

Khushal Khan Khattak University Karak



Self-Assessment Report

Department of Communication & Media Studies

2021-2022

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Introduction

Communication & Media Studies (CMS) department was established in early 2013 with the name of department of Journalism & Mass Communication.

“Communication & Media Studies” in early 2014 by the Board of Studies. It trains students for career in the fields of communication and media related skills. Presently the department offers BS (Hons) 4 years programme and M.A 2 years Programme. The courses are approved from BoS of the department has approved course scheme of M.Phil and Ph.D Mass Communication in its last meeting held in 2014. The courses of have been designed to provide professional education and fulfill the market requirements. The students of CMS visit time to time different media outlets including print and electronic media to observe the practical activities of the organizations. Students of BS and Masters’ do a two months internship in some media organizations to acquire practical knowledge regarding media production and other practical activities.

Criteria-1

Standard 1.1. The program must have measurable objectives to support mission

MISSION:

In the last decade, the environment of mass media has been changed. The boundary between mainstream media such as Newspaper, Radio, Television, and Online Media has been removed; all are integrated. This program will prepare students to enter this new integrated media of the globalized world.

OBJECTIVES:

- To produce graduates with sound theoretical knowledge in Mass Communication & Media Studies preparing them to be leaders in media and communication careers.
- To expose students to digital editing technologies and other practical skills to help storytellers be more precise in reporting and editing across all media platforms.
- To equip the budding journalists with ethical and legal knowledge regarding content collection, production and dissemination in a socially and morally acceptable way.

Main Elements of Strategic Plan to Achieve Mission & Objectives:

- Development of a sound teaching system based on the experience and vision gathered from literature, reviews, field experiences, symposia, workshops, etc. for the award of degrees.
- Designing of curricula including core subjects, elective subjects, specialized areas, internship programs and study tours.
- Setting up of well equipped media lab and radio studio for the students and researchers, depending upon the available resources.
- Post-graduate research studies through writing of research reports and theses.
- Publication of research papers, books, column, features, editorials, popular articles, etc.
- Arranging of study tours to impart practical knowledge to the students about media and communication.

The assessment of the program objectives through different criteria is presented in Table 1

Table 1: Program Objectives Assessment

S. #	Objective	How Measured	When Measured	Improvement Identified	Improvement made
1	<ul style="list-style-type: none"> To produce graduates with sound theoretical knowledge in Mass Communication & Media Studies preparing them to be leaders in media and communication careers. 	Knowledge of students about the subject through, students feedback through assessment performance	During and at the end of the semester	Courses redesigned according to the need of students to be updated regularly by inducting new knowledge/ techniques & induct new courses when required	Revision of curriculum and induction of new courses in 2015. Library, books, level of teaching. Improvement in teacher student's interaction.
2	<ul style="list-style-type: none"> To expose students to digital editing technologies and other practical skills to help storytellers be more precise in reporting and editing across all media platforms. 	Assessing the interest of students, quality of their ability in using of digital technology	At the middle of the semester where the digital courses to be taught.	To make presentations, corner discussions and seminars etc.	Students to create accounts of their own on different social media
3	<ul style="list-style-type: none"> To equip the budding journalists with 	The students' tests, assignments and	During and at the end of semester	The courses of Media Laws and Ethics and	Courses revised according to the market demand

	ethical and legal knowledge regarding content collection, production and dissemination in a socially and morally acceptable way.	exams conducted in courses regarding Media Laws and Ethics, Pakistani Media System		others need to be revised	
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Standard 1.2 The program must have documented outcomes for graduating students. It must be documented that the outcomes support the program objectives and that graduating students are capable of performing these outcomes.

Program Learning Outcomes

All the students of Department of Communication & Media Studies should possess the ability of:

- Better communication skills through presentation, discussion, tutorial classes and newspapers reading
- Detection of urgent problems in the field of communication and media and also identify its possible solutions
- Develop practical skills of traditional and modern media technologies
- Preparation of research projects based on the detection of problems of the practionners of the media
- To produce media professionals who are more socially-responsible and professional

A number of surveys based on the QEC questionnaires were conducted to assess the program outcomes of the department/graduates, which are presented in Table2.

Table 2. Relationship of Program Objectives with Program Outcomes

Program Objectives	Program Outcomes			
	Develop Communication skills	Develop Digital skills	Develop Practical Skills	Develop Research Skills
Education	+++	++	++	++
Communication Skills	++	+++	+++	++
Digital Skills	++	+	+	
Research Projects	+	++		+

+ = Moderately satisfactory ++ = Satisfactory +++ = Highly satisfactory

Program Assessment Results:

Teacher's Evaluation

Below are given the details of teachers from this department who taught during Fall-2022:

1. Dr. Muhammad Anwar (Assistant Professor)
2. Mr. Wajahat Karim (Assistant Professor)
3. Mr. Abdur Rauf (Lecturer)
4. Mr. Shabeer Ullah (Lecturer)
5. Mr. Basar Ali (Lecturer)
6. Mr. Anwar Khan (Lecturer)
7. Mr. Abdullah Khan (Teaching Assistant)

In the Department of Communication & Media Studies, all the teachers are involved in teaching of various media studies courses. The teachers were evaluated by the students at the end of course completion through the proforma-10 (Annexure-X). The scoring rate were fixed between 1-5 i.e. 5 for outstanding performance, 4 for very good, 3 for good, 2 for fair and 1 for poor performance. The overall results showed the very good.

The results were compiled from the proforma-10 and the outcome is graphically presented in Figs as under:

ANNEXURE A:

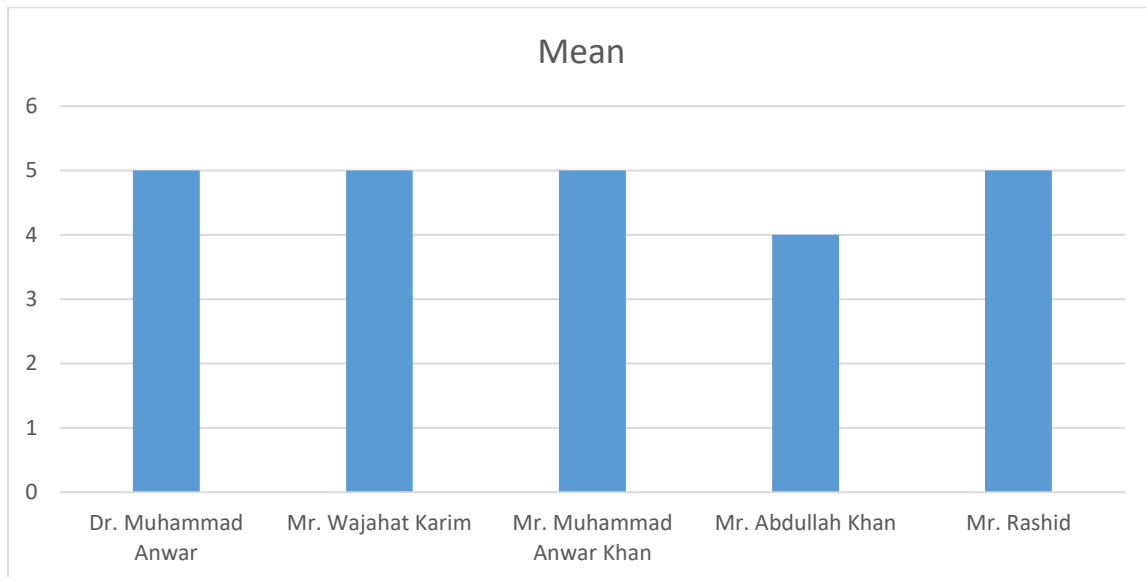


Table 3:

Descriptive of Teachers Evaluation

Teacher	Mean
Dr. Muhammad Anwar	5
Mr. Wajahat Karim	5
Mr. Muhammad Anwar Khan	5
Mr. Abdullah Khan	4
Mr. Rashid	5

Course Evaluation

Table:3 Courses offered and evaluated in the Fall Semester 2020

S. No.	Course Title	Teacher
1	Advertising	Dr. Muhammad Anwar
2	Social Psychology	Dr. Muhammad Anwar
3	Communication Theories I	Mr. Wajahat Karim
4	Fundamentals of Political Science	Mr. Wajahat Karim
5	Research Proposal	Mr. Wajahat Karim
6	Political Communication	Mr. Wajahat Karim

7	Journalistic Urdu	Mr. Basar Ali
8	Radio Production	Mr. Basar Ali
9	Feature, Column and Editorial Writing	Mr. Shabeer Ullah
10	Advanced Reporting	Mr. Shabeer Ullah
11	Digital Skills	Mr. Muhammad Anwar Khan
12	Advanced Radio Production	Mr. Muhammad Anwar Khan
13	Media Laws & Ethics	Mr. Abdullah
14	Advanced Digital Skills	Mr. Muhammad Anwar Khan
15	Opinionated Wring	Mr. Shabeer Ullah
16	Newspaper and Magazine Production	Mr. Abdullah
17	TV Production	Mr. Basar Ali
18	Development Communication	Mr. Muhammad Anwar Khan
19	Advanced TV Production	Mr. Basar Ali

Case Summaries

Overall Courses' Summary

The survey indicated that the students of the department generally are well-satisfied from the performance of teachers and courses they are taught.

Course Evaluation

The courses of the respective teachers were evaluated through Performa 1 the results of which are shown in table:

ANNEXURE B STUDENTS SURVEY

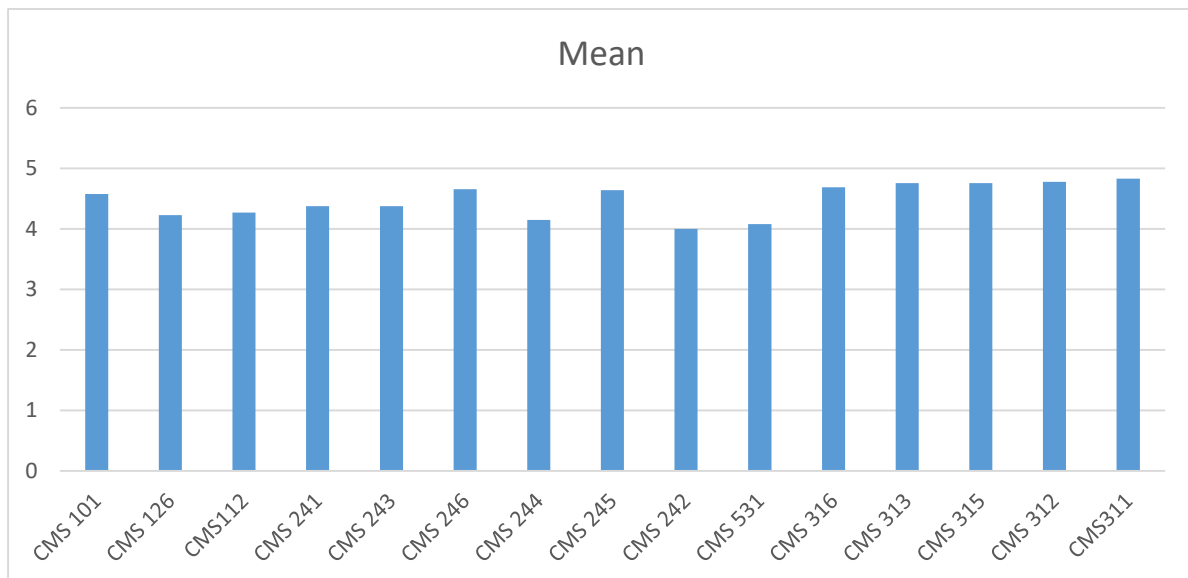


Table 3
Courses Evaluation

Course	Course Code	Mean
Functional English-I	CMS 101	4.58
Advance Reporting	CMS 126	4.23
News Writing	CMS112	4.27
Media Laws & Ethics	CMS 241	4.38
Communication Theories-I	CMS 243	4.38
Intercultural Communication	CMS 246	4.66
Advance Radio Production	CMS 244	4.15
Opinionated Writing	CMS 245	4.64
Media Laws & Ethics	CMS 242	4
Research Methods II	CMS 531	4.08
Proposal Writing	CMS 316	4.69
Political Communication	CMS 313	4.76
Advance TV Production	CMS 315	4.76
Development Communication	CMS 312	4.78

Alumni Survey Results

During the previous years, Proforma-7 (Annexure-IX) was provided to the students to get the required information and feedback. The results generated from the information provided indicated that majority of the Alumni have rated the knowledge imparted by the department at grade B (very good) and with respect to communication skills it is mix of grade B and C (good). Interpersonal skills have been given grade B by majority of the alumni whereas they have rated the management/leadership skills at grade B and C. The Alumni have suggested arranging more field visits for the students. With respect to department status, the Alumni have rated the infrastructure at very good, faculty at excellent and reputation of the department at national level in a very good scale. No comments were received about career opportunities.

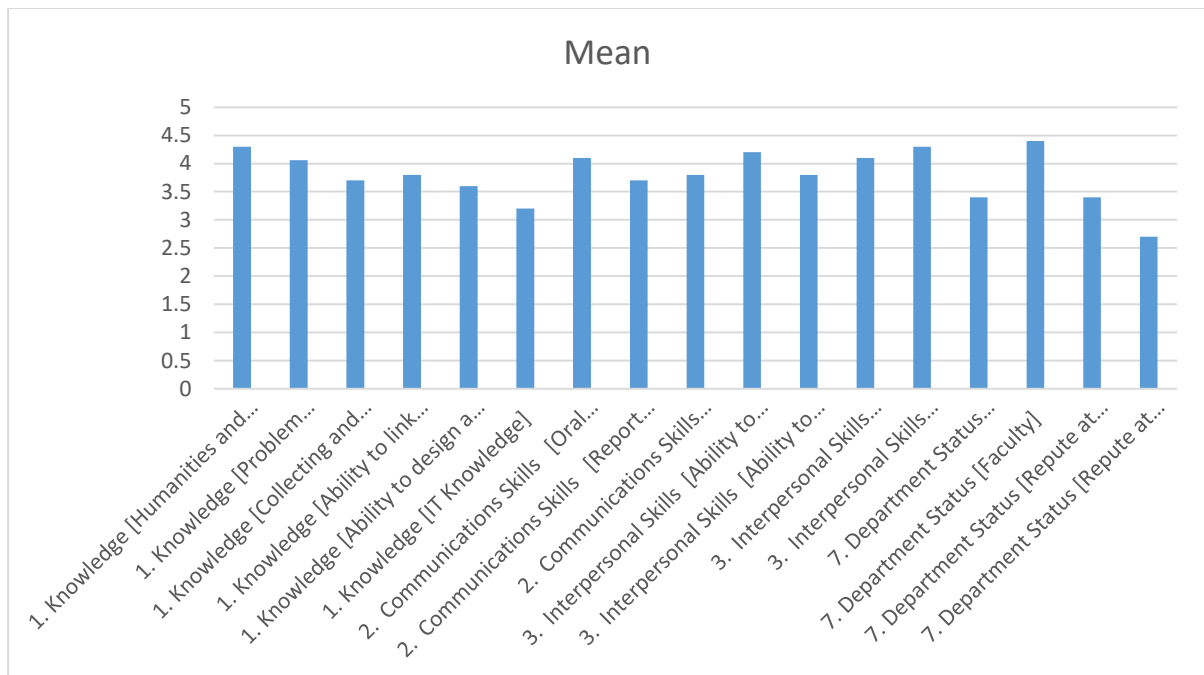
ANNEXURE- C

Alumni

Table 4:

Groups	Mean
1. Knowledge [Humanities and professional discipline, (if applicable)]	4.3
1. Knowledge [Problem formulation and solving skills]	4.06
1. Knowledge [Collecting and analyzing appropriate data]	3.7
1. Knowledge [Ability to link theory to practice.]	3.8
1. Knowledge [Ability to design a system component of process]	3.6
1. Knowledge [IT Knowledge]	3.2
2. Communications Skills [Oral communication]	4.1
2. Communications Skills [Report writing]	3.7
2. Communications Skills [Presentation]	3.8
3. Interpersonal Skills [Ability to work in teams.]	4.2
3. Interpersonal Skills [Ability to work in arduous / Challenging situation]	3.8
3. Interpersonal Skills [Independent thinking]	4.1
3. Interpersonal Skills [Appreciation of ethical Values]	4.3
7. Department Status [Infrastructure]	3.4
7. Department Status [Faculty]	4.4
7. Department Status [Repute at National level]	3.4
7. Department Status [Repute at international level]	2.7

Alumni Survey

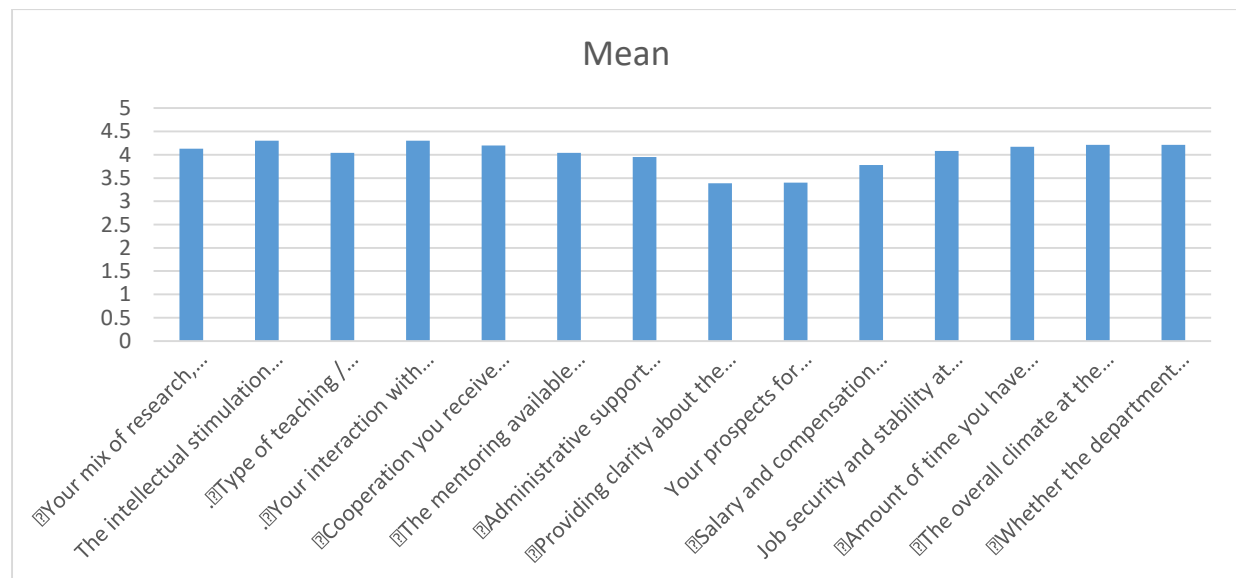


Faculty Survey

Table 5:

Groups	Mean
Your mix of research, teaching and community service.]	4.13
The intellectual stimulation of your work.]	4.3
. Type of teaching / research you currently do.]	4.04
. Your interaction with students.]	4.3
Cooperation you receive from colleagues.]	4.2
The mentoring available to you.]	4.04
Administrative support from the department.]	3.95
Providing clarity about the faculty promotion process.]	3.39
Your prospects for advancement and progress through ranks.]	3.4
Salary and compensation package.]	3.78
Job security and stability at the department.]	4.08
Amount of time you have for yourself and family.]	4.17
The overall climate at the department.]	4.21
Whether the department is utilizing your experience and knowledge]	4.21

Faculty Survey



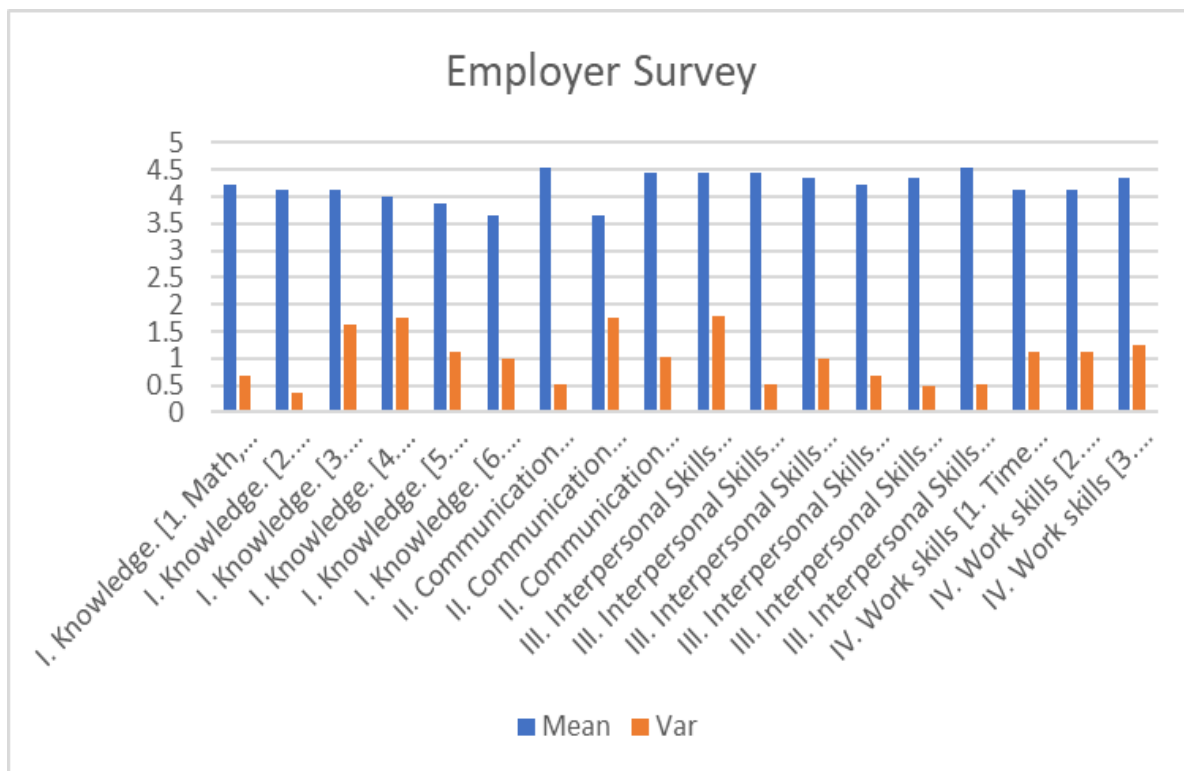
Employer Survey

Table 7:

<i>Groups</i>	<i>Coun</i>	<i>Sum</i>	<i>Mea</i>	<i>Var</i>
<i>I. Knowledge. [1. Math, Science, Humanities and professional discipline</i>	9	38	4.22	0.69
<i>I. Knowledge. [2. Problem formulation and solving skills]</i>	9	37	4.11	0.36
<i>I. Knowledge. [3. Collecting and analyzing appropriate data]</i>	9	37	4.11	1.61
<i>I. Knowledge. [4. Ability to link theory to Practice]</i>	9	36	4	1.75
<i>I. Knowledge. [5. Ability to design a system component or process]</i>	9	35	3.88	1.11
<i>I. Knowledge. [6. Computer knowledge.]</i>	9	33	3.66	1
<i>II. Communication Skills [1. Oral communication]</i>	9	41	4.55	0.52
<i>II. Communication Skills [2. Report writing]</i>	9	33	3.66	1.75

<i>II. Communication Skills [3. Presentation skills]</i>	9	40	4.44	1.02
<i>III. Interpersonal Skills [1. Ability to work in teams]</i>	9	40	4.44	1.77
<i>III. Interpersonal Skills [2. Leadership]</i>	9	40	4.44	0.52
<i>III. Interpersonal Skills [3. Independent thinking]</i>	9	39	4.33	1
<i>III. Interpersonal Skills [4. Motivation]</i>	9	38	4.22	0.69
<i>III. Interpersonal Skills [5. Reliability]</i>	9	39	4.33	0.5
<i>III. Interpersonal Skills [6. Appreciation of ethical values]</i>	9	41	4.55	0.52
<i>IV. Work skills [1. Time management skills]</i>	9	37	4.11	1.11
<i>IV. Work skills [2. Judgment]</i>	9	37	4.11	1.11
<i>IV. Work skills [3. Discipline]</i>	9	39	4.33	1.25

Employer Survey



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

Regular assessment process has been started which will be continued and the results will be incorporated accordingly. Following are the strength and weaknesses identified.

Strengths of the Program

- In addition to teaching faculty and facilities available for practical to the students at the department, FM Radio Station is a great opportunity for the students and for the local community as well.
- There are two Assistant Professors, six lecturers and a teaching assistant. There is one PhD but majority faculty members are pursuing their doctoral studies.
- All faculty members are involved in research directly or indirectly as supervisor and committee member of the post-graduate students.
- A Media Lab has been established with basic necessary equipment.

Weakness of the Program

- Other weaknesses of the programme particularly provision of facilities regarding practical skills to the students such as Television Studio and news-letter for print Journalism should also be highlighted. Teaching is being negatively affected due to lack of modern teaching aid including multimedia and other facilities in the class room.
- Journalism is an applied, field-based subject which needs extensive touring for imparting firsthand knowledge to the students and therefore, there is high need of having a suitable field vehicle.
- There is a need for short-term training facility to faculty members in industrially developed countries.
- Each faculty member is not having personal laptops for carrying out research analysis and developing teaching materials.
- Lack of technical staff for FM Radio.

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

The evaluation process indicated high efficiency of system and satisfactory impact of outcomes.

Performance Measures for Research Activities

Faculty	Publications in Journals
Dr. Muhammad Anwar	16
Mr. Wajahat Karim	09
Mr. Shabeer Ullah	03
Total	28

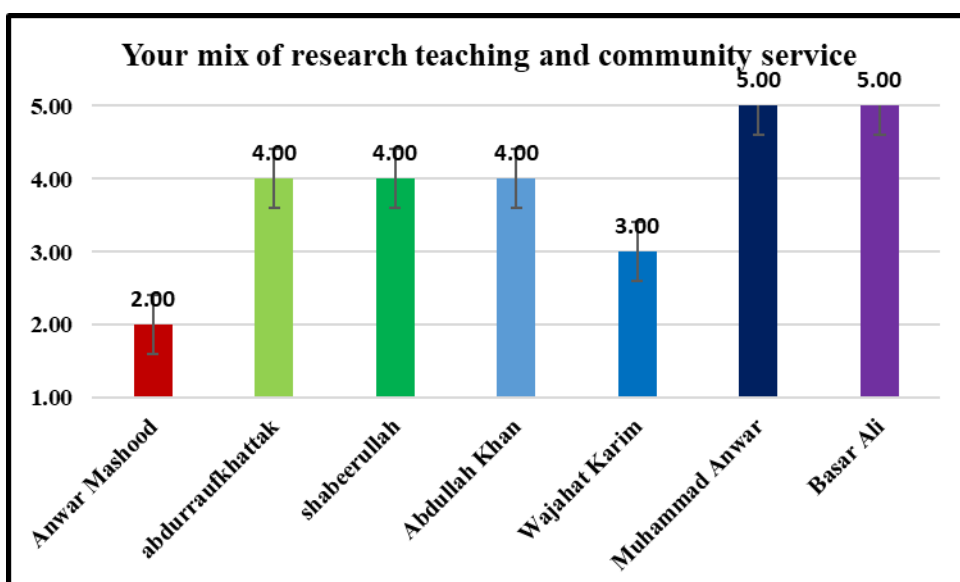
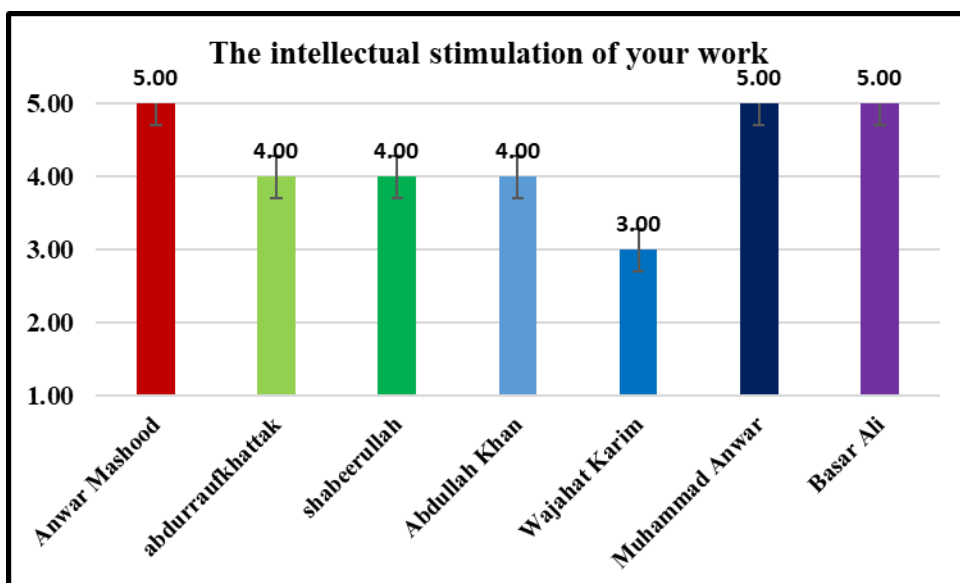
Future Plans

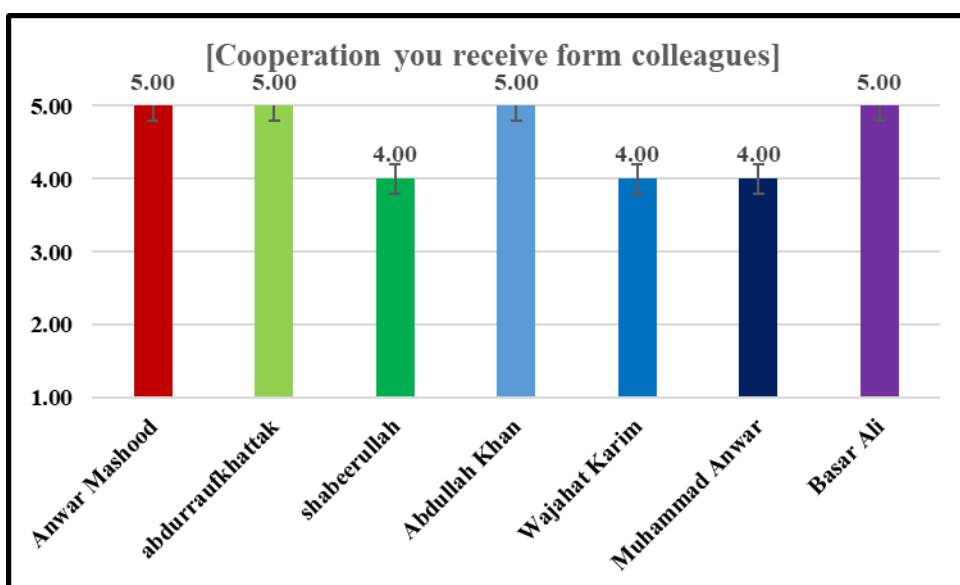
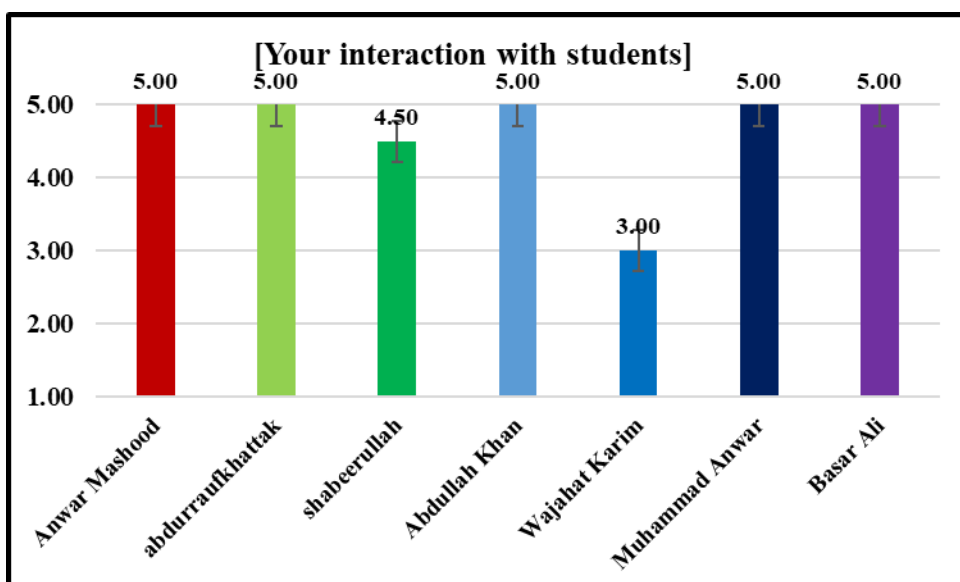
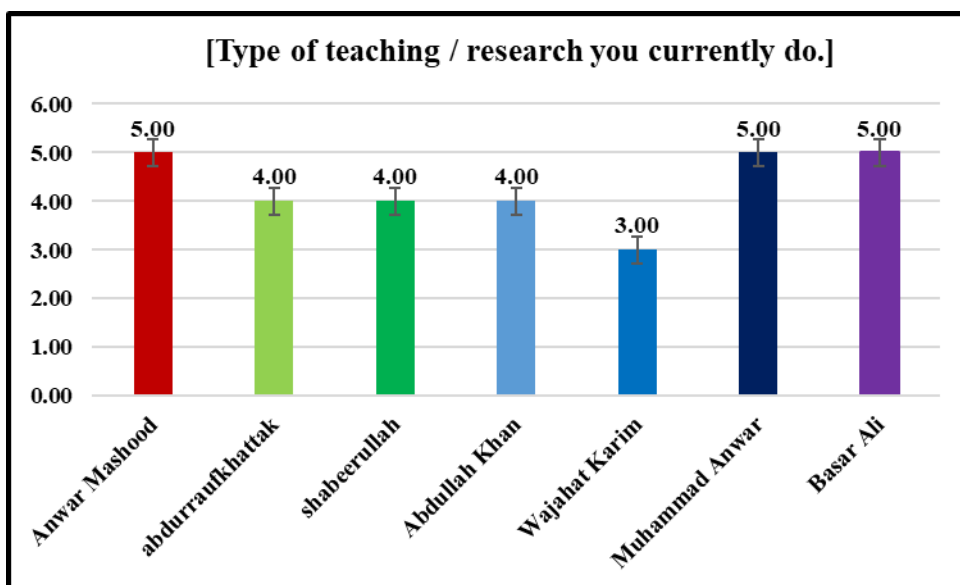
The Department of Communication & Media Studies has planned a number of research studies in future addressing the issues of Mass Media Effects, Yellow Journalism, Citizen Journalism, Development Communication, Digital Activism etc. the department has also planned to start off-air TV studio for the students to produce news packages, documentaries etc. To achieve the above mentioned objectives as a future plan the department also made certain progress on setting up TV Studio, Khushal Khan Khattak University-Karak which may soon be accomplished. In addition to this, the M. Phil and PhD programs are also in the process and will soon be launched after fulfilling all codal formalities.

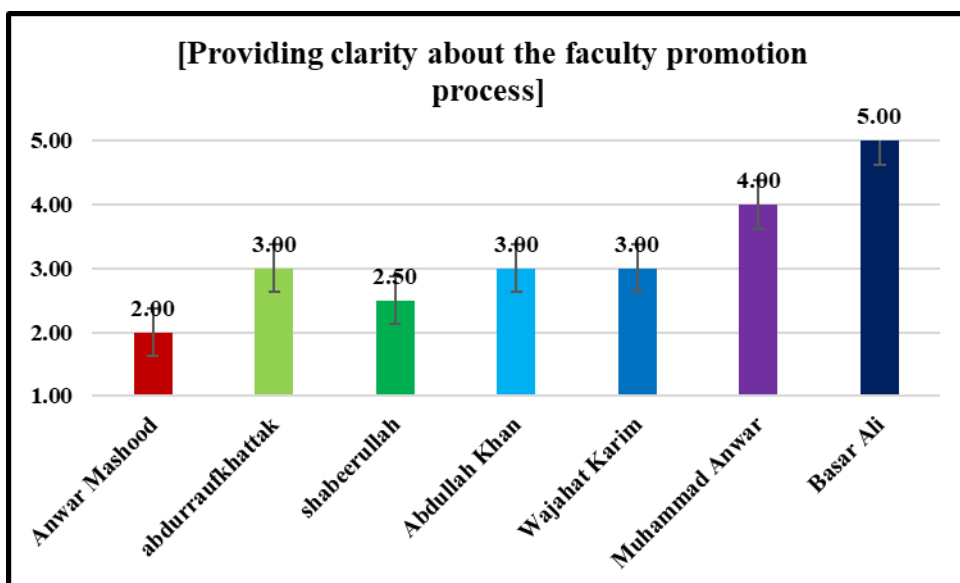
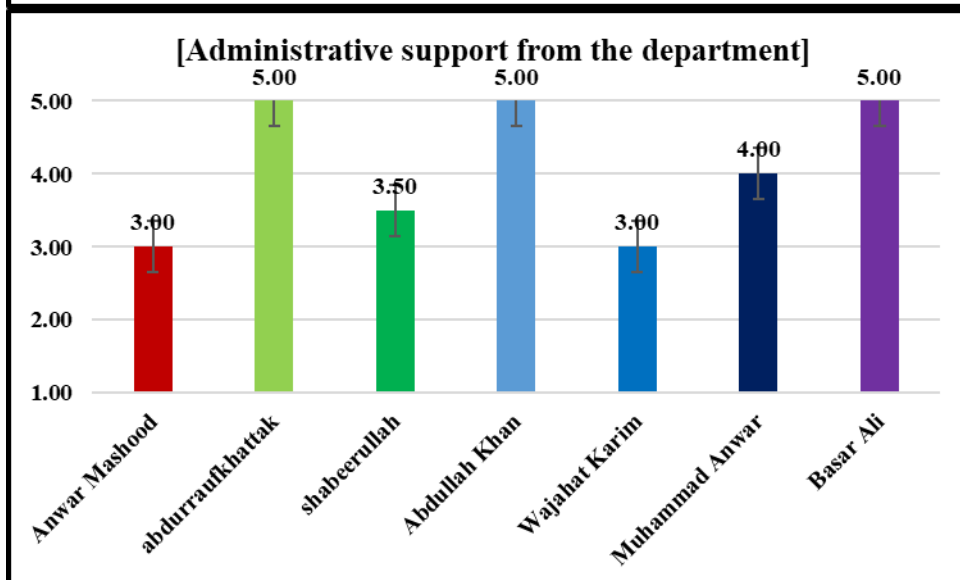
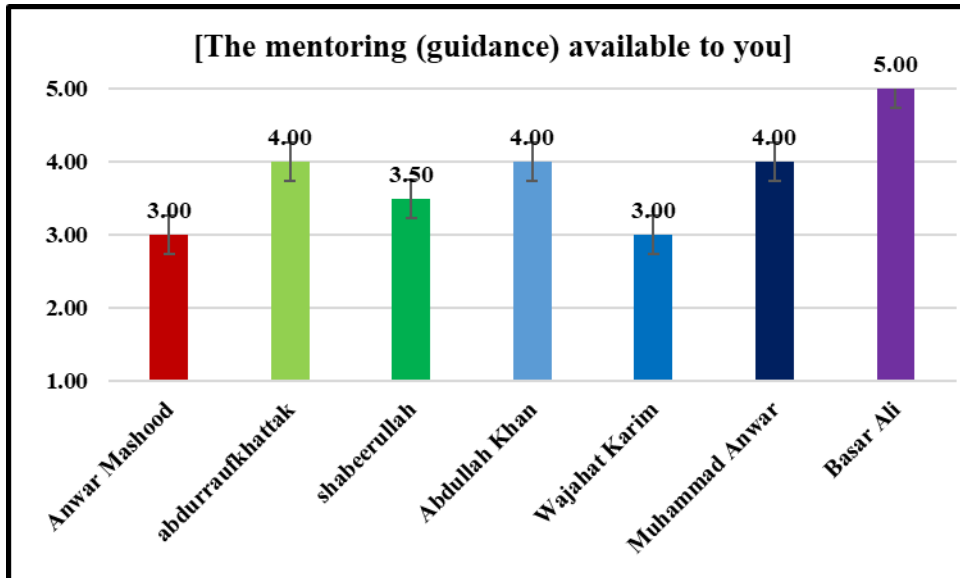
Faculty Satisfaction Regarding the Administrative Services

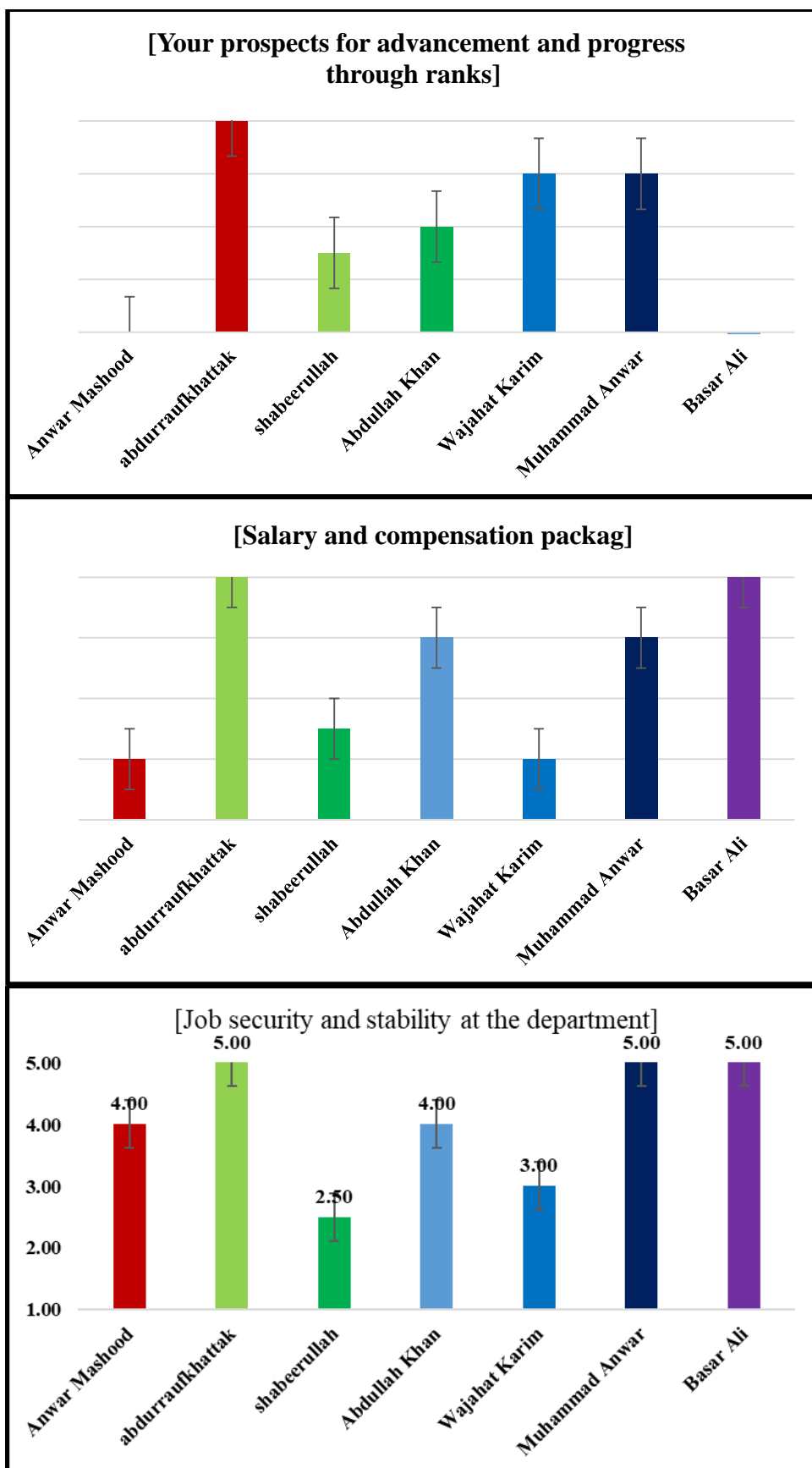
Generally, it can be concluded that the satisfaction level of the faculty members is very high. It has been presented below in the graphical way.

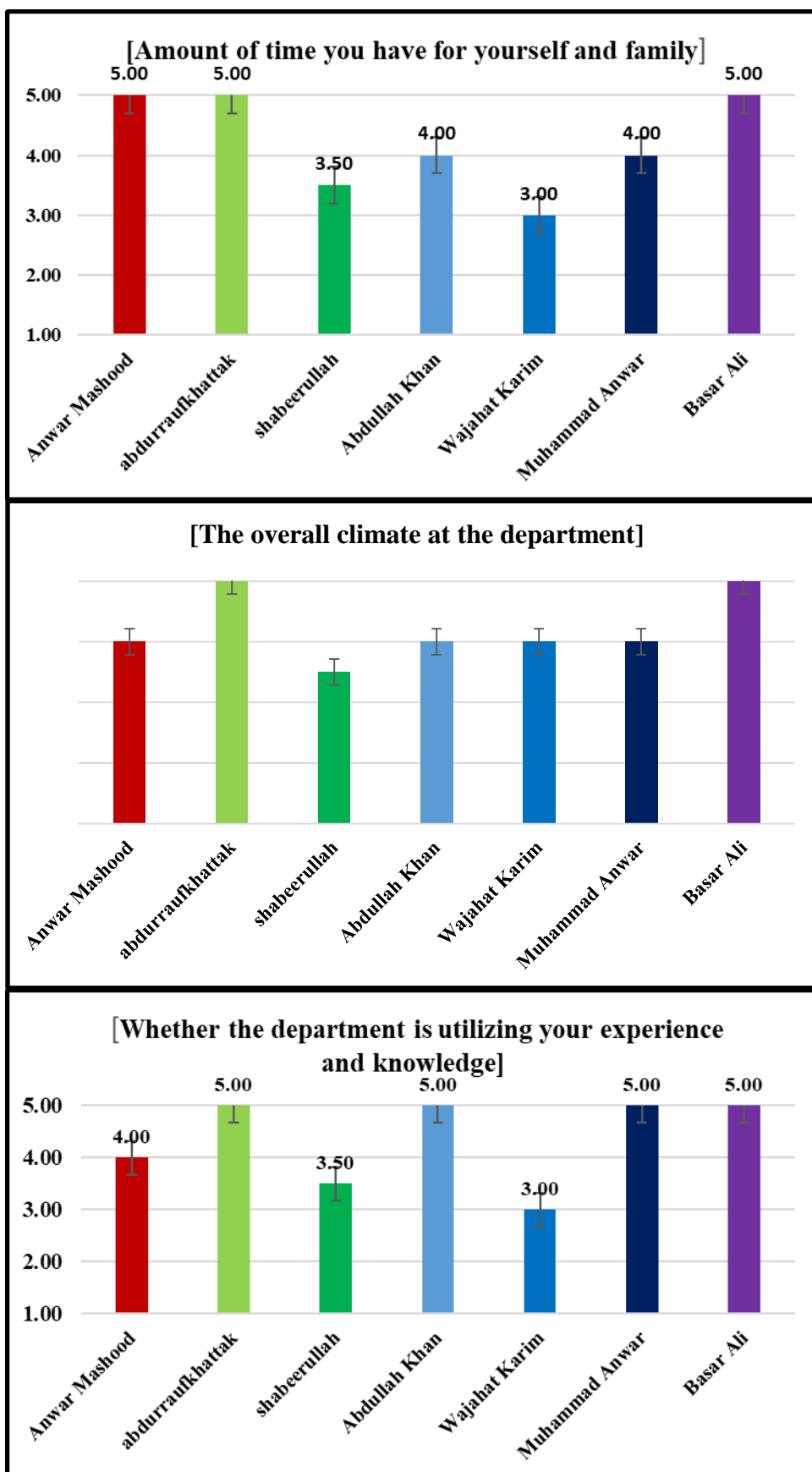
GRAPHIC REPRESENTATION











Quantitative Assessment of the Department (Last 4 years)

Sr. #	Particular	No.	Remarks
I	BS Degree Awarded		

Criteria 2: CURRICULUM DESIGN AND ORGANIZATION

Degree Title: BS in Communication and Media Studies

A. Intent

All the courses for BS were developed by the faculty members of the department. Draft curriculum and course contents were shared with mass media experts working in government departments, NGOs, universities and individual experts for their contribution and suggestions, which were incorporated accordingly. A few courses have been revised and new courses added afterwards based on the need felt by the department. Initially, Departmental Board of Studies, comprising senior faculty members with chairman of the Department as convener, examines the courses which are then sent to the Board of Faculty for approval. The Dean of the Faculty also acts as convener of this board. The curriculum and course contents are placed before the University Academic Council for their approval.

B. Definition of Credit Hour:

A student must complete a definite number of credit hours. One credit hour is one theory lecture or one/two/three hour's laboratory practical per week.

C. Degree Plan

The department of Communication and Media Studies offers two degree programs namely; MA and BS (Hons) in CMS. The M.Phil program is in pipeline and approval from the statutory bodies is needed.

Name of Degree

Pre-requisites

BS (Hons)

FA/FS.c or equivalent qualification (12 years of education)
with a minimum of 45% marks from a recognized institution

The list of major courses for BS (Hons) is given in the following tables, respectively. The selection criterion for each course is as follows;

- The course is relevant to the degree program (Yes)
- It meets the national and international requirements for the degree (Yes)
- Adequate facilities are available in the department to offer the courses (Yes)
- The course contents meet the program objectives as highlighted and provided by the Higher Education Commission of Pakistan. (Yes)

D. For each course in the program that can be completed for credits specifying the following:

- Course title (CMS)
- Course objectives and outcome (Given in course breakdown into lectures separately)
- Catalogue description (yes)
- Text book and reference (Given in course contents)
- Syllabus breakdown in lectures (yes supplied to QEC separately)
- **Computer usage:** Internet facility is used by the faculty members to update their knowledge regarding each course, research studies and documentation of references. This facility is also used by the students to solve their problems, facilitate their tests, assignments and presentations.
- **Laboratory facilities** are provided to the students for their practical exercise, given in the curricula. Post-graduate students also use laboratories for their theses research where equipment, material and production tools are provided.

Degree requirements (BS-CMS)

The duration of course for the degree of BS CMS shall not be less than eight semesters. The requirements to be completed by each student for the award of degree shall comprise minimum of 130 credits. The student may opt for thesis carrying 10 credits (not counted towards calculation of CGPA).

Pre-requisites

A candidate seeking admission to the course for the degree of BS-CMS must have FA/FSc or equivalent qualification (twelve years' education) with a minimum of 45% marks or its equivalent from a recognized institution or an equivalent qualification in relevant discipline from a HEC recognized institution).

Course Requirements for BS in CMS

SCHEME OF STUDIES FOR 4-YEAR BS (HONS) IN COMMUNICATION AND MEDIA STUDIES SEMESTER-1

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS 101	Introduction to Communication	3-0-3	-
2.	CMS 102	History of press in Pakistan	3-0-3	-
3.	ENG 103	Functional English-I	3-0-3	-
4.	ISL 104	Islamic Studies (Compulsory)	3-0-3	-
5.	CMS 105	Basic Computer Skills	2-3-3	-
Total Credit Hours			15	

SEMESTER II

S. No.	Course Code	Course Title	Credit Hours	Remarks
1	CMS111	Introduction to Electronic Media	3-0-3	-
2.	CMS112	News Writing	3-0-3	-
3.	ENG 113	Functional English- II	3-0-3	-
4.	PS 114	Pakistan Studies	3-0-3	-
5.	CMS115	Reporting	3-0-3	-
Total Credit Hours			15	

SEMESTER III

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS121	Journalistic Urdu	2-3-3	-
2.	CMS122	Feature, Column and Editorial Writing	3-0-3	-
3.	CMS123	Fundamentals of Political Science	3-0-3	-
4.	CMS124	Digital Skills	2-3-3	-
5.	CMS125	Radio Production	2-3-3	-
6.	CMS126	Advance Reporting	1-3-2	
Total credit hours			17	

SEMESTER IV

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS231	Public Relations	3-0-3	-

2.	CMS232	TV Production	3-0-3	-
3.	CMS233	Basic Sociology	3-0-3	-
4.	CMS234	Newspaper and Magazine Production	2-3-3	-
5.	CMS235	Advance Digital Skills	2-3-3	-
Total credit hours			15	

SEMESTER V

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS241	Advertising	3-0-3	-
2.	CMS242	Media Laws & Ethics	3-0-3	-
3.	CMS243	Communication Theories-I	3-0-3	-
4.	CMS244	Advance Radio Production	1-6-3	-
5.	CMS245	Opinionated Writing	1-3-2	-
6.	CMS246	Intercultural Communication	3-0-3	-
Total credit hours			17	

SEMESTER VI

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS251	Communication Theories-II	3-0-3	-
2.	CMS252	Research Methods I	3-0-3	-
3.	CMS253	Media Management	3-0-3	-
4.	CMS254	Fundamentals of Economics	3-0-3	-
5.	CMS255	Advance Advertising	1-3-2	-
6.	CMS256	Advance Public Relations	1-3-2	-
Total credit hours			16	

SEMESTER VII

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS311	Research Methods II	3-0-3	-
2.	CMS312	Development Communication	3-0-3	-
3.	CMS313	Political Communication	3-0-3	-
4.	CMS314	Social Psychology	3-0-3	-
5.	CMS315	Advance TV Production	1-3-2	-
6.	CMS316	Proposal Writing	2-3-3	-
Total credit hours			17	

SEMESTER VIII

S. No.	Course Code	Course Title	Credit Hours	Remarks
1.	CMS 351	International Communication	3-0-3	-
2.	CMS 352	Online Journalism	2-3-3	-
3.	CMS 353	Thesis Writing	06	-
Total credit hours			12	

S. No.	Course Code	Course Title	Credit Hours	Pre-requisites
1.	CMS 401	Internship	03	Departmental Permission
Total Credit Hours		127		

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

The curriculum of the Department of Communication and Media Studies is consistent with the program objectives (Table 10).

Table. Courses with Relation to their Outcomes

Course	Objectives		
	HRD	Priority of Research	Integrated approaches
Journalistic Language (Urdu & English)	++ +	++	+ +++
Advance News Writing & Reporting	+ + +	++ ++	+ + + +
Media Laws & Ethics	+ +	+ + +	+ + +
Opinionated Writing	+ +	++	+ +
Development Support Communication	++	++	++
Research Methods in Communication- II	+	+	+
Public Relations	+	+	+ +

+ = Relevant, ++ = Relevant & satisfactory, + + + =Very relevant & satisfactory and
+ + + + = highly relevant & highly satisfactory

Assessment of the Department of Communication and Media Studies

The assessment of curriculum given in Table 10 and the courses are cross tabulated according to the program outcomes.

1. The curriculum fits very well and satisfies the core requirements for the program, as specified the respective accreditation body.
2. The curriculum satisfied the general arts and professional and other discipline required for the program according to demands and requirements set by the Higher Education Commission.

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

Below is given the core subjects which cover this standard:

Courses Representing Theoretical Background, Problem Analysis & Solution Design

Elements	Courses	Title of Courses
Theoretical Background	CMS 115	Reporting
	CMS 112	News Writing
	CMS 242	Media Laws & Ethics
	CMS 243	Communication Theories- I
	CMS 251	Communication Theories- II
	CMS 252	Research Methods in Communication- I
	CMS 311	Research Methods in Communication-II
Problem Analysis	CMS 315	Advance TV Production
	CMS 313	Political Communication
	CMS 123	Fundamentals of Political Science
	CMS 245	Opinionated Writing
	CMS 353	Thesis
	CMS 401	Internship

Solution Designs	CMS 314	Social Psychology
	CMS 532	Public Relations
	CMS 533	Development Communication
	CMS 524	Advertising
	CMS 501	Functional English
	CMS 504	Basic Computer Skills

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

During curriculum development, all aspects of information technology were considered and after a critical analysis, relevant aspects were integrated into the program. Three courses of statistics (9 credit hours) based on computer practical were included in the curriculum to fulfill the requirements of the students. The courses of Research Methods-I and II also cover this component.

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

- Special problem (one credit hour) is offered to the students which require writing a comprehensive report on a topic and presenting it in the class.
- Two courses of 6 credit hours entitled “Research Proposal” and “Opinionated Writing” including other courses as well have been integrated in the curriculum for BS students. Students’ written communication skills are polished through such subjects.
- Assignments are given to all students in each course on specific titles relevant to the course which are presented orally and given as written assignments by the students which improve their oral and written communication skills.

Criteria 3. LABORATORIES AND COMPUTER FACILITIES

Laboratory Title: Media Laboratory

Location and Area: Department of Communication and Media Studies

(CMS) is situated at main academic block. It has classrooms and offices.

Objectives:

- Media Laboratory is used by the students and faculty for modern equipments used in media and for research related activities as well.

Adequacy for Instruction:

- Laboratory has enough space to use for demonstration and for practical related work of the students. However, the laboratory still requires equipments, furniture and other facilities.

Major Apparatus:

- The media laboratory has computers, camera, pen control, voice recorders, cupboards conference table and chairs etc. purchased from the University fund.
- Safety Regulation: department needed safety gadgets like fire extinguishers, first aid kit is still needed the laboratory but it would be provided to the laboratory.

Standard 3.1. Library must be available and readily accessible to faculty and students.

Separate departmental library of department has not been established yet in the University.

Separate Library will soon be established in the department in future.

Standard 3.2. There must be adequate support personnel for instruction and maintenance of laboratory

There are is an in charge of the lab who is responsible of the maintenance of the Media Lab.

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

The students have the computer facility in media laboratory to use it for studies and research work. The University has provided the laptop facility to the senior faculty members and rest of the faculty getting advantage of computers of the media laboratory for research work and other use.

Criteria 4. STUDENT SUPPORT AND GUIDANCE

The In-charge of students' affairs and Khushal cultural society organizes support program and different cultural activities in the University. They also provide guidance to the students if they face any problem. Each department of the University provides information about admission, scholarships and making their counseling about their careers through tutorial meetings. The students' affairs in charge of the University arranges orientation program for the new students and also make arrangements for the students' exposure tours to different areas of the country. However, currently the directorate of student's affairs does not exist in the university.

Standard 4.1. Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.

- All courses are taught to students according to the guidance and instructions of Higher Education Commission.
- Courses of the subjects are offered according to the scheme of study of the Communication and Media Studies department following the proper approval Board of Studies and later by the Academic Council of the University. Number of courses for each semester has been identified as per the scheme of studies. The scheme of studies has given in annexure (). Subjects given to the faculty according to their relevant experience and specialty of the field.
- Non-compulsory (Elective) courses are offered according to the policy of the University and HEC.

Standard 4.2. Courses in the major must be structured to ensure effective interaction between students, faculty and teaching assistants.

- Subjects are prepared and distributed among the faculty members through mutual consultation of faculty and Chairman of the department.
- Subjects are distributed and decided well before the commencement of semester and the faculty members frequently interact with the students and among themselves.

- Students are encouraged to not only ask questions but also give comments and are also encouraged to participate in the discussions in the class.
- Stress is made on effective interaction between the students and between the teacher's and the students.

Standard 4.3. Guidance on how to complete the program must be available to all students and access to qualified advising must be available to make course decisions and career choice.

- Information about the program requirements are given to the students by the teachers through personal communication with them and through the office of the Chairman of the department.
- The counseling of the students is continuous process and it is done through tutorial classes of the students. The students also contact the relevant teacher whenever they face any professional problem
- Students are also facilitated for interaction with media outlets in other big cities like Islamabad to fulfill their professional needs and to enabling them to get firsthand information about the process of working modalities of print and electronic media. The students are also free to get membership in different societies of the University to get an opportunity to take part in the activities required for the nurture of their all-round personality development. Internship guidance on internship should also be provided to the students.

Criteria 5. PROCESS CONTROL

Standard 5.1. The process by which students are admitted to the program must be based on quantities criteria and clearly documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

- The process of admission is carried out through a set rules and criteria set by the University for the under graduate students of BS.
- Admission criteria of BS CMS program: twelve years of education (FA/F. Sc or Equivalent) with 45% marks.
- The admissions are based on the recommendation of admission committee. To ensure the quality of programme, the department is planning to conducts test from the candidates in future.

Standard 5.2. The process by which students are registered in the program and monitoring of students' progress to ensure timely completion of the program must be documented. This process must be periodically evaluated to ensure that it is meeting its objectives.

- The students' registration is done once in a year at the time of admission. The admitted students are evaluated through the result of each course for each semester. If the students match the criteria of the University i.e. CGPA after each semester they are promoted to next semester.
- Students' evaluations are made through Mid, Final and Practical exams. The students are given written assignments, quiz and oral presentations to evaluate them and discretionary marks are given to the students on the basis of their practical performances and regularity in the classes.

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

- The University follows the Higher Education Commission recommended policy in recruitment and induction of all posts is done as per rules.
- Posts are publicized in well circulated national dailies and ETEA test are conducted for all posts (11 to 18 scales) to short list the applicants. Only those applicants are called for test, which have the relevant qualification, experience and other qualities fixed by the University.
- The candidates are interviewed by the Selection Board and capable candidates are selected on merit.
- Selection approval of the candidates is accorded by the Syndicate of the University for issuing recruitment orders to selected candidates to join within a specified period.
- Induction of new candidates depends upon the number of approved vacancies.
- In recruitment standard are followed set by HEC.
- HEC also supports appointment of highly qualified members as national professors and depute them in various departments of the University.

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.

- Curriculum is updated periodically according to the requirements, innovation and new trends generated in the discipline.
- New courses are made part of the curriculum when need arises.
- Sufficient Books are available to cover the various aspects of Communication and Media Studies discipline are available in the library of University whereas internet, photocopying and documentation facilities are also available for the students in the University.
- Students also take notes of the lectures delivered in the classes and photocopies of lectures/slides are also provided to the students besides the printed material. Private photocopier machine is available in the university premises to facilitate the students inside the university.
- All out efforts are made to impart the knowledge and course material to the students to meet the objectives of the curriculum.

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 examination system the University follows the following criteria:

- The evaluation procedure comprises of practical assignments, quizzes, oral presentations and mid and final examinations.
- The controller of examinations declares the date of commencement of examinations. Following each semester, the exams section notifies the results of the exams.
- The minimum passing marks for each course is 50 % for MA and BS.
- In theory, weightage of each subject of examination is as under:

• **Grading Policy:**

<u>• Marks % age /Letter grades</u>	<u>Grade point</u>
90 – 100	A+ 4.00
85 – 89	A 4.00
80 – 84	A- 3.66 – 3.93
75 – 79	B+ 3.33 – 3.55
70 – 74	B 3.00 – 3.26
65 – 69	B- 2.66 – 2.93
60 – 64	C+ 2.33 – 2.59
56 – 59	C 2.00 – 2.25
54 – 55	C- 1.66 – 1.83
52 – 53	D+ 1.30 – 1.48
50 – 51	D 1.00 – 1.15
49 and below	F 0.00

Mid Examination	30%
Assignments, Quiz, Attendance	20%
Final Examination	50%

- Gold medals are awarded to the students who get highest cumulative marks in the department and the students' numbers are not less than 10 in the class.

Criteria 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.**

Currently, we have nine faculty members including two assistant professors, six lecturers, and a teaching assistant in the department. One of them is Ph.D. and seven other have done their M. Phil. Majority of the faculty members are pursuing Ph. Ds from Pakistan and abroad.

Standard 6-2. **All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place. Effective Programs for Faculty Development**

- In each semester courses are offered according to work load of faculty members
- Division of students for supervision is made on the basis of faculty expertise/research interests

Existing Faculty Development Programs at Department and University Level

- Faculty members attended conferences/workshops/seminars outside and within university.
- Media Lab, Library and internet facilities are available for scholarly work and academic improvement

Criteria 7. INSTITUTIONAL FACILITIES

According to this criterion, the institution must have the infrastructure to support new trends in learning such as e-learning including digital publications, journals, books, etc. The library must possess an up-to-date technical collection relevant to the program and must be adequately staffed with professional personnel. Class rooms must be adequately equipped and offices must facilities to enable faculty to carry out their responsibilities.

Standard 7.1. The institution must have the infrastructure to support new trends in learning such as e-learning. Supportive Infrastructure and Facilities in learning:

- An internet' equipped lab, sitting place for students with computer and internet connection in the department, with easy access make working/ research/study environment conducive for higher learning.
- The department established a departmental group on Facebook where the faculty member's posts related materials to the students.
- Unfortunately, such facilities are not adequately/properly available at the departmental level.

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.

- Central library does not have the capacity to accommodate the present number of students in the University.
- Technical book collection is general not specific to the courses offered and books not properly arranged in the library.
- Library has slow internet connectivity is very insufficient as compared to the number of students at university level.

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

There are only two classrooms with the department which is without proper teaching facilities such as multimedia projector. Mostly classes are taken in the media lab. Similarly, space for faculty offices is not appropriate and all faculty members are housed in the one office.

Criteria 8. INSTITUTIONAL SUPPORT

The university administration is struggling hard to strengthen the existing departments and establish new faculties and Institutes. The university is also trying to attract highly qualified faculty.

Standard 8-1. There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain competence as teachers and scholars.

The varsity is paying salaries according to the rules of government in different cadres of its employees.

To attract good talent, the university offers handsome hard area allowance.

The university also gives tuition fee to the employees' children.

Technical Staff:

There is a Works department to provide technical assistance to the staffers.

Office Equipment:

Insufficient offices and limited equipments not fulfilling the requirement of the current teaching and research in the department.

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

The admission in BS (Hons) and M.A students are once a year now before that, admissions were announced twice a year. The total number of students currently enrolled are 72.

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

Sufficient amount per annum, in addition to available funds for research projects and help available from the university main resources/facilities, for books, laboratories, equipment, computer maintenances and consumable supplies, etc., is provided

SUMMARY AND CONCLUSIONS

Communication & Media Studies (CMS) department was established in early 2013 with the name of department of Journalism & Mass Communication. Later on the nomenclature renamed as “Communication & Media Studies” in early 2014 by the Board of Studies. It trains students for career in the fields of communication and media related skills. The department offering BS (Hons) 4 years programme, M.A 2 years Degree Programme in the department of Communication & Media Studies. The courses of CMS redesigned to provide professional education and fulfill the market requirement with the latest technology, i.e. print and electronic, public relations and advertising, online and multimedia journalism, mass media research and development communication etc. The students of CMS visit time by time to different media outlets (included print and electronic media) to watch the practical activity of these organizations. The department of CMS also provided two months’ internship to the BS and Master students, where they learn the practical knowledge regarding media production and media consumption.

Research Work

The job of the university is to conduct research and impart higher and research based education and this department is striving hard to achieve the goal of university. The faculty members of the department have conducted and submitted their Research to the Quality Enhancement Cell titled as “The people perception about the role of National Commission for Human Development in promotion of basic education in District Karak”. Moreover, the department of Communication & Media Studies is the first one to make submission of Research Thesis compulsory for students in the last semester. The Research Theses are supervised by the faculty members and viva voce is also conducted by external examiners for the evaluation of research work of the students.

Meetings of BoS:

Curriculum and overall scheme of studies is revised through BoS as per the policy of Higher Education Commission. So far five meetings of the Board of Studies (BoS) have been conducted.

In January 2014, the department of Communication and Media Studies conducted first ever BoS meeting for the approval of Masters, M.Phil. and Ph.D. courses. The courses are approved by the academic council and efforts are being made to start post graduate programmes (M.Phil. & Ph.D.). While in January 2015, the department of Communication and Media Studies conducted BoS meeting for the approval of BS (Hons) course. The

courses have been approved by the academic council. Similarly, other meetings of the BoS were also conducted and the latest one in 2021 (online due to COVID-19) in which courses were updated and other requirements were met.

Media Lab

The communication & media studies department recently established media lab for the students to fulfill the practical needs. Media Lab contains 20 latest computers technology and well facilitated internet connection to fulfill the student's requirement for research activity. Also the Media lab will furnish the students to produce audio and video news reports, documentaries, films and dramas for electronic media.

Radio Station

The department has launched the FM Radio station. The FM Radio of the department is functional and production is done on regular basis. The department got license from PEMRA and the frequency 98.6 was allotted. Students of the university in general and students of the CMS department in particular take part in the program and news production. On regular basis, news bulletins are on-air and programs are produced.

Study Tours:

Study tours are approved and students are taken to different media organizations for first-hand experience. Some of the details of the tours are given below:

- Study tour is a knowledge sharing mechanism for students and the department of Communication & Media Studies organized its 2nd & 3rd study tours in December 2014 and April 2015 respectively to TV channels Dawn News, Waqt TV and newspapers Daily Nawa-i-Waqt and The Nation, Islamabad and also visited to NNI News agency to provide the students an opportunity to get firsthand information about the practical field. The students of M.A 2nd and BS 2nd visited Terri, a historical place in Karak under the supervision of Wajahat Karim, Assistant Professor of CMS and Abdullah Khan, Teaching Assistant on 13th January, 2016. the students of BS 2nd and M.A 2nd were visited the Nawa i Waqt, The Nation, Dawn TV, APP Islamabad in February 2016 under the supervision of senior teachers namely Naseem Anwar, Shabeer Ullah and Abduallah Khan. The department arranged study tour to Islamabad and the students visited to Nawa I Waqt, Waqt TV, Dawn TV and Dawn Printing Press to learn about practical work in media organizations. In July 2017 the department also arranged a study tour to Lahore, a hub of both print and electronic media, for the students of CMS discipline.

Annexures-1 Faculty Resume

1.

Proforma: 9 Faculty Resume

Name	Dr. Muhammad Anwar
Personal	<i>Village and Post office ShahbazKhel, Tehsil and District Lakki</i> Contacts. 03467131313 03339223841
Experience	<i>1/11/13 till date Assistant Professor Khushal Khan Khattak, University, Karak</i>
Honor and Awards	Professional Development Trainings
Memberships	Member of University Senate, Syndicate, Academic Council Works Committee, UPSC, Anomalies, Scrutiny, Elance.com Also Member Board of Studies CMS and Geology departments
Graduate Students Postdocs Undergraduate Students	Years:2015 Students:2 Degree: Masters Name: CMS
Service Activity	Community service for locals like awareness about traffic rules, cleanliness campaigns, freelancing, seminars on Intellectual Property Rights, Career buildings counseling, first aid, Computer based trainings, media workshops, environmental awareness Walks etc

Brief Statement of Research Interest	<i>Contextual Analysis is area of my interest</i>
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<i>Publications</i>	<ul style="list-style-type: none"> • Akbar W, Jan M, <i>Karim W, Anwar M</i> and et al. (2014) Intensifying the Challenges of Globalization and Media for the Muslim World, ISSN 1019-8180 Vol. 30 (02) December, 2014 Available at:http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/December2014.html (HEC RECOGNIZED) • Vulnerable Societies of Third world and Muslim countries prone to the contrary effects of Globalization • Role of Media in political Socialization: The Case of Pakistan. • Public Opinion Political Socialization through lenses of media. • Military Operations in Waziristan: Public Perceptions in Pakistan on Terra. • Media Usage: Understanding the Extension Services in Diffusion of Agricultural Innovations.
<i>Research Grants and Contracts.</i>	NIL
<i>Other Research or Creative Accomplishments</i>	NIL
<i>Selected Professional Presentation</i>	NIL

Proforma: 9**Faculty Resume**

Name	<i>Wajahat Karim,</i>
Personal	<i>Assistant Professor</i> <i>Communication and Media Studies</i> <i>Khushal Khan Khattak University, Karak</i> <i>H#04, St#04, Model Town, Dera Ismail Khan</i> <i>Cell No. 03327228172</i> <i>E-mail: wajahat.kareem@gmail.com</i>
Experience	1.13 May, 2015 till date, Assistant Professor, Khushal Khan Khattak University 2.24 Jan. 2011 till 12 May, 2015, Lecturer, Kohat University 3.Aug. 2010 till Jan 2011, sub-editor, The Express Tribune, Islamabad 4.Jan 2010-Sept. 2010, Producer (News), Rohi TV, Islamabad
Honor and Awards	Stood Second (silver medalist) amongst M.Sc. Journalism & Mass Communication Stood First in the college amongst successful candidates in BA annual examinations (2006)
Memberships	<i>Staff Proctor (Member proctorial Board)</i> <i>Trainer Badminton varsity team</i>
Graduate Students Postdocs Undergraduate Students	2011-2016 MA & BS (Hons) Above 40 NA.
Service Activity	Career Counseling of Students

<i>Brief Statement of Research Interest</i>	AREA OF EXPERTISE Mass Media Regulation, Role of Communication in Development and Social Change and ICTs are my areas of interest
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<i>Publications</i>	<i>Research Publications</i>
	<ul style="list-style-type: none"> • Ali SR, Abdullah, Hidayatullah, Karim W (2014) Child Trafficking: The Exploitative Aspect of Pakhtun Culture, ISSN 1019-8180 Vol. 30 (02) December, 2014 Available at: http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/December2014.html (HEC RECOGNIZED) • Akbar W, Jan M, Karim W and et al. (2014) Intensifying the Challenges of Globalization and Media for the Muslim World, ISSN 1019-8180 Vol. 30 (02) December, 2014 Available at: http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/December2014.html (HEC RECOGNIZED) • Ali SR, Abdullah, Hidayatullah, Karim W, Imran (2013) How Do University Teachers Perceive Their Students' Involvement in Party Politics: A Descriptive Study from A Politically Turbulent Region, Gomal University Journal of Research, ISSN 1019-8180 Vol. 29 (02) December, 2013 Available at: http://www.gu.edu.pk/New/GUJR/GUJR.html (HEC RECOGNIZED) • Jan M, Sultan K, Karim W (2012) Media and Communication Technology: An Analytical Study of Internet community in Pakistan, The International Journal's Research Journal of Science & IT Management, ISSN: 2251-1563 RJSITM VOL:01, No.10, 34-41 available at: https://www.theinternationaljournal.org/ojs/index.php?journal=rjitsm&page=article&op=view&path%5B%5D • Jan M, Sultan K, Karim W (2012) Effects of Video Games on Students: Test of Uses and Gratification Theory, Asian Journal of Management Sciences and Education, ISSN:2186 -8441 Print Vol. 1 No. 2, 146-

	<p>155, Available at: http://www.ajmse.leena-luna.co.jp/ajmsevol1n2.php</p> <ul style="list-style-type: none"> • Muhammad N, Omer F, Imran, Akbar W, Karim W (2012) Madaras of Pakistan and Challenges of Modern World, Gomal University Journal of Research, ISSN 1019 8180 Vol. 28 No. 02, 39-51, Available at: http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/Vol28-Isuue2-Dec-2012.html (HEC RECOGNIZED) • Akbar W, Karim W, Noman W, Raza R, Hussain S, Inayat H (2012) Tobacco Use as A Global Public Health Problem and The Role of Mass Media in Its Control, Gomal University Journal of Research, ISSN 1019-8180 Vol. 28. No.01, 49-57 Available at: http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/Vol28-Isuue1-June-2012.html (HEC RECOGNIZED) • Akbar W, Karim W (2011) The Influence and Techniques of Modern Advertising: Ethics and Responsibilities, Gomal University Journal of Research, ISSN 1019-8180 Vol. 27 Number. 02, 91-99 Available at: http://www.gu.edu.pk/N/GUJR/PRevious%20Issues/Dec-2011.html (HEC RECOGNIZED)
Research Grants and Contracts	Nil
Other Research or Creative Accomplishments	NIL
Selected	NIL

<i>Professional Presentation</i>	
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Proforma: 9**Faculty Resume**

Name	Muhammad Anwar
Personal	<i>Village and Post office ShahbazKhel, Tehsil and District Lakki</i> Contacts. 03467131313 03339223841
Experience	<i>1/11/13 till date Assistant Professor Khushal Khan Khattak, University, Karak</i>
Honor and Awards	Professional Development Trainings
Memberships	Member of University Senate, Syndicate, Academic Council Works Committee, UPSC, Anomalies, Scrutiny, Elance.com Also Member Board of Studies CMS and Geology departments
Graduate Students Postdocs Undergraduate Students	Years:2015 Students:2 Degree: Masters Name: CMS
Service Activity	<i>Volunteer: International Red Cross/Red Crescent Movement</i>

Brief Statement of Research Interest	Broadcast Journalism, Radio, Documentary Film Making
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<i>Publications</i>	NIL
<i>Research Grants and Contracts.</i>	NIL
<i>Other Research or Creative Accomplishments</i>	NIL
<i>Selected Professional Presentation</i>	NIL

Proforma: 9**Faculty Resume**

Name	Shabeer Ullah
<i>Personal</i>	Village Gardi Banda Tehsil Takht-e-Nasrati Post Office Ahmad Abad Distict Karak Contact No. 0343-9243698
<i>Experience</i>	Worked as a Lecturer in Wisdom College & Hassan Degree College Chokara Karak Worked as a Web Sub Editor in AVT Khyber Islamabad Worked as a PRO with Safe Life Security Agency (SASA) Islamabad
<i>Honor and Awards</i>	Gold Medal in BS (Hons) from Kohat University of Science and Technology
<i>Memberships</i>	Currently Working as, a Secretary with Human Welfare Organization Karak Member of Discipline Committee in CMS Dept KKKUK
Graduate Students Postdocs Undergraduate Students	Nil
Service Activity	Nil

<i>Brief Statement of Research Interest</i>	Interest in the field of Political Science, Social and Public important Issues
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<i>Publications</i>	Nil
<i>Research Grants and Contracts.</i>	Nil
<i>Other Research or Creative Accomplishments</i>	Published Investigative Reports, Articles and Columns in Print Media
<i>Selected Professional Presentation</i>	Have Presented the Topic “Challenges to Professional Journalist” Have Presented the Topic ” Media Academia and Media Industry Gap”

Proforma: 9

Faculty Resume

Name	<i>Basar Ali</i>
Personal	<i>Kheshgi Payan, Nowshera.</i> <i>Cell: 03348911646</i> <i>Email: basarali2002@gmail.com</i> <i>N.I.C:14202-8886781-1</i>
Experience	Lecturer Khushal Khan Khattak University Sub Editor, The Express Tribune Lecturer Sarhad University, Peshawar
Honor and Awards	NIL
Memberships	Member of Publication and Media Cell Former member of Peshawar Press Club Former Member of Khyber Union of Journalist Former Member of Young Journalist Forum

Graduate Students Postdocs Undergraduate Students	NIL

<i>Brief Statement of Research Interest</i>	AREA OF EXPERTISE Discourse Analysis, Media Sociology
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<i>Publications</i>	NIL
<i>Research Grants and Contracts.</i>	-
<i>Other Research or Creative Accomplishments</i>	<i>Produced Radio Dramas</i>
<i>Selected Professional Presentation</i>	NIL

Proforma: 9**Faculty Resume**

Name	Muhammad Irfan
Personal	Peshawar, Pakistan
Experience	Lecturer at Khushal Khan Khattak Karak University
Honor and Awards	Researcher , conducted research on US migratory patterns, Troy University, Montgomery AL, US: March – Aug. 2014.
Memberships	NIL
Graduate Students Postdocs Undergraduate Students	NIL
Service Activity	NIL

Brief Statement of Research Interest	AREA OF EXPERTISE <i>Quantitative Research, mass media discourse, Critical discourse analysis</i>
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<i>Publications</i>	NIL
<i>Research Grants and Contracts.</i>	-
<i>Other Research or Creative Accomplishments</i>	NIL
<i>Selected Professional Presentation</i>	NIL

Proforma: 9**Faculty Resume**

Name	<i>Abdullah Khan</i>
Personal	District Karak, The. B D Shah vill&P O EsaakKhumari Contact: 03469274892
Experience	24,1,2013, Teaching Assistant Khushal Khan Khattak University Karak
Honor and Awards	NIL
Memberships	<i>Incharge Art and Culture Society, Kkkuk, Focal person for Co-curricular activities Department of CMS KKKUK, Member scrutiny committee exam section KKKUK</i>
Graduate Students Postdocs Undergraduate Students	NIL

Brief Statement of Research Interest	AREA OF EXPERTISE <i>Advertising</i>
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<i>Publications</i>	NIL
<i>Research Grants and Contracts.</i>	-
<i>Other Research or Creative Accomplishments</i>	NIL
<i>Selected Professional Presentation</i>	NIL

Program Team Members

1. Assistant Prof. Mr. Wajahat Karim (Focal Person)
2. Mr. Shabeer Ullah (Member)
3. Mr. Basar Ali (Member)



KHUSHAL KHAN KHATTAK UNIVERSITY, KARAK
DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

Due to COVID-19, the Alumni Survey couldn't be done. The data of previous years is however is shared in the following list.

LIST OF ALUMNI

S.no	Name/Session	Batch	Name of Organization
1	Sadullah (Spring 2013-2015)	1 st	Daily Awami Dastak, Karak
2	Muhammad Ibrahim (Spring 2013-2015)	-	Daily Jang, Rawalpindi
3	Muhammad Sajid(Spring 2013-2015)	-	Channel24, Lahore
4	Akhtar Nawaz (Spring 2013-2015)	-	Daily Awami Dastak, Karak
5	Muhammad Sharif (Spring 2013-2015)	-	Freelance Photo- Journalist

6	Nayab Rizwan (Fall 2013-2015)	2nd	Capital TV, Peshawar
7	Javaid Khan (Fall 2013-2015)	-	Daily Karak Times, Karak
8	Ghulam Mustafa (Fall 2013-2015)	-	Daily Awami Dastak, Karak
9	Muhammad Zaheer (Fall 2013- 2015)	-	Daily Awami Dastak, Karak
10	Shahid Anwar (Fall 2013-2015)	-	Radio Pakistan, Peshawar
11	Muhammad Fahim (Fall 2013- 2015)	-	Radio Pakistan, Peshawar
12	Waqas Sarwar (Fall 2013-2015)	-	Capital TV, Islamabad
13	Sadiq Ameen (Fall 2013-2015)	-	Capital TV, Islamabad

14	Muhammad Junaid (Fall 2013-2015)	-	Daily Awami Dastak, Karak
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