



# 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](http://www.bahria.edu.pk)



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**Bahria University Islamabad**



# 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 (TIKM) on 20–21 November 2025 in Bangkok, Thailand Where he also signed an MOU between BUIC & TIKM.



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



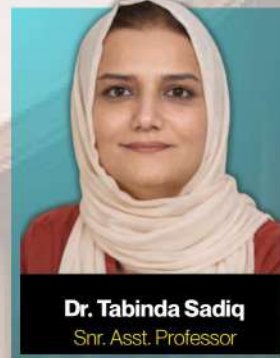
**Dr. Farrukh Shahzad**  
Head of Department



**Dr. Shabbir Hussain**  
Senior Professor



**Dr. Mohsin Hassan Khan**  
Snr. Asst. Professor



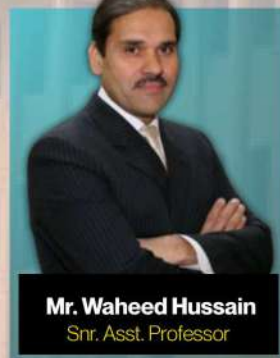
**Dr. Tabinda Sadiq**  
Snr. Asst. Professor



**Dr. Tehmina Ashfaq**  
Snr. Asst. Professor



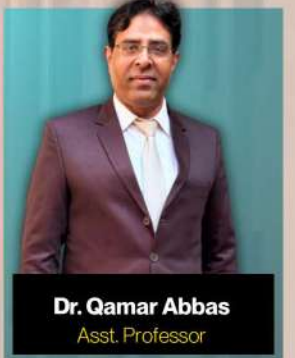
**Dr. Hayam Qayyum**  
Snr. Asst. Professor



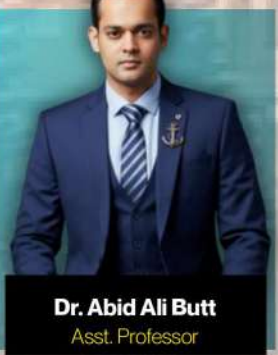
**Mr. Waheed Hussain**  
Snr. Asst. Professor



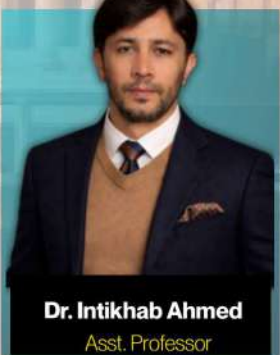
**Dr. Abdul Basit**  
Snr. Asst. Professor



**Dr. Qamar Abbas**  
Asst. Professor



**Dr. Abid Ali Butt**  
Asst. Professor



**Dr. Intikhab Ahmed**  
Asst. Professor



**Dr. Komal Mehreen**  
Asst. Professor



**Mr. M. Akram**  
Senior Lecturer



**Ms. Madeeha Fasahat**  
Snr. Lecturer



**Ms. Farwa Kunwal**  
Snr. Lecturer



**Mr. Ghulam Mazz Jan**  
Lecturer



**Mr. Abdur Rahman**  
Lecturer



**BUIC**

# Wall of Honor

Celebrating Excellence, Recognizing Achievement

## ***Saffi Bin Muneeb***

BS Media 8<sup>th</sup> Sem



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***

PhD Scholar



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

## ***Fiona Shakeel***

BS Media 7<sup>th</sup> Sem



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***

MS Scholar



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

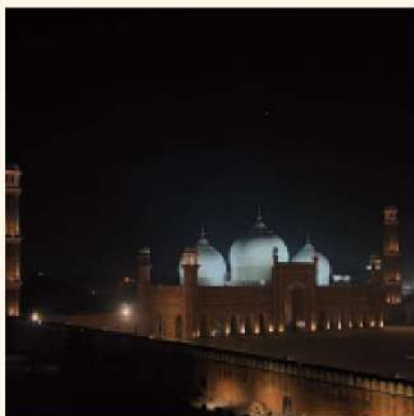
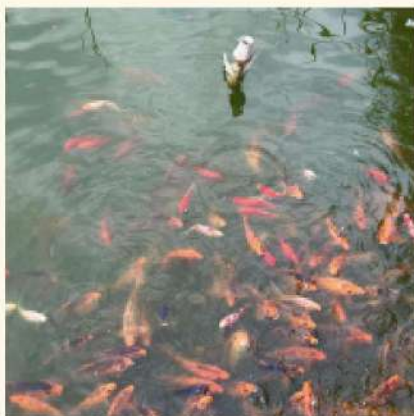
08

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



# Ranjha Ranjha

BEST  
MUSIC VIDEO  
MEDIA FEST

DATE 22nd December, 2025

TIME: 3:00 PM Onwards

ZIL-E-  
REHMAN

HASSAN  
TARIO

SAADIA  
SHAH

NOOR  
HAIRAH

MANAHIL  
HAIRAH

1:57 AM

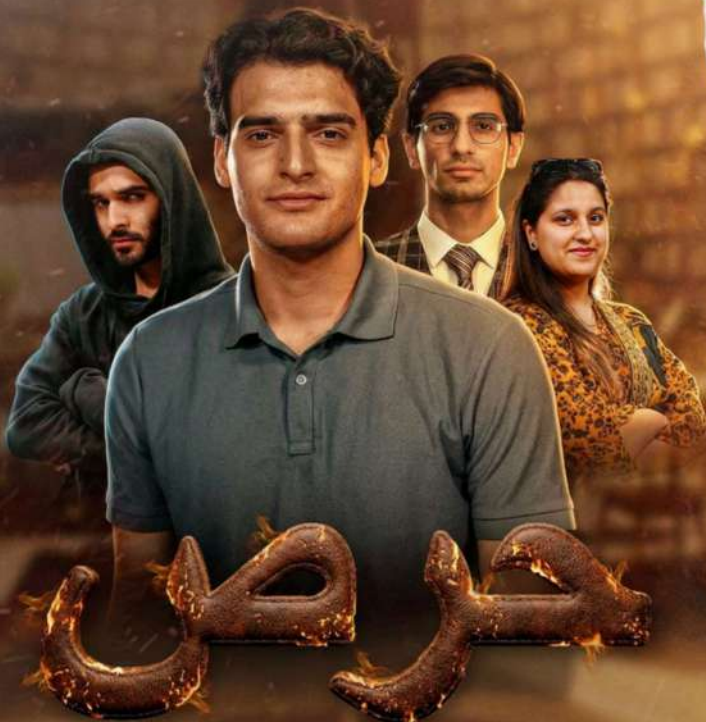
TICK TOK  
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TICK TOK



TIME IS  
MONEY



CAST



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



GOAL SETTING

CONTINUOUS  
LEARNING

# ALUMNI SPOTLIGHT

MEET OUR  
SHINING STARS

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







# MEDIA FEST

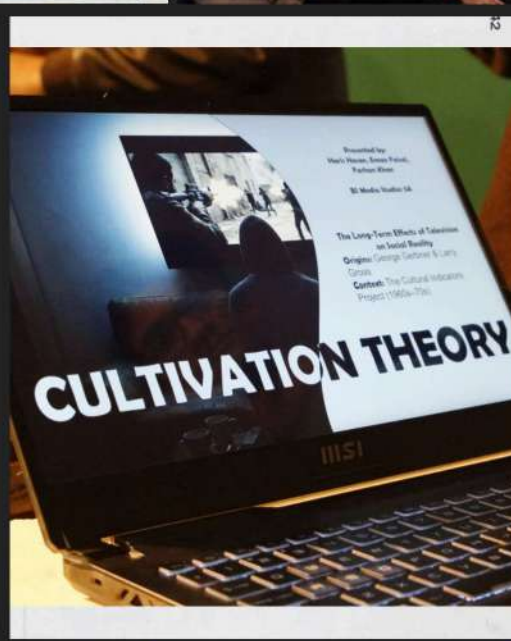
CELEBRATION OF SUCCESS

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.



## SPEAKER

**Prof. Dr. Florian Meissner**

Darmstadt University of Applied Sciences, Germany.  
Risk Communication

Speaker

Speaker

**Prof. Dr. Martin Löffelholz**

Ilmenau University of Technology, Germany.  
Integrating AI into the Classroom

**Dr. Sayyed Fawad Ali Shah**

University of Auburn, USA  
Identification of Research Topic & Problem Statement





# 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](http://www.bahria.edu.pk)



Lewis University, USA



Fordham University, USA



Clemson University, USA,



(TIKIM) 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

Dr. Abid Ali Butt



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

Dr. Farrukh Shahzad



Successfully completed Visiting Research Fellowship at INTI international University Malaysia

Dr. Tabinda Sadiq



Completed her PhD in Media Studies from Bahria University ISB

Dr. Mohsin Hassan



Won "Bahria Distinguished Teaching Award"

# 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 Ahemd



Successfully completed Visiting Research Fellowship at INTI international University Malaysia

Muhamma dAkram



Secured Prestigious IRSIP scholarship to pursue his doctoral research in UK

Dr. Abdul Basit



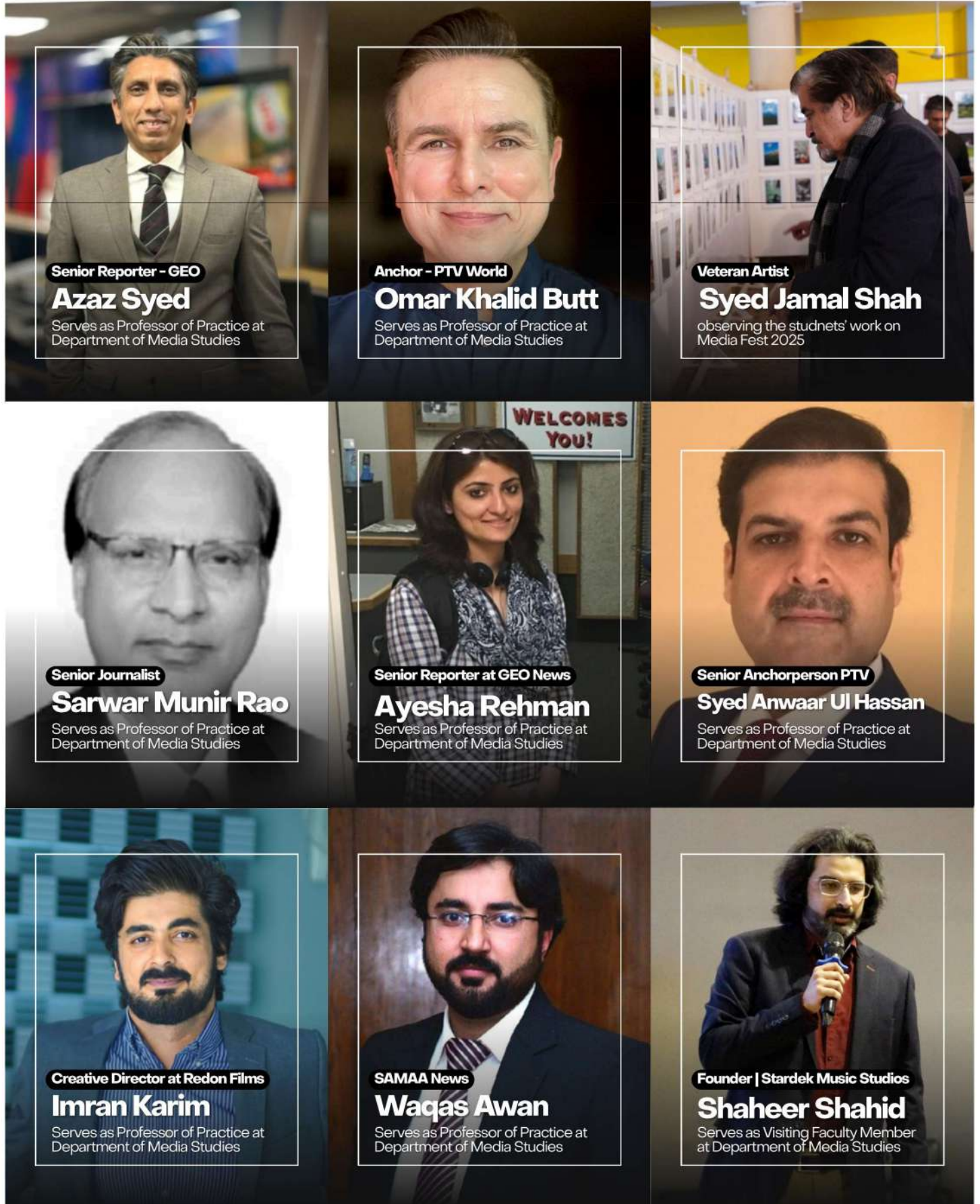
Served as keynote speaker in 1<sup>st</sup> international conference on EDTECH

# Faculty Milestones



# 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.







# 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.

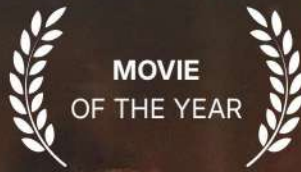


Students'  
Productions

THE AUTEURSOCIETY  
P R E S E N T S

ALI  
PIR

MEHR  
FATIMA



MOVIE  
OF THE YEAR

ABDUL  
HASEEB

HASHIM  
KHAN



## A FILM BY BS MEDIA STUDIES 8<sup>TH</sup> SEMESTER

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

ACTORS: ALI PIR, MEHR 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: MEHR 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



Students'  
Productions

## 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*



PRODUCED BY:  
BS MEDIA STUDIES 7<sup>TH</sup> SEMSTER  
SUPERVISED BY:  
MR. GHULAM MAAZ & MR. SHAHEER

DECEMBER 21, 2025  
DEPARTMENT OF MEDIA STUDIES





# DEPARTMENT OF MEDIA STUDIES

## AT A GLANCE



On Campus



TV Studios



COMPUTER LAB



LIBRARY



FM RADIO

### PROGRAMS OFFERED

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

**Admissions  
Open**



bahriahumanities&socialsciencesschool



+92-51-9260002 EXT 1515



bahriahumanities&socialsciencesschool



instagram.com/bh3sbuic

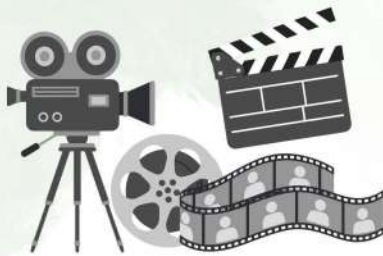


MEDIA STUDIES , BUIC



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](mailto:abidali.buic@bahria.edu.pk)



Shangrila Road E-8 Islamabad



+92-51-9260002



[www.bahria.edu.pk](http://www.bahria.edu.pk)