

COMMUNICATION TIMES



FACULTY OF MEDIA & MASS
COMMUNICATION
UNIVERSITY OF CENTRAL PUNJAB

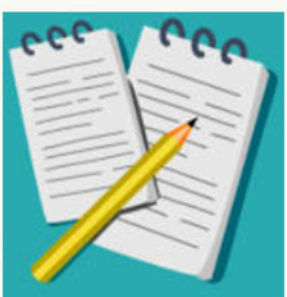


**APRIL
JUNE
2024**

VOLUME 04 - ISSUE 02



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DEAN'S MESSAGE

I am delighted to share some of our recent achievements that showcase the dynamic spirit of our faculty. Firstly, our 2nd International Media Conference (May 29-30, 2024) brought together international scholars, academicians, media professionals, and students, fostering insightful discussions and collaborations in the field of media and communication. Faculty members and students of fifteen prestigious universities participated in it. The exchange of ideas and research has undoubtedly enriched our academic environment. Additionally, we are proud to publish the third issue of the UCP Journal of Mass Communication.

This milestone is a testament to the dedication and hard work of our editorial team and contributors. The journal continues to serve as a platform for cutting-edge research and thought leadership in our discipline. Our commitment to bridging academia and industry remains strong. We have recently organized recruitment drives in collaboration with Dunya News and Talon News, providing our students with valuable opportunities to launch their careers in the media sector. These partnerships highlight our focus on practical training and employment readiness. The Poster Competition and Industrial Visit were also successful. These initiatives offered our students hands-on experiences and the chance to showcase their creativity and analytical skills. Such activities are integral to our holistic approach to education. Lastly, I would like to commend our faculty and students for their remarkable achievements in publishing research in reputed international journals. Their contributions are raising the profile of our faculty and setting new standards of excellence. Together, we continue to strive for academic and professional excellence. Let us build on these successes and keep pushing the boundaries of knowledge and innovation.

Dr. Fawad Baig
Dean - FMCC

EDITOR'S MESSAGE

We are delighted to share the latest developments, particularly the 2nd International Media Conference hosted by our faculty. Our commitment to holistic student development is reflected in the diverse range of workshops we have scheduled, focusing on both academic and personal growth. These workshops are designed to equip students with essential skills and knowledge, preparing them for a successful future. Our esteemed faculty members continue to inspire and educate through a series of lectures on various contemporary and relevant topics. These lectures provide invaluable insights and foster a culture of intellectual curiosity and lifelong learning. In addition to academic endeavors, we are excited to share the updates of recruitment drives in collaboration with Dunya News and Talon News. These initiatives aim to create unparalleled opportunities for our students and graduates, connecting them with industry leaders and potential employers. Furthermore, UCP TV Production House and FM Radio are actively recording and broadcasting content that highlights the vibrant academic and extracurricular life on campus. These programs serve as a platform for showcasing our students' talents and achievements. Lastly, our regular faculty-level meetings ensure that we continually strive for excellence in our educational offerings and administrative processes. These meetings are crucial for discussing strategic initiatives and maintaining our commitment to providing a top-tier educational experience. Stay tuned for more updates, and let's continue working together towards our shared goals.

MARIYAM IDREES
Editor & Designer
Communication Times

2nd International Media Conference Of FMMC (May 29-30, 2024) - Day 1

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FMMC organized its 2nd International Media Conference: “Media Education and Professional Practices in the Digital Age: Interdisciplinary Reflections and Future Directions” after a gap of six years. First International Media Conference was organized in June 2018. Dr. Fawad Baig (Dean, FMMC) gave a welcome note and highlighted the importance of the conference theme. Following this, distinguished academicians and media professionals delivered talks in Plenary Session-I titled “Practices of Journalism, Entertainment Media, and Theatre in the Digital Age”. Two International scholars also participated virtually. Prof. Dr. Scott Campbell (University of Michigan, USA) gave a talk on “Media in the Digital Age: What to be

FMMC received 198 abstracts, of which 143 were accepted following the review process. Half of them were presented in 10 different parallel sessions on the first day after the plenary session. Ten prestigious universities that collaborated with FMMC included University of the Punjab, Government College University, Beaconhouse National University, Lahore College for Women University, Superior University, University of Narowal, University of Management and Technology, Lahore Leads University, University of South Asia, and Minhaj University. On Day 1, Prof. Dr. Abida Ashraf (PU), Prof. Dr. Lubna Zaheer (PU), Dr. Sumera Batool (Chairperson at LCWU), Dr. Zaeem Yasin (LCWU), Dr. Safa Ilyas Ahmad (HoD at USA), Dr. Abdul Shakoor (Lahore Leads University), Dr. Zahid Bilal (University of Okara), Dr. Salman Amin (Minhaj University), Mr. Rana Faizan Ali (HoD at BNU), Dr. Rubab Mussarat (NUML, Lahore), Dr. Rabia Noor (UoL) and Dr. Maira Qaddos (Kinnaird College) also participated as Chair/Co-Chair of the parallel sessions.



Aware of and How to be Aware?” Prof. Dr. Stuart Allen (Cardiff University, UK) gave a talk on “Digital Photojournalism in the Age of AI: Key Issues for Global Communication.” Other keynote speakers included Mr. Suhail Warraich (Senior Editor at Jang Group), Mr. Shahid Nadeem (Executive Director, Ajoka Theatre), Prof. Dr. Bushra Hameedur Rehman (Dean, SMC, BNU), and Mr. Ajmal Jami (Anchor at Aik News). Ms. Tabina Sirhindi (Senior Lecturer) hosted this plenary session. Dr. Hadia Awan (Former Pro-Rector, UCP) delivered the closing remarks at the end.

After lunch, a panel discussion titled “TV, Film and Theatre Studies in the Digital Age: Challenges and Opportunities” was organized. Moderated by Mr. M. Kamran Butt (Principal Lecturer), the panel featured Ms. Amna Mufti (Screenwriter, Columnist, and Novelist), Dr. Qaisar Abbas (Assistant Professor at BNU, Lahore), and Mr. Hassan Zaidi (Faculty member at NCA & Filmmaker). The panel discussion provided valuable insights into the transformative impact of digital platforms on screenwriting, innovative filmmaking techniques, and the intersection of traditional theatre and digital media. After the discussion, students from UCP presented musical performances.



2nd International Media Conference Of FMMC (May 29-30, 2024) - Day 2

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Plenary Session-II titled “Adaptability of Media Education in the Digital Age” of the 2nd International Media Conference was held on 30th May 2024. Dr. Fawad Baig (Dean, FMMC) gave a welcome note. Following this, distinguished academicians and media professionals delivered talks. Two international keynote speakers also participated in this session. Prof. Dr. Lee Artz (Purdue University Northwest, USA) gave a talk on “Transnational Media in the Digital Age.” Dr. Mahmood Chandia (University of Central Lancashire, UK) gave a talk on “To What Extent Can Journalism be the Saviour of Humanity in the Digital Age”. Other keynote speakers included Mr. Habib Akram (Journalist at Suno TV), Mr. Saad Rasool (Political Analyst at Dunya TV), Prof. Dr.

In the next phase, 10 separate parallel sessions were held to present the remaining half of the papers received for this conference. On Day 2, Prof. Dr. Savera Shami (PU), Dr. Tanveer Hussain (PU), Dr. Mukhtar Ahmmad (HoD at GCU Lahore), Dr. Sajid Hussain (Superior University), Dr. Farasat Jabeen (FCCU), Dr. Saleem Abbas (FCCU), Dr. Muhammad Jawed Aslam (UMT), Dr. Faiza Latif (PU), Dr. Abul Hassan (UoL), Dr. Nasim Ishaq (PU), Dr. Muniba Fatima Zahra (GCU), Dr. Shabana Asgher (LCWU), Dr. Sundus Mustaqeem, (NUST), Dr. Saba Sultana (Incharge at University of Narowal), and Dr. Zaheer Ud din Babar (NUML) attended the conference as Chair/Co-Chair of the parallel sessions.



Anjum Zia (Dean SMCS, UMT), Prof. Dr. Altaf Ullah Khan (Dean Faculty of Humanities, FCCU), and Prof. Dr. Noshina Saleem (Director SCS, University of the Punjab). This plenary session was moderated by Dr. Hina Adeeb (Assistant Professor). Dr. Hadia Awan (Former Pro-Rector, UCP) delivered the closing remarks and distributed souvenirs as a token of appreciation at the end of this session.

A panel discussion titled “Evolving Practices of Content Creation, Presentation and Editorial Control” was also organized. It was moderated by Dr. Atif Ashraf (HoD & Assistant Professor at FMMC). Panelists included Mr. Awais Hameed (Head of News, Talon News HD), Mr. Tahir Malik (Senior Journalist), and Mr. Salman Haider (Anchorperson & Executive Producer at Public News). The panel discussed critical issues faced by journalists in Pakistan, emphasizing the lack of editorial independence and extensive external pressures. Panelists also emphasized the importance of robust presentation skills and prioritizing quality and professionalism in journalism.



2nd International Media Conference Of FMMC (May 29-30, 2024)

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DAY 1



DAY 2



Research Publications

- Sadia Safir Tarar & Fawad Baig (2024).** Investigating the relationship between personality traits and motivations to use social media among university students in Pakistan. *Online Journal of Communication and Media Technologies*, 14(2), e202428. (Impact Factor: 0.7)
- Tabinda Khurshid & Fawad Baig (2024).** Impact of smartphone usage on job performance among electronic media personnel in Pakistan. *FWU Journal of Social Sciences*, 18(2), 26-35. (Impact Factor: 0.3)
- Maida Maqsood, Aisha Farid, Hina Adeeb, & Seemab Jamil Ghouri (2024).** Exploring gender dynamics in Indian and Pakistani English poetry: A Comparative Pragma-Stylistic Examination. *WORD*, 70(2), 106-136. (Impact Factor: 0.1)
- Muhammad Ahmad Sheikh, Zamr Ashraf, Basim Mir, & Saleem Akhtar (2024).** Mediatization's impact on news media trust and credibility: A comprehensive analysis of viewer perceptions. *International Journal of Social Science Archives*, 7(2). 218-228.

CONFERENCE PAPERS

The FMMC faculty members who presented their papers at the 2nd International Media Conference (May 29-30, 2024) were Dr. Fawad Baig, Dr. Noor Hayat Sargana, Dr. Sadaf Zahra, Dr. Farahat Ali, Dr. Ayesha Sadiqa, Mr. Kamran Butt, Mr. Rehman Nasir, Mr. Ahsan Tariq Farooqi, Mr. Omer Saeed Qureshi, Ms. Mariyam Idrees, and Mr. Hamza Ayub.

PhD DEFENSE

Dr. Saba Sultana

Incharge, Department of Mass Communication & Media, University of Narowal



Ms. Saba Sultana successfully defended her PhD dissertation titled “Fashion Journalism and Cultural Transformation: An Analysis of Pakistani Print Media (2016-2019)” on April 25, 2024. Dr. Noor Hayat (Assistant Professor) was her supervisor. Dr. Fawad Baig (Dean & HoD at FMMC) convened the defense session. External examiners included Dr. Ashraf Iqbal (Assistant Professor at GCU Faisalabad), and Dr. Muniba Fatima Zahra (Assistant Professor at GCU Lahore), while Dr. Ali Ashraf (Assistant Professor, FMMC) served as the internal examiner. Dr. Aisha Hakim (Assistant Professor) acted as the PhD Coordinator. Additionally, Prof. Dr. Taimoor ul Hassan, Dr. Sadaf Zahra, Ms. Huma Sadaf (Senior News Producer at PTV Lahore), Mr. Muhammad Shahid, Mr. Omer Saeed Qureshi, and Ms. Ashbeelah Shafaqat Ali were among the attendees at the defense.



UCP JOURNAL OF MASS COMMUNICATION (JUNE 2024)

Volume 2, Issue 1 (Jan - June 2024) of the UCP Journal of Mass Communication was released online on June 30, 2024. The Editorial Board is led by Dr. Fawad Baig as Editor-in-Chief, with Dr. Sadaf Zahra serving as Editor, Dr. Atif Ashraf as Associate Editor, and Ms. Ashbeelah Shafaqat Ali as Managing Editor. We appreciate the contributions of our authors and the support of our Advisory Board members. This issue can be accessed through this web link: <https://ojs.ucp.edu.pk/index.php/ucpjmc>



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DEAN’S MEETING WITH FACULTY MEMBERS



On June 14, 2024, Dr. Fawad Baig (Dean & HoD at FMMC) presided over a faculty meeting. The gathering celebrated the successful completion of the Faculty's Comprehensive Yearly Strategic Plan for July 2023 to June 2024, coinciding with the 10th Anniversary of FMMC. Last year's major accomplishments included hosting the 2nd International Media Conference; launching the UCP Journal of Mass Communication; initiating the 1st Academic Mobility Project for faculty and postgraduate students with the British University; holding the 1st Faculty-Level Convocation; hosting 1st Alumni Meetup at faculty level; and Institutional Membership of IAMCR for FMMC, among other academic milestones. Faculty members also shared their experiences during the founding years of the faculty. Dr. Atif Ashraf (HoD at FMMC) and other faculty members shared the positive feedback received from media professionals and academics about the recently held media conference of the faculty.

MEETING OF THE BOARD OF FACULTY (BOF)

The 12th meeting of the Board of Faculty (BoF) of FMMC was held on June 12, 2024. Dr. Fawad (Dean FMMC) chaired the meeting. Attendees included Dr. Atif Ashraf (HoD, Department of Film, TV, & Digital Media at FMMC), Prof. Dr. Shazia Hassan (HoD, Department of Psychology at UCP), Dr. Sumera Batool (Chairperson Department of Mass communications at LCWU), Mr. Muhammad Farooq (Group Director, Digital Strategy and Screen Presentation at 92 News), Dr. Noor Hayat and Mr. Ahsan Tariq Farooqi. The members unanimously approved the revised roadmap of BS (Film, TV, and Digital Media) as per HEC Undergraduate Education Policy 2023.



MEETING OF THE BOARD OF STUDIES (BOS)

The 30th meeting of the Board of Studies (BoS) of the Department of Media and Mass Communication (DMMC) at FMMC was held on 26th April 2024. Dr. Fawad Baig (Dean & HoD, FMMC) chaired the meeting. Dr. Wajiha Raza Rizvi (Associate Professor at SMC, BNU), and Dr. Ayesha Ashfaq (Chairperson, Department of Development Communication at PU) attended the meeting as external members. Prof. Dr. Taimoor-ul Hassan also participated in the meeting as an internal member. Other participants of the meeting were Dr. Sadaf Zahra, Mr. Kamran Butt, Dr. Fahad Anis, Mr. Omer Saeed Qureshi, and Mr. Hamza Ayub. Ms. Tabina Sirhindi (Senior Lecturer) made all the arrangements. She also prepared and presented the agenda. BoS gave approvals for the proposals of the Final Year Projects of BS.



RELEVANCY ASSESSMENT COMMITTEE MEETING FOR MS (ADVERTISING & PR)



Dr. Fawad Baig (Dean FMMC) chaired this meeting on June 06, 2024. Prof. Dr. Bushra Hameedur Rahman (Dean SMC at BNU) and Prof. Dr. Abida Ashraf (Chairperson, Department of Public Relations & Advertising at PU) attended this meeting as external members. They deemed the CVs and degrees of Dr. Ali Ashraf (Assistant Professor) and Dr. Sadaf Zahra (Assistant Professor) to be highly suitable for the MS (Advertising & PR) program. Ms. Tabina Sirhindi finalized the minutes of the meeting.

Recruitment Drive with Talon News

“ FMMC organized a recruitment drive at the UCP TV Production House, seeking aspiring newscasters and anchors on June 06, 2024. This event was part of our collaboration with Talon News HD, formalized through a MoU. During the auditions, 27 talented students showcased their skills in the auditions, and six were shortlisted for further evaluation by the Talon News Team. Dr. Atif Ashraf (HoD at FMMC) supervised this activity. Mr. Irfan Aslam (Incharge, UCP TV Production House) and Ms. Rubab Nofal (Associate Producer) made all necessary arrangements. All of these students were trained in the TV Production House. Mr. Muhammad Zahid, Controller News at Talon News, and Mr. Shahroz Khan, Head of PCR, commended FMMC for its valuable contribution to nurturing talent for the media industry. ”



Visit by the Higher Management of Samaa TV

“ Mr. Muhammad Akram Chaudhary (Advisor to Chairman Samaa TV & Columnist) and Mr. Asim Siddique (GM Samaa Digital) visited FMMC on May 22, 2024. They were warmly welcomed by our esteemed Dean, Dr. Fawad Baig, along with Dr. Atif Ashraf (HoD, Department of Film, TV & Digital Media), Prof. Dr. Taimoor-ul Hassan, Dr. Ali Ashraf (Industry Liaison Officer), and Dr. Fahad Anis. During the discussion, MoU between FMMC and Samaa TV was also discussed, promising a fruitful collaboration for both institutions. Dr. Fawad Baig lauded Mr. Asim Siddique (GM, Samaa Digital) and his team's leadership in making Samaa Digital the number one digital platform in Pakistan. Mr. Muhammad Akram visited UCP TV Production House, where a short TV program was recorded with him. Then he also visited UCP radio station FM 92.6, praising the cutting-edge facilities available for our students. Mr. Muhammad Akram also gave a talk to the students that emphasized the significance of responsible journalism. The visit concluded with the presentation of souvenirs and bouquets to the distinguished guests. ”



Recruitment Drive with Dunya News

“ UCP and Dunya Media Group collaborated for a remarkable recruitment drive held at the Head Office of Dunya News on April 17, 2024. Dr. Atif Ashraf (HoD at FMMC) and Dr. Irfan Ali (Assistant Professor at FoHSS) joined the esteemed Dunya News team as jury members. They were warmly welcomed by Mr. Tasneem Arif (COO at Dunya News), Mr. Omer Malik (Executive Producer), and Mr. Nadir Mustafa (Technical Head). After rigorous tests, auditions, and interviews, five of the media faculty's talented students were selected by Dunya TV for the roles of New Anchoring, Reporting, Program Hosting, Production, and Digital Media. Additionally, three students from the Department of International Relations at UCP, and one from the FMMC were selected for internship in news writing and reporting for the Summer 2024, with the possibility of being offered employment thereafter. The Group MD of Dunya Media Group, Mr. Naveed Kashif, met the recruitment committee members and appreciated the joint effort. Dr. Fawad Baig (Dean FMMC) extended his gratitude to the top management of Dunya News for their cooperation. ”



LIGHTING WORKSHOP FOR STUDENTS

A workshop, "Cinematic Canvas: The Artistry of Lighting in Film," was held on May 17, 2024. This workshop was organized by the Department of Film, TV & Digital Media at FMMC. It was conducted by Mr. Ammar Shahid, a visionary filmmaker and cinematographer. He is also the founder of Knapsack Studios, and has over five years of experience in various projects, including corporate reels, music videos, documentaries, and the acclaimed web series "Inspector Bulla (2022)." The workshop focused on the critical role of lighting in film, its impact on characters and scenes, and techniques for manipulating light to elevate specific scenes in filmmaking through practical demonstrations.



A SESSION ON "MASTERING SEARCH ENGINE MARKETING"

The session titled "Mastering Search Engine Marketing: Strategies, Tools, and Trends" was hosted by the FMMC. Featuring an alumnus Mr. Farhan Tariq (Performance and Growth Marketer), the event equipped final-year students with the latest industry knowledge and strategies to dominate the ever-changing world of SEO. The esteemed presence of the President Alumni Association of FMMC, Mr. Syed Al-e-Haider, also graced the event.



INDUSTRIAL VISIT



An industrial visit to "Getset Photography Studio" for BS students specializing in Advertising and PR was organized on May 14, 2024. This educational visit was organized by Dr. Sadaf Zahra (Assistant Professor at FMMC) aiming to provide students with practical insights into the professional world of photography and its vital role in the field of advertising and public relations. Dr. Ali Ashraf, Dr. Fahad Anis, and Ms. Mariyam Idrees also accompanied the students. The visit began with a comprehensive introduction to the studio's operations, where students learned about the various types of photography services offered by Getset, from commercial shoots to editorial photography.

POSTER COMPETITION

FMMC, in collaboration with the Punjab AIDS Control Program (PACP), hosted a Poster Competition on April 25, 2024, centered around the theme "Busting Myths Surrounding HIV/AIDS." Students from different faculties of UCP participated in it. Mr. Ahsan Tariq Farooqi, serving as the Focal Person for the event, oversaw all arrangements. Judges for the competition included Mr. Muhammad Shoaib Akram (Communication Officer at PACP), Ms. Yakhshi Saleem (Senior Lecturer), and Ms. Mariyam Idrees (Lecturer). Mr. M. Shoaib Akram also provided insights into the Punjab AIDS Control Program to the students. In the end, Dr. Fawad Baig (Dean FMMC), Dr. Atif Ashraf (HoD at FMMC), and Mr. M. Shoaib Akram presented shields and certificates to the competition's winners and participants as a gesture of appreciation.



UCP TV PRODUCTION HOUSE

Mr. Muhammad Shoaib Akram Communication Officer at Punjab Aids Control Program, graced the special show of the TV Production House to raise awareness about HIV/AIDS. Mr. Ibrar Abulhassan hosted the show, with Ms. Rubab Nofal as the producer and Mr. Gulfam Saeed as the panel producer. The cameramen were Mr. Hamza Sohail and Mr. Aamir Bhatti.

A discussion program on World Food Safety was recorded with Dr. Kanza Aziz Awan (HoD, Department of Food Sciences & Technology at UCP). The purpose of the show was to create awareness about the importance of food safety and its impact on public health. Ms. Naveera Babar hosted this show. Dr. Kanza shared her expertise in promoting safe food practices, and how we can work together towards a healthier and safer food culture.

The Eid ul-Adha special transmission on UCP TV Production House was a memorable one as Dr. Hadia Awan, Dean FoL & former Pro-Rector UCP, joined hosts Mr. Syed Ibrar Abul Hassan and Ms. Hibba Abdul Razzaq for a heartwarming conversation. Dr. Hadia shared her insightful views on the true essence of sacrifice, emphasizing that it is not an easy feat. She also talked about her fondness for cooking and how she cherishes spending quality time with her family during Eid celebrations.



UCP RADIO (FM 92.6 UCP KI DUNYA)

IQBAL DAY

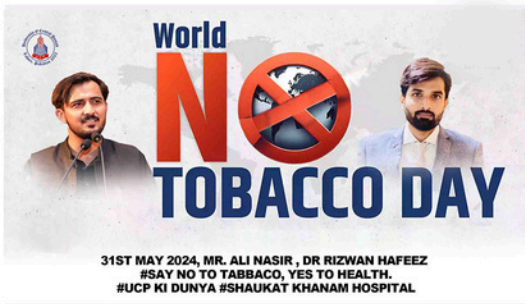
Marking the death anniversary of Dr. Allama Iqbal, FM 92.6 UCP Ki Dunya, in collaboration with the Adbi Majlis Society, broadcasted a special program on April 21, 2024. RJ Maida Khan and RJ Alham Tariq discussed the significant contributions of Dr. Allama Iqbal, highlighting his enduring influence on philosophy, literature, and the cultural identity of the region.

WORLD CREATIVITY AND INNOVATION DAY

UCP radio celebrated World Creativity and Innovation Day on April 21, 2024, with RJ Aleezah and RJ Bilal discussing the importance of creativity and innovation as vital tools for problem-solving and promoting sustainable development goals (SDGs). Established by the United Nations in 2017, this day encourages individuals and communities to adopt creative thinking and innovative approaches to tackle global challenges. By observing this day, the global community emphasizes the necessity of harnessing diverse perspectives and new ideas to create a better, more inclusive future for all.

WORLD NO TOBACCO DAY

A special program on World No Tobacco Day was recorded on May 31, 2024, a global initiative led by the World Health Organization (WHO) to raise awareness about the harmful effects of tobacco use and advocate for effective policies to reduce tobacco consumption. Mr. Ali Nasir discussed this year's theme, which focuses on the importance of creating environments conducive to quitting smoking, emphasizing support systems and resources available to help individuals break free from tobacco addiction.



PACKAGE ON MEDIA CONFERENCE

A special package for the 2nd International Media Conference (May 29-30, 2024) of FMCC was produced by Mr. Sohail Anwaar (Assistant Producer).



Mr. Ahsan Tariq Farooqi

(Senior Lecturer at FMMC) gave a talk on "How to Create Your Own GPTs" to the faculty members of FMMC on June 06, 2024. Our faculty members looked into the world of Generative Pre-Trained Transformers (GPTs), gaining insights into how these advanced AI models can be customized and utilized in various media applications. They examined how GPTs can be leveraged to generate creative content and improve research and data analysis processes.



Mr. Hamza Ayub

(Lecturer at FMMC) delivered a presentation titled "Rhetorical Analysis of Documentaries" in the Theory Session on May 17, 2024. Mr. Hamza illustrated how analyzing documentaries through the lens of Aristotelian rhetoric can enhance our understanding of their persuasive effectiveness. He explained that we can analyze and comprehend the rhetoric employed in documentaries by concentrating on ethos, pathos, and logos. He shared various strategies for identifying and evaluating these rhetorical appeals within documentary films, helping us comprehend how credibility (ethos), emotional appeal (pathos), and logical argument (logos) contribute to the overall impact of the narrative.




Ms. Yakhshi Saleem



(Senior Lecturer and Focal Person for the Faculty's Strategic Plan) gave a presentation to the faculty about the development and operationalization of the Faculty's Strategic Plan on June 06, 2024. She explained that how the strategic plan is supposed to be developed by each faculty of UCP before the start of an academic year so that each faculty can set the targets for new initiatives, events, budget investments, and continuation of existing projects for the upcoming year.



MEETING WITH THE TEAM OF MEDIA MATTERS FOR DEMOCRACY



Dr. Fawad Baig (Dean FMMC) held a meeting with Mr. Asad Baig, Executive Director of Media Matters for Democracy (MMfD), and his team on April 18, 2024. MMfD is a Pakistan-based not-for-profit organization that works on media literacy, digital democracy, and Internet regulation within the country. The meeting centered on collaborative efforts concerning Artificial Intelligence related course development, faculty development, and a joint symposium. Dr. Atif Ashraf (HoD at FMMC), Mr. Kamran Butt (Principal Lecturer), Ms. Tabina Sirhindi (Senior Lecturer), and Mr. Ahsan Farooqi (Senior Lecturer) also participated in the meeting.



PARTICIPATION IN THE ICA 2024 REGIONAL HUB (PAKISTAN)

Faculty members from FMMC, including Dr. Sadaf Zahra, Dr. Fahad Anis, Ms. Yakhshi Saleem, and Ms. Tabina Sirhindi attended the International Communication Association (ICA) Regional Hub (Pakistan) at FC College University on June 21-22, 2024. The event gathered researchers, academicians, and media professionals from Pakistan and around the world to discuss the theme "Communication and Global Human Rights." The ICA Regional Hub featured insightful sessions, panel talks by distinguished scholars, and interactive online connections with other regional hubs and the main conference in Australia.



Mariya Sohail

Ms. Mariya Sohail completed her MPhil in Media and Communication (Research Track) in 2019. With over 7 years of experience in the development sector, she is currently serving as a "Counsellor" for the Migrant Resource Centre (MRC) project in Pakistan. Her expertise includes migration management, advocacy, and communication strategies. Ms. Mariya is also a dedicated researcher specializing in social and mainstream media discourse in Pakistan, with expertise in visual framing analysis of political events. She actively participates in journalist think tanks and is committed to intellectual discourse and community impact.

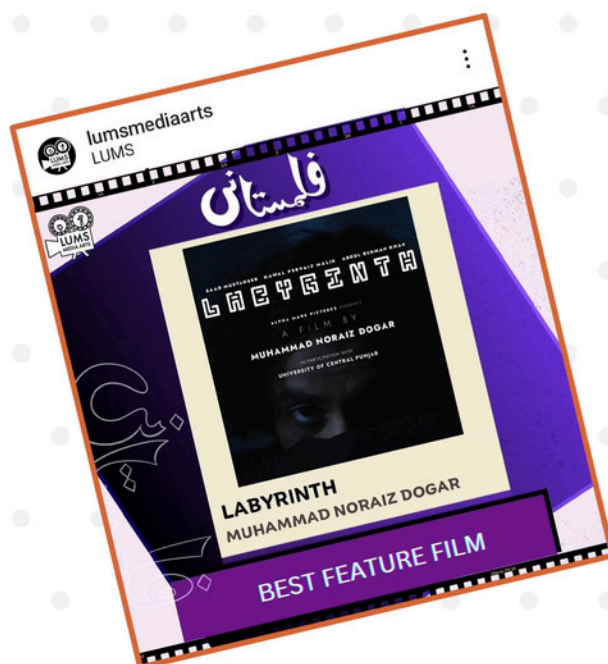


Tayyab Sandhu

We are excited to share the incredible journey of Mr. Tayyab Sandhu, who completed his MPhil in Media and Communication in 2019. Following his studies, Mr. Tayyab went on to work as a Visiting Lecturer at University of the Punjab and University of Management Technology. Additionally, he served as a PRO at the Institute for Arts and Culture. Currently, he is working as a Social Media Manager at Transgroup, a leading sports production group in Pakistan that is known for organizing mega events in Pakistan such as PSL and all PCB events. His diverse experiences and contributions make him an invaluable member of the professional community.

PARTICIPATION IN THE FILM COMPETITION AT LUMS

BS students of FMMC have won the film competition Filmistani-2024 in the category of Best Film. This film festival was hosted by LUMS Media Arts Society on April 19-20, 2024. The short film "Labyrinth," directed by Muhammad Noraiz Dogar and produced by Aniqsa Saeed, Muhammad Noraiz Dogar, and Abdullah Aslam, secured this prestigious Honor. This film project was supervised by Mr. Kamran Butt (Principal Lecturer at FMMC).



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