



University of Central Punjab

COMMUNICATION TIMES

IN THE SPOTLIGHT

This newsletter, being the official voice of Faculty of Media and Communication Studies (FMCS), is a result of collective efforts made by the editorial team members including Ms. Atiya Dar, Ms. Aisha Hakim and myself.

We want to thank other faculty members who have made their valuable contribution to Communication Times, especially Ms. Tabina Sirhindi and Ms. Yakhshi Saleem. Special mention must be made of our devoted students who not only provided us with the write-ups but also pictures for this newsletter.

This newsletter features FMCS' academic achievements both at the faculty's and the students' level. This issue also includes the profiles of new additions to the FMCS family.

Hope you enjoy reading it.

Momina Abrar

Editor – Communication Times

A monthly newsletter of
Faculty of Media and Communication Studies, UCP.

REVISED CURRICULUM

Faculty of Media and Communication Studies offers a diverse range of innovative courses to the students. The BS Media and Communication Studies curriculum has been revamped to include specializations designed in accordance with the contemporary needs of the market. These include Professional Journalism (Electronic and Print Media) that trains students to be professional media journalists; Theater, Film and Television that is designed to enhance students' creative skills of film making, script writing and acting; and Advertising and Public Relations which is meant for developing and enhancing students' interest in brands and digital markets. Moreover, FMCS has introduced a new specialization namely Digital Media and Entrepreneurship that aims to enhance students' aesthetics by inculcating a blend of technology, art, innovation and content strategy. We are pleased to share that in recent months fifty students of our BS program have either started their independent YouTube channels or have been associated with other digital content creators on YouTube. We welcome all our students to a place of learning, growth and fun.

WE MADE IT POSSIBLE

The world has taken a drastic shift in recent times. Undeterred by the challenges posed to education by the pandemic, FMCS successfully completed two virtual semesters with the relentless support of faculty members and energetic TV production and radio teams, who utilized the social media platforms to ensure an unobstructed flow of knowledge at hand. The present era is marked by increased media opportunities and placements with respect to digital media entrepreneurship where students can utilize their capacity to be digital media content creators. For this purpose, we are offering our BS students an innovative specialization in Digital Media and Entrepreneurship and wish to see them take the digital media industry by storm.

We hope to see a dawn with great activity and life returning to the University campus. Stay safe, healthy and hopeful.



Prof. Dr. Taimoor-ul-Hassan
Dean-FMCS

RESEARCH SHELF

Research initiatives and publications serve as an intellectual hub for an institute, providing an opportunity to its members to stay abreast of the latest developments in the field. The intellectual contribution of FMCS can be determined by the fact that our faculty members have published more than 52 research publications in various research journals. Some notable researches of our faculty members are:

“Meta analysis of smartphone usage for gratifications obtained (2016-2019)” collaboratively written by Ms. Robina Saeed and Dean FMCS, Prof. Dr. Taimoor-ul-Hassan.

Another research, titled as "Evaluating the effectiveness of news management software's: A study of Pakistan's news channels" is published in Journal of Social Science Research by Prof. Dr. Taimoor-ul-Hassan along with Mr. Ali Ashraf and Mr. Farahat Ali. The study discusses usage of software in the TV industry and its implication for information quality.

Analyzing the effects of media on child psychology, Ms. Muniba Fatima Zahra, Dr. Fawad Baig and Prof. Dr. Taimoor-ul-Hassan have jointly worked on a fruitful study, “Media exposure and child psychology: Parental perceptions about effects” which has been accepted for publication in Academic Journal of Interdisciplinary Studies.

FACULTY ACHIEVEMENTS

Ms. Atiya Dar, Senior Lecturer at FMCS has successfully completed her Doctorate degree (Ph.D.) in the field of Communication Studies from Department of Communication Studies Bahauddin Zakariya University, Multan. Her research study was titled as “News media agenda on the environment: A transnational comparative analysis of Pakistan and Britain”.

Ms. Sadaf Zahra, Lecturer at FMCS has been working for the past one year as an international reviewer for the renowned Journal “Feminist Media Studies” published by Taylor and Francis Group.

Dr. Fawad Baig, Associate Professor at FMCS got associated with AMCAP (Association of Media & Communication Academic Professionals) as Head of Digital Media section in December 2020. AMCAP is working as an independent association in Pakistan to expedite the mutual exchange of ideas promoting media and communication research and education since 2017. He is also working as Principal Investigator from Pakistan for Journalistic Role Performance Project, a cross-national research study of 50 countries.

Ms. Ayesha Sadiqa, Senior Lecturer at FMCS has won an iPad in the contest “IEEE Xplore Challenge for Researchers in Pakistan” conducted by IEEE Xplore.

THEORY LANE

In November 2020, Prof. Dr. Taimoor-ul-Hassan initiated a series of academic sessions held on a weekly basis, featuring the latest media theories. These sessions serve the mission of promoting and disseminating research on traditional media, new media, film, documentary, advertising and digital media with particular emphasis on discussions on media-related latest theories. Before every session, open access to subsequent reading and visuals is provided to the faculty members. The first theory called Communication Accommodation Theory was presented by Ms. Sara Shah, Lecturer FMCS, on November 06, 2020. A recorded video by Prof. Howard Giles was screened.



A video session on Communication Accommodation Theory, held at FMCS in November 2020

The session ended with discussion amongst the faculty members. Dean FMCS, thanked Ms Sara for her contribution and explained how Communication Accommodation Theory can be incorporated into media's curricula.

ADDITIONS TO FMCS FACULTY

The Faculty of Media and Communication Studies welcomes seven new faculty members hired to start the academic year of 2020, bringing fresh viewpoints and new expertise in the vital fields of research, media, and production of film, theater, television.



Dr. Fawad Baig
Associate Professor

Dr. Fawad Baig, has joined the Faculty of Media and Communication Studies, UCP in the capacity of Associate Professor in the year 2020. He completed his Ph.D. in Media & Communication with majors in Media Systems and Political Parallelism from Technische Universität Dresden (TUD), Germany with high distinction. Apart from a Ph.D. in media studies, he also holds a Ph.D. in Computer Science with majors in Adaptive Hypermedia & E-Learning from the University of Education, Lahore. FMCS warmly welcomes Dr. Fawad Baig and is hopeful that his expertise and knowledge will help the students.



Dr. Atif Ashraf
Assistant Professor

Dr. Atif Ashraf has joined Faculty of Media and Communication Studies, UCP in the capacity of Assistant Professor in 2020. He acquired Ph.D. in Media Studies from The Islamia University of Bahawalpur. Dr. Atif bags 15 years of professional experience in media industry. FMCS warmly welcomes him and is hopeful that he will continue to inspire many students in paving a better future for them.



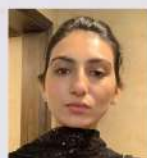
Mr. Nasir Mazari
Assistant Professor

Mr. Nasir Mazari has joined the Faculty of Media & Communication Studies, UCP as Assistant Professor in 2020. Mr. Mazari is a proud gold medalist in Masters of Film and Television. He brings more than half a decade of teaching experience along with a decade's practical experience in the field of filmmaking. FMCS cordially welcomes him with the hope that his addition to the FMCS family, will elevate the TFT specialization to new levels.



Mr. Kamran Butt
Principal Lecturer

Mr. Kamran Butt, with more than 14 years of work experience in electronic media, has joined the Faculty of Media and Communication Studies, UCP in 2020. Apart from his vast experience and international exposure, he is also a proud holder of national and international awards. FMCS welcomes him and is hopeful that he will continue to inspire many students.



Ms. Atiya Dar
Senior Lecturer

Ms. Atiya Dar, Senior Lecturer, is a recent addition in Faculty of Media and Communication Studies, UCP. She is a proud author of a book and several publications. FMCS warmly welcomes her with the hope that her international exposure and intellect will be highly beneficial for the students.



Ms. Iqra Iqbal
Lecturer

Ms. Iqra Iqbal has joined the Faculty of Media and Communication Studies in the capacity of a Lecturer. Her previous experience in academia led to her selection as co-coordinator for BS Degree Program at FMCS. We welcome her at FMCS.



Ms. Aisha Hakim
Lecturer

Ms. Aisha Hakim, a PhD scholar from University of the Punjab, has joined the Faculty of Media and Communication Studies. She brings more than four years of teaching experience along. We welcome her at FMCS.



ALUMNI ROUND-UP

The FMCS alumni network is strong, diverse and close-knit. We take pride in our alumni who work at the highest levels in journalism, communications, public relations, public policy and related fields. We are proud of their accomplishments.



Zowaina Azhar, an alumna of batch 2015, is a Gold medalist in MPhil Media and Communication Studies (Research Track). Her impeccable academic background, led her to be selected as a Lecturer at the University of Sargodha, Sargodha in 2018. Since then, she has been working in the capacity of a lecturer, fulfilling her duties to guide her students in securing a better future.



Anum Farooq, an alumna of batch 2018, completed her MSc in Journalism and Mass Communication in 2020. Currently, she is working in the capacity of a News Anchor in Public News Channel. While studying at UCP, she was an active trainee under our diligent team of UCP Production House. She received special training on anchoring and panel operations which led to her selection as a News Anchor. FMCS takes pride in seeing her fulfill her duties confidently.



Rukhshan Mir, an alumnus of batch 2014, BS in Media studies, has won many laurels in the journalistic field. Being an eloquent speaker, he began his career as a program anchor in the year 2015. He has rendered his services in the capacity of a News Caster in PTV Home as well as in Rohi TV's prime-time show. His career growth then took him to City 42 TV news channel as a Program and News Anchor. Currently, he is working with Channel 92 News HD as a News Anchor. FMCS takes pride in acknowledging his success and continued commitment to the field of journalism for more than 6 years.

OUR PRIDE



Students who find their own voice in supportive institutes are more likely to develop a confident voice, a capacity to act in the world and a willingness to lead others. Our students are our pride. They keep FMCS alive with their talents and abilities. FMCS feels proud to share some of the students' achievements.

TAQDEES AHMAD 4TH SEMESTER

Taqdees Ahmad, a bright student of BS-Media and Communication Studies, has launched his own web channel by the name "News Hunt TV", operational in collaboration with international US Organization "ALLATRA". With more than 70 employees, Taqdees has also provided internship opportunities to more than 30 students from FMCS.

MOHSIN ALI SHAMS PH.D. SCHOLAR

Mohsin is a Ph.D. scholar at FMCS. Along with his academic work, Mohsin has recently started his advertising agency by the name "Bechday". He aims to provide internship opportunities to FMCS students in the future.

RAMEEN MEHMOOD 5TH SEMESTER

Rameen Mehmood, student of BS-Media and Communication Studies, has been recognized as a global volunteer for International Research Society for Youth & Children (IRSYC). She was selected in Asian Youth Model United Nations where she presented her views regarding justice for sexual harassment victims.

SHARE YOUR FEEDBACK WITH :

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