

Media Education in Pakistan: Curricula, Facilities and Practices in Public Sector Universities

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Abstract

Pakistan has multilingual, widespread canvas of radio, television, print and online media outlets operating at local, national and international levels. In the past one decade, mushroom growth of electronic and online media has revolutionized traditional journalism practices. Private television and FM broadcast industry has accommodated a large number of graduates at notable pay rewards, that has heavily attracted youth to join media education for perusing better career opportunities. Higher Education Commission of Pakistan (HEC) has invested generous recourses to strengthen media education curricula, pedagogies and faculty at public sector universities. HEC and public universities are collectively working on empowering teaching faculty, mass communication research and media training facilities for better education of this leading discipline among humanities and social sciences. This paper presents the media education scene in Pakistan by analyzing curricula, training facilities, research and teaching practices at public sector universities of the country. The study considers the public sector universities of all provinces of Pakistan (Punjab, Balochistan, Sindh, Khyber Pakhtunkhwa and Federal Capita Territory) offering Media/Communication Studies at undergraduate, postgraduate and doctoral levels. Content analysis of syllabi/curricula investigates common practices and modern trends in courses offered at various academic levels. It further explores the potential facilities and faculty possessed by each university offering the discipline. Some effective strategies are recommended at the end of this paper to strengthen the quality of mass communication education in Pakistan. The results present inter-university as well as inter-province analysis of media education in the country.

Keywords: Media Education, Pakistan, Public Universities, Curriculum

Introduction

In the contemporary world, Mass Communication has been recognized as standalone discipline in the array of social and behavioral sciences, due to its uniqueness and utility as fourth pillar of the state. In every country, it has been contributed by practitioners, teachers, researchers, critics and media executives. The discipline is considered as backbone of this information age. Media is thought important to defend national as well as international interests of a state. It is also accepted as vital player to form public opinion, create awareness and make responsible citizenship among a society. Better media education is one of the guarantees to bless a society with free, objective and responsible media.

Pakistan has become a vibrant media-rich state, through continuously multiplying newspaper, magazine, radio, advertising, public relations and television industries across the nation. The mushroom growth of electronic media, during General Pervaiz Musharraf era, is considered as boom of media industry in the country. The media education, in the recent years, due to this considerable growth of media industry, has taken a quite promising turn.

To become a media professional or celebrity is now dream of majority of youngsters. The notable salary in media industry is also an attraction to multiply the number of applicants seeking admission in various universities offering media education.

Although, universities are persistently upgrading their Mass Communication departments by amending curricula, initiating new programs, establishing labs and enriching faculty to meet the need of the hour, but still wide shortfalls in media education facilities can be observed.

This paper attempts to picture the media education scene in public sector universities of Punjab, Sindh, Balochistan, Khyber Pakhtoon Khwa and Federal Capital Islamabad. It efforts to explore the academic courses offered by various universities. It, further, accesses the training facilities, status of the faculty and their teaching methods. The study compares the status of selected universities and provinces regarding media education in Pakistan.

Research Questions

Q1- Which public sector universities are offering media education in Pakistan?

Q2- How many PhD/Non-PhD faculty members each public sector university has in Pakistan?

Q3- What is the ratio of male and female faculty members in each public sector universities in Pakistan?

Q4- What are different academic programs being offered by public sector universities in Pakistan?

Q5- What are different aspects (duration, system of education, eligibility, syllabus, internship, thesis, specialization etc.) of each offered academic program by the selected public sector universities in Pakistan?

Q6- What are different educational facilities available in each public sector universities offering media education in Pakistan?

Q7- Which are various teaching methods being practiced by the public universities offering media education in Pakistan?

Methodology

This paper attempts to overview the media education in Pakistan and considers the case of Higher Education Commission's approved public sector universities in Punjab, Sindh, Balochistan, Khyber Pakhtoon Khwa (KPK) and Federal Capital Islamabad. The study includes following public sector universities offering media studies in Pakistan;

Punjab:

1. University of the Punjab, Lahore
2. Lahore College for Women University, Lahore
3. Bahauddin Zikriya University, Multan
4. The Islamia University of Bahawalpur
5. University of Sargodha, Sargodha
6. University of Gujrat, Gujrat
7. Government College University, Faisalabad
8. Fatima Jinnah Women University, Rawalpindi

Sindh:

1. Karachi University, Karachi
2. Sindh University, Jamshoroo

Balochistan:

1. University of Balochistan, Quetta

Khyber Pakhtoon Khwa:

1. University of Peshawar, Peshawar
2. Gomal University, Dera Ismail Khan
3. Hazara University, Mansehra

Federal Capital:

1. Allama Iqbal Open University, Islamabad
2. National University of Modern Languages, Islamabad
3. Virtual University, Islamabad

Total Universities (under study) = 17

Content analysis is used as a method to quantitatively analyze the printed prospectus as well as web pages of the departments/institutes of media education at the above said universities. The analysis is based on the data collected from the above said sources during 2012.

The categories of content analysis for comparison among universities and provinces are;

Faculty

-PhD (Foreign/Local)

-Male/Female

Programs

-Type (undergraduate/postgraduate/doctoral degrees)

-Duration (Years of completion)

-System (Semester/Annual)

-Semester (Number of semesters)

-Eligibility for admission

-Syllabus (HEC Recognized/Personalized)

-Internship (Mandatory/Optional)

-Thesis (Mandatory/Optional)

-Specialization (General/Specialized)

Facilities

-Campus Radio

-Campus TV

-Labs (Print Media, Advertising, Electronic Media, Computer)

-Publications (Research Journals, Newspapers, Magazines, Newsletters)

-Departmental Library

-Transport (Outdoor Broadcast/Field Van)

-Multimedia Projectors

-Halls (Conference/Seminar/Common)

Data Tabulation

Following is the data tabulation, presenting details of each Department of Mass Communication under HEC listed public sector universities of Punjab, Sindh, Balochistan, Khyber Paktoon Khwa and Federal Capital.

University of the Punjab, Lahore (Punjab)

Department	Institute of Communication Studies				
Established	1946				
Type	Co-Education				
Chairperson	Dr. Ahsan Akhtar Naz				
Faculty					
Total 15	PhD (Foreign) 00	PhD (Local) 05	Non-PhD 10	Male 05	Female 10
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years	2 Years	3 – 5 Years	1 Years
System	Semester	Semester	Semester	Semester	Semester
Semesters	08	04	04	06	02
Eligibility	Intermediate	Graduation	Masters	M.Phil Mass Comm	Graduation
Syllabus	HEC Guided	Personalized	Personalized	Personalized	Personalized
Internship	Mandatory	Mandatory	Optional	Optional	Mandatory
Thesis	Optional	Optional	Mandatory	Mandatory	Optional
Specializations	Print Electronic PR & Adv Org. Comm.	Print Electronic PR & Adv Dev. Journalism Film Studies	Research Track Professional Track		DSC TV Production Multimedia
Facilities					
Campus Radio	Yes	Campus TV	Yes	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	Yes	Deptt. Library	Yes	OB / Field Van	Yes
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Bahauddin Zikriya University, Multan (Punjab)

Department	Department of Mass Communication				
Established	1996				
Type	Co-Education				
Chairperson	Dr. Ashraf Khan				
Faculty					
Total 11	PhD (Foreign) 00	PhD (Local) 03	Non-PhD 08	Male 07	Female 04
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years	2 Years	3 – 5 Years	
System	Semester	Semester	Semester	Semester	
Semesters	08	04	04	06	
Eligibility	Intermediate	Graduation	Masters	M.Phil Mass Comm	
Syllabus	HEC Guided	Personalized	Personalized	Personalized	
Internship	Mandatory	Mandatory	Optional	Optional	
Thesis	Optional	Optional	Mandatory	Mandatory	
Specializations	Print Electronic PR & Adv Org. Comm.	Print Electronic PR & Adv Dev. Journalism Film Studies			
Facilities					
Campus Radio	Yes	Campus TV	Yes	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	No	Deptt. Library	No	OB / Field Van	Yes
Conference Hall	Yes	Common Room	No	Multimedia Projectors	Yes

The Islamia University of Bahawalpur, Bahawalpur (Punjab)

Department	Department of Media Studies				
Established	1985				
Type	Co-Education				
Chairperson	Dr. Ghulam Shabbir				
Faculty					
Total 08	PhD (Foreign) 00	PhD (Local) 04	Non-PhD 04	Male 06	Female 02
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration		2 Years	2 Years	3 – 5 Years	
System		Semester	Semester	Semester	
Semesters		04	04	06	
Eligibility		Graduation	Masters	M.Phil Mass Comm	
Syllabus		Personalized	Personalized	Personalized	
Internship		Mandatory	Optional	Optional	
Thesis		Optional	Mandatory	Mandatory	
Specializations					
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	No	Common Room	No	Multimedia Projectors	Yes

University of Sargodha, Sargodha (Punjab)

Department	Department of Communication Studies				
Established	2003				
Type	Co-Education				
Chairperson	Dr. Nawaz Mehsood				
Faculty					
Total 07	PhD (Foreign) 00	PhD (Local) 01	Non-PhD 06	Male 07	Female 00
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years	2 Years	3 – 5 Years	
System	Semester	Semester	Semester	Semester	
Semesters	08	04	04	06	
Eligibility	Intermediate	Graduation	Masters	M.Phil Mass Comm	
Syllabus	HEC Guided	Personalized	Personalized	Personalized	
Internship	Mandatory	Mandatory	Optional	Optional	
Thesis	Optional	Optional	Mandatory	Mandatory	
Specializations	Print Electronic PR & Adv		Research Track		
Facilities					
Campus Radio	No	Campus TV	N0	Computer Lab	No
Print Lab	No	Advertising Lab	No	A/V Editing Lab	N0
Publications	No	Deptt. Library	Yes	OB / Field Van	No
Conference Hall	No	Common Room	No	Multimedia Projectors	Yes

University of Gujrat, Gujrat (Punjab)

Department	Department of mass Communication and Media				
Established	2005				
Type	Co-Education				
Chairperson	Dr. Hafiz Zahid Yousaf				
Faculty					
Total 12	PhD (Foreign) 00	PhD (Local) 02	Non-PhD 10	Male 05	Female 07
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years	2 Years	3 – 5 Years	
System	Semester	Semester	Semester	Semester	
Semesters	08	04	04	06	
Eligibility	Intermediate	Graduation	Masters	M.Phil Mass Comm	
Syllabus	HEC Guided	Personalized	Personalized	Personalized	
Internship	Mandatory	Mandatory	Optional	Optional	
Thesis	Optional	Optional	Mandatory	Mandatory	
Specializations			Research Track		
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	No
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Government College University, Faisalabad (Punjab)

Department	Department of Mass communication				
Established	2005				
Type	Co-Education				
Chairperson	Dr. Hafiz ur Rehman Tahir				
Faculty					
Total 08	PhD (Foreign) 00	PhD (Local) 01	Non-PhD 07	Male 03	Female 05
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years			1 Years
System	Semester	Semester			Semester
Semesters	08	04			02
Eligibility	Intermediate	Graduation			Graduation
Syllabus	HEC Guided	Personalized			Personalized
Internship	Mandatory	Mandatory			Mandatory
Thesis	Optional	Optional			Optional
Specializations					Journalism & Comm. practice
Facilities					
Campus Radio	No	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	No	Common Room	No	Multimedia Projectors	Yes

Fatima Jinnah Women University, Rawalpindi (Punjab)

Department	Department of Communication and Media Studies				
Established	2005				
Type	Female Only				
Chairperson	Dr. Shamim Mehmood Zaidi				
Faculty					
Total 10	PhD (Foreign) 00	PhD (Local) 00	Non-PhD 10	Male 02	Female 08
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years			
System	Semester	Semester			
Semesters	08	04			
Eligibility	Intermediate	Graduation			
Syllabus	HEC Guided	Personalized			
Internship	Mandatory	Mandatory			
Thesis	Optional	Optional			
Specializations					
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	No	Common Room	No	Multimedia Projectors	Yes

Lahore College for Women University, Lahore (Punjab)

Department	Department of Mass Communication				
Established	1986				
Type	Female Only				
Chairperson	Dr. Anjum Zia				
Faculty					
Total 13	PhD (Foreign) 00	PhD (Local) 01	Non-PhD 12	Male 01	Female 12
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years		2 Years		
System	Semester		Semester		
Semesters	08		04		
Eligibility	Intermediate		Masters		
Syllabus	HEC Guided		Personalized		
Internship	Mandatory		Optional		
Thesis	Optional		Mandatory		
Specializations	Print Electronic PR & Adv		Research Track Professional Track		
Facilities					
Campus Radio	Yes	Campus TV	Yes	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	No	Deptt. Library	No	OB / Field Van	Yes
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Karachi University, Karachi (Sindh)

Department	Department of Mass Communication				
Established	1955				
Type	Co-Education				
Chairperson	Dr. Rafia Taj				
Faculty					
Total 06	PhD (Foreign) 00	PhD (Local) 03	Non-PhD 03	Male 02	Female 04
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years	2 Years	3 – 5 Years	
System	Semester	Semester	Semester	Semester	
Semesters	08	04	04	06	
Eligibility	Intermediate	Graduation	Masters	M.Phil Mass Comm	
Syllabus	Personalized	Personalized	Personalized	Personalized	
Internship	Mandatory	Mandatory	Optional	Optional	
Thesis	Optional	Optional	Mandatory	Mandatory	
Specializations					
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	Yes
Print Lab	Yes	Advertising Lab	Yes	A/V Editing Lab	Yes
Publications	Yes	Deptt. Library	Yes	OB / Field Van	Yes
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Sindh University, Jamshoroo (Sindh)

Department	Institute of Communication Studies				
Established	1977				
Type	Co-Education				
Chairperson	Dr. Chang Rizwana				
Faculty					
Total 13	PhD (Foreign) 00	PhD (Local) 01	Non-PhD 12	Male 10	Female 03
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years			
System	Semester	Semester			
Semesters	08	04			
Eligibility	Intermediate	Graduation			
Syllabus	HEC Guided	Personalized			
Internship	Mandatory	Mandatory			
Thesis	Optional	Optional			
Specializations					
Facilities					
Campus Radio	No	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	Yes	Deptt. Library	Yes	OB / Field Van	No
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

University of Balochistan, Quetta (Balochistan)

Department	Department of Media and Journalism				
Established	1987				
Type	Co-Education				
Chairperson	Dr. Semi Naghmana Tahir				
Faculty					
Total 11	PhD (Foreign) 00	PhD (Local) 01	Non-PhD 10	Male 08	Female 03
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration		2 Years			
System		Semester			
Semesters		04			
Eligibility		Graduation			
Syllabus		Personalized			
Internship		Mandatory			
Thesis		Optional			
Specializations		Print Electronic PR & Adv Dev. Journalism Film Studies			
Facilities					
Campus Radio	No	Campus TV	No	Computer Lab	No
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	No	Common Room	No	Multimedia Projectors	No

University of Peshawar, Peshawar (Khyber Pakhtoon Khwa)

Department	Department of Journalism and mass Communication				
Established	1985				
Type	Co-Education				
Chairperson	Dr. Altaf ullah Khan				
Faculty					
Total 11	PhD (Foreign) 01	PhD (Local) 00	Non-PhD 10	Male 10	Female 01
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration		2 Years	2 Years	3 – 5 Years	
System		Semester	Semester	Semester	
Semesters		04	04	06	
Eligibility		Graduation	Masters	M.Phil Mass Comm	
Syllabus		Personalized	Personalized	Personalized	
Internship		Mandatory	Optional	Optional	
Thesis		Optional	Mandatory	Mandatory	
Specializations					
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	Yes	OB / Field Van	No
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

University of Hazara, Mansehra (Khyber Pakhtoon Khwa)

Department	Department of Communication and Media Studies				
Established	2007				
Type	Co-Education				
Chairperson	Syed Shaukat Ali				
Faculty					
Total 09	PhD (Foreign) 00	PhD (Local) 00	Non-PhD 09	Male 09	Female 00
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration		2 Years			
System		Semester			
Semesters		04			
Eligibility		Graduation			
Syllabus		Personalized			
Internship		Mandatory			
Thesis		Optional			
Specializations					
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Gomal University, Dera Ismail Khan (Khyber Pakhtoon Khwa)

Department	Department of Mass Communication				
Established	1974				
Type	Co-Education				
Chairperson	Dr. Muhammad Aslam Pervaiz				
Faculty					
Total 10	PhD (Foreign) 00	PhD (Local) 04	Non-PhD 06	Male 07	Female 03
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration		2 Years	2 Years	3 – 5 Years	
System		Semester	Semester	Semester	
Semesters		04	04	06	
Eligibility		Graduation	Masters	M.Phil Mass Comm	
Syllabus		Personalized	Personalized	Personalized	
Internship		Mandatory	Optional	Optional	
Thesis		Optional	Mandatory	Mandatory	
Specializations					
Facilities					
Campus Radio	No	Campus TV	No	Computer Lab	No
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	Yes	OB / Field Van	No
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

National University of Modern Languages, Islamabad (Federal Capital)

Department	Department of Mass Communication				
Established	2003				
Type	Co-Education				
Chairperson	Syed Munawar Ali				
Faculty					
Total 15	PhD (Foreign) 00	PhD (Local) 00	Non-PhD 15	Male 09	Female 06
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years			
System	Semester	Semester			
Semesters	08	04			
Eligibility	Intermediate	Graduation			
Syllabus	HEC Guided	Personalized			
Internship	Mandatory	Mandatory			
Thesis	Optional	Optional			
Specializations		Print Electronic PR & Adv			
Facilities					
Campus Radio	Yes	Campus TV	No	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	No	Deptt. Library	Yes	OB / Field Van	Yes
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Allama Iqbal Open University, Islamabad (Federal Capital)

Department	Department of Mass Communication				
Established	1986				
Type	Co-Education/ Distance Learning				
Chairperson	Dr. Syed Abdul Siraj				
Faculty					
Total 06	PhD (Foreign) 00	PhD (Local) 03	Non-PhD 03	Male 05	Female 01
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years	2 Years	2 Years	3 – 5 Years	
System	Semester	Semester	Semester	Semester	
Semesters	08	04	04	06	
Eligibility	Intermediate	Graduation	Masters	M.Phil Mass Comm	
Syllabus	Personalized	Personalized	Personalized	Personalized	
Internship	Mandatory	Mandatory	Optional	Optional	
Thesis	Optional	Optional	Mandatory	Mandatory	
Specializations	Print Electronic PR & Adv	Print Electronic PR & Adv	Research Track		
Facilities					
Campus Radio	Yes	Campus TV	Yes	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	Yes
Publications	Yes	Deptt. Library	Yes	OB / Field Van	Yes
Conference Hall	Yes	Common Room	Yes	Multimedia Projectors	Yes

Virtual University, Islamabad (Federal Capital)

Department	Department of Mass Communication				
Established	2002				
Type	Co-Education/ Distance E-Learning				
Chairperson	Amna Yousaf				
Faculty					
Total 04	PhD (Foreign) 00	PhD (Local) 00	Non-PhD 04	Male 01	Female 03
Programs					
	BS Honors	M.A. / M.Sc.	M.Phil / MS	PhD	PGD
Duration	4 Years				
System	Semester				
Semesters	08				
Eligibility	Intermediate				
Syllabus	Personalized				
Internship	Optional				
Thesis	Optional				
Specializations					
Facilities					
Campus Radio	No	Campus TV	Yes	Computer Lab	Yes
Print Lab	No	Advertising Lab	No	A/V Editing Lab	No
Publications	No	Deptt. Library	No	OB / Field Van	No
Conference Hall	Yes	Common Room	No	Multimedia Projectors	Yes

Results & Discussion

Following are question wise results of the study along with discussion, elaborating the answer.

Q1- Which public sector universities are offering media education in Pakistan?

There are total 17 public sector universities offering media education in Pakistan.

In *Punjab*, total 8 universities are offering such academic programs. These are; University of the Punjab, Lahore, Lahore College for Women University, Lahore, Bahauddin Zikriya University, Multan, The Islamia University of Bahawalpur, University of Sargodha, Sargodha, University of Gujrat, Gujrat, Government College University, Faisalabad, and Fatima Jinnah Women University, Rawalpindi. University of the Punjab, Lahore is the oldest seat of learning among them all as it started one year diploma in journalism in 1946, pre Indian partition. According to the available academic programs, faculty and facilities, it is positioned at top in Pakistan. Bahauddin Zikriya University Multan is at second and Islamia University Bahawalpur is at third position in Punjab in terms of available courses, facilities and faculty. Rests of the universities are almost a decade old institutions, passing through infancy stage and lacking majority of media educational facilities on board.

In *Sindh*, there are only two public sector universities offering undergraduate and postgraduate courses in media studies. The Karachi University is the oldest institution in Sindh and second oldest in Pakistan offering media education. It has well equipped infrastructure as well as strong faculty for journalism education. Sindh University, Jamshoro is the second available Public Sector University for Media Education in the province.

In Balochistan, there is only one Public Sector University operating Department of Mass Communication. This university is offering M.A. program only and badly lacks in educational facilities as well as posses no highly educated faculty.

In *Khyber Pakhtoon Khwa*, University of Peshawar-Peshawar, Gomal University-Dera Ismail Khan, Hazara University-Mansehra are serving for media education. All these public sector universities do not possess enough faculty and required facilities for journalism education. The University of Peshawar is leading among other universities of the province.

In *Federal Capital Islamabad*, three public sector universities are providing with media education. Only National University of Modern Languages is offering regular class work for BS and MA programs. Allama Iqbal Open University is a Distance Learning Institution which offers mandatory workshops at the end of each semester. The Virtual University is an E-Learning University providing media education through radio, TV and internet.

Q2- How many PhD/Non-PhD faculty members each public sector university in Pakistan has on board?

There are total 168 faculty members in all public sector universities in Pakistan offering media education. Amongst 168, only 31 are PhD. In the entire country only 1 is foreign doctoral degree holder. While, total 137 out of 168 are Non-PhD.

Punjab has total 83 faculty members in its 8 public sector universities. Also, Punjab has the highest number of PhDs (18) in Mass Communication, while, 65 are Non-PhDs.

Sindh has total 19 faculty members in its three universities, from which only 4 are PhD and 15 are Non-PhDs.

Balochistan has total 11 faculty members, out of which 1 is PhD and 10 are Non-PhDs.

Khyber Pakhtoon Khwa has total 30 faculty members. From the total 30, only 5 are PhD and the rest 25 are Non-PhDs. It is important to mention here that this province is the only one possessing a foreign doctoral degree holder, at the time of conduct of this research May, 2012.

Federal Capital Islamabad has 25 total faculty members, out of which 3 are PhD and 22 are Non-PhDs.

However, it was noticed that many young teachers from each university were on study leave for pursuing their PhDs abroad, either on national or international scholarships.

Q3- What is the ratio of male and female faculty members in each public sector universities in Pakistan offering courses in media studies?

Out of total 168 faculty members in all provinces and capital area, 97 are male and 71 are female.

Punjab has total 83 faculty members out of which 35 are male and 47 are female. Punjab is considered more liberal and literate among other provinces. Here, the social system is flexibly supportive for female literacy as well as for their job opportunities. That's why, in Punjab, the number of female faculty is notable in size.

Sindh has total 19 faculty members in its three universities, from which 12 are male and 7 are females.

Balochistan has total 11 faculty members, out of which 8 are male and only 3 are females.

Khyber Pakhtoon Khwa has total 30 faculty members. From the total 30, 26 are male and only 4 are females.

As in tribal social systems of Khyber Pakhtoon Khwa and Balochistan, the female literacy is not so encouraged (even hindered), that's why the number of female faculty in both provinces is very low as compared to the males.

Federal Capital Islamabad has 5 total faculty members, out of which 15 are male and 10 are females.

Q4- What are different academic programs of media and journalism being offered by Public Sector Universities in Pakistan?

There are five different types of academic programs being offered by the Public Sector Universities in Pakistan. These programs include BS Honors, M.A. /M.Sc., MS/M.Phil, PhD and Postgraduate Diplomas.

The selected universities are offering these programs in accordance with the availability of faculty and facilities to effectively carry out an academic program.

Almost all universities are offering two years Masters Program. BS Honors is the second most operated program nationwide. M.Phil and PhD are being offered only by those universities having enough PhD faculty members (at least three as per HEC compulsion) as well as research facilities.

Q5- What are different aspects (duration, system of education, eligibility, syllabus, internship, thesis, specialization etc.) of each offered academic program by the selected public sector universities in Pakistan?

BS Honors program is 4 year semester system based program. This program is considered equivalent to masters (16 years) by HEC. It comprises of 8 semesters in total. Intermediate is basic admission requirement of the program. This is the only academic program of media education where HEC has successfully attempted for the uniformity of the syllabus across the country, through its 'Curriculum Development Committee for BS Honors in Mass Communication'. However, HEC allows for flexible design of specialized courses for final semester of BS Program according to the available faculty and facilities in each university.

M.A / M.Sc. are a two years semester system based program, widely run by most of the public sector universities under study. It allows graduate students to get enrolled. The syllabus, unlike BS Honors, is not uniform among universities. For this program, many universities are offering specializations like print media, electronic media, advertising and public relations. This program is delivering maximum fresh blood to the media organizations across the country.

M.Phil and PhD programs are only offered by the universities having enough qualified faculty and research facilities. M.Phil is a semester based 2 years program. Mostly, it's a research based degree but few universities are also offering professional education at M.Phil level. PhD is 3 years prestigious research degree, extendable up to 5 years. Unfortunately, Pakistan has very low rate of successful PhD awards, sometimes due to lack of scholarly passion for higher education, or many hindrances in research and administrative affairs in this regard.

Only two universities are offering 1 year semester based *postgraduate diploma* programs.

Q6- What are different educational facilities available in each public sector universities offering media education in Pakistan?

Majority of the public sector universities, actually, lack enough educational facilities required for media studies. In this regard, the newly established universities are at top. The well established universities in the selected provinces, although, possess many media training facilities, but, either these are outdated or fewer in number as compared to the quantity of the enrolled students.

HEC is now investing generous recourses to upgrade the existing facilities and launching new development projects as per needs of the public universities.

Pakistan Electronic Media Regulatory Authority (PEMRA) is facilitating public sector universities in establishing their community broadcast educational FM radios and TV centers for the purpose of student training.

Q7- Which are major teaching methods practiced by the selected public universities in Pakistan?

Formal Lecturing is one of the most practiced teaching methods by most of the universities, because of the lack of available training facilities for media education. The older universities, however, are struggling to balance theoretical knowledge of the subject with hands on training. The newly established universities badly lack such opportunity, hence; heavily rely on formal lecturing style of teaching.

Special lectures and seminars are being used to expand the media literacy skills and exposure of the students with professional world around. Known media professionals are also taking interest in visiting media institutions for sharing their experiences with emerging journalists.

Visiting faculty from the field is also contributing hand on hand with permanent faculty in almost each university offering media education in Pakistan. Workshops and field visits are also being used to engage students for professional training and exposure.

In house radio and TV stations in some universities are major source of attraction for students as it not only provides them with opportunity to learn by practice but to improve their communication and production skills. Such radio and TV stations on campus have provided the media industry of Pakistan with best anchors, reporters and editors.

Computer labs, advertising labs, print labs and audio/video editing labs are also giving edge to some universities to provide quality media education in Pakistan. However, these kinds of labs are badly required to be upgraded or established.

Conclusion and Recommendations

Despite multiplying media canvas of the country, HEC recognized Public Sector Universities of Pakistan offering Media education are neither satisfactory in quantity nor in quality. These universities have low number of faculty members, mostly non-PhDs or having local PhD degrees. The academic programs offered by these universities are not strengthened by the necessary facilities for practical training. Lacking the laboratory facilities, these universities are not able to produce quality skilled media professionals. The tendency and output of higher education in the discipline is poor and neglected. A large number of resources for establishing media labs, international scholarship programs for faculty and uniformity of curricula are need of the hour, for which government and university administrations should contribute. The faculty members should be provided with conducive research and career growth environment as well as academic resources for capacity building. Universities and Higher Education Commission should encourage industry-university partnership for the provision of trainings, jobs and mutually collaborated on campus facilities for young media professionals.

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