

NEWSLETTER ~ FA19



Dept. Of Humanities



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THE EDITORIAL TEAM

DEAR READERS,
WHEN THE DRY AUTUMN WIND RUSTLES THE LEAVES, YOU WILL FLIP THROUGH THE 9TH EDITION OF THE NEWSLETTER SHOWCASING UNBOUNDED ENTHUSIASM AND TREMENDOUS PARTICIPATION OF OUR FACULTY AND STUDENTS DURING THIS EVENTFUL SEMESTER OF FALL 19.

IN FALL 2019, DR. SHAMEEM FATIMA WAS APPOINTED AS THE IN CHARGE OF HUMANITIES DEPARTMENT; THIS IMPORTANT APPOINTMENT ACKNOWLEDGES HER MANAGERIAL EXPERTISE AND COMMITMENT TO PROMOTE RESEARCH PRODUCTIVITY AND EDUCATIONAL SUCCESS. WE TAKE THIS OPPORTUNITY TO THANK DR. AMMAD-UL-HAQ (FORMER INCHARGE, HUMANITIES DEPARTMENT) FOR HIS VALUABLE CONTRIBUTION TO THE DEPARTMENT AND WISH HIM LUCK IN ALL HIS FUTURE ENDEAVORS.

I PROFOUNDLY EXTEND MY HEARTFELT GRATITUDE TO DR. SHAMEEM FATIMA FOR HER INCISIVE COMMENTS AND MY COLLEAGUES FOR THEIR ENTHUSIASM AND CO-OPERATION WHICH HAVE PAVED THE WAY FOR THE NEWSLETTER TO HAVE INTERESTING CONTENT.

FOR MANY OF US, EACH NEW YEAR MARKS A CHANCE FOR RENEWAL, AND 2020 IS NO EXCEPTION. WE HOPE TO CONTINUE WITH OUR ENERGY, ENTHUSIASM AND TRANSFORMATIVE POWER OF HOPE TO PROVIDE YOU VALUABLE CONTENT.

HAPPY READING!



Patron
by
Shameem

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DR. SHAMEEM FATIMA ASSUMES CHARGE AS INCHARGE HUMANITIES

Dr. Shameem Fatima (Assistant Professor, Psychology) has been appointed as the Incharge of Humanities Department. She holds a Ph.D in Psychology from the University of Punjab, Lahore and has numerous impact factor publications to her credit. As the new incharge, she hopes that Humanities Department will continue playing its pro-active role in the progression of human knowledge by extending beyond the traditional means of imparting education and doing research.



GENDER JUSTICE IN ISLAM AND TRANSGENDER COMMUNITY OF PAKISTAN

Ms. Saleha Fatima (Lecturer, Islamic Studies) organized a seminar on “Khalq-e-Khuda: Gender Justice in Islam and Transgender Community of Pakistan-Degradation, Future Prospects and Possibilities” on September 25, 2019. The seminar highlighted problems of transgender community in Pakistan and possible solutions in light of Islamic teachings and was comprised of the following two sessions:

- 1) “The Gender Guardian School and its Structure to Educate Trans. Community” by Ms. Aysha Iqbal (Board Member of Gender Guardian School, Member of Punjab Assembly [MPA]-PTI).
- 2) “Dark Life of Transgender in Pakistan and Necessary Solutions” (Ms. Sunnya Abbasi, transgender teacher at the Gender Guardian School)



Most of the time the rigid system fails to help a child explore his natural inclination towards the particular field in which he/she may be more creative. Keeping that in view, Ms. Iffat Khalid from the Department of Humanities arranged an open discussion forum on “Age of Curiosity-Struggling Youth” on 17th October 2019 in Seminar room A. The purpose of this discussion was to highlight the problems related to parenting, generation gap, student-teacher relationship and peer relationship. To accomplish the objective, the panel comprising eight experienced faculty members (panelist) from Psychology, English and Islamic Studies namely Dr. Muhammad Zubair, Dr. Musferah Mehfooz, Dr. Mariyam Akram, Dr. Shazia Gulzar, Ms. Shaman Munawar and Ms. Kainat Khalid responded to students’ queries regarding the said issues.



DISCOURSE ANALYSIS: A HELPFUL METHOD IN LINGUISTICS AND LITERARY RESEARCH

Dr. Aasia Nusrat (Assistant Professor, English) organized a one-day seminar on “Discourse Analysis: A Helpful Method in Linguistics and Literary Research” for the students of MS English and Literature on December 12, 2019. Dr. Nadia Anwar (Chairperson of the Department of Literary Studies, UMT, Lahore) was invited as a guest speaker who enhanced students’ understanding on discourse analysis elaborating on how it can be applied to both linguistic and literary domains. She helped students in developing research-oriented approach related to Discourse analysis while working in both Linguistics and Literature domains.



NECESSITY OF INQUIRY BASED EDUCATION SYSTEM IN MUSLIM WORLD

Dr. Musferah Mehfooz (Assistant Professor, Islamic Studies) was invited as a guest speaker to deliver a talk about “Necessity of Inquiry Based Education System in Muslim World” by Physics Department, CUI, Lahore Campus on November 29, 2019. She discussed that inquiry based education instills the willingness to explore new ideas based on evidence and logic. She was of the view that this system is still not well recognized in the Islamic world, may be due to reluctance to change in the society and disinclination of governments. Islamic countries should capture the opportunities and expand applying inquiry based education programs at primary, secondary and tertiary levels.



CONTEMPORARY TRENDS IN LANGUAGE AND LITERARY RESEARCH

Ms. Sara Khan (Lecturer, English) organized a two-day symposium on “Contemporary Trends in Language and Literary Research” on November 4-5, 2019 to discuss the topics pertaining to emerging trends in the field of linguistic and literary research such as Emerging issues in Linguistics; Language and Society; Language Planning and Policy; Language, Media, and Discourse; Language Acquisition and Pedagogy; Translation, Interpretation and Cross-cultural Communication; Postcolonial and Post 9/11 writings; Writings about Environment, Space, and Place; Literary Adaptation and Visual Discourse; Contemporary Fiction, Drama, and Poetry; Life and Travel Writings; Women’s Writing. Panelists of the sessions included Ms. Javaria Farooqui, Ms. Memoona Idrees, Ms. Kainat Khalid, Ms. Noor-Ul-Ain, Ms. Umara Shaheen, Ms. Huma Ejaz, Ms. Amna Naveed and Mr. Samar Kamal. The symposium was based on both lectures and interactive discussions, focusing the scope and significance of new emerging trends in research in the fields of both linguistics and literature.



DELEGATION FROM UNIVERSITY OF LEEDS, ENGLAND

Ms. Saleha Fatima (Lecturer, Islamic Studies) was called on by Prof. Dr. Muhammad Saad Siddiqui (Director Institute of Islamic Studies, Punjab University) to present her Ph. D. research in the first session of serial meetings with the Islamic Studies' faculty delegation from University of Leeds, England on November 9, 2019. The delegation finalized features of research collaboration with the Institute of Islamic Studies (IIS) Punjab University.



BOOKS AS A TOOL OF MASS COMMUNICATION

Mr. Sohail Riaz (Incharge, Media Studies) organized an event on "The importance of books as a tool of mass communication" on November 26, 2019 in which the CEO Jamhoori publications a great anchor, columnist and a media expert Mr. Farrukh Sohail Goindi was invited as the chief guest. He enlightened the conceptual grounding of media drudged students about the importance of books. He inspired the students by stressing that books are a uniquely portable magic and are lighthouses erected in the great sea of time. The session was very interactive and motivational.



MEMORANDUM OF UNDERSTANDING (MoU)

During PCBF-IE 19, many MoUs were signed between different organizations and institutions. One of the most important MoUs was signed between CUI and different media partners that were looking forward to working with the Media Studies Department of CUI, Lahore Campus under the supervision of Mr. Sohail Raja (Incharge, Media Studies Department). The main motive of signing the MOU was to enter into an agreement which would pave the way for students to have career in media industry. The MOU was signed with different media partners including Urdu point, Brandbeat and interlink advertising on behalf of Discover Pakistan HD TV whose details are as follows:



MOU with Urdu point

An MoU was signed with country's No. 1. Digital News Media Network Urdu point to provide students of Media studies an opportunity to enhance their skills and unleash their potential. Now, the students will be able to work with them officially and explore the media world.



MOU with Discover Pakistan

Media Studies had the honour of joining hands with the first ever tourism TV of Pakistan Discover Pakistan on 2nd September, 2019. The CEO Discover Pakistan Dr. Kaiser Rafiq visited CUI, Lahore Campus on 23rd September, 2019. He motivated students to be the son of soil and serve their homeland even. The worthy director is heading several ventures and expressed keen interest in working with talented students CUI, Lahore.



DOCUMENTARIES SCREENING

On December 09, 2019, Mr. Sohail Riaz, Incharge Media Studies, conducted an event in which the students-made documentaries were screened. The event was attended by the Director, CUI, Lahore, Professor Dr. Qaiser Abbas, the DEAN, the HoD'S of all departments, faculty members, visiting faculty, administration and students. This was organized to provide and promote the work of the students of the 3rd semester who made video documentaries under the supervision of their course incharge Muhammad Sufyan who is a great media person and a senior reporter in PTV.



PROTOCOL AS A TOOL OF PUBLIC RELATIONS

Media Studies Society invited the honorable DG Protocol Asjad Ghani Tahir on October 24, 2019 to let students know the importance of protocol as a tool of public relations. This session made students gain immense knowledge regarding protocol as a tool for public relations as the guest speaker himself had a vast experience of PR.



RADIO AS A TOOL OF MASS COMMUNICATION

Keeping in mind the importance of radio, Mr. Tanvir Shahzad and Ms. Sehrish Muhammad were invited on December 03, 2019 who guided students in light of their experiences of success and failure. They enlightened the students about the importance of radio which is a forgotten channel of communication by almost everyone. Ms. Sehrish also revealed/shared her success secret which was apparently easy but complex in nature.



SEMINAR ON ADVERTISING AS A TOOL OF MASS COMMUNICATION

Media Studies Society arranged a seminar on advertising as a tool of mass communication on December 10, 2019 in which the talented female CEO of Exalt Advertising Ms. Ayesha Binte-e-Ikram shared the unique ways which made her agency carve its niche the market, how to develop good concepts and give students a path to succeed in the field of advertising and to convey “their” message efficiently to audience via advertising. She shared some tips of regarding ads and brand compaigns. The session was very interactive and informative for all media students as she shared some interesting facts and ideas about brand activity hosting and brand advertising.



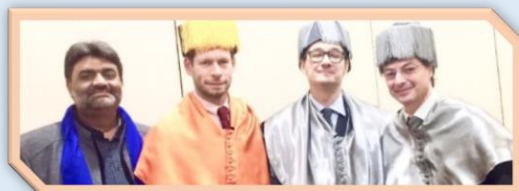
SESSION WITH NAAZ BUTT

For the first time in the history of COMSATS, a very famous personality Naaz Butt was invited on November 28, 2019 who exerted a great influence on students by talking about the importance of Urdu. She enlightened the audience about Urdu poetry. She recited her extraordinary and spectacular verses from her poetry. All the students were quite fascinated and inspired. The session was very entertaining and interactive as many students participated in it and shared their own writings. The main motive of the event was to promote poetry and literature whether Urdu or English.



PARTICIPATION IN INTERNATIONAL CONFERENCE

Mr. Sohail Riaz, Incharge Media, and Communication Studies, COMSATS University Islamabad, Lahore campus represented CUI in 5th Blanquerna -Emerson Global Summit at Barcelona from November 13-16, 2019. The conference was organized by Centre for Global Communication, Emerson College (USA) and Blanquerna — Ramon Llull University (Catalonia-Spain). Media Professionals and academicians from 14 countries attended the summit.



TOUR TO “VIRTUAL TELEVISION” AT VIRTUAL UNIVERSITY

COMSATS University Lahore Campus arranged a tour of Media Studies Students to Virtual Television at Virtual University of Pakistan on November 28, 2019. The main motive for this study tour was to make students capable of learning new things and to explore different things about alluring equipments used in production. Students visited the NLE room, makeup room, Studio and other places of VU. Students had a great learning of camera handling, sound management, lighting and program editing. This tour was conducted by the Incharge of the course of Community Journalism named Sir Izat Gul who took his students to Virtual University to learn different terms not only theoretically but also practically.



A five-day Electronic Media Course on “Local Body Elections-Transparency and Accountability in Local Body’s Institutions” was organized by the Incharge, Media Studies, Many media entrepreneurs and anchors participated in this event and trained the students of different universities including the students of LCWU and CUI, Lahore. It was arranged by women Media Center (WMC) and supported by National Endowment for Democracy (NED), USA. This course started from November 06-10, 2019 at Lahore Shareetton hotel near Awan e Iqbal. The main motive of this course was to train women and motivate them to come up and to explore their inner skills and talent.



SHAM-E-SUKHUN

On October 23, 2019, COMSATS University Islamabad, Lahore Campus, witnessed one of its biggest ever held Mushaira by the name of “Shaam-e-Sukhan”. The response of the audience was highly uplifting for our poets, and fortunately both the audience and poets enjoyed themselves throughout the event. The COMSATS Literary Society worked as one integrated unit along with the essential support from the faculty advisor Ms. Saima Chatta. Renowned poet Ahmad Hammad enthralled



the audience with his

hosting. Amjad Islam Amjad, Farhat Abbas Shah and Wasi Shah were the big names who captured the audience attention. The poets and the management were lauded by the audience for their efforts and for pulling off such a great event.



1ST INTER-UNIVERSITY ESSAY WRITING COMPETITION

1st Inter-University Essay Writing Competition was held on October 22, 2019. A large number of students attended the writing event. Faculty members Ms. Kainat Khalid, Ms. Sara Khan and Ms. Noor Ul Ain from Humanities department organized this writing gala. Different universities of Lahore participated in the event. The winners and organizers received certificates by the chief guest at the prize distribution ceremony and cash prizes of Rs. 20, 000, Rs. 15,000 and Rs. 10,000 were awarded to the 1st, 2nd and 3rd position holders respectively.



SEMESTER MODEL PRESENTATIONS

Semester Model Presentations of BS Psychology students of Advance Social Psychology class was organized by Dr. Farzana Ashraf (Assistant Professor, Psychology) on December 23, 2019. Models were evaluated by Dr. Alia Ismat from University of Central Punjab and Dr. Muneeba Shakil (Assistant Professor, Psychology) from CUI, Lahore. Dr. Shameem Fatima (Incharge Humanities) and Ms. Amna Naveed (Associate Incharge Humanities) graced the event with their presence. As a token of appreciation, a prize money was awarded to the two best model presenters.



An awareness seminar on Vitamin D deficiency was arranged by Ms. Amna Naveed (Associate Incharge, Humanities) on December 19, 2019. As in Pakistan more than 70% women are suffering from the deficiency of vitamin D which is the main cause of osteoporosis in elderly age. Dr. Nadia Bashir, M.O. Gulab Devi Hospital was invited to acquaint the public with the serious complications caused by the deficiency of Vitamin D.



FAREWELL PARTY FOR THE FORMER DEPARTMENTAL INCHARGE

A farewell lunch in the honour of Dr. Ammad-Ul-Haq (Former Incharge, Humanities Department) was organized by Humanities Department at Signature Café and Restaurant on December 20, 2019 which was also graced with the presence of the worthy Director, Dr Qaisar Abbas. The director and faculty members extended their gratitude and appreciation for the former Incharge's valuable services and presented him with a souvenir as a token of acknowledgement.



AWARENESS OF PERSONAL EFFORT IN TRANSFORMING PUBLIC SPACES: A GROUP ACTIVITY

Ms. Javaria Farooqui (Assistant Professor, English) organized an outdoor activity for the students of Software engineering (BSE-C/D). This activity required the students to collect trash from the campus. Students divided themselves in ten groups, wore protective masks, and gloves. These groups collected plastic, food, and cigarette waste from ten areas of the campus, especially focusing on the Cafe area and N-Block. This activity had two purposes: awareness of personal effort in transforming public spaces, and teaching report writing/team building to students.

ONE DAY WORKSHOP ON INSTRUMENT DEVELOPMENT IN SURVEY RESEARCH

Dr. Farzana Ashraf (Assistant Professor, Psychology) presented a "One Day Workshop on Instrument Development in Survey Research" in Department of Sociology, University of Management & Technology, Lahore. This workshop was conducted on December 20, 2019.



FAREWELL PARTY

A farewell party for BS Psychology students was organized by Dr. Shazia Gulzar (Lecturer, psychology) along with the teaching faculty of Psychology in the Horse Riding Club, Valencia on December 23, 2019. The students were entertained with horse riding, bonfire and live barbeque. Qawal Ustad Baddar Khan entertained the audience with a mesmerizing Kalam.



WORKSHOPS ATTENDED

Dr. Asia Nusrat (Assistant Professor, English) attended the following workshops at the University of Punjab, Lahore on 16th, 18th and 23rd November, 2019 respectively:

- ➡ *Structural equation modeling AMOS*
- ➡ *Instrument development and validation*
- ➡ *Planning and conducting qualitative research*
- Publishing in an Impact Factor Journal*

Dr. Musferah Mehfooz (Assistant Professor, Islamic Studies) attended a workshop on "Youth Engagement Program for Contribution of An Inclusive Pakistani Society" organized by Islamic Research Institute (IRI) International Islamic University Islamabad on August 1-9, 2019.



CONFERENCE PRESENTATIONS

DR MUSFERAH MEHFOOZ (Assistant Professor, Islamic Studies) presented a paper entitled “The Relationship between Religion and Reason during the Golden Age of Islam” in International Conference on Science, Reason & Religions Organized by Minhaj University Lahore, 26- 27 October 2019. She also presented a paper titled “Islamic Values against Gender Discrimination: An Overview of Its Practical Application During Prophetic Society” at the 1st International Conference Seerat-e-Tayyaba and Emerging Issues of Women in Pakistan organized by Institute of Islamic Studies, University of the Punjab.

MS. SALEHA FATIMA (Lecturer, Islamic Studies) presented her research paper “Erdogan’s Soft Power Policy for Promoting Islamic-Nationalism through Media—An Auteurist Discourse of Dirilis (Resurrection) Ertugrul” at the Two-day National Conference on “Media as a Soft Power in the 21st Century (10-11 October 2019) organized by Department of Mass Communication, National University of Modern Languages (NUML), Islamabad.

MS. SADAF FATIMA (Lecturer, English) presented a research paper titled “Feminist Linguistic Criticism of Sexist Jokes in Reader’s Digest E-Version” at the 1st Annual National Conference on Linguistics and Literature (ANCLL) hosted by the Department of English, Fatima Jinnah Women University, Rawalpindi on 26-27 September, 2019.

DR. AASIA NUSRAT (Assistant Professor, English) and **Ms. Rakshshanda Fawad** (MS English scholar) presented a paper titled ‘Effectiveness of Electronic Feedback on Graduate Students of COMSATS’ at the “35th SDELT International Conference on Innovation in ELT: Future Directions.”

Six research papers by **MS ENGLISH STUDENTS** (in co-authorship with Ms. Shazia Aziz, (Assistant Professor, English) and Ms. Amna (Assistant Professor, English) were presented in ICLAD. Their research addressed the current issues of Sociolinguistics.

DR. FAROOQ ABDULLAH (Lecturer, Islamic Studies) presented a research paper titled “Exploring the Issues of Working Women in Pakistani Society: Critical Appraisal in Shariah Perspective” at the 1st International Conference: Seerat e Tayyaba and Emerging Issues of Women In Pakistan (ICSTEIWP-2019) organized by Women Rights Higher Education Commission, Islamabad and Institute of Islamic Studies, University of the Punjab, Lahore.

PANELIST & MODERATOR

Dr. Musferah Mehfooz (Assistant Professor, Islamic Studies) served as a panelist in the session on “Science is an Expression of Human Desire to Know” during the closing ceremony of International Conference on Science, Reason & Religions, organized by Minhaj University Lahore on October 26-27, 2019.

She also moderated the concurrent session of the Conference Seerat-e-Tayyaba and Emerging Issues of Women in Pakistan, Institute of Islamic Studies, University of the Punjab, November 20- 21, 2019



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6. Shameem Fatima (2019). Executive Dysfunctions in Attention-Deficit Hyperactivity Disorder. In Alfredo Ardila, Shameem Fatima & Monica Rosselli (Eds.), *Dysexceptive Syndrome: Clinical and Experimental Perspectives*, Springer.
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