

**DEPARTMENT OF MEDIA STUDIES, ART  
& DESIGN**

## **Research Vision and Mission**

In keeping with the vision of the university the faculty research aspires to interrogate topics of social significance and creatively experiment with interdisciplinary methodologies and use of diverse media technologies. Our mission is to foster just representation, diverse expression and creative intervention in media and art discourse in Pakistan and globally. The Media, Art and Design department aspires to help in critical analysis of prevailing media content and development of greater social capacity in creative production using traditional and new media.

## **Five Year Research Program**

Encourage and facilitate PhD and senior faculty to publish books.

Start publication of working papers of faculty research.

Collaborative inter and intra department research to produce documentaries, exhibitions and multi-media content.

## **Research themes:**

*Post-colonial culture:* Pakistani modern art, south Asian cinema, gender discourse in print media, education; medium of education, technology, culture of Northern Areas of Pakistan.

*Ecologies of modernity,* ai and new media, migration stories, green revolution, climate change, planetary urbanization.

*Lahore City:* Heritage and development in walled city of Lahore, cinema, television and radio, art movements and artists, music culture etc. are themes the faculty is engaged with in their ongoing research. We hope to streamline this interest into a consolidated stream of research on historical and contemporary culture of Lahore. The research aims to generate teaching resources about the cultural and artistic life of Lahore city.

*Classical Music,* Encyclopedic compilation of ragas of classical North Indian music and audio, video cataloguing of senior contemporary practitioners from Pakistan.