

FOUNDATION UNIVERSITY ISLAMABAD



SELF ASSESSMENT REPORT

MS Media Sciences

FOUNDATION UNIVERSITY ISLAMABAD

2019

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Executive Summary

Self-Assessment Report (SAR) is an effective tool in measuring and monitoring the outcome of a program. This is employed in Degree Awarding Institutes of Pakistan to identify strengths and weaknesses of the degree programs. The tool is primarily dependent on surveys that are conducted at the end of the session. These surveys include the Faculty's survey, the Course survey, the Employer's survey and the Gradating Students' survey.

This SAR concerns the Department of Arts and Media Sciences that executes Master of Science in Media Sciences programs. The report concerns the postgraduate programs during the Semester Fall 2018. The report includes the surveys and relevant information as well as the strengths and weaknesses of the programs as identified through surveys.

1.1 Objectives

Following are the two main objectives of the self-assessment report:-

- a) To implement Self-Assessment Manual in selected program with a view to improve quality in higher education.
- b) To identify the areas requiring improvements in order to achieve objectives through desired outcomes.

1.2 Execution

Quality Enhancement Cell FUI organized training for Program Teams and QA coordinators of FUI on November 25, 2015 at Conference Room, FUI. Prof. Dr. Riaz Ahmed, Director QEC at Arid Agriculture University Rawalpindi was invited to provide training on Self-Assessment Report writing. After successful completion of the training, certificate of participation were distributed among all the participants. Hard copies of HEC issued 10 proformas, 8 criterion and 31 standards were provided to PT members to evaluate their respected program against defined standards. The PT members with an intimate support and follow up of QEC, completed the SAR and forwarded to QEC in given time frame. During training, salient points of the SAR were indicated, account of its discussions with the faculty members, improvements required in the infrastructure, syllabi and training of the faculty and support staff.

Self-Assessment Report

2.0 Introduction

The Foundation University Islamabad (FUI) is a project of Fauji Foundation established under a federal charter in October 2002. The Foundation University Islamabad is a comprehensive university, it is running 8 faculties where fine mix of programs from electrical and software engineering to management and social sciences subjects, encompassing an array of arts and science subjects in totality. Around 4000 undergraduate and graduate students are blooming and flourishing their intellect in a nurturing ambiance of highly academically equipped faculty members. FUI focuses on excellence in teaching and learning, persistent quality enhancement and encourage innovation and creativity. Following the SOPs devised by the Office of Research, Innovation and Commercialization (ORIC), FUI is rapidly transforming into a research-based teaching institution. Our Graduate Research Centre and Quality Enhancement Cell (QEC) have been revamped to monitor the assessment of students' learning, evaluate existing programs and carry out faculty assessment.

At FUI, special efforts are being made to develop collaborative provisions and linkages with other HEIs at national levels, especially FF industries. On the international front, FUI has signed an MOU with University of Bedfordshire (UOB), UK. The students of BSCS and BCSE shall complete their first three years of education at FUI and the last year at UOB. The graduates will be eligible for grant of UOB (UK) degree which is recognized by the accrediting bodies of UK and Pakistan.

The faculty who are deeply involved in their professional pursuits while keeping their scholarly work, student centered. Apart from well-defined and HEC approved curricula, FUI organize seminars, conferences and workshops for students which further enhance and accelerate the class room learning. As a regular feature FUI invites renowned speakers (National and International) to share their experiences in thought provoking and stimulating discussions. Foundation University Islamabad is committed to a value based integrated educational philosophy.

2.1 University Mission Statement

The FURC's mission is to inspire creative inquiry and research to foster personal and professional development of its students. The FURC is committed to provide equitable access to holistic education in diverse disciplines to produce valuable human resource for the local and the global communities.

2.2 FOUNDATION UNIVERSITY RAWALPINDI CAMPUS FURC Is running the following Programs;

Bachelor of Science in Electrical Engineering
Bachelor of Computer in Software Engineering
Bachelor of Computer Science
Bachelor of Business Administration (honors)
Bachelor of Computer Arts
Bachelor of Science in Media and Communication
Bachelor of Science in Psychology
Bachelor of Science in English

MS Management Sciences
MS Computer Sciences
MS Psychology (Clinical Psychology)
MS Psychology (Applied Psychology)
MS English (Linguistics & Literature)

MS Media Sciences

Master of Business Administration (MBA 3.5 years)
Master of Business Administration (MBA 1.5 years)

PhD Computer Sciences
PhD English
PhD Management Sciences
PhD Psychology

2.3 Program Selected

Foundation University RAWALPINDI CAMPUS has selected the MS Media Sciences for Self-Assessment Report (SAR) for the year 2017-18 under the directives of HEC.

The program has got inbuilt mechanism for the revision of syllabi, has competent faculty and adequate infrastructure. New and modern tools have been introduced in the program to conduct research and quality teaching.

2.4 Program Evaluation

The program is being evaluated based on 8 criterion and 31 standards as given in the Self-Assessment Manual provided by Higher Education Commission (HEC).

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For Spring 2018 (MSMD)			For Fall-2018 (MSMD)		
Courses	Teacher Assign	Permane nt/Visiting	Courses	Teacher Assign	Permanent/ Visiting
<i>First Semester Spring 2018</i>			<i>1st Semester Fall 2018</i>		
Development & Support Communication(MSM603)	Dr. Salman Amin	Permane nt	Research Methods (MSM 601)	Ms. Hayam Qayyum	Permanent
Research Method (MSM601)	Dr. Syed Abdul Siraj	Visiting	Theories Of Communication (MSM 602)	Ms. Nadira Khanum	Permanent
Theories Of Communication (MSM602)	Ms. Hayam Qayyum	Permane nt	Developme nt Support Communication (MSM 603)	Mr. Mohammad Rehman	Permanent
<i>3^d Semester Spring 2018</i>			<i>2nd Semester 2018</i>		
Editing Techniques (MSM 624) (Computer /Lab)	Mr.Uzair	Visiting	Critical & Cultural Studies of Mass Communication (MSM 605)	Ms. Hayam Qayyum	Permanent
Thesis Proposal Writing (RES701)	Ms.Hayam Qayyum	Permane nt	Ms. Hayam Qayyum		
Media	Dr. Shoaib Ahmad	Permane nt	Design Information, Technology and Entrepreneurship	Mr.Ch. Usman	Permanent

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Sociology (MSM 614)			(MSM 604)		
			Crisis Communica tion	Ms. Hina Shahid	Permanent
			(MSM 613)		
			<i>3rd Semester Fall 2018</i>		
			Thesis Proposal Writing	Ms. Hayam Qayyum)	Permanent
			(RES 701)		
			Communica tion (MSM 612)	Ms. Hayam Qayyum	Permanent
			Media Sociology	Dr. Shoaib Ahmed	Permanent
			(MAM 614)		
			<i>4th Semester (Course work) Fall 2018</i>		
			Visual Literacy	Ms. Umm UI Baneen	Permanent
			(MSM 634)		

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			Editing Techniques (MSM 624)	Mr. Harris Dogar	Visiting
			<i>4th Semester (Thesis Track) Fall 2018</i>		
			Thesis (MSM 702)	Supervisors: Ms.Hayam Qayyum Ms.Nadira Khanum Mr.Salman Amin Brig.Tanvir Akhtar	Permanent

3.0 Criterion 1: Program Mission, Objectives and Outcomes

3.1 Standard 1-1

3.1.1 Program Mission Statement

1. To facilitate students' learning in all the aspects of Arts & Media
2. To inculcate market oriented professional skills.
3. To produce mass communication scholarship in *sync* with national needs and aspirations.

3.1.2 Program Objectives

Department of Arts and Media objective are;

This program would be geared towards harnessing a work force, which will meet the ever increasing demand in these specialized areas. The advancements in digital technology and its integration with the field of arts has led to new technical avenues and areas being formed. These include Graphic Design, Media Production, Animation and Multimedia. The flourishing media industry heavily depends on highly creative workforce. The Computer Arts is an aesthetic and technical discipline that enables students to apply theories and artistic sense in the creation of audio, visual and written information using computer technology.

We are focused on the technical design skills of students and to enhance the personal creative abilities so that they can build their scope in industry and polish their aesthetic skills through the media house.

Program of MS Media Sciences' provides students with a comprehensive grounding in the theories, visual communication and research methods necessary for studying, analyzing and understanding media concepts, communication design and production processes in national and global context.

The MS Media Sciences aims to accomplish following objectives at completion of degree:

1. To produce such competent professionals who may act as leaders in the field of Media Studies.
2. To develop an awareness of social and cultural issues from an international perspective and to cross boundaries of communication between disciplines. The work builds on individual interests in a wide variety of subject matter so they can look for career in Industries like:
 - i. Research
 - ii. Academics
 - iii. Advertising
 - iv. Television , Radio , Film and Online Journalism
 - v. Business consultant in creative industries
 - vi. Human-centered/ Information Design Industries

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vii. Marketing and Communication Executives

3. To groom students to strengthen their research activities in the field of media and to develop effective research groups.
4. To train the students to conduct research while maintaining the ethical values and conduct research which may be beneficial to the academia at large.

Objective	How measured	When measured	Improvement identified	Improvement made
To produce such competent professionals who may act as leaders in the field of Media Studies.	Through employer survey	Annually	Not received feedback as there is partial passed out batch	Nil
To develop an awareness of social and cultural issues from an international perspective and to cross boundaries of communication between disciplines.	Through employer survey	Annually	Not received feedback as there is partial passed out batch	Nil
To groom students to strengthen their research activities in the field of media and to develop effective research groups.	Through Thesis	Bi-Annually	Not received feedback as there is partial passed out batch	Nil

To train the students to conduct research while maintaining the ethical values and conduct research which may be beneficial to the academia at large.	Through published Research papers	Bi-Annually	Not received feedback as there is partial passed out batch	Nil

3.1.3 Alignment of Program Objectives with Program & University Mission Statements

The mission is focused on to inculcate market oriented professional skills. Hence the 1st and 2nd objective are aligned with mission to produce thorough professionals. The measuring criteria is the employer survey to gather feedback annually from the employer and improve the methodology and course content accordingly if required. Another objective is to facilitate students' learning in all the aspects of Arts & Media. The objective is to equip scholars with research work and research papers to build the research environment and ability to maintain the brand of Foundation University in the field of research nationally and internationally.

MS Media Sciences program objectives are defined in the light of program and university mission statement that is to inspire creative inquiry and research to foster personal and professional development of its students to be inclusive of ethical values, professional media research and development.

3.1.3. Outcomes

To equip and empower students to lead center of excellence in the field of Mass Communication and Computer Arts in Pakistan and in the wider Asian regions in all outlets of media and media research.

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Objective	Mission Statements	How measured	Improvement identified	Improvement made
To produce such competent professionals who may act as leaders in the field of Media Studies.	To facilitate students' learning in all the aspects of Arts & Media	Annually through Employer survey	Not received feedback as there is partial passed out batch	Nil
To develop an awareness of social and cultural issues from an international perspective and to cross boundaries of communication between disciplines.	To inculcate market oriented professional skills	Annually Through employer survey	Not received feedback as there is partial passed out batch	Nil
To groom students to strengthen their research activities in the field of media and to develop effective research groups.	To produce mass communication scholarship in sync with national needs and aspirations	Bi-annually Through Thesis	Not received feedback as there is partial passed out batch	Nil
To train the students to conduct research while maintaining the ethical values and conduct research which	To produce mass communication scholarship in sync with national needs and aspirations	Bi-Annually Through published Research papers	Not received feedback as there is partial passed out batch	Nil

may be beneficial to the academia at large.				
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3.1.4 Main Elements of Strategic Plan

Strategic plan for MS Media Sciences program defines the overall layout of the areas/elements that are included in the program to educate students for research and development. These elements prepare students through theory and research work. These elements are Program Contents, Program Delivery Methodology and Program Output Evaluation.

3.1.4.1 Program Contents

MS Media Sciences program is comprised of 30 credit hours. 24 credit hours are for theoretical subjects, whereas, 6 credit hours are for research work/Thesis.

Total Duration	2-4 years (4-8 Semesters)
Course work	24 Cr hrs
Thesis (Research Track)	6 Cr hrs
Total Cr Hrs	30 Cr hrs

3.1.4.2 Program Delivery Methodology

Program delivery methodology includes lectures, presentations, tutorials, assignments, and research.

3.1.4.3 Program Output Evaluation

Program output is measured through regular examinations, assignment's results and final thesis results.

3.2 Standard 1-2

The program must have documented outcomes for graduating students. It must be demonstrated that the outcome support the program objectives and that graduating students are capable of performing these outcomes.

3.2.1 Program Outcomes

The MS Media Studies program is designed to produce following outcome:

1. Students will be able to produce Thesis/film/documentary with professional competence to lead in the field of media.
2. The outcome as Research papers/Research Posters/ poster presentations/photojournalism scholars will be able to contribute their research thesis at global level for global recognition. Moreover, they will communication between disciplines at international level.
3. Participation in the conferences at national and international level strengthen students research activities in the field of media and to develop effective research groups and liaison.
4. Survey / street interview/in depth interviews/report writing will equip and train students while maintaining the ethical values and conduct research activities which may be beneficial to the academia at large.

To equip and empower students to lead center of excellence in the field of Mass Communication and Computer Arts in Pakistan and in the wider Asian regions in all outlets of media and media research.

3.2.2 Program Objectives and Outcomes Matching

Program Objectives	✓ Program Outcomes									
	1	2	3	4						
1	✓	✓	✓	✓						
2	✓	✓	✓	✓						
3	✓	✓	✓	✓						
4	✓	✓	✓	✓						

Table 2: Outcomes versus Objectives

3.3 Standard 1-3

The results of Program’s assessment and the extent to which they are used to improve the program must be documented.

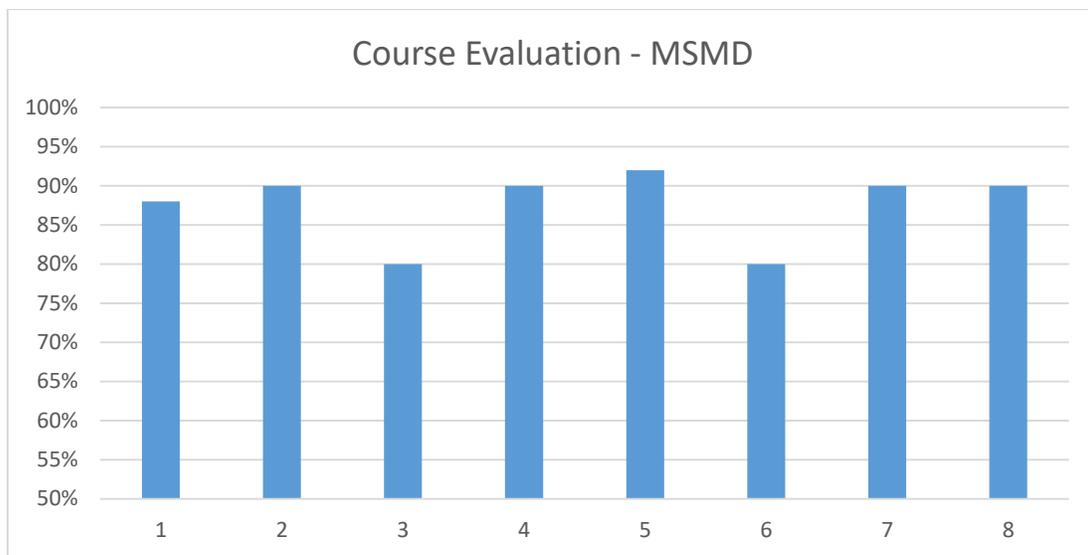
3.3.1 Course Evaluation

Students have graded the courses against the course structure, teaching methodology, learning objectives and outcomes and practical implementation of theory. The total graded marks are 20.

Following is the list courses that have been evaluated by the students along with their course code and graded scores.

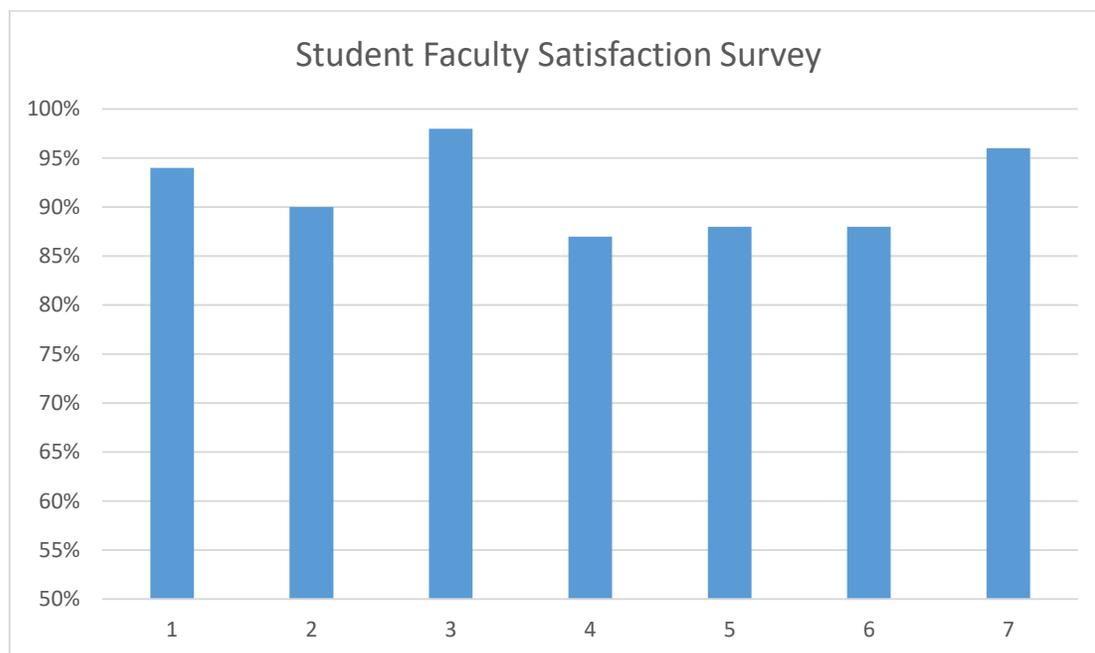
Sr. No	Course Name	%age
1	Design Information Technology and Entrepreneurship	88%
2	Media Sociology	90%
3	Development Support Communication	80%
4	Critical & Cultural Studies of Mass Communication	90%
5	Research Method in Media Studies	92%
6	international Communication	80%
7	Crisis Communication	90%
8	Theories Of Communication	90%

Students Course Evaluation Survey is shown in the following graphical chart:



3.3.2 Teachers Evaluation

Teacher's evaluation is shown in the following graphical chart:



Students have graded the teachers against their lecture preparation, punctuality, general behavior, subject knowledge and teaching methodology. The total graded marks are 5.

Following is the list of teachers that are being evaluated by the students along with the serial number and graded scores.

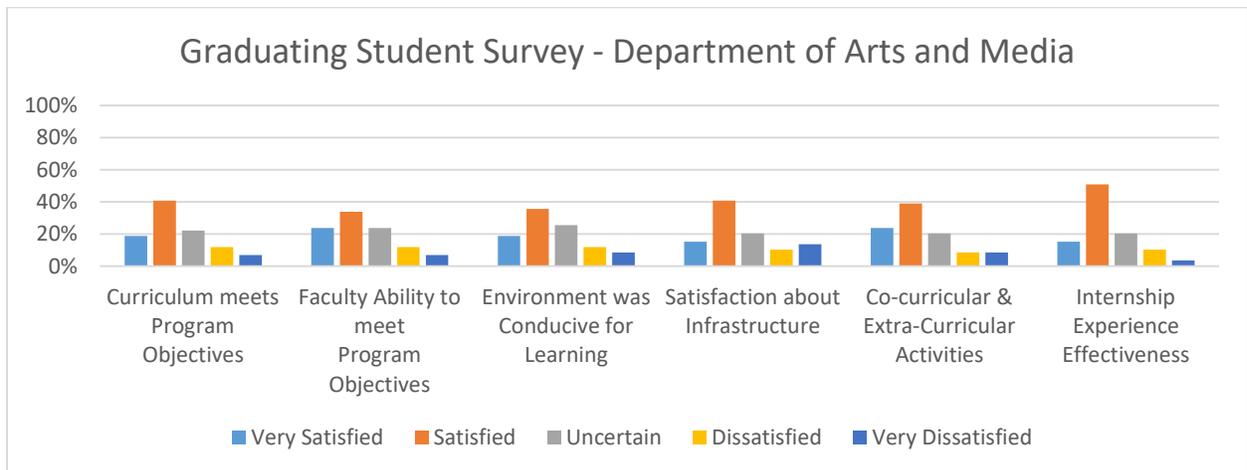
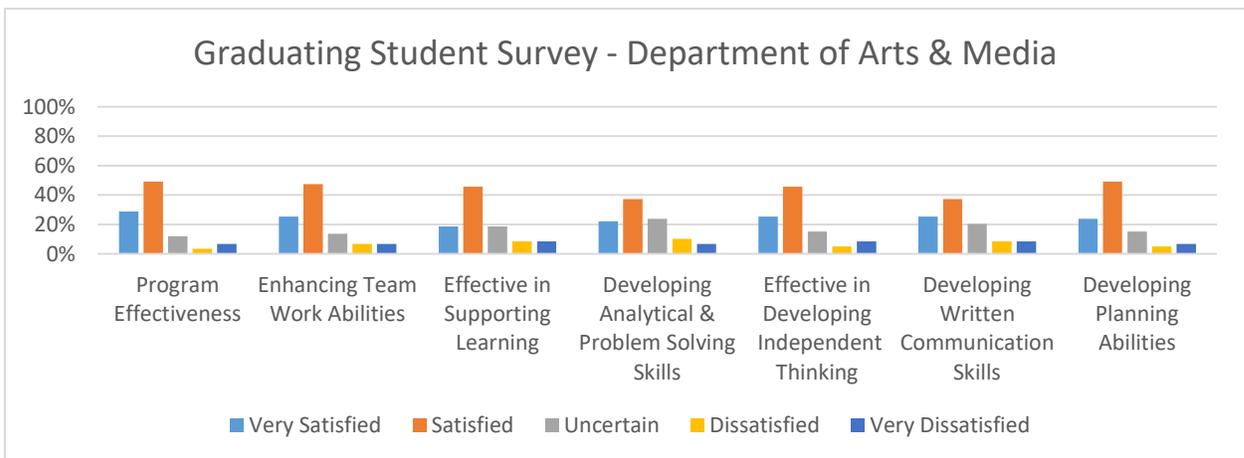
Sr. #	Faculty Name	%age
1	Ms. Hayam Qayyum	94%
2	Mr. Ch. Usman	90%
3	Ms. Nadira Khanum	98%
4	mr. m. Sulman	87%
5	Dr. Shoaib Ahmed	88%
6	Mr. M Rehman	88%
7	Ms. Hina Shahid	96%

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QEC staff carried out course and teacher evaluation survey in order to ensure the unbiased feedback from students. The gathered data was analyzed by QEC and results were provided to department officials for further actions.

Dean of the MS Media Sciences reviewed the output and decided to put up the results in Board of Studies and Board of Faculty for further discussion and actions. Initially the results will be put up in Board of Studies, who may decide to move results to further level for discussion and decisions if required. This meeting is planned to be held during the summer vacations.

Graduate Student Survey



3.4 MS Media Sciences Program Strong and Weak Points

MS Media Sciences program is designed to educate students to meet the challenges of the modern world and present media market needs. During the

execution of the program several observations were made that can be categorized as strong and weak points of the program. These points are listed below:

MS Media Sciences Program Strong Points:

- The number of courses along with their titles and credit hours for each semester, course contents for degree program are fully planned
- Transparent admission, registration and recruiting policy
- Curriculum Design, development and organization are based upon set, well defined and approved criteria
- Pre-requisites fully observed
- Examinations on schedule
- Academic Schemes fully prepared in advance
- HEC rules fully followed
- Excellent Students-Teacher Ratio

MS Media Sciences program Weak Points:

- Unavailability of university research journal for media students.
- Unavailability research funding for the students and teachers.
- Unavailability of Media lab and Media house on Fridays and Saturdays for students as this is a weekend program so the technical staff is not available on Friday after 12 noon and Saturdays.
- Need to improve the computer facilities for all the research students.
- Refresher Courses for Teachers.
- Seminars and workshops for Research Thesis students on regular basis.

3.5 Significant Future Development Plans

Significant future development plan for the program includes rectification of weaknesses and improvement in overall performance of the program. As per agreed views, lack of learning resources will be rectified by the induction of more learning material including books and related journals in the library. The media lab and studios will be made available for students as it's a weakened program and staff are not available on Fridays after 12 noon and on Saturdays. Sufficient funds will be allocated for visits, seminars and workshops. On the basis of self-assessment,

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faculty has decided to look into the improvement areas for course syllabi in the light of observations listed in section 3.1.5, that would help achieve program objectives more efficiently.

3.6 Standard 1-4

The department must assess its overall performance periodically using quantifiable measures.

- Faculty published articles are mentioned in the Resume.
- No Research awards
- Faculty Student survey

3.6.1 Graduates/Undergraduates enrolled in last three years

According to the table given below, 26 students were enrolled during the session's spring 2017 till spring 2018.

Manual Admission

Application Received	Entry Test Fee Received	Appeared in Test	Selected	Registered Students	Remarks
Summary of Admission Spring 2017					
25	23	21	14	14	1 Left
Total					13

Summary of Admission Fall 2017					
	14	13	11	6	1 Left
Total					5

Summary of Admission Spring 2018					
	18	14	13	8	
Total					8

Summary of Admission Fall 2018					
	18	18	14	14	1 Left
Total					13

Online Admissions

Online Application Received	Processing Fee Received	Appeared in Test	Selected	Registered Students	Remarks
Summary of Admission Fall 2017					
19	15	13	11	06	1 Left
Total					05
Summary of Admission Spring 2018					
19	18	14	13	08	
Total					8
Summary of Admission Fall 2018					
22	20	18	14	14	1 left
Total					13

3.6.2 Student Faculty Ratio:

MS Media Sciences Program has 31-1 ratio.

3.6.3 Average GPA per semester:

The average GPA is 3.60.

3.6.4 Average Completion time

The program has average completion time of 2 to 4 years (4 to 8 semesters)

3.6.5 Employer Satisfaction

Since there are no Alumni so there is no employer satisfaction survey.

3.6.6 Students Course Evaluation Rate

Student's course evaluation average response rate for all courses is 9.12

3.6.7 Students Faculty Evaluation

QEC staff conducted the teachers' evaluation to ensure unbiased feedback. The results are shown above.

3.6.8 Research

The program faculty published research papers in different journals. List attached in Annexure B.

3.6.9 Community Service

The MS Media Sciences launched a campaign to provide education to the street children. Faculty members and students were assigned different tasks regarding this campaign. Students were responsible for all activities of giving away books and copies, pencils and donations. Documentary was produced on this activity.

3.6.10 Students/Teachers Satisfaction

Students and teachers satisfaction is judged in different ways. For students this is done by faculty as well as QEC staff by conducting in-class discussions to know students views and through feedback provided by them on HEC Performa number 1 & 10. While, teachers satisfaction is judged using the HEC defined Performa number 5 and their views during in-person discussion with QEC staff.

4.0 Criterion 2: Curriculum Design and Organization

4.1 Title of Degree Program: MS Media Sciences

4.2 Definition of credit hour:

Total 3 credit hour; 2 hour of theory lecture and 1 hours for discussion /Practical work.

4.3 Degree plan

Following is the list of core courses taught in the selected program. Section 4.5 shows the details about these courses.

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Semester- I

Semester	Course Number	Category	Credit Hrs	Social Sciences	Technical Electives
		Core Courses			
1	MSM601	Research Methods in Media Studies	3	Social Sciences	
1	MSM602	Theories of Communication	3	Social Sciences	
1	MSM603	Development Support Communication	3	Social Sciences	
	Total		09		

Semester- II

Semester	Course Number	Category Core Courses	Credit Hrs	Social Sciences	Elective
2	MSM604	Design Information, Technology and Entrepreneurship	3	Social Sciences	
2	MSM605	Critical & Cultural Studies of Mass Communication	3	Social Sciences	
2	-		3	Social Sciences	Elective I (Chosen from the list)
Total			09		

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Semester- III

Semester	Course Codes	Category	Credit Hrs	Social Sciences
		Courses		
3	-	Elective II	3	Social Sciences
3	-	Elective III	3	Social Sciences
3	RES701	Thesis Proposal writing	0	Social Sciences
Total			06	

Semester – IV

Semester	Course Number	Courses	Credit Hrs	Social Sciences
		Thesis		
4	MSM702	Thesis (Research Track)	6	Social Sciences

Elective Courses

Elective List Media				
S No.	Course Codes	Courses	Credit Hrs	
9	MSM611	Pakistan Media Prospects & Challenges	3	
10	MSM612	Communication	3	
11	MSM 613	Crises Communication	3	
12	MSM 614	Media Sociology	3	
14	MSM 615	Online Journalism: Challenges and Strategies	3	

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Elective List Production			
S No.	Course Codes	Courses	Credit Hrs
1	MSM 621	Framing , Reframing and Un-framing Cinema	3
2	MSM 622	Compositing and Effects	3
3	MSM 623	Film Writing and Production Techniques	3
4	MSM 624	Editing Techniques	3

Elective List Communication Design			
S No.	Course Codes	Courses	Credit Hrs
1	MSM 631	Design Narratives & Cultural studies	3
2	MSM 632	Merchandising & Branding Strategies	3
3	MSM 633	User Interface Design	3
4	MSM 634	Visual Literacy	3

4.4Curriculum Breakdown

Semester	Course Number	MS Media Sciences Courses	Core Courses	Humanities and Social Sciences	Technical Electives / Others
1	MSM601	Research Methods in Media Studies	3		
	MSM602	Theories of Communication			
	MSM603	Development Support			

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		Communication			
2	MSM604	Design Information, Technology and Entrepreneurship	2		1
	MSM605	Critical & Cultural Studies of Mass Communication			
		Elective I			
3		Elective II	1		2
		Elective III			
	RES701	Thesis Proposal writing			
4	MSM702	Thesis (Research Track)	1		

Table 3: Curriculum Course Requirements (table 4.3)

4.5 Courses Information

4.5.1 Course Code: MSM 601: Research Methods

4.5.1.1 Objective:

This course will give the students an insight into the basic and advanced principles of scientific research. Students will further be sensitized with the methods,

techniques and other relevant concepts to investigate the media related phenomena in contemporary society.

1. The development of mass media research
2. Media research and scientific method
3. Research design for quantitative and qualitative research design
4. Reviewing the literature/Theoretical framework
5. Conceptualization and operationalization of variables
6. Tabulation and interpretation of data.

4.5.1.2 Recommended Books

1. John . W. Creswell , Research Design ,Edition 4th,Published by Sage 2013
2. Mass media Research , Roger D. Wimmer; Joseph R. Dominick, Ninth Edition Wadsworth Publishing, 2010
3. Social Sciences Research, Anol Bhattacharjee, University of Florida ,2012
4. Rabin Kemchand, "Journalism and Human Development", first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Dehli, 110053.
5. N. C. Pant, "Modern Journalism – Principles and Practices", first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Dehli-110002.
6. Shearon A. Lowery, Melvinl. De Fleur, "Milestones in Mass Communication Research", Second Edition 1988, Longman Inc 95, Chrch Street, White Plains, NY 10601.

4.5.2 Course Code: MSM 602: Theories of Communication

4.5.2.1 Objective

The course is designed to help students understand communication models and theories and their importance and uses to communication researchers and theoreticians. The aim of the course is to examine various methodological assumptions and theoretical models used in the study of communicative dynamics and to understand the development of communication theories.

1. Critical and cultural theories of mass communication

2. Political economy
3. The Social Psychological Approach: Cognitive Consistency; Theories of Persuasion; Groups and Communication; and Mass Media and Interpersonal Communication
4. Theories of cyber communication
5. Theories of media and culture and society, Culture Imperialism and media hegemony

4.5.2.2 Recommended Books

1. Chaffee, Steven H. 2000. Mass Communication Uses and Effects, 3rd ed. MacGraw Hill, New York. 43
2. Joseph R. Mominick. 2004.
2. The Dynamics of Mass Communication, 5 thEd. Mac Graw Hill, Inc. New York. Werner J. Severin & James W. Tankard, Jr. 2003.
3. Communication Theories: Origins, and Uses in the Mass Media, 3rd. ed. Longman Group Ltd. London.
4. James Curran, Michael Gurevitch. 2000. Mass Media and Society, 3 rd. ed. St. Martin Press Inc. New York. 5. Mac Quill. 2003.
5. Theories of Communication, 2nd ed. Longman Group Ltd. London. 6. Philip Rayner. 2003.
6. Mass Media Studies: An Essential Introduction Rutledge, New York. 7. Defleur Melvin L. 1999.
7. Theories of Mass Communication, 3rd ed. David McKay Co. New York. 8. Joseph, Dominic. 2004.
8. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California. Dennis Everett, Marshall John. 2003.
9. Media Debates. 2nd ed. Longman Publisher, New York.
10. The Medium is the Message by Marshall McLuhan, Quentin Fiore, Jerome Agel, Published in August 1st 2001 by Gingko Press
11. Mac Quill. 2003. Theories of Communication, 2nd ed. Longman Group Ltd. London.

12. Philip Rayner. 2003. Mass Media Studies: An Essential Introduction Rutledge, New York. 7. Defleur Melvin L. 1999.
13. Theories of Mass Communication, 3rd ed. David McKay Co. New York.
14. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California. Dennis Everett, Marshall John. 2003.

4.5.3 Course Code: MSM 603: Development Support Communication

4.5.3.1 Objective

This course provides an overview of the important phenomena of Development Communication. In general, the course will interpret and analyze the role of mass media in highlighting social development in the society. After studying this course, students will be enabled to have a better insight in Development Communication and will analyze the nature and treatment of media contents on developmental issues.

- Development as process & Goal
- Sociology of development
- Extension Communication and Development Communication
- Development Journalism
- Development Communication and Development Support Communication

4.5.3.2 Recommended Books

1. AIOU. 2002. Reader on Development Support Communication, Department of Mass Communication. AIOU, Islamabad.
2. Anjaneyulu, Shri K.et.al.1999. Local Radio. making an impact. Agricultural Information Development Bulletin.
3. Ascroft ,Joseph.1991. The Profess of Development Support Communication. A.Symposium paper, Ohio. The Ohio State University
4. Chen, Peter. 2002 .Visual Communication Materials for Rural Audiences. Re-orienting artists and copywriters. Development Communication Report.
5. Hedebro, Goran. 1999.New perspectives on Development: how Communication contribute. Communication and Social Change in Developing Nations: a critical view, Iowa: The Iowa State University Press.

6. Jan Servaes, Jacobson, White. 2000. Participatory Communication for Social change, Sage Publication, New Delhi.
7. Diffusion of Innovation, E.M. Rogers, Free Press, New York 3 rd Ed. 1983.
8. Perspectives an Development Communication, K. Saudanaudan Nair, Sage Publication, London, 1993
9. Communication and the Third World, Geoffrey Reeves, Routledge, London, 1993
10. Global Communication in Transition, Hamid Mowlana, Sage publication, London, 1996
11. Social Change, Michael Kunczick FES Germany.

4.5.4 Course Code: MSM 605: Critical and Cultural studies of Mass Communication

4.5.4.1 Objective

The course aims to focus on the Critical and Cultural studies or traditions in Mass Communication theory and research.

1. Introduction to cultural studies, the Ruling Class and the Ruling Ideas History of the Subaltern Classes
2. The Concept of “Ideology”; Cultural Themes: Ideological Material, the Culture Industry: Enlightenment as Mass Deception
3. The Public Sphere Ideology and Ideological State Apparatuses Social Life and Cultural Studies
4. Encoding/ Decoding, Politics of Empirical Audience Research Political Economy of Mass-Communication, Propaganda Models

4.5.4.2 Recommended Books

Stuart Hall: Critical dialogues in cultural studies, KH Chen, D Morley – 2006
Publisher Rutledge

4.5.5 Course Code: MSM 604: Design information, Technology and Entrepreneurship

4.5.5.1 Objective:

This course introduces students to the steps necessary to analyze a problem in information technology and identify and define the computing requirements appropriate to its solution, with a focus on how to design, implement, and evaluate a computer-based system, process, component, or program to meet desired needs. Students learn to analyze the local and global impact of computing on individuals, organizations, and society. This course leads students to recognize the need for continuing professional development and imparts an understanding of professional, ethical, legal, security and social issues, and responsibilities in information technology. This course of Entrepreneurship aims to provide an overall understanding of the concept of entrepreneurship and small business management.

- Entrepreneurship: An Evolving Concept
- Understanding Strategic Issues in Business Plan Development
- Understanding Strategic Issues in Business Plan Development
- Understanding the Entrepreneurial Perspective in Individuals
- Innovation: The creative pursuit of Ideas
- Pathways to Entrepreneurial Ventures
- Legal Challenges for Entrepreneurial Ventures
- Sources of Capital for Entrepreneurial Ventures
- Assessment of Entrepreneurial Plan
- Marketing Challenges for Entrepreneurial Ventures
- Financial Preparation for Entrepreneurial Ventures
- Developing An Effective Business Plan
- Strategic Entrepreneurial Growth
- Valuation of Entrepreneurial Ventures
- Harvesting the Entrepreneurial Venture

4.5.5.2 Recommended Books

Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance by Efraim Turban, Linda Volonino, Gregory R. Wood 10th Edition, 2014, publisher Wiley

4.5.6 Course Code: MSM 701: Thesis Proposal Writing

4.5.6.1 Objective

In preparation of the thesis, students will be taught how to develop a research proposal outlining all aspects of the planned work. The proposals will be discussed in research seminars. The proposal must be approved by the supervisor before planned field work for the thesis can be undertaken.

4.5.6.2. Recommended Books

Same as Research thesis books

4.5.7 Course Code: MSM 611: Pakistan Media prospects and Challenges

4.5.7.1 Objective:

This course intends students to identify and examine relevant issues and problems in communication and provide an opportunity to discuss critically issues in communication from an Islamic perspective

- Financial Problems and media challenges
- Lack of education and training,
- Control over media
- Political Problem
- Economic Problem
- Administration Problem
- Media developmental problems.

4.5.7.2 Recommended Books

1. Khurshid Abdus Salam, Journalism in Pakistan, United Publishers, Lahore. Lent J.A., Newspapers in Asia.
2. Majeed Nizami, Press in Pakistan, Department of Political Science, University of the Punjab, Lahore.
3. Hasan Mehdi, Mass Media in Pakistan.

4. French David and Richard Micheal (2000), Television in Contemporary Asia, SAGE Publication International, UK.
5. Aziz Yousaf (2003), Cable Television—A vision for Future, Pakistan.
6. Aziz Yousaf (2003), Prospect & Promotion of Electronic Media in Pakistan.
7. Sh. Mugheesuddin (1981), ABC of Radio Journalism.
8. Niazi, Zamir, Press in Chains 1
9. Hassan, Mehdi (2001), Mass Media in Pakistan. Aziz Publisher. Lahore
10. Hassan, Jawad & Hadi, Syed Ali (2004), Media and Mass Communication laws of Pakistan. Haji Hanif Printers. Lahore.
11. Ahmad, Shehzad (2005), Journalism and Press. Anmol Publication Pvt. Ltd. New Delhi
12. Ahmad, Shehzad (2005), Journalism News Coverage. Anmol Publication Pvt. Ltd. New Delhi
13. Syed, M. H. (2006), Mass Media in new world order. Anmol Publication.
14. Ahmad, Shehzad (2005), Art of Modern Journalism. Anmol Publication Hijazi, Miskeen Ali (2004), Mass Communication Theory and Practice. A-One Publishers. Lahore.

4.5.8 Course Code: MSM 612: Communication

4.5.8.1 Objective:

This course is aimed at introducing the students with basic concept of communication. This course further enables the students to understand the communication process and distinguish among various mass media contents.

1. Definitions, types and significance.
2. Process of Communication: Barriers in communication.
3. Essentials of effective communication
4. Dimensions of mass communication: mass media
5. Functions of mass communication. (Information, Education, Opinion Formation, Entertainment and Development.)

4.5.8.2 Recommended Books

1. B O'Donnel, Lewis. (1992).Modern Radio Production. London: Wadsworth Publishing.
2. Boyd, Andrew.(1997).Broadcast Journalism. Oxford.Focal Press.
3. Chantle, Paul. &Harris, Sam. (1997). Local Radio Journalism. Oxford:FocalPress.
4. Crook,Tim.(1988).International Radio Journalism. London: Routledge.
5. Hamelosky, Walter V. (1995).Principles of Media Development. New York: knowledgeIndustryPublishing.
6. Hausman, Carl. (1995).Crafting the News for Electronic Media. California:Wadsworth Publishing.
7. Haider, Sajjad. (1989). Radyai Sahafat. Islamabad: Muqtadira Quomi Zaban.
8. Jank, Hakemulder. (1998). Radio & T.V. Journalism. New Delhi: Arnolds Publishers.
9. Mc leash, Robert. (1999). Radio Production 4th ed. Oxford: Focal Press.
10. Page, David and Crawley, William. (2001). Satellites Over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford UniversityPress.
11. Qureshi, Haseen-uddin. (1990) Khabrain Sunye. Karachi: Wish Publications.
12. Rumsey, Farancis. &McCormick, Tim. (1996). Sound Recording Oxford Focal Press.
13. Siddique, Idress. (1990). Radio Journalism in Pakistan. Lahore: Ferozsons.
14. Srivastava, H.O. (2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. ltd.
15. Sterling, Christopher H.(1994).Electronic Media. New York: Praeger.
16. Wilby, Pete.(1996).The RadioHand book. London: Routledge.

4.5.9 Course Code: MSM 613: Crises Communication

4.5.9.1 Objective:

This course examines the variables involved in crisis planning, communication and management.

1. Media organization's vulnerabilities
2. The environment in which it thrives
3. The stakeholders who can influence its operation and the strategies best suited to maintaining or enhancing its reputation.
4. The media plays a crucial role in crisis management and we will discuss this factor throughout the course.

4.5.9.2 Recommended Books

Crisis Communication: Theory and Practice By Alan Jay Zaremba by ME Sharpe ,2010

4.5.10 Course Code: MSM 614: Media Sociology

4.5.10.1 Objective:

This course examines the mass media as a social institution. In an era of globalization, it is increasingly crucial to view the mass media through the lens of sociology. In recent years, sociologists have studied significant changes in public policy that regulates the mass media, concentration of ownership of traditional mass media, and technological innovations that have given rise to new forms of mass media.

1. Introduction to Media Sociology
2. Social action and interaction
3. Social groups
4. Culture
5. Socialization and personality
6. Social institution
7. Social and cultural change

4.5.10.2 Recommended Books

1. Dominick, J.R. (2006). Dynamics of Mass Communication (8th ed.). New York; McGraw-Hill.
2. Straubhaar, LaRose. (2002).

2. Media Now: Communication Media in the Information Age (3rd ed.). USA; Wadsworth. Understanding Mass Communication, Defleur Dennis, Houghton Mufflin Co. Boston. 2000
3. Introduction to Mass Communication, Edward J. Whetmore, Wadsworth Publishing Co. California 1995.
4. Journalism for All, Mehdi Hassan and Abdus Salam Khurshid, Aziz Book Depot, Lahore. 6th ed., 1997.
5. Iblagh Kay Nazriyat, Muqaddara Shamsuddin, M. (Nation Language Authority, Islamabad 1990.
6. Dynamics of Mass Communication Roger Dominic 6th ed, McGraw Hill New York, London 1999.

4.5.11 Course Code: MSM 615: Online Journalism: Challenges and strategies

4.5.11.1 Objective

This course covers the comparative picture of traditional Journalism with web journalism with the emphasis on web is the future of Journalism and role and responsibilities of press and the journalists are changing. It tells the students how writing for web is different from print and broadcast. Students will learn news story structure for the web with inverted pyramid and other elements of stories. Students will closely examine the world of newspapers online before putting learned skill into practice. Along with aesthetic elements required for web, the students will know what technical requirements for the web are. They will learn how to build up and operate their own website.

1. Contents for News website: News stories, features & Blogs
2. Headline/ lead & summary writing for web
3. News story structure: Inverted pyramid & 5Ws, Writing lively and tightly, Editing web text
4. Introduction to Blogs, Writing Blogs, Writing for twitter, Scanning, Surfing and Skimming

4.5.11.2 Recommended Books

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
3. Understanding Mass Communication, Defleur, Dennis, 42 Houghton Muffin, N.Y, 1998.
4. Media Impact, Shirley Biagi, Wadsworth, 1999. 5. Media of Mass Communication, John Vivian, 1999. 6. Dynamics of Mass Communication, Dominic 6th ed.

4.5.12 Course Code: MSM 621: Framing, reframing and un-framing cinema

4.5.12.1 Objective:

This course is founded on the notion that students will be able to understand and prove their skills in the following areas. Film Direction, Screenplay Writing, Cinematography

1. Filmmaking with framing introduction and techniques, tracking shots etc. cinematography process and production techniques, Digital era and Filmmaking.

4.5.12.2 Recommended Books

1. **Cinema, Space, and Polylocality in a Globalizing China** By Yingjin Zhang
University of Hawaii Press
2. **The Cinematic Art of Eliseo Subiela, Argentine Filmmaker . Nancy J. Membrez**
3. **Steven Jacobs , Framing Pictures Sage Publications**

4.5.13 Course Code: MSM 622: Compositing and effects

4.5.13.1 Objective:

The course allows students to develop professional skills in conceptualizing, storyboarding, Drawing and 3D modeling and bringing life by animating. Core objective is to build strong Foundations in 2D and 3D animations basics. Students will also develop an understanding of the wide range of business aspects within the

industry. To reflect the nature of the 3D industry, students have the opportunity to focus on one of the following areas of specialization.

1. Animation
2. Modelling
3. Visual Effects
4. 3ds Max Fundamentals
5. Compositing

4.5.13.2 Recommended Books

1. **Cinema, Space, and Polylocality in a Globalizing China** By Yingjin Zhang
University of Hawaii Press
2. **The Cinematic Art of Eliseo Subiela, Argentine Filmmaker . Nancy J. Membrez**
3. Framing Pictures Steven Jacobs,Sage Publications

4.5.14 Course Code: MSM 623: Film writing and production techniques

4.5.14.1 Objective:

This course aims to fill the gap between theory and practice, students will learn to work in different positions of the film crew.

1. Writing for Films
2. Film making techniques
3. Production techniques
4. Story board and story development of films.

4.5.14.2 Recommended Books

1. Film Production Technique: Creating the Accomplished Image. Bruce Mamer,
Sage Publications
2. Writing and Producing for Television and Film By Esta de Fossard, John Riber,Sage Publications.
3. Filmmaking: Direct Your Movie from Script to Screen Using Proven Hollywood
Sage Publication.

4. Anthony, Fried man. (2001). Writing for Visual Media. Boston: Focal Press.
5. Cartwright, Steve R. (1996). Pre-Production Planning of Video Film and Multimedia. Oxford: Focal Press.
6. Cartwright, Steve R. (1996). Training with Video. New York: Knowledge Industry Publications
7. Finberg, Howard I and Itale, Bruce D. (1990). Visual Editing Belmont: Wadsworth
Cremer, Charles F.(1996).ENG Television News 3rd Ed. New York: Mc Graw Hill.
8. Holland, Patricia.(1997).The Television Hand book. London: Routledge.
9. Kazi, Shahida. (1993). Television Journalism Translated by Auj-eKamal ,Karachi: Dunya-e-Adab.
10. Page, David and Crawley, William. (2001). Satellites over South Asia: Broadcasting, Culture and Public Interest. Oxford: Oxford University Press.
11. Sinclair, John. (1996). New Patterns in Global Television New York: Oxford University Press
12. Srivastava, H.O.(2000). Broadcast Technology: A Review. New Delhi: Gyan Books Pvt. Ltd
13. Thomson, Roy.(1994).Media Grammar of the Editing. Oxford: Focal Press.

4.5.15 Course Code: MSM 624: Editing techniques

4.5.15.1 Objective

In this course, students will build up their skills in non-linear picture editing using the Final Cut Pro

1. Video editing principle and techniques
2. Introduction to digital video and formats
3. Understanding the Interface
4. Editing in the timeline
5. Transitions
6. Motion and Effects
7. Audio – I
8. Audio – II
9. Previewing and Fine tuning

10. Exporting - Outputting

4.5.7.3 Recommended Books

Editing Techniques with Final Cut Pro, Michael Wohl, 2010, Sage publications

4.5.16 Course Code: MSM 631: Design Narrative and Cultural Studies

4.5.16.1 Objective:

This course introduces students to the intellectual roots and contemporary applications of cultural studies, including critical media studies, focusing on the theoretical bases for analyses of power and meaning in production, texts, and reception.

4.5.16.2 Recommended Books

The Architecture of Modern Culture: Towards a Narrative Cultural Theory
Wolfgang Müller-Funk 2009, Sage publications

4.5.17 Course Code: MSM 632: Merchandising and branding strategies

4.5.17.1 Objective:

Merchandising and brand strategies provide the interface between the customer and the firm in which the customer has become pivotal to the success of business activities.

This course covers visual merchandising, marketing and branding for the fashion industry and providing industry experience.

1. Managing Mass Communications: Advertising, Sales Promotions, Events and Public Relations.
2. Managing Personal Communications: Direct Marketing and Personal Selling
3. Implementation of Marketing Practices in Pakistani Context
4. Developing Pricing Strategies & Programs

4.5.17.2 Recommended Books

Field Visual Merchandising Strategy: Developing a National In-store ...
Paul J. Russell

4.5.18 Course Code: MSM 633: User interface and design

4.5.18.1 Objective:

- Introduces the principles of user interface development
- Focusing on the following areas: Design, Implementation and Evaluation

4.5.18.2 Recommended Books

1. User Interface Design Avram Joel Spolsky ,2008
2. The Essential Guide to User Interface Design: An Introduction to GUI ,Wilbert O. Galitz,2009

4.5.19 Course Code: MSM 634; Visual literacy

4.5.19.1 Objective:

Contemporary culture is a visual culture and visual literacy is a fundamental skill required of professional designers and in many other fields of communication.

1. In modern design practice, an ability to create images and to encode them with meaning is central to the creative process. With an emphasis on design practice and analysis, this studio-based course aims to develop your understanding of the fundamentals of visual language and design principles.
2. The course provides a core knowledge base from which you can build visual problem-solving skills and enhance your ability to plan, create and critically evaluate your own image-making processes.
3. Introduced to visual communication and image-making processes, and through the use of basic design strategies and media including drawing, collage and digital photography you will develop an understanding of core principles which underpin effective visual communication and factors which contribute to the creation of meaningful image.

4.5.19 Recommended Books

Visual Literacy: A Spectrum of Visual Learning,David Mike Moore, Sage publications

Standard 2-1

The curriculum must be consistent and supports the program's documented objectives.

Element	Courses
Theoretical Background	Research Methods in Media Studies Theories of Communication Critical & Cultural Studies of Mass Communication Crises Communication Media Sociology Framing , Reframing and Un-framing Cinema Compositing and Effects Film Writing and Production Techniques Visual Literacy Online Journalism: Challenges and Strategies Editing Techniques
Problem Analysis	Development Support Communication
Solution Design	Design Information, Technology and Entrepreneurship

1.1.1 Group 1: MS Media Sciences (First Semester) Theoretical background

Course Code Course Name

THEORY

MSM601	Research Methods in Media Studies
MSM602	Theories of Communication

MSM603	Development Support Communication
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1.1.2 Group 2: MS Media Sciences (Second Semester) Theory

Course Code Course Name

THEORY and Practice

MSM604	Design Information, Technology and Entrepreneurship
MSM605	Critical & Cultural Studies of Mass Communication
-	Elective I

1.1.3 Group 3: MS Media Sciences (Third Semester) Theory & Practice

Course Code Course Name

THEORY and Practice

-	Elective II
-	Elective III
RES701	Thesis Proposal writing

1.1.4 Group 4: MS Media Sciences (Fourth Semester) Research

Course Code Course Name

MSM702	Thesis (Research Track)
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1.1.5 Course Groups and Program Objectives

Courses Groups	Objectives					
	1	2	3	4	5	6
1	✓	✓	✓	✓	✓	✓
2	✓	✓	✓	✓	✓	✓
3	✓	✓	✓	✓	✓	✓
4	✓	✓	✓	✓	✓	✓

Table 4: Courses versus Program Objectives (table 4.4)

Standard 2-2

Theoretical backgrounds, problem analysis and solution design must be stressed within the program’s core material.

Elements	Courses
Theoretical Background (Theory and Practice)	Research Methods in Media Studies Theories of Communication Critical & Cultural Studies of Mass Communication Crises Communication Media Sociology Framing , Reframing and Un-framing Cinema Compositing and Effects Film Writing and Production Techniques Visual Literacy Online Journalism: Challenges and Strategies Editing Techniques
Problem Analysis	Development Support Communication Design Narratives & Cultural studies User Interface Design
Solution Design	Design Information, Technology and Entrepreneurship
Research	Thesis Proposal writing / Thesis (Research Track)

Table 5: Standard 2-2 Requirement (table 4.5)

Standard 2-3

The Curriculum must satisfy the core requirements for the program as specified by the respective accreditation body.

MS Media Sciences program is recognized by Higher Education Commission (HEC) and accredited by the Pharmacy Council of the Pakistan (PCP). Minimum Requirements for each program (Program Semester Credit Hours):

Program	Social Sciences Courses	Research Thesis	Total
MS Media Sciences	24	6	30

Table 6: Program Credit Hours (appendix A table)

Standard 2-4

The curriculum must satisfy the major requirements for the program as specified by the respective accreditation body.

Same as Standard 2-3.

Standard 2-5

The curriculum must satisfy general education, arts and professional and other discipline requirements for the program as specified by the respective accreditation body.

Same as standard 2-3 and Standard 2-1 (table 4.4) as defined above.

Standard 2-6

Information technology component of the curriculum must be integrated throughout the program

One of the following course is offered in the semesters after core courses semester. Online Journalism, Design Information technology and entrepreneur, User Interface design and Merchandising & Branding Strategies

Standard 2-7

Oral and written communication skills of the student must be developed and applied in the program.

Students go through course presentations, assignments, Journal club, group discussions and Research methodology course in 2nd semester, which develop the oral and written communication skills of the students. Students have to write a thesis of their research work and present their work in thesis defense/viva in 4th semester.

Criterion 3: Laboratories and Computing Facilities

MS Media Sciences has established Computer labs and Media house for students to practice their learning outcomes. Following is the of computer labs and Studios:

Sr. No	Department	Laboratory Name
1	Arts and Media	Computer Lab , Jinnah Block
2	Arts and Media	Media house , Sirsyed Block

The details about these laboratories are provided as follows

Title	Computer Lab
Location & Area	Jinnah Block
Objectives	Facilitate the students to carry out their media related /Online journalism /User interface design and Editing techniques projects efficiently.
Adequacy for Instruction	All required instructions are displayed in the lab at appropriate places for use by faculty, students and support staff.
Courses Taught	Online Journalism/User Interface design and Editing techniques/ Design Information, Technology and Entrepreneurship/ Film Writing and Production Techniques
Major Apparatus / Equipment	Computers are equipped with Software related to editing (Adobe Premier Pro) /Designing softwares and networking facility
Safety Regulations	Safety regulations are being strictly followed.

Title	Media house
Location & Area	Sirsyed Block
Objectives	Provide students with the facility to understand the basic principles of studio

	protocols through experimentation and facilitate the students in completion of their semester projects by using the Media house facility.
Adequacy for Instruction	All required instructions are displayed in the studio at appropriate places for use by faculty, students and support staff.
Courses Taught	Framing , Reframing and Un-framing Cinema/ Compositing and Effects / Film Writing and Production Techniques
Major Apparatus / Equipment	Cameras, lights ,mics and other studios equipment for recording and broadcasting
Safety Regulations	Safety regulations are being strictly followed.

Table 8: Computer Lab and Media House Details

5.1 Standard 3-1

Laboratory manuals/documentation/instructions for experiments must be available and easily accessible to faculty and students.

Computer Lab In-charge is the custodian of all the manuals and instructions concerning his laboratory. Its copies are also available with the Program Coordinator and HoD to be used by the faculty and students. These manuals and instructions are issued to desired entity through a defined process and proper record is maintained. The laboratory in-charge keeps the manuals and instructions in laboratory for immediate access to students and faculty members during the laboratory work.

Computer Lab equipment and facilities in FUI are equally good and comparable to any high reputed university of the country, although modern equipment is required to improve research productivity.

5.2 Standard 3-2

There must be support personal for instruction and maintaining the laboratories.

Each laboratory is authorized two staff members, and Laboratory Attendant. Laboratory in-charge and HoD Arts and Media department is responsible for overall maintenance while laboratory attendant is responsible to maintain the laboratory equipment and general duties within the lab.

5.3 Standard 3-3

The University computing infrastructure and facilities must be adequate to support program's objectives.

The computing facilities in FUI are adequate with latest computers & software that support students to fulfill their education requirements. The facilities can be compared with any high reputed university of the country.

FUI is running a comprehensive Campus Management System. It facilitates the faculty members in maintaining the attendance record, examination schedules, time tables and student's data.

6.0 Criterion 4: Student Support and Advising

Since the launch of MS Media Sciences in year Spring 2017, the programs have started and finished on schedule. The culture in FUI is that teachers and students have facility of frequent interaction, even after classes, for any professional /academic advice and research thesis supervision.

6.1 Standard 4-1

Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.

The courses are offered in a logical sequence that grooms the students to obtain the program's defined objectives and outcomes.

6.2 Standard 4-2

Courses in the major area of study must be structured to ensure effective interaction between students, faculty and teaching assistants.

All courses in the program are taught by the single faculty member. Courses are structured in the board of studies before commencement of each semester. Faculty members interact frequently among themselves and with students. Students are encouraged to participate in providing feedback and their views about course contents during and after the classes.

6.3 Standard 4-3

Guidance on how to complete the program must be available to all students and access to qualified advising must be available to make course decisions and career choices.

Students are informed about the program requirements at the start of the session during orientation week by in-charge program and QEC staff. In-Charge Program/Program Manager acts as advisor to guide students to choose appropriate courses and also provide guidance on different issues. He also maintains a list of guidance points provided to students during the semester and program, which is being evaluated at the end of the program to take necessary improvement.

In-charge student's affair provides professional counseling to students when needed. Students can get in touch directly with him/her for any advice.

HoD and program manager act as Liaison that arrange industrial tours for students to improve their subject vision and technical know-how. They also invite professionals from different media outlets to conduct interactive sessions with students for advice on professional matters/future career planning.

7.0 Criterion 5: Process Control

7.1 Standard 5-1

The process by which students are admitted to the program must be based on quantitative and qualitative criteria and clearly documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

The program has a well-defined admission criterion, which include evaluation of student's marks at different levels and admission test results. The admission is done twice a year, in spring and fall semester.

Students who have completed the 16 years of education are eligible to appear in the admission test of the program. Admission is granted strictly on the basis of academic record, admission test and interview by the Board of Interview to evaluate them and make decision. This admission criterion is evaluated every 2 years by the board of faculties and academic council in the light of instructions issued by HEC. Minor internal adjustments regarding admission test result weightages or test contents are made.

7.2 Standard 5-2

The process by which students are registered in the program and monitoring of students' progress to ensure timely completion of the program must be documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

The student's name, after completion of the admission process, is forwarded to the Student affair for registration in the specific program and the registration number is issued.

Students are evaluated through assignments, sessional, mid-term tests, course presentations and final examinations at the end of each semester. The Research work is done in 3rd and 4th semester and contributes significantly towards the student's evaluation for the program. Only qualified students in each semester are allowed to join the next semester.

7.3 Standard 5-3

The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation, promotion must be consistent with institution mission statement. These processes must be periodically evaluated to ensure that it is meeting with its objectives.

Vacant and newly created positions are advertised in the national newspapers, applications are received by the Registrar office, scrutinized by the respective Deans, and call letters are issued to the short-listed candidates on the basis of experience, qualification, publications and other qualities/activities as determined by the University in the light of HEC guidelines.

The candidates are interviewed by the University Selection Board. Selection of candidates is approved by the Head office. Induction of new candidates depends upon the number of approved vacancies.

Faculty members are retained by giving them good remuneration, favorable teaching environment, research facilities and management support.

On yearly basis faculty performance is evaluated basing on HEC Performa number 10 by the students, Deans recommendations and with the counter signature of vice chancellor and pro chancellor. The annual increment is based on the recommendations of the Dean and the vice chancellor.

7.4 Standard 5-4

The process and procedures used to ensure that teaching and delivery of course material to the students emphasizes active learning and that course learning outcomes are met. The process must be periodically evaluated to ensure that it is meeting its objectives.

Students are the recipient of the delivery of course material, through their teachers. The program is actively evaluated by Dean, HoD, Program Manager and QEC. The feedback of the taught is best instrument to measure that the course learning outcomes are met. The students give feedback on Performa number 1 regarding course contents and how it was delivered. Through Performa number 10, students evaluate and comment on teacher's efforts, put in to deliver the course contents, his general conduct in the class, the environment, he, maintains and extra efforts, he makes to satisfy students, thirst for knowledge.

Faculty feedback is also taken on HEC Performa number 2 (Faculty Course Review Report – (Annexure F)) and Performa number 5 (Faculty Survey – (Annexure-C)) which is a very useful activity to evaluate the course contents, learning and teaching

environments and overall teachers satisfaction level. Course evaluation by teachers also indicates what percentage of desired outcome has been achieved by the course contents and what needs to be improved or changed.

This exercise is done in every semester. The feedback is discussed with Dean and HoD, who focus on making improvements in the weak areas, identified by the students. Teacher's evaluation performs are fed to the computer and bar charts are made. Each teacher is graded out of 5 marks. The comparative bar charts indicate level of performance of teachers, as visualized by the students. QEC formally submits these bar charts to Dean and Vice Chancellor for their information and taking of necessary corrective actions.

7.5 Standard 5-5

The process that ensures that graduates have completed the requirements of the program must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.

The program is run on semester basis and at the end of each semester examinations are held to evaluate the students' progress in that semester. Qualified students are allowed to join next semester and this cycle continues till the end of 4th semester which is the final semester. At the end of 4th semester all students are required to submit their respective Thesis and clear their viva voce examination. Student's final results are announced on the basis of viva voce results and examination results.

8.0 Criterion 6: Faculty

8.1 Standard 6-1

There must be enough full time faculties who are committed to the program to provide adequate coverage of the program areas/courses with continuity and stability. The interests and qualifications of all faculty members must be sufficient to teach all courses, plan, modify and update courses and curricula. All faculty members must have a level of competence that would normally be

obtained through graduate work in the discipline. The majority of the faculty must hold a Ph.D. in the discipline.

Program Area of Specialization	Courses in the area and average number of sections per year/semester	Number of faculty members in each area	Number of faculty with Ph.D Degree
MS Media Sciences	MSM601 MSM602 MSM603 MSM605 RES701 MSM702 MSM 615	6	Enrolled in PhD
Total		6	4

..

Table 11: Faculty Distribution by Program Area

8.2 Standard 6-2

All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place. **Effective Programs for Faculty Development**

Faculty concurrency in the discipline is determined based on the criterion set by the University in the light of HEC guidelines. All faculty members submit their professional resumes on HEC Performa number 9 (Faculty Resume, Annexure-C) once a year. This information is compared with the existing criterion set by university for the concurrency of the post.

All full time faculty members are allocated teaching hours as per HEC defined limit which enables the faculty to have enough spare time to perform scholarly activities and improve their knowledge and skills.

Faculty members are provided with adequate resources for research and academic activities. Every faculty members has been provided with computer system and access

to internet. Faculty members have also access to library materials for academic and research activities. Professional training is also provided to faculty if required to enhance their capabilities.

The university encourages the faculty to participate in research activities by providing them sufficient financial support within or outside university.

8.3 Standard 6-3

All faculty members should be motivated and have job satisfaction to excel in their profession.

Faculty members are motivated through public appreciation and documented appreciation (annual performance evaluation report) by the HoD and Dean on regular basis.

The faculty survey of the program using HEC Performa number 5 indicates the mix reactions of the faculty, which indicates that teaching load be distributed evenly and more relaxed environment be generated. Cumulative results of faculty surveys are attached in Annexure C.

Criterion 7: Institutional Facilities

8.4 Standard 7-1

The institution must have the infrastructure to support new trends in learning such as e-learning.

Students have been provided a number of computer systems in the library to access information and access to international libraries. The university has provided enough funding to support the system and engage students through various learning procedures.

8.5 Standard 7-2

The library must possess an up-to-date technical collection relevant to the program and must be adequately staffed with professional personnel.

The university library has enough program related technical books in hard copies to support the program learning. Digital Library for e-learning facility is available with more

than 70,000 books. The library is staffed with more than 7 professionals to help students and faculty members to get access to required book or learning material efficiently.

8.6 Standard 7-3

Class-rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities.

Enough class rooms are available to run the program as per desired schedule. In few class rooms, there is a need of up-gradation of multimedia and other resources. The work orders have been initiated and procurement process is in progress.

9.0 Criterion 8: Institutional Support

9.1 Standard 8-1

There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain competence as teachers and scholars.

University allocates enough financial resources each year to hire competent faculty as required.

As already listed in standard 5-3, Faculty members are retained by giving them by favorable teaching environment, research facilities and management support.

As listed in standard 6-2, Faculty members are provided with adequate resources for research and academic activities to maintain their competence. Every faculty members has been provided with computer system and access to internet. Faculty members have also access to library materials for academic and research activities. Professional training is also provided to faculty if required to enhance their capabilities.

9.2 Standard 8-2

There must be an adequate number of high quality graduate students, research assistants and Ph.D. students.

The university follows the guidelines of HEC for admission in this program. The number of MS media Sciences students enrolled during the last 1.5 (Spring 2017 till spring

2018) years is 26 with no research assistants,6 M.Phil (MS) Faculty members out of these 6 there are 4 Ph.D. scholars (PhD in Progress) in the faculty.

Faculty to graduate student's ratio for the last 1.5 years remained in the range of 13:1.

9.3 Standard 8-3

Financial resources must be provided to acquire and maintain Library holdings, laboratories and computing facilities.

Library at FUI holds more than 20572 books for all programs. Sufficient numbers of computers are available to be used by the students. Library is organized to accommodate 300 students (male, female) as a whole and 24 in research cubicles. Separate common rooms for male and female students are available with internet facility.70,000 books are available in the digital library for students.

Laboratories at FUI holds adequate equipment to be used by the students to carry out desired experiments and laboratory work. Each year a handful of budget is allocated for laboratories to maintain and upgrade the equipment and other facilities.

Computing facilities at FUI provide excellent platform to students to enhance their learning capabilities. There are 20 computer for the students and 3 for the staff, 1 video library and 1 for catalogue access.

10.0 Conclusion

The self-assessment report of the Foundation University Islamabad (FUI) is an important document, which gives strengths and weaknesses of the program. The management is striving hard to improve infrastructure for establishment of conducive environments for studies. The faculty is focused on imparting quality education, introduction of new and innovative techniques and conduct of quality research to produce competent pharmacists. The report has been prepared after evaluating the program in the light of 8 criterion and 31 standards given in HEC's Self -Assessment Manual. The program mission objectives and outcomes are assessed and strategic plans are presented to achieve the goal, which are again measurable through definite standards. Teachers' evaluation revealed satisfactory standards. Weaknesses are

identified which are related to availability of Computer labs and studios on Friday evening and Saturdays. Improvements in curriculum design and infrastructure are suggested which are based upon set, well defined and approved criteria. Examinations are held on schedules, academic schemes are prepared well in advance, transparent admission, registration and recruiting policy, excellent student teacher ratio are some of the strong areas of this program. The number of courses along with titles and credit hours for each semester, course contents for degree program, need improvement because there are courses which are based on Computer Arts and highly technical whereas MS Media Sciences is purely Research Track oriented program. It was concluded that computer labs facilities and class rooms need further improvement. The need of refresher courses for the fresh faculty on method of teaching cannot be over emphasized.

Proper steps are taken to guide the students for program requirements, communication, meetings, tutorial system, tours, students-teacher interaction etc. Some improvements have been suggested. As the process control, that is covering admission, registration, recruiting policy, courses and delivery of material, academic requirements, and performance and grading, university is following Higher Education Commission. Accordingly, institutional support will greatly promote and strengthen academic, research, management and leadership capabilities.

In conclusion, the strong and weak areas of the program are as under:-

10.1 MS Media Sciences Program Strong and Weak Points

MS Media Sciences program is designed to educate students to meet the challenges of the modern world and present market needs. During the execution of the program several observations were made that can be categorized as strong and weak points of the program. These points are listed below:

10.2 MS Media Sciences Program Strong Points:

- The number of courses along with their titles and credit hours for each semester, course contents for degree program are planned
- Transparent admission, registration and recruiting policy

- Curriculum design, development and organization are based upon set, well defined and approved criteria
- Pre-requisites fully observed
- Examinations on schedule
- Academic Schemes fully prepared in advance
- Pakistan Pharmacy Council & HEC rules fully followed
- Excellent Students-Teacher Ratio

10.3 MS Media Sciences program Weak Points:

- Need to improve research based courses as it is Research based degree not the technical degree
- Need a FUI Media Journal platform to publish research papers by students/faculty.
- Need to improve Canteen facility for faculty and students and its availability on Friday afternoon and whole day on Saturday.
- Need to support financial for research work for the faculty and students
- Unavailability of Computer lab and Media House on Fridays and Saturdays.
- Need to improve the software related to media subjects to facilitate research students.
- Need to improve library by linking it to the international online libraries for access of Faculty and Student for research purposes.
- Refresher Courses for Teachers. Teacher's development programs of short duration must be introduced.
- The faculty must be given ample time to produce research papers.
- Assistant professors and associate professors who are fully engaged with MS Media Sciences must not be engaged in BS level. Instead of teaching four courses Assistant professor and above must teach only three courses /week and rest of the time should be spent on producing research papers. Assistant professors and above must be provided with interneers or facilitators to partially manage the administrative work.

Annexure B: Research Papers List

Sr #	Name of Author	Title of Paper	Name of Journal	Impact Factor	Vol	Date	Page#
1.	Hayam Qayyum	“Media Coverage on Human Rights Issues (child sexual abuse) in developing countries”	International Science Index in www.waset.org/Publications .		vol: 9		Page no:11,
		Conference Paper Media Coverage on child sexual abuse in developing countries	33 rd FICE Congress & 2 nd CYC World Conference www.betterworld2016.org .			2016	
		Alternate and Community Media Empower Citizens to Strengthen Democratic Media.	Griffith University Journal of Alternative and Community Media			2015	March Issue
		Media Coverage in the Prevention of Human Rights Issues	Inderscience Publishers Journals		Vol: 18	2015	No:32
		Media Coverage on Child Sexual Abuse in Developing Countries. (Also available at internet (232) http://thedigitaluniversity.org/Abstracts/Law-and-Forensic-Sciences)	World Academy of Science, Engineering and Technology		Vol :2	2015	No:11
		Conference paper : Exposure to Sexualized Advertisement and Viewers Perception; A Case Study of Islamabad	Conference jointly organized by Institute of Communication Studies (ICS), University of the Punjab, Pakistan, Oslo and Akershus University			27 th Feb 2018	

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			College, Oslo, Norway, and Association of Media and Communication Academics Professionals (AMCAP)				
2	Nadira Khanum	The Effects of Animation in TV Commercials on Information Recall	Academic Research International		Vol. 6(3)	May 2015	
		The Level of Autonomy of Journalists in Their Jobs: A Case Study of Rawalpindi and Islamabad Journalists	Academic Research International		Vol. 6(3)	May 2015	
3	Ummul Baneen	Impact of Islamic Scholars as Celebrity Endorser on emotional attitude towards brand	Foundation University Journal of Business and Economics		Vol 1	2016	53

Annexure –D: Faculty Resume

Name	Hayam Qayyum
Personal	+923008561238 <u>hayamq@gmail.com</u> <u>hayam.qayyum@fui.edu.pk</u> Hno:273/274-D,Street:8,Sector 1,khayban e Sirsyed Rawalpindi
Experience	May 2017 -to-date Foundation University 1) 2008 - 2014, Women Institute of Science and Humanities, Islamabad. 2) 2005-2007 (Two Years) Rawalpindi Arts Council (Rwp) Principal Visual and Performing Arts department 3) 2004 – 2006, Women Institute of Science and Humanities, Islamabad. 4) 1999 - 2004 Preston University, Islamabad.
Honor and Awards	1. Interfaith League Against Poverty (I-LAP), Islamabad awarded Shield and letter of Appreciations on covering Social Issue especially Minority Rights Issues. 2. International Human Rights Observer (NGO accreditation status with the United Nations approved by Government of Pakistan and Registered in USA) Awarded Shield on covering Social Issues
Memberships	NA
Graduate Students Postdocs Undergraduate Students Honour Students	Projects at Bachelor and Master levels managed. 1996.Marketing Project (MLM) 1998 RoCHE Project
Service Activity	Public service activities; 1. Communication and Liaison Officer at Ministry of Human Rights for the USAID funded 18 Months Project “Supporting Ministry of Human Rights in Devising and Putting Forth Women Centered Laws and Capacity Building of Prosecutors and Court Officials” started in December, 2015 and closed on April, 2017. 2. Visiting Faculty at Federal Urdu University of Science ,Arts and Technology,2004 till 2015

<p>Brief Statement of Research Interest</p>	<p>Interested in Media agenda, policy and audience agenda setting on Foreign policy of Pakistan with regard to US, China and India (Qualitative and Quantitative Research Methods)</p>
<p><i>Publications</i></p>	<p>Research Papers List</p> <ol style="list-style-type: none"> 1. "Media Coverage on Human Rights Issues (child sexual abuse) in developing countries" International Science Index in www.waset.org/ Publications. vol: 9 Page no:11.2015 2. Alternate and Community Media Empower Citizens to Strengthen Democratic Media. Griffith University , Journal of Alternative and Community Media,2015 March Issue 3. Media Coverage in the Prevention of Human Rights Issues Inderscience Publishers Journals, Vol: 18,2015,No:32 4. Media Coverage on Child Sexual Abuse in Developing Countries. (Also available at internet (232) http://thedigitaluniversity.org/Abstracts/Law-and-Forensic-Sciences) World Academy of Science, Engineering and Technology, Vol :2 ,2015 No:11 5. Conference Paper: Media Coverage on child sexual abuse in developing countries, 33rd FICE Congress & 2nd CYC World Conference www.betterworld2016.org. 2016, Vienna. 6. Conference paper : Exposure to Sexualized Advertisement and Viewers Perception; A Case Study of Islamabad, Conference jointly organized by Institute of Communication Studies (ICS), University of the Punjab, Pakistan, Oslo and Akershus University College, and Association of Media and Communication Academics Professionals (AMCAP) 27th Feb 2018,Lahore
<p><i>Research Grants and Contracts.</i></p>	<p>No Research Grants/Contracts</p>
<p><i>Other Research or Creative Accomplishments</i></p>	<p><u>Research Article yet to be published</u></p> <ol style="list-style-type: none"> 1. The Effect of Junk Food Advertisements on the adoption level of Children and Teen Agers (Survey Analysis) 2. Private Television Dramas and Female Viewer Perception about Modern Life Style.(Survey Analysis) 3. Braderism and Stronger determinants of voting behavior of people towards different political parties during Local Bodies Elections. 4. The impact of using Face book on Youngsters of Sargodha and Lahore.(Survey Analysis) 5. Impact of Agriculture ads on the Farming behaviours of Farmers.(Survey Analysis)

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	<p>6.Exposure of Infotainment shows on Private Channels and Viewers Perception(Survey Analysis)</p> <p>7. Social Media and its Effect on students and their studies.(Content Analysis)</p> <p>8.Study of Demographic and Psychographic behaviors of Reading English and Urdu Newspapers.(Survey Analysis)</p> <p>9.Impact of Media Coverage following the code of Conduct on Turn out of Voters(Content Analysis)</p> <p>Accomplishments:</p> <ol style="list-style-type: none"> 1. 2014-2017 Editor, Media Mirror (E-Mag), Society for Alternative Media and Research (SAMAR) Islamabad, Pakistan 2. 2016, Member of Special Media Monitoring Project of Society for Alternative Media and Research (SAMAR) Islamabad, Pakistan for "Citizen's Role in Strengthening Democratic Media" 3. 2016 Supervised One Year Project of Media Monitoring and Evaluation of Society for Alternative Media and Research, Islamabad 4. 2013-2014 special project ,Editor Kamyab Pakistan Fortnightly Journal "Kamyab Voice" (Empowerment of Women, Empowerment of Men in Farming, Small Business Establishment) 5. 2012, selected from Pakistan for Workshop on "Media Empowerment on Human Rights" in Parallel with the UN Human Rights Council Universal Periodic Review arranged by G-Media at Geneva, Switzerland. 6. 2010 - 2011 Editor Peacelink Bilingual Monthly Magazine (Special Project of Interfaith League Against Poverty on Minority Rights (I-LAP NGO))
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Name:	Salman Amin
Personal:	<p>Address: Dept. of Arts and Media, Foundation University Rawalpindi Campus, New Lallazaar, Rawalpindi.</p> <p>Contact #: +92-3216005143</p> <p>Email: salmanio2010@hotmail.com</p>
Experience	<p>Working as Lecturer at Foundation University Rawalpindi Campus, Rawalpindi from 19th September, 2016 to date</p> <p>Worked as Lecturer at Superior College Sargodha, Sargodha from 15th August, 2015 to 16th September, 2016</p> <p>Worked As Lecturer (Visiting) from 08th September,2014 to 29th May, 2015 at ILM College of Commerce Sargodha</p> <p>Lecturer (Part Time) from 5th September, 2011 to 14th March,</p>

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	<p>2014 at Department of Communication Studies, University of Sargodha, Sargodha.</p> <p>Worked as Reporter from 15th June, 2009 to 30th August, 2011 at “Daily Khabria” Sargodha.</p>
Memberships	<ol style="list-style-type: none"> 1. Member of an “International Society for Development and Sustainability (ISDS)” ISSN : 2186-8662, www.isdsnet.com/ijds 2. Working as Reviewer in Global Advanced Research Journal of Management and Business Studies (GARJMBS) ISSN: 2315-5086, www.garj.org/garjmbs/index.htm 3. Working as Reviewer in Advances in Educational Research Journals ISSN: 2315-9219, www.scribesguildjournals.org/aer/index.html 4. Working as Reviewer in Merit Research Journal of Education and Review ISSN: 2350-2282, www.meritresearchjournals.org/er/index.htm. 5. Working as Reviewer in Issues in Business Management and Economics, ISSN 2350-157X, www.journalissues.org/IBME/ 6. Working as Reviewer in International Journal of Educational Policy Research and Review, ISSN 2360-7076, www.journalissues.org/IJEPRR/
Education	<ul style="list-style-type: none"> • Ph.D, Mass Communication, Allama Iqbal Open University, Islamabad, (Thesis Completed -2015- 19) • M.Phil, Mass Communication, University of Sargodha, Sargodha, 2013 • MA, Mass Communication, University of Sargodha, Sargodha, 2010 • B.Com, Commerce, University of the Punjab, Lahore, 2008 • Intermediate, General Science, B.I.S.E Sargodha, Sargodha, 2005 • Matriculation, Science, B.I.S.E Sargodha, Sargodha, 2003
Brief Statement of Research Interest	<p>Research Interest: Political Communication, Media Effects, Electronic, Print and Social Media Agenda</p>
Projects	<ul style="list-style-type: none"> • Ph.D Thesis on “Portrayal of General Issues in Pakistani Newspaper in Previous three Regimes (PML-Q, PPP and PML-N) • MPhil Thesis on “Exposure to Private Television Channels’

	<p>Current Affairs Programs and Gratification of the University of Sargodha's Students: Exploring the 'Uses and Gratification' Model".</p> <ul style="list-style-type: none"> • Radio Project (Documentary) on "Child Labor in Pakistan". • Television Project (Documentary) on "History & Famous Squares of Sargodha City.
<p>Publications</p>	<p><u>International</u></p> <p><u>Book:</u></p> <ol style="list-style-type: none"> 1. Book Titled "<i>Contemporary Private Media's Program and Gratification of Students</i>" Published by LAMBERT Academic Publishing, Germany, ISBN No: 978-3-659-57921-1. <p><u>Research paper</u></p> <p><u>International</u></p> <ol style="list-style-type: none"> 1. Research Paper on "<i>Television Channels' Current Affairs Programs and Students' Gratification: a Case of University of Sargodha</i>" Published in Berkeley Journal of Social Science, ISSN No: 2159 – 8053, Vol 03, spring, 2013. 2. Research Paper on "<i>Impact of Political Programs of Private Channels and Satisfaction of Student: A case of Sensationalized Pakistani Media</i>" Published in International Journal of Arts and Humanities, ISSN No: 2383-305X, Vol.1, N.2, October 2014. 3. Research Paper on "<i>Influence of TV Dramas on the Dressing Style and Way of Talking of Women in Pakistan: A Case Study of Karor Lal Eason, Pakistan</i>" Published in International Journal of Innovation and Scientific Research ISSN No: 2351-8014, Vol. 11 No. 2 Nov. 2014 <p><u>National</u></p> <ol style="list-style-type: none"> 1. Research Paper on "<i>Role of Pakistani Media in Disseminating Core National Issues and Viewers Perception</i>" Published in Asian Journal of Empirical Research, Online: 2224-4425, Print : 2306-983X, Vol 04 (3), 2014 2. Research Paper on "<i>Gender Interaction Pattern on Private Television channels' Turkish & Pakistani Dramas and Viewers Perception</i>" Published in Asian Journal of Empirical

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	<p>Research, ISSN No Online: 2224-4425 ISSN No Print : 2306-983X, Vol 04 (3), 2014.</p> <p>3. Research Paper on “<i>Comparative Analysis of Language of Sister Publications of Jang Group and Liberty Papers</i>” Published in VFAST Transactions on Research in Education, ISSN No: 2309-395, Vol 04 (2) 2014 .</p> <p>4. Research Paper on “<i>Effect of Using Habits of cell phone on the Study of the students A case study on parents and teachers of Sargodha City</i>” Published in Asian Journal of Empirical Research, ISSN No Online: 2224-4425, ISSN No Print: 2306-983X , Vol 04 (4), 2014.</p> <p>5. Research Paper on “<i>An analysis of PTV’s Entertainment Programs and its Effects on Youth</i>” Published in Asian Journal of Empirical Research, ISSN No Online: 2224-4425 ISSN No Print: 2306-983X, Vol 04 (5), 2014.</p> <p>6. Research Paper on “<i>Exposure of political talk shows of private television channels among students of Sargodha city, Pakistan</i>” Published in Asian Journal of Empirical Research, ISSN No Online: 2224-4425 ISSN No Print: 2306-983X, Vol 04 (8), 2014.</p> <p>7. Research Paper on “<i>Effect of Private Television Channels’ Current Affairs Program on Students: A Case of University Of Sargodha</i>” Published in Academic Research International, ISSN-L No: 2223-9553 Online, ISSN: 2223-9944 Print, Vol. 5(5) September 2014.</p>
Reference	<ul style="list-style-type: none"> • Prof. Dr. Syed Abdul Siraj, Head of Department of Media Studies, Bahria University Islamabad • Dr. Bakht Rawan, Associate Professor, Department of Mass Communication, Allama Iqbal Open University Islamabad. • Dr. Shoiab Ahmed, Head of Department Arts and Media, Foundation University, Rawalpindi Campus.

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Personal:	Email• durreshewar@fui.edu.pk • Mobile: 0334-5107932 House #341, Tulsa Road, Lalazaar Rawalpindi

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<p>Experience</p>	<p>Assistant Prof. Arts & Media: Sep 2016- to date (Foundation University, Rawalpindi Campus).</p> <p>Permanent lecturer Arts & Media: 2013- 2016 (Foundation University, Rawalpindi Campus).</p> <p>Visiting Lecturer Arts & Media: 2010- 2013 (Foundation University, Rawalpindi Campus).</p>
<p>Honors and Awards</p>	<p>Achieved Gold Medal in MS Media Science Professional certificates</p>
<p>Memberships</p>	<p>Member of Educational Broadcast Forum Foundation University Committees Membership</p> <ol style="list-style-type: none"> 1. Member of Board of Studies 2. Member of Graduate Studies Committee 3. Member of Admission Committee 4. Member of Quality Assurance Program Committee 5. Member of Sports committee 6. Member of convocation committee 7. Member of Society of Arts & Literature 8. Alumni committee 9. FAP Committee
<p>Graduate Students Postdocs Undergraduate Students Honor Students</p>	<p>2016-2019 MS Media Sciences Kiran Rheman Thesis entitled “Apocalyptic movies and its impact on youth”.</p> <ol style="list-style-type: none"> 1. 2017-2018 BS Media and Comm Kaba Nayab Thesis Title “Role of drawing in academic learning and communication” 2. 2017-2018 BS Media and Communication Maliha Farooq Thesis Title “Influence of Health communication campaigns through private channels” 3. 2018 BS Media and Communication Zahra Zafar Thesis Title “Youth perception of CPEC shaped through television news channels” 4. 2018 BS Media and Communication Khuzaima Suleman Thesis Title “User Engagement and cognitive need gratification of Youth through Facebook”. 5. 2018 BS Media and Communication Syeda Iqra Ali Thesis Title “Role of parental mediation in influencing

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	<p>children behavior” Feb</p> <p>6. 2018 BS Media and Communication Iqra Khan Thesis Title “Impact of private news channels in creating political awareness among youth of Pakistan”</p> <p>7. 2018 BS Media and Communication Ahsan Ali Thesis Title “Representation of Police through leading Newspapers”</p> <p>8. 2018 BS Media and Communication Aniqah Zahid Thesis Title “Influence of brand advertising on Pakistani Youth through Instagram”</p> <p>9. 2018 BS Media and Communication Mahnoor Kamran Thesis Title “Transmission of social values through Pakistani animated movies”</p> <p>11. 2018 BS Media and Communication Awais Thesis Title “Coverage of political parties through leading newspapers”</p> <p>12. 2018 BS Media and Communication Saadia Abid Thesis Title “Need gratification of youth using digital advertising”</p>
Service Activity	<ul style="list-style-type: none"> • Teaching as a lecturer in the Department of Arts & Media • Planning and execution of subject related activities and projects • Co-Supervision/Supervision of MS thesis • Course Advisor for BSMC • Internship record management • Invigilation • Providing counselling services to students of FURC • Planning and coordinating various departmental tasks • Writing of SAR Report • Alumni record management • Documentation of Board of studies • Writing of prospectus material
Brief Statement of Research Interest	Journalism, Social media use
Publications	Nil

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Name:	Nazia Bibi						
Personal:	Email• nazia.bibi@fui.edu.pk • Mobile: 0332-5294356 House #11, street # 25, Korang Town , Islamabad						
Experience	Lecturer: Arts & Media: Sep 2016- to date (Foundation University, Rawalpindi Campus). Visiting lecturer Arts & Media: Jan 2016- to June 2016 (Foundation University, Rawalpindi Campus).						
Honors and Awards	List honors or awards for scholarship or professional activity.						
Memberships	List memberships in professional and learned Societies, indicating offices held, committees, or other specific assignments. Member of Association of Media & Communication Academic Professionals						
Graduate Students Postdocs Undergraduate Students Honor Students	List supervision of graduate students, postdocs and undergraduate honors theses showing: <table border="0"> <thead> <tr> <th>Years</th> <th>Degree</th> <th>Name</th> </tr> </thead> <tbody> <tr> <td>2016-2019</td> <td>MS Media Sciences</td> <td>Feroza Khan</td> </tr> </tbody> </table> <p>Thesis entitled “Need assessment of animation used in food TV advertisements; A Pakistani perspective” .</p> <p>Show other information as appropriate and list membership on graduate degree committees</p>	Years	Degree	Name	2016-2019	MS Media Sciences	Feroza Khan
Years	Degree	Name					
2016-2019	MS Media Sciences	Feroza Khan					
Service Activity	<ul style="list-style-type: none"> • Teaching as a lecturer in the Department of Arts & Media • Planning and execution of subject related activities and projects • Co-Supervision of MS thesis • Course Advisor for BSMC • Internship record management • Invigilation • Providing counselling services to students of FURC • Planning and coordinating various departmental tasks 						

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<p>Brief Statement of Research Interest</p>	<p>My primary research interest is in the area of mediatization; to explore the wide ranging role of contemporary media in different aspects of modern day world. My PhD thesis is also exploration of the same by applying the quantitative research method to comprehend the complexity of media representations and its role.</p> <p>I have also worked on exploration of the certain ethical guidelines in the field of advertising, since the effects research has explored the extended effects on masses; hence it was important to find out how far the developed ethical guidelines are being followed in Pakistani media.</p>
<p>Publications</p>	<p>Papers published in refereed conference proceedings.</p> <p>Papers or extended abstracts published in conference proceedings. (refereed on the basis of abstract).</p> <ul style="list-style-type: none"> • “Role of Media in Neutralizing Sectarian. Conflict in Gilgit-Baltistan: Exploring Peace-Oriented Frames/Strategies of Daily Express Tribune “in Two Days International Conference on Media & Conflict, on 26-27th February 2019 in Islamabad. • “Voices of Mountain Communities: A sociological Profile of Gilgit-Baltistan Journalists “in One Day International Conference on Worlds Trends in Freedom of Expression & Media Development: A Pakistani Perspective on UNESCO Report. • “Pakistani Television Advertisement in Postmodern Times “in National Conference on Media in Postmodern Times Challenges & Prospects Organized by AIOU.

<p>Name:</p>	<p>Ummul Baneen</p>
<p>Personal:</p>	<p>House # 5 street 25 , Korang Town , Islamabad 03355270341</p>
<p>Experience</p>	<p>9 Sep 2015 , Assistant Professor , FURC 1st Sep 2013 , Visiting Lecturer , Bahria University</p>

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	<p>3rd May 2012, Tutor, AIOU</p> <p>15 Sep 2011 , Reporter/Producer , Such TV</p> <p>1st Jan 2010 , Teaching Assistant , NUML</p> <p>8 Nov 2008 , Internee , ARY One world Islamabad</p>															
Honors and Awards	<p>30 June 2010 , Short course on language and writing skills, BLCU, China</p> <p>4 March 2014 , Professional Partnership of Journalism , USA</p> <p>13 June 2016 , Digital Media fellowship , IBA KHi</p> <p>13 May 2017 , Residence program on Citizen Journalism , IBA</p> <p>10 May 2015, News writing, Thomson Reuters UK, Isb</p>															
Memberships	<p>International Center For Journalism , USA</p> <p>Reuters , UK</p> <p>Beijing Language Culture University, China.</p> <p>Center of Excellence Journalism , IBA KHI</p> <p>Senior Mentor US Embassy Islamabad</p>															
Graduate Students Postdocs Undergraduate StudentsHonor Students	<table border="1"> <thead> <tr> <th>Years</th> <th>Degree</th> <th>Name</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>BSMC</td> <td>Hassan Aftab Khan</td> </tr> <tr> <td>2016</td> <td>BSMC</td> <td>Danial Chughtai, Angbeen</td> </tr> <tr> <td>2017</td> <td>BSMC</td> <td>Full class</td> </tr> <tr> <td>2018</td> <td>BSMC</td> <td>Khuzaima Jabroot, Shehrbano, and class</td> </tr> </tbody> </table>	Years	Degree	Name	2015	BSMC	Hassan Aftab Khan	2016	BSMC	Danial Chughtai, Angbeen	2017	BSMC	Full class	2018	BSMC	Khuzaima Jabroot, Shehrbano, and class
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Brief Statement of Research Interest	Digital Media, Citizen Journalism, Electronic Media															

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Publications	<ul style="list-style-type: none"> ▷ Research article “ Impact of Islamic Scholars as Celebrity Endorser on emotional attitude towards brand” Ummul Baneen Foundation University Journal of Business & Economics Vol. 1 No. 1, August 2016 ISSN: 2414-4770
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MS Media Sciences has following staff members:

Sr. #	Name	Designation	Permanent/ Visiting	Area of Specialization	Status
1	Ms.Hayam Qayyum	AP	Permanent	Mass Communication	Ph.D in Progress (Mass Communication)
2	Ms.Nadira Khanum	AP	Permanent	Media & Communication	Ph.D in Progress (Media and Communication)
3	Mr.Salman Amin	Lecturer	Permanent	Mass Communication	Ph.D in Progress (Mass Communication)
4.	Ms.Durreshahwar	AP	Permanent	Media Studies	MS Media studies (RIPPHA, 2016)
5	Ms.Nazia BiBi	Lecturer	Permanent	Media & Communication	Ph.D in Progress (Mass Communication)
6	Ms.Umal Baneen	AP	Permanent	Mass Communication	MS Media Studies