



# ICA 2024 REGIONAL HUB

Department of Mass Communication, FCCU, Lahore



## Regional Hubs 2024

Communication and  
Global Human Rights

#ICA24 #ICA24Hubs



Forman Christian College (A Chartered University) is proud to host the International Communication Association (ICA)'s Regional Hub 2024 for the first time ever in Pakistan on June 21-22, 2024. This is a testament to the university's commitment to academic excellence and contribution to communication and media studies.

ICA is a leading international academic association for communication and media studies scholars known for its flagship annual convention. They had the 74th annual conference in Gold Coast, Australia, this year. ICA Regional Hubs, organized alongside the ICA annual convention, enable scholars and researchers around the globe to participate in this international event. At ICA Regional Hub 2024, Lahore, we followed the same theme (Communication and Global Human Rights) as the ICA 74th annual conference. ICA 24 Regional Hub at FCCU in Lahore, Pakistan, was one of the nine Regional Hubs happening in other parts of the world, including Beijing (China), Manipal (India), Calabar & Kaduna (Nigeria), Cairo (Egypt), Medan, Jakarta & Bandung (Indonesia), and Nairobi (Kenya).

### Key Highlights

- 70 Registered Participants
- 5 sessions with International Scholars and Experts
- Panel talk and discussions
- Focus on areas like academic publication and grant writing
- Keynote Speech on Communication and Global Human Rights by a Public Intellectual, Dr. Amjad Saqib
- Participation from all four provinces including cities like Karachi, Quetta, Kohat, Peshawar, Sargodha, Bahawalpur, Multan, and Gilgit Baltistan
- An enthusiastic participation from Communication and Media Studies faculty and graduate students from 10+ universities in Lahore
- In-person sessions by Pakistani scholars and journalists

# Inaugural Ceremony

The two-day conference kicked off with an inaugural ceremony in which Dr. Jonathan Addleton, Rector of FCCU, Dr. Gloria Calib, Associate Vice Rector of FCCU, Dr. Kauser Abdullah, Dean of Postgraduate Studies at FCCU, and Dr. Firasat Jabeen, Chairperson of Mass Communication at FCCU spoke at the occasion and welcomed the participants. Momina Asif and Laiba Hussain, graduate students of the Mass Communication Department, were the masters of the ceremony.



## Opening Remarks by Associate Vice Rector, FCCU

Dr. Gloria Calib, Associate Vice Rector FCCU, delivered the opening remarks, highlighting Forman Christian College's rich history and our immense pride in hosting the first ICA Regional Hub in Pakistan.



## Welcome Remarks by Rector, FCCU

The Rector of FCCU, Dr. Jonathan S. Addleton, then delivered his welcome address at the ICA Regional Hub at FCCU. Dr. Addleton's words emphasized the significance of this event and our commitment to fostering global communication and human rights dialogue.

## Reflection on Event by Dean of Postgraduate Studies, FCCU

Dr. Kausar Abdullah, HEC Distinguished Professor and Dean of Postgraduate Studies, FCCU, also shared his views about the International Communication Association (ICA) Hub Lahore.



## DAY 1

## Thought-provoking Talk by Dean of Humanities, FCCU

After the inaugural ceremony, we officially kicked off the day one with our first speaker. Dr. Altaf Ullah Khan, Dean of Humanities, spoke online on "Human Rights in the Global Era: Ensuring and Communicating the Right to a Peaceful Life." Dr. Khan delved into the crucial topic of safeguarding and advocating for human rights in today's interconnected world.



## Writing for Rights: How The Publishing World Works!

After Dr. Altaf's talk, there was a panel discussion titled "Writing for Rights: How The Publishing World Works." Our esteemed panelists, Dr. Firasat Jabeen, Dr. Qurratulaen Liaqat, and Dr. Shafiq Kamboh, shared their publication experiences and insights on amplifying scholarly voices in the international publishing landscape.



## Insightful Talk on Mapping Technologies and Global Human Rights

Dr. Adeel A. Aamir, an Assistant Professor at the Department of Mass Communication, presented on the topic of "The Interplay of the Digital Age and Disinformation: Mapping Technologies and Global Human Rights." He discussed the impact of digital technologies on disinformation and its implications for global human rights.



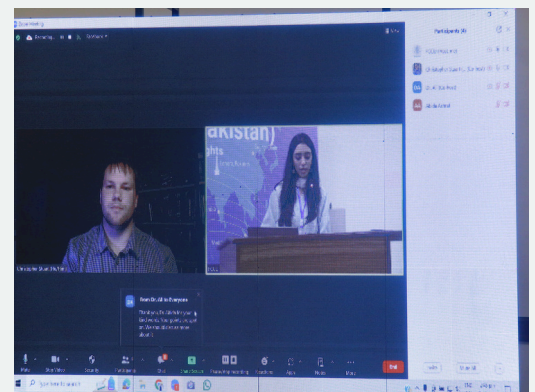
## Address on "Behavior Change Communication"

In the second half of our first day, our international speakers joined us via Zoom. First, we had Dr. Syed Ali Hussain, an Associate Professor at the University of Sharjah, who presented on "Behavior Change Communication: Intervention to Promote Human Rights in Pakistan."



## Exciting Talk on "Journey to the Podium"

Dr. Christopher Stuart, an Assistant Professor at the University of North Carolina Wilmington, presented on "Journey to the Podium: Breaking Down the Steps of Conference Presentations." Dr. Stuart shared helpful experiences of international conference presentations.



## A Talk by the Director PR of Pakistan Telecommunication Authority (PTA)

Before day one concluded, we had our final speaker, Dr. Khurram Mehran, a seasoned media expert and Director of Media and Public Relations at the Pakistan Telecommunication Authority (PTA). Dr. Mehran discussed "Mis/Disinformation and Regulation of Social Media."



## Networking Dinner to Forge New Connections

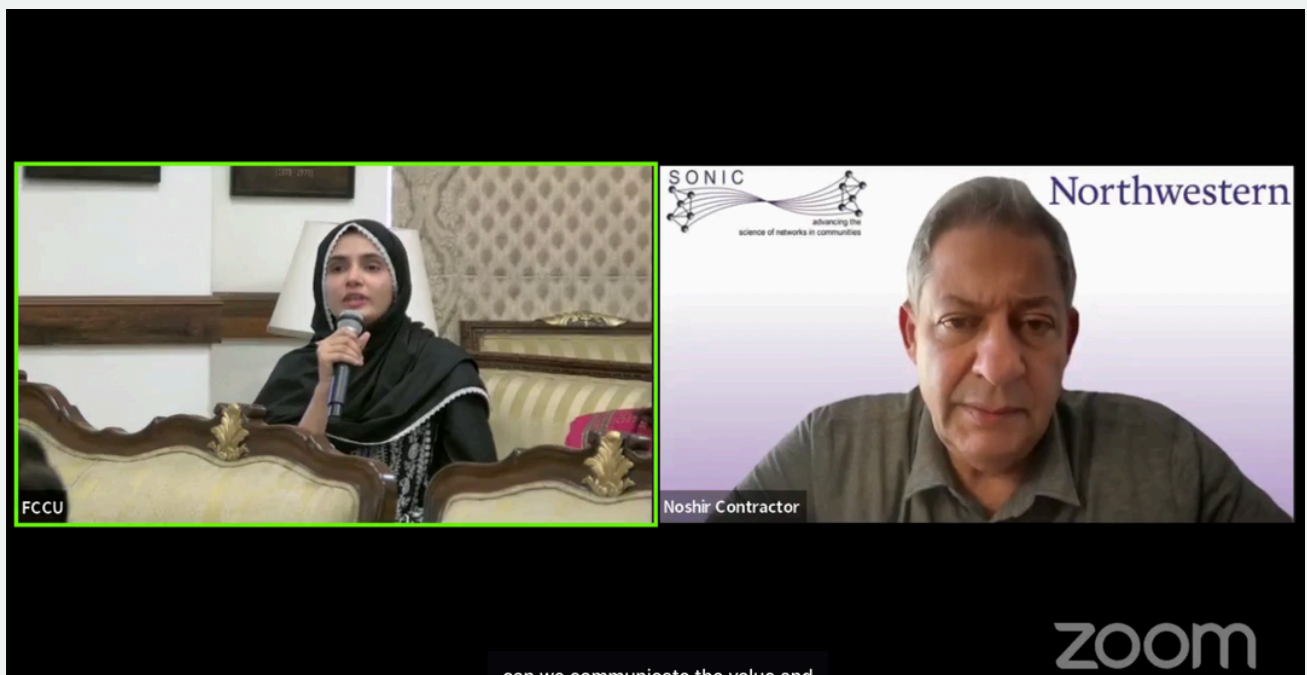
In the evening, a networking event was arranged to bring together participants and scholars who engaged in lively discussions and exchanged scholarly ideas. The ambiance was perfect for networking and forging new connections.



## DAY 2

### Securing Funding in The Field of Communication and Media Studies

We kicked off day 2 with an esteemed scholar, Dr. Noshir Contractor, a Professor at Northwestern University and immediate past president of ICA, who joined us via Zoom to present on “Securing Funding for Communication Research: Navigating the Landscape of Fundamental Science and Social Impact.”



## In-depth Discussion on Populism

Mr. Amir Rana, an op-ed writer with daily *Dawn* and the director of the Pakistan Institute of Peace Studies (PIPS), presented his talk on “Defending Human Rights: Navigating the Populist Wave.” In his talk, he delved into strategies for protecting human rights amid the rise of populism and offered insights into effective advocacy and communication techniques.



## How to Publish in an ICA Journal

We were joined by another international speaker, Dr. Nabeel Zuberi, Associate Professor at the University of Auckland, who presented an online session on "How to Publish in the *Communication, Culture, & Critique (CCC) Journal*." As a journal of the International Communication Association, *CCC* provides a prestigious international forum for critical research in media and communication. This is an invaluable opportunity for aspiring researchers.

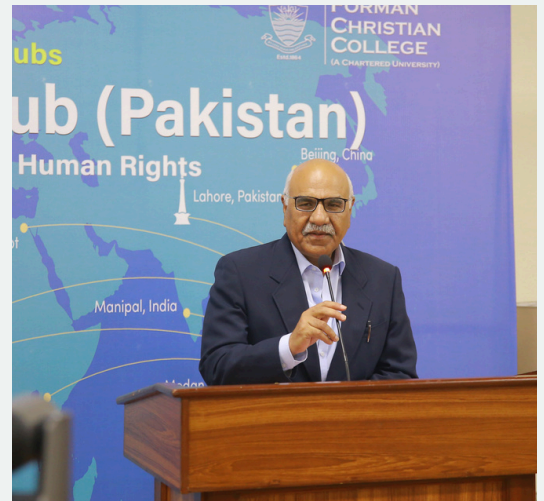
## REACHing Out

Our last online session for the day was a presentation in which Dr. Firasat Jabeen presented the ICA 24 Regional Hub in Lahore to the ICA’s Regional Endeavors, Affiliated Hubs, and Conferences (REACH) committee and shared details of the Hub's activities and program. Lead persons of other Regional Hubs also attended this session online and presented their respective Regional Hubs.



## Keynote Speaker

Our keynote speaker, Dr. Amjad Saqib, concluded the conference. Dr. Saqib is a renowned philanthropist, social entrepreneur, and development practitioner and the founder of the Akhuwat Foundation, the world's largest Islamic microfinance organization that provides interest-free loans to the most deserving segments of society.



## Closing Ceremony

Dr. Jonathan Addleton and Dr. Firasat Jabeen distributed shields and certificates to the participants.







# Pictorial Highlights





# Pictorial Highlights



## Testimonials

### Dr. Fouzia Naz

A remarkable achievement by Dr. Firasat and her team! We are all immensely proud of your contribution to this milestone of international recognition through the FCCU platform. It was a pleasure to share this moment with my esteemed faculty colleagues, students, and professionals. My best wishes to all of you for future endeavors.

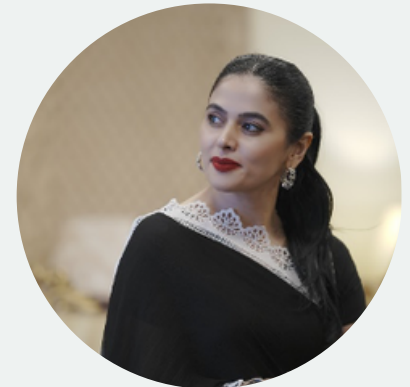


### Dr. Noman Yaser Qureshi

Congratulations to team FCCU in general and Dr. Firasat in particular for arranging such a wonderful event. Thank you for inviting us and taking very good care of us during our stay. Best regards and good luck!

### Dr. Moneeba Iftikhar

Special thanks and congrats to Dr. Firasat & Team for their extraordinary efforts in representing Pakistan and fostering inclusivity. The entire faculty, along with the student team, have set a wonderful example of perfection in all areas. As a regular invitee to FCCU's events and activities, I feel honored and privileged by the way you make me and many others feel truly special. I am very grateful for the opportunities and invitations from this platform.



### Dr. Shabana Asgher

Sincere intentions and efforts, selfless leadership, and teamwork have always paid off. Hats off to you, dear Dr. Firasat and team.

## Testimonials

### Dr. Muhammad Farrukh

Dear Dr. Firasat and Team, please accept my heartiest congratulations on this outstanding achievement! Your dedication and teamwork have truly paid off. I wish you continued success and look forward to seeing the impact of your achievement.



### Dr. Zaheer Ud Din Babar

Congratulations Dr. Firasat Jabeen and the entire team on the successful conduction of the conference. Your hard work and dedication truly paid off, creating an insightful event for all the participants. Wish you more power and success!

### Dr. Faiza Latif

Heartiest felicitations to Dear Dr. Firasat and her team for organizing such a successful international event so skillfully and representing Pakistan in a prestigious way at the ICA forum. Your passion, commitment, and hard work made the event phenomenal. Best wishes for your future endeavors.



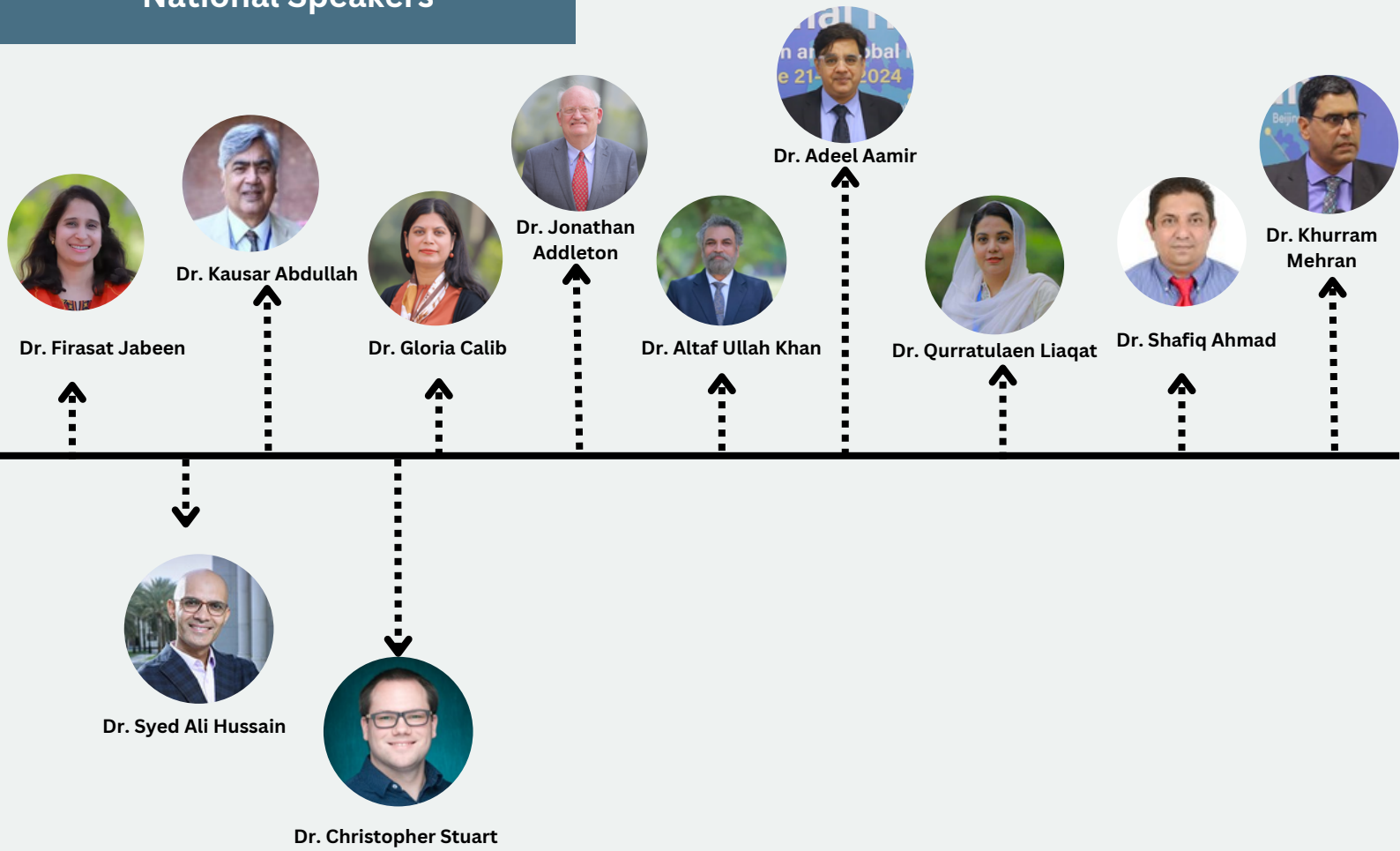
### Dr. Mian Jawed

Respected Dr. Firasat Jabeen, COD Mass Communication, FCCU, your presentation style, tone, show reel video, and camera rotation on participants all were exceptional. You brought the ICA Regional HUB to Pakistan. You and your team deserve recognition, power, and applaud.

# National and International Speakers

## Day - I

### National Speakers



### International Speakers

# National and International Speakers

## Day - II

### National Speakers



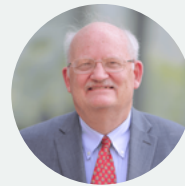
Amir Rana



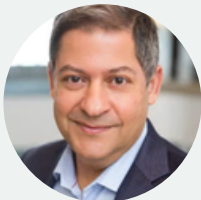
Dr. Firasat Jabeen



Dr. Amjad Saqib



Dr. Jonathan Addleton



Dr. Noshir Contractor



Dr. Nabeel Zubairi



Dr. Claes de Vreese

### International Speakers

Go to our [Facebook page](#) to see the live stream of the events. You can check out the event highlights on our [YouTube page](#).

A huge shout-out to the following people who made the event possible.

**Organizing Team**

**Dr. Firasat Jabeen:** Chairperson of the Department of Mass Communication and Lead Person of the ICA Regional Hub

**Dr. Altaf Khan:** Dean of Humanities and Adviser

**Dr. Saleem Abbas:** Associate Professor at the Department of Mass Communication and Incharge publicity and promotion

**Dr. Adeel Aamir:** Assistant Professor at the Department of Mass Communication and Incharge media and production coverage

**Dr. Syed Saqib:** Assistant Professor at the Department of Mass Communication and Incharge correspondence and FaceBook page

**Dr. Anam Muzamill:** Assistant Professor at the Department of Mass Communication and Incharge reservation and logistics

**Ms. Mehwish Batool:** Lecturer at the Department of Mass Communication and Incharge social media coverage

**Ms. Amna Malik:** Lecturer at the Department of Mass Communication and Incharge shields and certificates

**Mr. Shahid Ali Naeem:** Visiting Faculty at the Department of Mass Communication and Incharge Registration and Planning

**Masters of the Ceremonies:**  
Laiba Hussain  
Momina Asif

**Student Volunteers**

Saad Yasin  
Zaryab Ahmad Lali  
Ahmed Fareed Chishti  
Ali Kashif  
Ali Nadeem  
Ali Hassan  
Fatima Amir  
Syed Muhammad Shehryar

**Audio/Visual Support**

Khurram Altaf  
M. Bilal Ameer  
Danish Yousaf  
Nasir Mahmood

**Technical Support**

Romesh John

**Logistical Support**

Saood Ayub  
Aqeel George

<p><b>Editor-in-chief</b> Dr. Firasat Jabeen</p>	<p><b>Editor</b> Momina Asif</p>	<p><b>Associate Editor</b> Laiba Hussain</p>
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