

Opening and Plenary Session - I

Title: Practices of Journalism, Entertainment Media, and Theatre in the Digital Age

Day 1: May 29, 2024 (Wednesday)

Time: 09:30 AM to 12:00 PM

Host: Ms. Tabina Sirhindi

Participants

Welcome Note:

Dr. Fawad Baig, Dean at FMMC, UCP.

Media in the Digital Age: What to be Aware of and How to be Aware

Prof. Dr. Scott Campbell, University of Michigan, USA.

Digital Photojournalism in the Age of AI: Key Issues for Global Communication

Prof. Dr. Stuart Allen, Cardiff University, UK.

Theatre and Entertainment TV: Taking the Lead or Staying on the Leash

Mr. Shahid Nadeem, Executive Director, Ajoka Theatre.

Evolving Practices in Opinion Writing

Mr. Irshad Ahmad Arif, Group Editor, 92 News.

Do Opinion Columns Influence People?

Mr. Suhail Warraich, Senior Editor at Daily Jang

Navigating Online Challenges: Media Studies in Higher Education in Pakistan and Future Directions

Prof. Dr. Bushra Hameedur Rehman, Dean, School of Media and Mass Communication, BNU.

Digital Arena and conventional media. How to Move Forward?

Mr. Ajmal Jami, Anchor at Aik News

Radio in the Digital Age: Practice and Prospects in Pakistan

Dr. Ahmar Sohail, Station Director, Radio Pakistan Lahore.

Plenary Session - II

Title: Adaptability of Media Education in the Digital Age

Day 2: May 30, 2024 (Thursday)

Time: 09:30 AM to 12:00 PM

Host: Dr. Hina AdeeB

Participants

Transnational Media in the Digital Age

Prof. Dr. Lee Artz, Purdue University Northwest, USA.

To What Extent Can Media be the Critical Saviour of Humanity in the Digital Age?

Dr. Mahmood Chandia, University of Central Lancashire, UK.

Challenges and Opportunities for Media Institutions in the Digital Era

Prof. Dr. Anjum Zia, Dean, School of Media and Communication Studies, UMT.

From Zoom to ChatGPT: Changing Roles of Technology in Journalism Education

Prof. Dr. Altaf Ullah Khan, Dean Faculty of Humanities, FCCU.

Effectiveness of Digital Media in Education: Issues, Opportunities, Recommendations, and Future Prospects

Prof. Dr. Noshina Saleem, Director School of Communication Studies, University of the Punjab.

New Media and New Skills

Mr. Habib Akram, Journalist, Suno TV

Democracy, Censorship and Media Freedom

Mr. Saad Rasool, Analyst at Dunya TV & Advocate Supreme Court

Closing Remarks:

Dr. Hadia Awan, Pro-Rector, UCP.