



# **COMMUNICATION WORLD**

## **NEWSLETTER 2024**

***January - June '24 Vol 3 Issue 4***



**School of Media  
and Communication Studies**

# Editorial Board



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# "Communication World"

**Bi-Annual Newsletter January- June, 2024**  
**School of Media and Communication Studies**

## Dean's Note

As Dean of the School of Media and Communication Studies (SMCS), I am delighted to welcome you to the third edition of our newsletter, Communication World, 2023. Our mission is to ensure our students growth and development in a way that can transform them into real assets for both our institution and the nation. With a dedicated team committed to innovation and excellence, we aim to take our prestigious institution to new heights. At SMCS, we offer a variety of educational programs, ranging from undergraduate to postgraduate studies, enriched with hands-on experience. In our relentless pursuit to catch up ever-evolving technology-based media scene, we are launching two new Bachelor's degree programs -- Immersive Media and Digital Communication, and Media Management and Technology. These programs are designed to enhance our students' professional skills and prepare them for fast changing media landscape. Our



**Dean SMCS Prof. Dr. Anjum Zia**

commitment to provide top of the line education to our graduates has been fortified by our recent initiatives -- a state-of-the-art TV studio, further modernization of our NLE lab and theatre room. This is the outcome of our strong focus on innovation. We work on personal and professional growth through empirical learning opportunities in theatre, music, documentary production, filmmaking, and drama. All this revolves around a supportive environment. We take special interest in arranging internships and part-time work placements of our students across media and production houses, PR firms and advertising agencies. Our commitment to avail global opportunities for our faculty and students is evident through our international conferences and industry linkages. We anxiously look into the future while fully catering to the present. With this whole package of resolve and passion, we are wide opening the doors of our world-class School of Media and Communication Studies to you. Join and get absorbed into the excellence of communication studies.

Regards,  
Prof.Dr. Anjum Zia

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## Editor's Note:

"Welcome to the 2024 B1 edition of "Communication World," the newsletter from the School of Media and Communication Studies (SMCS). This issue highlights a variety of educational and professional initiatives that the SMCS pursued recently. We are also excited to enrich our newsletter with features on student projects, job opportunities, and announcements about upcoming events and conferences.

Regards  
Sarosh Bajwa

# 2nd International Conference- IMCC 2024

"The UMT-SMCS hosted the 2nd International Media and Communication Conference IMCC, 2024, in collaboration with DCMR Punjab University, focusing on the theme "Navigating the Digital Frontier: Unveiling Trends in Media and Communication." This international conference brought together world-renowned media personalities and academics for its inaugural session. Mr. Murtaza Solangi, former Care-taker Federal Information and Broadcast Minister, was the chief guest. Other guests included Mr. Mansoor Qazi (anchorperson PNN News), Prof. Dr. Stephen McDowell (Professor of Communication, Florida State University), Ms. Zubair Azhar (anchorperson, Bol News), Ms. Robina Afzal (Additional Director General Punjab Public Relations), Dr. Yaqoob Bangash (PhD from Oxford, Post Doc from Harvard), Mr. Sohail Warraich (Senior Journalist and Analyst), Dr. Aslam Dogar (former DGPR, Punjab), Mr. Salman Ghani (Senior Analyst), Dr. Lisa Brooten (Southern Illinois University Carbondale, USA), Dr. Altaf Ullah Khan (Dean, Faculty of Humanities, FCCU), and Prof. Dr. Cenk Demirkitan (Izmir Katip Celebi University, Turkey). They shared their insights regarding the advanced digital trends in media and communication. SMCS Dean Prof. Dr. Anjum Zia and Prof. Dr. Noshina Saleem, Head of DCMR at Punjab University welcomed the worthy guests. Prof. Dr. Anjum Zia emphasized the significance of digital media and its scope along with its momentous value in the field of journalism. She invited Mr. Murtaza Solangi to share his views in respect of the conference theme.



**Mr. Murtaza Solangi sharing his views**



**Dr. Anjum Zia opening the conference**



**Mr. Sohail Warraich analyzing the media scene**



**Anchor Mansoor Qazi explaining his point**



**Dr. Asif Raza, Rector UMT speaking at the conference**

# 2nd International Conference- IMCC 2024

He appreciated the UMT-SMCS for choosing the topic and holding the conference. He said the evolving media landscape encompassed innovations in content creation, digital media platforms and distribution channels as well. Mr. Mansoor Qazi explained the modern approach of journalism and focused on fake information and misconception being generated through digital media platforms. Dr. Altaf Ullah Khan and Dr. Yaqoob Bangash comprehensively explained various aspects of the digital landscape, the related issues of data privacy and cyber security, and the algorithm biases of online advertising. Other panelists like Mr. Salman Ghani and Ms. Robina Afzal were wary of the cultural and social impact of digital media, and the way it is shaping public opinion. The foreign speakers also focused on the global reach of digital platforms that is complicating their regulation in many countries. According to them, it is important to frame new regulations to address issues being created by the digital platforms. UMT Rector Dr. Asif Raza, in his concluding remarks, thanked the guests for sharing their valuable views regarding digital media and its role in journalism. Dr. Asif Raza also appreciated the SMCS dean and faculty members for putting up maximum efforts to make this conference a great success. Souvenirs were presented to the esteemed guests.



**Dr. Yaqoob addressing the conference**



**Dr. Altaf Ullah Khan delivering his views**



**Mr. Salman Ghani speaking at the IMCC**



**Souvenir for the worthy guest**



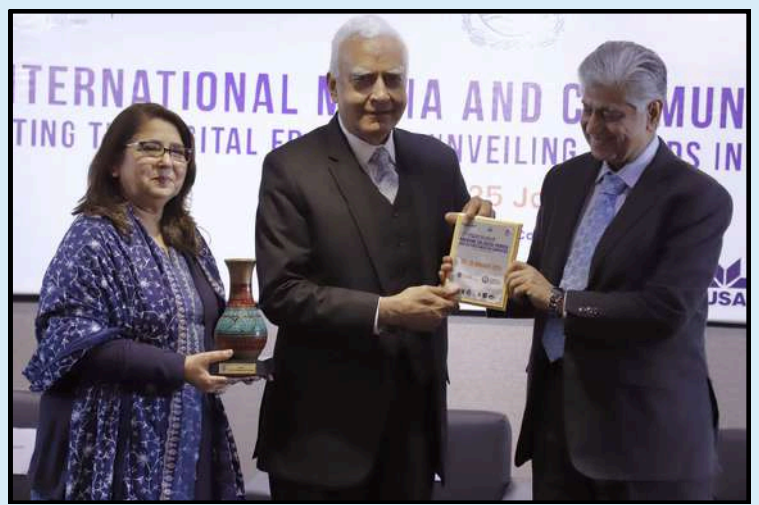
**Dr. Altaf receiving souvenir**



**Mr. Ghani receiving souvenir**



**Mr. Banghash receiving souvenir**



**Mr. Solangi receiving souvenir**



**Mr. Suhail Warraich receiving souvenir**

# Plenary Session

Following the inaugural session, a plenary session was conducted. It featured two international speakers: Dr. M Fahad Humayun from the University of Evansville, Indiana, and Dr. Nagehan Uzuner from Istanbul Bilgi University, Turkey. They both shed light on the vast range of digital avenues in the domain of media and communication. They also mentioned that digital platforms allow diverse voices to be heard. It is important to have an equal access to digital infrastructure for better digital inclusion, they added.

Seven other guests also spoke on the occasion. They included Dr. Farrukh Shehzad from Bahria University, Senior Journalist Mr Intikhab Hanif, Mr. Shiraz Hasnat, Bureau Chief of HUM News, Dr. Mustafa Kamal, Former Station Director at Pakistan Radio, Mr. Muhammad Ikram Barkat, DG PEMRA, Prof. Dr. Faiz Ullah Jan from the University of Peshawar, and Prof. Dr. Bushra H. Rehman from SCS, University of the Punjab. They highlighted the pros and cons of digital media and its effects on society. They said the ease of publishing and sharing news stories on digital media can lead to the rapid spread of false information that can negatively impact public discourses. The session was concluded by Mr. Abid H.K Sherwani, Advisor UMT, who offered insightful reflections and extended congratulations to SMCS Dean Prof. Dr. Anjum Zia, and Prof. Dr. Noshina Saleem, Director of SCS, PU, for organizing the conference.



**Dr. Aslam Dogar speaking at the plenary session**



**UMT DG Abid Sherwani giving souvenir to Dr. Bushra Rehman**



**Mr Ikram Barkat receiving souvenir**



**Mr Intikhab Hanif receiving souvenir**



**Dean SMCS with guest speakers**



**SMCS Dean, faculty and students**



**SMCS Dean, Rector and guest speakers**



# Pictures from Parallel Sessions



Faculty members and media scholars at parallel sessions

# Second Day Round Table Discussion of IMCC'24 at Punjab University

On the second day of the 2nd International Media and Communication Conference at Punjab University, a round table was held. Renowned academics, media professionals and students participated.

The speakers included Prof Dr Mujahid Mansoori (senior columnist and academic), Mr. Munzir Elahi (communication specialist), Mr. Ajmal Jami (anchor & senior journalist), Mr. Mian Ghaffar Ahmad (senior journalist), Dr. Zahid Yousaf (Dean, Faculty of Arts, Chairperson Centre of Media and Communication Studies, UOG), Mr. Arshad Ansari (senior journalist), Mr. Azam Chaudhary (former president Lahore Press Club), Mr. Iqrar Ul Hassan (anchor), Mr. Salman Abid (analyst), Mr. Tanveer Shahzad (senior journalist), Mr. Najam Ali Khan (anchor, columnist), Mr. Tariq Mehmood (director news, SAMAA), Mr. Syed Muzammil Hussain Shah (anchor), Prof. Dr. Hassan Zafar (political analyst), and Mr. Farukh Shahbaz Warraich (journalist).

The session was moderated by Prof. Dr. Hannan Ahmad Mian (Maulana Zafar Ali Khan Chair, SCS, PU) and Ms. Seemab Far Bukhari (Assistant Prof. DCMR, SCS,



**Round Table Discussion on IMCC'24**



**Dr. Anjum Zia welcoming the guest speakers**

# 2nd- Day IMCC at Punjab University

## Parallel Session Day2



**Dr. Noushina and Dr. Anjum distributing certificates among participants**

# Closing Ceremony-IMCC 2024



The closing ceremony of the IMCC'24 was held at Faisal Auditorium, University of the Punjab, Lahore.

Dr. Shahid Munir, Chairman PHEC, was the chief guest. Other distinguished guests included Prof. Dr. Khalid Mehmood, Vice-chancellor of University of the Punjab, Dr. Asif Raza, Rector UMT, Prof. Dr. Nadeem Bhatti, Vice-chancellor Lahore Leads University, Mr. Ikram Barkat, DG PEMRA Operations, Prof. Dr. Noshina Saleem, Chairperson, Department of Communication and Media Research & Director of the School of Communication Studies, University of the Punjab and Prof. Dr. Anjum Zia, Dean SMCS, UMT. The guests praised the organizers' efforts and emphasized the importance of addressing fake news and understanding digital media in an appropriate manner. Certificates were also presented to the participants and souvenirs to the guests.

The conference was jointly organized by the UMT School of Media and Communication Studies and the Department of Communication and Media Research, SCS PU. Eight other departments of Media and Communication Studies from various universities including UCP, USA, LCWU, KCWU, FCCU, LLU, NUML Lahore, and Lincoln University College Malaysia also contributed.



**Dr. Asif Raza at the conference**



**Dr. Anjum Zia closing the session**



**Dr. Khalid addressing at the plenary session**

Over 180 papers were presented in 22 parallel sessions, attracting media academicians and practitioners from across Pakistan and abroad (online). Plenary sessions and round table discussions featured prominent figures from media and academia.

The guests at the closing ceremony praised the organizers' efforts and emphasized the importance of addressing fake news and understanding digital media in an appropriate manner. Certificates and souvenirs were given to the speakers and guests.



**Dr. Shahid delivering his speech**



**The grand closing ceremony**



**Dr. Anjum Zia presenting souvenir to the guests**



**Memorable clicks of the organizers and guests**





**Group pictures of media scholars and academicians**

# Media Coverage-IMCC 2024

77مبر 23 (ن) کے کا  
 ملک میں میڈیا میں (لاہور) ایڈیٹوریل کونسل خیر پختہ انتخابات (پشاور) وزیر اعلیٰ (پشاور) شہناز گل خان  
 23 مبر 23 (ن) کے کا  
 شہناز گل خان  
 احتجاج دکھانا ہوگا  
 بہت چیت  
 در پر رہنمائی دی  
 24 مبر 24 (ن) کے کا  
 شہناز گل خان  
 اوسید  
 سواتی  
 اری قرار  
 لیل اشدادیت  
 25 مبر 25 (ن) کے کا  
 شہناز گل خان  
 یو ایف آف جمنٹ ایڈیٹوریل کونسل میں سینار کے موقع پر مقرر ہوئی دو دیگر خطاب کر رہے ہیں



آج کا ایڈیٹر لاہور اسلام آباد پشاور کراچی کوئٹہ ایس ایچ ایس سرگودھا لندن  
 لاہور: بگمراں وفاقی وزیر اطلاعات مرتضیٰ سولنگی کا یونیورسٹی آف جمنٹ ایڈیٹوریل کونسل میں دوسری انٹرنیشنل میڈیا ایڈیٹوریل کونسل کا افتتاح کے موقع پر شرکاء کے ساتھ گروپ فوٹو  
 27 مبر 23 (ن) کے کا  
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پاکیستان کے انٹرنیشنل ایڈیٹوریل کونسل کے افتتاحی تقریب میں شرکت کرنے والے ممبروں کی فوٹو  
 27 مبر 23 (ن) کے کا  
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سرکاری اور نجی میڈیکل کالجوں کی کلاسز اب 12 فروری سے شروع ہوں گی  
 لاہور (جزل رپورٹ) یونیورسٹی آف جمنٹ میں انٹرنیشنل میڈیا ایڈیٹوریل کونسل کا افتتاحی تقریب اور نجی میڈیکل کالجوں میں کلاسز اب 12 فروری سے شروع کرنے کا فیصلہ کیا گیا ہے۔  
 واپڈ اہلیڈ روائٹسٹریک ورکرز یونین کا ایم شہداء لاہور (جزل رپورٹ) شہناز گل خان کے ممبروں نے آل پاکستان واپڈ اہلیڈ روائٹسٹریک ورکرز یونین کی بی ایس کے نے اجلاس میں ایم شہداء متاثر کیا۔

32 کٹروں کا تبادلہ کرنے اور شیڈ ختم کرنے کا نوٹیفیکیشن معطل  
 لاہور (گورنر رپورٹ) لاہور ہائیکورٹ کے جسٹس سول اختر شہباز نے 32 کٹروں کا تبادلہ کرنے اور شیڈ ختم کرنے کا نوٹیفیکیشن معطل کرتے ہوئے حکم اتقائمی جاری کر دیا عدالت نے سیکرٹری پر امرئی ایڈیٹوریل کو 15 روز میں جواب جمع کروانے کا حکم دیا ہے۔  
 یو ایف آف جمنٹ ایڈیٹوریل کونسل پر کانفرنس لاہور (جزل رپورٹ) یونیورسٹی آف جمنٹ ایڈیٹوریل کونسل میں سینار کے موقع پر مقرر ہوئی دو دیگر خطاب کر رہے ہیں

Daily The News  
**'Media plays key role in shaping societies'**  
 The distinguished Chief Secretary of the Government of Punjab, Mr. Ahsan Ali Khan, has highlighted the role of the media in shaping societies and societies in shaping the media. He said that the media is a powerful tool for communication and information, and it plays a key role in shaping societies and societies in shaping the media. He also said that the media should be responsible and accountable to the society it serves.

27 JAN 2024  
 روزنامہ 42 CITY  
 وزیر اعلیٰ پنجاب کی تقریب میں شرکت کرنے والے ممبروں کی فوٹو  
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27 JAN 2024  
 DAILY THE NATION  
**Communication to foster global understanding, says Governor**  
 The Governor of Punjab, Mr. Ahsan Ali Khan, has stressed the importance of communication in fostering global understanding and cooperation. He said that communication is the key to building bridges between different cultures and nations, and it plays a vital role in fostering global understanding and cooperation. He also said that the government is committed to promoting communication and information technology, and to supporting the media in its efforts to provide accurate and reliable information to the public.



# Media Coverage-IMCC 2024

روزنامہ نوائے وقت لاہور (26 جنوری 2024ء)

Daily 92 Roznama ePaper... roznama92news.com

25 Jan, 2024 - Lahore - 8, city42.tv

### لاسوردگی خبریں

## میڈیا اینڈ کمیونیکیشن پر 2 روزہ بین الاقوامی کانفرنس، مرتضیٰ سولنگی کی شرکت

### پاکستان سمیت ترکی، امریکہ، کینیڈا سے ماہرین اور سربراہانِ ایٹمی ایجنسیوں نے شرکت کی



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لاسوردگی خبریں

### پاکستانی سرزمین پر برصغیر کی مشترکہ سربراہی کے شہرہ پروردگان کا میل میٹنگ

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### یونیورسٹی آف مینجمنٹ اینڈ ٹیکنالوجی انٹرنیشنل میڈیا کانفرنس

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### بقیہ حکومتی پالیسیوں سے مایوس ہو کر بیرون ممالک جا رہے: طلحہ سعید

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### معیار کو سراہا اور کارڈین اٹن بنانے والے نیلے تلی داد کو گنگے لگایا اور اوزار تین کے لئے کھول دیا گیا

معیار کو سراہا اور کارڈین اٹن بنانے والے نیلے تلی داد کو گنگے لگایا اور اوزار تین کے لئے کھول دیا گیا

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### پاکستان میڈیا شام کے لاکرز کا خطرہ ہے

پاکستان میڈیا شام کے لاکرز کا خطرہ ہے

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### انٹرنیشنل میڈیا اینڈ کمیونیکیشن پر 2 روزہ بین الاقوامی کانفرنس، مرتضیٰ سولنگی کی شرکت

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### انٹرنیشنل میڈیا کانفرنس کے شرکاء کی تصاویر

انٹرنیشنل میڈیا کانفرنس کے شرکاء کی تصاویر

انٹرنیشنل میڈیا کانفرنس کے شرکاء کی تصاویر

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### ڈیرہ غازی خان میں پولیس چوکی پر دہشتگردوں کا حملہ نام کام

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ڈیرہ غازی خان میں پولیس چوکی پر دہشتگردوں کا حملہ نام کام

# SMCS, collaborated with FMMC, UCP in the 2nd IMCC.

The SMCS, UMT and FMMC, UCP jointly organized the 2nd International Media Conference on Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections & Future Directions” on May 29-30, 2024. Around 11 faculty members and scholars from the SMCS presented their research findings, while six MPhil/PhD scholars joined as attendees. SMCS Dean Prof. Dr Anjum Zia delivered a keynote speech on “Challenges and Opportunities for Media Institutions in Digital Era”. Dr Muhammad Jawed Aslam chaired a session on “Film and Television,” whereas, Dr Aemen Khalid, Dr Saima Saqlain and Dr Abdul Basit co-chaired three sessions, i.e., Health Communication, Journalism Studies I & II respectively. Faculty member Ms Noor Ul Ain presented two research articles. The event brought together leading scholars, industry professionals and educators for discussing the evolving landscape of media education and its application in the current digital age.



**Dr. Anjum Zia speaking at the conference**



**Keynote speakers**



**Dr. Anjum Zia receiving souvenir**



**Mr. Suhail Warraich receiving souvenir**



**Keynote speakers of plenary session**



**Dr. M jawed Aslam receiving souvenir**



**Dr. Aemen receiving souvenir**



**Dr. Abdul Basit receiving souvenir**



**Dr. Saima saqlain receiving souvenir**



**Dr Basit with MPhil scholars at conference**

# Professor of Practice Acclaimed writer & journalist Mr. Suhail Warraich

The University of Management and Technology (UMT) organized a grand function in honor of the iconic journalist, Mr. Suhail Warraich, appointing him as the first-ever Professor of Practice, Media Studies. The event, organized by the UMT-School of Media and Communication Studies (SMCS), was a testament to Mr. Warraich's exceptional contributions to the field of journalism and his dedication to education. The ceremony, held at the University's premises in Lahore, commenced with a warm welcome from Mr. Ahmad Sohail, followed by impressive speeches by Dean SMCS, Prof. Dr. Anjum, and Rector UMT, Dr. Asif Raza.

They both emphasized the importance of bridging the gap between academia and industry, a mission that Mr. Warraich's appointment symbolizes.

Distinguished guests and colleagues from the media industry shared their insights and congratulated Mr. Warraich, paying glowing tributes to journalistic prowess, integrity and humility. The speakers



**Mr. Suhail Warraich speaking at the event**



**Dr. Anjum Zia delivering welcome speech**



**Mr Saleem Bukhari**



**Mr. Mujeeb ur Rehman Shami**

included senior journalists Mr. Fahad Shahbaz, Mr. Ajmal Jami, Mr. Salman Abid, and Mr. Peer Walayatullah, among others. The highlight of the event was the formal conferring of the title of Professor of Practice upon Mr. Suhail Warraich by the oldest faculty member of SMCS, Mr. Tayyab Farooq Bhatti. The moment was met with resounding applause and a standing ovation as Mr. Warraich graciously accepted the honor.

In his speech, Mr. Suhail Warraich expressed his gratitude for the recognition and shared anecdotes from his journey in journalism. He emphasized the importance of perseverance, lifelong learning, and mentorship, echoing the values that have guided his illustrious career. The event concluded with a sense of pride and inspiration, underscoring the transformative power of education and industry linkages. As Mr. Warraich embarks on this new chapter as a mentor and educator, his appointment signifies a commitment to excellence and innovation in media academia.



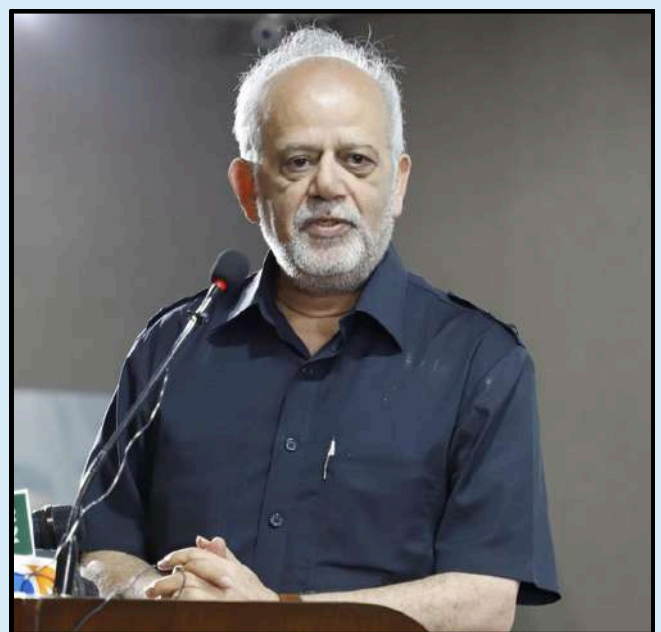
**Mr. Mubashar Luqman**



**Mr. Ajmal Jami**



**Columnist Mr Salman Abid**



**Senior journalist Mr. Salman Ghani**



**Rector UMT with Mr. Ajmal Jami and Mr. Suhail Warraich**



**Mr. Saleem Bukhari speaking at the event**



**Dr. Niaz Akhtar speaking at event**



**Mr. Fahad addressing at event**



**Mr. Ata ul haq Qasmi speaking at event**



**Dean SMCS along with Dr. Niaz Akhtar**



**Gown Ceremony of Mr. Suhail Warrach**



**Rector presenting souvenir to Mr. Suhail Warrach**



**A group picture of Mr. Suhail Warrach with Rector, SMCS faculty members and Dean**

# Hamid Mir's Talk Show on "Brain Drain in Pakistan" with SMCS



**Hamid Mir with Guests at Capital Talk Set**

In collaboration with SMCS and the Office of Participant Affairs (OPA), renowned anchor Hamid Mir hosted his show at the UMT with our esteemed guests including Mr. Abid H.K Sherwani, Chief Advisor at UMT; Syed Abidi, renowned educationist and career counsellor; and Ms. Sara Tanveer, distinguished scientist. The panel was open to identify reasons behind brain drain in Pakistan and the strong urge among our educated citizens to migrate abroad. The participants dilated upon the compromised role of education and career counselling in Pakistan. They regretted, what they said, the absence of national policies that can prevent the brain drain. A large number of students listened to the views of the honourable speakers. They asked pertinent questions and shared their aspirations and preferences regarding studying abroad and returning to serve the nation.



**Group photo with SMCS faculty members**



# A Session with Iqrar ul Hassan



**Dr. Anjum Zia and Mr. Iqrar ul Hassan**



**Dean SMCS at seminar**



**Mr. Iqrar ul Hassan receiving souvenir**



**Group photo with guest and Dean SMCS**

The SMCS invited TV host and journalist Iqrar ul Hassan for an interactive session with students. Dean SMCS Dr Anjum Zia welcomed the guest who recounted some of the most challenging yet impactful episodes of his show "Sar i Aam," highlighting their significant societal contribution. He emphasized the need to address emerging threats in digital media such as cyberbullying, harassment and blackmailing. A question-and-answer session followed and provided students with an opportunity to engage directly with the guest. Mr. Iqrar Ul Hassan also visited the SMCS studio and commended Dean SMCS, Prof. Dr. Anjum Zia, for establishing a state-of-the-art School of Media. Ad and PR Project Display Our students specializing in Advertising and PR presented their ideas and promotional campaign proposals to the faculty members and other students in a professional manner. They gave their presentations impressively, highlighting the unique selling points of their ideas designed to captivate the audience attention.



**Mr. Iqrar ul Hassan with students**

# 26th 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.

Their journey at the School of Media and Communication Studies (SMCS) has equipped them with the skills and knowledge to excel in an ever-evolving field. We are excited to see the amazing things they will accomplish and the innovative paths you will forge.



**Dean SMCS, Registrar & General Javed awarding degrees**



**Dean SMCS, Registrar & General Javed awarding degrees**



**Dean. SMCS with Graduate BS students**

# SMCS celebrates World Press Freedom Day

The SMCS duly celebrated the World Press Day, and while taking advantage of the occasion, highlighted the environmental crises being faced by Pakistan. It linked the issue with the World Press Freedom Day 2024 through the theme, 'A Press for the Planet: Journalism in the Face of the Environmental Crisis'.

Dean SMCS prof Dr Anjum Zia warmly welcomed the panelists including journalists Mr Saleem Bukhari (Chief Editor/ Director City News Network), Mr Salman Abid (Senior Analyst/ Executive Director IDEA Pakistan), Mr Shiraz Hasnat (Senior Vice President Lahore Press Club) and anchor Mr Imran Sanaullah. Mr. Bokhari acknowledged that journalists never paid due attention to the looming threats of climate change and hoped that the new comers to the industry would focus it. Mr Salman Abid seconded Mr Bukhari and highlighted various factors contributing to environmental pollution in Pakistani including unplanned massive urbanization, extensive population growth, heavy infrastructure and reducing agricultural fields. He further emphasized that academia should make climate change a major subject of their curriculum. Mr Shiraz Hasnat admitted that it is the responsibility of media to point out issues and their solution. Mr. Imran Sanaullah said Pakistani media focuses more on the reactionary news than issues like environmental pollution. Students asked questions regarding the constant changes in climate in the last few years in Pakistan and the role of media in highlighting them. Dean SMCS Prof Dr. Anjum Zia thanked the guest speakers and presented souvenir to them.



**Dr. Anjum Zia addressing at seminar**



**Mr. Saleem Bukhari addressing at seminar**



**Mr. Muazam Ali Khan hosting the seminar**



**Guest speakers and Dean SMCS**



**Mr. Sheraz Hasnat speaking at seminar**



**Mr. Salman Abid addressing at seminar**



**Mr. Hasnat receiving souvenir from Dean**



**Mr. Bokhari receiving souvenir from Dean**



**Q/A session with students.**



**Students speaking with guest**



**Mr. Imran Ullah receiving souvenir from Dean**



**Group photo with guest , SMCS faculty and Dean.**

# Lights, Camera, Action with Shehzad Nawaz

The UMT's School of Media and Communication Studies, in collaboration with the Office of Communication and Media, invited Mr. Shehzad Nawaz for interaction with media students. Mr. Nawaz is a renowned personality of the Pakistani media and communication arts industry, and a former chairman of the United Producers Association. He engaged our students with the transformative power of filmmaking. His insights into the craft and storyline generated a new wave of creativity among our aspiring filmmakers. The students gained an understanding of artistry and the storytelling medium along with multifaceted roles in the film industry. They also got a hint of the behind-the-scene intricacies of producing engaging cinematic images.



**Welcome with bouquet**



**Dean SMCS addressing at seminar**



**Mr. Shehzad Nawaz addressing at seminar**



**Dean SMCS with Shehzad Nawaz**



**Group photo with BS students**



**Mr. Nawaz receiving souvenir from Rector**

# "The Art of Acting" Mr Rana Majid



**Dr. Anjum Zia at event**



**Mr. Rana Majeed at event**



**Ms. Noor ul Ain hosting the seminar**

The SMCS organized an interactive session entitled: "The Art of Acting," featuring Mr. Rana Majid as the guest speaker. Mr. Majid, a celebrated Pakistani actor, has gained popularity with his excellent performances ever since he entered the drama industry in 2015. He is currently gearing up for an upcoming movie.

During the session, Mr. Majid engaged with students and shared with them insights into his personal journey, the challenges he faced, and the dedication required to achieve success in the showbiz. The students interested in acting asked several questions about the prospects of showbiz industry in Pakistan and abroad.

Earlier, SMCS Dean Prof. Dr. Anjum Zia warmly welcomed Mr. Majid and appreciated his contributions to the field. Ms. Noor ul Ain Nasir hosted the event.



**Mr. Majid receiving souvenir**



**Group picture with Faculty members**



**Group picture with students**

# SMCS & Pink Ribbon sign MoU

The School of Media and Communication Studies is thrilled to announce that it has signed an MoU with the Pink Ribbon campaign, and will now run awareness campaigns on breast cancer and its early detection. SMCS Dean Prof. Dr. Anjum Zia and Pink Ribbon CEO Omer Aftab signed the MoU which promises empowerment of our female students and support for the breast cancer patients. Ms. Qurat ul Ain and Mr. Hussnain from OCLP were also present. From now onwards, Team Pink Ribbon and SMCS are united, and are on a mission to educate our young generation on the disease and how to fight against it through periodic training and internships.



**Dean SMCS and Mr. Omer Aftab signing MoU**



**Head OCLP signing MoU**



**Exchanging MoU document**



**SMCS Faculty, Head OCLP and Pink Ribbon Team**



# SMCS and Marie Stopes Society sign MOU



**Dean SMCS signing MOU with Marie Stopes**



**OCLP Head signing MOU**

The SMCS is pleased to announce that it has signed an MOU with Marie Stopes Society. This MOU has strengthened the ties and will provide different arenas of mutual collaborations in future which will benefit students and will contribute in making them responsible citizens of Pakistan. It was an initiative of SMCS Faculty Member, Dr Jawed Aslam, Associate Professor In SMCS UMT.



**Dean and faculty members with Marie Stopes**



**Dean SMCS and OCLP Head**



**Group picture of SMCS and Marie Society members**



**Group picture**

# SMCS and Al Ameen Academy sign MOU



**Dean SMCS Dr. Anjum Zia**

The SMCS joined hands with Al Ameen Academy by signing MOU to explore the future prospects on working together. Dr. Mian Jawad took this initiative by organizing this MOU to facilitate our students in their upcoming test preparations for government jobs or positions. Dean SMCS Prof Dr Anjum Zia shed light on the significance of this partnership and working together for the bright future of students and for enlightening their vision towards professional life. The initiative of this MOU was taken by Dr. Jawed Aslam, Associate Professor at SMCS-UMT.



**Dean and AI Ameen academy signing MOU**



**OCLP Head signing MOU with AI Ameen academy**



**Group photo MOU members**



**Presenting souvenir to AI Ameen Academy**

# DGC-School of media and communication



**Dean SMCS at DGC of SMCS**



**Dr. Mian Jawad at DGC**



**Dr. Abdul Basit at DGC**



**M.phil student**



**Dean and faculty members**



**Students at DGC SMCS**

The SMCS encourages its MPhil scholars to come up with innovative research ideas with a theoretical approach to enhance their research skills. For this purpose, it conducted a meeting of the Departmental Graduate Committee during which our scholars Arsalan Sherazi, Maheen, Maira, Noshaba and Nosheen presented their research synopses. Committee members including Dr. Anjum Zia, Dr. Abdul Basit, Dr. Saima Saqlain and Dr. Aemen Khalid appreciated the students' research approach and ideas, also suggesting multiple changes for an improvement in the concepts so as to ensure productive research.

# SGC-School of media and communication

The SMCS conducted a meeting of the School Graduate Committee (SGC). PhD Scholars Mr. Faizan, Ms Amna, Ms. Rida. Mr. Kokab, Mr. Abbas and Mr. Irshad & MPhil Scholars Adina, Umer, Alizay, Minahil, Jaisha and Musadaq presented their research proposals in front of respected external members Dr. Ayesha Ashfaq, Chairperson, Department of Development Communication, PU, and Dr Firasat Jabeen, Chairperson, Department of Mass communication, FCCU along with the internal members of the committee convener/Dean Dr Anjum Zia, Dr Jawed Aslam, Dr Aeman khalid , Dr Saima Saqlain, D Abdul Basit. They recieved multiple suggestions in order to enhance their proposals.



**Dean SMCS at SGC**



**SMCS Faculty at SGC**



**Abbas Rashid presenting at SGC**



**Dr. Firasat Jabeen at SGC**



**Rana Faizan at SGC**

# “MPhil Students” Proposal Defense



**Dr. Firasat Jabeen at SMCS Defense**

SMCS conducted the Viva Voce of M.Phil Students at SMCS office. Mr. Omer Habib and Ms. Maryam presented their thesis. Dr Firasat Jabeen, Chairperson and Assistant Professor at FCCU evaluated their defense as an external examiner. She appreciated their work and added valuable recommendations for their research work.



**Dean reviewing the defense**



**Dr. Abdul Basit at M.Phil. thesis**



**MPhil student presenting thesis**



**Ms. Noor at M.Phil proposal defense**



**Group photo with Dean and M.Phil. students**

# The Viva Voce of M.Phil students

The SMCS encourages its MPhil scholars to develop innovative research ideas with a theoretical approach to enhance their research skills. For this purpose, SMCS conducted a Meeting of the MPhil Scholars where Dr. Ayesha Ashfaq was the external examiner.



**Dean SMCS and Dr. Ayesha Ashfaq**



**Ms. Iqra saeed at viva voce**



**Group picture with M.phil students**



**M.Phil student**



**Group picture with Dean ,faculty members and M.PHIL students**

# Industrial Visits



**A group photo of SMCS Students at Arfa Kareem PITB**

The SMCS arranged an interesting tour to Arfa Kareem ( Arfa Software Technology Park Lahore) for under-grad students. Team "She Wins" hosted the delegation of students and Team PITB ( Pakistan Information and Technology Board) Freelancing Wing arranged an informative session to give a brief about initiatives of the Government of Punjab under the Punjab Information Technology Board's Freelancing Wing.

## Visit to Migration Resource Center

The SMCS students had an eye-opening visit to the Migration Resource Center, where they gained valuable insights into working conditions and the critical role of labor departments. A huge thank you to Ms. Juwairia for her enlightening briefing on both legal and illegal migrations – your expertise truly broadened our understanding!

This enriching experience was made possible by the wonderful arrangements of Ms. Sarosh Bajwa. Your dedication to expanding our horizons is deeply appreciated.



# Study Tour to Dabistan-e-Iqbal

The SMCS always gives importance to our rich cultural heritage, and makes our students realize its importance. In this context, it arranged a special tour of the Dabistan-i-Iqbal and a lecture by Mr. Iqbal Salauddin (grandson of Allama Iqbal). Mr. Salauddin pointed out the philosophy of Iqbal's poetry and his vision for the youth. The immaculate art gallery at Dabistan-Iqbal depicted the personality of Allah Iqbal and his poetic approach.. This kind of informative visits always help our students think beyond boundaries and come around diverse range of perspectives. Faculty members Dr. Saima Saqlain and Ms. Maria Naeem arranged this visit.



**Mr. Iqbal Salauddin speaking with student**



**Dr. Saima and Ms. Maria**



**Group picture of SMCS students.**



# Industry Visit to a renowned Pakistani Channel, City 42

The SMCS have always arranged industrial visits of TV channels, news/advertisement agencies and corporate firms. The latest one was of City-42. The students went around mainstream rooms and other stations of the TV channel. They examined its operating and makeup rooms and sought details of how they are equipped and run. They inquired about internship, job and training opportunities and criteria for joining the channel.

They explored mainstream rooms and other channels stations. They also examined their operating rooms and makeup rooms of anchor persons. Students were curious about internship and training opportunities and asked several questions about job criteria and vacancies. Students had a rules and regulations and preparation. Students has a very positive feedback regarding the tour.



**Group picture of smcs students at city 42**



**Group picture of students with Anchor of City 42.**



**Group picture of smcs students.**

# AMCAP- UOS International Media Conference 2024



**Group picture at AMCAP**

The SMCS believes in academic collaboration and interaction so as to ensure endless honing of the faculties of its teachers and students. SMCS Dean Prof. Dr Anjum Zia always believes in active participation in the national and international conferences and has always encouraged the faculty members to do so. To pursue this goal, she along with her associates Dr. Jawed Aslam, Dr Abdul Basit, Dr. Aeman Khalid, Dr. Saima Saqlain, Ms. Iqra Saeed and Ms. Noor ul Ain Nasir attended the AMCAP- UoS International Media Conference, 2024, held at the University of Sargodha, Sargodha. It was entitled: " Artificial Intelligence and Media: A Force of Colonization or Empowerment? " Marked with lively question-answer sessions, it was a fruitful experience, offering a wide range of learning and creativity.



**Dr. Faiza, Mr. Habib Akram and Dr. Anjum Zia**



**Dean SMCS as keynote speaker at event**



**Dean SMCS, Dr. Faiza Latif**



**SMCS Faculty with students**

# Significance of Ethical Journalism And Fair Reporting



**Dean SMCS present souvenir to guest**



**Dean SMCS with Mr. Ali Haider & Ms. Farwa Waheed**

The SMCS always promotes and supports objective reporting and ethical journalism, for this purpose, calling out the renowned journalists and talk show hosts, Mr. Syed Ali Haider and Ms. Farwa Waheed, was a great move. Syed Ali Haider discussed the importance of objectivity, facts and truth in journalism, and highlighted the way our news channels tend to sensationalize news. He mentioned that students must learn objective reporting while sharing his own experiences of the field. Ms. Farwa Waheed also emphasized the importance of fair play in covering news and stressed that TV channels should avoid exaggeration. The SMCS students gained a deep understanding of ethics in journalism and the responsibility it carries. They learnt the variations between fair and unbiased reporting in today's media landscape, gaining insights from the real-world experiences.

SMCS Dean Prof. Dr. Anjum Zia concluded the session with her insightful expert comments, and also motivated the students to remain committed to ethical journalism when in the profession.



**Group photo of guests with students**



**Ms. Farwa Waheed speaking at event**

# Guest Lecture with Noor ul Falah Foundation



**Group photo with Dean and guest speaker**



**Ms. Bushra Zaheer**

The SMCS always believes in tapping experts of various fields, and this time, it was the human rights practitioner Noor ul Falah Foundation CEO Bushra Azhar. She discussed the significance of human rights with real-life examples from the Pakistani society. She highlighted the way her organization dedicatedly works to alleviate the sufferings of the needy and destitutes.

Our students not only understood the essence of human rights beyond textbook definitions but also had a glimpse of the human rights principles in the real-world scenarios. They also learnt how to acknowledge the significance of advocating for human rights in our communities. SMCS faculty member Ms. Rabia arranged the session.



**BS Students attending seminar**



**Ms. Rabia with Ms. Bushra Zaheer**

## Delve into the world of Digital Media Marketing

Mr. Sheikh Sajawal, a renowned Digital Media Marketing expert, talked to our students at a recent gathering. The occasion promised to be a game-changer as it truly focused on the scope of Digital Media Marketing. Mr. Sajawal explained to our students the scope of the digital media marketing, motivating them to pursue the field. Having a track record of guiding countless students towards successful career paths, his insights are bound to inspire our students. He dilated upon the talk topic: "How to Master the Art of Digital Media Marketing: Boost Learning & Earning" and highlighted the need for digital marketing in Pakistan. He elaborated how the youth could easily earn through online advertising and digital marketing.

The students showed a keen interest in the expansive scope of digital marketing as they came to know through which strategies they could develop personal and professional brands by exploring digital platforms.



**Ms. Iqra & Ms. Sarosh presenting souvenir to guest**

# Human Right Practices with JZT Foundation

The UMT-SMCS never forgets to highlight social issues. It has always tried to find a solution to such problems. In one such attempt, it invited JZT's Sahi Bilal to talk on Child Rights and Thalassemia Awareness. Mr Bilal engaged our students with examples from the Pakistani society. He elaborated how he dedicatedly raised awareness regarding child rights, and also highlighted the need for advocacy. He gave explained the challenges being faced by the thalassemia patients and the significance of spreading awareness about the prevention and treatment of the disease. Our students were inspired by the real-life stories of the patients, and resolved to become advocates of their well-being.



**Ms. Rabia welcoming Mr. Bilal**



**Mr. Bilal speaking at seminar**



**Ms. Noor addressing at seminar**



**Group picture of guests with students**

# Lecture on Legal & Illegal Migration

The SMCS highlighted the issue of illegal migration locally known as “Dunki” through a guest lecture by Ms. Juwairia Sultan (Counselor) of the Migration Resource Center. Ms. Sultan dilated upon the issue plaguing Pakistan.

She explained how to undergo the fair course of migration, and what are its do's and don'ts. She also guided students about multiple kind of visa and provided information about various scholarship opportunities abroad.

Students were quite enthusiastic about the lecture and scholarship opportunities. They also raised questions about the criteria and method of applying to scholarships. Moreover, students have developed greater empathy for migrants and a heightened awareness of their struggles. It was an interactive and informative session for students.



**Ms. Juwairia addressing at seminar**



**Q/A session at seminar**



**BS student attending seminar**



**Ms. Juwairia at SMCS Studio**

# Learn Creative Branding Strategies at SMCS



**Mr. Zakir Ullah addressing at seminar**



**Dean SMCS presenting souvenir to guest**

The SMCS managed a productive lecture on Creative Branding Strategies by Prof. Zakir Ullah Khan, CEO Adoptions, and R&D Director of Minute-Mirror Newspaper. Having a long advertising and print media stint, Mr Khan highlighted the significance of critical thinking and creation of compelling content. He shared with our students various branding strategies aimed at capturing audiences and larger sales.

The students showed keen interest as they learnt innovative concepts about advertising, the way they can engage themselves in hands-on activities that foster creativity in their ideas and concepts. It was a great experience for our students. They asked many questions and showed their willingness to further explore the field. Faculty members Ms. Rabia Farooq and Ms. Noor ul ain Nasir arranged the session for the specialization students.



**Students Q/A session with guest**

# NVIVO-Training workshop for PhD scholars



**Dr. Abdul Basit with Mr. Mughees ul Hassan**

The SMCS in collaboration with KRSS organized a hands-on training workshop for its PhD scholars on utilizing NVIVO software. The workshop was designed to provide the scholars with essential skills in qualitative research so as to strengthen their capabilities of data analysis and interpretation. The scholars expressed satisfaction with the workshop, highlighting their enthusiasm for acquiring new skills that will significantly benefit their thesis work. The practical training enabled them to deepen their understanding and application of NVIVO software, better equipping them for advanced research. Dr. Aemen Khalid and Dr. Abdul Basit organized the event.



**Students Q/A session with trainer**



**Mr. Mughees with SMCS students and faculty members**



# Exhibiting Short Films and Portraits

Organizing engaging sessions and events for students and showcasing portraits, photos and short films, SMCS prioritizes its students' effort in all ways. The SMCS loves to showcase portraits, photos and short films of its students by organizing different events. A wonderful photo exhibition and short films screening event was organized for our students. Mr. Abdul Qayum, well known photographer from Jang News, graced the event as chief guest and acknowledged the work of our students. He admired our students' visual narratives and congratulated the young film makers for their emotional and engaging rollercoaster stories in an insightful way. The event provided a platform for photographers and filmmakers to connect with the audience, creating an immersive experience that celebrated the power of visual storytelling. Faculty members M. Sumair Ahmed and Mr. Sheharyar Zahid arranged the whole session. Lastly, Dean SMCS Prof. Dr. Anjum Zia congratulated the students and both the supervisors for their collaborative effort.



**Mr. Abdul Qayum receiving souvenir**



**Ajwa Yaqoob hosting the event**

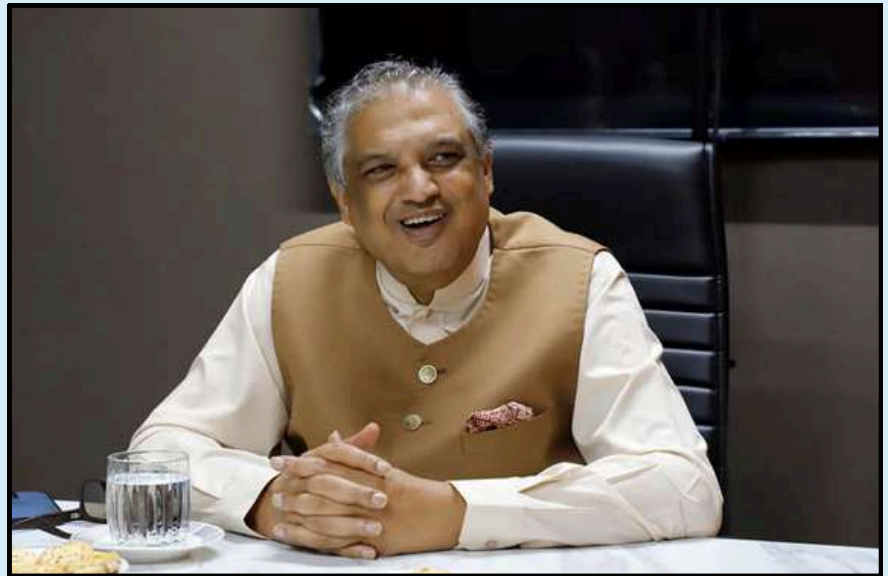


**Group picture of smcs students.**

# Interaction with Mr. Suhail Warriach, Professor of Practice.

The SMCS faculty had its maiden interaction with Mr. Suhail Warriach, Professor of Practice. During the fruitfully lively meeting, Mr Warriach shared with the faculty his remarkably rich life experience of a teacher and a journalist. He emphasized that the academia and the media persons should collaborate so as to ensure the production of profession-ready human resources by the universities.

Mr. Warriach narrated one of his adventurous experiences in Afghanistan, showing the level of courage and persistence required in real-time journalism. He urged the faculty to teach students how to be responsible and professional journalists. The session concluded with a very productive question and answer session.



**Mr. Suhail Warriach at faculty meeting**



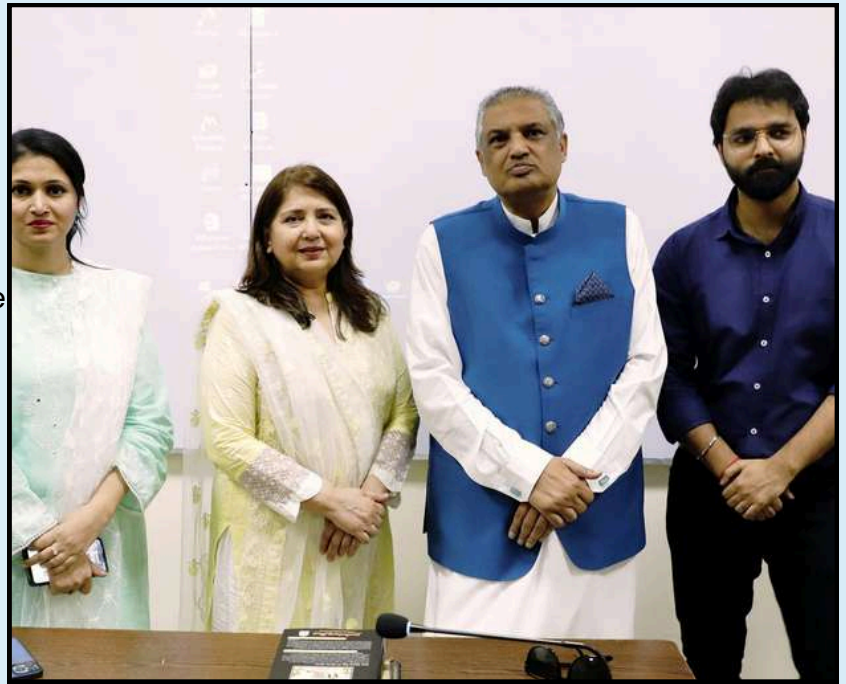
**Dr. Anjum Zia in the meeting**



**Meeting with SMCS Dean and Faculty**

# Session on "The Art of Interviewing"

The SMCS conducted an interactive session on "The Art of Interviewing" for students for undergraduates. The session featured renowned journalist and author, Mr. Sohail Warrach, who shared his expertise and experiences in the field of interviewing. Mr. Warrach's comprehensive lecture covered essential topics, including the distinction between interviewer and interviewee, effective questioning techniques, types of questions, and strategies for initiating and conducting successful interviews. He also addressed the art of asking and handling sensitive questions, drawing on his extensive experience and referencing his published works. The session commenced with Mr. Warrach sharing personal anecdotes from his interviewing experiences, accompanied by video illustrations and candid discussions about the challenges he faced during his career. This interactive session proved to be a valuable learning experience, providing students with a deeper understanding of the art of interviewing and its applications in their practical life.



**Mr. Sohail with Dean and faculty member**



**Mr. Warrach addressing with students**



**Bs students Q/A session**

# A Comprehensive Session with Michael Stewart from Griffith College

The SMCS always believes in collaboration and exchange of ideas nationally and internationally, For this purpose, The SMCS arranged, in collaboration with OCLP, a session on students' recruitment and educational opportunities in Ireland. It was conducted by one of the distinguished representatives of Griffith College Dublin, Mr. Michael Stewart. He mentioned various facets of education in Ireland, with a specific emphasis on the offerings available at Griffith College, Dublin. This interactive session provided an opportunity to the interested students to directly engage with Mr. Stewart and ask questions relevant to their career and future objectives. Following the informative session, Mr. Michael Stewart graciously visited the SMCS Studio and commended its setup. On behalf of Dean SMCS, Dr. Saima Saqlain thanked Mr. Stewart for sparing his valuable time and presented him a souvenir as a token of gratitude.



**Group picture of SMCS students with Mr. Stewart**



**Mr. Stewart receiving souvenir**



**Group picture of students with Mr. Stewart**

# SMCS organizes Orientation for Batch-2024



**Mr. Sumair Addressing with student**



**Q/A Session with students**

The SMCS organized an orientation session for its Batch-2024. The new comers came around the SMCS faculty members and were explained its system. The session was hosted by our student Laiba. Associate Professor Dr Jawed Aslam welcomed the students on board besides guiding them on how to best utilize the SMCS services and gain knowledge from its faculty.



**Card Distribution for new batch**



**SMCS faculty picture with Dean**



**SMCS M.phil students**



**Faculty join orientation**

# PR & Advertising Evolution with Ms Hafsa Javed Khawaja

The SMCS arranged a special talk on “PR & Advertising Evolution: Traditional Strategies, Digital Tactics, and AI Innovations”. Ms Hafsa Javed Khawaja (Deputy Director DGPR) interacted with students and discussed the significance of Artificial Intelligence in the evolution of PR and Advertising. The event was followed by an interesting Question and Answer session. Dean SMCS Prof Dr Anjum Zia greeted the guests and appreciated her observations.



**Ms. Hafsa with Dr. Anjum Zia & Noor ul ain**



**Dr. Saima attending session**



**Ms. Hafsa addressing with students**



**Ms. Hafsa receiving souvenir**



**Ms. Noor ul Ain addressing with students**

# Interactive session on “The role of journalists”

The SMCS arranged an interactive session for MPhil scholars with Professor Practice, Mr. Sohail Warraich. Mr. Warraich shared his extensive journalistic experience with the students, covering key aspects of the field, including the importance of journalism, the role of journalists, ethical considerations, and the advantages and disadvantages of pursuing a career in journalism. The session proved to be highly enlightening and informative for the students, who actively engaged with Mr. Warraich by asking thoughtful questions. Mr. Warraich's comprehensive and insightful responses were greatly appreciated by all participants. The session provided a valuable learning opportunity for the students, and its success was largely attributed to the expertise and guidance of Dr. Basit and Dr. Saqlain."



**Mr. Warraich addressing at session**



**MPhil scholars attending session**



# Digital Media Expert conducts Training Session

SMCS emphasizes on practical and hands-on training for a better understanding of digital knowledge and skills. Digital media expert Zaki Abbas conducted a training session on the YouTube channel management, covering right from account setup to revenue generation. Our MPhil students showed keen interest in knowing how to handle YouTube interface, content creation, mobile video editing, thumbnail design, Photoshop techniques, video uploading and SEO strategies. They were quite enthusiastic about advanced ways of earning through online platforms. They also questioned about YouTube algorithms and the way they work. They were amazed to know about the YouTube channel ranking on the basis of content. Faculty members Muazam Ali Khan and Saud Baig also attended. Dr. Mian Jawed presented a token of appreciation to the guest speaker and conveyed gratitude on behalf of the participants.



**Mr. Zaki Abbas addressing at session**



**Mr. Abbas receiving souvenir**



**Group Picture of Mr. Abbas with SMCS faculty & students**



# Interactive session on "Political Reporting"

The SMCS arranged multiple interactive sessions of undergrad and grad students with Professor of Practice Sohail Warraich on "Political Reporting" and its significance in news reporting. Mr. Warraich shared his political insights with students and also guided them how to efficiently cover political beat. He narrated the required qualities of a good news reporter and how reporters must cover events and write stories. Our undergrad students gained valuable knowledge and also shared with him their views on professional journalism and Pakistani politics. While sharing his extensive journalistic experience with our MPhil students, Mr. Warriach covered key aspects of the field along with ethical considerations and responsibilities of a journalist. He mentioned the pros and cons of pursuing a career in journalism. Our scholars were impressed by his real-life stories and gained a glimpse of the state of professional journalism in Pakistan.

Some of the sessions were also graced by Prof. Dr. Anjum Zia, Dean SMCS, and other faculty members, who actively interacted with the students. The sessions proved to be a valuable learning experience, providing students with a deeper understanding of political reporting. They were arranged by Dr. Saima Saqlain, Dr. Abdul Basit and Mr. Tayab Farooq Bhatti. Mr. Muhamamd Sumair and Ms. Rabia Farooq moderated the session.



**Mr. Sumair hosting the Seminar**



**Dr Saima Saqlain at seminar**



**Mr. Warraich speaking with students**

# Special Lecture of Learning Resource Center

The SMCS arranged a special session for the new intake of MPhil students. Muhammad Ismail, from the Learning Resource Center (LRC), served as the guest speaker, focusing on the significance of utilizing digital libraries. He guided students on how they can effectively utilize and access the digital library remotely from any location.

During the session, Mr. Ismail underscored the importance of reading books and encouraged students to explore the productive learning environment of the UMT library. He also introduced the students to a dedicated reading room designed specifically for book enthusiasts within the library premises. The session was highly interactive, allowing students to gain valuable insights into the wide range of resources and facilities available at the UMT.



**Mr. Ismail addressing with students**



**M.phil students with Faculty**



**Group Photo with guest and Mphil students**

# Honoring Mothers and Raising Awareness!

This Mother's Day, the School of Media and Communication Studies came together with Pink Ribbon to shed light on a cause close to our hearts - breast cancer awareness. CEO of Pink Ribbon, Mr. Omer Aftab, graced us with his insights into the importance of screening procedures, early detection, stages of breast cancer and the significant measures we can take in the fight against breast cancer.

Our students were quite concerned about their mothers' health and they inquired about the early stages and diagnostic attributes of breast cancer.

Dean SMCS Prof. Dr. Anjum Zia expressed heartfelt gratitude to Pink Ribbon for their invaluable contribution to this noble cause. She mentioned that their support has empowered our students to raise voices and ensure their mothers receive the care they deserve. She also asked students to make promise to themselves that this Mother's Day, they honor their mothers by encouraging them to prioritize their health through screening and mammography. Concluding the event, Dr. Anjum Zia presented souvenir to CEO Pink Ribbon Mr. Omer Aftab and students showcased their posters on the theme [#PinkRibbonMothers](#)



**Dean SMCS at seminar**



**Mr. Omer Aftab addressing at seminar**



**SMCS Awareness walk**



**Mr. Aftab receiving souvenir**



**Group Picture with faculty members**

# Advanced Workshop on VR and 360-Production with BNU experts

The SMCS hosted a workshop on Virtual Reality (VR) and 360 Production which was led by industry professionals Mr. Naveed Asim, Program Head and Rana Faizan Ali, HoD, BNU. The workshop aimed to equip PhD and MPhil scholars with essential skills for the rapidly evolving VR and 360-production industry. Through the use of industry-standard tools and cutting-edge technology, our scholars gained hands-on experience in creating immersive and interactive content. Rana Faizan gave an overview of VR production and 360 camera techniques while showcasing VR films. Mr. Naveed guided students on operating 360-degree cameras and VR headsets.

Workshops like Virtual Reality and 360 Production Training show SMCS commitment to provide quality education and practical training in media and communication studies, preparing students for careers in the digital media sector. In his concluding remarks, Dr. Mian Jawed, Associate Professor, SMCS, thanked the instructors.



**Mr. Naveed Asim and Mr. Rana Faizan**



**Rana Faizan receiving souvenir**



**Mr. Naveed Asim receiving souvenir**



**Guests addressing with students**

# Guest Lecture on Human Rights

The SMCS invited Algozar Foundation for a talk on human right in Pakistan. Prof Rashid Iqbal, Madam Siddiqa and Project Director Amir Jilani gave details of Algozar's focus on children rights, and their free education. Madam Siddiqa explained the organization's program aimed at empowering children and youth whereas Prof Rashid Iqbal narrated its commitment towards their education. The lecture was organized by SMCS teacher Rabia Farooq.



Mr. Amir Jilani addressing with students



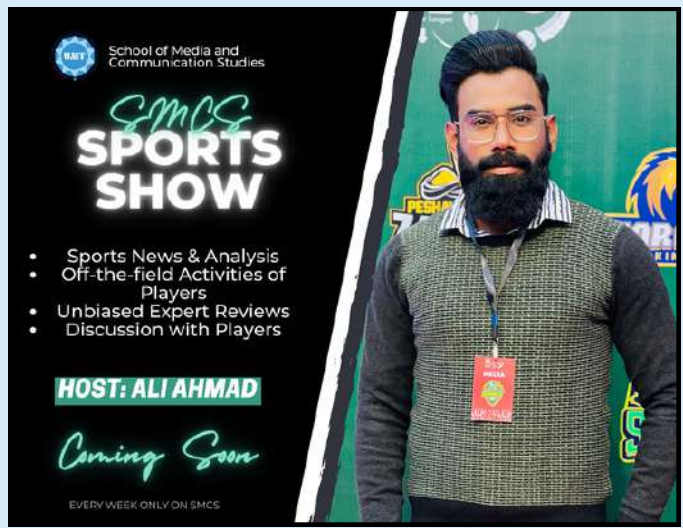
Mr. Rashid Iqbal addressing with students



Ms. Rabia with Ms. Siddiqa

## SMCS Sports Show

SMCS has introduced its inaugural Sports Show, hosted by beat reporter Ali Ahmed, airing every Saturday morning. The show will feature renowned athletes and sports analysts as guests, providing in-depth sports insights.



Ahmad hosting sports show

# Sneak Peak of Academic Writing for Ph.D. Scholars with Dr. Usman Saeed from Oman

Featuring honourable Dr. Usman Saeed from the Bayan College, Sultanate of Oman, this event served as a valuable opening to the scholarly realms. With a focus on AI tools for academic writing, Dr. Saeed illuminated the path forward, showcasing the transformative power of technology in shaping scholarly discourse. From advanced grammar tools to literature review enhancements and plagiarism checks, our scholars were introduced to a treasure trove of resources designed to take their research to new heights. Our Ph.D. scholars fully availed the opportunity to understand the role of technology in academia and how to explore new avenues of scholarly writing. They appreciated the significance of grammatical correction and plagiarism detection through the integration of AI tools. Dr. Usman praised the scholars for their clear understanding of the required efficiency and accuracy of the research process. It was truly an informative and productive session for our scholars.

The screenshot displays a Zoom meeting interface. The main window shows a presentation slide titled "Artificial Intelligence Tools for Academic Writing" by Dr. Muhammad Usman Saeed, Assistant Professor at Bayan College, Sultanate of Oman. The slide content includes:

- It is assumed that you have;
  - Understanding of Social Research at intermediate Level.
  - Understanding of Computing Tools at Intermediate Level.
  - Basic Understanding about the Parts of Research Thesis/Dissertation.
  - Basic Understanding about the Referencing Tools (Zotero, Mendeley or EndNote)

The interface also shows a "People" list on the right with participants such as Dr. Aemen Khalid (Meeting host), Abbass Butt, Amna Atif, Bilal Razzaq, Dr. Muhammad Usman Saeed, fatima zahid, HAMZA AZHAR, KOKAB SHAHZAD, and komal aslam. A bottom panel shows a list of participants including Rana Faizan Ali, Dr. Muhammad Usman Saeed, 16 others, and Dr. Aemen Khalid. The meeting control bar at the bottom indicates the time as 4:26 PM on 12/29/2023.

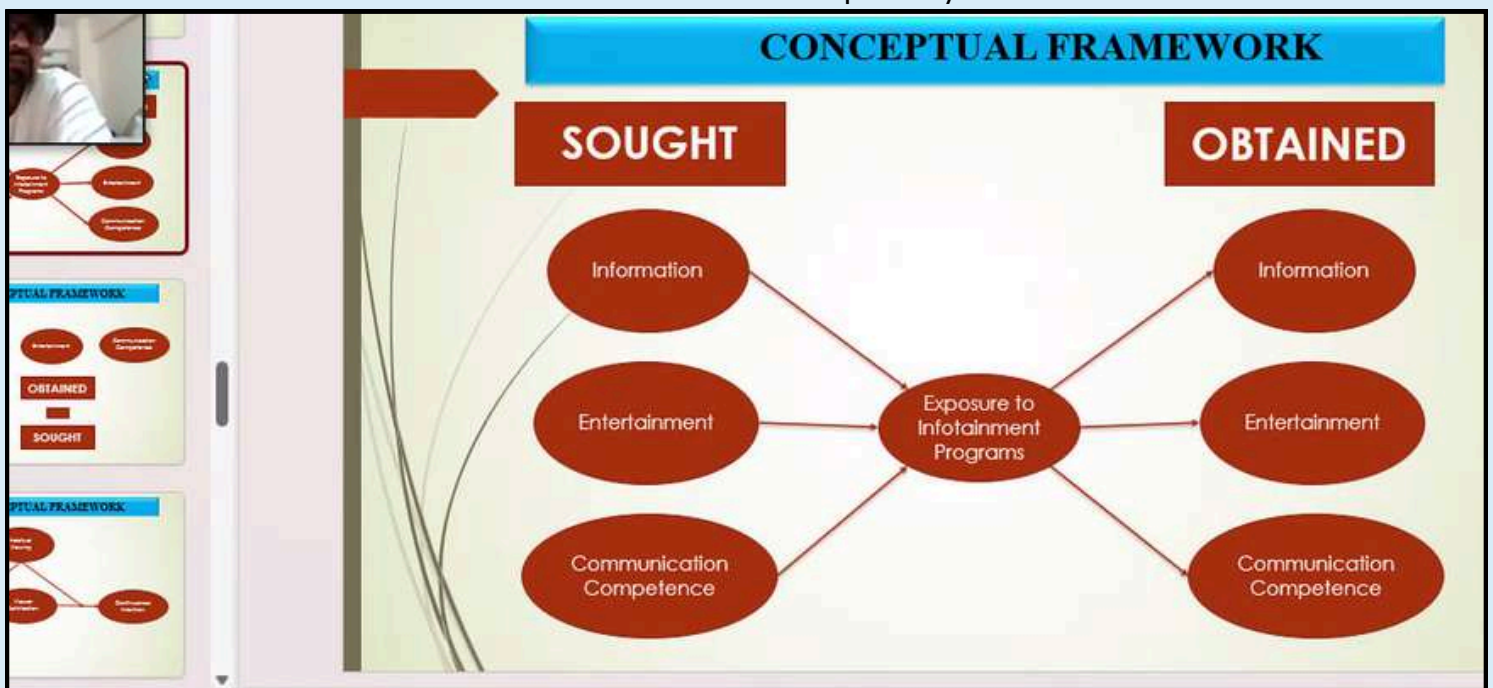
# Special Lecture Dissertation Writing for Ph.D. Students



**Dr. Awais addressing in webinar**

SMCS gives equal importance to the both creative and research writing skills. For this purpose, Dr. Muhammad Awais delivered a detailed lecture on variable selection and dissertation writing tips to PhD scholars, enhancing their literature gathering and presentation skills. Dr. Awais covered essential research methodologies and offered practical dissertation writing strategies that can not only build a strong impact of every dissertation but also polish all research papers scenarios.

Our Ph.D. scholars were truly amazed by the advanced writing strategies and research methodologies and the way they can incorporate them in their literature writing. It has to be said that the commitment of our Ph.D. scholars to high-quality training and thereby learning essential research tools for a successful research journey is commendable. Dr. Aemen Khalid always ensures the arrangement of productive lectures for our PhD students so as to build and enhance their research capacity.



**Online Session with PhD scholars**

# Dean's Corner

## International Happiness Day

The SMCS commemorated the International Happiness Day by organizing an event: "Blooming Self: Navigating the Synergies," in collaboration with the Rekhi Centre of Excellence for the Science of Happiness and Clinical Counselling Center-School of Professional Psychology on March 20, 2024.

Dean SMCS, Prof. Dr Anjum Zia was invited to judge the Documentary competition. There were 6 documentaries and among them, the best 3 were given 1st, 2nd and 3rd position. Prof. Dr Anjum Zia appreciated the efforts of students and shared her insight about happiness and how to achieve it. The day was filled with insightful discussions, engaging activities, and meaningful interactions, all centered around the theme of happiness and well-being. Renowned experts and scholars from various fields of psychology delivered inspiring talks on topics such as positive psychology, resilience, and the pursuit of happiness. These talks provided valuable insights and practical strategies for navigating challenges and fostering personal growth and happiness.



**Dean SMCS addressing at seminar**



**Dean SMCS presenting certificate**

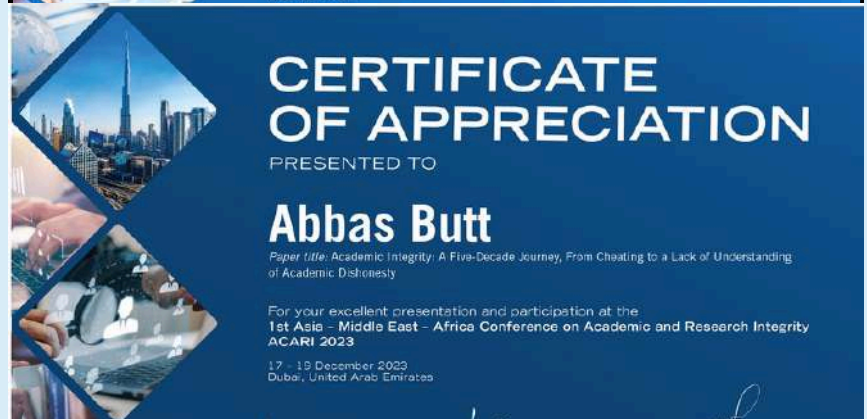


**Group picture of Dean SMCS with students and faculty**



# Embark on the research excellence voyage with SMCS

The UMT-SMCS is thrilled to announce the remarkable research achievements of our faculty and doctoral degree program scholars in the First Asia-Middle East-Africa Conference on Academic Research and Integrity (ACARI 2023). Our scholars, Mr. Abbas Rasheed Butt, Dr. Zaheer Ahmed and Rana Faizan, under the visionary leadership and supervision of Dean SMCS Prof. Dr. Anjum Zia and Dr. Aemen Khalid, presented their research papers at the 1st Asia-Middle East-Africa Conference on Academic Research and Integrity (ACARI 2023). The online conference was conducted by the Middlesex University, Dubai. It proved to be a wonderful platform for our scholars as it engaged numerous faculty members, scholars and professors from across the globe to exchange insights and explore the frontiers of academic research and integrity. This global experience allowed our students to understand diverse backgrounds and multi-disciplinary approach in media and communication. They gained insights into the advanced research methodologies, and how to develop critical thinking skills with research acumen.



# Dean's Merit Award

The School of Media and Communication Studies, UMT organized the Dean's Merit Awards of 2024. Dean SMCS, Prof. Dr. Anjum Zia presented the sashes, badges, and certificates to the students who earned Dean's Merit Awards. Then Dean concluded the session by congratulating the students and their parents for their achievements.



Dean SMCS addressing at Merit Award



Students receiving Dean's Award



Group picture of students with Dean and faculty members

# SMCS Faculty Lunch

The School of Media and Communication Studies hosted a faculty luncheon after Eid to commemorate the festival under the leadership of Dean Prof. Dr. Anjum Zia. Dr. Saima Saqlain organized the event at a restaurant. These casual gatherings generate camaraderie among the faculty.



**Eid Lunch of SMCS faculty**



**Group picture of SMCS Female faculty**



**Group Picture with Dean SMCS and faculty members**

# SMCS shines at 2nd International Conference at BZU, Multan



**Dean SMCS speaking as keynote speaker**



**Dr. Anjum Zia receiving Award**



**Dr. Anjum Zia with other keynote speakers**



**Group Picture with Dean SMCS and guest speakers**

We're thrilled to share that our esteemed Dean Prof. Dr. Anjum Zia, along with our dedicated faculty members Dr. Abdul Basit and Mr. Sumair Ahmed recently attended the prestigious 2nd International Conference on Media and Communication Research, BZU, Multan.

Dr Anjum also chaired a parallel session which involved eight presentations representing different cities of Pakistan like Sahiwal, Islamabad, D G Khan and Multan with a major focus on the usage of social media. Faculty members Dr. Abdul Basit also chaired a session and Mr. Sumair presented a research paper. This representation of the SMCS truly shows our commitment to the advancement of knowledge and contribution to the meaningful research work in our field.



**Dr. Anjum Zia presenting certificate**



**Mr. Sumair presenting at conference**



**Group Picture with Dean SMCS and Participants**



**Group Picture OF M.phil students**



**Mr. Sumair receiving certificate**



**Group Picture of keynote speakers**



**Group Picture of Dean SMCS and keynote speakers**

# Prof. Dr Anjum Zia was invited for the Networking dinner

Dean SMCS Prof. Dr Anjum Zia was invited for the Networking dinner organized by FCCU during the two day ICA 24 Regional Hub. It was a gathering full of academicians from prestigious Universities from all over Pakistan.



**Dr. Anjum Zia with Dr. Abida Ashraf**



**Anjum Zia with other members**



**Group picture with M.Phil. students**

# ICA 24 Regional Hub, SMCS Faculty members DAY-1

The SMCS faculty members were actively involved in various events and conferences. Dr. Jawed Aslam, Dr. Aeman Khalid, Ms. Noor Ul Ain Nasir, and Mr. Saud Ahmad Baig participated in the ICA 24 Regional Hub (Pakistan) at FCCU, Lahore, which focused on the theme "Communication and Global Human Rights." This marks a historic first for the ICA (International Communication Association) as it is held in Lahore, Pakistan. It is a significant honor for SMCS to have several of its faculty members invited to this event. The sessions today featured engaging lectures, thought-provoking discussions, and interactive Q&A sessions.



**Group Picture of Faculty members SMCS**



**Group Picture of Dr. Firasat Jabeen with faculty members**



**Group Photo of SMCS Faculty and Keynote speakers at ICA 24**

# ICA 24 Regional Hub, SMCS Faculty members

On Second Day of the ICA 24 Regional Hub, SMCS Faculty members, Dr Jawed Aslam, Dr Aeman Khalid, Ms Noor Ul Ain Nasir and Mr Saud Ahmad Baig received certificates of participation by Rector at FCCU. We congratulate our faculty members.



**Dr. Aemen receiving souvenir**



**Dr. M jawed Aslam receiving souvenir**



**Mr. Saud Ahmed receiving souvenir**



**Ms. NOOR ul Alin receiving souvenir**



**Group picture**





# Faculty & Staff Achievements

Dr. Abdul Basit, Assistant Professor SMCS took two M.Phil. students Maheen Zahid and Alishbah Naaz to the 2nd International Conference of Media and Communication Studies, organized by the Department of Arts and Media Foundation University, Islamabad, on May 7, 2024. The theme of the conference was "Navigating the Digital Age: Opportunities, Trends and Challenges in Regional Connectivity and Integration through Media and Communication Studies". It was an extremely fruitful and enlightening experience with full of learning and socialization.



**Dr. Abdul Basit participated in Conference**



**Dr. Abdul Basit receiving certificate**



**Group picture with other Guests**

# 2nd IMCC Certificate Distribution



**Rector UMT addressing at ceremony**



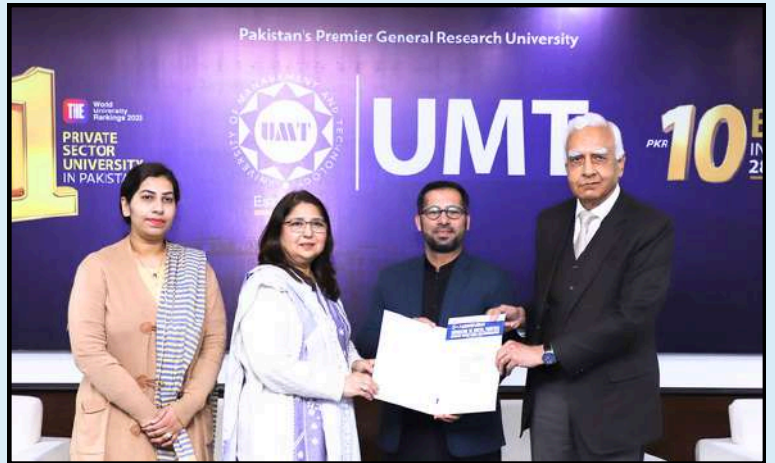
**Dean SMCS receiving certificate**

The SMCS organized a function in recognition of the efforts made by the UMT Rector Dr Asif Raza and its faculty members for making the 2nd International Media and Communication Conference a huge success. SMCS Dean Prof Dr Anjum Zia presented a souvenir to the rector as a mark of respect, and said that his ever-ready patronage served as a beacon light for her and her team. Dr Raza thanked the dean and assured his fully support for any such high-quality events.

Dr. Anjum Zia distributed certificates among her team members as a mark of appreciation. Certificates were also given to the PhD, M.Phil, and BS honours students who took different responsibilities during the conference



**Dr. Aemen receiving certificate**



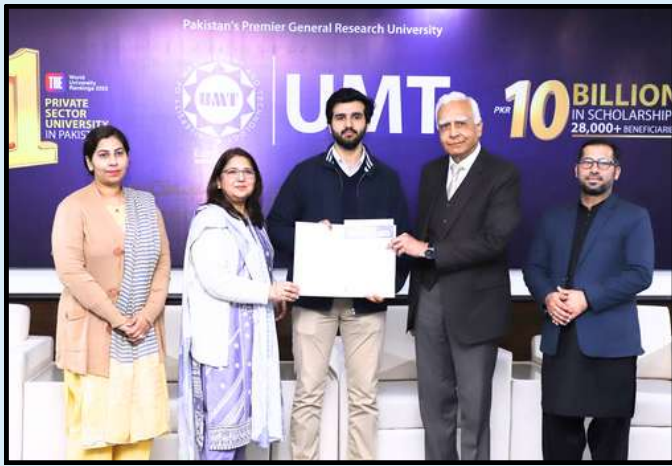
**Dr. Abdul Basit receiving certificate**



**Mr. Sumair Ahmed receiving certificate**



**Ms. Noor ul Ain receiving certificate**



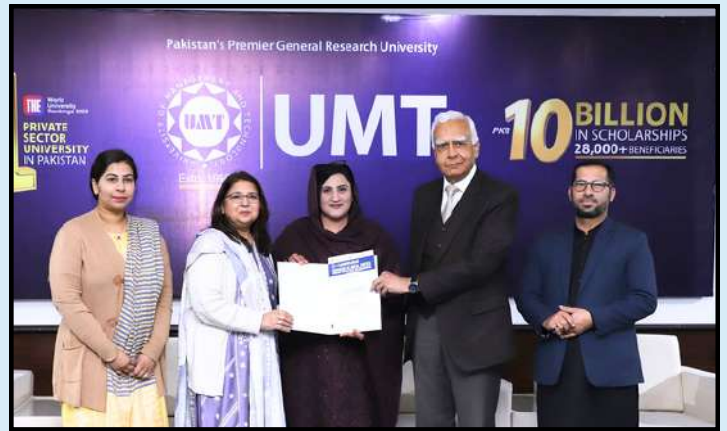
**Shehryar receiving certificate**



**Dr. Saima Saqlain receiving certificate**



**Ms. Sarosh Bajwa receiving certificate**



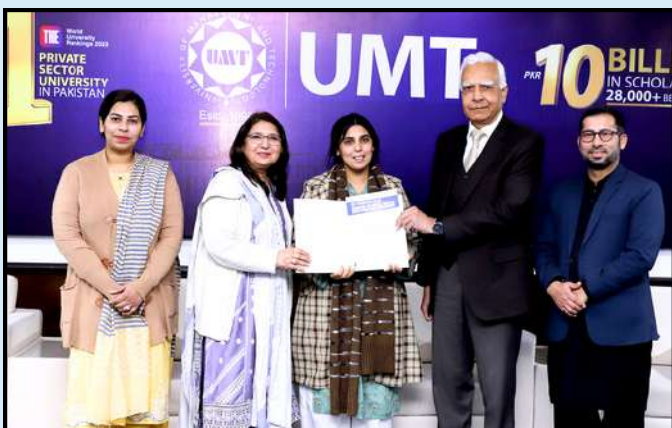
**Ms. Rabia receiving certificate**



**Mr. Tayyab receiving certificate**



**Mr. Saud Ahmed receiving certificate**



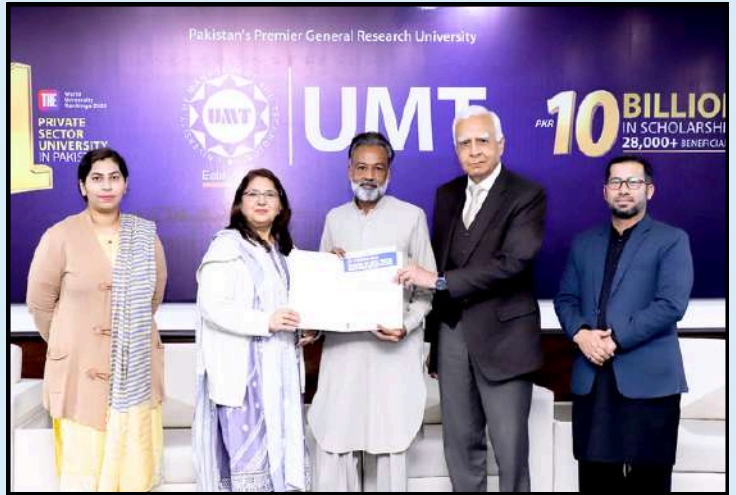
**Ms. Nida receiving certificate**



**Student receiving certificate**



**Ms. Nida receiving certificate**



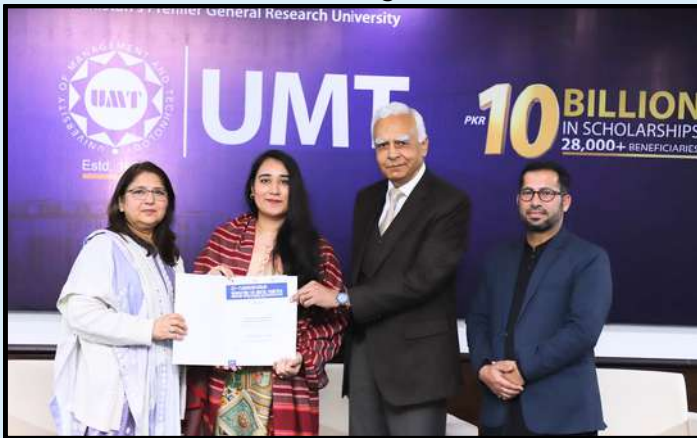
**Ms. Nida receiving certificate**



**Ms. Nida receiving certificate**



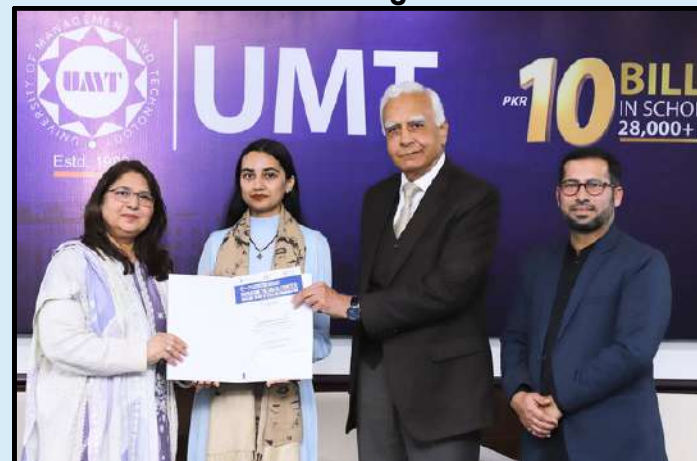
**Ms. Nida receiving certificate**



**Students receiving certificate**



**Participants receiving certificate**



**Bs Student receiving certificate**



**Group picture with Rector and Dean**

# Workshop on “Using AI for Academic Writing”



**Dr. Saima attending seminar**



**Guest Speaker addressing at seminar**

AMCAP organized an interactive workshop entitled "Using AI for Academic Writing" under its Skill Development Program at Gosha e Afkaar. Resource person Dr. Farahat Ali, Assistant Prof, University of Central Punjab, introduced to the audience different AI applications and tools that can be used for literature review, information synthesis, article summarization, data extraction, visual analysis and grammar check. Dr. Saima Saqlain, Assistant Prof at SMCS, attended.



**Dr. Bushra and Dr. Saima Saqlain**



**Dr. Abida Ashraf and Dr. Saima Saqlain**

# Effects of CHAT GPT on student's learning behavior



**Dr. Saima Saqlain delivering lecture**



**Q/A Session with students**

The SMCS arranged a guest speaker in league with the IT training company "NEXSKILL OZI technologies." . NEXSKILL OZI is offering more than 100 IT short courses and is located in Arfa Kareem Technology Park. It has two branches in Lahore, one in Bahria Orchard, another in Iqbal Town. Assistant Prof Dr. Saima Saqlain delivered a special lecture on the "Effects of CHAT GPT on Students Learning Behavior."



**Group Picture with NEXSKILL OZI members**

# International Conference on Sustainable Development

SMCS faculty member Noor ul Ain Nasir attended a three-day moot entitled: "International Conference on Sustainable Development in Pakistan: Exploring Progress of Goals," held from March 19 to 21, 2024. Held at the College of Home Economics and Pearl Continental, Lahore, the themes of this conference were enlightening and thought-provoking. People from different disciplines attended. Miss Noor presented her research article: "Women Used as Weapons of War in Conflict Zones."



**Ms. Noor ul Ain presenting at seminar**



**Ms. Noor ul Ain receiving certificate**



**Group Picture of Ms. Noor ul ain NEXSKILL OZI members**

# SMCS Faculty dips into Sufism

Dr. Abdul Basit, Assistant Professor, SMCS, had the honor to participate and moderate sessions in a two-day conference "Maulana Rumi and Hazrat Sultan Bahoo: Preachers of Human Friendship, Peace, Love and Harmony" organized by Muslim Institute, National Language Promotion Department and Yunus Emre Institute at Islamabad.



Dr. Abdul Basit presenting at international conference



## Meeting on effective utilization of the (LMS).

Dr. Saima Saqlain, Assistant Professor and Head of the BS Program, organized a meeting under the leadership of Prof. Dr. Anjum Zia, Dean of the School of Media and Communication Studies (SMCS). The meeting was held to address important issues with visiting faculty members, including the assessment criteria for the upcoming final term exams, the preparation of course files for Spring 2024, and the effective use of the Learning Management System (LMS).



Group picture of Dr. Saima Saqlain with visiting faculty



# Student Achievements Corner



**Hajra (students of SMCS) receiving award from Dean SMCS**

Congratulations to Hajra Abdul Jabbar, a standout student from the School of Media and Communication Studies, for being honored with the 'Dignity Defender' Outstanding Student Award 2024-2025 by the Tarbiyah Department at UMT. Recognizing her exceptional academic achievements, extracurricular involvement, and leadership qualities embodying integrity, modesty, and core values. SMCS is proud of her and wishes her good luck for the future!

## PR projects display

Our students specializing in Advertising and PR presented their ideas and promotional campaign proposals to the faculty members and other students in a professional manner. They gave their presentations impressively, highlighting the unique selling points of their ideas designed to captivate the audience attention. They were admired by Dr. Aeman Khalid, Dr. Abdul Basit and Ms. Iqra Saeed. The session was basically a class activity but it also simulated real-world scenarios where students could engage in similar practices with clients, preparing them for their future careers. Overall, it proved to be a productive and valuable effort by the students.



**Students presenting ideas to faculty**



**Students displaying projects**

# Models for Communication

Talented students of the School of Media and Communication Studies have worked delightfully and created models showcasing various communication concepts and theories. From interactive displays to intricate models, these hands-on projects not only demonstrate their grasp of theoretical concepts but also their ability to apply these ideas in innovative and practical ways.



Students presenting ideas to Dr. Abida Ashraf



Students displaying their creative models

# Development Comm. Projects

.SMCS students explored a variety of topics like community engagements, initiative to awareness campaigns, and addressing real world challenges. Each designed project aims to create positive change in our community. They selected topics like domestic violence, drug abuse and child trafficking



Presenting their project



Group picture with Ms. Iqra Saeed



Students presenting their ideas

# History Night, Lahore Fort

The final Year Students of School of Media and Communication Studies have successfully organized a study tour "History by Night", Lahore Fort as their course project of Event Planning, and showcased their exceptional planning and execution skills of Event



History by Night



Group picture of students with Ms. Iqra Saeed

# Health Communication Projects

Media and Psychology students showcased their final Projects on Health Communication on important topics such as '

#Say No to Acid Attacks, Awareness regarding Child labour, Mental Disorders, Depression, Smoking kills , mean world syndrome etc. They made 3D models, Posters, and Short Films. The Display was filled with creativity and conviction. Resource person Ms Noor Ul Ain Nasir evaluated the projects and allocated marks to groups.



Students Project on Health Communication



Group picture with Ms. Noor ul Ain

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