Dean Prof Dr Anjum Zia signed an MoU with CitroPak the other day. The MoU was arranged by Dr. Saima Saqlain for cooperation between the two in the fields of advertising and public relations. CitroPak, based in Sargodha, holds a deep-seated passion for fruits. This agreement aims to provide students with various opportunities including internships, workshops, seminars, guest speaker sessions, participation in UMT COOP Program, capability enhancement initiatives, and Tech 2.0 projects. Additionally, it will facilitate the formation of a Corporate Industry Advisory Board, faculty secondment, orientation tours, on-campus brand activation, premises usage, interviews with senior management officials, social media marketing, sustainable development initiatives, social integration, social entrepreneurship and corporate group discounts. The MoU signing event was witnessed by the OCLP team,



Dean SMCS Dr. Anjum Zia signing the MoU



Dr. Saima Saqlain with Team CitroPak



A group photo at the MOU signing ceremony

Guest Lecture with Dr. Arsha Meer

Dr. Aemen Khalid arranged a lecture for the students of BS Media and Communication Studies. The lecture entitled Media Research Methods was delivered by Dr. Arsha Meer from 'Qutab Online' and LCWU. Through this session, students came to know the indispensable role of research in the ever-evolving media landscape. Dr. Meer highlighted the symbiotic relationship between theoretical knowledge and practical application, elaborating how research serves as a cornerstone for innovation and progress within the industry. By linking theory with practice with the help of examples, Dr Meer made the students clearly understand the significance of research in shaping the contemporary media industry. The event reflected SMCS' commitment to achieve academic excellence and relate it to the industry, providing students with valuable insight into the transformative power of research in their future endeavors.



Dr. Arsha Meer explaining media research methods

Naeema from Film Industry

SMCS Dean Prof Dr Anjum Zia graced with her presence the screening of a short film and an interactive session with renowned actress, director and writer Naeema Butt. The event, organized by SMCS teacher Miss Noor ul Ain, afforded the SMCS students an opportunity to come across the world of filmmaking and storytelling. Under her guidance, students of the Event Planning Class made the event a success with their organizational skills. With a significant turnout of over 100 students and the presence of majority faculty members, the session created a vibrant atmosphere of learning and engagement. Through the screening of Ms. Butt's work and the subsequent question and answer session, the students gained firsthand knowledge of the creative process, the challenges faced by the industry, and the importance of perseverance and dedication in pursuing a career in media and entertainment.



Dean SMCS Dr. Anjum Zia with actress Naeema



Students attending session and having group photo with Ms. Naeema

Guest Lecture on Digital Media Marketing & Branding

A special lecture on "Digital Media Marketing & Brand Strategies" was organized by Dr. Saima Saqlain featuring Mr. Zain Tariq from OZI TECHNOLOGIES. It gave students a complete understanding of modern marketing techniques in the digital age. They learnt about various channels and strategies involved in promoting products and services online, including social media, websites, email and search engines. Mr Tariq's focus on brand strategies underscored the importance of creating a unique and cohesive online brand identity to effectively engage with the target audience. Key takeaways included the significance of consistent messaging, creating engaging content, and leveraging diverse platforms for maximum reach and impact. Mr. Tariq's insights into the dynamic nature of digital marketing emphasized its crucial role in enhancing a company's online presence and competitiveness. The lecture guided the students how to cope with the evolving landscape of digital media marketing, and to shine in this rapidly changing field. Dean Prof. Dr. Anjum Zia highlighted significance of the session and appreciated Mr. Tariq for sharing his valuable expertise with the students.



Students attending Guest Lecture of Mr. Zain Tariq on Digital Media Marketing and Branding Strategies

Human Rights for the Under-privileged

A special lecture organized by Dr. Saima Saqlain, featuring Mr. Shoaib Hashmi from Alkhidmat Foundation, provided students with a comprehensive understanding of human rights issues affecting the under-privileged. Mr. Hashmi dilated upon various aspects of human rights including maternal rights, neighbours rights and parental rights. He also discussed media student's crucial role in advocating human rights through social media platforms. Mr. Hashmi's emphasis on the power of individual social media accounts to raise awareness further highlighted the importance of active engagement in promoting human rights causes. The session not only offered valuable insights but also inspired students to become advocates of social justice and equality. Dean Prof. Dr. Anjum Zia underscored significance of the event and praised Mr. Hashmi's impactful contribution.



Educational Rights in Pakistan



Dean SMCS presenting bouquet to Mr.Samson Salamat, Chairman Rawadari Tehreek, Pakistan

Dr Saima Saqlain also organized a special lecture on "Educational Rights in Pakistan" giving students with a comprehensive understanding of the challenges and issues being confronted by the education sector in Pakistan. Guest speaker Samson Salamat, Chairman Rawadari Tehreek, Pakistan, explained difference between education and training, allocation of educational funds, curriculum quality standards, and gender discrimination in education. The session also highlighted the importance of addressing disparities in teaching and management roles.

Lecture with Rameen Syed

Miss Rameen Syed, a prominent journalist, anchor person, blogger and influencer shared glimpses of her inspiring journey and insights into the media industry with the mass communication students in a recent interaction with them. The guest lecture was arranged by Miss Noor ul Ain Nasir and students of the BS 5th Semester. Miss Syed dilated upon the obstacles she faced and the strategies she adopted to cross them. Her frankness during the question and answer session encouraged students to actively participate and seek guidance for their own career paths. Additionally, her patriotic song performance added a touch of inspiration and unity to the session. In her concluding remarks, Dean SMCS, Prof. Dr. Anjum Zia, highlighted significance of the workshop and appreciated the guest speaker's contributions to the profession.



Ms. Rameen Syed (Journalist/ Anchor Person) addressing the students



Dean SMCS, Prof. Dr. Anjum Zia addressing the students



Dean SMCS, Prof. Dr. Anjum Zia presenting Souvinier to Ms. Rameen Syed



Ms. Rameen Syed with students

Guest Lecture with Dr. Tehreem Azeem

Dr. Aemen Khalid, Assistant Professor at SMCS, arranged an online guest lecture for the SMCS PhD students. Dr. Tehreem Azeem, the distinguished guest speaker, delved into the 'Structure and Organization of a Doctoral Dissertation from an International Perspective.' With a Ph.D. in Communication Studies from the Communication University of China, and having a rich background of being a journalist, media strategist and communication analyst in Pakistan's digital media landscape, Dr Azeem gave a very impressive talk. She highlighted the importance of flawless organization for crafting international dissertations, sharing related knowledge from her own wealth of experience to exhibit how to navigate the global academic arena. She also explored the nexus between academic research and technology, particularly emphasizing the role of AI in processes such as literature review and writing. Dr. Azeem also offered practical advice on maintaining a balance between scholarly endeavors and personal life, again exhibiting the implementation of this thought through her own experiences in Pakistan's digital media sphere. The lecture served as an invaluable learning experience for the students, allowing them to absorb Dr. Azeem's expertise and broaden their perspectives.



Guest Lecture with Dr. Mohsin Raj

The School of Media and Communication Studies invited Dr. Mohsin Hassan Khan, Senior Assistant Professor, Baharia University, Islamabad, for an online workshop focusing "Essentials for Thesis Proposal." The workshop attracted participation from both national and international students enrolled in the graduate and undergraduate programs. Dr. Abdul Basit, Assistant Professor, SMCS, moderated the event which gave students a deeper understanding of the fundamental elements required for crafting a thesis proposal. By participating in the workshop, students were equipped with the necessary knowledge and tools to embark on their thesis writing journey with confidence and clarity.



Guest Lecture

SMCS Lecturer Noor ul Ain Nasir, and her BS 5th semester students organized a media seminar entitled "Evolution of Poetry from Print to Digital Media." This event, held on Wednesday, December 13th, 2023, attracted a full house audience eager for interaction and learning. Renowned poets of the contemporary world, Mr. Arsalan Abbas, Mr. Ammar Iqbal, and Mr. Ahmed Bin Rashid, graced the occasion as esteemed guests. Their presence generated excitement among the crowd. Each guest shared his insights on the evolution of poetry in the digital age, presenting beautiful poetry that powerfully impacted the audience..



Gul e Nokhaiz Akhtar on Column Writing and Media

SMC Dean Prof Dr Anjum Zia highlighted the importance of column writing while appreciating the expertise of Mr. Gul e Nokhaiz Akhtar who delivered a special lecture on Column Writing and Media the other day. It was organized by Dr Saima Saqlain and her students. Mr Akhtar gave a comprehensive understanding of the art of column writing. He quoted the ethics and techniques involved in column writing and its importance in journalism and media. Students learned how to craft a compelling column, explore role of the 5 W's and 1 H, distinguish between news and column writing, and attempt different types of columns, including humorous ones.



Mr. Gul e Nokhaiz Akhtar addressing the Students



Dean SMCS, Prof. Dr Anjum Zia presenting Souvenir to Mr. Gul e Nokhaiz Akhtar

Human Rights Practices- A Guest Lecture

Assistant Professor Dr. Saima Saqlain, along with her Human Rights Practices students in the BS Semester, conducted a guest lecture. The featured speaker was Mr. Sufyan Muhammad, the provisional manager representing WaterAid Pakistan for Punjab and KP who gave a comprehensive presentation on water, sanitation, and hygiene, offering a brief overview of citizens' water rights. Students gained a comprehensive understanding of citizens' water rights and the significance of community initiatives in addressing water-related challenges. Mr. Muhammad's presentation not only raised awareness but also inspired students to actively participate in initiatives such as the clean water campaign. The presence and appreciation expressed by Dean of SMCS, Prof. Dr. Anjum Zia, further highlighted the significance of the workshop and the potential impact of students' involvement in addressing critical social issues.



Dr. Saima Saqlain Presented Bouquet to Mr. Sufyan Muhammad



Mr. Sufyan Muhammad addressed the Students

Guest Lecture with E-Rozgar team

Lecturer Ms Noor ul ain Nasir along with her students of Event Planning from BS Final year organized a lecturer involving Mr. Ali Kamran, Ms Hina Arshad and Mr Adeel from the e-Rozgar team. Mr. Kamran guided students on tapping online opportunities, while Ms. Arshad introduced the "She Wins" initiative, empowering female youth through training in new media and digital technologies. The session, enriched by the presence of respected Dean SMCS Prof. Dr. Anjum Zia who appreciated the interaction between students and the experts, emphasizing the importance of networking and collaboration. Overall, the workshop encouraged students to explore diverse avenues for personal and professional development in the digital age.



A group photo of Ms. Hina Arshad and Mr. Ali Kamran with Students



Students and Faculty members attending the Guest lecture

A Lecture on Anti-Trafficking by SSDO

Empowering the Next Gen!

The advocacy session with the brilliant minds at the School of Media and Communication Studies was a powerful step towards combating human trafficking Pakistan. We are grateful for the insights shared by our esteemed guest speakers, Syed Kausar Abbas, Executive Director of SSDO, and Prof Dr. Farhan Naveed Yousaf from the University of Punjab. The esteemed guest speakers threw light on the complexities surrounding these issues and the importance of media advocacy in combating them. They also elaborated various forms of exploitations and vulnerabilities faced by victims, as well as the role of media in raising awareness, shaping public opinion, and driving positive change.



Syed Kausar Abbas addressing the Students and Faculty



Dean SMCS presenting Souvenir to Prof Dr. Farhan Naveed (Executive Director of SSDO)



SMCS Faculty Group Photo with Mr. Syed Kausar Abbass and Prof Dr. Naveed

UMT Sialkot Campus Media Department Faculty Visit



SMCS Faculty Group Photo with UMT Sialkot Media Department Faculty members

Faculty & Staff Achievements



HEC Excellence Award for Dr. Muhammad Jawad

The Lahore Press Club and Punjab HEC awarded Media and Academia Award to Dr Muhammad Jawad Aslam for his services for media and academia. Dr. Jawad Aslam is SMCS's Associate Professor.



SMCS Esteemed Faculty Member, Dr Muhammad Jawad Aslam received souvenir from PHEC

Invited as guest lecturer

SMCS Linear Editor Azib Toor, former Producer Dunya News & 7News, was invited to a video editing workshop which was organized by the Media Studies Department - University of South Asia.

The purpose of the workshop was to enhance related skills of students. He provided hands-on practice for video editing on Adobe, particularly in the context of post production.



Mr. Muhammad Azib, NLE of SMCS receiving Souvenir after the completion of Video Editing workshop organized at University of South Asia

SMCS Faculty at FC Training Workshop



SMCS Faculty Member, Mr Sumair Ahmad receiving souvenir from Rector FCCU, At the end of Peace Journalism Workshop

Lecturer Ms Noor ul Ain Nasir and Mr Sumair Ahmad participated in a three-day training Workshop on Peace Journalism organized by the Media Department of the Forman Christian College, Lahore. The gathering was a complete blend of famous academicians from all across Pakistan and professional journalists who shared their views regarding the important issues and threats faced by journalists. They also spoke about the involvement of AI intelligence in the current system and its pros and cons. It was an extremely fruitful experience for our faculty members.



SMCS Faculty Member Ms. Noor UI Ain Nasir receiving souvenir from Rector FCCU at the end of Peace Journalism Workshop

Student Achievements Corner



Selected for FIFA World Cup

Our student Humza Munir has been selected for Pakistan National Football Team!
Hamza secures a spot in the Pakistan National Football Team for Round 2 of the FIFA World Cup Qualifiers. Many congratulations on this remarkable achievement!



SMCS Students Hamza Munir

Best Batsman Award

A series of our students' achievements continues with one more sixer on the field by SMCS student **Ahmed Ali**. He won USL'23 (University Supreme League) with his other teammates and was also adjudged the Best Batsman.

Many congratulations to the team!



SMCS Student Ahmed Ali

Best Spiker Award

Malik Shayan Alvi stood first in LST (Lahore Sports Tournament) along with his teammates and won trophy for being the best spiker. Shayan's dedication to his sport and commitment to excellence reflect positively on SMCS, showcasing the institute's emphasis on nurturing well-rounded individuals. Many congratulations from SMCS!



SMCS Student Malik Shayan Alvi poses for a picture with Dean SMCS Prof Dr Anjum Zia

Short Film Winner

Nimra Qureshi's success in the Short Film Screenplay Competition at the National College of Arts, Lahore, serves as an inspiring example for the students at the School of Media and Communication Studies (SMCS). Her participation and triumph highlight the importance of creativity, dedication and perseverance in pursuing one's passion for filmmaking and storytelling.



SMCS Student Nimra Qureshi receiving the honour

Dunya TV Talent Hunt at SMCS!

Our aspiring media students were auditioned by the Team Dunya TV. The audition conducted by Team Dunya TV provided aspiring media students with a unique opportunity to showcase their talent and skill in journalism, broadcasting and media production. They gained valuable insights into the real-world demands and expectations of the media industry. They learned about the importance of presentation, communication skills, on-camera presence and essential qualities for success in journalism and broadcasting. Moreover, the audition exposed to them the competitive nature of the field and encouraged them to strive for excellence in their craft.



Media Students preparing for auditions



Dean SMCS, Prof. Dr Anjum Zia along with team Dunya TV taking auditions



Wildlife Photography Workshop

The Office of Communications conducted a Wildlife Photography Workshop and Exhibition featuring the award-winning professional photographer Asim Cheema. He taught the SMCS students how to enhance their photography skills and have a clear understanding of wildlife conservation. He discussed technical aspects of wildlife photography including composition, lighting and capturing fleeting moments in nature. The students gained a deeper knowledge of the importance of wildlife conservation and the role photography plays in raising awareness about endangered species and their habitat. The workshop not only honed their practical photography skills but also inspired them to use their craft as a tool for environmental advocacy and storytelling. Overall, it was an enriching experience that empowered students to harness the power of visual communication for positive change in the realm of wildlife conservation.



Students attending Wild Life Photography Exhibition at SMCS, UMT



Mr. Asim Cheema addressed the students during the Wild Life Photography Exhibition at SMCS, UMT



Wild Life Photography Exhibition at SMCS, UMT

Dr. Nazia Rehman from Rawalpindi Women University visits SMCS



SMCS faculty with Dr. Nazia Rehman



Dr. Nazia Rehman and SMCS Dean Prof Dr Anjum Zia

Visit to Message Communication

Ms Noor ul ain Nasir, Lecture, SMCS, UMT, organized a visit to Message Communication Advertising and PR Agency for her students of BS 6th Semester. During the visit, the gained first hand insights into the working of a professional communication agency. Mr. Danish and Mr. Tahir from Message Communication, gave a comprehensive briefing on the agency's operations and services, providing the students with practical knowledge about the advertising and PR industry. The students learnt about various departments, roles and responsibilities within the agency as well as the strategies and techniques employed in creating effective communication campaigns. Engaging in discussions, the students had a valuable exposure to the real-world practices and challenges faced by professionals in the field. Overall, the experience equipped them with valuable insights and practical skills that will benefit them in their academic and professional endeavors in the field of media and communication.



SMCS students group with the owner of Message Communication after the Tour

Five-Day Workshop titled, "Democracy and General Elections 2024"



SMCS Student Ms. Ayesha Mansoor receiving Participation Certificate from Dr. Abida Ashraf at the closing ceremony of 5-Day Workshop on Democracy and General Elections 2024.



SMCS Student Ms. Iqra Qasim receiving Participation Certificate from Dr. Abida Ashraf at the closing ceremony of 5-Day Workshop on Democracy and General Elections 2024.

Final year students Iqra Qasim and Ayesha Mansoor participated in a five-day workshop entitled, "Democracy and General Elections 2024: Can these Elections be a Peaceful Transition of Power?" It was organized by Women Media Center, Pakistan and supported by National Endowment for Democracy (NED) from 13-17 November 2023 at Grand Palm Hotel, Lahore.

Iqra Qasim and Ayesha Mansoor got a comprehensive learning experience. By participating in discussions, seminars and practical exercises, they gained invaluable insights into the intricate dynamics of democracy and electoral processes. They explored the essence of peaceful transition of power within democratic framework. Topics ranged from understanding the role of media in shaping public opinion to the significance of civic engagement in fostering a healthy democratic culture. They also came about complexities of election monitoring, conflict resolution and the importance of inclusivity in ensuring fair and transparent elections. Overall, the workshop equipped them with a clear understanding of the challenges and opportunities inherent in democratic power transitions, empowering them to contribute meaningfully to the democratic process in their communities and beyond.



SMCS Dean Prof Dr Anjum Zia with students Iqra Qasim and Ms. Ayesha Mansoor pose, and teacher Noor Ul Ain Nasir

Thank
You