Self Assessment Report

Beaconhouse National University

School of Media and Mass Communication (SMC)
BS (Hons) in Communication and New Media Technology

Prepared by: Program Team of SMC
Presented by: Quality Assurance Department

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Executive Summary of Self Assessment Reports

BNU strives hard to deliver quality education and has never compromised on its quality standards. Quality Assurance Department (QA) was setup in BNU in September 2005 as per directives of HEC and since then has actively worked for the quality of all academic programs offered at BNU. One of the important steps in this process is the Self Assessment of the Academic Programs.

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. Self Assessment Reports are prepared at the end of the assessment cycle of all academic programs at Beaconhouse National University (BNU).

QA department at BNU attempts to furnish the requisite information to complete Self Assessment Report in the light of certain criteria and standards as spelled out in the Self Assessment Manual prepared by HEC.

To complete the second cycle of Assessment in the year 2019-2021, fifteen degree programs were selected for Self Assessment, evaluation and improvements.

Objectives

Objectives of the Self Assessment report are:
1. To improve and maintain academic standards.
2. To verify that existing programs meet their objectives and institutional goals.
3. To provide feedback for the academic program.
4. To identify areas requiring improvements in order to achieve objectives through desired outcomes.

Execution of Self Assessment Process:

Presentations on the preparation of Self Assessment Report (SAR) were arranged for all Schools and faculty members of the selected program. This also served to explain the Self Assessment process and also a soft and hard copy of self assessment manual were also provided to further aid the process.

To initiate the SAR process, the Dean appoints the Program Team and Assessment Team Members to prepare the report in the subsequent weeks. Once completed, the Report is submitted to the Assessment team and QA department. The Assessment Team, accompanied with GM (QA) review the report with Dean and Program Team Members and concerned faculty.

The program weaknesses and strengths are identified in the final meeting. Solutions and Implementation plans are prepared based on the discussions. The following are discussed.

    a. Assessment Team findings

    b. Corrective Actions required

    c. Responsible Body for corrective actions

    d. Implementation Date

The recommended target dates to complete the tasks observed by Assessment Team, were approved by Vice Chancellor.

At the completion of Self Assessment cycle, QA submitted soft copy of all SAR to HEC for review and record.

Noreen Lodhi
GM, Quality Assurance
Beaconhouse National University

Shahid Hafiz Kardar
Vice Chancellor
Beaconhouse National University

Introduction

The School of Media and Mass Communication (SMC) at the Beaconhouse National University (BNU) is dedicated to the proposition that the free flow of ideas is vital for the development and improvement of modern democratic societies. The School attempts to establish a center of excellence focused upon teaching, research and service in the study and professional practice of human communication.

Journalism has become increasingly complex in a rapidly changing world and journalists who graduate from SMC will have to analyze and explain the events that affect the country and the world. Preparation for such a formidable responsibility requires not just technical and professional skills but also an intellectual curiosity about the world. The School prepares students for careers as digital publishers, new media content developers, writers, reporters, editors and producers for newspapers, magazines, radio and television newsrooms or new multi media outlets. An opportunity is provided to study media studies in its broadest aspects, i.e. its history and literature, its laws, regulations and ethics; its traditional role as a motivator and critic of government in a dynamic, democratic society; and its total effect as a social and economic institution.

Mass communication and journalism play a pivotal role in the development of a state. As instruments of public opinion, both interpret culture, its values that bind the society together and transmit information and knowledge that contribute to the development of a free society.

Keeping in view the technological revolution in the media and communication industries with accompanying jobs opportunities, the SMC at BNU has designated this innovative undergraduate program to cater for market requirements and create new employment possibilities for media students.

The main objective of this BS program is to study and explore the potentials of new media technologies under one umbrella in the realms of interactivity, creativity, knowledge, arts, information, entertainment, strategic communication and entrepreneurship. The courses in this degree meet not only the purpose of dissemination of content in multiple forms and their

expression in the highly connected world but also take into account social and ethical aspects of digital interventions.

This BS in New Media program will enable students to develop conceptual, theoretical, design and technical skills needed to communicate stories and messages in an interdisciplinary environment to an ever changing audience

Criterion 1: Program Mission, Objectives and Outcomes

Institution Mission Statement

BNU's mission is a unique undertaking that stands undeterred in producing a respectful and tolerant generation of young people who possess the potential to create a positive impact in their communities within a relatively short period of time. BNU continues to offer modern curricula in a range of conventional and new disciplines while preserving the history and culture of Pakistani society. It enriches the overall intellectual growth of a student through interaction and professional excellence.

Standard 1-1 The program must have documented measurable objectives that support institution mission statements.

Vision Statement

BNU envisions to become a world-class international university offering a wide range of programs and providing equitable access to tertiary-level educational opportunities to a diverse student population, thereby producing human capital for the national and global market through refined research and academic delivery in consonance with evolving global pedagogical paradigms. BNU envisages setting a strong and unique intellectual benchmark for Pakistan in the world. BNU aspires to be a prestigious institution with original features, excellent quality and reasonably priced universal availability of academic offerings with support of all stakeholders.

Department Mission Statement

The mission of the School is to build a successful career for its students. The School will provide them with a high quality, enjoyable learning experience and transform them into managers who are technically superb, socially responsible and professionally accomplished.

Program Mission Statement

BS (Hons) in Communication and New Media Technology

The mission of BS (Hons) program is to prepare graduates with sound knowledge of mainly electronic media in competence to the rapidly growing market of the modern world as well as print along with a firm foundation in the theory and practice of media laws/ethics and broadcasting for careers in the field of mass communication and new media communication. These graduates will also have requisite knowledge for postgraduate study in Mass Communication, immersive journalism, social media and related disciplines.

Program Educational Objectives

The BS (Hons) in Communication and New Media Technology is specifically designed to achieve following objectives:

1. Disseminate information and ideas that enable students to fulfill their responsibilities in a democratic, pluralistic society.
2. Prepare professionals in the field of media and mass communication with great advancements in order to fit in the modern society and the world forum to boost knowledge of the core courses and further requirements under one institution yet to inculcate professional and ethical values in the students.
3. Explore the potentials of new media technologies under one umbrella in the realms of interactivity, creativity, knowledge, arts, information, entertainment, strategic communication and entrepreneurship.
4. To equip students with the required tools and skills to cope with the innovations taking place in international media and prepare them for the challenges of the information age.
5. To develop an ability to analyze electronic and print media with equal ease.
6. Enable students to develop conceptual, theoretical, design, and technical skills needed to communicate stories and messages in an interdisciplinary environment to an ever-changing audience.

The School of Media and Mass Communication has built up its academic environment keeping in view the above program objectives. The selection of faculty, design of curriculum,

instructional procedures and practice-oriented teaching help to enforce the above program objectives.

Strategic Plan

One of the goals of the School of Media and Mass Communication is to formulate a quality assured curriculum in which various quality parameters are verifiable and bench marked.

To this end, the School of Media and Mass Communication follows the systems and procedures prescribed by the HEC. Further, the School of Media and Mass Communication has updated its curriculum in line with the recommendations of HEC.

Program Objective's Assessment

Not applicable at the initial stage of the degree program, as the program was commenced in Fall 2019.

Standard 1-2: The program must have documented outcomes for graduating students. It must be demonstrated that the outcomes support the program objectives and that graduating students are capable of performing these outcomes.

Program Outcomes

BS (Hons) in Communication and New Media Technology has the following outcomes. By the end of the program the students should be able to

1. Demonstrate discipline and ethics in their respective professions and be held accountable for their performance.
2. Graduate to become skilled professionals who can use electronic and print media with equal ease.
3. Become new Media Journalists who work towards enlightenment and moderation within their society.
4. Provide sufficient knowledge in the field of media and mass communication, which can further produce effective research for the similar industry.
5. Develop conceptual, theoretical, design, and technical skills needed to communicate stories and messages in an interdisciplinary environment to an ever-changing audience.

Program Objectives	Program Outcomes				
	1	2	3	4	5
1			x	x	
2	x				x
3				x	
4		x			x
5			x		x
6				x	

Table 1.2: Outcomes versus objectives

> **Standard 1-3: The results of the program's assessment and the extent to which they are used to improve the program must be documented.**

The program assessment has been done by launching Course Evaluation Survey Form attached. The students of the program evaluated the courses offered in each semester and the resource persons in the Journalism program.

Course Evaluation (For Fall-2019)

Sr.No.	Course Code	Course Title	Credit Hours	Course Evaluation
1 (a)	JOU-113	Mass Media: Local, National and Global	3	3.99
(b)	JOU-113	Mass Media: Local, National and Global	3	3.14
2 (a)	JOU-112	New Media Technologies	3	4.48
(b)	JOU-112	New Media Technologies	3	4.74
(c)	JOU-112	New Media Technologies	3	4.86

3 (a)	MCB-435	Urdu Language skills (HEC mandatory)	3	4.67
(b)	MCB-435	Urdu Language skills (HEC mandatory)	3	4.81
(c)	MCB-435	Urdu Language skills (HEC mandatory)	3	4.52
4 (a)	ELU-100	Foundation English (HEC mandatory)	3	3.73
(b)	ELU-100	Foundation English (HEC mandatory)	3	3.84
(c)	ELU-100	Foundation English (HEC mandatory)	3	4.59
(d)	ELU-100	Foundation English (HEC mandatory)	3	4.45
(e)	ELU-100	Foundation English (HEC mandatory)	3	4.30
5 (a)	SLA-103	Islamic studies (HEC mandatory)	1.5	4.77
(b)	SLA-103	Islamic studies (HEC mandatory)	1.5	4.35
(c)	SLA-103	Islamic studies (HEC mandatory)	1.5	4.76
(d)	SLA-103	Islamic studies (HEC mandatory)	1.5	4.48
(e)	SLA-103	Islamic studies (HEC mandatory)	1.5	4.02
6 (a)	DLA-223	Intro to Social Anthropology (elective DLA))	3	4.84
(b)	DLA-223	Intro to Social Anthropology (elective DLA))	3	4.81

Table 1.3: Course Table

Course Evaluation (out of 5)

Course	
Intro to Social Anthropology (elective DLA))	
Islamic studies (HEC mandatory)	
Islamic studies (HEC mandatory)	
Foundation English (HEC mandatory)	
Foundation English (HEC mandatory)	
Foundation English (HEC mandatory)	
Urdu Language skills (HEC mandatory)	
New Media Technologies	
New Media Technologies	
Mass Media: Local, National and Global	
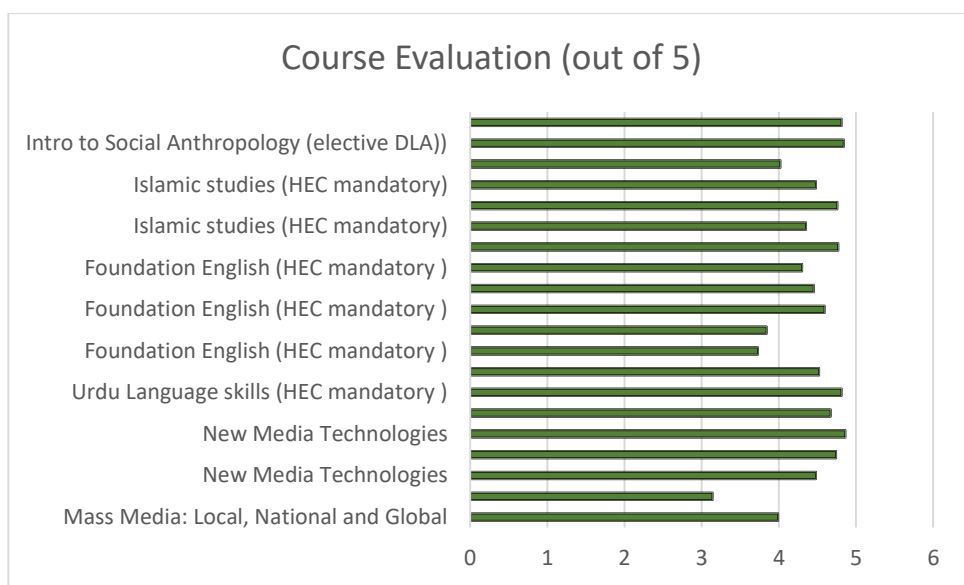
Graphical Representation of Table 1.3

Faculty Evaluation for Fall 2019

Sr. No	Course code	Course	Faculty	Evaluation
1 (a)	JOU-113	Mass Media local, national and global	**Dr Farooq Sulehria**	4.12
(b)	JOU-113	Mass Media local, national and global	**Dr Farooq Sulehria**	3.27
2 (a)	JOU-112	New media technologies	**Misha Mirza**	4.37
(b)	JOU-112	New media technologies	**Misha Mirza**	4.83
3 (a)	MCB-435	Urdu language skills	**Dr Qamar Ghaznavi**	4.65
(b)	MCB-435	Urdu language skills	**Dr Qamar Ghaznavi**	4.74
(c)	MCB-435	Urdu language skills	**Dr Qamar Ghaznavi**	4.45

4 (a)	ELU-100	Foundation English	**Fatima Bilal**	4.69
(b)	ELU-100	Foundation English	**Fatima Bilal**	4.45
(c)	ELU-100	Foundation English	**Fatima Bilal**	4.37
5 (a)	SLA-103	Islamic studies	**Arsalan Ahmed**	4.67
(b)	SLA-103	Islamic studies	**Arsalan Ahmed**	4.43
(c)	SLA-103	Islamic studies	**Arsalan Ahmed**	4.66
(d)	SLA-103	Islamic studies	**Arsalan Ahmed**	4.50
(e)	SLA-103	Islamic studies	**Arsalan Ahmed**	4.13
6 (a)	DLA-223	Intro to social anthropology	**Kamran Bashir**	4.77
(b)	DLA-223	Intro to social anthropology	**Kamran Bashir**	4.80

Table 1.4: Faculty Evaluation

Faculty Evaluation (out of 5)
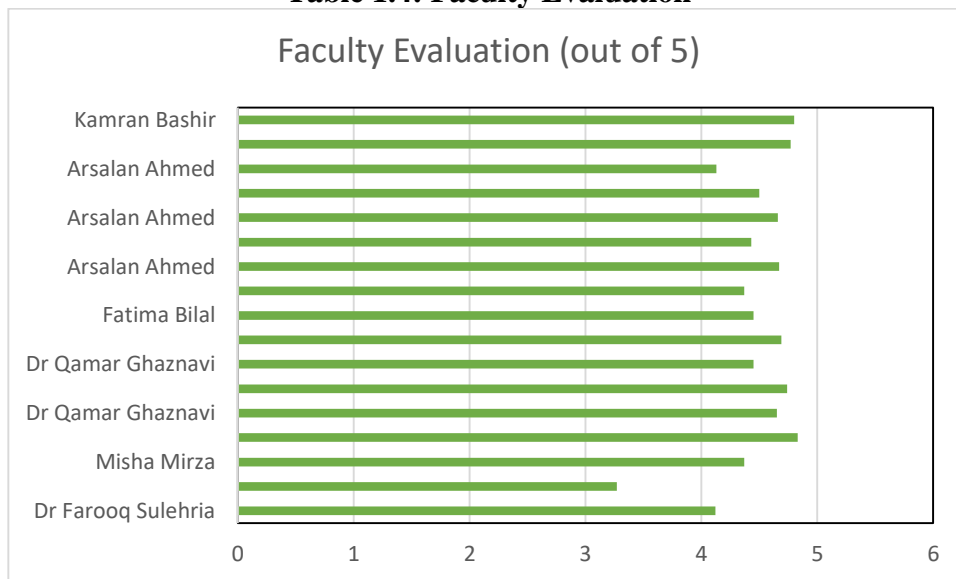
<center>**Graphical Representation of Table 1.4**</center>

❖ **Strength and Weaknesses of Program**

The strengths and weaknesses of the program assessed after the first year are as follows:

- **Program Strengths:**
1. The BS program is ahead of time since no other Media School in Lahore has started a program which offers a combination of courses related to technology, media, entertainment and arts.
2. The 50:50 ratio of practical and theory courses enable the students to develop a variety of skill sets.
3. The course content of the degree program is up to date with the evolving job market demands.

- **Program Weaknesses:**
1. The labs are not well equipped enough to give the students hands on learning experience on advance softwares.
2. There is lack of equipment in the department (DSLR cameras, camera 360s, VR headsets) to suffice the whole batch.
3. Since the courses on offer are not mainstream, therefore finding the suitable visiting faculty from the industry is a problem.

- **Future Improvement Plan**

Our future plan in lieu of covering our weaknesses will be

- The courses in the roadmap need to be strategically looked into and with the addition of new permanent faculty members, the list of faculty for the courses will be revised.
- A new SMC lab is underway and will be functional later this semester.
- The course outlines for the upcoming semesters will be revised according to international standards.

> **Standard 1-4: The department must assess its overall performance periodically using quantifiable measures.**

As, BS (Hons) Communication & New media technology is a new degree program and was launched in Fall-2019 so limited data is available as yet.

Session	Applied	Admitted	Left	Terminated	Studying	Graduated	Faculty available for the program
2019-20	75	45	8	5	32	N/A	5

Table 1.7: Status Report of Students

Criterion 2: Curriculum Design and Organization

Title of Degree Program:

BS (Hons) in Communication and New Media Technology

Definition of credit hour:

One credit hour is 1 hour of theory lecture or 3 hours of laboratory work in a week.

Degree plan

Following is the list of courses from BS (Hons) in Communication and New Media Technology:

Semester wise Courses List

Semester 1

Course Code	Course Name	Credits
JOU-113	Mass Media: Local, National and Global	3

Course Code	Course Name	Credits
JOU-112	New Media Technologies	3
MCB-435	Urdu Language skills (HEC mandatory)	3
ELU-100	Foundation English (HEC mandatory)	3
SLA-103	Islamic studies (HEC mandatory)	1.5
DLA-223	Intro to Social Anthropology (elective DLA)	3
Total		**16.5**

Semester 2

Course Code	Course Name	Credits
JOU-105	Storytelling in the Digital World	3
SLA-102	Pakistan Studies (HEC mandatory)	1.5
JOU-114	Theories of Communication	3
DLA-225	Technology and Social Change (elective DLA)	3
DLA-109	Intro to Political Thought (elective DLA)	3
EDU-405	Communication Skills (HEC mandatory)	3
Total		**16.5**

Semester 3

Course Code	Course Name	Credits
JOU-215	Semiotics and Visual Representation	3
JOU-216	Journalism Practices in the New Media Environment	3
JOU-217	Digital Culture and Society	3
CSE-100	Computer Literacy (HEC mandatory)	2
DLA-249	Transnational Media and Pop Culture (elective DLA)	3
Total		**15**

Semester 4

Course Code	Course Name	Credits
JOU-218	Web Design and Application Development	3
JOU-219	Publishing and Distribution in Digital Media	3
JOU-220	Video Games: Basic Concepts	3
JOU-221	Data and Investigative Journalism	3

Course Code	Course Name	Credits
DLA-335	Globalization: Politics, Economics and Culture (elective DLA)	3
JOU-222	Persuasive Communication	3
Total		**18**

Semester 5

Course Code	Course Name	Credits
JOU-312	Marketing and Media Analytics (SB)	3
JOU-305	Visual Communication Design	3
JOU-306	TV and Film in the Digital Age	3
JOU-313	Economics and Development Issues in Pakistan (SB)	3
JOU-307	Mobile Technology and Communications	3
	Elective DLA	3
Total		**18**

Semester 6

Course Code	Course Name	Credits
JOU-308	Immersive Media	4
JOU-309	Video Games and Social Impact	3
JOU-311	Digital Advertising	3
JOU-420	Media Entrepreneurship	3
MCB-416	Research Methodology	3
Total		**16**

Semester 7

Course Code	Course Name	Credits
JOU-422	Convergence Journalism	3
JOU-408	New Media and Social Movements	3
JOU-409	New Media Integrated Lab	3
JOU-415	Digital Public Relations	3

Course Code	Course Name	Credits
JOU-416	Community Media	3
Total		**15**

Semester 8

Course Code	Course Name	Credits
JOU-417	Fact and Fiction- Tracking Fake News	3
JOU-418	Multimedia Narrative and its Impact	3
MCB-455/JOU-423 JOU-424 MCB-440	Thesis project or Two optional courses Global Communication Communication and Public Opinion	6
JOU-419	Social Media and Fifth Generation Warfare	3
Total		15

Table 1.7: Roadmap of the Program

Standard 2-1: The curriculum must be consistent and supports the program's documented objectives

The matrix of the B.S Communication & New Media Technology is given below:

	BS (Hons) Communication & New Media Technology 2019-20							
BASIC STREAMS		**Sem1**	**Sem 2**	**Sem 3**	**Sem 4**	**Sem 5**	**Sem 6**	**Sem7**	**Sem8**
	HUMANITIES	Urdu Language Skills (3)	Pakistan Studies (1.5)	Trans national media and pop culture (3)	Globalization: Politics, Economics and Culture (3)		Video games and social impact (3)		
HUM		Foundation English (3)	Communication skills (3)	Semiotics and visual representation (3)	Persuasive communication (3)				
		Islamic studies (1.5)	Intro to political thou						

22

			ght (3)						
		Intro to social anthropology (3)	Technology and social change (3)			Elective DLA			Fact and fiction: Tracking fake news (3)
	Journalism	Mass Media: Local, National and Global (3)	Theories of communication (3)	Journalism practices in the New Media environment	Data and investigative journalism (3)		Media entrepreneurship (3)	Convergence journalism (3)	Global communication (3)
JOU							Research methodology (3)	Community media (3)	Communication and public opinion (3)
									Multimedia narrative and

									its impact
	New Media	New Media Technologies (3)	Storytelling in digital world (3)	Digital culture & society	Publishing and distribution in digital media (3)	Visual communication design	Immersive media (3)	New media and social movements (3)	Thesis (6)
NM					Video games: Basic concepts	TV and film in the digital age	Video games and social impact	New media integrated lab (3)	Social media & fifth generation warfare (3)
						Mobile technology and communication (3)	Digital advertising	Digital PR	
	Computer science			Computer literacy (3)	Web design and applicati				

					on development (3)				
CSC	BBA					Marketing and media analytics (3)			
SB						Economics and development issues in Pakistan (3)			

Table 1.8: Course Matrix

Curriculum Breakdown

Semester	No. Of Courses	Category (Credit Hours)		Computer Science	Humanities	BBA
		Journalism				
		Traditional media	New media			
1	6		3		3	
2	6	1	1		4	
3	5		2	1	2	
4	6	1	2	1	2	
5	6		3		1	2
6	5	2	3			
7	5	2	3			
8	5	3	2			

Table 1.9: Curriculum Course Requirements

Detail of Groups:

Serial No.	Group Initials	Group Title
1	HUM	Humanities
2	JOU	Journalism
3	NM	New Media
4	CSC	Computer Science
5	SB	School of Business

Table 1.10: Details of the Groups

Courses / Group of courses	Objectives					
	1	2	3	4	5	6
HUM				✓	✓	✓
JOU		✓	✓			✓
NM	✓	✓	✓		✓	✓
CSC						

SB						

Table 1.11 Standard 2-1 requirement

Standard 2-2: Theoretical background, problems analysis and solution design must be stressed within the program's core material.

The following courses contain a significant portion (more than 30%) of the elements in standard 2-2.

Elements	**Course (ref: Table 1.10)**
Theoretical background	CSC, HUM, JOU,NM
Problem analysis	NM, JOU, HUM
Solution design	NM,JOU,CSC

Table 1.12: Standard 2-2 requirement

Standard 2-3: The curriculum must satisfy the core requirements for the program, as specified by the respective accreditation body.

- *Please refer to Standard 2- 1 (Table 1.09)*

Standard 2-4: The curriculum must satisfy the major requirements for the program as specified by HEC, the respective accreditation body / councils.

Please refer to Standard 2- 1 (Table 1.09)

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 / council.

Please refer to Standard 2- 1 (Table 1.09)

Standard 2-6: Information technology components of the curriculum must be integrated throughout the program.

Please refer to Standard 2- 1 (Table 1.09)

Standard 2-7: Oral and written communication skills of the student must be developed and applied in the program.

Please refer to Standard 2- 1 (Table 1.09)

Criterion 3: Laboratory and Computing Facilities

The School of Media and Mass Communication has the following Labs:

1. **SMC Lab**
2. **Research Lab**

Standard 3-1: Laboratory manuals/ documentation/ instructions for experiments must be available and readily accessible to faculty and students.

❖ **SMC Lab**

School of Media and Mass Communication has a well-equipped computer lab. The lab has the following equipments:

    a. 42 operational computers (core i5, 8 GB RAM, 1 TB Hard Drive, 2GB Graphic cards

    b. 26 Monitors

    c. Multimedia Set (Screen, projector and speakers)

    d. One HP Scanjet scanner

Software Available in the Lab

    1. Adobe After Effects CC 2018 v14.0.0 Multilingual (x64)

    2. Adobe Animate CC 2018 v16.0 Multilingual (x64)

    3. Adobe Audition CC 2018 v10.0 Multilingual

    4. Adobe Bridge CC 2018 v7.0 Multilingual (x86-x64)

5. Adobe Illustrator CC 2018 v21.0 Multilingual (x86-x64)

6. Adobe InCopy CC 2018 v12.0 Multilingual (x86-x64)

7. Adobe InDesign CC 2018 v12.0 Multilingual (x86-x64)

8. Adobe Lightroom Classic CC 2018

9. Adobe Media Encoder CC 2018 v11.0 Multilingual

10. Adobe Photoshop CC 2018 v18.0 Multilingual (x86-x64)

11. Adobe Premiere Pro CC 2018 v11.0 Multilingual

12. AdobeMediaEncoder11All CC 2018

13. Autodesk Maya v2018 (x64) Incl Crack [AndroGalaxy]

14. Matrix 6.2

15. Unity_2017.1.0p4

16. Adobe acrobat XI pro

17. Cubase SX 5

18. Nero Burningrom

19. Corel draw 13

20. IBM SPSS Statistics 21 Premium x86(x32bit)

21. Office_Professional_Plus_2016_64Bit_H (Excel, PowerPoint, Word)

22. In page 2020

23. CeltxSetup-2.9.1

24. audacity-win-2.1.3

25. AdbeRdr11010_en_US

26. spss16_full

Guidelines/ Instructions

- No food or drink at computer workstations.

- Each account is assigned to a single individual, who is responsible for all computer usage under that account. Sharing computer accounts is not permitted. Do not leave your computer logged in unattended.

- The computer labs are heavily used facilities. Other users may consider computers unattended for more than 15 minutes available for use.

- Lab staff on duty will be available to advise users with computer problems and how to do computer related tasks, but are not available to assist with users' academic work or other college-related tasks and cannot do computer work on the users' behalf

- No USB are allowed for data transfer.

- No disruptive behavior.

- No moving the lab equipment and/or cables.

- No laptops on the wired network (exception: Instructors for instructional purposes). It is okay to have laptops in the labs and be on the wireless network, they just can't be physically plugged into our jacks.

- No illegal copying of ANY materials.

- Keep sound levels to a minimum.

- The labs are for SMC students, staff and faculty ONLY. We reserve the right to check IDs

- No loud conversation or cell phone usage

- No tampering with the equipment. Please report any problem to the Lab Administrative staff.

- **Research/Project/Editing Lab**

The editing lab is specially designed for those students who are working on their projects, documentaries, assignments related to audio, video and photography. The lab has the following equipment.

13 Mac computers for editing (Quad core Xeon processor, 16 gb ram, 1 gb graphic card)

Guidelines

Only relevant students are allowed to utilize it with the recommendation of the course instructor. Normally students of third year use it for their assignments and projects.

Software Available in the Editing Lab

1. Adobe After Effects CC 2018 v14.0.0 Multilingual (x64)
2. Adobe Animate CC 2018 v16.0 Multilingual (x64)

3.   Adobe Audition CC 2018 v10.0 Multilingual

4.   Adobe Bridge CC 2018 v7.0 Multilingual (x86-x64)

5.   Adobe Illustrator CC 2018 v21.0 Multilingual (x86-x64)

6.   Adobe InCopy CC 2018 v12.0 Multilingual (x86-x64)

7.   Adobe InDesign CC 2018 v12.0 Multilingual (x86-x64)

8.   Adobe Lightroom Classic CC 2018

9.   Adobe Media Encoder CC 2018 v11.0 Multilingual

10. Adobe Photoshop CC 2018 v18.0 Multilingual (x86-x64)

11. Adobe Premiere Pro CC 2018 v11.0 Multilingual

12. AdobeMediaEncoder11All CC 2018

13. Autodesk Maya v2018 (x64) Incl Crack [AndroGalaxy]

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19. Corel draw 13

20. IBM SPSS Statistics 21 Premium x86(x32bit)

21. Office_Professional_Plus_2016_64BitH (Excel, PowerPoint,Word)

22. In page 2020

23. CeltxSetup-2.9.1

24. audacity-win-2.1.3

25. AdbeRdr11010_en_US

26. spss16_full

Standard 3-2: There must be adequate support personnel for instruction and maintaining the laboratories.

The above lab is maintained by a Lab Administrator who is responsible for keeping the computer's hardware and software in working condition. He is also required to ensure that networking of the computers is working properly and the Internet is available at each workstation.

The Lab Administrator seeks guidance from the concerned Course Instructor regarding conduct of experiments pertaining to different courses. Further, the Lab Administrator is supported in his job function by the Information Technology Resource Center Staff located in the Server Room.

> **Standard 3-3: The University computing infrastructure and facilities must be adequate to support the program's objectives.**

The facilities mentioned in the above labs are adequate to support the objectives of the BS (Hons) Communication & New Media Technology. Students of this program who are residing in the University Hostel have been provided computers which are equipped with necessary software along with Internet access. The University fulfills the program objective requirements.

Criterion 4: Student Support and Advising

> **Standard 4-1: Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.**

The B.S (Hons) in Communication & New Media Technology program comprises forty-five (45) courses spread over four years (8 semesters) of full time study.

- ✓ In each semester, five to six courses are offered which constitute a study load of 15 to 18 credit hours. All courses in the B.S (Hons) in Communication & New Media Technology program are offered once in an academic year, either in the Spring or Fall semester. Giving students adequate opportunity to complete the courses in a timely manner.
- ✓ Technical elective courses are offered depending upon the availability of the Instructor and the interest of the students.
- ✓ The students of the program are encouraged to take up elective courses from other Schools / Departments of the University. The students have a wide availability of courses from which to choose from to satisfy their elective requirement.

> **Standard 4-2: Courses in the major area of study must be structured to ensure effective interaction between students, faculty and teaching assistants.**

Effective Faculty / Student Interaction

There is a strong interaction between the Course Instructor and the students during the conduct of the course. Students are free to ask any relevant questions from the Instructor during the class as well as after class hours. Students can also communicate with the Instructor through electronic mail and entertained by timely feedback of Faculty.

> **Standard 4-3: Guidance on how to complete the program must be available to all the students and access to academic advising must be available to make course decisions and career choices.**

- The prospectus of the University is published every year and contains detailed information about the program. Along with a study plan for each semester. Student's queries are also addressed in the Orientation Session organized before the start of the academic year by the School of Media and Mass Communication.
- The faculty members of the School along with the Dean are available to provide guidance and counseling relating to all academic matters, as and when required. Students are free to discuss their academic and personal problems with the Dean, Faculty and Coordinator of the School.
- Every effort is made to satisfy the student's queries and provide solutions to his / her problems.
- Most Visiting Faculty Members are experienced professionals and the students have the opportunity to discuss with them their queries regarding academic and professional matters.
- By means of the online platform of Google Classroom, students have updated information about seminars, workshops, conferences and other events in the field of Journalism and Media and Communication. The faculty members upload the slides and reading material on the platform on a weekly basis.

Criterion 5: Process Control

The processes by which major functions are delivered must be in place, controlled, periodically reviewed, evaluated and continuously improved. To meet this criterion a set of standards are satisfied.

> **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.**

- **Program Admission Criteria**

Applicants who have passed Intermediate in minimum 2nd division are eligible to apply to the BS (Hons) Communication & New Media Technology.
As part of the admission process, all the applicants are required to have an Admission test and appear in an interview.

- **Program/Credit Transfer**

The School refers all transfer cases to the University Equivalence Committee. The Equivalence Committee, after thorough scrutiny in light of the HEC guidelines, gives approval for all transfers.

- **Evaluation Of Admission Criteria**

The admission criterion is reviewed annually in light of the HEC guidelines. The Board of Studies meets twice a year and reviews all matters regarding the program. In addition, Academic Council of the University also reviews the Admission procedure and subsequent approval is taken from the Board of Governors of the University.

> **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.**

- **Process Of Registration**

The process of registration being followed at the School of Media and Mass Communication is a two-pronged process. The Academic coordinator under the supervision of HOD of the School keeps a record of the student registration. This includes the registration on the program and the

courses. This record is then forwarded on to the Registrar of the University and the Examination department.

- **Monitoring Students Progress**

The student progress is carefully monitored throughout their academic stay at the School. The program follows continuous assessment procedures. The results of the students are carefully recorded and monitored by the School and passed on to the Examination department. The Academic coordinator, faculty, Head of Department and the Dean meet on a regular basis to discuss all student related issues. Attendance records, class performance records of all students are also maintained by the School.

- **Evaluation And Improvement**

    The process is evaluated by conducting periodical peer reviews.

> **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 the institution mission statement. These processes must be periodically evaluated to ensure that it is meeting its objectives.**

- **Faculty Recruitment Process**

The School of Media and Mass Communication follows a thorough process for the recruitment of faculty in line with the BNU and HEC guidelines. The process begins with identification of faculty (preferably foreign qualified). They are then invited to give mock lectures, which are attended by the Dean and Permanent Faculty Members of the School. Based on the mock lecture, the School of Media and Mass Communication proposes their name to the University HR Department so that the formal recruitment process may begin. These cases are then put before the Selection Board that interviews the candidates. On the recommendation of the Selection Board, the Board of Governors of BNU gives the final approval.

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.

- Along with the CMS, each faculty member manages their Google Classroom for the course. The students are responsible for submitting assignments in printed form as well as uploading a digital copy. Each assignment goes through Turnitin and exceeding the allowed percentage results in a low grade.

- Original work of the students is appreciated and a student is given a chance to improve their assignments given that it is not plagiarized.

- Timely feedback from the faculty members is pertinent to ensuring that the learning outcomes are met.

- The faculty members are bound to take assignments, presentations and quizzes on regular basis to ensure that the students are on the same page as them.

- The lectures are interactive and each faculty member makes sure that at the end of each lecture, there is enough time for Questions & Answers from the students.

- The midterm and final exams are major checkpoints for the teachers and students alike.

- The faculty members make sure to give one-on-one feedback on the midterms so that the students can improve their shortcomings in the final exam.

- Adhering to the strict attendance policy makes the students attentive in class, thus making it easy for the faculty to deliver course content.

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 School Coordinator maintains a complete record of the students. These records are reviewed at the start and end of every semester to ensure the student is progressing and meeting all requirements of the program. The Registrar office also maintains files of each

student. These files contain the complete academic record of the students. At the end of each semester these records are reviewed as a means to check student performance.

- At the time of graduation, the record of each student will be thoroughly scrutinized to ensure that the student had fulfilled all degree requirements of the program. After ensuring that all requirements had been met only then the student will be allowed to graduate.

Criterion 6: Faculty

Faculty members are current and active in their discipline and have the necessary technical depth and breadth to support the program. There are enough faculty members to provide continuity and stability, to cover the curriculum adequately and effectively, and to allow for scholarly activities. To meet this criterion, the standards in this section are satisfied.

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.

- The following table indicates the program areas and number of faculty in each area.

Sr.	Course	Course Code	Cr. Hours	Teacher	Qualification
Semester 1					
1	Mass Media: Local, National and Global	JOU-113	3	Dr. Farooq Sulehria	PHD in Development Studies
2	New Media Technologies	JOU-112	3	Misha Mirza	Masters in Communication Design
3	Urdu Language Skills	MCB-435	3	Dr. Qamar Ghaznavi	PHD in Media Studies
4	Foundation English	ELU-100	3	Fatima Bilal	MPhil Applied Linguistics

| 5 | Islamic studies | SLA-103 | 1.5 | Arslan Ahmed | Masters in Islamic Banking and Finace |
| 6 | Intro to Social Anthropology | DLA-223 | 3 | Kamran Bashir | PHD in History |

Table 1.13: Faculty Distribution by Program Area

- **Faculty Resumes**

  Faculty resumes are attached as Appendix A

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.

- All faculty members in the School of Media and Mass Communication have a Master's Degree from foreign or local university. In addition, they are current in their area of expertise and also have taught the same level courses elsewhere.

- Full time faculty members are assigned a maximum load of three courses which entails 9 to 12 semester credit hour of student contact. Keeping in view this load the full time faculty has sufficient time for professional development. Furthermore, the full time faculty is not given any teaching assignments in summers and they can fully devote their summer time for professional development.

- Post graduate programs are offered in SMC to improvise faculty academic background while continuing teaching.

- Faculty are encouraged to participate in seminars, workshops and conferences in the area of their interest for enhancing their professional development.

Standard 6-3: All faculty members should be motivated and have job satisfaction to excel in their profession.

- The faculty member is provided a congenial working environment which is conducive for teaching and research. Air-conditioned offices workstations with internet

connectivity and access to digital libraries are standard features of the faculty working environment.

- Faculty members can purchase any book of their choice without hindrance. Faculty can also undertake professional development training and also get leave for improving their qualification at any other Institution, subject to providing a service bond.
- The performance of faculty is appraised on an annual basis and they are awarded an annual increment based on the appraisal.
- All the above features help in motivating the faculty in their job.
- Survey of faculty is conducted annually in which the faculty provides its input on the work environment and their own performance during the year.
- The survey is quite effective in faculty assessing the views of the faculty for improving the work environment and facilities.

Criterion 7: Institutional Facilities

Institutional facilities, including library, classrooms and offices must be adequate to support the objective of the program. To satisfy this criterion a number of standards must be met.

Standard 7-1: The institution must have the infrastructure to support new trends in learning such as e-learning.

Please refer to Criterion 6

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.

Library Services

BNU library is providing following services to its users

- Circulation Service
- Reference Service
- Reservation of books
- Recommendation of library material
- Current Awareness Service

- Inter Library Loan Service
- Photocopying / Scanning Service
- Orientation and Information Sessions
- Selective Dissemination of Information
- Audio Visual Service

Shifting of library

BNU library was shifted in December 2019 into a newly state of the art library (7200 sf) situated in Recourse Center Block. In this newly constructed library there are three main sections (a) Circulation Section, at the entrance of the library. (b) Reference & Research Section, where 07 computers are placed and research dissertations and thesis are arranged in this section to facilitate BNU research scholars. (C) Technical Section, which provides technical services to complete the newly purchased/gifted items of the library.

Research Workshops/Seminars

BNU library is providing services in promoting research culture in university for this purpose research workshops/seminars are being held in all BNU schools to facilitate the research scholars that how can the easily access BNU and other online resources whining the university and from home? During the academic year 2019-20 BNU library arranged 10 research workshops seminars to enhance the research abilities of the scholars. Experts, educationists and professionals from outside the campus especially Dr. Muhammad Tariq (academician, researcher, library professional and a trainer) was also invited to facilitate the BNU research scholars.

Library Database

BNU library is working with ITRC team on customization of a Library Management System that fulfills the all requirements to meet the modern library trends. Main features of this Management Systems are mentioned bellow.

- Acquisition
- Cataloging
- Memberships

- Circulation

- Reports

- Web OPAC

- Serials

- Data Exchange

- Standards

- Digital Library

- Management

- Institutional Research Repository

BNU library is also working on BNU Research repository where the user will be able to check the research work of the university researchers online.

Professional Development

The librarians have been trained in MARC records development and cataloging in a new integrated Library System (Libxol). Furthermore, all library staff is trained to meet the modern Library and Information Science trends. Training in the use of the software and Archives and Records Management is given to library professionals. The need for this has arisen as a new Archives and a Records Management program has been initiated at the University.

Collection Development

A collection policy has been formulated to guide the library in its development of the collections

Library Committee

The BNU Library is guided by the Library Committee for effective management. Dean, Heads of schools are members and library liaisons are nominated from all departments.

Annual Report

Librarian prepares an annual report to present to the Vice Chancellor of the University, highlighting the accomplishment, problems and needs of the library. Utilization of resources and statistical data is presented in this report.

Books (print from)

Total: 16064

During 2020-2021:   264

Books (Electronic):   148000 (through e-brary) & 6500 PDF

Reports: 2283

DVDs: 1056 (E-Movies 3500)

Art Catalog: 1181

Government Documents:

Pakistan Economic Survey 1980 to 2019-20

State Bank of Pakistan Report

All 5 years Plans   (Soft Copy is also available)

Annual Plans   (Soft Copy is also available)

50 Years Pakistan Statistics of Pakistan

Ten Years Perspective Development Plan 2001-11

Pakistan Education Policy

Pakistan Education Statistics 2007-2008

Pakistan Demographic & health Survey 2006-07

District Census Reports 1998

HEC Annual Reports

HEC Curriculums 2009, 2010

Judicial statistics of Pakistan Annual Reports

Punjab Development Statistics

Pakistan Engineering Congress Reports sessions 1983, 1984, 1985, 1992

Pakistan in the 21st Century: Vision 2030

Promise, Policy, Performance: Two Years of People Government 2008-2010

Library Budget

- Annual Budget of BNU Library is Rs. 5.9 million

BNU Publications (Thesis)

Institute of Psychology:	173
School of Education:	267
School of Mass Communication:	329
SMC TFT:	99
SLASS-Economics:	25
SLASS DLA:	66
School of IT:	288
IPP Reports:	2008-2014
The Maya Tree: Vol. 1	Fall 2009
Students Degree Shows:	Annually
Prospectus:	Annually
MDSVAD/SA Prospectus:	Annually
Faculty Catalogs	Arts Catalogs
Convocation Gazette:	$1^{st} - 15^{th}$
BNU Gazette (news letter)	3 /years
Research Journals (Print)	050
Research Journals (electronic)	6277

BNU Library URL:

(http://www.bnu.edu.pk)

Library Members

Total Library Membership: 3132

Faculty: 335

Students: 2689

Staff: 106

BNU Digital Library

ProQuest Dissertations & Theses

ProQuest Dissertations & Theses Global is the world's most comprehensive collection of dissertations and theses from around the world, spanning from 1743 to the present day and offering full text for graduate works added since 1997, along with selected full text for works written prior to 1997. It contains a significant amount of new international dissertations and theses both in citations and in full text.

Access URL: https://search.proquest.com/pqdtglobal?accountid=135034

Subject Strengths

- Business and Economics
- Medical Sciences
- Science
- Technology
- Agriculture
- Social Sciences
- Arts
- Humanities

Ebrary

Content Available

eBrary offers a wide variety of content across many subject areas, especially in business and social science. It acquires integrated collections of eBooks and other content. ebrary continues to add quality eBooks and other authoritative titles to their selection from the world's leading academic and professional publishers.

- Users will be able to copy paste each page and **download a book for 15 days(after 15 days it can be downloaded again)**
- **All** Institutions will be able to access all subject collections
- **142,000** e-Books will be accessible

Ebrary Search Guide: Access Ebrary <u>User Guide</u>

Access URLs For HEC Only:

https://ebookcentral.proquest.com/lib/hec-ebooks/home.action

Other institutions may access from their webpages.

Publishing Partners list of partners who are participating in ebrary available in library.

Service Strengths:
•Agriculture
•Auxiliary Sciences of History
•Bibliography, Library Science, Information Resources (General)
•Education
•Fine Arts
•General Works
•Geography, Anthropology, Recreation
•History (General) and History of Europe
•History: America
•Language and Literature
•Law

•Medicine

•Military Science

•Music and Books on Music

•Naval Science

•Philosophy, Psychology, Religion

•Political Science

•Science

•Social Sciences

•Technology

Ebrary Does research:

- **D**iscover content from leading publishers
- **O**ptimize online viewing and navigation with the ebrary Reader
- **E**xpand your research with InfoTools
- **S**ave and manage research through a Personal Bookshelf and automatic citations

<u>Institute for Operations Research and the Management Sciences (INFORMS)</u>

Available Contents

INFORMS publishes 12 scholarly journals, including a journal for the practice of OR/MS (Interfaces), as well as an on-line open access journal (INFORMS Transactions on Education).

Access URL: <u>http://journals.informs.org</u>

License Agreed: Available to all public and selected private universities and some other eligible institutes

Subject Strengths

- Operations Research
- Management Science
- Analytics
- Operations Management

- Information Systems

- Decision Analysis

- Research Theory

- Marketing Research and Science

- Computing and Information Technologies

- Research Theory

- Strategic Management

- Mathematical Theory

- Supply Chain Management

Service Strengths

- Full text of 12 INFORMS titles available, current year dating back to 1998

- Clean interface and excellent navigation

- In depth title information for each journal

- Free table of contents alerting service available for all users, for all titles: eTOC Alerts

- Articles in Advance of publication information service

- Full-text articles available in PDF

- Comprehensive search facility

- Reference linking through Cross-Ref

- COUNTER2-compliant reporting on usage statistics

2012 INFORMS Journals: Full Text Listing

JSTOR

- Content in JSTOR spans many disciplines, with over 500 high-quality publications available in the archive.

- JSTOR provides the ability to retrieve high-resolution, scanned images of journal issues and pages as they were originally designed, printed, and illustrated.

Springlerlink

Available Contents

Springer is the world's second largest STM publisher, delivering high quality peer-reviewed journals through its acclaimed online service - SpringerLink. Through SpringerLink, Springer publishes more than 1,250 journals online of which 1,030 are now available to Institutes within a range of PERI countries. Springer also offers optional pricing for the remaining (new and takeover journals in its programme). The www.SpringerLink.com website lists a vast collection of Springer electronic products including: e-journals, 'Historical Archives' of e-journals, e-book series, 'Historical Archives' of e-book series, e-books and e-reference works. Most INASP-PERI subscribers have 'paid' access to selective e-journals only and none of these other electronic products. All e-journals that your institution does have access to are clearly highlighted with a 'green box' next to the article. In addition to this all 'paid' INASP-PERI subscribers will have free access to the Abstracts of all Springer e-journals and also - where available- to the abstracts (only – not the full text) in Springer's Historical Archives.

License Agreed: Country wide access available to all public & private sector universities and non-profit indigenous R&D organizations.

Access URL: https://link.springer.com/

Subject Strengths

- Astronomy
- Behavioral & Social sciences
- Chemical sciences
- Computer science
- Economics
- Engineering
- Environmental sciences
- Geosciences
- Humanities
- Law
- Life sciences
- Mathematics
- Medicine
- Physics

Service Strengths

- Full text of Springer journals available, with back files ranging from 1997 onwards
- Online First service delivers journal articles in PDF or HTML format ahead of their print publication
- In-depth title information for each journal
- Free Table of Contents alerting service available for all users, for all titles

- State-of-the-art linking capabilities ensure users of SpringerLink are connected to the wider literature wherever possible
- Most of the articles available in HTML and PDF
- Comprehensive search functionality
- User statistics available

Full Title Listings: Journal Listings

<u>Taylor & Francis Journals</u>

More than 1,300 titles in humanities, social sciences and applied sciences.
Access URL: <u>http://www.tandfonline.com</u>

Access T&F User Guide: <u>http://www.tandfonline.com/page/librarians</u>

License Agreed: Available to all public and selected private universities and some other eligible institutes

Subject Strengths

- Arts & Humanities
- Anthropology & Archaeology
- Behavioral Science
- Business, Management & Economics
- Chemistry
- Criminology & Law
- Education
- Engineering, Computing & Technology
- Environment & Agriculture
- Geography, Planning, Urban & Environment

- Library & Information Science
- Mathematics & Statistics
- Media, Cultural & Communication Studies
- Physics
- Politics, International Relations & Area Studies
- Public Health & Social Care
- Sociology & Related Disciplines
- Sport, Leisure & Tourism
- Strategic, Defense & Security Studies

Service Strengths

Alerting Services

- To keep up to date with the latest research in your area the Taylor & Francis Online platform has a number of alerting services available including:
- New Issue Alerts generate an alert for new issues of journals in your chosen areas. Publication Alerts generate an alert for new publications within your chosen subject area.
- Citation Alerts generate an alert when new citations of your chosen articles, chapters or records appear.
- iFirst Alerts receive alerts on new articles in your field once they have been accepted for publication.
- Search Alerts displays your saved searches.
- RSS feeds receive a feed of the latest articles published in your chosen publication.

2017 Full Title Listings: Journal Listings

Impact Factor:

Over 780 journals are listed in the 2010 Thomson Reuters, Journal Citation Reports®.

Wiley - Blackwell Journals

Content Available

Wiley-Interscience is an STM (Science, technology, and Medicine) and SSH (Social Sciences and Humanities) publisher. Introduced in 1997, Wiley InterScience is a leading international resource for scientific, technical, medical and scholarly content

In June 2008, Wiley InterScience incorporated the online content formerly hosted on Blackwell Synergy to provide access across 1,234 journals in science, technology, medicine, humanities and social sciences. Since the Blackwell-Synergy merger with Wiley-Interscience, all the journals available to HEC consortium are now available through Wiley-Interscience.

Access URL: http://www3.interscience.wiley.com/

Licence Agreed: Available to all DL registered universities/institutes

Wiley-Blackwell Journal List

Journal Listings (available in library)

Subject Strengths

- Agriculture, Aquaculture & Food Science
- Architecture & Planning
- Art & Applied Arts
- Business, Economics, Finance & Accounting
- Chemistry
- Computer Science & Information Technology
- Earth, Space & Environmental Sciences
- Humanities
- Law & Criminology
- Life Sciences
- Mathematics & Statistics
- Medicine
- Nursing, Dentistry & Healthcare
- Physical Sciences & Engineering
- Psychology
- Social & Behavioral Sciences
- Veterinary Medicine

The following journals offer free online access to developing economies, based on either programs such as HINARI, or on a HighWire-based program offering access to countries appearing in the World Bank's list of "low income economies," plus Djibouti. Individual publishers use the list from the World Bank as a guideline for determining their policies, so some variation in access per publisher does occur. **You do not need to sign up for this service as our software automatically detects the country you are connecting from and grants access accordingly.**

- AAP Grand Rounds
- AAP News

- Experimental Biology and Medicine
- Health Affairs

- Academic Emergency Medicine
- Academic Psychiatry
- Advances in Physiology Education
- American Journal of Geriatric Psychiatry
- American Journal of Psychiatry
- American Journal of Public Health
- Annals of Internal Medicine
- ASH Education Program Book
- BMJ
- British Journal of Radiology
- British Journal of Sports Medicine
- CA: A Cancer Journal for Clinicians
- Canadian Medical Association Journal
- Chest
- Circulation
- Clinical Chemistry
- Dentomaxillofacial Radiology
- Diabetes
- Diabetes Care
- Diabetes Spectrum
- Endocrine Reviews
- Endocrinology

- Hypertension
- Journal of Clinical Endocrinology & Metabolism
- Journal of Clinical Investigation
- Journal of Experimental Medicine
- The Journal of General Physiology
- Journal of Neuropsychiatry and Clinical Neurosciences
- Journal of Nuclear Medicine
- Journal of Nuclear Medicine Technology
- Journal of Ultrasound in Medicine
- Molecular Biology of the Cell
- Molecular Endocrinology
- NeoReviews
- New England Journal of Medicine
- The Oncologist
- Pediatrics
- Pediatrics in Review
- Psychiatric Services
- Psychosomatics
- Recent Progress in Hormone Research
- Red Book Online
- The Journal of Cell Biology

The International Community Trust for Health and Educational Services (ICTHES World Care) publishes four medical journals:

- **Community Dermatology**

Supported by some of the UK's leading skin specialists, 'CD' seeks to provide health workers with up-to-date and relevant information on the diagnosis and treatment of skin disease, and the general promotion of skin health within their communities. This publication, in particular, has many photographs and other illustrations to aid health workers in diagnosis and treatment.

- **Community Ear and Hearing Health**

Produced in partnership with the World Health Organization and Christian Blind Mission, 'CEHH' seeks to deal with the prevention, management and rehabilitation of ear and hearing disorders, whilst at the same time promoting ear and hearing health in developing countries.

- **Developing Mental Health**

Is designed to respond to global mental health issues. Mental health workers are particularly under-resourced in the developing world. It was founded after direct consultation with mental health specialists from 20 developing nations.

- **Repair and Reconstruction**

Addresses major needs throughout the world such as 'Burn Injury', 'Land-Mine Injury', 'Leprosy' and 'Congential Abnormalities in Children'. Two issues of 'R&R' have already been produced, focusing on 'Burn Injury'. This Journal is produced in partnership with the Overseas Interest Group of the British Association of Plastic Surgeons. Publication is currently suspended for editorial reasons but it is hoped to resume publishing as soon as possible.

You can read or download PDFs of these journals from this URL:
http://www.icthesworldcare.com/journals.html

> **Standard 7-3: Class-rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities.**

Classrooms:

All the classrooms in the School of Media & Mass Communication are air-conditioned and the average class size is 25 students so that instruction can be imparted to students in an effective manner.

The faculty offices are fully equipped with desktop computers with internet and Wi-Fi connectivity, printers and scanners for each of the permanent faculty members of the department. In house intercom system between faculty offices throughout the university helps to facilitate communication between faculty members and different studios and working areas within the university.

Stationary materials and printing services required for preparation of teaching materials, handouts and documentation are all available in the office.

Faculty Offices

The SMC faculty has been allotted offices in the basement and ground floor of the SLASS building. Due to a dearth of office space in the SLASS building, three faculty members of SMC have been allotted offices in the Sartaj Aziz building. Every faculty member has personal computers, which are equipped with latest software.

Criterion 8: Institutional Support

The institution's support and the financial resources for the program are sufficient to provide an environment in which the program can achieve its objectives and retain its strength.

BNU Hostel

The construction of BNU Hostels is complete and a state-of-art, purpose-built, on-campus boarding facility is ready and available for occupancy of 74 girls and 80 boys. BNU Hostel compound is a 42,000 sq.ft. segregated wings for girls and boys. Each wing of the facility has appropriately equipped common rooms, pantries on each floor, a visitor's lounge and a laundry. An adjoining facility to cater to the accommodation needs of international faculty is near completion.

Library

The BNU Library remains open from 9:00 a.m. – 6:30 p.m. daily, Monday to Friday and for a specific number of hours on Saturday as well. A full-time librarian and assistants provide

library information and access. Photocopying facilities are available at cost five days a week, 9:00 a.m. – 6:30 p.m. daily at the student resource center.

- **BNU Library Space Relocation Project**

The first phase of BNU Library relocation project to its original planned location conducted successfully in September 2019. The interior and floor plans were developed by three graduating students of the BNU School of Architecture, Ar. Shahbaz Zafar, Ar. Fahad Rizwan and Ar. Kashif Moaz under the supervision and support from the BNU Student Affairs and Procurement Departments. Our well-stocked facility now occupies a considerable 7,000 square feet of space with spacious reading areas and an extended reference section.

Computer Labs

All computer labs with access to Internet, scanning and printing (colour & b/w) from 9:00 am. to 6:30 pm. daily Monday to Friday.

Sports Club

BNU encourages student participation in extracurricular activities and regularly hosts concerts, exhibitions, film screenings and other cultural events. The Sports Club of BNU promotes sports activities among the students by organizing matches throughout the year among different departments as well as with other universities and colleges.

Student & Alumni Affairs

The Student Affairs Office under the Directorate of Student Affairs and External Relations coordinates with university's non-academic units for timely resolution of issues brought up by students (cafeteria, transport, hostels and related matters) besides providing support in holding co-curricular activities and ensuring students' co-curricular participation at events outside the university. It also maintains liaison with the university's alumni for their facilitation and assistance wherever needed.

The responsibilities of the department are as follows:

a) Conduct orientation and guidance services for new entrants to acquaint them with University life and rules.

b) Attend to student grievances and provide support for early resolution of student problems and issues.

c) Support and facilitate co-curricular activities by student society's and clubs such as BNU Bestival, BNU Model United Nations (BUMUN) etc.

d) Maintain the alumni network (graduate email database) and organize on-campus activities including meet-ups and homecomings.

Virtual Health Center

BNU offers a primary care facility to its students, faculty and staff through its on-campus Virtual Health Centre (VHC) in partnership between iHeal and Cloudclinik. The Clinic provides services of regular checkup and basic medical screening to BNU faculty, staff and students. The Clinic is manned by trained nursing staff with the availability of an online panel of general physicians where patients can connect with them face-to-face in real-time via video screen upon request or requirement.

The purpose of VHC is to provide primary care on campus, screen for underlying risks for diabetes and hypertension, provide medical advice, monitor and manage basic health and refer to specialist care where required. Students can get their Blood Pressure, Blood Sugar, Body Mass Index (BMI), Body Temperature, Pulse and Eye Vision evaluated. VHC then creates a wellness profile of each student against a unique ID number which is stored with the Clinic for future visits. Based on any irregularities, a student may be advised appropriate course of action by the medical team. All screenings and visits to the clinic are optional and free-of cost for students.

Center For Counseling And Psychological Well-Being

BNU considers the emotional health of student and staff as its top priority. It has established an on-campus Center for Counseling and Psychological Well-being with support from BNU Institute of Psychology. The center aims to provide students with services to help them gain and maintain psychological well-being, featuring a qualified Psychologist on board as the Campus

Counselor. Students can seek help from our trained professional in complete confidence regarding any personal, social or other crises they may be facing and discuss the same in a supportive and secure environment.

The aim of the Center is to encourage students' personal, academic & social growth, enhance their problem-solving and decision-making capabilities and to ultimately enable them to face various life challenges in a wholesome manner.

Cafeteria And Resource Center

The BNU cafeteria block is a three-story well-furnished facility spread on 18000 sq. ft. area and with seating capacity for over 3000 persons at a time. The basement and the ground floor are completely operational while the upper ground floor is reserved for special occasions and gala buffet events. A cafeteria quality assurance committee with representatives from faculty and management ensures maintenance of highest standards in quality and hygiene and diversity of cuisine at economical prices through surprise visits and regular in-person meetings with the cafeteria management and staff. Periodic medical health examination and diagnostic tests of chefs and waiters is conducted.

Career Placement Office

BNU has established a Career Placement Office under the Directorate of Student Affairs and External Relations that serves Career Placement needs of students and graduates. The services include Academic Counseling, Professional Counseling, Job Placement, internship facilitation and enabling students for self-employment and start-up business opportunities.
The responsibilities of this department include the following services:

a) Undertake career counseling of prospective applicants as well as parents during admissions cycle.
b) Provide career guidance services to students, facilitate internship programs and build liaison with industry for job placements.
c) Conduct Job Fairs, Recruitment Drives, Employer Meet-ups, and Screening Interviews for graduates and graduating students.
d) Develop and maintain a graduate directory of recent graduates.

e) Liaise with the United States Education Foundation in Pakistan and British Council, UK and explore other international education opportunities for students and keeping them informed on international fellowships and scholarship

f) Extend support for international exchange semesters and summer (Turkey, USA, Germany etc.)

g) Facilitate start-up incubation at Plan9 Technology Incubator, The Indus Entrepreneurs (TiE) Lahore Chapter, NetSol Nspire Program, National Incubation Center, The Nest I/O, WomenX Pakistan for mentoring of students and alumni to capitalize on their entrepreneurial potential.

- **The department has One 360 Mi Sphere camera for immersive journalism purpose.**

Table: University Wise Facilities:

Name of Facility	Quantity	Total Area/ Size (where applicable)	Total Capacity
Sport Grounds/Courts (Cricket/Hockey/Football/Squash Court etc.)	2	326700	-
Religious Places (Mosque/Church/Temple etc)	2	4043	185
Hostels for Boys	1	10051	78
Hostels for Girls	1	9579	72
Hostels for Faculty Members (Male)	1	4720	8
Hostels for Faculty Members (Female)	Combine	Combine	Combine
Auditorium(s)	3	6208	366
Laboratories (Computer Lab)	12	8136	400
Libraries	1	7200	100
Classrooms	67	64587	2348
Cars	-	-	-

Buses	-	-	-
Coasters/Hiaces	15	-	375
Cafeterias	1	18014	800
Wi-Fi Hotspots	63	-	-
CCTV Cameras	58	-	-
Generator(s)	14	-	-
ATMs	2	-	-
Trees	750	-	-
Any other important facility (Medical Facility)	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.

- The faculty of School of Media and Mass Communication offers market based salaries along with standard service benefits i.e. Provident Fund, Annual Leave, Medical Leave, and Medical Insurance.
- The Institute has sufficient budgeted fund to support the faculty. The Institution also has funds to support faculty needs for teaching and research purposes.
- The School of Media and Mass Communication has separate Academic Coordinators for Bachelors and Masters programs to handle all Administrative and Coordination tasks, so that the faculty is free to concentrate on teaching and research.

Standard 8-2: There must be an adequate number of high quality graduate students, research assistants and Ph. D. students.

Not applicable at this stage of the degree program, As the program has been initiated in Fall-2019.

Standard 8-3: Financial resources must be provided to acquire and maintain Library holdings, laboratories and computing facilities.

LIBRARY

Please refer to Standard 7- 2

LABORATORY

Please refer to Criterion 3

COMPUTING FACILITIES

Please refer to Standard 2- 1

Rubric Report

Rubric Form

Beaconhouse National University

School of Media and Mass Communication (SMC)

BS (Hons) Communication & New media Technology

Criterion 1 - Program Mission, Objectives and Outcomes	Weight = 0.05				
	Score				
	5	4	3	2	1
Does the program have documented outcomes for graduating students?		4			
Do these outcomes support the program objectives?		4			
Are the graduating students capable of performing these outcomes?	5				
Does the department assess its overall performance periodically using quantifiable measures?			3		
Is the result of the program assessment documented?	5				
Total Encircled Value (TV)	21				
Score 1 (S1) = {TV / (No. of Questions * 5)} * 100 * Weight	**10.5**				

Criterion 2 - Curriculum Design and Organization	Weight = 0.20				
	Score				
	5	4	3	2	1
Is the curriculum consistent?		4			
Does the curriculum support the program's documented objectives?		4			
Are theoretical background, problem analysis and solution design stressed within the program's core material		4			
Does the curriculum satisfy the core requirements laid down by respective accreditation bodies? (Refer to appendix A of the Self Assessment Report Manual)		4			
Does the curriculum satisfy the major requirements laid down by HEC and the respective councils / accreditation bodies? (Refer to appendix A of Self Assessment Manual)		4			
Does the curriculum satisfy the general education, arts and professional and other discipline requirements as laid down by the respective body / councils? (Refer to appendix A of Self Assessment Manual)		4			
Is the information technology component integrated throughout the program?	5				

Are oral and written skills of the students developed and applied in the program?	5				
Total Encircled Value (TV)	34				
Score 2 (S2) = {TV / (No. of Questions * 5)} * 100 * Weight	**17.00**				

Criterion 3 - Laboratories and Computing Facilities	**Weight = 0.10**				
	Score				
	5	**4**	**3**	**2**	**1**
Are laboratory manuals / documentation / instructions etc. for experiments available and ready accessible to faculty and students?			3		
Are there adequate number of support personnel for instruction and maintaining the laboratories?			3		
Are the University's infrastructure and facilities adequate to support the program's objectives?		4			
Total Encircled Value (TV)	**10**				
Score 3 (S3) = {TV / (No. of Questions * 5)} * 100 * Weight	**6.67**				

Criterion 4 - Student Support and Advising	**Weight = 0.10**				
	Score				
	5	**4**	**3**	**2**	**1**
Are the courses being offered in sufficient frequency and number for the students to complete the program in a timely manner?			3		
Are the courses in the major area structured to optimize interaction between the students, faculty and teaching assistants?			3		
Does the University provide academic advising on course decisions and career choices to all students?				2	
Total Encircled Value (TV)	**8**				
Score 4 (S4) = {TV / (No. of Questions * 5)} * 100 * Weight	**5.33**				

Criterion 5 - Process Control	**Weight = 0.15**				
	Score				
	5	**4**	**3**	**2**	**1**

	5	4	3	2	1
Is the process to enroll students to a program based on quantitative and qualitative criteria?				2	
Is the process above clearly documented and periodically evaluated to ensure that it is meeting its objectives?		4			
Is the process to register students in the program and monitoring their progress documented?			3		
Is the process above periodically evaluated to ensure that it is meeting its objectives?			3		
Is the process to recruit and retain faculty in place and documented?	5				
Are the processes for faculty evolution & promotion consistent with the institution mission?	5				
Are the processes in 5 and 6 above periodically evaluated to ensure that they are meeting their objectives?	5				
Do the processes and procedures ensure that teaching and delivery of course material emphasize active learning and that course learning outcomes are met?	5				
Is the process in 8 above periodically evaluated to ensure that it is meeting its objectives?		4			
Is the process to ensure that graduates have completed the requirements of the program based on standards and documented procedures?	5				
Is the process in 10 above periodically evaluated to ensure that it is meeting its objectives?		4			
Total Encircled Value (TV)	45				
Score 5 (S5) = {TV / (No. of Questions * 5)} * 100 * Weight	**12.27**				

	Weight = 0.20				
Criterion 6 – Faculty	**Score**				
	5	4	3	2	1
Are there enough full time faculty members to provide adequate coverage of the program areas / courses with continuity and stability?			3		
Are the qualifications and interests of faculty members sufficient to teach all courses, plan, modify and update courses and curricula?		4			
Do the faculty members possess a level of competence that would be obtained through graduate work in the discipline?		4			
Do the majority of faculty members hold Ph.D. degree in their discipline?					1
Do faculty members dedicate sufficient time to research to remain current in their disciplines?					1

	5	4	3	2	1
Are there mechanisms in place for faculty development?					1
Are faculty members motivated and satisfied so as to excel in their professions?				2	
Total Encircled Value (TV)	16				
Score 6 (S6) = {TV / (No. of Questions * 5)} * 100 * Weight	**9.14**				

Criterion 7 -Institutional Facilities	**Weight = 0.10**				
	Score				
	5	4	3	2	1
Does the institution have the infrastructure to support new trends such as e-learning?		4			
Does the library contain technical collection relevant to the program and is it adequately staffed?			3		
Are the class rooms and offices adequately equipped and capable of helping faculty carry out their responsibilities?			3		
Total Encircled Value (TV)	**10**				
Score 7 (S7) = {TV / (No. of Questions * 5)} * 100 * Weight	**6.67**				

Criterion 8 - Institutional Support	**Weight = 0.10**				
	Score				
	5	4	3	2	1
Is there sufficient support and finances to attract and retain high quality faculty?	5				
Are there an adequate numbers of high quality graduate students, teaching assistants and Ph.D. students?				2	
Total Encircled Value (TV)	7				
Score 8 (S8) = {TV / (No. of Questions * 5)} * 100 * Weight	**7**				

Overall Assessment Score = S1 + S2 + S3 + S4 + S5 + S6 + S7 + S8 =	**74.58**

Appendix A

Faculty Resume

Kamran Bashir
kamran.bashir@bnu.edu.pk
uvic.academia.edu/kamranbashir +92 317 491 3589

EDUCATION

2012-2018   PhD, Department of History
               University of Victoria, British Columbia, Canada

               Dissertation   Andrew Rippin (2012-2016)
               Supervisors: Derryl Maclean & Neilesh Bose (2016-18)

2014-2016   Graduate Certificate in Learning and Teaching in Higher Education

               Dept. of Educational Psychology / Learning & Teaching Centre
                University of Victoria

Fall 2013   Doctoral Coursework in South Asian Islam

               Simon Fraser University Vancouver, Canada

2010-2012   MA in Muslim Cultures
               Institute for the Study of Muslim Civilisations, London, UK
               (Affiliated with The Aga Khan University, Pakistan)

2009-2010   Diploma in Arabic Language and Literature
               Department of Languages, Oriental College
               University of the Punjab, Lahore, Pakistan

1992-1994   MBA, Institute of Business Administration
                 Punjab University, Lahore, Pakistan

Sep 2019-   Assistant Professor

Department of Liberal Arts

Beaconhouse National
University

Lahore, Pakistan

2017-2018   Sessional Instructor

Department of Humanities

Camosun College

Victoria,   British   Columbia,
Canada

2017-2018   Instructor
Division of Continuing Studies (Humanities)
University of Victoria
Victoria, British Columbia, Canada

2016-2017   Sessional Instructor
Department of History
University of Victoria
Victoria, British Columbia, Canada

RESEARCH & TEACHING INTERESTS

<u>Historical Studies</u>

☐ Historiography and Historical Methods

☐ Introduction to World History

- ☐ History of the Twentieth Century

- ☐ Middle Eastern History

Religious Studies

- ☐ History of World Religions: Eastern and Western Traditions

- ☐ Introduction to Islam and its History

- ☐ Islam in South Asia

- ☐ Qur'anic Studies

- ☐ Critical Approaches to the Study of Religion

Areas of General Interests in Liberal Arts

- ☐ Social and Cultural Anthropology

- ☐ Political Thought

- ☐ Empire Studies: British and Ottoman Empires

- ☐ Civilization Studies: Islamic Civilization; Western Civilization; Indian Ocean Studies

- ☐ Themes in Modernity and Tradition

- ☐ Hermeneutics

INSTITUTIONAL AFFILIATIONS/ RESEARCH COLLABORATIONS

Summer 2018	Collaborated with Sheila Yeoman on a book project involving archival research, that is aimed at writing a biography of Annie Gale (1876-1970), the first woman alderman in the British Empire.
2017-2018	Research Associate Centre for Global Studies, University of Victoria, Canada
Summer 2017	Research Associate Centre for Historical Thinking University of British Columbia, Canada

2015-16	Research Associate
	Department of History,
	University of Victoria, Canada
	Assisted Dr. Martin Bunton on the 6th edition of his textbook, *A History of the Modern Middle East* (Boulder, Colorado: Westview Press, 2016).
2015-2016	Winnifred Lonsdale Fellow
	Centre for Studies in Religion & Society, University of Victoria Research Project: "British India and the Qur'anic Discourses of Ashraf ʿAlī Thānawī (1863-1943)."
2013–2015	Worked as a historian with Dr. Margot Wilson, Department of Anthropology, University of Victoria on two research projects related to ethno-historical work on religion, indigeneity, and social stratification in modern India.

ACADEMIC PUBLICATIONS

Books / Peer-Reviewed Journal Articles / Book Chapters

2020/21	(Proposed Title) *The Qur'an in South Asia: Hermeneutics, Qur'an Projects and Imagining of Islamic Tradition in British India.* Manuscript under peer-review at Routledge, London for their *Studies in the Qur'an* series. Series Editor: Walid Saleh, University of Toronto.
	Acquisition Editor: James Whiting.
Forthcoming (2021)	"Postclassical Qur'anic Hermeneutics: Shah Wali Allah (d. 1762)" in *Handbook of Qur'anic Hermeneutics*, edited by Georges Tamer (Berlin: Walter de Gruyter).
Forthcoming (2021)	"Life and Thought of Thana Allah Panipati (d. 1810)" in *Handbook of Qur'anic Hermeneutics*, edited by Georges Tamer (Berlin: Walter de Gruyter).

Forthcoming (2021) "Modern Qur'anic Exegesis in British India: Life and Thought of

Hamid al-Din Farahi (d. 1930)" in *Handbook of Qur'anic Hermeneutics*, edited by Georges Tamer (Berlin: Walter de Gruyter).

Spring 2020 (Work in Progress) "Intellectual History of South Asia: The Emergence of the Idea of *Naẓm* of the Qur'an in British India." Paper to be submitted to the Oxford *Journal of Islamic Studies* for peer review.

Fall 2018 "Re-imagining the Formative Moments of Islam: The Case of a "Modernist" Muslim Intellectual and his New Narrative of Early Islam," in *Religious Imaginations and Global Transitions: How Narratives of Faith are Shaping Today's World*, edited by James Walters (London:

The Gingko Library, 2018).

January 2017 "Unequal among Equals: Lessons from Discourses on 'Dalit Muslims' in Modern India." Co-authored with Margot Wilson. *Social Identities: Journal for the Study of Race, Nation and Culture* 23, no. 5 (2017): 631646.

March 2016 "The 'King's Inheritors': Understanding the Ethnic Discourse of Rajbanshi Indigenous Community." Co-authored with Margot Wilson. *Social Identities: Journal for the Study of Race, Nation and Culture* 22, no. 5 (2016): 455-470.

June 2015 "Revisiting *Naẓm* Approaches to the Qur'an: Iṣlāḥī's Interpretation of Q 107 and Q 108 in his *Tadabbur-i Qur'an*," *Journal of Qur'anic Studies* 17, no. 2 (June 2015): 47-74.

Book Reviews

Spring 2021 (Forthcoming) Review of *History of the Qur'an* by Shehzad Saleem. *Der Islam* (De Gruyter, Germany)

Fall 2019	Review of *The al-Baqara Crescendo: Understanding the Qur'an's Style, Narrative Structure, and Running Themes,* by Nevin Reda. *Der Islam* 96, no. 2 (2019): 550-555.
Summer 2019	Review of *Islam in Pakistan: A History*, by Muhammad Qasim Zaman. *ReOrient: The Journal of Critical Muslim Studies* 4, no. 2 (2019): 221226.
June 2017	Review of *The Qur'an and its Readers Worldwide: Contemporary Commentaries and Translations*, edited by Suha Taji-Farouki. *Religious Studies and Theology* 36, no. 1 (2017): 112-113.
February 2016	Review of *Norton Anthology of World Religions: Islam*, edited by Jane Dammen McAuliffe. *Journal of Qur'anic Studies* 18, no. 1 (2016): 157-
	161.
Spring 2016	Review of *Misquoting Muhammad: The Challenge and Choices of Interpreting the Prophet's Legacy*, by Jonathan A.C. Brown. *ReOrient:*
	The Journal of Critical Muslim Studies 1, no. 2 (2016): 247-251.
Autumn 2015	Review of *Lives of Muhammad*, by Kecia Ali. *ReOrient: The Journal of Critical Muslim Studies* 1, no. 1 (2015): 112-115.

LANGUAGE SKILLS

Languages of Primary Sources

- ✦ Native Urdu
- ✦ Arabic Reading (Advanced)
  - • Studied the language in Pakistan, England, and Morocco
- ✦ Persian Reading (Intermediate)
- ✦ Native Punjabi

Languages of Secondary Sources

- ✦ French Reading (Intermediate)
- ✦ German Reading (Intermediate)

CONFERENCE PAPERS / GUEST LECTURES / PUBLIC TALKS

Key Conference Themes: Modern Muslim Intellectuals; Globalization; Traditionalism and Modernism; Religion in Modern India & Pakistan; Religious Imaginaries; The Qur'an

November 2019	University of Münster Conference on "The Qur'an in its Milieu of Origin. Possibilities of the Historical Reconstruction of the Qur'anic Revelation," November 08-10, 2019, Münster, Germany: "New "Religious" Approaches to the History of the Text of the Qur'an: The Contributions of the Farāhī School in South Asia to the Study of the History and Chronology of the Qur'an."
February 2018	Invited Talk at the Centre for Comparative Muslim Studies, Simon Fraser University, Vancouver, BC. "Understanding Modern (and not "Modernist") Muslim Intellectuals."
November 2017	Invited Talk at the Vancouver School of Theology, Vancouver: "Academic Insights on Political Islam and Islamophobia."
June 2017	London School of Economics & Gingko Library Conference "Religious Imaginations and Global Transitions," June 14-15, 2017. "Re-imagining the Formative Moments of Islam: Assessing New Narratives of Early Islam."
November 2016	Conference on Media in Muslim Contexts: Inventing and Reinventing Identities, Institute for the Study of Muslim Civilizations, London, United Kingdom: "Media and the Globalization of a New Rhetoric Against Terrorism and Political Islam."
March 2016	7th Annual MEICON Conference, the School of Fine Arts, University of Victoria: "The Role of Tradition in Modernist Thought: The Case of the Farāhī School in South Asia."
January 2016	41st Annual Qualicum Conference, Parksville, BC, Canada: "Historicizing the Idea of the Coherence of the Qur'an in British India."
November 2015	Public Talk at the United Church of Canada, Chemainus, British Columbia: "Introduction to Islam: The Message of Peace."

October 2015	<u>Public Lecture at the Centre for the Study of Religion and Society, University of Victoria</u>: "Reading the Qur'an as a Coherent Text: Muslim Understanding of the Qur'an in British India."
March 2015	<u>6th MEICON Conference, Simon Fraser University</u>: "Development of Qur'anic Hermeneutics in British India: Principles of Exegesis in Deoband's Interpretive Community."
January 2015	<u>Symposium on Reformers and Intellectual Reformulation in Contemporary Islam, SOAS and Queen Mary University London, UK</u>: "Reformist Thinking in Qur'anic Hermeneutics: The Interpretive and Revivalist Potential of New Approaches to the Qur'an."
January 2014	<u>Invited Talk in the Department of Humanities, Camosun College</u>: "Introduction to Islam and Contemporary Issues."

AWARDS / DISTINCTIONS / FELLOWSHIPS

2012 - 2018	University of Victoria Doctoral Fellowship
2016-17	Jarmila Vasta Von Drak Thouvenelle Scholarship
2015-2016	UVic Donor Awards for Excellence
2015-2016	Winnifred Lonsdale Fellowship Centre for the Studies in Religion and Society, UVic
2015	Doctoral Research Award Canadian Corporation for the Study of Religion
2013-2014	Special Deans Bursary, Faculty of Graduate Studies, For research with Professor Margot Wilson
2013	WHA '99 Scholarship in World History
2012	Best MA Dissertation Award, The Aga Khan Institute for the Study of Muslim Civilizations

PROFESSIONAL SERVICE / COMMUNITY WORK / LEADERSHIP

2019	Member, Board of Faculty of Education, Beaconhouse National University, Pakistan
2017-18	Volunteer Instructor, Division of Continuing Studies University of Victoria, Canada
2016	External Reviewer for the journal *Past Tense,* Graduate History Society, University of Toronto, Canada
2015-2016	Member Editorial Advisory Committee & Reviewer, *Graduate*

History Review, Graduate History Students Union, University of Victoria

1998-2009   Leadership Positions at the multinational corporation, DIC Pakistan
                 Limited, Lahore, Pakistan

Leadership Development Courses Attended at

2011   Institute of Leadership and Management, London, UK
2009   Project Management, DIC Headquarters, Osaka, Japan
2002 & 2004   Lahore University of Management Sciences, Pakistan

PROFESSIONAL MEMBERSHIPS

- ✦ American Academy of Religion
- ✦ American Historical Association
- ✦ International Qur'anic Studies Association
- ✦ British Association of Islamic Studies

REFERENCES

- ✦ Dr. Derryl N. MacLean
  Department of History

  Founding Director, Centre for Comparative Muslim Studies

  Simon Fraser University, Canada

  Email: derryl_maclean@sfu.ca

- ✦ Dr. Bruce B. Lawrence
  Nancy and Jeffrey Marcus Humanities Professor Emeritus of Religion

  Department of Religious Studies

  Duke University

  United States of America

  Email: brucebennettlawrence@gmail.com

Dr. Farasat Rasool

PhD Communication Sciences (France)

Assistant Professor

Dr.Farasat.Rasool@gmail.com

Cell: 0345 - 4268067

Date of Birth: December 13, 1982

Residential Address House # 153, Block # J-2, WAPDA Town, Lahore 54000, Pakistan

Current Position

Assistant Professor

School of Media & Mass Communication

Main Campus 13 KM Off Thokar Niazbeg - Raiwind Road,

Tarogil, Lahore - 53700, Pakistan

Research Interest: New Media, Public Sphere, Media Sociology and Semiotics

EDUCATION

2013	PhD Communication Sciences	**Press, New Media, Public Sphere**
		Université de Bourgogne, Dijon, France
2008	MS (Research) Social & Political Sciences	**Media, Language Communication**
		Institut Français de Presse (IFP), Université Panthéon – Assas Paris II, Paris, France
2005	MA Mass Communication	**Public Relations & Advertising**
		Department of Mass Communication, University of the Punjab, Lahore, Pakistan

2003 BA	**Journalism**
	University of the Punjab, Lahore, Pakistan
2001 HSSC	**Additional Mathematics**
	Board of Intermediate and Secondary Education, Lahore, Pakistan
2000 HSSC	**Physics, Chemistry & Biology**
	Government Forman Christian College, Lahore, Pakistan
1998 SSC	**Physics, Chemistry, Biology & Mathematics**
	Lahore Cambridge School, Lahore

PROFESSIONAL EXPERIENCE

1. Assistant Professor (From March 2018)

University of Central Punjab, Lahore, Pakistan

Teaching, Research and Administration at the School of Media & Communication Studies, University of Central Punjab, Lahore

2. Assistant Professor (February 2015 to February 2018)

University of Management & Technology, Lahore, Pakistan

Teaching, Research and Administration at Department of Media & Communication, University of Management & Technology, Lahore

3. Chairman (August 2015 to August 2016)

Department of Media & Communication - University of Management & Technology, Lahore, Pakistan

Teaching, Research along with the Administration of the Department of Media & Technology, University of Management & Technology Lahore, which includes both academic and administrative leadership at all levels.

4. Assistant Professor (January 2014 to January 2015)

University of the Punjab, Lahore, Pakistan

Teaching, Research and Administration at the Institute of Social & Cultural Studies, University of the Punjab, Lahore

5. Researcher (2008 to 2013)

Université de Bourgogne, Dijon, France

Independent research experience and exposure to international culture of research while working with senior researchers at research laboratories and institutes during stay in France

6. Researcher (2007 to 2008)

Université Panthéon – Assas Paris II, Paris France

One-year research experience; enriched exposure to international culture of research while working with senior researchers at the premier and mother institute of Journalism in France i.e. Institut français de presse (IFP) Paris, France

INTERNATIONAL CONFERENCES

➢ Co-authored a conference paper titled "Social media uses and gratification: An investigation of its cognitive and social interactive capabilities", presented by first author
Ms. Hiba Fatima in an international conference on "International Media Conference – Global Education, Professionalism and Commercialism" at the University of Central Punjab, Lahore, Pakistan.

➢ Moderated the session on "Political Economy & Democratization of Media" (June 28-30, 2018) in an international conference on "International Media Conference – Global Education, Professionalism and Commercialism" at the University of Central Punjab, Lahore, Pakistan

➢ Chaired the session on "Role of Media in Promotion of Inclusive Education" (November 03-04, 2015) in an international conference on "Inclusive Education -

Universalizing the School Agenda through Inclusive Approaches: Transition from Rhetoric to Reality" at the University of Management & Technology, Lahore, Pakistan

ACADEMIC RFESEARCH WORK

1. Doctoral Dissertation (2013)
   Analysis of the role of communication devices shared on the internet -web 2.0 in the process of emergence of Public Sphere and democratization of Pakistan civil society
   Supervisor: Professor Daniel RAICHVARG Université de Bourgogne, Dijon, France
   Online Access to PhD thesis:
   ➢ French Theses Database
   ➢ University Catalogue

2. MS Dissertation (2008)
   A semiotic analysis of the caricatures and photographs of Mr. Nicolas Sarkozy published on the front page of Le Monde during the last forty days of French presidential election campaign 2007
   Supervisor: Professor Jocelyne ARQUEMBOURG
                  Université Panthéon – Assas Paris II, Paris, France

3. MA Group Project (2005)
   Television Commercial for social awareness on „*Child Labour in Pakistan*‟
   Supervisor: Professor Azmat RASOOL
                  University of the Punjab, Lahore Pakistan

RESEARCH SUPERVISION

MPHIL (Media & Communication)

Nineteen students have successfully completed and defended their MPhil research dissertations

1. *"Punjab Food Authority's social media messages; public response"* by Ms. Izma Riaz Qureshi (Roll No. 15005167002; MPhil Media & Communication 2015-2017)

2. *"Militants' strategy of communication: A case study of Maulana Fazlullah radio station in Swat, Pakistan (2002-2007)"* by Mr. Muhammad Imran (Roll No. 15005167004; MPhil Media & Communication 2015-2017)

3. *"Adoption of new media platform by commercial FM radio stations of Lahore"* by Ms. Sidra Ashraf (Roll No. 1500505167001; MPhil Media & Communication 20152017)

4. "*The media planning and buying practices of full service accredited advertising agencies in Pakistan in perspective of media hegemony*" by Mr. Zakir Ullah Khan (Roll No. 14004167007; MPhil Media & Communication 2014-2016)

5. "*Awareness regarding Inclusive Education System for parents of students with hearing impairment studying in government schools of the Lahore district*" by Mr Zia ul Hassan (Roll No. 14004167005; MPhil Media & Communication 2014-2016)

6. "*Desensitization to violence by Television news content: Analyzing public perceptions*" by Ms Ayma Mir (Roll No. 14004167004; MPhil Media & Communication 2014-2016)

7. "*Role of social media in changing socialization patterns*" by Ms Syeda Hiba Fatima Zaidi (Roll No. 14004167003; MPhil Media & Communication 2014-2016)

8. "*Advertising ethics: Role of advertisement in children behaviour formation*" by Ms Huda Faheem (Roll No. 14004167001; MPhil Media & Communication 2014-2016)

9. "*Effects of electronic papers on newspapers: An exploratory study of leading dailies of Pakistan*" by Mr Muhammad Umar Khan (Roll No. 14004167002; MPhil Media & Communication 2014-2016)

10. "*Representation of women in the Oscar winning films by Sharmeen Obaid Chinnoy*" by Mr Naveed Anjum (Roll No. 13002167003; MPhil Media & Communication 2013-2015)

11. "*Family Planning: A public service campaign and its awareness in Punjab*" by Mr Syed Wasay Ali (Roll No. 13002167008; MPhil Media & Communication 20132015)

12. "*Role of Lahore Electric Supply Company Public Relations Department and consumer awareness*" by Mr Ali Al Aas (Roll No. 13002167009; MPhil Media & Communication 2013-2015)

13. "*Impact of social media on middle class youth: An analytical study*" by Ms Anam Hassan Malik (Roll No. 13001167019; MPhil Media & Communication 2013-2015)

14. *"Effects of social media on married life"* by Ms. Dilawayz Mujahid (Roll No. 13002167024; MPhil Media & Communication 2013-2015)

15. *"Effects of political advertising on political socialization of Pakistan youth"* by Ms Iffat Masood (Roll No. 14004167006; MPhil Media & Communication 2014-2016) co-supervised by Mr. Shahid Imran

16. *"Coverage of PTI and PAT sit-ins by print media: A comparative study of The News and The Nation"* by Ms Umm-e-Farwa (Roll No. 14003167007; MPhil Media & Communication 2014-2016) co-supervised by Ms. Saima Saqlain

17. "*Excessive Facebook usage and social life of university students: An exploratory study*" by Ms Shamsa Jamil (Roll No. 13002167007; MPhil Media & Communication 2013-2015) co-supervised by Ms. Madeeha Javed

18. "*Critical study of morning programs agenda in popular TV channels*" by Ms Sidra Jahangir (Roll No. 13001167010; MPhil Media & Communication 2013-2015) cosupervised by Ms. Madeeha Javed

19. *"Impact of social media on mainstream media"* by Ms Kiran Shabbir (Roll No. 13001167025; MPhil Media & Communication 2013-2015) co-supervised by Mr. Tayyab Farooq

Language Courses

1. IELTS (Overall Band Score of **7.5**)   28.04.2010
   University of Cambridge in association with British Council at Lyon, France

2. Cours Intensif de Français Spécialisé en Science   30.07.2007 – 07.09.2007
   C.U.E.F., Université Stendhal – Grenoble III, Grenoble, France

3. Cours Intensif de Français Spécialisé en Economie   02.07.2007 – 27.07.2007
   C.U.E.F., de l'Université Stendhal – Grenoble III, Grenoble France

4. Certificat d"étude de langue française, DELF A2   15.01.2007 – 25.06.2007
   Alliance Française Lahore Pakistan

LANGUAGES

English, French, Urdu, Punjabi

COUNTRIES VISITED

France, England, Scotland, Germany, Switzerland, Italy, Spain, Belgium, Netherlands, Monaco, Slovenia, Kingdom of Saudi Arabia

INTERESTS

Current Affairs, Media, Politics, Literature, Cricket, Travelling, Languages, Cuisines and Cultures

AWARDS AND ACHIEVEMENTS

1. Open Merit Scholarship (2007-2013) *for MPhil and PhD in France*

   Higher Education Commission of Pakistan & Government of France

2. Open Merit Scholarship (2003-2005) *for two consecutive years*

   University of the Punjab during MA studies

3. Open Merit Scholarship (1998-2000) *for two consecutive years*

   Govt. F.C. College during HSSC studies

4. Open Merit Scholarship (1988-1998) *for ten consecutive years*

   Lahore Cambridge School, Lahore, Pakistan

5. Excellent Student Award (1998)

   Lahore Cambridge School, Lahore, Pakistan

REFERENCES

1. Professor Dr. Daniel Raichvarg (Daniel.Raichvarg@u-bourgogne.fr) *Université de Bourgogne*, Dijon, France

2. Professor Dr. Carole Reynaud-Paligot (c.reynaud-paligot@orange.fr) *Université Panthéon Sorbonne – Paris I*, and *Sciences Po*, Paris, France

3. Professor Dr. Muhammad Khalid (drmkhaliduos@yahoo.com) *University of Lahore, Lahore, Pakistan*

4. Professor Dr. Shafiq Jullandhry (DrJullandhry@ucp.edu.pk) *University of Central Punjab, Lahore, Pakistan*

5. Dr. Ashfaque Ahmad Shah (multanxa@gmail.com) *University of Sargodha*, Sargodha, Pakistan, and *National Research University Higher School of Economics*, Moscow, Russia

Curriculum Vitae

Muhamamd Farooq Sulehria

Email: mfsulehria@hotmail.com

Education:

Session	Level	Subject	Institution	Dissertation Title
2011-2016	PhD	Development Studies	SOAS, London	*Media Imperialism in the Age of Globalization: The Case of India, Pakistan*
2010-2011	MA	Media Studies	SOAS, London	*Jihad on Screen: The Role of Jihadi Drama, Film and their Press Coverage 1979-99, in Islamising Pakistan*
1993-95	MA	Mass Communication	Punjab University, Lahore	*Crime Coverage in Lahore's Urdu Press*

Academic Appointments

Year	Academic Title	Institution	Module

Sept 2016-July 2017	Senior Teaching Fellow	SOAS, London	NGOs, Development & Change (BA)
Sept 2015-july 2017	Teaching Fellow	SOAS, London	International Politics of Middle East (MA)
Sept 2016-July 2017	Teaching Fellow	SOAS, London	International Relations of Middle East (BA)
Sept 2016-July 2017	Teaching Fellow	SOAS, London	Critical Reasoning in Contemporary Development Studies (BA)
Sept 2015-Present	Teaching Fellow	SOAS, London	Introduction to Comparative Politics (BA)
Jan 2017-Present	Temporary Lecture	Uni of East London	Political Economy of Crises (BA)
Sept 2017-Present	Teaching Fellow	SOAS, London	Govt and Pol of South Asia (BA)
Sept 2017-Present	Teaching Fellow	SOAS, London	Govt and Politics Of Middle East (BA)
Sept 2017-Present	Teaching Fellow	SOAS, London	International Relations: Foundations of World Politics (MA)
Sept 2017	Teaching Fellow	SOAS, London	Comparative Politics of the Middle East (MA)

Jan 2018	Teaching Fellow	SOAS, London	Govt and Politics of Modern South Asia (MA)

Trainings

Professional Development in Higher Education Programme (PDHEP): Core Units 1-4.

Professional Membership

International Association of Media and Communication Research (IAMCR)

London Middle East Institute (LMEI)

Editorial Positions

Member Editorial Advisory Board *Links,* Sydney

Academic Publications:

Monograph

(2018) *Media Imperialism in India and Pakistan*. New York: Routledge

Research Papers

(2017) 'Globalisation of Media Marginalising Workers: The Case of India and Pakistan'. *International Critical Thought.* Vol 14, No 1 (Spring), pp 335-365.

(2016) 'DD and PTV as Victims of Globalisation'. *Asian Journal of Communication*. Vol 27, Issue 1, pp 97/112.

(2009) 'Pakistan, protest and rebellion' [four entries]. In Ness, I (ed)*International Encyclopedia of Revolution and Protest*. Wiley-Blackwell.

(2007) 'Den islamiskafundamentalismensrötter' (Roots of Islamic Fundamentalism). *Tidsignal*. No 7. 2007.

Under Publication:

Washington Post Scribe Orientalises Afghanistan. *Journal of Balkans and Near Middle East*. (Accepted for publication).

Afghan Women: Beyond binaries. *South Asia Survey*. (Revisions submitted).

Book Chapter:

(2018) 'Kashmir as Partition's unfinished business'. In Ranjan, A (ed) *Partition of India: Postcolonial Legacies*. New York: Routledge (due in August)

Conference Papers:

'Media in Transition: Class and Power': A research paper presented at a conference on 'Pakistan: Political Economy of a Transforming Society', Feb 25, 2016. Wolfson College, University of Oxford

Globalization and Corruption: The Case of Indian Television System:A paper presented at 'FSAS (Forum for South Asian Studies) Conference 2015: Paths to the future for India and Pakistan', May 4, Uppsala University, Sweden.

'The Kashmir Cauldron: Complexities facing the nationalistic political project':A paper presented a seminar on *'Fragile Peace in Kashmir. Is there any way forward?',* Nov 14, 2013, Lund University, Sweden

'**Media imperialism in the age of Globalization: The Case of India, Pakistan**': A presentation delivered at the Department of International Relations, University of Quaid-e-Azam, Islamabad on Sept 18, 2013

The Rise of Political Islam: A paper presented at AEPF 7 (Asia-Europe Peoples Forum), Beijing, Oct 14, 2008

Journalist Experiences

Years	Position	Publication/media outlet
1993-95	Magazine Editor	Daily *Pakistan*-Lahore

1996-97	Sub-Editor	Daily *Frontier Post*. Lahore
1997-2001	Sub-Editor	Daily *The Nation*. Lahore
2005-2009	Reporter	Weekly *Internationalen*. Stockholm
2009-15	Co-Editor	Weekly *Viewpoint Online*
2005-Present	Op-Ed Columnist	Daily *The News International* (Lahore, Karachi, Rawalpindi)
1993-Present	Contributor/Free Lancer/Member Editorial Board	Znet, teleSUR (Eng), Counterpunch (USA), Links, Green Left (Australia), SvenskaDagbladet, Arbetaren (Sweden), Diagonal (Spain)

Others

Monographs

Socialism say mukalma (2000). Struggle publications. Lahore

Rise of Political Islam (2004). Struggle publications. Lahore

Gard-e-Safar (2010). Goodbooks. Lahore

A Letter to Osama (2010). Struggle Publications. Lahore

Mantoazalam e Bala (2010). Goodbooks. Lahore

Bunyadparastikafroogh: Siasat, Mazhab or SamrajkaGathjor. Lahore: Labour Education Foundation

Translations

Cannon, J P (2004) *Socialism KaMuqadima*. An Urdu translation of Cannon, J P (1999) **Socialism on Trial. Sydney: Resistance Books**

Ali, T (2005) *BunyadparationkaTasadum*. Lahore: Jeddojuhad Publications. An Urdu translation of Ali, T (2003) Clash of Fundamentalisms. London: Verso

Ali, T (2006) *Bush Babul Mai'N*. Lahore: Jeddojuhad Publications. An Urdu translation of Ali, T (2006) Bush in Babylon. London: Verso

Ali, T (2008) *PurzayHoayPaima'Nkitnay*. Lahore: Good Books. An Urdu translation of Ali, T (2010) The Duel. London: Verso

<u>Languages:</u>

English	Fluent
Swedish	Fluent
Urdu	Native Speaker
Punjabi	Native Speaker
Hindi	Working Knowledge

<u>Book Reviews</u>

Bhutto, F (2010) Songs of Blood and Sword: A Daughter's Memoir. New York: Nation Books. 'Fatima-Benazir mock match'. The News op-ed. July 18, 2010

Achcar, G (2010) Arabs and the Holocaust. London: Saqi. 'Arabs and the Holocaust'. The News op-ed. July 6, 2010

Ahmed, I (2011) The Politics of Religion in South and Southeast Asia. London: Routledge 'Religion as political ideology'. The News on Sunday. November 13, 2011

Hanieh, A (2011) Capitalism and Class in the Gulf Arab States. Palgrave Macmillan. 'Gulf capitalism'. The News op-ed. June 20, 2012

Ahmed, I (2012)Punjab Bloodied, Partitioned and Cleansed. Karachi:Oxford University Press. 'Holocaust we wrote'. Viewpoint [www.viewpointonline.net]. 16 August 2012

Hoodbhoy, P (2012) Confronting the Bomb: Pakistani & Indian Scientists Speak Out. Karachi: Oxford. 'Confronting the bomb'. The News op-ed. December 20, 2012

Mustafa, S (2012) Azadi's Daughter: Journey of a Liberal Muslim. Delhi: imprintOne. 'Story of India's liberal Muslim daughter'. Viewpoint (www.viewpointonline.net). July 11, 2013

Jalal, A (2013) The Pity of Partition: Manto's life, Times, and Works across the India-Pakistan Divide. Princeton University Press. 'Manto's human psyche'. The News op-ed. June 22, 2013

Ahmed, I (2013) The Garrison State. Karachi: Oxford University Press. 'The Garrison State'. The News op-ed. July 13, 2013

Achcar, G (2013) The People Want. London: Saqi. 'The People Want'. The News op-ed. August 23, 2013

Achcar, G (2013) Marxism Orientalism Cosmopolitanism. London: Saqi. Deorientalising Marx. The New op-ed. January 20, 2014

Manwani, A (2013) SahirLudhianvi: The People's Poet. Noida: Harper Collins. People's Sahir. The News op-ed. March 29, 2014

Chibber, V (2014) Postcolonial Theory and the Specter of Capital. The News op-ed, April 11, 2013

Naqvi, S J (2014) Leaving the Left Behind. Karachi: Pakistan Study Centre. The News op-ed. June 19, 2014

Kumar, D (2014) Dilip Kumar: The Substance and the Shadow. An Autobiography. New Delhi: Hay House. Viewpointonline. Issue No 230, December 4, 2014

Malik, Ahmed Ijaz (2015) US Foreign Policy and the Gulf Wars: Decision Making and International Relations. I.B. Tauris. The News on Sunday. July 31, 2016

Mason, Paul (2015) Postcapitalism: A Guide to Our Future. New York: Farrar, Straus and Giroux. August 7, 2016

Achcar, G (2016) Morbid Symptoms: Relapse in the Arab Uprising. London: Saqi. The News op-ed. May 25, 2016

Pargeter, A (2016) Return to the Shadows: The Muslim Brotherhood and An-Nahda since the Arab Spring. London: Saqi. The News op-ed. Feb 3, 2017

Media Appearances:

TV 4 (Stockholm): Guest appearance in Morning News to analyse the situation in Pakistan after Benazir Bhutto's assassination on 28.12.2007

BBC Urdu (London): Guest appearances in Daily newshour, *Sairbeen*, to comment on the situation in Sweden/Scandinavia and Pakistan/India.

Deutsche Welle (Berlin, English and Urdu services): Frequent guest appearances as political analyst to comment on Pakistan and Afghanistan

SR (Swedish Radio): Multiple appearance as analyst to comment on Pakistan and Kashmir

Din TV (Lahore): Guest appearance to comment on U.S. elections in a panel discussion

<div align="center">

Fatima Bilal

493-B Shaheen Block Bahria Town, Lahore.

Phone: +923216942555

Email: fatima.bilal@bnu.edu.pk

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CAREER OBJECTIVE

To seek a challenging career with a progressive institution that provides me an opportunity to utilize my knowledge and abilities in the field of English language teaching.

PERSONAL PROFILE

- Father's Name: Bilal Ahmed Chaudhary

- Date of Birth: 08-03-1994

- CNIC No.   35202-1906924-8

- Nationality :   Pakistani

- Religion: Islam

ACADEMIC RECORD

MPhil Applied Linguistics(2016-2018)	(CGPA 3.74)	Kinnaird College for Women, Lahore
B.A English Linguistics (2012-2016)	CGPA 3.62	Kinnaird College For Women, Lahore
F.A (2012)	1st Division	Kinnaird College For Women, Lahore

Matriculation (2010)   1st Division   Crescent Kids Campus

ACHIEVEMENTS

- Paper entitled "BRITISH ENGLISH OR AMERICAN ENGLISH? AN INVESTIGATION OF THE FACTORS INFLUENCING THE CHOICE OF A-LEVEL STUDENTS" selected for presentation at 9th ECLSS conference in Antalya, Turkey, on 16-18 October 2020

- Attended the 7th CRC workshop "Essential Python for Corpus Linguistics" organized by Corpus Research Centre on 23rd December, 2019.

- Organized and participated in the first International Conference of the Linguistic Association of Pakistan (ICLAP 2015) at Kinnaird College for Women, Lahore.

- Worked as English Language teacher at LACAS (Johar town campus)

- Worked as an internee in World Wide Fund Organization (WWF)

- Worked for 100 hours as a volunteer English teacher in SOS villages

- Worked as an English teacher at Lyceate School

- Part of management team in extra-curricular activities

CURRENT EXPERIENCE

- Designation   Lecturer
- Organization   Beaconhouse National University, Lahore
- Department   English Language Unit, School of Education
- Tenure   September 2019 to date

SKILLS/ INTERESTS

- Proficient in written and verbal communication skills
- Proficient in MS Office (Word, PowerPoint and Excel)

- Able to utilize Statistical Package for Social Sciences (SPSS) for data analysis

- Good Leadership skills and ability to motivate

- Excellent Team Management skills

- Highly organized and efficient

- Ability to handle pressure

- Ability to work independently or as a part of team

- Keen to learn and eager to be challenged

LANGUAGES

- Urdu
- English
- Punjabi
- German (Learning in progress)

REFERENCES

Available on request

CURRICULUM VITAE

Name	:	**Dr**. **Qamar ud-din-Zia Ghaznavi**
Father's Name	:	Shamas ud-din Ghaznavi
Date of Birth	:	19-11-1968
Domicile	:	Rahimyar khan (Punjab)
National Identity Card No	:	37405-5439222-7
Permanent Address	:	**Ghaznavi House 237-C, Sadar Bazar Khanpur.**
Current Adress	:	House #28, Lane 17, Wapda Town G-2 Lahore.
Marital Status	:	Married with 2 Children
Office Address	:	School of Media & Communication Studies , University of Central Punjab, Lahore
Mobile No.	:	0300-5269319, 0333-5528924
E-mail	:	dr.ghaznavi@gmail.com
		qamar.ghaznavi@bnu.edu.pk

Educational Attainments

S.No	Cert./Degree	Year	Board/University	Division
1	Ph. D Media Studies	2013	The Islamia University of BWP.	
2	M.A Mass Comm.	1995	IUB. Bahawalpur	1st
3	M.A History & Pak. Studies	1997	IUB. Bahawalpur	2nd
	M.A Pol. Science	1998	IUB. Bahawalpur	2nd

4	M. A Punjabi	1996	University of the Punjab, Lahore	2nd
5	M.A Philosophy	2000	University of the Punjab, Lahore	2nd
6	B.A	1993	The Islamia University of Bahawalpur	1st

Ph. D Dissertation:

A critical study of Naseem Hijazi's Journalistic Services.

Professional Experience:

- 16 Years' Experience of Professional Journalism (Print & Electronic Media)
- Daily Khabrain as Magazine Editor
- Daily Jinnah Islamabad as Editorial In Charge
- Daily Sahafat as Magazine and Editorial Editor
- Daily Asas as Magazine Editor and Editorial Editor
- Daily Nawa-e-Waqat as Magazine Sub-Editor
- Daily Ausaf as Magazine Editor and Editorial Editor
- Daily Asian News as Deputy Editor
- Daily Express as Edition In Charge
- Daily Jang as Staff Reporter
- Daily Islamabad Times as Editor
- Sohni Dharti TV as News Producer
- Sama TV as assignment Editor
- Such TV as assignment Editor
- Dawn News
- Weekly Gharana as Editor
- Monthly The Vigilant(America) as Bureau Chief
- Weekly Overseas as Editor
- Weekly Rawish as Editorialist
- Weekly Iftikhar-e- Asia as Editor

- Weekly Islamabad Post as Editor

- Weekly Robroo as Executive Editor

- Weekly Nikhar as Editor

- Weekly Idraak-e-Nau as Deputy Editor

- Radio Pakistan Islamabad as Moderator

Teaching Experience:

- I have been serving as Asst. Professor and HOD Print Media and Research at School of Media & Communication Studies, University of Central Punjab for the last 3 years.

Areas of Interest:

- Print Media

- Media and Democracy

- Global Communication

- Islam and Western Media

Research Articles:

1. Naseem Hijazi-An-uncelebrated Hero of the Pakistan movement, in *Journal of Sociology and Anthropology, USA 3(2)73-77,2015DOI* 10.13189/sa 2015.030201

2. The Role Of Media In increasing Turn-Out in Election 2013:A Survey Study of Multan, Punjab, Pakistan. Pakistan Journal of Social Science(PJSS)BZU Multan,Vol.35,No.1(2015),pp.411.424

Journalistic Publications:

Thousands of Articles, columns, Editorials, Features published in the leading national and international newspapers on current affairs, political, economic and social issues

Honors & Achievements:

- Member of Board of Studies, Graduate Committee and Board of Faculty at School

of Media & Communication Studies, University of Central Punjab, Lahore.

- In Charge PhD Media Studies Program, Internship Program, Director Students' Affairs and Head of Disciplinary Committee at School of Media & Communication Studies, University of Central Punjab, Lahore.

<u>Theses & Projects Supervised:</u>

- I have supervised 5 Video Projects and 5 Theses of MPhil last year.
- Currently I am supervising 4 PhD dissertations and co-supervising 2 PhD dissertations along with 8 MPhil Theses and Projects

<u>References:</u>

1. Ghulam Shabbir Baloch, Ex. Chairman, Department of Mass Communication, Islamia University Bahawalpur and Zakria University Multan 0331-7080227

2. Dr. Aslam Dogar, Additional Director DGPR 0333-4511077

Address: 309-Nishter Block Allama Iqbal Town, Lahore
Landline: +92-42-35430309, Mobile: - +92-323-4421926
E-Mail : zeeshan.zaighum@gmail.com

Zeeshan Zaighum

Objective

To utilize my knowledge and skills to help students in achieving higher professional and educational excellence in order to become educated, dedicated and learnt media-persons.

Qualification: **PhD Scholar Mass Communication (BNU)**

MPhil in Mass Communication Beaconhouse National University, Lahore

BA (Honors) in Mass Communication, Forman Christian College , Lahore

Central Superior Services (CSS) (Qualified 2015)

Work Experience:

Lecturer   (Jan 2017-Present)

School of Media and Mass Communication

Beaconhouse National University

Lecturer   (April 2013-Jan 2017)

Department of Mass Communication

Lahore Leads University

 4 years Post Qualification Experience of Teaching at **MPhil Level.**

- Served as Acting Head of the Department
- In charge program BS and MSc Mass Communication
- Designed BS, MSc, and M.Phil Scheme of Studies as per HEC Requirements
- Students Advisor
- Advisor, Leads Media Society

- Advisor, Leads Arts and Dramatics Society
- Member, Editorial Board of Annual Magazine
- Member, University Proctorial Board
- Member, Academic Board
- Organizer, Field Trips to News Channels, Newspapers Etc.
- Organizer, Study tours to PID, DGPR, Lahore Press Club
- In charge, University Newsletter
- Organized, guest lectures on the emerging topics, Public Relations, Journalism etc.
- Assisted Public Relations Dept. of the University in formulating PR Policy and Activities

Key Areas:

- PR and Crisis Management
- Peace & Conflict Journalism
- Research in PR.
- Media Lobbying
- Development Communication

Research & Publications

- Framing of India and Pakistan in United States Press: *A Content Analysis of New York Times and Los Angeles Times* (2012)
- Articles published in Daily Dawn

Thesis Supervised: MPhil thesis

Study Areas:

- Development Communication
- Peace & Conflict Journalism
- Mass Media Theories
- Public Relations in the Age of New Media

<u>Analyst : Channel Five</u>

Program: Ajj ka Akhbar

Friday 8:00am-9:00am

<u>Quality Editor</u>   July 2013-Present

 Taste Pakistan (The Country's Magazine)

Key Responsibilities:

- Public Relations
- Content Selection
- Maintain an understanding of organization's solutions, value proposition, and competitors
- Looking for the ways to stay on the top of industry trends.

<u>Visiting Lecturer (2016)</u>

SMC Beaconhouse National University, Lahore

Government, Corporate, and Sports PR to MS Program

<u>External Examiner</u>

Kinnaird College for Women University

External examination of MSc in Mass Communication Thesis

<u>Analyst & Consultant Editor</u>

<u>Suraj TV</u>

- Analysis in different talk shows on various issues
- Consultation regarding content for different programs

<u>Consultant</u>

Professional Media Training Centre

- Consultation in course designing and subject selection

Internships

Six Weeks Internship   PR Department

<div align="center">The Urban Unit, Planning and Development
Department, Government of Punjab</div>

Communication Team

- Edited project reports, participated in PR activities, and worked on the newsletter.

8 Weeks Internship   **Daily Dawn**

Reporting

- Reported and edited various stories in the newspaper.

Editor (English Section)   **The Folio** (Annual Magazine of FC COLLEGE)

- Formulated editorial policy,
- Organized interviews, and other editorial tasks.
- Monitored Public Relations activities of the magazine.

Interviews

- **General (Rtd.) Pervez Musharaf** (Former President Islamic Republic of Pakistan)
  Organized with the coordination of **ISPR**

- **Mr. Mohammad Mian Soomro** (Former Chairman Senate and Acting President)
  Organized with the coordination of **PR Office, Public Secretariat, President House**

Languages

- English
- Urdu
- Punjabi

Misha Mirza

Assistant Professor

Communication Designer

MORE ABOUT ME

An innovative professional proficient in giving conceptual knowledge to students, committed to expand the experimental horizons in the creative and academic institutions.

CONTACT DETAILS

Phone: 00923335842584

Email: misha.mirza@gmail.com misha.mirza@bnu.edu.pk

EMPLOYMENT HISTORY

July 2019-Present | Beaconhouse National University

Program Head BS (Hons) Communication & New Media Technology

School of Media & Mass Communication

- Designed and developed the degree curriculum
- Courses taught include: New Media Technologies, Digital media, technology and social change, new media and convergent journalism, multimedia arts, content writing, magazine journalism

July 2020-Present | Partner & Senior Management Consultant at Global Management consultants Dubai

Feb 2015- Present | Beaconhouse National University

- Courses taught include: Graphic and visual communication, Communication through films, Introduction to Digital Media

Sep 2018- Jan 2019 | Beaconhouse National University

- Visiting faculty at the School of Art & Design (SVAD)

- Taught Computer Graphics to the students of Visual Communication Design

Feb 2013- Sep 2015 | Foundation University Rawalpindi Campus

- Lecturer at the School of Arts and Media
- Courses taught: Research, thesis supervision, content writing, photography (basic and advanced), advance campaign development to the students of Mass Communication, MA Fine Arts and Bachelors Computer Arts.

Mar2012- July 2012 | BBC, MediaCity UK

- Info-graphic designer for the Digital Fiction Factory brief given by BBC, UK.

Jun2009-Aug 2009 | British American Tobacco Company, Jhelum

- Intern at British American Tobacco Company in the Business Development Department Developed the annual budget at the BD department of British American Tobacco Company, Jhelum.

Assistant Professor at the School of Media and Mass Communication

EDUCATION

University of Salford, UK | 2011-2012

Master of Arts in Communication Design

- Designed and wrote the book 'Living in the liminal: homeless whispers' as a part of the final major project
- Using Solid Works designed a communication product for children in care homes Publicity and marketing head of ISOC Student Union, University of Salford, UK Attended letterpress workshop in LCC, London.

Fatima Jinnah Women University| 2006-2010

Bachelor of Computer Arts

- Created a 4-minute-long animation using 3D Max in the thesis

PROJECTS & WORKSHOPS

March 2020: Designed the corporate identity for an international company TechMed

June 2017: Designed the interface of the application 'ShopTrav' for a Dubai based client

July 2016: Branding of the "Spring festival mela 2016" A project by KPK Tourism Corporation

Jan 2016: Conducted a workshop on Information Visualization at Lahore College for Women University

Oct 2011-July 2012: Customer services agent at SSP Network Rail Manchester (Part-time), UK

Jan 2011: Illustrated and designed the book cover of Zero Point published in the US.

COMMUNITY SERVICE

June 2019-Present: Education consultant at 'Miles of smiles' a charity based school in Lahore

June- Aug 2012 Volunteered at Mustard Tree Manchester, UK

Jun- Aug 2007 Taught at Al-Qasim Special School Jhelum

AWARDS & RECOGNITION

Won MedCom Scholarship to present my paper in the conference to be held in Italy in June 2021.

Distinction in the final major Project of MA and 2 courses at the University of Salford, U.K.

MA final project displayed on the website showcasing the best projects of the University of Salford

CONFERENCES

Presented and published a paper 'Interactive storytelling in convergent news: The case of Tribune Labs' at the International conference on Communication, Mass Media & Society in Yogyakarta, Indonesia in July 2018

Participated in the Skills for health Academy Conference 2012 which explored the use of digital communication to promote Skills for Health Academy programs, Manchester.

Organized the conference 'Design Innovation: Industry & Education, 2012' and was a member of the marketing team (UK)

SOFTWARE PROFICIENCY

Adobe Photoshop Adobe Illustrator Adobe Aftereffects 3D Max

Microsoft Word Microsoft PowerPoint

EXTRA CURRICULAR

Faculty patron of Beaconhouse National University Debating Society

Faculty patron of BNUMUN (Beaconhouse University Model united nations) and I have been successfully spearheading the yearly event since 2016

Implementation Plan – BS (Hons) in Communication and New Media Technology

AT Findings	Corrective Action	Implementation Date	Responsible body	Present Status
1. The labs are not equipped with upgraded systems	2 new labs with 80 systems are being constructed	1st February 2021	The School of Media and Mass Communication	In progress
2. There is lack of equipment in the department (DSLRS, 360 cameras, VR headsets)	• Request for the purchasing of equipment is forwarded to the Dean for approval • A 360 camera was bought by the department in July 2019	30th June 2021	The School of Media and Mass Communication	Review in progress
3. Insufficient liaison with the industry	Industry professionals are being contacted to teach in the capacity of visiting faculty	30th June 2021	DSAER Department and SMC	In progress

Member AT

Name Misha Mirza

Signature

HoD

Name RANA FAIZAN ALI

Signature

QEC
Ms. Noreen Lodhi

Name N. Lodhi — Noreen Lodhi.

Signature N. Lodhi.