



THE MEDIA REVIEW

FALL - 2025
ISSUE - 1

A biannual chronicle of the
Department of Media Studies
Bahria Humanities & Social Sciences School

BAHRIA UNIVERSITY

Shangrilla Road, E-8, Islamabad
www.bahria.edu.pk



What's Inside

01 Ediotr's Note	02 Campus Roundup			
03 Meet The Faculty	04 Wall of Honor			
	05 Research & Innovation	06 Students' Work		
	07 Alumni Spotlight	08 Media Fest F'25		
09 Guest Lectures & Expert Talks	10 Global Partnerships	11 Faculty Milestones	12 Industry Engagements	
	13 Community Outreach & Social Responsibility	14 Newly Released		



EDITOR'S NOTE



It is a pleasure to welcome you to the first ever issue of The Media Review, the official newsletter of the Department of Media Studies, Bahria University Islamabad. This newsletter represents our commitment to academic excellence, critical thinking, and creative engagement with contemporary media practices. It serves as a platform to highlight departmental activities, faculty scholarship, and student achievements, while fostering a culture of dialogue and intellectual growth. I commend the efforts of the editorial team, faculty, and students who have contributed to this initiative. Their dedication reflects the collaborative spirit of our department.

I look forward to seeing The Media Review grow as a meaningful forum for ideas, reflection, and academic expression in the years to come.

Dr. Farrukh Shahzad
Patron-in-Chief



The Media Review represents an aspiration I had carried for a long time, one that has finally taken shape and brings me great satisfaction. This inaugural issue documents the intellectual, creative, and professional life of the Department of Media Studies, bringing together teaching practices, student work, research, and industry engagement.

Developed as an in-house academic initiative, the newsletter aims to thoughtfully record our departmental journey while strengthening our scholarly identity. I am grateful to the faculty and students whose contributions made this first edition possible, and I look forward to seeing The Media Review grow as a lasting academic archive.

Dr. Abid Ali Butt
Editor-in-Chief

CAMPUS ROUNDUP



ABID HAMEED HI (M)

**VICE ADMIRAL
RECTOR, BAHRIA UNIVERSITY**



Bahria University welcomed Vice Admiral Abid Hameed HI(M) as its new Rector, ushering in a new phase of growth and academic excellence.

Commissioned into the Pakistan Navy in 1988, he brings a distinguished career with strong academic and professional credentials, including degrees from PNEC Karachi, Pakistan Navy War College Lahore, NDU Islamabad, and a Master's in Advanced Metallurgy from the University of Sheffield, UK.



The Director General Islamabad Campus Naeem Sarwar SI (M), participated in the 5th International Conference on Media Science and Digital Communication, titled "Media and Communication in a World Reimagined," held in The International Institute of Knowledge Management (TIIKM) on 20-21 November 2025 in Bangkok, Thailand Where he also signed an MOU between BUIC & TIIKM.



Naeem Sarwar SI (M)
DG
ISLAMABAD CAMPUS

CAMPUS ROUNDUP



Prof. Dr. Adam Saud

PRINCIPAL
BAHRIA HUMANITIES & SOCIAL
SCIENCES SCHOOL



Prof. Dr. Adam Saud presented his research titled "Reimagining the Muslim World: The Strategic Promise of the D-8 in a Multipolar Future" at the international Anadolu Symposium of Academic Studies held in Ankara, Türkiye from 12–14 December. He also chaired a key session at the conference, which brought together around 40 experts from 17 countries.

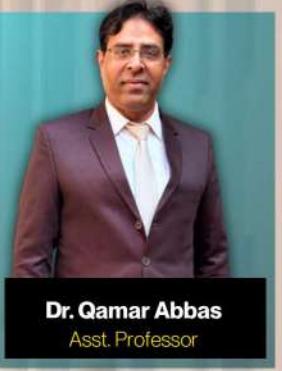
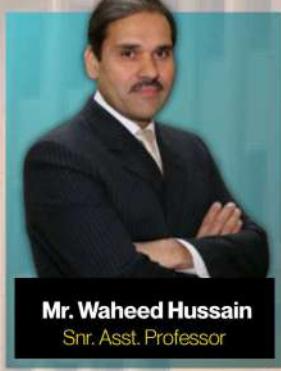


Dr. Farrukh Shahzad delivered an expert lecture on Fake News and Disinformation in the Digital Media Landscape at INTI International University, Malaysia, focusing on the dynamics of digital misinformation, its platform-driven amplification, and the challenges posed to media credibility and public trust. The session engaged students and faculty in critical discussions on verification practices, ethical responsibilities, and the role of media literacy in countering disinformation.



Dr. Farrukh Shahzad
HOD
MEDIA STUDIES

Meet the Faculty



Wall of Honor

Celebrating Excellence, Recognizing Achievement

Saffi Bin Muneeb

BS Media 8th Sem



Shahla Riaz

PhD Scholar



Fiona Shakeel

BS Media 7th Sem



Waseem Akram

MS Scholar



Saffi Bin Muneeb,
8th semester
student of the
Department of
Media Studies at
Bahria University,
emerged as a
winner of the
nationwide Mad
for Films
competition,
powered by Sony
and Tapmad.

Shahla Riaz
received Best Oral
Presentation
Award at the 2025
ANPOR-APCA
Annual
Conference, held
at Southeast
Bangkok
University,
Bangkok,
Thailand.

Fiona Shakeel was
elected as the
president of
AIESEC Islamabad
, a global platform
for young people
to explore and
develop their
leadership
potential.

Waseem Akram
received Best Oral
Presentation
Award at the 2025
ANPOR-APCA
Annual
Conference, held
at Southeast
Bangkok
University,
Bangkok,
Thailand.

Research & Innovation

More than **40 research papers** were published by the faculty members in Fall 2025 in prominent national and international research journals , along with presentations in several international conferences with a selection highlighted here to showcase key scholarly contributions.



Analyzing Hateful Comments against Journalists on X in Pakistan.

Dr. Shabbir Hussain

01

02

Gaming genres and competitiveness in Pakistani adolescents: Examining the link to internet gaming disorder.

Dr. Abid Ali Butt



Encoding for Topic Modeling: Comparing Quality of Encoding Models for Topic Mining in Unstructured Textual Data.

Dr. Mohsin Hassan Khan

03

04

Journalistic perspectives on cross-border peace journalism between Pakistan and Afghanistan.

Dr. Intekhab Ahmed



Research & Innovation



Analyzing the influence of religious and cultural factors on climate reporting in Pakistan.

Dr. Farrukh Shahzad

05

06

Journalism in Chains: A Field Theory Approach to Understanding the Lived Experiences of Afghan Journalists.

Dr. Shabbir Hussain



Media Priorities and Decision Making in Climate Change Coverage: Exploring the Journalistic Perspective.

Dr. Abdul Basit

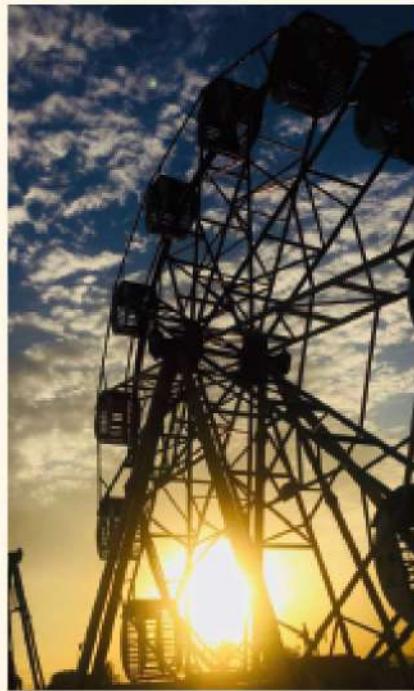
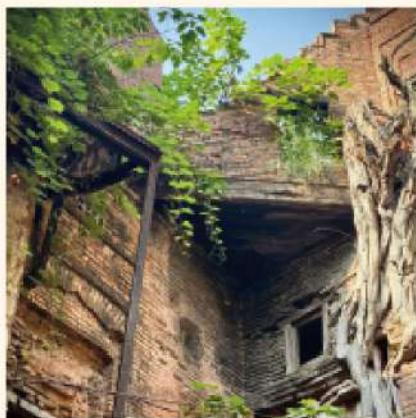
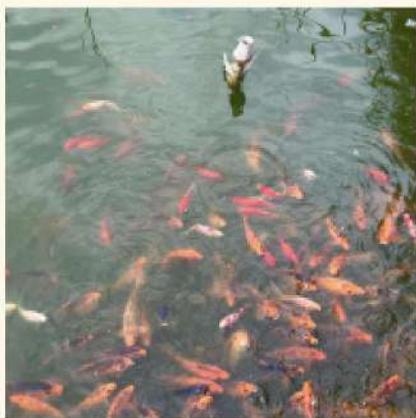
07

08

Online Harassment and Trolling of Political Journalists in Pakistan

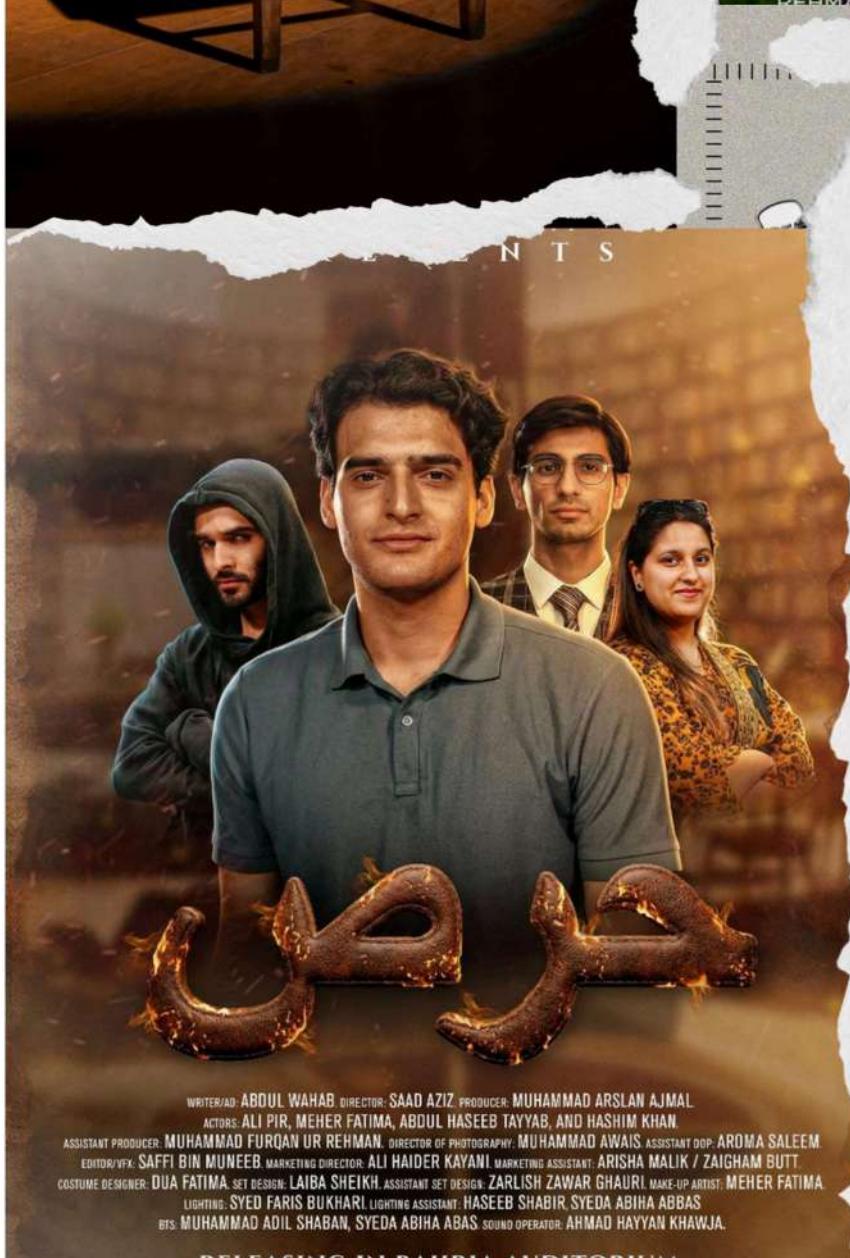
Dr. Shabbir Hussain





This section highlights the academic and creative work of our students, reflecting their critical thinking, research skills, and creative expression developed through coursework and practical projects.

STUDENTS' WORK





Our alumni continue to excel across diverse professional arenas, from newsrooms and production houses to digital marketing and creative startups. Their achievements reflect the adaptability, skill, and industry readiness cultivated during their time in the Department of Media Studies.



Esha Rehan
Morning Show Host at PTV

Burhan Raza
CEO/ ON-Point Solutions

M. Basim Mir
Assistant Manager Marketing NCAI

Mehr Ali Shah

News Anchor at
Hum News



Natalia Baqir

Anchor at PTV



Qambar Zaidi

Anchor at
GTV



Mughees Haider

Anchor at ABN
News



Amal Nadeem

Sports Journalist
at PTV World



Maryum Nawaz

Senior Reporter at
GEO News



Muhammad Ibtasam

Broadcaster at
PBC



Minahil Fatima

Anchorperson at
Pakistan Connect



2024



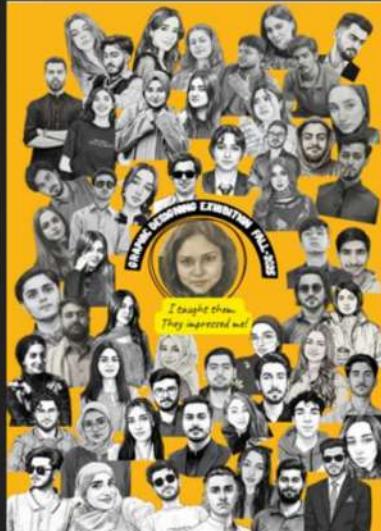
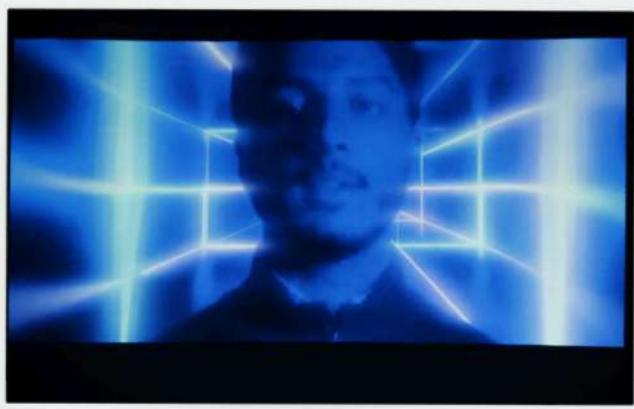
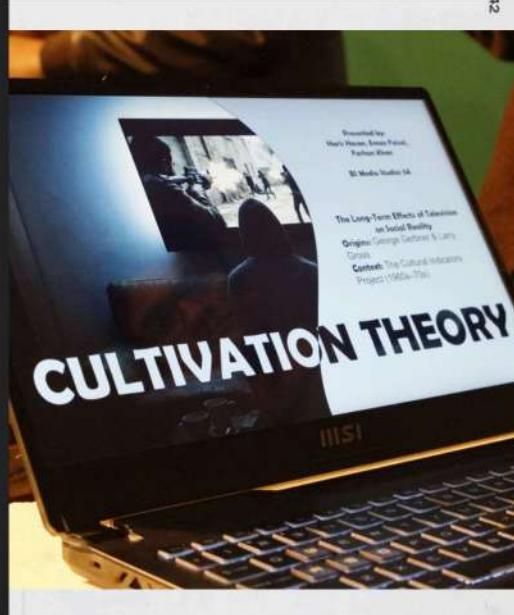
MEDIA FEST

CELEBRATION OF SUCCESS

2025

MEDIA FEST SERVES AS A CREATIVE SHOWCASE WHERE STUDENTS PRESENT THEIR FINAL PROJECTS, REFLECTING THEIR ACADEMIC LEARNING, TECHNICAL SKILLS, AND ARTISTIC EXPRESSION. THE EVENT HIGHLIGHTS INNOVATION, CRITICAL THINKING, AND THE PRACTICAL APPLICATION OF MEDIA CONCEPTS DEVELOPED THROUGHOUT THE SEMESTER.

MORE THAN 500 PROJECTS WERE DISPLAYED IN MEDIA FEST FALL - 2025



Guest Lectures & Expert Talks

Guest lectures and expert talks form an integral part of the learning culture in the Department of Media Studies. These sessions provide students with valuable exposure to industry practices, emerging trends, and real-world professional experiences beyond the classroom.

FOCUS

These expert talks are centered on bridging academic knowledge with industry realities. The discussions focus on contemporary media practices, emerging technologies, ethical challenges, and evolving professional standards, enabling students to develop critical understanding, practical insight, and informed perspectives on the media landscape.



Prof. Dr. Florian Meissner

Darmstadt University of Applied Sciences, Germany.

Risk Communication

Speaker

Dr. Sayyed Fawad Ali Shah

University of Auburn, USA

Identification of Research Topic & Problem Statement

Prof. Dr. Martin Löffelholz

Ilmenau University of Technology, Germany.

Integrating AI into the Classroom



GUEST LECTURES & EXPERT TALKS



DR. MICHEAL PRIELER
HALLYM
UNIVERSITY,
SOUTH KOREA

CONTENT ANALYSIS IN
MEDIA STUDIES RESEARCH



DR. DEANNA SELLNOW
CLEMSON
UNIVERSITY, USA

Grant Writing
Strategies



DR. TIMOTHY SELLNOW
CLEMSON
UNIVERSITY, USA

Grant Writing
Strategies



DR. AMISO GEORGE
TEXAS CHRISTIAN
UNIVERSITY USA

Crisis and Risk
Communication beyond
Western World



DR. PAVEL RODIN
UNIVERSITY OF
GOTHENBURG, SWEDEN

Crisis and Risk
Communication
beyond Western World



MR. IKRAM BARKAT
D.G. PEMRA

Technology Facilitated
Gender Based Violence



Bahria University ISB

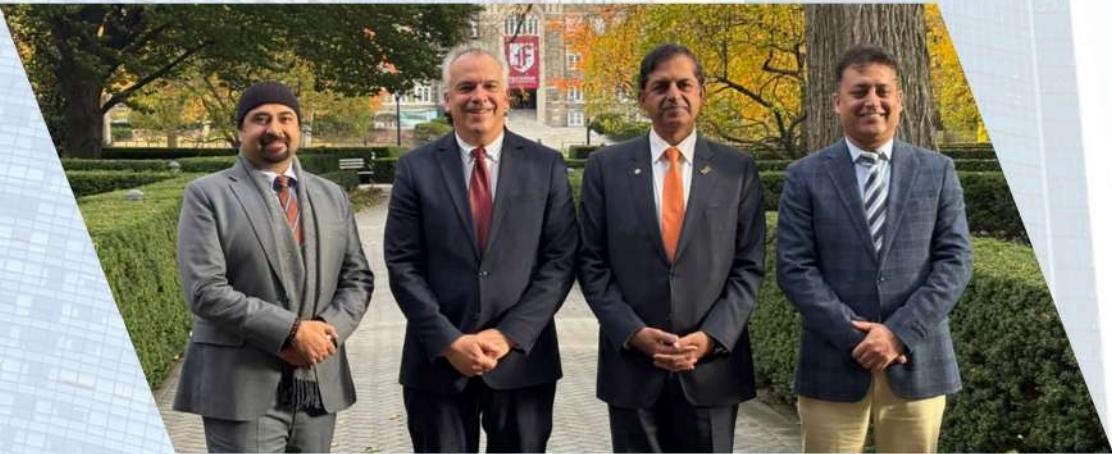
GLOBAL PARTNERSHIPS

In 2025, the Department of Media Studies at Bahria University significantly expanded its global footprint by engaging with and formalizing academic collaborations through MoUs with multiple reputed international universities, fostering international learning, research, and faculty exchange opportunities.



www.bahria.edu.pk

Fordham University, USA



Lewis University, USA



Clemson University, USA,



(TIIKM) Bangkok, Thailand



This section highlights the academic, professional, and research achievements of our faculty, reflecting their continued growth and contributions to the field of media studies.

Dr. Shabbir Hussain



Completed his Post Doc from Cardiff University , UK

Completed his doctoral research at Arizona State University, USA & earned his PhD with distinction, securing 7th consecutive gold medal



Dr. Abid Ali Butt

Dr. Farrukh Shahzad



Successfully completed Visiting Research Fellowship at INTI International University Malaysia



Dr. Tabinda Sadiq

Dr. Mohsin Hassan



Won "Bahria Distinguished Teaching Award"

**Faculty
Milestones**

Faculty Milestones

Dr. Komal Mehreen



Secured Postdoctoral Fellowship at the School of
Journalism and Communication, Anhui Normal
University, China

Dr. Qamar Abbas



Successfully completed Visiting Research
Fellowship at INTI International University
Malaysia

Dr. Intikhab Ahmed



Successfully completed Visiting Research
Fellowship at INTI International University
Malaysia

Dr. Abdul Basit



Served as keynote speaker in 1st
international conference on EDTECH

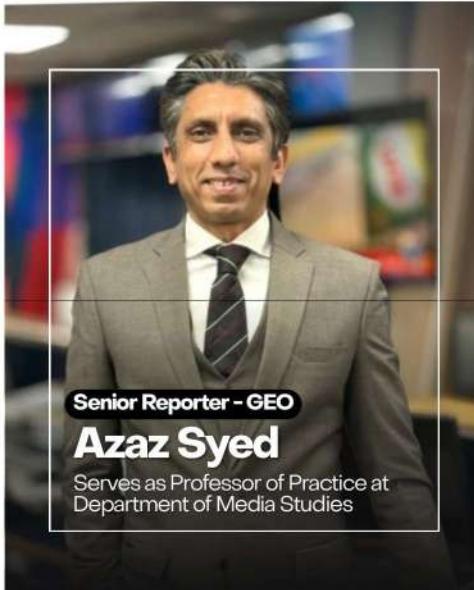
Muhammad Akram



Secured Prestigious IRSIP scholarship to pursue
his doctoral research in UK

Industry Engagements

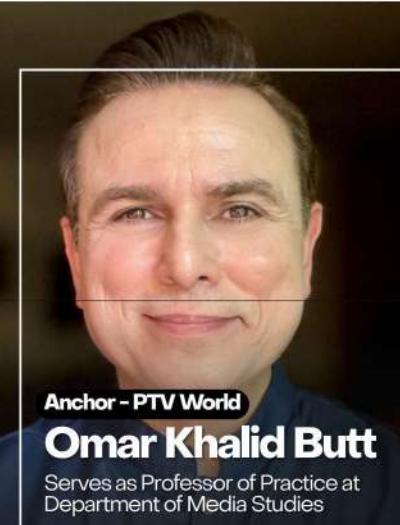
The Department of Media Studies maintains strong links with the media industry through regular collaborations, visits, and interactive sessions. Industry professionals from journalism, advertising, digital media, film, and broadcasting actively engage with our students by sharing practical insights and teaching real world skills.



Senior Reporter - GEO

Azaz Syed

Serves as Professor of Practice at Department of Media Studies



Anchor - PTV World

Omar Khalid Butt

Serves as Professor of Practice at Department of Media Studies



Veteran Artist

Syed Jamal Shah

observing the students' work on Media Fest 2025



Senior Journalist

Sarwar Munir Rao

Serves as Professor of Practice at Department of Media Studies



Senior Reporter at GEO News

Ayesha Rehman

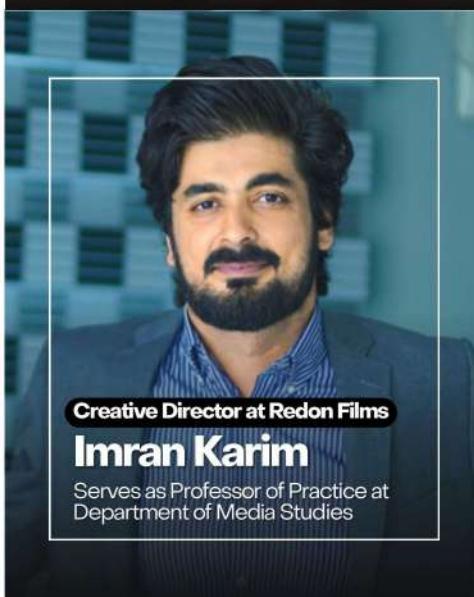
Serves as Professor of Practice at Department of Media Studies



Senior Anchorperson PTV

Syed Anwaar Ul Hassan

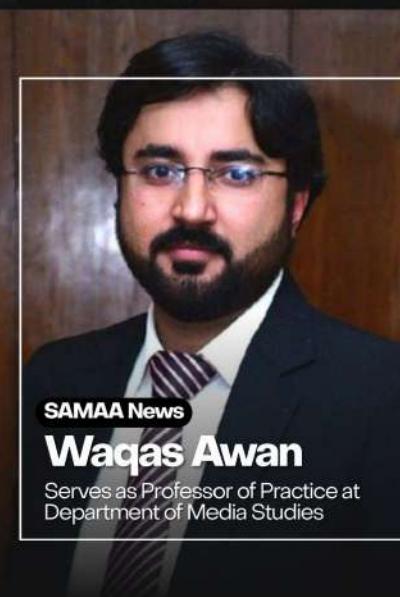
Serves as Professor of Practice at Department of Media Studies



Creative Director at Redon Films

Imran Karim

Serves as Professor of Practice at Department of Media Studies



SAMAA News

Waqas Awan

Serves as Professor of Practice at Department of Media Studies



Founder | Stardek Music Studios

Shaheer Shahid

Serves as Visiting Faculty Member at Department of Media Studies



COMMUNITY OUTREACH & SOCIAL RESPONSIBILITY

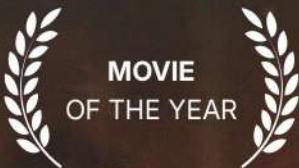
This section highlights how students actively engaged in community service and socially responsible initiatives throughout the semester, applying media skills for public good.

Students'
Productions

THEAUTEURSOCIETY
P R E S E N T S

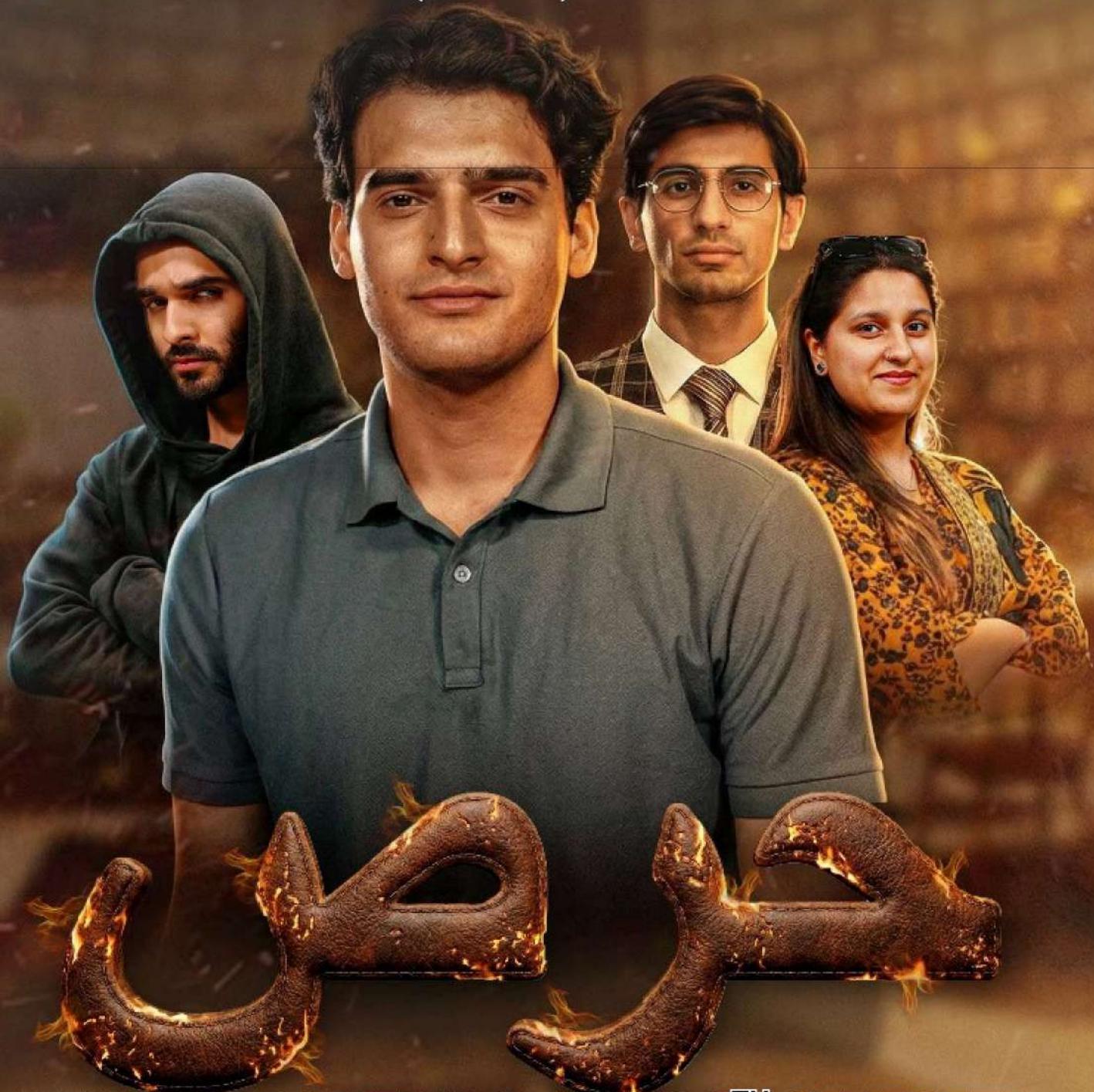
ALI
PIR

MEHR
FATIMA



ABDUL
HASEEB

HASHIM
KHAN



A FILM BY BS MEDIA STUDIES 8TH SEMESTER

WRITER/AD: ABDUL WAHAB. DIRECTOR: SAAD AZIZ. PRODUCER: MUHAMMAD ARSLAN AJMAL

ACTORS: ALI PIR, MEHER FATIMA, ABDUL HASEEB TAYYAB, AND HASHIM KHAN.

ASSISTANT PRODUCER: MUHAMMAD FURQAN UR REHMAN. DIRECTOR OF PHOTOGRAPHY: MUHAMMAD AWAIS. ASSISTANT DOP: AROMA SALEEM.

EDITOR/VFX: SAFFI BIN MUNEEB. MARKETING DIRECTOR: ALI HAIDER KAYANI. MARKETING ASSISTANT: ARISHA MALIK / ZAIGHAM BUTT.

COSTUME DESIGNER: DUA FATIMA. SET DESIGN: LAIBA SHEIKH. ASSISTANT SET DESIGN: ZARLISH ZAWAR GHOURI. MAKE-UP ARTIST: MEHER FATIMA.

LIGHTING: SYED FARIS BUKHARI. LIGHTING ASSISTANT: HASEEB SHABIR, SYEDA ABIHA ABBAS

BTS: MUHAMMAD ADIL SHABAN, SYEDA ABIHA ABBAS. SOUND OPERATOR: AHMAD HAYYAN KHAWJA.

RELEASING IN BAHRIA AUDITORIUM

RELEASED NOW

Project Mosaic is a fully student produced music album developed from scratch by Media Studies students, showcasing their creative and technical capabilities. The album brings together a rich blend of genres, ranging from rap and folk to ghazal and qawwali, reflecting cultural diversity, artistic experimentation, and collaborative storytelling through music.

PROJECT

Mosaic



NOW PLAYING ON SPOTIFY

01:10 ————— 04:10



PRODUCED BY:

BS MEDIA STUDIES 7TH SEMSTER

SUPERVISED BY:

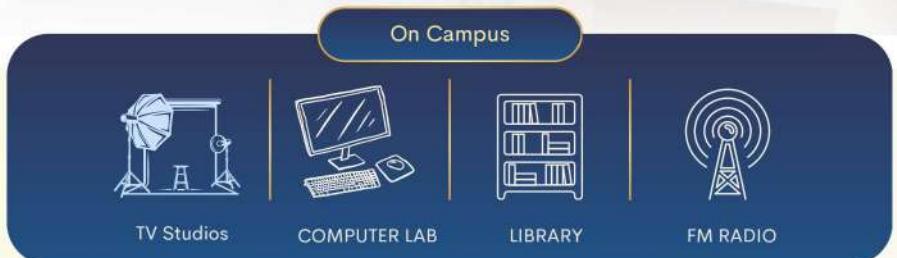
MR. GHULAM MAAZ & MR. SHAHEER

DECEMBER 21, 2025

DEPARTMENT OF MEDIA STUDIES

DEPARTMENT OF MEDIA STUDIES

AT A GLANCE



PROGRAMS OFFERED

- ✓ PHD MEDIA STUDIES
- ✓ MS MEDIA STUDIES
- ✓ BS TV BROADCASTING & DIGITAL MEDIA
- ✓ BS MEDIA STUDIES



**Admissions
Open**



bahriahumanities&socialsciencesschool



bahriahumanities&socialsciencesschool



+92-51-9260002 EXT 1515



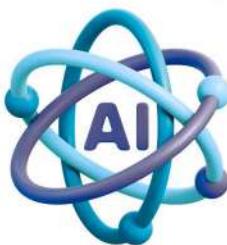
instagram.com/bh3sbuc

MEDIA STUDIES , BUIC

NEW SPECIALIZATIONS
COMING
Soon



Theater and Film Studies



AI, Data and Computational
Journalism



Social Media Studies



Development
Communication



Visual & Performing Arts



Faculty Photo - Department of Media Studies, BUIC



E-8 Campus ISB



H-11 Campus ISB



LHR Campus



Karachi Campus

Conceptualized, Compiled & Curated by Dr. Abid Ali Butt
 For queries and feedback: abidali.buic@bahria.edu.pk



Shangrila Road E-8 Islamabad



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