

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Criterion 1: Mission, Objectives and Outcomes:

Mission Statement:

The Department of Mass communication of Gomal University, D.I.Khan to serve the region by producing professionally skilled and technically sound journalists to meet the need of today's dynamic media, through collaborative approaches of practical and theoretical orientation and research based review of the media operation.

Vision Statement:

The department of Mass communication operates with the vision to produce and provide skilled and furnished working journalist to serve as watchdogs of the society.

M.A. Mass Communication Program

(Program Mission, Objectives and Outcomes)

Standard 1-1: the program must have documented measurable objectives that support faculty /college and institution mission statements.

Mission statement for M.A Mass Comm Department:

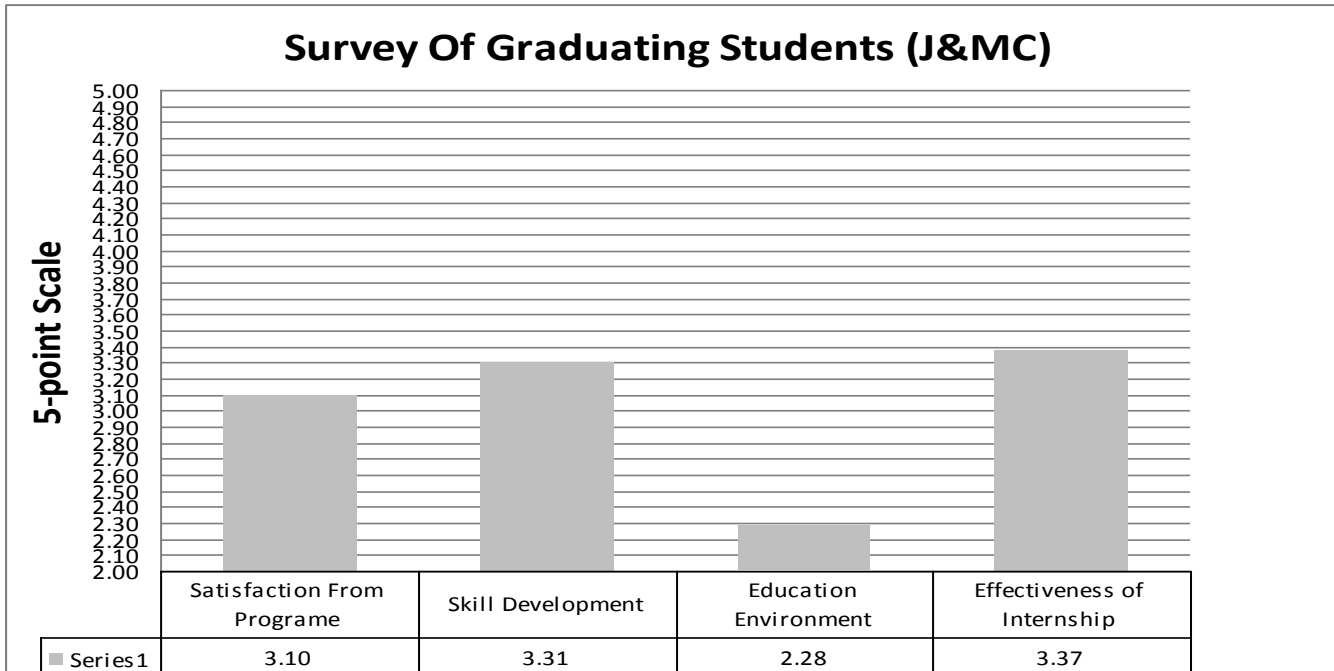
The Department of Mass communication of Gomal University, D.I.Khan is coaching different programs that benefits in generating skilled and technically sound journalist. To bump into the prerequisite of today's media, the department is also running the Mphil and Ph.d programs.

Program Objectives

The Department has the objectives to offer the knowledge in Media and Communication on both theoretical and research based education so that they can bump into the future trials and be able to:

1. Produce skilled Journalist.
2. To fulfill the deficiency of Journalist.
3. To promote research culture in Mass communication.

4. To prepare journalist with innovated methods of Journalism.
5. To make the journalist responsive to the new modern world of journalism.
6. Enrich the quality of education and student enrollment.
7. Inaugurate connections at national and international level.
8. Create advantageous working surroundings.



Objective	How measured	When measured	Improvement identified	Improvement made
1,2,4,5	a) Student Course Evaluation Questionnaire	2013	lack of practical work Shortage of learning resources.	
1,3,5,6,7	b) Survey of Graduating Students	2013	<ul style="list-style-type: none"> ➤ Program objectives achievements need more attention ➤ Infrastructure needs improvement for conducive learning ➤ Education environment needs improvement 	

Standard 1-2: The program must have documented outcomes for graduating students. It must be demonstrated that the outcome supports the program objective and that graduating students are capable of performing these outcomes.

Program objectives will result in following outcomes.

1. Students are able to apply theoretical knowledge into practice.
2. Students are able to apply the knowledge into different departments
3. Students are able to run the project individually.
4. Students are able to understand the new journalism trend in the field.
5. Students are able to do the reporting and editing in different departments.
6. Students are able to analyze and produce the solution to problems.
7. Students are able to manage different departments in the organization.
8. Students are able to communicate effectively with all the national and international organization.
9. Students are able to communicate effectively in written and oral

Program Objectives	Program Outcomes								
	1	2	3	4	5	6	7	8	9
1	√				√	√	√	√	√
2		√				√		√	
3			√	√					
4			√	√					
5		√			√				√
6		√				√			
7	√						√	√	
8	√	√					√	√	

Standard 1-3: The results of programs assessment and the extent to which they are used to improve the program must be documented

After the assessment of Master's students, the strength and weaknesses are identified.

Internship needs improvement.

- ❖ **Areas for improvement:**
- ✓ Infrastructure
- ✓ Lack of laboratory
- ✓ Library needs improvement.

Standard 1-4: the department must assess its overall performance, Periodically using quantifiable measures.

Present student enrollment (Mass Communication.)

Years	No of students	No of graduate students
2009-2010	72	28
2010-2011	62	25
2011-2012	36	19

Criterion 2: Curriculum Design and Organization

- A. Title of degree program:** M.A
- B. Definition of credit hour:** One credit hour means a class of one hour per week for one term/ semester. One term means 15 weeks continuous duration program.
- C. Degree Plan:** The table-1 shows the course division of the program.
- D. Curriculum breakdown:** No breakdown available for the courses. Needs improvement

Following matrix links courses in the program to program outcomes.

SNo	Courses	Outcomes								
		1	2	3	4	5	6	7	8	9
1	Test development & evaluation	√	√	√			√	√	√	
2	Theory and practice of reporting and Editing	√	√	√		√	√	√	√	√
3	Teaching of Research Methodology	√	√	√		√	√	√	√	
4	Media Laws And Ethics	√	√			√		√	√	
5	Theory and practice of broadcast Journalism	√	√		√			√		
6	Theory and practice of broadcast Journalism	√	√	√	√	√	√	√		
7	Advertising		√					√		
8	Workshops and trainings on Media trends		√				√	√		√
9	Curriculum Development		√					√		
10	Functional English	√	√		√			√		√
11	Teaching of Science & Arts Subjects	√	√	√	√	√	√	√		

Standard 2-1: the curriculum must be consistent and supports the programs documented objectives.

Courses / Groups of Courses	Objectives				
	1	2	3	4	5
1					
2					
3					

Standard2-2: Theoretical background, problem analysis and solution design must be stressed within the program's core material.

The program has its practical circumstantial in the form of Trainings and workshops.

Standard2-3: The curriculum must satisfy the mathematics and basic sciences requirements for the program as specified by the respective accreditation body.

The Mass Communication degree included the Research Methods as a subject.

Standard 2-4: The curriculum must satisfy the major requirements for the program as specified by the respective accreditation body.

The overall set of courses in the program is fully satisfied the major requirement of the program but it needs the addition of some subjects in the program which are indispensable for the capacity building.

Standard 2-5: The curriculum must satisfy humanities, social sciences, arts, ethical, professional and other discipline requirements for the program as specified by the respective accreditation body.

The syllabus satisfies the humanities, social sciences, arts and ethical, professional discipline and social sciences.

Standard 2-6: Information technology component of the curriculum must be Integrated throughout the program.

No information technology subject is included in the Mass Communication program, needs improvement in this area. This program should have subject of Information Technology which is quite essential for this program.

Standard 2-7: Oral and written communication skills of the students must be developed and applied in the program.

A course of functional English is included in the curriculum from which the oral and written communication skills have been improved. The marks of this subject are not included in the result card, therefore all the students are not taking it serious. In order to improve oral and written communication skill English subject should be included in the course as compulsory.

Criterion 03: Mass Comm Lab

Lab Title	Location & area	Objectives	Adequacy for Instruction	Courses Taught	Major apparatus and Equipment's	Safety regulations and first aid box
Computer lab	Main Building IER WxL 25x27	To enhance their computer skills in the field of Mass communication.	M.A. program		1.No Multimedia Projector 2. Computers and related accessories.	Not available
Instructional technology lab	Adjacent building WxL 13x16	To prepare different programs for radio broadcast. To do the editing of different radio programs. To conduct regular trainings.	M.A. program		1.No Multimedia Projector 2. Computers and related accessories.	Not available

Standard- 3-1: (Lab manuals/documentation/instruction for experiments must be available and readily accessible to faculty and students.

Lab manuals are available. Facility to overcome electric shocks in the Lab is also available.

Standard 3-2: There must be adequate support personal for instruction and maintaining the computing laboratories

There is no Lab Assistants and attendants to maintain the lab of the Radio program coordinator and Assistant coordinator to help in conducting the Lab activities.

Standard 3-3: The university computing infrastructure and facilities must be adequate to support program objectives.

Computer lab is established and equipped with computers but no access to students to take benefits from Digital library and other e-learning facilities. The internet facility in the department needs improvement to fulfill the requirements of e-learning.

Criterion 4: Student Support and Advising

Standard 4.1: Courses must be offered with sufficient frequency and number for students to complete the program in a timely manner.

All the courses are first discussed by departmental academic committee. The recommendations are then discussed at the Board of Studies meeting comprising of some senior professors of the university and experts of curriculum from other universities and affiliated colleges. The recommendations of this board are further submitted to the Academic Committee for approval and onward submission to the syndicate.

Standard 4-2: Courses in the major areas of study must be structured to ensure effective interaction between student, faculty and teacher assistants.

In Mass Communication Program students are allowed to directly interact with teacher on and off in the department. Teaching Assistants in this department are not available. However, proper procedure to assign the responsibility to structure courses and to maintain the consistency of contents is available. Improvement needs in this area to fulfill the requirements.

Standard 4-3 Guidance on how to complete the program must be available to all students and access to academic advising must be available to make course decisions and careers choices.

A faculty member is assigned responsibility to discuss and coordinate with student in taking major optional courses. Also a faculty member is responsible for organizing seminars, visits of the students to different universities. The same faculty is also responsible for guidance to the students for the selection of Careers choices.

Criterion 5: Process Control

Standard 5-1: The process by which students are admitted to the Program must be based on quantitative and qualitative criteria and clearly documented. The process must be periodically evaluated to ensure that it is meeting its objectives.

A very transparent system for admission in Mass Communication NTS test and interview is taken for admission. Admission in this program based on the following selection criteria.

1. The candidate must qualify NTS test to appear in the interview. (40%)
2. Candidate must have passed B.Sc. /B. A. at least 2nd division.
3. Candidate must have
4. Merit formula: (60%)

$$\text{SSC} *1 = X$$

$$\text{HSSC} *2 = Y$$

$$\text{B. Sc} *3 = Z$$

$$\text{Merit} = X+Y+Z / 6$$

Standard 5-2: The process by which students are registered in the program and monitoring of students progress to ensure timely completion of the program must be documented.

At the start of term applications are invited through leading newspapers. After getting the applications students are scrutinized with reference to prerequisites of the program. Merit list of eligible candidates is prepared according to the formula given in standard 5.1

To monitor the students' performance we have internal as well as the external base evaluation system. In every term at least 2 tests are conducted which carry 20 % marks along with assignments at the end of the term, external exam is conducted for 80 %. The result is based over these combined assessments of the students.

Standard 5-3: The process of recruiting and retaining highly qualified faculty members must be in place and clearly documented. Also processes and procedures for faculty evaluation.

In order to attract qualified faculty , different spheres of journalism and Mass Communication are defined in the programs as per the expertise required , demand for the staff along with the expertise details is sent to Administration for advertising the positions in leading English and Urdu Newspapers. As the application forms are received, the scrutiny committee short lists the applicants for the screening test as per criteria advertised. A third party is involved in conducting the test to make the process transparent. Successful candidates of the test are interviewed through a selection board in which a panel of experts is present. After the selection board syndicate approves these selections, thereafter the appointment is offered to the candidate.

There was no systematic process to evaluate the faculty members, now after establishment of QEC each faculty member is evaluated by the students via “Teacher Evaluation Questionnaire”.

Standard 5-4: The process and procedures used to ensure that teaching and delivery of course material to the students emphasize active learning and that course learning outcome is met. The process must be periodically evaluated to ensure that it is meeting the objectives.

There no proper procedure to check the performance of the teacher during classes.

Standard 5-5: The process that ensures that graduates have completed the requirements of the program must be based on standards, effective and clearly documented procedures. This process must be periodically evaluated to ensure that it is meeting its objectives.

Proper procedures are present to assure that the graduate meets the program requirements. But periodic meetings to ensure that objectives are fulfilled are not conducted as per present procedure. This area requires attention.

Criterion 06: Faculty

Standard 6-1: There must be enough full time faculties who are committed to the program to provide adequate coverage of the program areas / courses, continuity and stability. The interests and qualifications of all faculty members must be sufficient to teach all courses, plan, modify and update courses and curricula. All faculty members must have a level of competence that would normally be obtained through graduate work in the discipline. The majority of the faculty must hold a Ph. D. in the Discipline.

The following table indicates program areas and number of faculty in each area

Program Area	Courses in the area and average number of sections per year	Number of faculty members in each area	Number of faculty with PhD
M.A. Mass Communication	Test development & evaluation Theory and practice of reporting and Editing Teaching of Research Methodology Media Laws And Ethics Theory and practice of broadcast Journalism Advertising & opinionated writing. Workshops and trainings on Media trends Functional English Teaching of Science & Arts Subjects	6	3
S.Total :		6 +3	3
Total		9	

Standard 6-2: All faculty members must remain current in the discipline and sufficient time must be provided for scholarly activities and professional development. Also, effective programs for faculty development must be in place.

Mass Communication has a number of faculty members involved in research work and professional development. Research seminars are arranged. Improvement needs to arrange refresher courses and research workshops.

Standard 6-3: Faculty members should be motivated and have job satisfaction to excel in their profession

There are different programs for faculty benefits and their motivation i.e.

- 1) Reasonable work load and class size as per the HEC requirement for getting quality education.
- 2) Attractive salary packages.
- 3) Paid vacations.
- 4) Hard area allowance.

Criterion 07: Institutional Facilities

Standard 7-1: The institution must have the infrastructure to support new trends in learning such as e-learning

Mass Communication has less space to support new trends in e-learning, but this area needs much improvement to meet the day to day requirement. Improvement is needed for this section.

Standard 7-2: The library must possess an up to date technical collection relevant to the program and must be adequately staffed with professional personnel

The institute library has the collection of books not up to the mark. The total numbers of books in the library are

Name of Item	Quantity
Books	50120

Central Library:

The central library has facilitated the Mass Communication students also but with a small number of books. Our central library does not have the sufficient number of books in education. No e-learning facility is provided in the central library. Improvement needs in this section.

Standard 7-3: Class-rooms must be adequately equipped and offices must be adequate to enable faculty to carry out their responsibilities

Classroom and faculty member's office shortcomings.

- 1. Multimedia:** No multimedia present in the classrooms.
- 2. Sound System:** No sound system present.
- 3. Desks / Chairs:** Desks and chairs are present but their condition is not good.
- 4. Light System:** Light system is present but not up to the requirements and classroom standards.

Offices are not adequate to enable faculty to carry out their job responsibilities.

Criterion 08: Institutional Support

Standard 8-1: There must be sufficient support and financial resources to attract and retain high quality faculty and provide the means for them to maintain

All the financial matters of Mass Communication are run by the University Finance Directorate and very little is left at department level. The university provides all the financial support needed to run the programs of studies in Mass Communication Salaries of the faculty as well as supporting staff are facilitated by the university.

Standard 8-2: There must be an adequate number of high quality graduate students, research assistants and PhD students.

Currently Mass Comm has the students enrolled in M.A. And in M. Phil. /Ph.D. But no research assistants are available facilitate to the research scholars. Still there are also some problems faced by the students during studies and research.

1. Lack of computers, printers, network equipment and software support.
2. Lack of funds for the functioning of research equipment.

Standard 8-3: Financial resources must be provided to acquire and maintain library holding, laboratories and computer facilities

All the financial resources are captured by the Finance department of the university. For the maintenance/purchase of the equipment a lengthy procedure is followed, which often ends at the constraint “NO FUNDS”.