

UMT | SMCS

School of Media
and Communication Studies



NEWSLETTER

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As Dean of the School of Media and Communication Studies (SMCS), I would like to warmly welcome everyone to the new edition of our newsletter, for the year 2024. With a new beginning, I would like our students to further hone their skills and emerge as a valuable asset for our school and the nation. I am committed to bringing more laurels to this wonderful institution through the collaboration, innovation, strategic preparation, and commitment of my team. From the undergraduate to the postgraduate programs, SMCS offers a variety of educational opportunities with hands-on experience.

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

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

Dr. Anjum Zia

DEAN SCHOOL OF MEDIA AND COMMUNICATION STUDIES



From the Editor

Welcome to the Bi-2024 edition of Communication World, the newsletter of the School of Media and Communication Studies (SMCS). In this issue, we have highlighted various educational and professional projects that SMCS has actively been involved in.

We are thrilled to include alumni round-ups, employment opportunities and announcements for the upcoming events and conferences

Looking forward to another year of remarkable progress, events, and achievements

A handwritten signature in blue ink that reads "Sarosh Bajwa". The signature is fluid and cursive, with the first letters of "Sarosh" and "Bajwa" being capitalized and prominent.

EDITOR

SMCS HOSTS ROUNDTABLE DISCUSSION ON END VIOLENCE AGAINST WOMEN



Dean SMCS Prof. Dr. Anjum Zia presenting UMT shield to Ahsan Kamray

The School of Media and Communication Studies (SMCS), in collaboration with Speak Up with Kamray, the Ministry of Human Rights (Government of Pakistan), and Women in Struggle for Empowerment (WISE), conducted a roundtable discussion on 'To End Violence Against Women.'

The event concluded with actionable insights and a renewed commitment to creating safer environment for women. It reaffirmed the message that there is #NoExcuse for violence against women.



Dean SMCS Prof. Dr. Anjum Zia with all the speakers and students



Ms. Jahanara Wattoo, Vice Chairperson, PSPA



Dr. Shahnawaz Khan, Regional Head, SPO



Associate Prof. Dr. Aemen Khalid and Ms. Jahanara Wattoo, Vice Chairperson, PSPA

Part of the 16 Days of Activism campaign under the theme #NoExcuse, the event featured distinguished speakers and experts discussing strategies how to collectively combat violence against women.

Dean SMCS, Dr. Anjum Zia, opened the discussion by emphasizing the global need for gender equity and the role of academia in driving change. Key speakers, including Ms. Syeda Noor Ul Ain, Ms. Mehwish Nisar, Ms. Sabiha Shaheen, and others, highlighted pressing issues such as digital harassment, gender biases, and the importance of awareness campaigns and collective action.



Round table discussion to End Violence Against Women



Dean SMCS Prof. Dr. Anjum Zia and Mr. Ahsan Kamray presenting UMT shield to Ms. Muneza Manzoor Butt

SMCS COLLABORATES WITH 10TH WORLD CONFERENCE ON MEDIA AND MASS COMMUNICATION 2025

The School of Media and Communication Studies (SMCS) is honored to collaborate with MEDCOM for the 10th World Conference on Media and Mass Communication, scheduled for April 8-9, 2025, in Bangkok, Thailand (Hybrid).

MEDCOM 2025 serves as an international platform for scholars, researchers, and media professionals to present their research, exchange ideas, and engage in meaningful discussions on transforming media landscapes focusing on ethics, innovation, spatiality, and education. The event will feature renowned speakers, policy discussion forums, panel discussions, and specialized workshops, providing attendees with valuable insights into emerging trends and challenges in media and mass communication.

THE 10TH WORLD CONFERENCE ON MEDIA AND MASS COMMUNICATION
MEDCOM 2025
"Transforming Media Landscapes: Ethics, Innovation, Spatiality and Education"

CONFERENCE SPEAKERS

08th - 09th April, 2025
 Join Physically or Virtually

Bangkok, Thailand

MEDCOM 2025 announcement and details

As part of this collaboration, students and faculty members from SMCS (UMT) can avail a special registration discount to participate in the conference. This is a unique opportunity for aspiring media professionals, researchers, and academicians to gain international exposure, build networks, and contribute to the evolving discourse in media studies.

For details, refer to the poster. The focal person from SMCS is Dr. Abdul Basit.

We encourage all interested individuals to seize this opportunity and join a leading media and mass communication conference.

PUBLICATION AVENUES IN MEDCOM 2025
 We believe your paper deserves to meet its ultimate research destination!

SUBMIT YOUR ABSTRACT NOW

hasini.s@tiikmedu.com
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CALL FOR PAPERS

WHY SHOULD YOU? ATTEND THE CONFERENCE?

- Global Research Presentation Platform.
- Inspirational Speakers from Around The World.
- Policy Discussion Forums, Panel Discussions and Special Workshops.
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- Endorsed International Certification.
- Access To Technology and Resources.
- Professional Development.
- Knowledge Exchange.

mediaconference.co

MEDCOM 2025 announcement and details



ANNUAL PRESENTATION BY DEAN SMCS PROF. DR. ANJUM ZIA TO RECTOR UMT, DR. ASIF RAZA



Dean SMCS Prof. Dr. Anjum Zia

Prof. Dr. Anjum Zia, delivered a comprehensive annual presentation to the Rector UMT, Dr. Asif Raza, in the Rector's Boardroom. The session also welcomed our esteemed Professor of Practice, Mr. Suhail Warraich, an eminent journalist, who provided valuable insights and support for the faculty throughout the discussion.

This annual presentation reflects SMCS's commitment to continuous development, fostering a collaborative environment for growth, and ensuring the highest standards in media education.



Rector UMT, Dr. Asif Raza



SMCS Faculty members, DEAN SMCS, and, Rector UMT during the discussion



Lecturer Mr. Sumair Ahmad



Dr. Summiya Shahid

The presentation covered a range of key topics, including the School of Media and Communication Studies' performance over the past year, notable achievements, and ongoing updates.

Dr. Anjum Zia also addressed critical concerns and shared thoughtful suggestions aimed at enhancing the school's growth and impact. Faculty members actively participated in the discussion, offering their perspectives on how SMCS can continue to improve and adapt to the evolving media landscape.



Assistant Prof. Dr. Abdul Basit, Associate Prof. Dr. Mian Jawad, and Prof. of Practice, Mr. Suhail Warraich



Assistant Professor Dr. Aemen Khalid and lectures Ms. Noor Ul Ain

DEAN'S MERIT AWARD CEREMONY RECOGNIZES EXCEPTIONAL STUDENT ACHIEVEMENTS AT SMCS



Dean SMCS Dr. Anjum Zia and faculty with students



Dean SMCS Dr. Anjum Zia addressing the students



Dean SMCS Dr. Anjum Zia and Dr. Saima Saqlain presenting certificate to the students

The School of Media and Communication Studies (SMCS) at UMT recently hosted the Dean's Merit Award Ceremony, honoring students who have demonstrated outstanding academic performance. Dean SMCS, Prof. Dr. Anjum Zia, graced the occasion and presented sashes, badges, and certificates to the high-GPA achievers, celebrating their hard work and dedication.

The event was expertly hosted by faculty member Ms. Noor ul Ain, ensuring a smooth and memorable ceremony. Dr. Saima Saqlain, along with other esteemed faculty members, was also present to celebrate the academic excellence of our students and encourage them to continue striving for excellence in their educational journeys. The ceremony celebrated not just achievements but also the spirit of perseverance, inspiring all students to aim higher. We congratulate all awardees for their hard work and dedication.



Certificate, sashes, & badges for the high-GPA achievers

STEP INTO THE WORLD OF MEDIA MANAGEMENT AND TECHNOLOGY WITH SMCS!

BS
Media Management and Technology

BS in Media Management and Technology is an interdisciplinary program designed to equip students with a comprehensive understanding of the media landscape, integrating key elements of technology, media management, and production. Learning Outcomes of this program will be Media Production Skills, Strategic Media Management, Technological Proficiency, Analytical and Critical Thinking, Communication and Leadership.

Apply Now

SMCS Introduces Media Management & Tech BS Program

SMCS is excited to announce the launch of the BS Media Management and Technology program, designed to equip students with a comprehensive understanding of the dynamic and diverse media landscape.

This cutting-edge program blends media theory, digital technologies, and management skills to prepare you for a successful career in the rapidly evolving media industry.

Whether it's media production, digital marketing, or content management, this program equips you with the skills to excel in today's media-driven world. Join us and lead the future of media!

LEVEL UP WITH IMMERSIVE MEDIA AND DIGITAL COMMUNICATION AT SMCS

We're thrilled to announce the launch of Immersive Media and Digital Communication, a groundbreaking undergraduate program at SMCS! This innovative program is designed to equip students with the cutting-edge skills needed to excel in the world of immersive technologies and digital communication.

From virtual reality (VR) to augmented reality (AR), this program explores the digital media landscape, teaching students to create, manage, and communicate through emerging platforms for the future of media.

BS
Immersive Media And Digital Communication

Our BS in Immersive Media program provides a comprehensive education in the latest immersive technologies, including virtual reality (VR), augmented reality (AR). Students learn to design, develop, and create engaging digital experiences that blur the line between reality and virtual worlds. The curriculum combines creative storytelling, technical skills, and cutting-edge tools to prepare graduates for careers in media, gaming, education, and beyond.

Apply Now

SMCS Immersive Media & Digital Communication BS Program

SMCS HITTING ONTO THE 9TH BOARD OF STUDIES

SMCS is dedicated to excelling in media education by continuously adding advanced programs that enhance learning and prepare students for the future. The SMCS organized 9th Board of Studies in the SMCS Boardroom. The meeting was chaired by Dean SMCS Dr. Anjum Zia and the external members Dr. Noshina Saleem (PU), Dr. Suffi Bilal (NCA), Mr. Shiraz Hasnat (Hum News), and Ms. Huma Sadaf (PTV) were present. SMCS faculty members including Dr. Saima, Dr. Jawed Aslam, Dr. Aemen, and Dr. Basit were also present.



Dean SMCS Dr. Anjum Zia at 9th Board of Studies

The agenda focused on the approval of a new program, "BS Media Management and Technology," as well as the revised degree title for "BS Media Technologies and Immersive Media." The Board also reviewed and approved revisions for existing MPhil course titles and the introduction of new optional courses.



Dean SMCS, Dr. Noshina, Ms. Huma, and SMCS faculty



Dr. Suffi Bilal from National College of Arts



Assistant Professor Dr. Aemen Khalid

This meeting reflects SMCS's commitment to academic excellence and its continuous efforts to innovate and expand educational offerings for the benefit of students.

SMCS LEVELING UP WITH 6TH BOARD OF FACULTY!



Dean SMCS Dr. Anjum Zia at 9th Board of Studies

The SMCS arranged 6th Board of Faculty meeting for an agenda approved by Board of Studies. Dean SMCS Dr. Anjum Zia introduced the curriculum for the newly proposed BS Media Management and Technology, while Dr. Jawed Aslam presented Immersive Media and Digital Communication, and Dr. Basit shared the curriculum for the MPhil Media and Communication program.



Dr. Mustafa Kamal and Mr. Nadeem ul Hassan Gilani

The meeting also saw the participation of esteemed external members, including Dr. Lubna Zaheer, Mr. Ahmed Waleed, Dr. Nadeen, and Dr. Mustafa Kamal, all of whom acknowledged and appreciated the comprehensive nature of the proposed programs.



Assistant Professor Dr. Aemen Khalid and lecturer Ms. Iqra Saeed

Dr. Aemen, Dr. Saima, and Mr. Zia from the Registrar's Office, UMT, were also present as members of the Board of Faculty. This meeting underscores SMCS's continued commitment to enhancing and expanding its academic offerings.



Assistant Professor Dr. Abdul Basit

SMCS PARTNERS WITH HS HAMID SAEED IMAGE CONSULTANT FOR FUTURE COLLABORATIONS

The School of Media and Communication Studies (SMCS) is excited to announce a new partnership with HS Hamid Saeed Image Consultant, aimed at enhancing professional development for students. This collaboration strengthens the ties between both organizations and opens doors for future mutual projects that will benefit students in their career pursuits, whether in the corporate world or entrepreneurship.



Dean SMCS Dr. Anjum Zia, Mr. Hamid Saeed, and Dr. Mian Jawad



Dean SMCS Dr. Anjum Zia and Mr. Hamid Saeed signing MOU

Initiated by Associate Professor Dr. Mian Jawad, this partnership aims to help students become well-presented professionals, equipping them with the skills needed to excel in job markets and establish successful businesses. We look forward to the impactful collaborations ahead that will prepare our students for a bright future.



Dean SMCS Dr. Anjum Zia, Associate Prof. Dr. Mian Jawad with HS Image Consultant's team

SMCS, UMT SIGNS MOU WITH SUNDAS FOUNDATION TO ENSURE LIFE-SAVING SUPPORT

Yet another success of School of Media and Communication Studies, UMT. SMCS has signed an MOU with Sundas Foundation, Lahore, which is one of the most outstanding and genuine NGOs in Pakistan. Sundas Foundation functions across Pakistan and offers free of charge quality healthcare facilities including treatment to the patients diagnosed with Thalassemia. This blood-related genetic disorder can simply be cured through some drugs that are administered to the patients. Sundas provides safe transfusion, iron chelation along with required medicines to such patients.

This MoU will ensure the availability of blood for the SMS students and faculty in case of emergency.



Associate Prof. Dr. Mian Jawed signing MOU with Sundas Foundation



SMCS, UMT Signs MOU with Sundas Foundation



Associate Prof. Dr. Mian Jawed with the team of Sundas Foundation, Lahore

SMCS-UMT STRENGTHENS TIES WITH RADIO PAKISTAN THROUGH MOU SIGNING



SMCS Faculty and Acting Dean SMCS Prof. Dr. Mian Jawed with Dr. Ahmer Sohail Basraa, Ms. Khaula Arshad, and Mr. Zuber Bashir

Another feather added to the cap. SMCS-UMT and Radio Pakistan signed a memorandum of understanding under the guidance of Dr. Jawed Aslam (Acting Dean SMCS). SMCS Faculty members joined the MoU signing ceremony, wherein Station Director PBC Lahore, Dr. Ahmer Sohail Basraa was present along with Ms. Khaula Arshad, Head FM 101, PBC, Lahore and Mr. Zuber Bashir, Head Social Media, PBC, Lahore. This was followed by a group picture and refreshments.



Acting Dean SMCS Prof. Dr. Mian Jawed with Dr. Ahmer Sohail Basraa signing MOU



Acting Dean SMCS Prof. Dr. Mian Jawed with Dr. Ahmer Sohail Basraa



Lecturer Mr. Muazam Ali Khan with Mr. Zubair Bashir



Rector UMT Mr. Asif Raza, Dean SMCS Prof. Dr. Anjum Zia with Dr. Jason Gainous



Dean SMCS Prof. Dr. Anjum Zia

AI IN RESEARCH: INSIGHTFUL SESSION AT SMCS

We recently welcomed Dr. Jason Gainous, Professor of Mass Communication at the University of Sharjah, for an insightful session on Using AI in Research.

The event covered important topics like ethical AI practices and advanced tools for research, equipping students with practical knowledge to integrate technology responsibly. The interactive discussions sparked inspiration, encouraging innovation with integrity. We extend our gratitude to Dr. Gainous for sharing his expertise and shaping perspectives on the evolving role of AI in research.

Dr. Gainous shared his expertise on the ethical integration of Artificial Intelligence in research, offering valuable insights into AI-driven tools and techniques to enhance students' research skills. The interactive session sparked discussions on AI's potential and limitations in research, emphasizing responsible application.

SMCS thanks Dr. Gainous for his contribution, reinforcing our commitment to staying ahead in media and communication research trends.



Prof. Mass Communication Dr. Jason Gainous during the session



SMCS Staff and Students during session

PROUD MOMENT FOR UMT!

We are honored to receive the Best Private Sector University FPCCI Excellence Award! This prestigious recognition is a testament to our unwavering commitment to excellence in education, innovation, and impact. At UMT (University of Management and Technology), we strive for academic distinction and shape future leaders who inspire change. Together, we celebrate this milestone and look forward to achieving even greater heights! Thank you to all who have been part of this incredible journey!



UMT President Ibrahim Hassan Murad receiving award from the President of Pakistan Asif Ali Zardari

EMPOWERING LIVES: BREAST CANCER AWARENESS SESSION WITH DR. VERDAH SAJJAD



Breast Cancer Awareness Session Announcement

SMCS hosted an impactful breast cancer awareness session led by the esteemed Dr. Verdah Sajjad. The session aimed to educate participants on the importance of early detection and the critical role awareness plays in saving lives.

Dr. Sajjad shared valuable insights into recognizing early symptoms, the significance of regular screenings, and adopting a proactive approach to health. The interactive Q&A session allowed attendees to address their concerns and gain a deeper understanding of this vital issue.

WORKSHOP ON "MONETIZING CONTENT: TURNING PASSION INTO PROFIT THROUGH DIGITAL MEDIA" HOSTED BY SMCS



Acting Dean SMCS Prof. Dr. Mian Jawed and SMCS Faculty during the workshop

SMCS organized a workshop, Monetizing Content: Turn Passion into Profit through Digital Media, for its faculty members. It was held under the supervision of Dr. Jawed Aslam, Acting Dean of SMCS in the boardroom.

In the modern digital world, people are wondering how to earn money online. And the workshop was geared towards suggesting some vital means of monetizing content successfully.



Acting Dean SMCS Prof. Dr. Mian Jawed presenting UMT shield to Mr. Safdar Ali



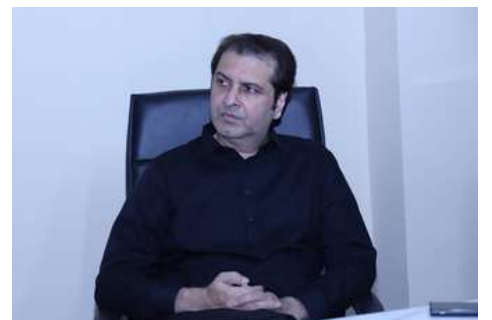
Lecturer Saud Ahmed Baig



Mr. Safdar Ali, a PTV anchor and life coach



SMCS Faculty and Acting Dean SMCS Prof. Dr. Mian Jawed with Mr. Safdar Ali



Lecturer Muazam Ali Khan

SMCS COLLABORATES WITH PINK RIBBON AND ESHAAFI FOR A MEANINGFUL AWARENESS EVENT

The School of Media and Communication Studies organized a special session on the 'Breast Cancer Awareness' for the students. SMCS realizes the importance of spreading awareness regarding such issues and hence invited different organizations working for the cause such as Pink Ribbon and eShaafi.

Mr Omer Aftab, CEO Pink Ribbon, Mr Omer Yousef (COO eShaafi), Ms Iram and Dr Verdah Sajjad joined the session.

Female staff members, faculty members, and helping staff were invited for the session that was an interactive with loads of guidance from Dr Verdah. This fruitful session could not be arranged without the support and encouragement of Dr. Jawed Aslam (Acting Dean SMCS). It was planned and organized by faculty members Ms. Iqra Saeed, Ms. Noor Ul Ain, and Ms. Sarosh Bajwa. Ms. Bajwa and Ms. Nasir also arranged special podcasts.



Associate Prof. Dr. Mian Jawed presenting shield to Mr. Omer Aftab, CEO Pink Ribbon



Lecturer Ms. Noor Ul Ain hosting the event



School of Media and Communications Students



Dr. Verdah Sajjad and Ms. Erum

WORKSHOP ON THE ART OF VIDEOGRAPHY FOR SOCIAL MEDIA: A DAY OF LEARNING AND CREATIVITY



SMCS Faculty and Students with Mr. Bilal Shah, Creative Director at BlinkerZ Entertainment and Nikon trainer

On October 31, 2024, the School of Media and Communication Studies (SMCS) hosted an insightful hands-on training workshop on the "Art of Videography for Social Media" at the SMCS Studio. This exciting event was organized in collaboration with Nikon, bringing together aspiring content creators and professionals to explore the evolving world of videography.

The workshop was led by Mr. Bilal Shah, Creative Director at BlinkerZ Entertainment and a seasoned Nikon trainer. His expertise in videography, paired with his passion for teaching, made the session both engaging and educational. Attendees were given a unique opportunity to gain practical insights and hands-on experience with Nikon's cutting-edge equipment, learning how to enhance their social media content through the art of videography. Mr. Bilal Shah's dedication and skill were evident throughout the session as he shared valuable tips and techniques that significantly enriched the participants' understanding of videography. His approach not only focused on the technical aspects but also on how to bring creativity and storytelling into every frame. It was a day filled with learning, creativity and inspiration. We look forward to more such enriching experiences in the future.



Dean SMCS Dr. Anjum Zia, Associate Prof. Dr. Mian Jawed presenting shield to Mr. Bilal Shah



Lecturer Mr. Muazam Ali Khan



Lecturer Ms. Iqra Saeed

INTERACTIVE SESSION ON RESEARCH METHODS

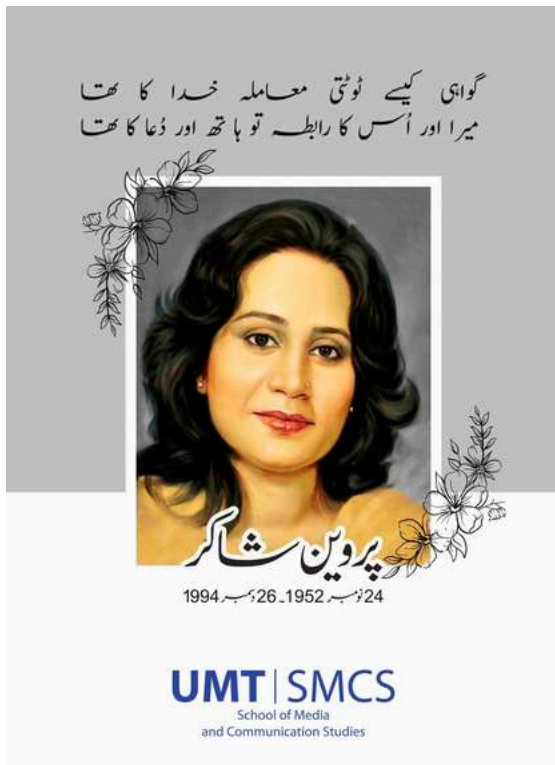
The School of Media and Communication Studies (SMCS) at UMT hosted an interactive session on "Research Methods and Emerging Trends in Media Research." Led by Dr. Abdul Basit, Assistant Professor and Head of the MPhil Program, the event featured an open discussion wherein MS students actively participated, exploring key trends in media research. Dr. Sagheer Ali Khan also gave valuable insights, enriching the session with his expertise.

This exchange of ideas fostered critical thinking and academic growth, making the session a success. SMCS is eager to host more such impactful events in future.



Dr. Sagheer Ali Khan addressing students

RELIVING THE SUBLIME WORDS OF PARVEEN SHAKIR



An icon of Urdu literature, Parveen Shakir is celebrated for her timeless poetry, which continues to inspire hearts with its eloquence and emotional depth. Let's honor the legacy of this literary great, who redefined the art of expression. At SMCS, we draw profound inspiration from Parveen Shakir, whose work serves as a guiding light in exploring the richness of language and creativity.

Her verses transcend time, capturing the complexities of human emotions with a grace that deeply resonates. Her work remains a beacon of creativity and inspiration, reminding us of the enduring power of words to touch souls and transform lives.

Celebrating urdu literature icon Parveen Shakir

VIRTUAL SEMINAR ON SOCIAL MEDIA RESEARCH: A COLLABORATION BETWEEN BAHRIA UNIVERSITY AND UMT

The Department of Media Studies at Bahria University Islamabad, in collaboration with the School of Media and Communication Studies (UMT), Lahore, hosted a virtual seminar on "Social Media Research" on Wednesday, 20th November 2024. The seminar was designed for postgraduate students (Master & PhD) and faculty members.

The seminar featured two informative sessions:

Session 1: Hand-Shake with Social Media Research

An introduction to the evolving landscape of social media research, covering methodologies, data collection techniques, ethical considerations and aspects of reliability and validity.

Session 2: Social Network Analysis Using NodeXL

A practical demonstration of network analysis tools, focusing on understanding online interactions, trends, and patterns.

- The seminar featured expert speakers:
- Dr. Imran Khan from Birmingham City University, UK
- Dr. Wasim Ahmed from the University of Hull

This event promised to provide valuable insights into social media research's academic and professional significance.



ALKHIDMAT FOUNDATION PROMOTES ENVIRONMENTAL SUSTAINABILITY AT SMCS



Dean SMCS Prof. Dr. Anjum Zia with the Alkhidmat Foundation team

A team of Alkhidmat Foundation visited Dean SMCS, Prof. Dr. Anjum Zia, to share its initiative of sponsoring plants for the SDI Sustainable Development Initiative School. This effort aims to support environmental sustainability and raise awareness among students about eco-friendly practices.

We commend this impactful step towards a greener future!

SMCS HOSTS MOBILE JOURNALISM (MOJO) WORKSHOP



Associate Prof. Dr. Mian Jawed and Mr. Husnain Chaudhary with SMCS students



Associate Prof. Dr. Mian Jawed and Mr. Husnain Chaudhary

The School of Media and Communication Studies (SMCS), UMT, organized an enriching Mobile Journalism (MOJO) Workshop. It was conducted by Mr. Husnain Chaudhary, Bureau Chief of Azad Urdu Digital Lahore.

Our MPhil students received hands-on training in innovative storytelling and practical techniques for enhancing their mobile journalism skills. The workshop, designed by Dr. Mian Jawed, Associate Professor and Media Professional, aimed to equip future journalists with advanced digital storytelling expertise. Stay tuned for more impactful learning opportunities at SMCS!

SMCS HOSTS SPECIALIZED TRAINING ON PROMPT ENGINEERING



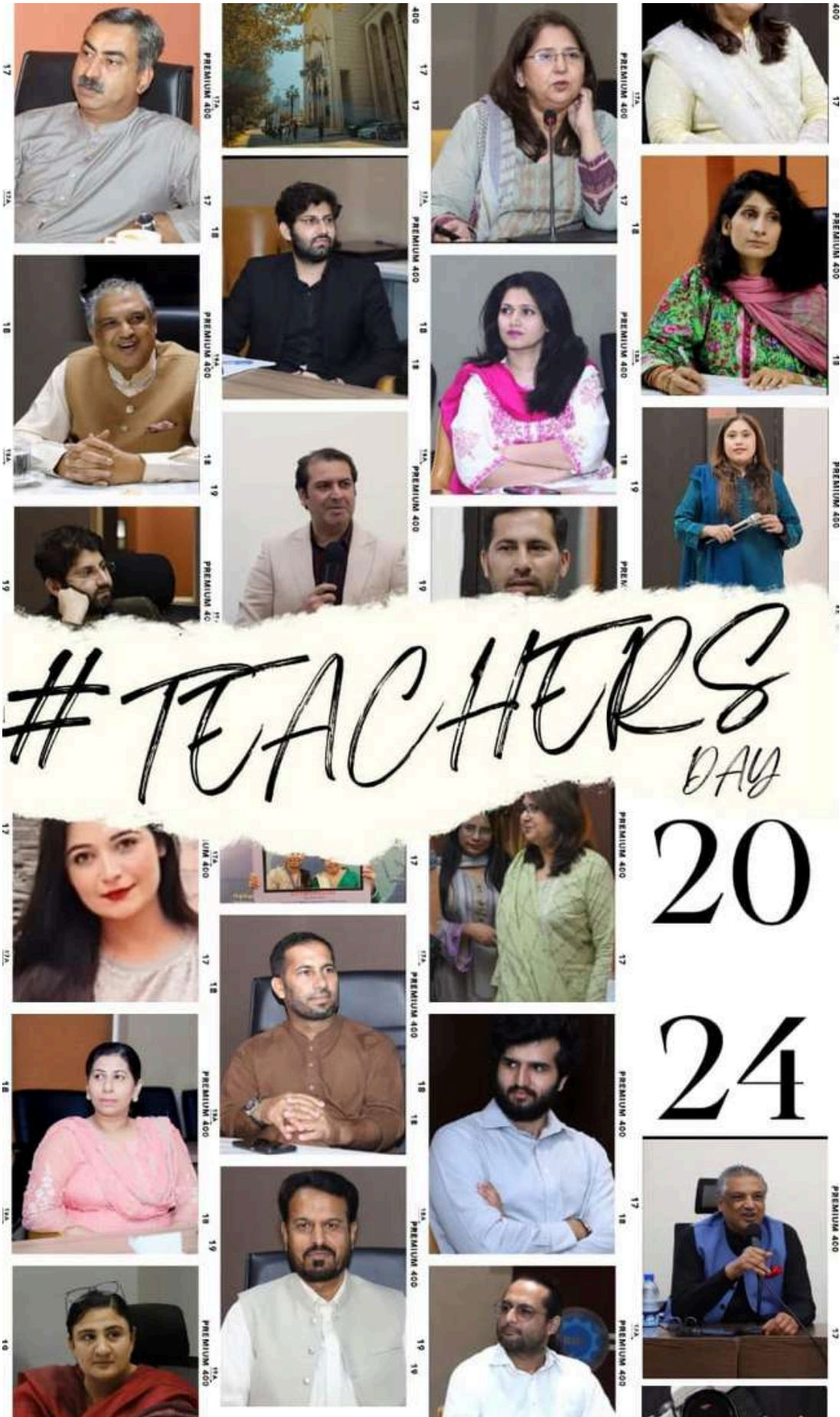
Associate Prof. Dr. Mian Jawed, Dr. Arfan Arshid and Dean SMCS Prof. Dr. Anjum Zia



Associate Prof. Dr. Mian Jawed and Lecturer Mr. Saud Ahmed Baig

The School of Media and Communication Studies (SMCS), UMT, recently organized a specialized training lecture on Prompt Engineering for its 3rd-semester students of the *AI for Media Practice* course. Dr. Arfan Arshid, Assistant Professor of CS/IT at UMT, led the session, sharing valuable insights on leveraging AI for media applications. The session, arranged by Dr. Mian Jawed, Associate Professor and media professional, aimed to bridge the gap between AI advancements and media practices.

The session concluded with a token of appreciation as Dean SMCS, Dr. Anjum Zia, and Dr. Mian Jawed presented a shield to Dr. Arshid for his exceptional contribution. SMCS, UMT, continues to lead in integrating technology with communication education.



RESEARCH COLLOQUIUM OF PHD SCHOLARS AT SMCS

The School of Media and Communication Studies (SMCS) held its 1st Research Colloquium on November 29, 2024, organized by Assistant Prof. Dr. Aemen Khalid as the PhD Coordinator.

PhD scholars, including Mr. Rana Faizam, Mr. Abbas Rashid, Mr. Kokab Rathore, Ms. Rida Naseem, Mr. Irshad, and Ms. Amna Atif, presented their research proposals, adhering to UMT's Registrar Office guidelines. Each presentation was allocated 15 minutes, fostering insightful academic discussions.

The event saw enthusiastic participation from M.Phil. and PhD scholars, alongside SMCS faculty members, making it a significant platform for intellectual brainstorming and constructive feedback.

We extend our gratitude to all the participants for contributing to this memorable academic achievement!



Lecturer Mr. Muazam Ali Khan



PhD Scholars Mr. Rana Faizan and Mr. Kokab Rathore



Dean SMCS Prof. Dr. Anjum Zia, SMCS Faculty members with PhD Scholars



Assistant Prof. Dr. Aemen Khalid

SETTING STANDARDS FOR MPhil RESEARCH DEFENSE!

SMCS is committed to enhancing knowledge, fostering brighter opportunities, and providing students with platforms to excel in their academic and professional journeys. Keeping this in view, SMCS conducted the Viva Voce for its M.Phil students in the SMCS Boardroom. Syed Arslan Bukhari, Syed Sumama Bukhari, Maira, Noreen, Nouraiz, Noshaba Asif, Jawaria Saleem, and Shaiza defended their projects. The SMCS was honored to have Dr. Firasat Jabeen, Chairperson and Assistant Professor at FCCU, as the External Examiner for the session. Dr. Jabeen meticulously observed each student's presentation and provided invaluable feedback, offering thoughtful recommendations for their academic and professional growth. Following the Viva, the students, faculty, and examiner gathered in the SMCS Studio for a memorable group photo to commemorate the occasion.



Dean SMCS Dr. Anjum Zia



Dean SMCS Dr. Anjum Zia, Dr. Firasat Jabeen, Mian Jawed, Abdul Basit



Dr. Saima Saqlan, faculty SMCS



Dr. Firasat Jabeen, Chairperson and Assistant Professor at FCCU

SUCCESSFUL RESEARCH PROPOSALS PRESENTED AT THE SMCS SCHOOL GRADUATE COMMITTEE (SGC) MEETING



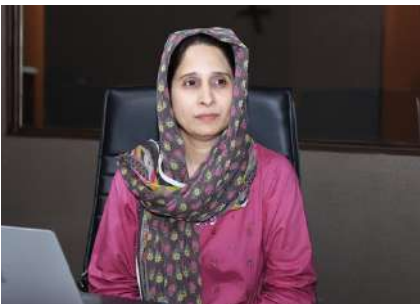
Associate Professor. Dr. Mian Jawad



Assistant Professor Dr. Aemen Khalid



PhD Scholar Mr. Abbas



Dr. Farasat Jabeen, Chairperson of Mass Communication Dep. at FCCU.



Assistant Professor Dr. Abdul Basit



Dr. Farasat Jabeen and Dean SMCS Prof. Dr. Anjum Zia

The School of Media and Communication Studies (SMCS) held a productive meeting of the School Graduate Committee (SGC), where PhD scholars Mr. Kokab, Mr. Abbas, and MPhil scholars Jaisha, Fahad, Naboowat, and Sania successfully presented their research proposals.

The presentations were evaluated by a distinguished panel of external members, including Dr. Ayesha Ishfaq, Chairperson of the Department of Development Communication at PU, and Dr. Farasat Jabeen, Chairperson of the Department of Mass Communication at FCCU.

The committee, led by Dean Dr. Anjum Zia, along with Dr. Saima Saqlain, Dr. Mian Jawad, Dr. Basit, and Dr. Aemen Khalid, actively engaged with the scholars, offering valuable feedback and insights to help refine their research.

This meeting reflects SMCS's commitment to fostering academic growth and research excellence among its students.

WELCOME ABOARD TO FALL 2024!



SMCS Faculty with batch of Fall 2024 at their Orientation

Orientation of batch Fall 2024 was organized by SMCS on Thursday 10th October under the supervision of Dr Jawed Aslam (Acting Dean). The new intake of BS honors and M.Phil students joined the orientation session with full enthusiasm. It was hosted by our talented student Tamazir. BS Program head Dr Saima Saqlain guided students regarding the three programs offered by SMCS.

SMCS HOLDS DGC FOR M.PHIL STUDENTS TO REVIEW SYNOPSES



Associate Prof. Dr. Mian Jawed



Assistant Prof. Dr. Saima Saqlain



Assistant Prof. Dr. Abdul Basit,

SMCS organized a DGC of M. Phil students at its boardroom. Students presented their synopses to the committee which discussed them thoroughly and suggest vital improvements.

WHAT AN INCREDIBLE EVENING WE HAD AT OUR ALUMNI REUNION!



Associate Prof. Dr. Mian Jawad, Mr. Sohail Warraich, Dean SMCS Dr. Anjum Zia and Ms. Emaan Afzaal

School of Media and Communication Studies aims to build strong networking not only with corporate industries but with their alumni as well. We consider our alumni the most valuable asset of our organization.

The SMCS hosted "Alumni Meetup 2024" where Dean SMCS Dr. Anjum Zia welcomed our alumni and started the evening with her insightful words. Our alumni were also honored to hear Mr. Suhail Warraich, who shared his wisdom on the significant role of education and universities in shaping professional futures.

The event was made even more special with the musical performance by Usama Saleem, adding a delightful touch to the evening. And a huge credit goes to Mr. Muazam Ali Khan for expertly hosting the event. It was a treat to see our alumni engaging with their peers and faculty, showcasing their new professional perspectives. Lastly, Dr. Mian Jawad concluded the event with a lot of admiration and appreciation.

We are grateful to our sponsors, Ms. Emaan Afzaal from GuideOn educational consultancy, for their support. It was a fantastic event of connection, interaction, and celebration.



Mr. Muazam Ali Khan hosting the event



Dean SMCS, Mr. Sohail Warraich, and SMCS faculty with Alumni

SMCS SHINES IN PRIME MINISTER'S SPORTS OLYMPIAD 2024

Abubakar, a talented student of SMCS UMT, has brought pride to the department by winning a Silver Medal in Wrestling at the Prime Minister's Sports Olympiad 2024, held in Islamabad. He achieved this remarkable feat by defeating Islamia University Bahawalpur (IUB) and CUVAS (Cholistan), securing a top rank. Professor Dr. Anjum Zia, Dean of SMCS, congratulated Abubakar in her office, commending his outstanding achievement. We wish him continued success in his future endeavors!



Dean SMCS Prof. Dr. Anjum Zia with SMCS Student Abubakar



Dean SMCS Prof. Dr. Anjum Zia with SMCS Student Malik Shayan

Malik Shayan Alvi, an exceptional student of SMCS UMT, secured 3rd position in Volleyball (Men) alongside his team at the Prime Minister's University Olympiad 2024 in Islamabad, held in collaboration with the Higher Education Commission. Professor Dr. Anjum Zia, Dean of SMCS, appreciated Malik for this remarkable achievement. We extend our best wishes for his continued success in the future!



Farewell of Tayyab Farooq Bhatti at SMCS

Dean SMCS Dr. Anjum Zia and SMCS Faculty with Mr. Tayyab Farooq Bhatti

THE END OF ONE CHAPTER MARKS THE BEGINNING OF ANOTHER

The School of Media and Communication Studies (SMCS) organized a heartfelt farewell lunch to honor one of our longest-serving faculty members, Mr. Tayyab Farooq Bhatti, on his well-deserved retirement.

The event began with a tribute to Mr. Bhatti in the SMCS Boardroom, where a video was presented, highlighting his remarkable career and achievements. Dean SMCS, Prof. Dr. Anjum Zia, presented him with a bouquet in recognition of his invaluable contributions to the institution. Faculty members then shared their experiences of working alongside Mr. Bhatti over the years, celebrating the lasting impact he had on both colleagues and students



Mr. Tayyab Farooq Bhatti

The day concluded with a delicious lunch, where all present had the opportunity to personally wish Mr. Bhatti a fulfilling and happy retirement.

“ WE THANK MR. BHATTI FOR HIS DEDICATION, WISDOM, AND UNWAVERING COMMITMENT TO SMCS | ”

SMCS FACULTY SHINES AT ICA REGIONAL CONFERENCE IN LAHORE



Dean SMCS Prof. Dr. Anjum Zia at ICA Regional Conference in Lahore

The School of Media and Communication Studies (SMCS) proudly participated in the prestigious ICA Regional Conference, held for the first time in Pakistan at Forman Christian College University, Lahore, on December 5th and 6th, 2024. The event brought together academicians and media practitioners from around the world to discuss critical issues related to climate change.

SMCS Dean, Professor Dr. Anjum Zia, led the delegation comprising Dr. Jawed Aslam (Associate Professor), Ms. Noor Ul Ain Nasir (Lecturer), and PhD scholar Ms. Marium Masud. The conference served as a dynamic platform for researchers to share insights and foster meaningful dialogue on pressing global challenges.

In today's digital era, where many seek to generate income online, this workshop offered invaluable insights into effective strategies for content monetization. Mr. Ali shared his expertise on various methods, helping faculty members understand how to leverage digital media for financial success while staying true to their passion.

PhD scholar Marium Masud Khan also made SMCS proud by presenting her research, "Digital Media and Climate Change Awareness: Exploring the Content Consumption, Preferences, and Engagement of Youth." It was co-authored with Dr. Anjum Zia. The event was a milestone for SMCS, showcasing the department's commitment to impactful research and meaningful contributions to global academic discourse.



Ms. Hafsa Khwaja, Dr. Bushra, Mr. Muhammad Junaid, Dr. Shafeeq Ahmad, and Ms. Noor ul Ain at the ICA Regional Conference



Dr. Saleem Abbas, Dean SMCS Prof. Dr. Anjum Zia and Dr. Firaasat Jabeen



Lecturer Ms. Noor Ul Ain, Dr. Nosheena



Dr. Firaasat Jabeen, Prof. Dr. Mian Jawed, Dr. Noshawan, and Dr. Saleem



Ms. Noor Ul Ain, Dean SMCS Prof. Dr. Anjum Zia, and Ms. Marium Masud

SHORT COURSES? NO, SKILLFUL COURSES!

The SMCS always keeps the skill game on, because UMT believes in Just Skills. With this approach, SMCS always launches its wide range of short courses designed to elevate your skills and ignite your passion for media.

In today's fast-paced world, practical skills are key to standing out in any profession. SMCS offers a range of skill-based courses designed to empower students with hands-on experience and industry-ready expertise. From digital media production to content creation and communication strategies, our courses are tailored to help you gain real-world skills that enhance your career prospects.

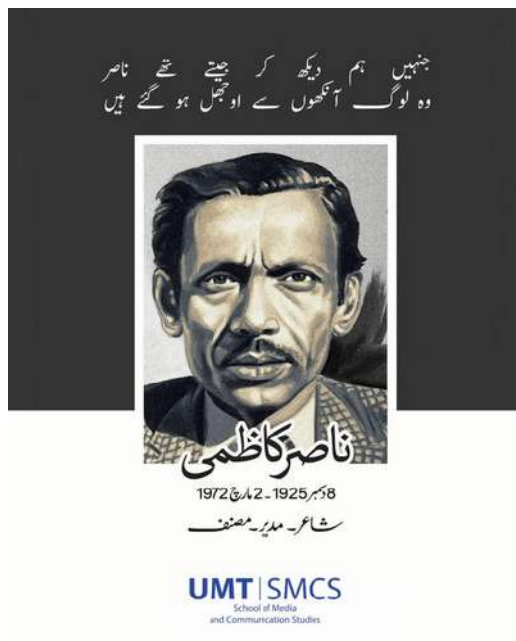
Whether you are looking to dive into social media marketing, content creation, production or comedy, SMCS short courses are tailored to provide hands-on experience and industry insights.



The poster features a dark blue background with a grid pattern of small white dots. On the right, there is a circular inset showing a man in a white shirt sitting at a desk with a laptop, looking at a screen displaying a financial chart. The text on the poster reads: 'EXPLORE NEW SKILLS WITH SMCS' in large, bold, white and orange letters. Below this, it says 'We are offering Social Media Marketing, Script Writing, Standup Comedy, Digital Documentaries production and Film making this Summer'. At the bottom, there is a white button with the text 'Stay Tuned'. The UMT logo and 'School of Media and Communication Studies' are visible in the top right corner.

UMT Short skill courses announcement poster

NASIR KAZMI: A TIMELESS VOICE IN URDU POETRY



An iconic voice in Urdu poetry, Nasir Kazmi is remembered for his deeply evocative verses that beautifully capture themes of love, nostalgia, and longing. His poetry continues to inspire generations, resonating with an unmatched lyrical elegance.

At SMCS, we pay tribute to this literary legend, whose words remain a guiding force in exploring the depth and beauty of Urdu literature. His verses transcend time, weaving emotions with simplicity and profound meaning, reminding us of the enduring power of words to stir hearts and shape perspectives.

SMCS FIESTA 2025 - INVITATION OUTREACH



SMCS students, Lecturer Ms. Noor Ul Ain, Dr. Moneeba Iftikhar, Dr. Zaem and Mr. Hassan



Lecturer SMCS Ms. Noor Ul Ain with Deans and Heads of Media Schools

The much-awaited SMCS FIESTA 2025 is just around the corner, and the excitement is building up! 🌟

Under the guidance of Dean SMCS, Professor Dr. Anjum Zia, a team led by Ms. Noor Ul Ain Nasir visited several universities including Beaconhouse National University, University of Lahore, University of South Asia, Lahore College for Women University, and Ripah University. The team extended invitations to the Deans and Heads of Media Schools, with special mention to Prof. Dr. Bushra Hameedur Rehman, Dr. Zaem Yaseen, Dr. Moneeba Iftikhar, Dr. Saffa Illyas, Dr. Amrah Malik, Dr. Atif Amjad, and Mr. Hassan.

The visits will continue, and we look forward to your participation in this exciting event! Join us for an unforgettable experience!



Lecturer Ms. Noor Ul Ain, Prof. Dr. Bushra Hameedur Rahman, Dr. Zaem Yaseen, and Prof. Dr. Mian Jawed



Lecturer SMCS Ms. Noor Ul Ain with Dr. Saffa Illyas



Lecturer SMCS Ms. Noor Ul Ain with Prof. Dr. Bushra Hameedur Rahman

SMCS HOSTS A SUCCESSFUL RESEARCH COLLOQUIUM

As SMCS FIESTA 2025 approaches next month, the excitement is building, and we're sharing the latest updates with you! 🌟🎉

Under the supervision of Dean SMCS, Professor Dr. Anjum Zia, a team led by Ms. Noor Ul Ain Nasir visited multiple universities, including the School of Communication Studies at the University of the Punjab and Government College University Lahore. The team presented the event poster and invitations to key faculty members, including:

- Prof. Dr. Noshina Saleem (Director, SCS, PU)
- Dr. Lubna Zaheer (Chairperson, Department of Film and TV, University of the Punjab)
- Dr. Savera Shami (Chairperson, Department of Digital Media)
- Dr. Tanveer Hussain (Assistant Professor, DCMR, PU)
- Dr. Mukhtar Ahmad (HOD, GCU Lahore)
- Mr. Mudassar (Radio In-charge, LUMS)
- And many others from universities such as Riphah University, Comsats University, Home Economics College, Lahore School of Economics, University of Education, Queen Mary University, PIFD, etc.

With many more visits scheduled, we look forward to your participation!

Important Update: The registration deadline for SMCS FIESTA 2025 has been extended to 30th December 2024

For more details, feel free to contact:
*noorulain@umt.edu.pk
Hurry up, don't miss out!



Lecturer SMCS Ms. Noor Ul Ain with faculty members and Heads of different Media Schools



Lecturer SMCS Ms. Noor Ul Ain with Dr. Shafiq Ahmad



Lecturer SMCS Ms. Noor Ul Ain with faculty members and Heads of different Media Schools

SMCS FIESTA 2025 — REGISTRATION NOW OPEN!



Lecturer SMCS Ms. Noor Ul Ain presenting Fiesta invitation and Poster to Prof. Dr. Abida Ashraf, Chairperson, Dept. of Advertising, PU We're thrilled to share the excitement of SMCS FIESTA 2025, happening next month! Registration is now open until ****December 30, 2024****. 🌻

Invitations and posters for the event were presented to prominent faculty members from various universities, including:

- - Prof. Dr. Noshina Saleem (Director, SCS, PU & Chairperson DCMR)
- - Prof. Dr. Abida Ashraf (Chairperson, Dept. of Advertising, PU)
- - Dr. Ayesha Ishfaq (Chairperson, Dept. of Development Communication, PU)
- - Dr. Lubna Zaheer (Chairperson, Dept. of Film and TV, PU)
- - Dr. Tanveer Labar (Assistant Professor, DCMR, PU)
- - Dr. Shafiq Ahmad Kamboh (Assistant Professor, SCS, PU)
- - Dr. Fawad Baig (Dean, FMCS, UCP)
- - Dr. Sameera (HOD, Mass Comm. Dept., LCWU)
- - Dr. Zaeem Yaseen, Dr. Moneeba Iftikhar (LCWU), and many others from universities like FCCU, GC University, Comsats, NCA, and more.

For more details, reach us at noorulain@umt.edu.pk. Don't miss out!



Lecturer SMCS Ms. Noor Ul Ain presenting the Fiesta invitation and Poster to Prof. Dr. Nosheena Saleem



Lecturer SMCS Ms. Noor Ul Ain presenting the Fiesta invitation and Poster to Dr. Ayesha Ishfaq



Lecturer SMCS Ms. Noor Ul Ain presenting the Fiesta invitation and Poster to NCA faculty

ALUMNI SPOTLIGHT

Featuring: Shariq Rasul's Contribution to Urdu
Literature

ریاستیں
کیسے چلائی جاتی ہیں



مصنف: انسٹ آررو
مترجم: شارق رسول

The School of Media and Communication Studies takes pride in celebrating the achievements of its talented alumni. In this edition, we recognize Shariq Rasul, a distinguished UMT graduate, for his remarkable contribution to literature. Shariq successfully translated an English book into Urdu, bridging the gap between languages and making valuable knowledge more accessible to a wider audience.

His dedication to language, culture, and literature exemplifies the spirit of SMCS –where communication is not just about words but about impact. We applaud his efforts and look forward to him continuing to break new ground in translation and media.

ABOUT US

The School of Media and Communication Studies (SMCS) at UMT is a hub of innovation, creativity, and academic excellence. We are committed to equipping students with cutting-edge knowledge, practical skills, and critical thinking abilities essential for thriving in the dynamic fields of media and communication.

Our programs are designed to blend theoretical foundations with hands-on experience, empowering students to excel in journalism, digital media, filmmaking, advertising, and public relations. With a dedicated faculty of industry experts and researchers, SMCS fosters a culture of inquiry, collaboration, and lifelong learning.

At SMCS, we are not just shaping media professionals; we are nurturing storytellers, critical thinkers, and leaders who inspire change and contribute meaningfully to society.

NEWSLETTER - SMCS