



# INTERNATIONAL MEDIA CONFERENCE - 2019

PROCEEDING BOOK



INTERNATIONAL MEDIA CONFERENCE - 2019



**Media Education in Pakistan:  
Challenges and Opportunities**



Plot No.67 Street-9, H-8/4, Islamabad, Pakistan.



## Department of Media Sciences SZABIST Islamabad

In the 21st century, media in all its forms, print, TV, radio, film, video, digital, virtual, and mobile has increasingly saturated all aspects of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Our degree programs in Media Sciences are designed to help undergraduate participate productively both as practitioners and scholars in this exciting and challenging environment. The Faculty of Media Sciences at SZABIST offers undergraduate program in all field of media including Film & TV Production, Advertising Strategy & Design, and Journalism. SZABIST Media Science motivates the student to polish their skill in the respective field and has unique like prism reflecting the manifold shades of learning and co-curricular activities. The vision to provide innovative and quality education with high standards to achieve academic excellence is the salient feature of SZABIST Media Sciences. Four years degree covers wide range of innovative courses which

train students on professional lines in the media convergence era. SZABIST Media Sciences arrange Media Festival at end of every semester where students get chance to exhibit their work related to arts, photography, design, theatre, music, film and documentary. This end semester display is an opportunity for students to showcase their projects and get feedback from field experts. SZABIST Media Department at Islamabad campus is also a trend setter in twin cities of Pakistan, having state-of-the-art production facilities, spacious campus radio, full fledge mac lab, Art gallery and theatre hall to excel their proficiency which helps them to collaborate with design houses, production houses and industry partners. SZABIST media students are well positioned in diverse careers in the media industry and communication sectors and contributing their efforts for boosting of media industry in Pakistan.



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Media education should be a deliberate effort to bring about an organic relation between the individual and the society to which he or she belongs, and this can be achieved through an orderly transmission of the collective experience of the social mind from generation to generation. For this, foundations were laid out years ago by Allama Muhammad Iqbal and his school of thought. By following those foundations we can go far beyond acquiring a balance between modern ideas and the character of our culture, and actually arrive at a clear perception of a transcendent unity between the two.

There is a need that media educators in Pakistan keep pace with the progress of modern ideas while retaining distinct character of their own culture and keep learning latest advancements in the field of mass communication, media and journalism. Therefore, considering these needs, mass

communication educators and scholars must have a common forum of collective growth and opportunity in the world of contemporary media and communication studies.

The Association of Media and Communication Academic Professionals (AMCAP) has been founded to meet these needs. It is an independent association to organize media educational forces of Pakistani society into a central institution for this larger purpose where mutual exchange of knowledge will benefit all.

AMCAP is the initiative of media academicians who endeavored to bring media and communication academic professionals across Pakistan to synergize their efforts in improving media education and research. It is an effort to develop liaison with the media industry.

### Vision:

1. A dynamic common forum for collective growth and opportunities in media and communication for educators and scholars.
2. A collaborative platform to promote culture of research contributing in the creation of knowledge in media and communication field.
3. An extensive resource of media and communication education and research.
4. A vibrant association for the networking of national and international media academics.



**Mr. Khusro Pervaiz Khan**

### Message from Head of Campus SZABIST Islamabad

Greetings!

Welcome to SZABIST Islamabad on the momentous occasion of the 1st International Media Conference on "Media Education in Pakistan: Challenges and Opportunities" to be held on 28 February 2019. Media enjoys a foremost role in today's world. Its influence has crossed time and boundaries. Media's contributions in enhancing universal awareness have rendered the world more of a global village inhabited by the global community. Research and planning is a prerequisite for social, cultural, and economic development. Media Sciences Department of SZABIST Islamabad deserves applause for the endeavor to contribute its best to research and development as a mission of national priority by preparing youth for the emerging challenges and opportunities in the wake of fast technological advancements and continuing evolution in media choices and roles. The Department integrates strong research culture by maintaining and retaining useful and mutually enabling interaction and collaboration between academia and industry.

This international Research Conference is part of the department's tireless efforts towards delivering internationally competitive education in academically conducive environment. The contemporary issues and practices in areas of media education in Pakistan necessitate probing into current research studies and sharing the current and connected issues which need a holistic and collective attention. I am sure that the conference will go a long way in deepening our intellectual landscape. By addressing the emerging challenges and current opportunities, the learned delegates and guest speakers from around the globe will enlighten the participants with their views on the opportunities and challenges faced by academia in Pakistan in imparting media education to the youth. It is expected that this esteemed assembly of scholars will deliberate on possible solutions to the present day challenges faced by Media Industry.



### **Message from Dr. Wajid Zulqarnain Conference Convener**

Dear participants, it is indeed a great pleasure to welcome you to International Media Conference 2019 organized by SZABIST Media Sciences in collaboration with AMCAP and Higher Education Commission of Pakistan. The theme of the conference is Media Education: Challenges & Opportunities. Media today in all its forms has permeated every aspect of contemporary life. This proliferation of media presents vast opportunities and poses immense challenges. Therefore I am optimistic that the conference will address this academic gap and surface some meaningful outcomes that will enable media practitioners to tackle the challenges in media education. Also, the discussions from this conference

can lead towards better solutions, which can be part of course structures in the media institutions and can also help understand the challenges and issues related to technological advancement and paradigm shift in the world of media. The attendees of the conference include media leaders who are going to travel to the conference venue from all corners of the globe and represent a broad range of disciplines and perspectives. There is variety of presentation options and session types which offer opportunities for participants to share their research, discuss key issues in the field, and build relationships, most importantly students who want to have clear head in the challenges and opportunities related to media.



### **Message from the President AMCAP Dr. Bushra Hameedur Rahman**

One of the ways in which God has manifested His blessings is by giving human beings the ability to think and speak. He has given them the choice to exercise their ability to either use it to integrate humanity or disintegrate it. We have seen that in the past, whenever human beings used this blessing wisely, humanity as a

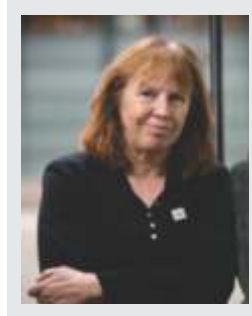
whole benefitted. Our belief in the mankind to make the right choices and chalk their own destiny for the wellbeing of the entire humanity should never become weak. What is required today is to make conscious right choices with collective wisdom and collective actions.



### **Begum Shahnaz Wazir Ali President, SZABIST Former Minister of State on Education & Special Assistant to PM on Social Sector Keynote Speakers**

Begum Shahnaz Wazir Ali is the President of Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Islamabad. She has an illustrious career as an educationist, development policy specialist, a member of the Pakistan People's Party, twice elected to National Assembly of Pakistan, Special Assistant to the Prime Minister on Social Sector and a renowned women rights activist. Her career spans over a period of 37 years in the education policy and practice in government and private sector. She served as a Senior Education Specialist in the World Bank; held the position of Minister of State for

Education, Government of Pakistan; and is on the Board of a number of prestigious national and international organizations, trusts, advisory councils, educational boards, and universities including SZABIST. She has participated in many conferences, seminars, and forums on education, health, women development, population, and poverty alleviation. Her valued contribution for social causes like education for all, women rights, polio eradication in Pakistan are commendable. She actively participates for the feasibility of National Education Assessment System (NEAS) in the Ministry of Education.



**Prof. Dr. Elizabeth Eide**  
**Professor,**  
**Department of Journalism and Media Studies,**  
**Oslo Metropolitan University, Norway;**  
**Director Journalism and Media International Center**

Elisabeth Eide is a Professor (PhD) of Journalism Studies, Department of Journalism and Media Studies (JM); at Oslo Metropolitan University and Director of JMIC – Journalism and Media International Center, Oslo. She has published/edited a large number of books, anthologies and articles within several fields of media/journalism studies, such as journalism and gender; media and climate change; conflict and war; media, migration and diversity; and foreign reporting. She has delivered lectures in many countries across the globe, and supervised several doctoral candidates and postgraduate students. She has five novels on her credit, and co-published two non-fiction books (on Afghanistan and Pakistan). She has also worked as a journalist, and has spent two years in Pakistan. She is also part of a research group on Media, War and Conflict. Some of her relevant work can be found on:  
<https://www.hioa.no/tilsatt/elisabe>  
<https://blogg.hioa.no/mekk/tag/elisabeth-eide/>



**Professor Rune Ottosen,**  
**Professor Emeritus**  
**Oslo Metropolitan University, Norway**

Rune Ottosen is Professor Emeritus at Oslo Metropolitan University. He has also served as a professor of Journalist Education at Oslo and Akershus University College of Applied Sciences for more than fifteen years. He has worked as a journalist in various Norwegian media for many years. His research interests include press history, media coverage of international conflicts, and the journalist role. Professor Rune Ottosen has been a visiting scholar at University of Berkeley, California in 2012 and at University of Munich in 2015. He has lectured and remained member of Ph.D. commissions in Denmark, Sweden, Finland, Germany, Belgium, Estonia, South Africa, Uganda, Pakistan, Sri Lanka, Colombia and USA. Rune has 179 scientific publications, 12 textbooks, 30 research reports, and 650 articles on his credit.  
<https://www.oslomet.no/om/ansatt/rune/>



### Farhatullah Babar, Senior Politician

Farhatullah Babar is a Pakistani technocrat, left-wing politician, chemical engineer, and former press secretary of the former President Asif Zardari. Farhatullah Babar participated in working group II and he was also chief guest of the closing ceremony of the International Media Conference. In his

address he applauded the efforts of Department of Media Sciences for organizing International Conference on an important issue. He stressed upon the students to understand mechanism of televisions rating system in Pakistan and its effect on the content of the news Channels.



## SUMMARY



SZABIST Islamabad Campus organized an International Media Conference at its Islamabad Campus on 28 February 2019. Conference was chaired by Mohtarama Begum Shahnaz Wazir Ali, President SZABIST and attended by international and national speakers, participants from local media groups and by the students of SZABIST Islamabad Campus. The theme of the conference has been: Media Education in Pakistan – Challenges and Opportunities. After the opening session and addresses by the international and national speakers, three separate working groups discussed issues on:

- 1) New Media Challenges and Opportunities for Media Education,
  - 2) Emerging Ethical Issues in Media – Challenges in Media Education; and
  - 3) Conflict Communication – From Challenges to Opportunities.
- The proceedings of the conference started with the national anthem and with the recitation of Holy Quran.



Mr Khusro Pervaiz Khan, Head Islamabad Campus welcomed the speakers and the guests to the Conference. He applauded the contributions of Media Science Department of SZABIST Islamabad in organizing this conference and mentioned the importance of media in today's world. He said that media's influence cannot be denied as it has crossed time and boundaries. Media's contribution in enhancing universal awareness has transformed the world into a global village with global communities. Media's power is so that even a remote village is connected through this media and technology revolution. This conference is a part of our efforts towards delivering internationally competitive education in academically conducive environment. Mr Khusro Pervaiz Khan said that at SZABIST, we take pride in setting evolving standards and seeking new horizons in higher education to produce not only scientists, engineers, business professionals but media professionals also. He said that this conference will actually pave the way for the excellence in the area of transforming

media professionals into a national goal of a very refined media professionals coming to the field working for Pakistan and international community. He said that we at SZABIST intend to establish a research culture which would not just cater our national research but industrial need also and provide international researchers a modern research facility In-Sha-Allah. He said that he is sure that this conference will go a long way in deepening our intellectual landscape. Addressing the conference theme the learned delegates and guest speakers will enlighten the participants with their views and challenges faced by academia in Pakistan imparting media education to our youth.

Dr Abida Ashraf, Vice President AMCAP briefly explained about AMCAP. She said AMCAP stands for Association of Media and Communication Academic Professionals. It was established in 2017 as an independent association under the leadership of Dr Bushra Rehman. She introduced members of the association. She said that AMCAP aimed to bring

together media, communication and professionals from across Pakistan to synergize their efforts in improving media education.

Dr Bushra, President AMCAP then spoke on the topic of 'Media Practitioners, Observers and Participants' framework for media education'.

Dr Elisabeth Eide, Professor of Journalism from Oslo Metropolitan University and Director of Journalism and Media International Centre Oslo/Norway said that she is in Pakistan at a time when there is regional tension between India and Pakistan but she will mostly speak on another topic which is climate change. She gave a detailed presentation on the grave situation of the affects of climate change. She said that if we need to survive in future we will have to take care of the nature.

Dr Lee from the University of Northwest/USA could not attend the conference but his video-recorded message was shown to the participants. Dr Lee discussed ethical issues in media education.

Prof Rune Ottosen from Metropolitan University Norway said that it is very humbling for him to attend the conference and speak in the conference about peace journalism particularly

because of the current tense situation between India and Pakistan. He said that peace journalism is a tool to enable journalists to have a professional attitude towards sensitive issues like war and peace reporting.

Dr Altaf Ullah Khan from FC College Lahore said that we are teaching only books to our students. We however are not teaching them the ethics. He said that social media has become more powerful than main-stream media.

Chief Guest Mohtarma Begum Shahnaz Wazir Ali in her keynote speech said that this has truly been one of the most remarkable conferences she had attended not only at SZABIST but at any university in Pakistan. She said that the speakers made us think about the whole world of media, communication, journalism and the ethics. She thanked Dr Bushra, President AMCAP and Dr Abida, Vice President AMCAP for their collaboration with SZABIST in organizing this conference. She said that there has been a compelling need in Pakistan for an organization like AMCAP. She said that the universities function under a clearly defined regulatory regime of HEC. The only domain of studies the HEC seems to be highly deficient is communication/mass-communication and media. She said that this could be because this is rapid evolving subject and a modern domain. It is an area where research as compared to other subjects is



limited. She complimented Head of SZABIST Islamabad Campus Mr Khusro Pervaiz Khan and Head of Media section Dr Wajid Zulqarnain for giving the media department a lot of support. She said that we have a good strong faculty and she wants to appreciate the faculty of media science department and to the students for the wonderful work they do. She said that the Media department here is very vibrant. She said we must however evolve and develop and we should teach climate journalism. Similarly we must teach peace journalism. Chief Guest said that she has been very impressed and taken by the conference and thanked everyone who has been involved in arranging the conference.





# Working group I

## Theme: New Media Challenges & Opportunities for Media Education

After the Opening session and addresses by the Guests, three working groups separately discussed themes related to Media Education in Pakistan. Following are the summaries of three groups. Some of the photos of the Conference are also attached at the end of the three summaries.

### Working group 1 – Theme: New Media Challenges & Opportunities for Media Education

Presenters:

- 1) Dr. Altaf Khan, FC College, Lahore.
- 2) Dr Salma Umer, GCU, Faisalabad.
- 3) Ms Fakiha Hasan Rizvi, An Independent Digital Marketing Consultant.

The presenters said that social media is a combination of technological revolution and globalization. These two advancements in communication and human-thought processes have transformed the world into a global village. And one basic principal is to develop a proactive model of education. Another presenter said that our world has become media-saturated, technologically dependent and globally centered. Further it was said that the interaction of education and technology provides educators, institutions and their administrators with multiple opportunities of collaborative learning.

During the discussion, medical effects of gadgets on human brain were hi-lighted. Digital media cannot be ignored but it is important to maintain a balance between physical and digital reading. It was suggested that media professionals carry a great responsibility and they should use media platform with responsibility and utmost caution. It was suggested that the curriculum of media and mass-communication should be aligned with new communication technology. Currently universities are producing bulk of professionals for print and electronic media only. However, film production and entertainment media field is void in curriculum and hardly any university is offering doctorate degree in film studies.





# Working group II

**Theme: Emerging Ethical Issues in Media – Challenges in Media Education**

**Working Group II – Theme: Emerging Ethical Issues in Media – Challenges in Media Education.**

**Chair: Professor Elisabeth Eide**

**Presenters:**

- 1) Dr Sadia Mehmood, University of Karachi,**
- 2) Dr Sadia Ishtiaq, Fatima Jinnah Women University Rawalpindi,**
- 3) Dr Sumera Batool, Lahore College Women University.**

**Prominent Discussant:**

**Mr Farhatullah Babar, Member Board of Trustees SZABIST**

A presenter presented her study on 'Ethics in Media Studies'. She said that the content that is being generated is to be identified as fact or as a personal opinion. She said that if something is tweeted, it is usually understood as truth. Power of social is gone in the hands of individuals and there is no institution that is held responsible. We all have biases but we never talk about these biases, eg religious minorities and trans-genders. We do not teach our children how to cover such issues. The important example has been the case of Qandeel Baloch. The way her case was portrayed, media may have been the cause of her murder. It was pointed out that it is important for media to work with law enforcement agencies. It was hi-lighted that the educational institutions should teach the students on how to deal with the law enforcement agencies in case if there are tragedies like blasts, etc. At times, if there is a blast and when media and other people come the scene, there is another blast resulting in many casualties. Another presenter presented her paper on: 'Challenges of Media and Communication Theoretical Developments in Pakistan'. She raised the issue of lack of theory development by Pakistani scholars and their dependence on foreign theories. The third paper was presented on 'Freedom of Expression verses Hate Speech'. It was pointed out that here is a need to understand the difference between these subjects. It was pointed out that a lot of hate speeches were made in the cases of Qandeel Baloch and Asia Bibi.

During the discussion, it was suggested that the education structure of PhD should be flexible, ie the students should focus on learning rather on grades. It was suggested that the HEC policy regarding hiring the lecturers/Assistant Professors should be revised. It was also pointed out that the wages of journalists for delivering lectures at Universities are low. It was pointed out that the journalists cannot be hired permanently because they are non-PhD and do not have publications. It was suggested that HEC should relax their policies. It was discuss that we must teach our students how to practice ethics in and after their studies.



# Working group III

**Theme: Conflict Communication – From Challenges to Opportunities**

**Chair: Prof Rune Ottosen**

**Presenters:**

- 1) Dr Pervaiz Khan, Kohat University of Science and Technology,**
- 2) Ms Naila Rafique, International Islamic University,**
- 3) Dr Bakht Rawan, Allam Iqbal Open University,**
- 4) Dr Faizullah, University of Peshawar.**

The communication strategies adopted by terrorist groups like Tehreek-e-Taliban Pakistan (TTP) and Al-Qaeda were discussed. The discursive strategies used by TTP in constructing their social reality and posted at <https://umarmedia.wordpress.com> particularly during the period when killings of children of Army Public School Peshawar took place were discussed. It was pointed out that we should know how to develop counter-narratives to tackle such strategies. Recent tension between India and Pakistan was also discussed. It was pointed out that we can see that a whole war is going-on on social media about this conflict. Peace and war journalism was discussed. Response of militants' newspapers published by the religious militant organizations in Pakistan was discussed. It was pointed out that these newspapers pose a threat to the democracy.

During the discussion, it was asked by a journalist if to write something deliberate and extraordinary stories only and leaving the others? It was pointed out that State's response in a conflict-like situation is, at times, not seen on social media. Security of journalists covering a conflict-like situation was also discussed. It was pointed out that a journalist was killed in Islamabad but police-case was not registered against the murderers. Then 20 journalists were injured in sit-in by a religious group but State did not write any case against the culprits. Importance of proper education/training for journalists covering a conflict-like situation was hi-lighted. It was pointed out that at times, special correspondents are not paid their salaries and State is not ready to impose labor-laws on media houses. Need for peace journalism as an area of specialization was also emphasized.

