

# *Khushal Khan Khattak University, Karak, Pakistan*



## **SELF ASSESSMENT REPORT**

**Fall-2024**

**Department of Communication & Media Studies**

**Prepared by:**

- |                              |                |
|------------------------------|----------------|
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## **Executive Summary**

Department of Communication and Media Studies (CMS) is one of the departments that was established at the very onset, when the Khushal Khan Khattak University, Karak was commissioned back in 2012.

Major objectives of the CMS department are to prepare and equip students with modern tendencies in the field of communication and media, both theoretically and practically to be able to contribute toward society through sound professional practices.

The department offers programs which are helpful to students in learning and gaining experience in the field of communication and media studies. It offers BS program at under graduate level and M.Phil. program at graduate level. Every year as per University admission schedule admissions are announced in department and due to scope of this discipline attract a good intake of students.

The curriculum was designed by the faculty members of the department and were shared with the members of the board of studies having diverse background in the field of Communication and media studies. Keeping in view emerging trends, requirements and widening scope of the discipline, the CMS department resort to update curriculum from time to time and the latest board of studies was done in 2023. The department conducts examination and carries out academic activities as per schedule according to the academic calendar of the university.

Currently the department execute all the curricular and extra-curricular activities with the help of department staffers including two Assistant Professors and Five regular lecturers, along with ministerial staff. The department hosts two class rooms, one Media Lab and an FM Radio Station for student's academic growth.

Institutional facilities are sufficient in the form of Faculty offices, labs and other infrastructure, however there are some requirements of the department which are hopefully in line for upcoming projects.

# 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**

<b>S. #</b>	<b>Objective</b>	<b>How Measured</b>	<b>When Measured</b>	<b>Improvement Identified</b>	<b>Improvement Made</b>
1	<ul style="list-style-type: none"> <li>To produce graduates with sound theoretical knowledge in Mass Communication &amp; Media Studies preparing them to be leaders in media and communication careers.</li> </ul>	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"> <li>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.</li> </ul>	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"> <li>To equip the budding journalists with</li> </ul>	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**

<b>Program Objectives</b>	<b>Program Outcomes</b>			
	<b>Develop Communication skills</b>	<b>Develop Digital skills</b>	<b>Develop Practical Skills</b>	<b>Develop Research Skills</b>
<b>Education</b>	+++	++	++	++
<b>Communication Skills</b>	++	+++	+++	++
<b>Digital Skills</b>	++	+	+	
<b>Research Projects</b>	+	++		+

+ = 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-2023:

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

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.

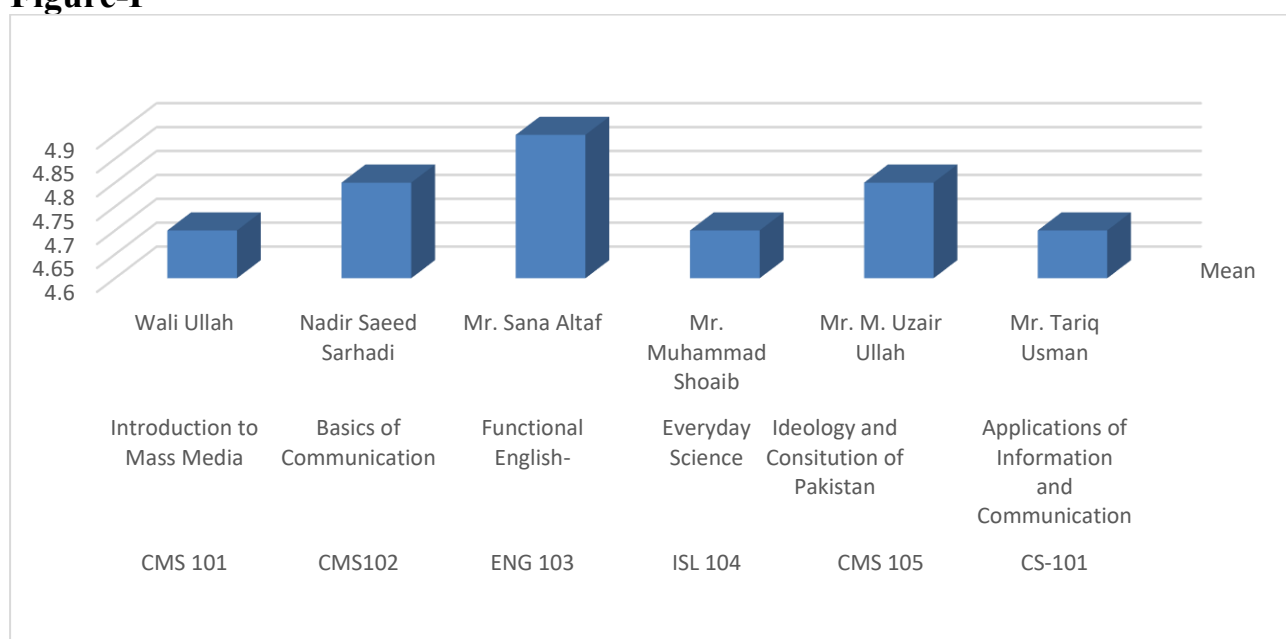
The results were compiled from the proforma-10 and the outcome is graphically presented in Figs as under:

## Courses and Teachers Evaluation Survey

### Annexure A CMS Semester-I

Course Code	Course Title	Instructor	Mean
CMS 101	Introduction to Mass Media	Mr. Wali Ullah	4.7
CMS102	Basics of Communication	Mr. Nadir Saeed Sarhadi	4.8
ENG 103	Functional English-	Mr. Sana Altaf	4.9
ISL 104	Everyday Science	Mr. Muhammad Shoaib	4.7
CMS 105	Ideology and Consitution of Pakistan	Mr. M. Uzair Ullah	4.8
CS-101	Applications of Information and Communication	Mr. Tariq Usman	4.7

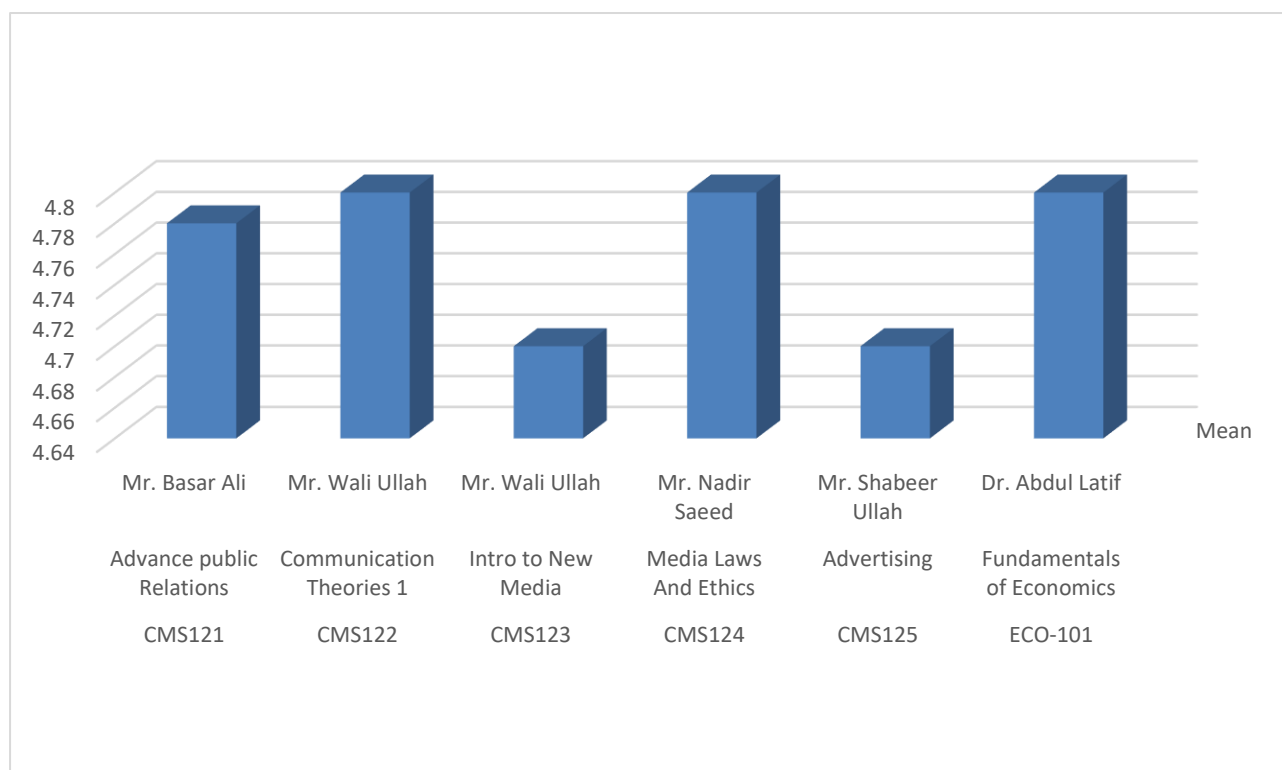
Figure-I



## CMS Semester- V

Course Code	Course Title	Instructor	Mean	Mean
CMS121	Advance public Relations	Mr. Basar Ali	4.78	4.78
CMS122	Communication Theories 1	Mr. Wali Ullah	4.8	4.8
CMS123	Intro to New Media	Mr. Wali Ullah	4.7	4.7
CMS124	Media Laws And Ethics	Mr. Nadir Saeed	4.8	4.8
CMS125	Advertising	Mr. Shabeer Ullah	4.7	4.7
ECO-101	Fundamentals of Economics	Dr. Abdul Latif	4.8	4.8

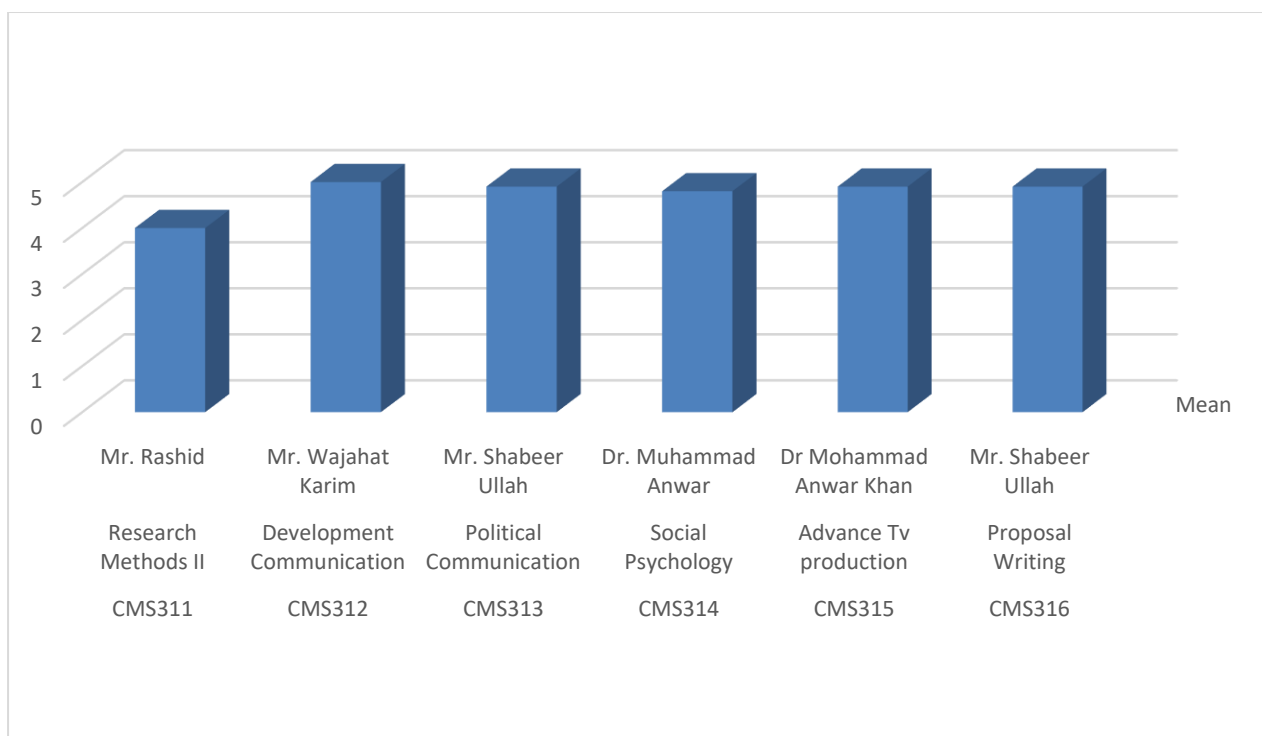
Figure –II



## CMS Semester- VII

Course Code	Course Title	Instructor	Mean
CMS311	Research Methods II	Mr. Rashid	4
CMS312	Development Communication	Mr. Wajahat Karim	5
CMS313	Political Communication	Mr. Shabeer Ullah	4.9
CMS314	Social Psychology	Dr. Muhammad Anwar	4.8
CMS315	Advance Tv production	Dr Mohammad Anwar Khan	4.9
CMS316	Proposal Writing	Mr. Shabeer Ullah	4.9

**Figure - III**



**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**

<b>Faculty</b>	<b>Publications in Journals</b>
Dr. Muhammad Anwar	16
Mr. Wajahat Karim	09
Mr. Shabeer Ullah	08
Dr. Abdur Rauf	05
Total	37

### **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 PhD programs are also in the process and will soon be launched after fulfilling all codal formalities.

### **Quantitative Assessment of the Department (Last 4 years)**

<b>Sr. #</b>	<b>Particular</b>	<b>No.</b>	<b>Remarks</b>
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; M.Phil and BS (Hons) in CMS.

### 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.

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	-
<b>Total Credit Hours</b>			<b>15</b>	

#### 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	-
<b>Total Credit Hours</b>			<b>15</b>	

#### 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	
<b>Total credit hours</b>			<b>17</b>	

#### 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	-
<b>Total credit hours</b>			<b>15</b>	

#### 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	-
<b>Total credit hours</b>			<b>17</b>	

#### 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	-
<b>Total credit hours</b>			<b>16</b>	

**SEMESTER VII**

<b>S. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Credit Hours</b>	<b>Remarks</b>
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	-
<b>Total credit hours</b>			<b>17</b>	

**SEMESTER VIII**

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

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

**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**

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

<b>Solution Designs</b>	<b>CMS 314</b>	Social Psychology
	<b>CMS 532</b>	Public Relations
	<b>CMS 533</b>	Development Communication
	<b>CMS 524</b>	Advertising
	<b>CMS 501</b>	Functional English
	<b>CMS 504</b>	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 equipment's 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 library 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:**

<b><u>Marks % age /Letter grades</u></b>	<b><u>Grade point</u></b>	
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.Phil two 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 six 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 was carried out in November, 2023 in which courses were updated as per the new undergraduate policy of HEC-2023 and also keeping in view the emerging trends and scope of the discipline.

### **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-aired and programs are produced.

### **Study Tours:**

Every year study tours are arranged for the enrolled students in the CMS department to afford them practical exposure of various media industries. Study tours are approved and students are taken to different media organizations, under the supervision of faculty members, for first-hand experience. Some of the study tours which were earlier conducted includes visits to media hubs (TV Channels, Dawn and Waqt television channels and newspapers Daily Nawa-i-Waqt and The Nation, Islamabad and also visited to NNI News agency) back in 2014, 2015 and 2016 respectively. In 2017 and in 2022, the department also arranged a study tour to Lahore, a hub of both print and electronic media, for the students of CMS discipline. The students also get exposure of study tour to Swat in 2024.

## Annexures-1 Faculty Resume

1.

### Proforma: 9 Faculty Resume

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

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

**Proforma: 9****Faculty Resume**

<b>Name</b>	<i>Wajahat Karim,</i>
<b>Personal</b>	<i>Assistant Professor Communication and Media Studies Khushal Khan Khattak University, Karak H#04, St#04, Model Town, Dera Ismail Khan Cell No. 03327228172 E-mail: <a href="mailto:wajahat.kareem@gmail.com">wajahat.kareem@gmail.com</a></i>
<b>Experience</b>	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
<b>Honor and Awards</b>	Stood <b>Second (silver medalist)</b> amongst M.Sc. Journalism & Mass Communication  Stood <b>First</b> in the college amongst successful candidates in BA annual examinations (2006)
<b>Memberships</b>	<i>Staff Proctor (Member proctorial Board) Trainer Badminton varsity team</i>
<b>Graduate Students</b> <b>Postdocs</b> <b>Undergraduate Students</b>	2011-2016 MA & BS (Hons) Above 40  NA.
<b>Service Activity</b>	Career Counseling of Students

<b>Brief Statement of Research Interest</b>	<p><b>AREA OF EXPERTISE</b></p> <p>Mass Media Regulation, Role of Communication in Development and Social Change and ICTs are my areas of interest</p>
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<b>Publications</b>	<b>Research Publications</b>
	<ul style="list-style-type: none"> <li>• Ali SR, Abdullah, Hidayatullah, <b>Karim W</b> (2014) Child Trafficking: The Exploitative Aspect of Pakhtun Culture, ISSN 1019-8180 Vol. 30 (02) December, 2014 Available at:<a href="http://www.gu.edu.pk/New/GUJR/PRevious%20Iss ues/December2014.html">http://www.gu.edu.pk/New/GUJR/PRevious%20Iss ues/December2014.html</a> (HEC <b>RECOGNIZED</b>)</li> <li>• Akbar W, Jan M, <b>Karim W</b> 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:<a href="http://www.gu.edu.pk/New/GUJR/PRevious%20Iss ues/December2014.html">http://www.gu.edu.pk/New/GUJR/PRevious%20Iss ues/December2014.html</a> (HEC <b>RECOGNIZED</b>)</li> <li>• Ali SR, Abdullah, Hidayatullah, <b>Karim W</b>, 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: <a href="http://www.gu.edu.pk/New/GUJR/GUJR.html">http://www.gu.edu.pk/New/GUJR/GUJR.html</a>(HEC <b>RECOGNIZED</b>)</li> <li>• Jan M, Sultan K, <b>Karim W</b> (2012) Media and Communication Technology: An Analytical Study of Internet community in Pakistan, The International Journal's Research Journal of Science &amp; IT Management, ISSN: 2251-1563 RJSITM VOI:01, No.10, 34-41 available at:<a href="https://www.theinternationaljournal.org/ojs/index.php?journal=rjitsm&amp;page=article&amp;op=view&amp;path%5B%5D">https://www.theinternationaljournal.org/ojs/index.php?journal=rjitsm&amp;page=article&amp;op=view&amp;path%5B%5D</a></li> <li>• Jan M, Sultan K, <b>Karim W</b> (2012) Effects of</li> </ul>

	<p>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>
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	<p>155, Available at:<a href="http://www.ajmse.leena-luna.co.jp/ajmsevol1n2.php">http://www.ajmse.leena-luna.co.jp/ajmsevol1n2.php</a></p> <ul style="list-style-type: none"> <li>• Muhammad N, Omer F, Imran, Akbar W, <b>Karim W</b> (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: <a href="http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/Vol28-Issue2-Dec-2012.html">http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/Vol28-Issue2-Dec-2012.html</a>(<b>HEC RECOGNIZED</b>)</li> <li>• Akbar W, <b>Karim W</b>, 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: <a href="http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/Vol28-Issue1-June-2012.html">http://www.gu.edu.pk/New/GUJR/PRevious%20Issues/Vol28-Issue1-June-2012.html</a>(<b>HEC RECOGNIZED</b>)</li> <li>• Akbar W, <b>Karim W</b> (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: <a href="http://www.gu.edu.pk/N/GUJR/PRevious%20Issues/Dec-2011.html">http://www.gu.edu.pk/N/GUJR/PRevious%20Issues/Dec-2011.html</a>(<b>HEC RECOGNIZED</b>)</li> </ul>
<i>Research Grants and Contracts</i>	Nil
<i>Other Research or Creative Accomplishments</i>	NIL
<i>Selected</i>	NIL

<i>Profession al Presentat ion</i>	
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**Proforma: 9****Faculty Resume**

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

<b>Brief Statement of Research Interest</b>	Broadcast Journalism, Radio, Documentary Film Making
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<i><b>Publications</b></i>	<b>NIL</b>
<i><b>Research Grants and Contracts.</b></i>	NIL
<i><b>Other Research or Creative Accomplishments</b></i>	NIL
<i><b>Selected Professional Presentation</b></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 PRO with Safe Life Security Agency (SLSA) 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 Ex Member of Academic Council Ex Member of Board of Trustees
Graduate Students Postdocs Undergraduate Students	22
Service Activity	Nil

<i>Brief Statement of Research Interest</i>	Interest in the field of Political Communication, Social and Public important Issues
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<i>Publications</i>	07
<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

<b>Name</b>	<i>Basar Ali</i>
<b>Personal</b>	<i>Kheshgi Payan, Nowshera. Cell: 03348911646 Email: basarali2002@gmail.com N.I.C:14202-8886781-1</i>
<b>Experience</b>	Lecturer Khushal Khan Khattak University Sub Editor, The Express Tribune Lecturer Sarhad University, Peshawar
<b>Honor and Awards</b>	NIL
<b>Memberships</b>	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

<b>Graduate Students Postdocs Undergraduate Students</b>	NIL

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

**Proforma: 9****Faculty Resume**

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

<b>Brief Statement of Research Interest</b>	<b>AREA OF EXPERTISE</b> <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



**Address** : Dr. Abdur Rauf, Lecturer, Department of-  
Communication and Media Studies,  
Khushal Khan Khattak University,  
Karak. Khyber Pakhtunkhwa- Pakistan

**Mobile No.** : +92 333 933 9881

**E-mail** : abdurraufkhattak@gmail.com

### EDUCATION:

- **Ph.D. in Media Studies from The Islamia University of Bahawalpur (Pakistan)**
- **M.Phil. in Media Studies from The Islamia University of Bahawalpur (Pakistan)**
- **M.Sc. Journalism and Mass Communication from Gomal University Dera Ismail Khan (Pakistan)**

### EXPERIENCE:

- Faculty member (Lecturer BPS-18) at the Department of Communication and Media Studies, Khushal Khan Khattak University Karak- Pakistan, since November 24, 2015- till date.
- Communication Officer (BPS-17) at the Right to Information Commission, Government of Khyber Pakhtunkhwa- Pakistan, (April 23, 2014-October 13, 2015).
- Staff Reporter at daily The Express Tribune (publishing partner of the international Herald Tribune) at its Peshawar office- Pakistan, (May 13, 2012-December 17, 2014).
- Pakistan Today at its Peshawar Bureau- Pakistan as a Staff Reporter (July 15, 2011- May 12, 2012).
- The Nation, Peshawar Bureau- Pakistan, as a staff reporter (August 01, 2005 till July 14, 2011).

#### **ACCOMPLISHMENTS:**

- Academic activities, Research conduction, Supervising research students, twice remained member of Academic Council (3 years each tenure) of the Khushal Khan Khattak University Karak (KKKUK) – Pakistan.
- Remained team member for Self-Assessment Reports of the Directorate of Quality Assurance at KKKUK- Pakistan, Assisting Exam Coordination on the behalf of the Communication & Media Studies Department with the Controller of Examinations at KKKUK.
- M.Phil. Program Coordinator and Member, Graduate Studies Committee for the department of Communication & Media Studies KKKUK.
- Conducted workshops, seminars and awareness sessions along with communication activities as a communication officer at the ‘Right to Information Commission, Government of Khyber Pakhtunkhwa- Pakistan, for the successful implementation of Right to Information Act-2013 in the country.
- Writing news stories, analysis and feature stories on wide range of issues of national, international as well as public importance including Politics, humanitarian issues, and security. Attends workshops, training sessions and seminars on wide range of topics.
- Undertaken special tasks in extreme situations like devastating floods in Khyber Pakhtunkhwa, military operations in various regions including FATA and covering issues of Internally Displaced Persons in the wake of militancy in certain parts of the province and tribal areas of the country.
  - Winner of AGAHI Awards 2013, the first of journalist awards in the country (Pakistan) in the category of reporting on Institutions.
  - Training on English for Academic |Purposes by HEC (Learning and Innovation Divison)
  - Certificate awarded by Provincial Health Department-KP, UNICEF and WHO on active contribution/participation in Communication activities of Expanded Program on Immunization (EPI) and Polio Eradication Initiative (PEI).
  - Certificate awarded by International Committee of The Red Cross (ICRC) and Pakistan Red Crescent Society (PRCS) for completing Basic First Aid to The Injured Without CPR training course.
  - Shield awarded by Khyber Pakhtunkhwa Chamber of Commerce and Industry (KPCCI) for best coverage of trade activities/issues.

- Certificate awarded for active participation and valued contribution in an interactive workshop on **Rethinking Journalism** for journalists and analysts covering health beats and developments, organized by UNICEF.
- Certificate awarded by Safety and Investigation Board, Pakistan Civil Aviation Authority for attending a seminar on **Aircraft Accident Investigation for Media Personnel**.
- Certificate awarded for completing training program on **Countering Women Trafficking- Session with Media**; organized by CAMP with cooperation of DFID and UNDP.
- Certificate awarded for completing three days ‘**Effective Journalism Training**’ organized by Internews Network, Pakistan.
- Certificate awarded on completion of 2 days workshop on ‘**Understanding Hard Line Attitude Towards Female Education**’ in specific region of Khyber- Pakhtunkhwa, organized by Gender in Education Policy Support Project NWFP with the cooperation of DFID and UNICEF.
- Certificate on completion of 3 days seminar on ‘**Gender and Media**’ organized by Rozan (NGO).
- Certificate on completion of 2 days refresher on ‘**Gender and Media**’ organized by Rozan (NGO).
- Certificate on completion of 2 days capacity building workshop on child rights organized by Children Complaint Office, Federal Ombudsman Secretariat-Islamabad.
- Certificate awarded for attending 2 days training program on countering women trafficking organized by CAMP in collaboration with DFID and UNDP.
- Certificate on completion of 3 days effective journalism training organized by Internews Network Pakistan.
- Certificate awarded for attending 3 days workshop on conflict reporting and journalist’s safety training, organized by Intermedia Network Pakistan.
- Certificate awarded for 3 days journalism training in environmental reporting organized by Internews Network Pakistan.
- Certificate for attending 2 days basic computer training organized by Internews Network Pakistan.

#### **PROFESSIONAL STRENGTHS:**

- Research skills, writing news stories, Feature writing; working independently; sourcing relevant story ideas.
- Excellent writing, editing and proofreading skills.
- Thorough knowledge of both print and broadcast news media.
- Deep knowledge of social networking tools.
- Study and proofread documents in English, Urdu and Pashto. Translate technical documents from English to Urdu and Pashto and vice versa.
- Simplify technical language and express them in complete layman’s terms.
- Develop text/scripts for print, radio and TV public service messages.

- **Develop documents/information products from any given set of sources/materials.**
- **Understand idiom usage in both English, Urdu and Pashto and find the most appropriate word/phrase to preserve the sense of the message being communicated as much as possible.**
- **Strong writing, verbal, spelling, grammar, proofreading, and research skills.**
- **Ability to read, interpret and assimilate a variety of complex written materials.**
- **Fully aware of all current laws and regulations relating to journalism.**
- **Highly competent in conducting online research.**
- **Ability to work independently and pays attention to details.**
- **In-depth knowledge of clerical procedures and maintaining records.**
- **Possess excellent writing, analytical and communication skills.**
- **Possess strong organizational and management skills.**
- **Ability to handle multiple tasks and work under pressure.**
- **Independently sourcing and researching stories; developing contacts; taking photographs; working with respect to a foreign culture.**
- **Good command on Pashto (Maternal language), English and Urdu.**
- **Proficient in Microsoft Office.**
- **Excellent public relation with government departments, private sector and media organizations.**

#### **MEMBERSHIPS:**

**Remained member of Khyber Union of Journalists (KhUJ) and the Peshawar-Press Club (PPC), journalists' bodies working for promotion, safety and better Working environment for media persons in the country (Pakistan).**

#### **LANGUAGE PROFICIENCY:**

**Pashto (mother tongue)**  
**English (Excellent)**  
**Urdu (Excellent)**

**References:**

(1) **Wajahat Karim,**  
**Assistant Professor,**  
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### **Program Team Members**

- 1. Mr.Shabeer Ullah (Focal Person)**
- 2. Mr. Basar Ali (Member)**
- 3. Dr Mohammad Anwar (Member)**



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

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The data of alumni is shared in the following list.

**LIST OF ALUMNI**

<b>S.no</b>	<b>Name/Session</b>	<b>Batch</b>	<b>Name of Organization</b>
1	Sadullah (Spring 2013-2015)	1 <sup>st</sup>	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)	2 <sup>nd</sup>	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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