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OSLOMET

▶ WORKSHOP BULLETIN

PEACE Journalism WORKSHOP

24TH - 26TH
OCTOBER 2023

AIM & SCOPE

Faculty of Humanities, FCCU, organized a 3-day groundbreaking workshop focused on "Essential Debates in Peace, Balance, and Harmony in Pakistani Journalism: An Inclusive Approach to Audience Wellbeing and Survival as a Mainstream Journalist." The workshop marked a significant step in the pursuit of responsible and constructive journalism, reinforcing the role of media in fostering a peaceful and informed society.

TABLE OF CONTENTS

➤	PREFACE & DEAN'S NOTE	1
➤	WORKSHOP INAUGURATION	2
➤	DAY 1 BREAKDOWN	4
➤	DAY 2 BREAKDOWN	6
➤	GUIDE FOR RESPONSIBLE USE OF SOCIAL MEDIA	6
➤	VISIT TO THE JIM TEBBE CENTER	8
➤	DAY 3 BREAKDOWN	9
➤	WORKSHOP TID-BITS	11
➤	CLOSING CEREMONY	12
➤	PARTICIPANT REMARKS	13
➤	CREDITS	14

PREFACE

The Peace Journalism Workshop, a collaborative effort between Faculty of Humanities, FCCU and Journalism & Media International Center (JMIC), Oslo Metropolitan University, Norway, is more than just a gathering of minds; it's a collective journey toward meaningful change. Our primary objective revolves around shaping a new narrative for journalism in Pakistan, one that places peace, balance, and harmony at its core. By providing a platform for rigorous discussions and practical insights, we aim to equip journalists and students with the tools they need to navigate the ever-evolving media landscape responsibly.

This collaboration represents a commitment to fostering ethical journalism. Together, we leverage our unique strengths and expertise to drive positive transformation within the media industry. With a shared vision of promoting peace through journalism, we believe that our combined efforts will make a significant impact.



DEAN'S NOTE



DR. ALTAF ULLAH KHAN
DEAN OF HUMANITIES
FCCU

Peace is a continuous process. It is not a binary opposite of conflict or war. The difference lies in the very belief in the two. While conflict resolution or de-escalation is based on the preexistence of tensions, a negativity in human nature that needs to be controlled, fixed. A belief in the goodness of human nature is the foundation of our ideas of peace. The current workshop on peace journalism looks at peace journalism from the same perspective. Instead of looking at problems to be solved, it sees potentials to be identified. Exploring the potentials of collaboration and fusion while keeping a vigilant eye on the spoilers is a focus of this workshop. An important aspect of the workshop is cross-disciplinary collaboration by inviting experts from computer science to get a practical but outside view of journalism in the age of computer-assisted communication. It's just a beginning, an important one. The prospects and perils are endless.

1 EVENT
INAUGURATION

2 MOU
SIGNING

3 SESSIONS
BREAKDOWN

WORKSHOP

INAUGURATION

Prof. Altaf Ullah Khan, Dean of Humanities, delivered a welcome speech. He emphasized the workshop's significance in Pakistan's dynamic media landscape during his welcome note.



Dr. Firasat Jabeen, Chairperson Department of Mass Communication, eloquently unveiled our collaboration with the International Communication Association (ICA).



Assistant Professor and workshop moderator, Syed Muhammad Saqib, extended a warm welcome to all the participants and acknowledged the esteemed guests.



"In this age where time is both our greatest asset and challenge, peace emerges as the guiding light. It is paramount, and its value is immeasurable.

Let us always remember the paramount importance of peace, as harmony and understanding can achieve a better world."

DR JONATHAN ADDLETON | RECTOR FCCU



"Our university feels deeply honored to actively engage in these crucial conversations. Peace, we understand, isn't merely the absence of conflict; it's the art of maintaining harmony and balance."

DR DOUGLAS TRIMBLE | VICE RECTOR FCCU



WORKSHOP INAUGURATION

MOU SIGNING FOR ICA REGIONAL CONFERENCE

The Department of Mass Communication at FCCU takes immense pride in announcing that International Communication Association (ICA) is making its debut in Pakistan, an esteemed organization known for hosting flagship research events worldwide. The signing of a Memorandum of Understanding (MOU) signifies the inception of a collaborative endeavor, paving the way for the forthcoming International Communication Association (ICA) Regional Conference on Climate Communication in November 2024. This remarkable partnership, with the MOU officially signed by the Chairperson, Mass Communication Department, Dr. Firasat Jabeen, underscores our collective dedication to addressing pressing environmental concerns through the influential medium of effective communication.



BREAKDOWN DAY 1

THE (DIS)EASE OF SOCIAL MEDIA

Dr. Firasat Jabeen

Chairperson and Assistant Professor of Mass Communication Department

Dr. Firasat's presentation explored new media with a focus on peripheral countries. It touched on the influence of figures like Wendy Chan, discussing the social and ethical implications of new media, and questioned the concept of updating in the digital age. The talk highlighted the distinction between new media and social media, emphasized their ubiquitous nature, and pondered the sense of ownership and dependence on social platforms. It also delved into the complexities of anonymity, particularly in the context of Facebook, and examined the role of repetitions and the shifting value of information in the age of ideologically driven states.



FROM HEADLINES TO HASHTAGS

Mr Ajmal Jami

Broadcast Journalist, Anchorperson and Social Media Strategist/Trainer

Mr. Ajmal's presentation delved into the world of journalism and the impact of sensationalism, using a wide range of practical examples to illustrate its effects on society. Topics included international leaders like Imran Khan and Trump, the power of social media hashtags, and the influence of mainstream media and anchors. The presentation also explored the deterioration of political and social behavior, ethical debates, and the role of the state and government in sensational reporting. It shed light on the importance of responsible journalism and the role of democracy in maintaining consistency in media practices.



JOURNALISM IN THE DIGITAL TRENCHES

Prof. Dr. Savera Shami

Chairperson, Department of Digital Media, University of the Punjab

In her exploration of the "Digital Trenches," Dr. Shami delved into online spaces, primarily social media platforms, where vibrant conversations and interactions flourish. Her role as a diligent journalist was essential for upholding accurate reporting and fact-checking.

These digital spaces have the potential to foster peace by connecting diverse groups, but they also bring challenges, such as polarization and the formation of echo chambers. A significant concern is the spread of misinformation and information manipulation, which can escalate conflict. Superficial engagement, where users quickly skim content, may lead to distorted views. This discussion underscores the complexities and opportunities at the intersection of journalism and social media within the evolving landscape of the "Digital Trenches."



TO SEE THE WORLD FROM THE OTHER SIDE

Prof. Elisabeth Eide

Professor Emerita, Oslo Metropolitan University, Norway

In a compelling presentation on historical conflict reporting, we ventured from the Crimean War to today, seeking a balanced view of conflicts. We addressed the challenge of maintaining objectivity in an age of sensationalism and clickbait. We highlighted the role of journalists in revealing the realities of conflicts, remaining steadfast in their mission to uncover the truth. They act as bridges, humanizing conflicts through civilian stories. We also discussed social media's influence, evolving language, and ethical reporting strategies. This historical perspective reinforces that, despite changing tools, the enduring values of truth, objectivity, and peace make journalists essential in uncovering complex issues amid sensationalism and clickbait.



JOURNALIST SURVIVAL IN THE CLICKBAIT COMPETITION

Mr. Khalid Khatak

Multimedia Journalist and Founder at Data Stories

In the presentation, Mr. Khatak explored the fiercely competitive digital landscape where clickbait content thrives. This highlighted the dilemma journalists face, balancing the need for clicks and views with maintaining objectivity and credibility, crucial in a sensationalism-driven media environment. While recognizing the importance of staying relevant and engaging audiences online, the allure of clickbait content was acknowledged. This often tempts journalists to compromise objectivity, posing a significant modern media dilemma.



A GUIDE FOR RESPONSIBLE USE OF SOCIAL MEDIA

- ▶ VERIFY BEFORE YOU SHARE
- ▶ QUESTION SENSATIONAL HEADLINES
- ▶ DIVERSIFY YOUR SOURCES
- ▶ REPORT MISINFORMATION
- ▶ ENCOURAGE CRITICAL THINKING
- ▶ DON'T SHARE OUT OF EMOTION
- ▶ CHECK DATES AND SOURCES
- ▶ AVOID ECHO CHAMBERS
- ▶ RESPONSIBLE SHARING
- ▶ PROMOTE FACT-CHECKING SITES

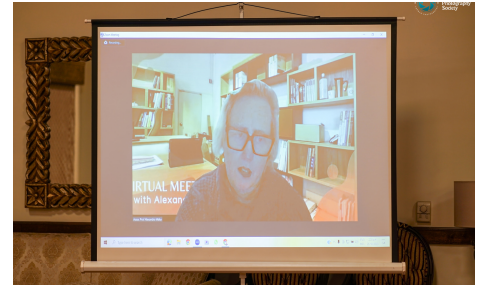
THE AGGRESSIVE MEDIA LANDSCAPE

Ms. Tarhub Asghar
Multimedia Journalist, BBC

The 2nd of the event began with a powerful presentation of Tarhub Asghar, who presented with a spectrum of issues that women face in the field of journalism. The struggles they have to go through in order to achieve the status-quo equivalent to men. She also talked that the contemporary media landscape is marked by polarization, and aggressive competition among news outlets, and gender identity which have led to a decline in trust and credibility in mainstream media.



BREAKDOWN DAY 2



MEANINGFUL REPORTING IN AGE OF SOCIAL MEDIA

Mr. Zain Amir

Senior Producer, Neo Television Network

Attendees were privy to a discussion on some positive trends in the realm of journalism. Mr. Amir highlighted a noteworthy shift towards in-depth journalism, emphasizing the importance of fostering genuine engagement with the audience. He also stressed the significance of solutions journalism and fact-checking as vital tools in the ongoing battle against the proliferation of misinformation in the age of social media. This forward-looking perspective shared during the session serves as a beacon, guiding us toward a more meaningful and responsible approach to journalism in the digital age.

FROM EMPLOYMENT TO ENTREPRENEURSHIP

Mr. Shiraz Hasnat

Bureau Chief - HUM News

He emphasized that journalists, in today's ever-evolving media landscape, often assume multifaceted roles, necessitating them to be versatile content creators. Mr. Hasnat urged aspiring entrepreneurs not to wait for opportunities but to proactively create them. He stressed the importance of developing a solid business idea and a comprehensive business plan, even for those who may not have a traditional business background. This insightful discussion underscores the growing need for journalists to be not only exceptional communicators but also entrepreneurial thinkers in a dynamic media industry.

THE (DIS)EASE OF SOCIAL MEDIA

Dr. Alexandra Wake

RMIT, Melbourne

In this discussion, she explored the complex challenges journalists face in today's media landscape. She began by highlighting the importance of respecting Indigenous culture and acknowledging Australia's original land. She also emphasized the inherent dangers journalists encounter, from detainment and injuries to the heightened threats in the digital age. Shifting perceptions of adversaries, evolving happiness in journalism, and the profound connection between journalism and trauma were discussed. Managing the impact of the digital world, seeking help and support, implementing prevention protocols, and fostering collaboration with other news outlets were key takeaways. Furthermore, she highlighted the need for support, protection, and holistic well-being as journalists navigate the modern media terrain.

A VISIT TO THE JIM TEBBE CAMPUS CENTER

As the second day of the workshop drew to a close, participants were in for a delightful and enriching experience as they embarked on a campus center tour that showcased the multifaceted facets of our institution. The highlight of this tour was a visit to the renowned Zaidi's art gallery, where the walls echoed with the creative expressions of talented artists.

But this tour was more than just an art appreciation journey; it also encompassed an engaging introduction to the foundations and principles underpinning the Jim Tebbe Campus Center. This insightful presentation offered attendees a deeper understanding of the center's core concepts and objectives, shedding light on its mission to foster a sense of community, provide spaces for collaboration, and promote personal and academic growth.

The tour served as a bridge between the creative world of art and the purpose-driven environment of the campus center, leaving participants not only inspired but also equipped with a richer perspective of our institution's values and aspirations.





BUILDING PEACE THROUGH SUSTAINABLE JOURNALISM

Dr. Ayesha Ashfaq

Chairperson, Department of Development Communication, University of the Punjab

Building peace through sustainable journalism is a multifaceted and vital endeavor that involves the intersection of journalism, sustainability, and conflict resolution. Sustainable journalism plays a crucial role in fostering peace and stability in many ways. Dr. Ayesha Ashfaq highlighted the concept of development journalism, emphasizing its role in promoting peace and progress by fostering dialogue among diverse communities, even in the face of challenges such as threats and censorship encountered by Pakistani journalists covering minority rights. This discussion underscored the significant influence of journalism in shaping our understanding of the world and bridging divides in the evolving media landscape.

EMERGING TECHNOLOGIES AND JOURNALISM

Dr. Anam Muzamill

Assistant Professor of Mass Communication and Head Academic Advising, Forman Christian College (A Chartered University)

Dr. Anam Muzamill's session was a captivating exploration of the intricate interplay between emerging technologies and the evolving landscape of journalism. Her thought-provoking discussion, titled "Emerging Technologies and Journalism's Future," provided a deep dive into the transformative impact of AI within newsrooms. She shed light on how AI is reshaping journalistic practices, while also addressing the ethical dilemmas that accompany these changes. As she painted a vision of journalism's future in a tech-driven world, participants were left with a sense of optimism and a renewed perspective on the industry's exciting possibilities.



IMPACTS OF TECHNOLOGY ON JOURNALISM

Ms. Asma Basharat

Lecturer, Department of Computer Science, Forman Christian College (A Chartered University)

Ms. Asma Basharat brought a wealth of expertise to the forefront as she guided our exploration of the profound impacts of technology on the field of journalism. With her insightful session, she skillfully illuminated the intricate and dynamic relationship that exists between technology and journalism. In doing so, Ms. Basharat highlighted the profound influence that digital advancements are currently exerting on the journalism landscape.

By offering a comprehensive view of these tech-driven transformations, she encouraged a lively exchange of ideas and insights among our participants. As they actively engaged in discussions inspired by her presentation, a collective realization emerged – that we are at the helm of shaping the evolving landscape of journalism in this technology-driven era.

ETHICAL REPORTING IN PEACE JOURNALISM

Dr. Rehman Ullah

Chairperson, Department of Journalism and Mass Communication, Kohat University of Science and Technology, Kohat

Dr. Rehman delved into the critical task of ethical reporting in regions where historical conflicts have left deep scars. With specific references to the Shia-Sunni divide and the treatment of minority communities, the presentation stressed the paramount importance of responsible journalism in a region where misinformation can readily ignite tensions and potentially lead to violence. The discussion highlighted the need for censorship of sensitive information to prevent further divisions and emphasized the role of peace journalism in promoting unity and harmony in a historically tumultuous landscape.



JOURNALISM & SOCIAL MEDIA

- ▶ REAL-TIME UPDATES
- ▶ USER-GENERATED CONTENT
- ▶ AUDIENCE ENGAGEMENT
- ▶ DISTRIBUTION CHANNELS
- ▶ CROWDSOURCING
- ▶ TREND IDENTIFICATION
- ▶ LIVE REPORTING
- ▶ MONITORING SOURCES

A.I

DISEASE OR EASE?

- RAPID CONTENT CREATION
- PERSONALIZE VISUALS USING AI, ENHANCING THE STORYTELLING
- AI-GENERATED IMAGES IMPROVE THE VISUAL APPEAL OF NEWS ARTICLES
- AI VISUALS AND REPORTING INACCURACY
- AUTHENTICITY CONCERNS; FAKE NEWS
- DISRUPTION OF PHOTOJOURNALISM

WORKSHOP TIDBITS

CLOSING CEREMONY



CLOSING SPEECH BY DR. ALTAF ULLAH



CLOSING REMARKS BY DR. TRIMBLE



THANK YOU NOTE BY DR. FIRASAT



DEPARTMENTAL GROUP PHOTO WITH STUDENT VOLUNTEERS



G R O U P P I C T U R E

PARTICIPANT REMARKS

“ The peace journalism workshop was an amazing 3 day activity enlightening the academics & working journalists about the importance & challenges in the line of work. The suggestions & solutions will certainly help us create a more balanced, harmonious & peaceful media practice & practitioners.

SADIA SAFIR TARAR
KINNAIRD COLLEGE FOR WOMEN UNIVERSITY

“ In a time of a highly polarized world, the three day workshop on peace journalism held at FCCU was pivotal in bringing together scholars and media critics from across the country to think and reflect on the changing role of news media in the Pakistani society

DR ALI AKBER
KARAKORAM INTERNATIONAL
UNIVERSITY

“ The workshop was intellectually stimulating experience having a galaxy of experts from academia and industry, covering several important practical aspects related to peace journalism in Pakistan

ANIQUE BUTT
THE DAILY PAKISTAN

“ Participating in the workshop was a great learning experience. The sessions helped to raise awareness and sensitization on the contemporary issues. The workshop provided opportunities to the academia and professionals from media studies to connect and collaborate for a better solution on Peace Journalism.

NOMAN YASER
UNIVERSITY OF SARGODHA

“ Given the current global and national challenges, workshops and dialogues like these are essential for fostering acceptance of diverse perspectives.

PROF. DR. SHAHZAD
ISLAMIA UNIVERSITY OF BAHAWALPUR

“ It was an amazing experience to attend such a wonderful workshop. I gained new information and tools that I'll be using in my classes.

DR FOUZIA
KARACHI UNIVERSITY



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