



## PROFORMA FOR QUALITY ENHANCEMENT CELL'S WEBSITE

All the Teaching Departments/ Institutes/ Centers of the University of Karachi are requested to provide the following information to the Quality Enhancement Cell for uploading it on its website.

A. Name of the Department/ Institute/ Center :- Department of Mass Communication.

B. Mission of the Departments/ Institute/ Center:-

The mission of the department is to teach students to think critically and creatively while preparing them for careers in journalism and related fields.

C. Mission Statement of the Programme

1. BS: \_\_\_\_\_

2. MS: It particularly aims at promoting media research and preparing competent persons for teaching Mass Communication/ Journalism and holding administrative jobs in the field of mass communication.

3. Ph.D: This program is aimed at integrating communication theory and research methodology into two phases of scientific inquiry i.e. building theory and conducting scientific research.

D. Objectives of the Programme

1. BS: (1) Appreciate the value of freedom of expression and its importance in society.

(2) Be able to critically analyze mass media.

(3) Have an ethical frame work for the practice of journalism and mass communication.

(4) Apply tools and technologies appropriate for the communication profession in which they work.

2. MS : (1) Demonstrate an understanding of how communication organization functions and important management issues they face.

(2) Demonstrate an understanding of the impact of changing media technologies on society.

3. Ph.D: (1) Demonstrate and understanding of the importance of research

(2) Adding new knowledge and ability to employ research techniques for analysis and interpretation.

(3) Conduct research and evaluate information by using research methods appropriate to the communication profession.

(4) Apply basic numerical and statistical concepts.

**E. The outcomes of programme i.e. the attributes the student will acquire after successful completion of the courses of studies and research degrees**

1. **BS:** After completion of the 4 years BS Degree in Mass Communication, student will be able to get responsible position in the media industry. He/she will be equipped with necessary skills required in reporting, editing and production in both print & electronic media. He/ she will have sufficient knowledge and vision to work with persuasive communication industry like advertising & Public relations. Student will have a necessary grounding for media research.
2. **MS:** Student will have a thorough knowledge of media industry and research. A sound knowledge of historical evolution of social research methods and research relating to media industry. He/ she will be able to initiate any media research project. Student can be engaged in high education and research.
3. **Ph.D:-** Graduate will acquire intellect in the field of media education research. He/she can be able to independently supervise high value research and can contribute valuable research to enrich the field of media research and communication studies. He/she can be able to manage and organize a research discipline.

**F. Semester wise Courses (syllabus) for BS, MS & Ph.D. Not Applicable**

**G. Names, qualifications and designations of the faculty members**

Name	Qualification	Designation
Dr. Rafia Taj	Ph.D	Associate Professor
Dr. Tahir Masood	Ph.D	Professor
Dr. Mahmood Ghaznavi	Ph.D	Professor
Madam Samina Qureshi	M.A	Assistant Professor
Madam Fouzia Naz	M.A.	Assistant Professor
Madam Sadia Mahmood	M.A.	Lecturer
Dr. Fouzia Jaffri	Ph.D	Professor