

**DEPARTMENT OF MASS COMMUNICATION  
LAHORE COLLEGE FOR WOMEN UNIVERSITY, LAHORE**

**SELF-ASSESSMENT REPORT  
MS 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 people 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.

### **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. It enables the students to think critically, act creatively, analyze and interpret the facts.

Department of Mass Communication MS (2-years) degree with following particulars:

<b>Name of Program</b>	<b>Duration</b>	<b>No. of Modules (Semesters)</b>	<b>Total Credit Hrs</b>
MS Mass Communication	2 years	3 semesters (Internship + Research)	36

### **1.1.2. a. Mission of MS Program**

Endowing the quality education and professional training facilities for students, journalists, academia and/or members of the civil organizations.

### **1.1.2. b. MS Program Objectives**

- To give insight of the latest as well as emerging approaches in the field of Mass Communication besides imparting knowledge of the latest Techniques.
- To enable the future media professionals to critically evaluate the control, contents and impacts of media by applying their learning of media theories and latest of communication research.
- To enhance their skills of making optimum use of available information.

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

1. The curriculum is designed in a way to accomplish desired understanding level and as per requirements of students.
2. Compulsory Internship programs to help students gain practical exposure.
3. Class discussion and participation among students is promoted by involving them in case studies, academic activities and knowledge based competitions.
4. Class presentations regarding research are assigned to students
5. Regular revision of the curriculum to keep updated and inculcate new laws and policies about Research media Industry.

### 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	The students are assessed regularly for their knowledge and ability through different methods Like: 1) Quiz/ presentations	There is at least one quiz or presentation before midterm exams and one before final term exams	<ol style="list-style-type: none"> <li>1. Students and teachers both required to be more regular</li> <li>2. Enhancing communications skills, revision of course/curriculum</li> <li>3. Guidance of students about any problem</li> <li>4. Tutorials</li> <li>5. Teachers' training about new teaching methods</li> <li>6. Revising course outlines of some subjects and shuffling a couple of subjects across semesters on students' recommendation</li> </ol>	<ol style="list-style-type: none"> <li>1. Attendance rules applied strictly</li> <li>2. Teachers training and development</li> <li>3. Making courses more interactive and interesting by active participation of teachers and students</li> <li>4. Encouraging teachers to teach with more updated, relevant and daily life examples</li> <li>5. Introducing new courses</li> <li>6. Arranging national / international level seminars, lectures, workshops and symposiums and encouraging students of actively participate in them</li> <li>7. Immediately trying to sort out the solutions if some</li> </ol>
	2) Class room discussions	Class discussions are conducted regularly throughout the semester		
	3) Examinations	One midterm and one final term in each semester		
	4) Practical Assignments	Practical's are conducted as per course requirement		
	5) Scientific Report writing Project	In semester 7 students are supposed to conduct an individual research and write its full report		
	6) Internship report or Thesis	In final semester students submit internship report and thesis work (separate from scientific report writing) and it is evaluated by external examiner		
	8) Class exercises	As per course requirement		
	7) Teacher's evaluation by students	During semester or at end teacher evaluation is done by students		

				complaints are put forward by students
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**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:

The degree holders are ready to enter in the field of teaching along with research and media organizations as skilled media professionals with a clear theoretical understanding of research and working of media. They have enhanced critical and analytical abilities and are able to apply their capabilities in the field of Mass Communication.

**Table 2: MS Program Outcomes**

Program Objectives	Program Outcomes				
	1	2	3	4	5
<b>1</b>	We are polishing media professionals by giving those hands on experience.	We are giving insight knowledge of Latest Techniques used in Media Industry, so our students will be highly skilled when entered the media Organizations	Department of Mass Communication is training their students in a way, they cannot feel any difficulty while working in media field, and making them strong to face every situation while working in the field.	Students are well equipped with the latest terminologies related to field of media	Our students are equipped in a way, so they don't need any further training related to media Industry
<b>2</b>	Students enter in the field of teaching along with research	They have enhanced critical and analytical	They have the capacity to use their knowledge in	Students enters in the field of research and	Majority of our students are working in



	and media organizations as skilled media professionals with a clear theoretical understanding of research and working of media.	abilities and are able to apply their capabilities in the field of Mass Communication.	a right way to make major changes in the society with their strong content	utilizing their research skills in major research projects	the renowned media organizations and serving as strong media professional which makes us different from others.
3	Information which department is giving to the students, they are using it in the field of Mass Communication	Students are equipped with the latest Information regarding the field of Media, so the students make themselves more strong to utilize that information on a direct point where it is required	Students are having hands on experience by using equipment and they are well aware how to handle equipment in the field.	They are able to write scripts of drama documentary etc and they are able to shoot and edit them.	They not only equipped with theoretical information but also with practical so they can easily handle the technical side in the field

**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
- Department is giving hands on training to the aspiring women Journalists and researchers.
- Attempted to make courses and teaching method more participatory and relevant
- Teachers training

### **1.3.2 Strengths of Department**

- Radio and Television Studios
- FM Radio 96.6
- Computer and Photography Lab
- MCR,
- OB Van,
- Team Work,
- Qualified and enthusiastic professional faculty members.
- Our self-motivated, active and competent students.
- Our active linkages with other foreign and local educational institutes.
- Our ties with industry.
- Library

### **1.3.3 Weaknesses of Department**

- Infrastructure needs to be improved e.g. number of class rooms is not sufficient for yearly growing number of students
- Separate rooms or even work stations are not available for senior faculty and for faculty members who actively engage in research and publications.
- Need to make few committees of Senior Faculty Members for departmental issues.
- Furniture is not sufficient.

### **Future Plans**

1. Starting PhD Program
2. Develop more national and international academic and industrial linkages
3. Most of the faculty members will complete their Ph.D degrees.

4. Planning to sign more MOU regarding teacher and Students exchange programs with foreign countries.
5. International Conferences are in pipeline.

**Standard 1.4:** The department must assess its overall performance periodically using quantifiable measures.

#### **1.4.1 Performance Measures:**

Performance of the department of Mass Communication in last five years (2011-2016) can be measured through

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

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

<b>Program</b>	<b>Session</b>	<b>No. of Students</b>
MS	2008-2012	
	2009-2013	
	2010-2014	

	2011-2015	
	2012-2016	
	2013-2017	
	2014-2018	
	2015-2019	

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

Year	No. of Students	No. of Faculty Members	Student-Faculty ratio
2014-2016	35	9	35:9
2015-2017	30	10	30:10
2016- 2018	27	10	27:10

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

Program	Passing out Year	No. of Students
MS	2016	35
	2015	25
	2014	30
	2013	20

i) **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		
2014		
2013		
2012		

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

Year	No. Of Trainings, Seminars and workshops
2011	
2012	
2013	
2014	
2015	

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

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

Year	Papers published
2015	
2014	
2013	
2012	

vii) **Books in Library**

Departmental library has more than 1700 books. The Library offers different categories of books like; Media Laws and Ethics, Television and Radio Broadcast, Communication Theories, Research, Political Science, Advertising, Public Relations, Online Journalism, etc

The Faculty is involved in research in the following areas:

### **Research 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

### **Collaborations**

#### **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.

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

The Department of Mass Communication signed a MoU with International Labor Organization for producing short films, documentaries on child labor. ILO is a nonprofit 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. It is a nonprofit 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.

### **Departmental Achievements (others)**

- Our Students are working in Media Industry, which is a great achievement for the department. Their details are as follows:
- **Maira Fayyaz**, a student of MS Professional Track won 1<sup>st</sup> position in Public service message competition organized by Anti Narcotics Punjab. The event was held in August **2016**
- **Rukh- e Zahra** , a Student of MS Professional track won 3<sup>rd</sup> Position in Ad making competition in Education Expo **2016**
- Department won 1<sup>st</sup> prize for the short film EMAN KA EMAN in short film competition organized by UET in April **2016**
- Department won 2<sup>nd</sup> prize for the short film EMAN KA EMAN in short film competition organized by King Edward Medical College in April **2016**
- **Asma Minhas** student of MS Professional Track won 2<sup>nd</sup> prize in documentary competition organized by Oxfam Novib in September **2016**
- Under the supervision of Dr Anjum Zia, Mr Adil Aziz and Ms Arsha Saleem Meer Department of Mass Communication won 2<sup>nd</sup> Position in Drama Competition organized by **NAB (National Accountability Bureau)**
- **UET Med Fest 2015:** won 1<sup>st</sup> Position for the Short film “Emaan Ka Emaan”

- **King Edward Medical Festival:** All Pakistan video competition. Won 2 awards, 1 for the “best script” and 2<sup>nd</sup> for “Movie of the night”
- **NAB-Anticorruption:** Theatrical performance “Gardish” 2nd December 2015
- **Oxfam Novib:** Tax in Justice- Documentary and Short film, video competition. 20<sup>th</sup> December 2015
- a media dialogue was organised in collaboration with Press Council of Pakistan (PCP) on the subject “**PROMOTING ETHICAL MEDIA IN PAKISTAN**” On Monday 24<sup>th</sup> February 2014.
- British High Commission organized a short film competition “Celebration Connections between UK and Pakistan”. Dept. of Mass Communication participated in the competition with 5 short films and got 4<sup>th</sup> Runner up certificate. The ceremony was held on 13 January 2014 at High Commissioners Residence, Islamabad.
- 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.
- 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. FaizaLatif, Acting HoD of Mass Communication Deptt. & TV instructor Mr. Naveed Iqbal a team of students comprising of Komal Younas, Fazila Shafique, AsmaYousaf Minhas, Sidra khan, Hira Habib produced the film.
- Won 1<sup>st</sup> position for short film “**Child of Clay, LAVI**” in competition held by ILO &European union (**July 2013**)
- Won 2nd 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**
- Won 2<sup>nd</sup> prize in Drama competition organized by Punjab aids control program held in **march 2011**
- 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**.
- 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**.

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

The development of curriculums for each program of Gender & Development Studies is based on the detailed curriculum development guidelines issued by HEC.

## **MS (2-Year) Mass Communication**

### **STRUCTURE OF SCHEME OF STUDY**

<b>Nature of Courses</b>	<b>Numbers of Course</b>	<b>Credits Hours</b>
Compulsory Course (No choice)	9 (Research Track)	26
	9 (Professional Track)	26
Basic Course	–	
Foundation Course	–	
General / Minor Courses	–	
Major Courses	–	
Research Report	1 (Research Track)	10
	1 (Professional Track)	10
<b>Total Credits</b>		<b>36</b>

### **Mass Communication**

### **MS in Mass Communication**

### **(2-Years Degree Program)**

### **Research Track**

**YEAR-1****SEMESTER-I**

<b>Course No</b>	<b>Course Title</b>	<b>Credits</b>
MS-501	Approaches to Mass Communication Studies-I	3
MS-502	Communication Research Methods-1	3
MS-503	International Communication	3
MS-504	Managing Information	3
	<b>Total Credits</b>	<b>12</b>

**SEMESTER-II**

<b>Course No</b>	<b>Course Title</b>	<b>Credits</b>
MS-505	Approaches to Mass Communication Studies-II	4
MS-506	Communication Research Methods-II	4
MS-507	Advanced Development Communication	4
	<b>Total Credits</b>	<b>12</b>

**YEAR-2****SEMESTER-III**

<b>Course No</b>	<b>Course Title</b>	<b>Credits</b>
MS-601	Seminar	2
MS-602	Thesis	10
	<b>Total Credits</b>	<b>12</b>

**Mass Communication****MS in Mass Communication****(2-Years Degree Program)****Professional Track**

**YEAR-1****SEMESTER-I**

<b>Course No</b>	<b>Course Title</b>	<b>Credits</b>
MS-P-501	Theory, Practice and Case Study of Public Relations	3
MS-P-502	Theory, Practice and Case Study of Advertising	3
MS-P-503	Research Methods	3
MS-P-504	Media and Cultural Studies	3
	<b>Total Credits</b>	<b>12</b>

**SEMESTER-II**

<b>Course No</b>	<b>Course Title</b>	<b>Credits</b>
MS-P-505	Radio: Writing and Production Techniques	4
MS-P-506	TV: Writing and Production Technique	4
MS-P-507	Seminar	4
	<b>Total Credits</b>	<b>12</b>

**SEMESTER-III**

<b>Course No</b>	<b>Course Title</b>	<b>Credits</b>
MS-P-601	Internship	2
MS-P-601	Research Project	10
	<b>Total Credits</b>	<b>12</b>

**Curriculum Break up****Table 10: Curriculum Break up**

Curriculum Breakup	Credit Hours
<p><b>COMPULSORY COURSES</b> <b>(Research Track)</b></p> <ul style="list-style-type: none"> <li>● Approaches to Mass Communication Studies-I</li> <li>● Communication Research Methods-1</li> <li>● International Communication</li> <li>● Managing Information</li> <li>● Approaches to Mass Communication Studies-II</li> <li>● Communication Research Methods-II</li> <li>● Advanced Development Communication</li> <li>● Seminar</li> <li>● Thesis</li> </ul> <p>(Professional Track)</p> <ul style="list-style-type: none"> <li>● Theory, Practice and Case Study of Public Relations</li> <li>● Theory, Practice and Case Study of Advertising</li> <li>● Research Methods</li> <li>● Media and Cultural Studies</li> <li>● Radio: Writing and Production Techniques</li> <li>● TV: Writing and Production Technique</li> <li>● Seminar</li> <li>● Internship</li> <li>● Research Project</li> </ul>	
<p>BASIC COURSES</p> <ul style="list-style-type: none"> <li>●</li> </ul>	
<p>FOUNDATION COURSES</p> <ul style="list-style-type: none"> <li>●</li> </ul>	
<p>MINOR COURSES</p> <ul style="list-style-type: none"> <li>●</li> </ul>	
<p>MAJOR COURSES</p> <ul style="list-style-type: none"> <li>●</li> </ul>	
<ul style="list-style-type: none"> <li>● RESEARCH REPORT</li> </ul>	
<p><b>Total Credit Hours</b></p>	<p><b>36</b></p>

**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
MS-501	✓	✓	✓		
MS-502	✓	✓	✓		
MS-503	✓	✓	✓		
MS-504	✓	✓	✓		
MS-505	✓	✓	✓		
MS-506	✓	✓	✓		
MS-507	✓	✓	✓		
MS-601	✓	✓	✓		
MS-602	✓	✓	✓		
MS-P-501	✓	✓	✓		
MS-P-502	✓	✓	✓		
MS-P-503	✓	✓	✓		
MS-P-504	✓	✓	✓		
MS-P-505	✓	✓	✓		
MS-P-506	✓	✓	✓		



MS-P-507	✓	✓	✓		
MS-P-601	✓	✓	✓		
MS-P-602	✓	✓	✓		

**Table 12: Program versus Objectives**

Courses	Program Objectives				
	1	2	3	4	5
MS-501	✓	✓	✓		
MS-502	✓	✓	✓		
MS-503	✓	✓	✓		
MS-504	✓	✓	✓		
MS-505	✓	✓	✓		
MS-506	✓	✓	✓		
MS-507	✓	✓	✓		
MS-601	✓	✓	✓		
MS-602	✓	✓	✓		
MS-P-501	✓	✓	✓		
MS-P-502	✓	✓	✓		
MS-P-503	✓	✓	✓		
MS-P-504	✓	✓	✓		
MS-P-505	✓	✓	✓		
MS-P-506	✓	✓	✓		
MS-P-507	✓	✓	✓		

MS-P-601	✓	✓	✓		
MS-P-602	✓	✓	✓		

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

**Program: MS**

**Table 13: Elements of Courses**

Elements	Courses	No of Courses
Theoretical background	MS-501, , MS-503, MS-505, MS-P-504,	4
Problem solving		–
Solution design	MS-601, MS- 602	2
Application of Theoretical Knowledge	MS-502, MS-504, MS-506, MS-507, MS-P-501, MS-P-502, MS-P-503, MS-P-505, MS-P-506, MS-P-507, MS-P-601, MS-P-602	12

**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, and 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 lab. Photography Lab, Master Control Room, FM Radio, Recording Studio, and Television Studio are in department which is available and readily accessible to all the faculty members and students.

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

The department has full support personnel for maintenance of computer labs.

**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 and latest software's so students can work in a proper way and equipped with latest technologies.

**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. MS 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. Students are encouraged to bring forward their suggestions and complaints by having face to face interaction with the Head of Department. The students once in semester carry-out the teacher's evaluation surveys. The counseling of the students is provided by the university counseling cell regarding different academic affairs.

### **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:

#### **MS [2 Year Degree Program]**

MS program is divided in three semesters covering a total of 36 credit hours.

#### **Eligibility**

BS (Hons)/ MA in Mass Communication  
Written Entry Test and Interview  
All other requirements as per university policy.

**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 mind. 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 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.

Program areas	Number of faculty members with MS	Number of faculty with Ph.D. degree in Progress	Number of faculty with Ph.D. degree
Mass Communication	10	7	2

**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 FDC. Moreover, department

actively utilizes its academic and industrial linkages for the training of staff. Even staff participation in foreign online courses 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.

**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 one Staff room 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.

**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 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

### APPENDICES

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.

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.

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.

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,

One day workshop on “Fundamentals of Stage Acting” by Tughrail Turab Ali in collaboration with Plan International on 27<sup>th</sup> May, 2013

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.

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)

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

3. 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.

4. 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

5. 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

6. 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

7. 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.