

**DEPARTMENT OF MASS COMMUNICATION**

**LAHORE COLLEGE FOR WOMEN UNIVERSITY, LAHORE**

**SELF-ASSESSMENT REPORT**

**BS (MASS COMMUNICATION)**

Submitted to

**Quality Enhancement Cell,**

**Lahore College for Women University, Lahore**

**Dated:**

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## INTRODUCTION

Mass Media, undoubtedly, plays quite significant role in social, economic and political development of a country. Pakistani media saw an enormous growth during the last one decade. Realizing the significance of mass media, department of Mass Communication of largest women university of Asia, LCWU, expanded itself in 2001 by initiating Masters Degree program after its establishment in 1986. Afterward its journey of progression did not stop, as we started BS 4-year degree Program (offering specialization in three Professional sequences) and MS Program (offering degree in two tracks) in the years 2005 & 2009 respectively. Now, Ph.D program, and several Professional Diplomas are expected to be initiated in fall 2017. We are offering several courses while keeping in view the modern day demands of industry and pursuing the new trends of mass media in general and academic needs in particular. One major development that has taken place as a result of this growing awareness is the emergence of mass communication programs in universities all over the world. Lahore College for Women University (LCWU), the largest women's university in Pakistan, is one such institution.

The students learn about communicating ideas intended to change behaviour of people right from developing awareness to adoption of an innovation. When learners are exposed to an increasing flow of information, they find themselves in a position which necessitates a change in their aspiration, attitude and effort. Today our students are a batch of active citizens who excel in curricular and co-curricular activities.

The department has also signed an MOU three years partnership with Florida University U.S.A which is an effort for curriculum development, faculty exchange, international conferences, collaborative research and similar activities.

## **CRITERION 1: PROGRAM MISSION, OBJECTIVES AND OUTCOMES**

### **1.1.1 Mission Statement of Department of Mass Communication**

Department of Mass communication considering media as a forth pillar of state, its aim is to polish the students skills and to make them better women media professional for the sustainable development of Pakistan. The undergraduate program offers both insightful academic study of the media and preparation for professional careers in print broadcasting, advertising, and public relations development sector. Moreover graduate program entails theory and research practically on contemporary issues of mass communication and applies critical, cultural, historical, legal ethical, and social scientific approaches.

With the help of modern teaching techniques we are trying to inculcate higher degree of academic excellence and making the students' future prospects brighter and prestigious. In order to make students ready for participation in professional life 4-6 weeks internship program is must for students, moreover, they have to actively engage in practical work in form of final projects of television, radio, advertising PR, and print media. It is the result of these endless efforts that our students are working on prominent renowned TV channels, advertising agencies, newspapers Public Relation departments and radio channels

## Teaching Methodology

Our teaching methodology is a combination of various methods e.g. lectures, seminars, group discussions, presentations, practical and tutorials using audio visual aids. Moreover hands on experience is provided to the students while giving them opportunity to work in well-equipped labs and studios. It enables the students to think critically, act creatively, analyze and interpret the facts while having practical exposure.

Department of Mass Communication offers BS (4-years) degree with following particulars:

Name of Program	Duration	No. of Modules (Semesters)	Total Credit Hrs
BS Mass Communication	4 years	8 semesters (final Projects +Internship + Research)	131

### 1.1.2 a. Mission of BS Program

BS 4-years program in Mass Communication consists of HEC approved courses and curriculum. The courses are a combination of basic, compulsory and minor courses as per requirement of HEC. These courses include:

- i) Compulsory courses



- ii) Minor courses English Literature, Urdu Sher-o-Adab, economics, psychology, political science, and gender studies
- iii) In final year students choose specialization one out of three like print media, broadcast media and advertising and PR.
- iv) Thesis and research work along internship is also compulsory for the students in final semester.

#### **1.1.2. b. BS Program Objectives**

1. Work as a platform which provides students hands on experience to explore and enhance their potentials and capabilities.
2. Meet the demands of industry, while training young and aspiring women journalists for different fields of mass communication by offering specialization in three different sequence i.e. Print, broadcast, advertising and Public Relations.
3. Establish network of stakeholders in Media Industry, development sector and other eminent educational institutions through MOUs and joint venture.
4. Support the creation of socially responsible media by producing media professionals.
5. Understanding the media laws and ethics.
6. Provide broad understanding about the role of communication in the society.

7. Providing an understanding of the importance of personal and mediated intercultural interaction as an avenue to succeed in a multicultural society.

### **1.1.3. Aligning program objectives of BS Mass Communication**

The curriculum is designed in a way to accomplish desired understanding level and as per requirements of students.

1. Compulsory Internship programs to help students gain practical exposure.
2. Class discussion and participation among students is promoted by involving them in case studies, academic activities and knowledge based competitions.
3. Class presentations are assigned to students under their relevant subject
4. Regular revision of the curriculum to keep updated and inculcate new laws and policies about protection and development of women
5. Updating the knowledge of faculty members through a series of workshops, seminars and professional development courses. Since last three years foreign trips also enhanced faculty and students' exposure and potential.

### **1.1.4 Assessment of Educational objectives:**

**Table 1: BS Program Objectives Assessment**

Objectives (1)	How Measured (2)	When Measured (Frequency) (3)	Improvement Identified (4)	Improvement Made (Corrective & Preventive Action) (5)
As given in Para 1.1	<p>The students are assessed regularly for their knowledge and ability through different methods</p> <p>Like:</p> <ol style="list-style-type: none"> <li>1) Projects</li> <li>2) Assignments</li> <li>3) Quiz/ presentations</li> <li>4) Term Exams</li> <li>5)</li> </ol>	<p>There is at least one quiz or presentation before midterm exams and one Before final term exams.</p> <p>Moreover projects &amp; assignments are evaluated and shared with</p>	<ul style="list-style-type: none"> <li>• Students required to be more regular and participatory approach is developed. &amp; Enhancing Teachers' motivation level</li> <li>• Up Date &amp; revision of course/curriculum</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance rules applied strictly and interactive teaching mode of instruction is reinforced.</li> <li>• Updated the courses &amp; more interactive</li> </ul>

		students at different levels	Teachers' training & Capacity building	<ul style="list-style-type: none"> <li>Teachers training and Development.</li> </ul>
	4) Class room Participation & discussions	Class discussions are conducted regularly		<ul style="list-style-type: none"> <li>Capacity building of Faculty that includes academic achievements and professional trainings like Post Doc of Dr. Anjum Zia, Chairperson of Deptt., Doctorate of a faculty member, Dr, Sameera</li> </ul>

				<p>Batool, Moreover, Ph.D of Six faculty membersis in progress.</p> <ul style="list-style-type: none"><li>• Documenta ries, short films, Radio projects, Advertising &amp; PR campaigns, Developme nt Communic ation projects, Magazine Journalism, Online journalism projects</li></ul>
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				<p>were          completed          successfully          and          exhibited at          varsity          display and          eminent          projects          required to          display at          national          level          competition          s.</p>
		<p>througho          ut the          semester</p>		

3) Examinations	One midterm and one final term in each semester	Guidance of students about any problem &	Encouragin g teachers to teach with more updated, relevant
4) Practical Assignments	Practical are conducted as per course requireme nt	Tutorials Teachers' training about new teaching methods	and daily life examples Individual interaction was encouraged to resolve the issues.
5) Research Dissertations &Report writing Project	In semester 8 students are supposed to conduct a research thesis and write	Revising course outlines of some subjects and shuffling a	Introducing new courses  Arranging national /

	its full report	couple of subjects across semesters	international level seminars, lectures, workshops and symposiums and encouraging students of actively participate in them
6) Internship report or Thesis	In semester VIII students submit internship report, thesis work along Final projects in their respective specializations and it is evaluated by	on students' recommendation	Immediately trying to sort out the solutions if some complaints



	external examiner	are put forward by students
8) Class exercises	As per course requireme nt	
7) Teacher's evaluation by students	During semester or at end teacher evaluation is done by students	

**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.

## 1.2 Program Outcomes:

### BS Mass Communication Program's Outcomes:

- 1 Familiarity with key analytic debates in the field of Mass communication
- 2 Capacity to evaluate the impact of media such as policies, projects and institutional reforms in media industry.
- 3 Ability to start their careers in media Industry, research organizations, advertising & PR agencies along application of learned knowledge.

**Table 2: BS Program Outcomes**

Program Objectives	Program Outcomes				
	1	2	3	4	5
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**Standard 1.3:** The results of program's assessment and the extent to which they are used to improve the program must be documented.

### **1.3.1 Actions taken on the basis of assessment:**

- More practical oriented approach adopted
- Departmentis giving hands on training to the aspiring women Journalists
- Attempted to make courses and teaching method more participatory and relevant
- Syllabi revision
- Teachers training
- Faculty development

### **1.3.2 Strengths of Department**

- i) TV Studio
- ii) Well-equipped Labs
- iii) FM radio
- iv) Team work
- v) Qualified and enthusiastic faculty members.
- vi) Our self-motivated, active and competent students.
- vii) Our active linkages with other foreign and local educational institutes.
- viii) Our ties with industry.
- ix) Library

### 1.3.3 Weaknesses of Department

- i) Infrastructure needs to be expanded and improved e.g. number of class rooms is not sufficient for yearly growing number of students
- ii) Need projector for all rooms.
- iii) Separate rooms or even work stations are not available for senior faculty and for faculty members who actively engage in research and publications.

### Future Plans

1. Starting PhD Program
2. Develop more national and international academic and industrial linkages
3. Initiate a journal for Communication Studies
4. Most of the faculty members will complete their Ph.D degrees.

<p><b>Standard 1.4:</b> The department must assess its overall performance periodically using quantifiable measures.</p>
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### 1.4.1 Performance Measures:

Performance of the department of Mass Communication in last five years (2010-2015) can be measured through

- 1) Student's enrollment
- 2) Passed out Ratio
- 3) Drop out Ratio
- 4) Number of other students in our Minors
- 5) Student teacher ratio
- 6) Number of Publications
- 7) Books in library
- 8) Workshops and Seminars
- 9) Job Placement of our graduates
- 10) Foreign linkages or inbound/ outbound visits
- 11) Extra-curricular activities of our students

i) **Table 3: No. of Students Enrolled**

<b>Program</b>	<b>Session</b>	<b>No. of Students</b>
BS	2008-2012	69
	2009-2013	65
	2010-2014	105
	2011-2015	110
	2012-2016	110
	2013-2017	110
	2014-2018	103
	2015-2019	110

ii) **Table 4: Student-Faculty Ratio**

<b>Year</b>	<b>No. of Students</b>	<b>No. of Faculty Members</b>	<b>Student-Faculty ratio</b>
2014-2015	350	11	32:1
2013-2014	340	9	36:1
2012- 2013	325	9	36:1
2011-2012	230	9	25:1
2010-11	198	9	22:1

iii) **Table 5: No. of Students Passed Out**

Program	Passing out Year	No. of Students
BS	2015	84
	2014	83
	2013	64
	2012	65

iv) **Table 6: Percentage of Honor Students & Attrition Rate**

Year	%age of Honor Students Criteria: CGPA 3.75 and above	Attrition Rate (Admitted –pass out) *100  ————— Admitted
2015	6	3.33
2014	1	4.25
2013	1	0
2012	1	3.57

v) **Table 7: Faculty Training, Seminars and workshops (Appendix A)**

Year	No. Of Trainings, Seminars and workshops
2011	13
2012	75
2013	61
2014	63
2015	64

vi) **Papers Published at National & International Level**

**Table 8: Number of Publications (Appendix B)**

Year	Papers published
2015	3
2014	2
2013	3
2012	2

vii) **Books in Library**

Departmental library has total 1708 books. The Library offers different categories of books like; Media Theory, Communication Research, Advertising, Public Relation, Print Journalism, Online Journalism, Statistics, SPSS, political Communication, Gender & Media, Language & News, fiction etc along Reference Manuals, Encyclopedias etc.



## **Research Areas**

The Faculty is involved in research in the following areas:

Media Production & content

Political Communication

Social Development & Media

Gender & Media

Media, Advertising & Consumerism

Effects of Media on Society

Exploring New Media & e-Media Trends

Media Research in Theoretical & Applied perspective

Online Journalism & Convergence of Media

Etc.

## **COLLABORATIONS & AWARDS & HONOURS WON DURING 2013:**

### **MOUs:**

Deptt. Of Mass Comm. joins hands with the Media Development Trust

The department of Mass Communication signed an MOU with Media Development Trust on 6th June, 2013. This collaboration provided capacity building initiatives for the faculty and students of Mass Communication through interactive workshops, seminars, and courses on specific sectors.

### **Deptt. Of Mass comm. Works with International Labor Organization**

The Department of Mass Communication signed an MoU with International Labor Organization for producing short films, documentaries on child labor. ILO is a non-profit organization working for child labor issue in Pakistan. The MoU lasts from 10 December 2012 to 31 April 2013. Under the MoU, short films and documentaries on child workers have been produced for a national level competition among various universities from all over Pakistan. The department of Mass Communication won 1st position in short film and 2nd position in documentary competition the Launching and Awarding Ceremony of Research Based Visual Products on Combating Child Labor, held at Pak-China Friendship Center, Islamabad under the project of “Combating Abusive child Labor II Project, An initiative of Government of Pakistan, European Union and International Labor Organization (ILO) on 1st and 2nd July, 2013.

### **Plan International**

The department of Mass Comm. has signed an MOU with Plan international on 22 March 2012 to provide effective advocacy efforts on provincial adolescence development policy framework, by engaging media and provincial parliamentarians. Plan International, humanitarian, is a child focused development organization. Its is a non-profit organization working for child related issues like child rights, child abuse, poor quality of education, malnutrition etc. the MoU lasts from 1st June 2012 to 31st July 2013.

### **HONOURS & AWARDS**

- Deptt. of Mass Comm successfully bagged 4th position in a short film competition organized by British High Commission. In October 2013, British High Commission organized a short film competition under “Celebrating Connections with Pakistan & UK”. Department of Mass Communication participated in the competition with five short films and won 4th position in the competition.
- The main inspiration for the short film was the idea how Government and People of UK step forward to mitigate the sufferings of the people of Pakistan during the earthquake of 2005.
- Under the supervision of Ms. Faiza Latif, Acting HoD of Mass Communication Deptt. & TV instructor Mr. Naveed Iqbal a team of students comprising of Komal younas, Fazila Shafique, Asma Yousaf Minhas, Sidra khan, Hira Habib produced the film.
- Deptt. of Mass Comm won 1st and 2nd prize in a short film competition organized by ILO. Under the MOU with International Labor Organization (ILO), a documentary/ short film competition was arranged in which our students participated and won 1st position for short film “Child of Clay, LAVI” in July 2013.
- Mass Comm department won 2nd position for documentary film “Iron Hearts” in competition held by ILO & European Union in July 2013.
- Campus Radio FM 96.6 Voice of LCWU, dept. of Mass Communication won 2nd position, Awarded Shield and Cash Prize of Rs. 10,000 in All Pakistan Public Service Message Competition organized by Radio Pakistan in

collaboration with USAID and Aurat Foundation Broadcast on 8th March, 2013.

- The department of Mass Communication won 1<sup>st</sup> position in short film and 2<sup>nd</sup> position in the Launching and Awarding Ceremony of Research Based Visual Products on Combating Child Labor, held at Pak-China Friendship Centre, Islamabad under the project of “Combating Abusive child Labor II Project, An initiative of Government of Pakistan, European Union and International Labor Organization (ILO) on 1<sup>st</sup> and 2<sup>nd</sup> July, 2013.
- Campus Radio FM 96.6 Voice of LCWU, dept. of Mass Communication won 2<sup>nd</sup> position, Awarded Shield and Cash Prize of Rs. 10,000 in All Pakistan Public Service Message Competition organised by Radio Pakistan in collaboration with USAID and Aurat Foundation Broadcast on 8<sup>th</sup> March, 2013.
- The department of Mass Communication won 1<sup>st</sup> position in short film and 2<sup>nd</sup> position in the Launching and Awarding Ceremony of Research Based Visual Products on Combating Child Labor, held at Pak-China Friendship Center, Islamabad under the project of “Combating Abusive child Labor II Project, An initiative of Government of Pakistan, European Union and International Labor Organization (ILO) on **1<sup>st</sup> and 2<sup>nd</sup> July, 2013.**
- Campus Radio FM 96.6 Voice of LCWU, dept. of Mass Communication won 2<sup>nd</sup> position, Awarded Shield and Cash Prize of Rs. 10,000 in All Pakistan Public Service Message Competition organised by Radio Pakistan in collaboration with USAID and Aurat Foundation Broadcast on **8<sup>th</sup> March, 2013.**

- Won 1<sup>st</sup> position in short film, 2<sup>nd</sup> in stage drama and 3<sup>rd</sup> in documentary in Punjab Youth Film Festival organized by government of Punjab in **October 2012**.
- Won 2<sup>nd</sup> prize in documentary film competition organized by Ministry of Industries held in **September 2012**.
- Won 1<sup>st</sup> prize in VESAKH documentary held in **April 2012**, Brutal Reality.
- Won 2<sup>nd</sup> prize in violence against women film competition organized by Shirkatgah in **March 2012**.
- Won 1<sup>st</sup> prize in CDA Channan documentary competition on women rights held in March 2012.
- Won 2<sup>nd</sup> prize in short film (FESLA) at BNU Festival held in **February 2012**.
- Won 5 prizes in Insan Foundation Trust Film Competition held in **2011**.
- Campus Radio FM 96.6 Voice of LCWU, dept. of Mass Communication got first position in script writing competition organised by Insan Foundation awarded with a shield, certificates and cash prize of Rs. 50,000 , **December 2011**.
- Campus Radio FM 96.6 Voice of LCWU, dept. of Mass Communication won 2<sup>nd</sup> position in the category Radio Talk show in a competition organized by Insan Foundation awarded with shield, certificates and cash prize of Rs. 30,000 , **December 2011**.
- Won 2<sup>nd</sup> prize in drama competition organized by Punjab Aids Control program held in March 2011

- Won 2<sup>nd</sup> prize in photography competition organized by Apwa College in February 2011.
- Won 1<sup>st</sup> position for short film “**Child of Clay, LAVI**” in competition held by ILO &European union (**July 2013**)
- Won 2<sup>nd</sup> position for documentary film “**Iron Hearts**” in competition held by ILO &European union (**July 2013**)
- Won 1<sup>st</sup>position in documentary film “**Save Pakistan**” in competition held by Ministry of industries Govt. of Pakistan (**September 2012**)
- Won 1<sup>st</sup>position in short film &2<sup>nd</sup> in documentary in Punjab youth film festival held by Govt. of Punjab (**October 2012**)
- Won 1<sup>st</sup> prize in documentary competition on women rights organized by CHAANAN &CDA in **2012**
- Won 1<sup>st</sup> position in documentary film on anti-corruption in competition held by transparency international (**September 2011**)
- Won 1<sup>st</sup>position in documentary film BRUTAL REALITY in VISAKH FILM competition held by Govt. FC college Lahore(**April 2011**)
- Won 2<sup>nd</sup>position in documentary film inheritance rights of women in documentary competition organized by SHIRKAT GAH in **march 2011**
- Won 2<sup>nd</sup> prize in short film MEHRU in VISAKH film festival held in **march 2011** at Govt. FC college Lahore

- Won 3<sup>rd</sup> prize in peace documentary competition organized by HEC in collaboration with SAMA TV held in **April 2011**
- Won 3<sup>rd</sup> prize in documentary A BY-STANDER BY THE WAY at GCU film competition held in **April 2011**
- Won 5 prizes in INSAN FOUNDATION TRUST film competition (1<sup>st</sup> in drama ,2<sup>nd</sup> in public service message,2<sup>nd</sup> in documentary,2<sup>nd</sup> in radio talk show) held in Islamabad **December 2011**.
- Won 2<sup>nd</sup> prize in drama competition organized by Punjab Aids control program held in **March 2011**
- Won 2<sup>nd</sup> prize in photography competition organized by APWA COLLEGE Lahore held in **February 2011**.

## **CRITERION 2: CURRICULUM DESIGN AND ORGANIZATION**

The development of curriculums for each program of Mass Communication is based on the detailed curriculum development guidelines issued by HEC.

**BS (4-Year) Mass Communication**

**BS(4-Year) Mass Communication  
2011-2015 and onwards**

## **STRUCTURE OF SCHEME OF STUDY**

<b>Nature of courses</b>	<b>Number of courses</b>	<b>Credit hours</b>
Compulsory courses (no choice )	06	16
Compulsory courses	02	05
Minor Curses from other discipline	06	18
Basic courses	03	09
Foundation courses	04	14
Major courses	15	61
Elective	01	03
Internship	01	04
Research thesis	01	06
<b>Total</b>	<b>39</b>	<b>136</b>

### Year 1

#### Semester-I

<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
CC/Eng-101	Language in Use	3 (3+0)
CC/Isl-101/ CC/Phil-101	Islamic Education/ Ethics (for Non Muslims)	2 (2+0)
Maj/MC-101	Introduction to Communication and Mass Media	3 (3+0)



Maj/MC-102	Computer Skills for Journalists	3 (1+2)
Min/Eng-101	English Literature-I	3 (3+0)
Min/Urd-101	Urdu Sher-o-Adab-I Minor-I (Choose Any One)	
Min/Pol.Sc-101	Introduction of Political sciences	3 (3+0)
Min/IR-101	Fundamentals of International Relations	
Min/Eco-101	Micro Economics	
Min/Psy-101	Elements of Psychology-I	3 (3+0)
Min/GDS-101	Introduction to Gender and Development Studies Minor-II (Choose Any One)	
	<b>Total Credits</b>	<b>17</b>

### Semester-II

Course Code	Title of the Course	Credit Hours
CC/Eng-102	Academic Reading and Writing	3 (3+0)
CC/PS-101	Pakistan Studies	2 (2+0)
CC/Math-101	Compulsory Mathematics	2 (2+0)
Maj/MC-103	History of Mass media (Print and Electronic)	3 (3+0)
Min/Eng-102	English Literature-II	
Min/Urd-102	Urdu Sher-o-Adab-II Minor-I (Choose Any One)	3 (3+0)

Min/Pol.Sc-102	Fundamentals of Political sciences	3 (3+0)
Min/IR-102	Paradigms of International Relations	3 (3+0)
Min/Eco-102	Macro Economics	
Min/Psy-102	Elements of Psychology-II	
Min/GDS-102	Introduction to Gender and Development Studies	
	<b>Minor-II (Choose Any One)</b>	
	<b>Total Credits</b>	<b>17</b>

**Year -2****Semester-III**

<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
CC/Eng-201	Communications Skills	3 (3+0)
Maj/MC-201	National Affairs	3 (3+0)
Maj/MC-202	Practical Journalism –I (News Gathering & Writing)	4 (3+1)
Maj/MC-203	Communication Skills for Journalists	3 (3+0)
Min/Eng-201	English Literature-III	3 (3+0)
Min/Urd-201	Urdu Sher-o-Adab-III	
Min/Pol.Sc-201	The Comparative Consultations Developed-I	
Min/IR-201	Foreign Policy of Pakistan-I	
Min/Eco-201	Mathematics Economics	

Min/Psy-201	Psychology of Adjustment	
Min/GDS-201	Gender and Contemporary Issue	
	<b>Minor-II (Choose Any One)</b>	
	<b>Total Credits</b>	<b>16</b>

### Semester-IV

Course Code	Title of the Course	Credit Hours
CC/Stats-201	Introduction to Statistics	3 (3+0)
CC/Eng-202	Advanced Academic Reading and Writing	3 (3+0)
Maj/MC-204	International Affairs	3 (3+0)
Maj/MC-205	Practical Journalism -II (Page Making, Editing, Specialized & Creative Writing)	4 (3+1)
Min/Eng-202	English Literature-IV	3 (3+0)
Min/Urd-202	Urdu Sher-o-Adab-IV	
Min/Pol.Sc-202	The Comparative Consultations Developing II	
Min/IR-202	Foreign Policy of Pakistan-II	
Min/Eco-202	Economics OF Pakistan	
Min/Psy-202	Social and Organizational Psychology	
Min/GDS-202	Gender and Socio-Culture Issue	
	<b>Minor-II (Choose Any One)</b>	

	<b>Total Credits</b>	<b>16</b>
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**Year -3****Semester-V**

<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
Maj/MC-301	Managing Information	4 (3+1)
Maj/MC-302	Broadcast Media-I (Radio & TV )	3 (3+0)
Maj/MC-303	Basic Concept of Social Sciences	4 (3+1)
Maj/MC-304	Writing Workshop (English & Urdu)	3(2+1)
Maj/MC-305	Communication Theories	3 (3+0)
	<b>Total Credits</b>	<b>17</b>

**Semester-VI**

<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
Maj/MC-306	Development Communication	4 (3+1)
Maj/MC-307	Broadcast Media-II (Radio & TV )	4 (3+1)
Maj/MC-308	Contemporary Media	3 (3+0)
Maj/MC-309	Online Journalism	3(2+1)
Maj/MC-310	Media Laws & Ethics	3 (3+0)

	Internship***	0
	<b>Total Credits</b>	<b>17</b>

**Year -4****Semester-VII**

<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
Maj/MC-401	Research Methods in Communication	4 (3+1)
Maj/MC-402	Public Relations	3 (2+1)
Maj/MC-403	Advertising	3 (2+1)
Maj/MC-404	Broadcast Media -III (Radio & TV)	3(2+1)
EC/MC-401	Media Culture & Society	3 (3+0)
EC/MC-402	Media in Disaster Management	
EC/MC-401	Gender & Media (Choose Any One)	
	<b>Total Credits</b>	<b>17</b>

**Semester-VIII**

<b>Area of Specialization: Advertising &amp; Public Relations</b>		
<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>

Maj/MC-405	Advertising with Project	3 (0+3)
Maj/MC-406	Public Relation with Project	3 (0+3)
Maj/MC-407	Video Editing	3 (0+3)
Maj/MC-414	Internship	4
Maj/MC-415	Thesis/Research Report	6
	<b>Total Credits</b>	<b>19</b>
<b>Area of Specialization: Broadcast Media</b>		
<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
Maj/MC-408	TV Production with Project	3 (0+3)
Maj/MC-409	Radio Broadcast with Project	3 (0+3)
Maj/MC-410	Video Editing	3 (0+3)
Maj/MC-414	Internship	4
Maj/MC-415	Thesis/Research Report	6
	<b>Total Credits</b>	<b>19</b>
<b>Area of Specialization: Print Media</b>		
<b>Course Code</b>	<b>Title of the Course</b>	<b>Credit Hours</b>
Maj/MC-411	Online Journalism	3 (1+2)
Maj/MC-412	Magazine Journalism	3 (2+1)
Maj/MC-413	Development Journalism	3 (2+1)
Maj/MC-414	Internship	4
Maj/MC-415	Thesis/Research Report	6
	<b>Total Credits</b>	<b>19</b>

**TOTAL Hours 17+17+16+16+17+17+17+19 = 136 CR**

\* Elective courses will be offered on the availability of faculty members

\*\* Thesis/Research Report will be offered in 7<sup>th</sup> Semester

\*\*\*Note: Internship of 4-6 weeks with credit hours (0-0) is mandatory in the third year during semester breaks/summer vacations to gain practical experience and to provide exposure to the students in the field of Mass Communication

**Standard 2.1:** The curriculum must be consistent and supports the program's documented objectives.

BS program contents/courses meet the program outcomes as shown in the table below.

**Table 11: Courses versus Program Outcomes**

Courses	Program Outcomes				
	1	2	3	4	5
CC/Eng-101	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
CC/Isl-101 /CC/Phil-101		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
CC/Maths – 101		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
CC/PS-101			<input type="checkbox"/>		<input type="checkbox"/>
CC/Eng-201	<input type="checkbox"/>				<input type="checkbox"/>
Maj/MC-101	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Min/Urd-102					

Min/Eng-101	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-102		<input type="checkbox"/>		<input type="checkbox"/>	
Min/Pol. sc-101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Min/IR-101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Min/Eco-101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ Psy -101		<input type="checkbox"/>		<input type="checkbox"/>	
Min/GDS-101	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
Maj/ MC -102			<input type="checkbox"/>		<input type="checkbox"/>
CC/Eng-102	<input type="checkbox"/>				<input type="checkbox"/>
Maj MC -103	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Maj MC -201	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj MC -202		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Maj MC -203	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -204	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -205	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -301	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -302	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -303	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Maj/ MC -304			<input type="checkbox"/>	<input type="checkbox"/>	
Maj/ MC -305	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -306	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -307	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
Maj/ MC -308	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>



Maj/ MC -309	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -401	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -402	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
Maj/ MC -403	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -404	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -405	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-406		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Maj/ MC-407	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-408	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Maj/ MC-409	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-410	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-411		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-412	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-413	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-414		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-415		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**Table 12: Program versus Objectives**

Courses	Program Objectives				
	1	2	3	4	5
CC/Eng-101	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
CC/Isl-101		<input type="checkbox"/>			<input type="checkbox"/>
/CC/Phil-101			<input type="checkbox"/>	<input type="checkbox"/>	

CC/Maths – 101		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
CC/PS-101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
CC/Eng-201	<input type="checkbox"/>				<input type="checkbox"/>
Maj/MC-101	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Min/GDS-101		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -102	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Min/GDS-102		<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Min/GDS-103	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
Min/GDS-104	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -201	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Min/GDS-201		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -202	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CC/Eng-202			<input type="checkbox"/>		<input type="checkbox"/>
Maj MC -203	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
Maj MC -204	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj MC -301	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>
Maj MC -302	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -303	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
Maj/ MC -304		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -305	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -306	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -307	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Maj/ MC-401				<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -402		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -403	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
Maj/ MC-404		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-405	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -406		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -407				<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC-408	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -409	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
Maj/ MC -410					
Maj/ MC -411	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -412	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Maj/ MC -413		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Maj/ MC -414	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Maj/ MC -415	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

**Standard 2.2:** Theoretical background, problems analysis and solution design must be stressed within the program's core material.

**Program: BS**

The modules of all the programs adequately address:

- 1) Theoretical background
- 2) Problem solving
- 3) Solution design
- 4) Hands on Practical Experience

Some of the modules include the theoretical background and contain problem solving and solution design while others deal with Theoretical background, Problem analysis and Solution design along separately. During teaching great stress is lead to problem solving and design of solution. Thus the modules stress the practicality of the program.

<b>Elements</b>	<b>Courses</b>	<b>No of Courses</b>
Theoretical background	Maj/MC-101, Maj/MC-103, Maj/MC-201, Maj/MC-205, Maj/MC-202, Maj/MC-203, Maj/MC-204, Maj/MC-205, Maj/MC-205,	9
Problem solving	CC/Stat-201, Maj/MC-301, Maj/MC-302, Maj/MC-304, Maj/MC-407	5
Solution design	Maj/MC-401, Maj/MC-402, Maj/MC-403, Maj/MC-404, Maj/MC-305, Maj/MC-303, Maj/MC-308, Maj/MC-309	8
Practical experience	Maj/MC-405, Maj/MC-406, Maj/MC-408, Maj/MC-409, Maj/MC-410, Maj/MC- 411,	10

	Maj/MC-412, Maj/MC-413, Maj/MC-414, Maj/MC-415	
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**Table 13: Elements of Courses**

**Standard 2.3:** The curriculum must satisfy the core requirements for the program, as specified by the respective accreditation body.

The curriculum satisfies both the core requirements of credit hours and criteria of admission laid down by Lahore College for Women University and HEC.

**Standard 2.4:** The curriculum must satisfy the major requirements for the program as specified by the respective accreditation body.

The curriculum satisfies major requirements of the programs per approval of board of studies.

**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.

The curriculum satisfies general education disciplines requirements. The programs and curriculum has the approval of Board of Studies and Lahore College for Women University.

**Standard 2.6:** Information technology component of the curriculum must be integrated throughout the program.

The information technology components are present in most of the courses.

**Standard 2.7:** Oral and written communication skills of the student must be developed and applied in the program.

Oral and written communication skills of the student are developed by seminar, Presentations, question answers, debates, class participation of the students.

### **CRITERION 3: LABORATORIES AND COMPUTING FACILITIES**

**Standard 3.1:** Manuals/documentation/instructions for experiments must be available and readily accessible to faculty and students.

Department has up-to-date computer labs & Studios

**Standard 3.2:** There must be adequate support personnel for instruction and maintaining the laboratories:

The department has support personnel for maintenance of computer labs& studios.

**Standard 3.3:** The university computing infrastructure and facilities must be adequate to support program's objectives:

Computing infrastructure being provided by the university to fulfill departmental needs is inadequate. Steps should be taken as per updating computers, providing qualified lab assistants etc.

### **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 strategy for course offering per semester is approved by Board of Studies for timely completion of the program. BS program is offered once a year.

**Standard 4.2:** Courses in the major area of study must be structured to ensure effective interaction between students, faculty and teaching assistants:

The effective student/faculty interaction in programs taught by more than one faculty members is streamlined by coordination of these faculty members and the commonality is maintained through any curriculum which is adopted for the particular module. The programs are structured to ensure effective interaction between students, faculty and the Head of Department. The students require extra help are facilitated through tutorials, questions and answers. Questions are encouraged by the faculty from the students. Seminars are arranged where the students are free to discuss the topics relating to the program. Debates are initiated. The students are free to interact with the Head of Department in case of any shortcoming.

**Standard 4.3:** Guidance on how to complete the program must be available to all students and access to academic advising must be available to make course decisions and career choices:

Students are provided guidance regarding the completion of the programs and having access to qualified faculty as well as their counseling. In the department of Mass Communication, Students are encouraged to bring forward their suggestions and complaints by having face to face interaction with the Head of Department.

#### **CRITERION 5: PROCESS CONTROL**

**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:

### **BS [4 Year Degree Program]**

BS program is divided in eight semesters with two semesters each year covering a total of 133 credit hours

### **Eligibility**

Students with Intermediate education (science or humanities) are eligible to apply for BS Mass Communication.

**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:

Advertisements are made in leading newspapers and on Lahore College for Women University website. The student academic progress is monitored regularly by the test, assignments, projects, and regular written examination system.

**Standard 5.3:** The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation, promotion must be consistent with institution mission statement. These processes must be periodically evaluated to ensure that it is meeting its objectives:



The standards are clearly indicated in the University charter which is followed. Qualifications which are required for each module are kept in view. The criteria for recruiting are qualification, experience which is judged through analysis of resumes and personal interviews. In case of permanent faculty members, the recruiting is done by a board constituted by Lahore College for Women University whereas; visiting faculty members are recruited by a board constituted by the Institute. The input of the students for maintaining the quality of the teachers is done by evaluating the teachers regularly once in a semester by the students. The results of these studies are sent to the teachers for improvement and in extreme cases replacements are made.

An Annual Confidential Report (ACR) is initiated by the Dean annually for each member of staff and their retention, increment and promotion are based on ACRs.

**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:

The evaluation process to ensure that the teaching and delivery of the program material to the students emphasizes active learning is carried out through projects and assignments that are based on practicality of the knowledge given to the students.

**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.

In order to ensure that graduates / outgoing students have completed the requirement of the programs, the processes are based on standards prescribed by university under semester rules. QEC and the Head of Department ensure the compliance of the standards.

#### **CRITERION 6: FACULTY**

**Standard 6.1:** There must be enough full time faculty 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:

There is adequate full time faculty supplemented by visiting faculty who provide

<b>Program areas</b>	<b>Number of faculty members with M.Phil/MS</b>	<b>Number of faculty with Ph.D. in Progress</b>	<b>Number of faculty with Ph.D. degree</b>
Mass Communication	10	7	2

adequate coverage of the program with continuity and stability. The expertise of all faculty members are pre-judged and monitored for each module forming a part of the program. The level of competency of the faculty members are evaluated at time of induction and monitored during teaching.

**Table 3: Faculty Distribution by Program Areas**

**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 the faculty members remain current in the disciplines and sufficient time is provided for scholar activities and professional development. Effective program for faculty development is in place. They are provided centralized training by university through faculty development program of HEC and DFDI. Moreover, department actively utilizes its academic and industrial linkages for the training of staff. Even staff participation in international conferences is highly encouraged.

**Standard 6.3:** All faculty members should be motivated and have job satisfaction to excel in their profession:

The faculty members are regularly motivated and efforts are made to provide job satisfaction so that they excel in their profession.

### **CRITERION 7: INSTITUTIONAL FACILITIES**

**Standard 7.1:** The institution must have the infrastructure to support new trends in learning such as e-learning

- ➡ Portable Overhead Projectors are available which can be used in the class rooms.
- ➡ Internet facility is available throughout department.
- ➡ Access to HEC digital library is available.

**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:

Almost every up-to-date book is available in main and departmental library that covers all the areas of programs. Library provides facility of books borrowing and adequate reading time. Reference books are also available to be consulted with in library premises. The library lacks regular library attendant.

Digital library is also provided by university.

**Standard 7.3:** Class-rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities:

There exist 6 class rooms in Department of Mass Communication which are not adequate to cater needs of ever growing number of students. There is one office of HOD and two Staff rooms for all faculty members. Separate rooms or work stations should be provided for senior staff members and those who indulge in research activities.

#### **CRITERION8: INSTITUTIONAL SUPPORT**

**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:

Teachers are recruited on the basis of criterion established by the HEC. Existing faculty is sent to different courses of teaching organized to update the knowledge.

Workshops are organized by DFDI for faculty development.

**Standard 8.2:** There must be an adequate number of high quality graduate students, research assistants and Ph.D. students:

The admission criteria ensure the intake of high quality students. Our MS and BS students are engaged in high quality research activities.

**Standard 8.3:** Financial resources must be provided to acquire and maintain Library holdings, laboratories and computing facilities:

Budget for Library is provided on regular basis. Last year it was Rs.100,000.

## APPENDICES

1. Three day seminar from 4<sup>th</sup> to 6<sup>th</sup> May 2016 on the subject “**Broadcast Media and Right to Information**” in Student Service Center.
2. Participation of faculty and students of Mass Communication department in the Launching and Awarding Ceremony of Research Based Visual Products on Combating Child Labor, held at Pak-China Friendship Center, Islamabad under the project of “Combating Abusive child Labor II Project, An initiative of Government of Pakistan, European Union and International Labor Organization (ILO) on 1<sup>st</sup> and 2<sup>nd</sup> July, 2013.
3. Organised one day workshop in collaboration with Plan International for faculty of Lahore College for Women University, Lahore, on “Child Rights and Child Centred Community Development” on 18 June, 2013 at Savoey Hotel, Lahore.
4. Organized Display of Development Communication Projects produced by students of BS (Hons) semester 8 on June 13 & 14, 2013. The projects were designed on the topics of Cleanliness, Awareness for Vote, Women Empowerment, Metro Bus, Punjab Culture,
5. One day workshop on “Fundamentals of Stage Acting” by Tughrail Turab Ali in collaboration with Plan International on 27<sup>th</sup> May, 2013
6. The faculty members and students of Mass Communication department visited Plan International Head Office and Community Centers, Islamabad, on 27<sup>th</sup> May 2013.
7. Department of Mass Communication conducted one day workshop with students of Mass Communication on “Child Rights and Child Centred Community Development”, 17<sup>th</sup> May 2013 in collaboration Plan International.

### **Publications from 2010-2015**

1. Impact of Telecommuting on the financial and social life of Telecommuters in Pakistan.
2. Acceptance letter received for publication in Pakistan Economic and Social Review Vol. 55, No. (Summer 2017)
3. Banning of Veil in France and the Western Press: A Comparative Study of Weekly Magazines

from the United Kingdom and the United States." Al Qalam" Vol.21 June 2016. Issue No.16-1.

ISSN-2071- 8683. HEC recognized category-Y

4. Women Harassment at Workplace: A Study of Pakistani Television Channels.

Global Media

Journal, Pakistan Edition. Allama Iqbal Open University. Vol-IX | ISSUE-I | Spring

2016 ISSN:

2070-2469 HEC recognized category-Z.

5. Role of Media in Creating Awareness about Infectious Diseases in Pakistan: A

Case Study of

Television HIV/ AIDS Commercials and Messages. Pakistan Journal of Sciences

(PJS), Vol. 68

No. 1 March, 2016, pp. 103-109. ISSN: 0030- 9877 (print), ISSN: 2411-0930 (Online).

HEC

recognized category-X

6. Use of Print Media for Conflict Resolution and Peace Building: A Case study of

Kashmir

Dispute. NDU Journal, December 2015 Vol. XXIX, pp. 161-180, ISSN 2073-0926. HEC

recognized category-Y

7. Self Presentation of Individuals on Social Networking Websites: A Comparative

Study of

Personal and Virtual Identities of Youth in Lahore, Pakistan. Journal of Mass

communication.

Vol. 10, 2014-15. University of Karachi. HEC recognized category-Z



8. Transnational Television and Diaspora: Experiences of Pakistani Immigrants in Canada.

Journal of Social Sciences and Humanities (JSSH), Vol- 22, No. 1, spring 2014, pp. 13-

34. ISSN:

1994-7046 HEC recognized category-Y.