

Genre Analysis of University Admission Advertisements and Newspaper Editorials: A Comparative Study

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Abstract

Genres are the socially established ways of conducting different things and the socially developed communicative models for solving communication problems. The present study attempts to compares and contrasts University Admission Advertisements and Newspaper Editorials in terms of their structure, content, language, style, rhetorical issues, purposes, and the intended audience. The study is qualitative in nature as it analyses the data qualitatively. A total of five University Admission Advertisements and five Newspaper Editorials have been selected for the study. Swales' (1990) and Bhatia's (1993) theories of Genre have been employed to analyse the selected University Admission Advertisements and the selected Newspaper Editorials. The study found that the intended audience, schematic structure, moves, styles, language, and purposes of the two genres are different from one another. The intended audience of the University Admission Advertisements are students and their parents, whereas the intended audience of Newspaper Editorials can be anyone. Both the genres use formal language. However, in University Admission Advertisements, same words are repeated in the different advertisements, whereas in Newspaper Editorials, words are not repeated. The study recommends that a comparative genre-based study on different kinds of advertisements and different parts of newspaper should be conducted to see similarities and differences between them.

Keywords: genre, genre analysis, university admission advertisements, newspaper editorials

1. Introduction

In this modern world, we human beings are surrounded by a number of genres. We encounter different kinds of genres in our daily life. Genre is defined as a genre is a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture (Martin, 2001). Genres can be divided into two broader types, namely written genres and spoken genres. Conference presentations, speech, thesis defense, lecture, and interview are the examples of spoken genres. Beside spoken genres, the well-known written genres are research thesis, letter, essay, research articles, research abstract, research introduction, and application etc. Some theorists, such as Hyland (2005), distinguish between academic genres and research genres. They say that there are differences between academic genres and research genres that is why they should be kept apart and should be dealt separately from one another. Swales, however, considers research genres as part of academic genres and does not discuss them separately from academic genres.

Genres have a particular schematic structure and that structure is repeated every time whenever an instance of the same genre is produced. Moreover, genres are produced by diverse social agents and actors in order to achieve a particular purpose. Each genre is meant for achieving a particular pre-determined and pre-defined purpose and goal. The pre-determined goals are achieved by deciding content very carefully, structuring the content logically, and using language by keeping in view the purpose and the intended audience. In the production of every genre, a number of aspects are important, such as the intended audience,

language, style, and schematic structure etc. These aspects play significant role in achieving the aims of the genres. The present study attempts to investigate and compare the content, structure, intended audience, style, purposes, and rhetorical issues of University Admission Advertisement and Newspaper Editorials.

1.1. Research Questions

The study seeks answer to the following broad question.

- i. How and in what ways are University Admission Advertisements and Newspaper Editorials different from one another in terms of content, intended audience, style, language, purpose, and rhetorical issues?

2. Literature Review

Freedman and Medway (1994) say that genres typically deal with textual regularities, and Tardy (2013) says that genre deal with the typified forms of diverse discourses. Genre was repeatedly used in these concepts, and with the passage of time it became a convention. Previously, genre was considered as a way of classifying diverse literary texts (Johns, 2002). By looking at the typical forms and typified content of dissimilar literary texts, scholars used to classify them into different categories. But one of the scholars Bakhtin (1984) challenged this view on the ground that genre is not a way of classifying literary texts rather it is a typical form of activities or utterances. Johns (2002) stated that these concepts were also shaped by their repeated use in the community. This idea was supported by a large number of genre theorists. Hyland (2002) and Bakhtin (1986) argued that utterances belong to a particular speech community and are bounded

socially. Flower (2002) also argued that genres are not only considered as textual structures but also as productions of speech community as they are shaped by the values and practices within a community. Partridge and Smart (1984) were among the supporters of this idea. These theorists say that genres are distinctive events of regularities. These regularities, they say, are across 4 diverse dimensions, i.e. sets of texts, the ways texts have been created, reading strategies employed to interpret texts, and the diverse social roles performed by text producers and consumers. They also argue studying the recurrent patterns in the structure, rhetorical moves and analyzing the styles of texts are the notable aspects of genre. So, it can be said that the regular sequences of genres help in their representation, which is in turn helpful in observing and identifying their functions and purpose.

Genre analyses of diverse kinds of texts have revealed that genre analysis help in revealing the schematic structure, the steps and the moves in the texts, the rhetorical functions performed by the diverse steps and moves, and the communicative purposes of the diverse genres. Saeed (2014) investigated the moves in diverse research article abstracts of applied linguistics and numerical sciences and found that the writers of both the groups of abstracts employ 4 moves more as compared to others, excluding the introduction move. Similarly, Sidek et al. (2016) studied the moves in different conference presentation abstracts of applied linguistics and linguistics and revealed that the product, method, and purpose moves were the most frequently used moves. In the same connection, El-

Dakhs (2018) examined the abstract of articles in the field of linguistics and demonstrated 35 and 38 diverse move patterns in the more and less prestigious journals, respectively.

The studies mentioned above have investigated the genre of diverse academic texts, and have not given sufficient attention to promotional genres and media genres. Some genres perform both the functions, promotional and academic. The admission advertisements, for example, serve to perform academic function as well as promotional function. Similarly, newspaper editorials, apart from informing the readers about a particular event or issue, serve to persuade the readers and change their opinion towards the issue or event. Such genres are significantly helpful in conducting different things related to daily life, but they have not been investigated till date, to the best of the researcher's knowledge. The present study attempts to fill this gap by analysing the structure, language, style, rhetorical issues, and communicative purposes of the University Admission Advertisement and Newspaper Editorials.

3. Research Methodology

The study is qualitative in nature as it deals with the content and the rhetorical structure of university admission advertisements and newspapers editorials, and compares them with one another. A total of 5 university admission advertisements and 5 newspaper editorials have been selected for the study. The admission advertisements of the following universities have been selected.

- i. Kohat University of Science and Technology, Kohat
- ii. Sindh Madressatul Islam University, Karachi

- iii. The University of Lahore
- iv. Sarhad University of Information and Technology, Peshawar
- v. Foundation University, Islamabad

The following newspaper editorials have been selected for the study:

- i. Talks with IMF
- ii. Smog in Punjab
- iii. Dengue Cases Rising
- iv. Eradicating Polio
- v. Solar Power

The data has been analysed using the genre theories of Swales (1990) and Bhatia (1993).

4. Analysis and Discussion

4.1. Questions about Genres

The first advertisement (see Appendix A) is given by Kohat University of Science and Technology (KUST), Kohat. It is an admission advertisement, through which the university advertises the different programs it is offering for the fall semester 2021. Like the advertisement number 1, the advertisement number 2 (see Appendix B) is also an admission advertisement. It is given by Sindh Madressatul Islam University, Karachi. It also advertises the different programs offered by the university. Similarly, the advertisements number 3, 4, and 5 (see Appendices C, D, and E respectively) are given by The University of Lahore, Sarhad University of Information and Technology, Peshawar, and Foundation University, Islamabad respectively. All of them are university admission advertisements. Their basic purpose is to advertise the different undergraduate, graduate, and postgraduate programs that are offered by the universities for the spring and the fall semester 2021.

The editorial “Talks with IMF” (see Appendix F) is written and published by the editorial board of a daily newspaper “The Nation.” Through the editorial, the editors intend to make the government acknowledge the tax paid by the public to the government. They actually want to tell the government to keep in mind the public while discussing different matters with the International Monetary Fund (IMF). The editorial “Smog in Punjab” (see Appendix G) is published in Dawn. Here the editorial board discusses the issue of fog in Punjab and its different causes. Another editorial “Dengue Cases Rising” (see Appendix H) discusses the alarming situation of the rise of dengue cases in different areas of the country. The editorial number 4 “Eradicating Polio” (see Appendix I) talks about the attempts of eradicating polio from Pakistan. Similarly, in the editorial “Solar Power,” (see Appendix J) the writer discusses the installation of solar plants for all irrigation systems across the country. S/he appreciates the government of Punjab for this initiative.

The above-discussed advertisements and editorials belong to two genres, university admission advertisement and newspaper editorial. University admission advertisement allows advertising admissions in different programs offered by a university in a particular semester. It has usually a fixed purpose i.e. advertising admission in different programs. Mostly, university admission advertisements are one page long where advertisers share only significant information related to admissions. University admission advertisements are published by universities, and therefore, have no individual known author. On the contrary, newspaper editorial allows sharing and

discussing different kinds of existing issues and problems faced by the general public. It can be used for different purpose such as informing, entertaining and persuading. The author of a newspaper editorial may be known or unknown.

4.2. Audience and Purpose Questions

The intended audiences of the university admission advertisements are the different students of different levels who search for a good institution for their higher studies. We can say that these audiences are part of admission seekers discourse community because they share same goals, i.e. searching for and selecting a good institution for their higher studies and securing admission at the selected institutions. Apart from students, parents, guardians and teachers can also be the audiences of such advertisements. We always find people who ask us about different universities that offer admissions in the subjects of their interests. The universities have published these admission advertisements specifically for admission seekers. The admission seekers often want to know about the different programs that the universities offer, the eligibility criteria for the different offered programs, and the last date to apply for the different programs. In the advertisements by Kohat University, Sarhad University, and Foundation University (see Appendices A, D, and E respectively), we can see that they have all the details that admission seekers look for. Most of the time, people do not spend much time on reading advertisements. They just look at advertisements and skip them. As the universities have given these admission advertisements specifically for admission seekers and their guardians, they have given only that information in the

advertisements which the admission seekers and their guardians usually search for. Admission seekers will hardly spend 1 to 2 minutes with the information presented in these admission advertisements. There are various kinds of information given in these admission advertisements. For example, the advertisements contain information about the offered programs, their eligibility criteria, last date to apply for the programs, motto of the universities, and the scholarships awarded by the universities to the students. We can see the motto of Kohat University and Abasyn University in their advertisements (see Appendices A and B respectively). The universities have given different information in the advertisements for different purposes. For example, the purpose of presenting information about the offered programs, their eligibility criteria, and the last date to apply for the programs, is to inform the admission seekers about these. On the other hand, the purpose behind giving information about the motto of the universities and the scholarships awarded to the university students is to persuade the admission seekers into taking admission in the advertised universities.

On the contrary, the intended audience of the newspaper editorials can be anyone. It can be a student, a teacher, a doctor or a politician etc. The editorial writers write for the people in general. They usually do not write for any predetermined and predefined audience. We can see that the editorials “Eradicating Polio,” “Solar Power,” and “Smog in Punjab” etc. do not have any predefined audience. Since the intended audience of the editorials are not certain, we cannot say anything about what they would like to know. Mostly people

skip editorials and do not spend their time in reading them. However, if one comes across an editorial that appeals to him/her, s/he might spend his/her lots of time in reading it. So we are not certain about the time an audience will spend with the information presented in a newspaper editorial. Some may spend 30 minutes in reading the editorials and some may skip them. As for the purpose of the information in the newspaper editorials are concerned, it can serve different purposes. It may inform, entertain or persuade the audience. For example, the editorials “Solar Power” and “Eradicating Polio” appreciate the government. On the contrary, the editorials “Dengue Cases Rising” and “Smog in Punjab” inform the audience about the issues and alarm them. So we can say that editorial writer can have multiple purposes behind writing editorials. They can write to entertain, inform, appreciate, alarm and persuade audience.

4.3. Rhetorical Issues

The genre of university admission advertisement is effective in establishing the credibility of the information. In the advertisements, we can see that the universities have given only that information which is correct and true. Universities do not ruin their reputation by providing false information in their advertisements. They do provide admissions in the programs they have advertised and do award scholarships they have mentioned in their advertisements. Kohat University has mentioned EHSAAS undergraduate scholarship, HEC Need Based Scholarship, and MORA scholarship etc. in its advertisement, and it does award these scholarships to the deserving

students. Many students are currently receiving these scholarships.

University admission advertisements usually do not focus on evoking emotional responses from the audience. However, admission seekers, the intended audience of such advertisements, may feel happy or sad after looking at the advertisements. They may feel happy and excited if their desired program is advertised in the advertisement and they are eligible for it. On the contrary, they may feel sad if the case is opposite.

In the university admission advertisements, the universities have not provided any evidence to support their claims. For example, the universities claim to award scholarships to students, but they have not given any evidence in the advertisement. Similarly, they claim to have highly qualified staff, but have not given any evidence. The reason might be that this genre of university admission advertisement does not allow enough space where evidences can be provided for the claims. This genre imposes certain restrictions on its users. The universities may provide evidences in support of their claims if they are contacted for verification.

Like the genre of university admission advertisement, the genre of newspaper editorial also helps in establishing the information's credibility. We can see that in the newspaper editorials selected for this study, the writers have provided many kinds of evidences and supporting material to support their claims they have presented in the beginning of their editorials. The writers quote different personalities, refer to government official's statements, include history, and use scientific discoveries, and facts to support their

claims. As a result of the different claims and the information they present in their support, the writers become successful in evoking different kinds of emotions in the audience. For example, the editorials “Smog in Punjab” and “Dengue Cases Rising” evoke the feeling of fear and worry. On the contrary, the editorials “Eradicating Polio” and “Solar Power” give the feelings of satisfaction and happiness to the readers as they discuss improvements in the country in the form of polio eradication and installation of solar power in all irrigation systems across the country.

4.4. Structure

University admission advertisements start with the name of the university written at the very top of the page. Along the name, logo of the universities is also drawn in advertisements. After that admissions are announced by writing “Admissions Open”. Mostly session of admissions is also mentioned with the announcement. Apart from it, the different undergraduate, graduate, and postgraduate programs that a university offer in a particular semester are written. In most of the cases, we see eligibility criteria for different programs below the programs or on one the side of advertisement. In addition, most of the advertisements also contain a list of the different scholarships that a university awards to its students. Another common thing in most of the advertisements is that the last date of application is written at the right bottom the page. At the very end of the advertisements, contact details of the universities are mentioned.

The above were the most common components/features in all the advertisements. These are repeated in different advertisements. For example, we

can see all the above-mentioned features in the advertisement of Kohat University, Sarhad University, and Foundation University etc.

Apart from the similarities between the structure and features of different university admission advertisements, there are small differences between the advertisements as well. For example, some advertisements contain pictures, guidelines about of how to apply, and motto of the university, whereas others do not. These can be considered as exceptional cases.

The genre of university admission advertisement has shaped the information in all the advertisements. In the advertisements, we can notice that the universities have shared only specific information specifically related to admissions, deadline of admissions, scholarships and their motto. They have done so because the genre has imposed certain restrictions on the information that can be shared in such advertisements. The structure of the genre of university admission advertisements facilitates the purpose of the information in the sense that it allows fixed space, usually one page, where fixed information, such as the above, can be given. Its structure does not allow extra and detailed information to be added in it.

The structure of newspaper editorials is different from that of the university admission advertisement's structure. Newspaper editorials start with a catch caption. The length of caption varies from editorial to editorial. It usually starts with a topic sentence/thesis statement/ or an attention grabber. After that it provides background of the issue/topic being discussed. Then different causes and possible solutions are discussed. At the

end, mostly there are suggestions for different audiences.

The structure of newspaper editorials allows different kinds of issues to be discussed and the detailed information to be added. The editorial writers can include detailed information in their editorials. In the editorials “Talks with IMF” and “Dengue Cases Rising,” we can see that the authors have given detailed information. As compared to university admission advertisements, the audience and the space of newspaper editorials are not limited. The layout of a newspaper editorial may vary as per the availability of the space in a newspaper’s editorial page. The writers convey their messages and achieve their purposes by providing different points in support of their claims. The flexible structure of newspaper editorial allows them to do so.

4.5. Style and Language

The language used in all the advertisements is formal. The common words used in almost all the advertisements are admission open, undergraduate, graduate, deadline, date, eligibility criteria, contact details, email address, and scholarships etc. In addition, academic language is used in all the advertisements. Moreover, most of the sentences used in the advertisements are incomplete. For example, in the advertisement of Kohat University, we can find several incomplete sentences, such as *last date to apply for online form submission*, *interviews at concerned departments*, and *published hundreds of research papers* etc. Similarly, the advertisement of Foundation University also contains many incomplete sentences, such as *application processing fee Rs. 1000* and *prospectus available online* etc.

Like the language of the university admission advertisements, the language of newspaper editorials is also formal. The writers have used formal words and have avoided the use of slang words. For example, the authors of the editorials “Dengue Cases Rising” and “Solar Power” have not used any slang word. Similarly, the other writers have also avoided the use of informal words in their editorials. Contrary to the vocabulary of the university admission advertisements which was almost similar in all the admission advertisements, the vocabulary of newspaper editorials is different in different editorials. The vocabulary differs as per the topics of the editorials. For example, the writer of the editorial “Eradicating Polio” has used vocabulary according to his topic. The lexical choices in all the newspaper editorials are related to the theme/topic of the editorials. We cannot say that newspaper editorials have any specialised vocabulary that is shared by all. In contrast to the university admission advertisements, complete sentences are used in the newspaper editorials. We can find complete paragraphs, which we do not usually find in university admission advertisements.

5. Conclusion

The admission advertisements and the newspaper editorials were found successful in conveying their intended messages effectively. The purpose of the university admission advertisements was to inform people about the offered programs, eligibility criteria for the programs, deadlines, and to persuade students into taking admission in the universities. They were found effective in achieving their set purposes. Similarly, the newspaper editorials were also found

successful. The different authors had different predefined and predetermined purposes to achieve through their editorials. Some of the authors wanted to inform the readers about some issues, whereas others wanted to persuade and entertain the readers. All were successful in attaining their purposes.

Genres are highly structured and conventionalized with constraints on allowable contributions in terms of their intent, positioning, form and functional value. They necessarily impact discourse. They allow only limited information to be shared with limited audience in a particular communicative event. They allow only that information to be shared that is particularly associated with their shared purpose. In the above-discussed university admission advertisements and newspaper editorials, we saw that there are differences between the structure, form, content, language, space, and purposes of these genres. The genre determines the different aspects of discourse. It determines the language, content, form and everything.

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APPENDICES

Appendix A

Kohat University of Science and Technology, Kohat

Top Class Education in a Vibrant Environment driven by Research and Innovation

KOHAT UNIVERSITY OF SCIENCE & TECHNOLOGY

ADMISSION OPEN 2021

Undergraduate

BS (Hons) Programmes

- Medical Lab Technologies (MLT)
- Doctor of Physiotherapy (DPT)
- Zoology
- Botany
- Environmental Sciences
- Microbiology
- Biotechnology & GE
- Biochemistry
- Chemistry
- Software Engineering
- Computer Science (BCS)
- Mathematics
- Physics
- Statistics
- Tourism & Hospitality Mgt.
- BBA
- Accounting & Finance
- English
- Psychology
- Economics
- Disaster Management
- Social Work
- Sociology
- Journalism & Mass Communication
- Pakistan Studies
- Islamic Studies
- Philosophy
- Bachelor of Education (4 years)
- B.Ed 1.5 & 2.5 Years
- Pharm D (5 years Programme)

BS SELF FINANCE PROGRAM

- Computer Science
- Psychology
- Zoology
- BBA
- English
- MLT

HANGU CAMPUS

BS Programmes

- BBA
- Computer Science
- English

Undergraduate (BS) Admission Schedule

Last date to apply for online Form submission
October 06, 2021 (Wednesday)

Display of General list (for queries)
October 11 to 12, 2021 (Monday & Tuesday)

First merit list
October 13, 2021 (Wednesday)

Fee deposit
October 13- 14, 2021 (Wednesday to Thursday)

Second merit list
October 15, 2021 (Friday)

Fee deposit
October 15 to 18, 2021 (Friday to Monday)

One Day Admission Activity
October 20, 2021 (Wednesday)

Display of one day admission activity merit list
October 21, 2021 (Thursday)

Fee deposit
October 21 to 22, 2021 (Thursday to Friday)

Graduate

Research Based MS/MPhil Programmes

- Biotechnology & GE
- Botany
- Microbiology
- Pharmacy
- Chemistry
- Zoology
- Computer Science
- Data Science
- Software Engineering
- Mathematics
- Physics
- Economics
- Education
- English
- Social Work
- Management Sciences
- Islamic Studies

Course Based MS/MPhil Programmes

- Economics
- Education
- English
- Social Work
- Sociology
- Management Sciences
- Islamic Studies

Course based MS/ M.Phil degree holders are eligible for all facilities and admission in Ph.D. Programme as per HEC policy.

PhD Programmes

- Biotechnology & GE
- Botany
- Microbiology
- Chemistry
- Zoology
- Computer Science
- Mathematics
- Physics
- Management Sciences
- Economics
- Education

Graduate (MS/Mphil/Ph.D) Admission Schedule

Last date to apply for online Form submission:
September 30, 2021 (Thursday)

Interviews at concerned Departments: **October 05-06 (Tuesday & Wednesday)**

Uploading of Interview Marks:
October 07-08, 2021

Display of General List for Queries, (if any):
October 11-12, 2021

Display of merit list:
October 13, 2021 (Wednesday)

Fee deposit:
October 13 to 15, 2021

Eligibility

- Merit for admissions to BS shall be established on the basis of results of FA/F.Sc or Equivalent
- Merit for admission to MS/M.Phil shall be established on the basis of Academic record of BS Hons/ MA M.Sc and valid score in the MS/ M.Phil Admissions Test or GAT/GRE General
- Merit for admission to PhD shall be established on the basis of relevant academic record, valid score in the PhD admission-test or GAT/GRE (subject)

For Queries

Please contact Admission Office: 0311-9011331, 0922-52914418, 0922-52914795
Email: admissions@kust.edu.pk - www.kust.edu.pk

TO APPLY ONLINE

For further information, please visit
<http://admissions.kohat.edu.pk>

LAST DATE TO APPLY FOR

Undergraduate
BS 4Years & 5Years
6/10/2021

Graduate
MS/Mphil/Ph.D
30/09/2021

@PR_KUSTOfficial

www.facebook.com/PR.KUST

Appendix B

Sindh Madressatul Islam University, Karachi



Admissions Fall 2021

Explore Excellence at SMIU
Bachelors, Masters and PhD Programs
(Morning, Evening, and Weekend)

BS * Computer Science * Software Engineering * Artificial Intelligence * Mathematics * Accounting and Finance * Banking and Finance * Entrepreneurship * English * Media Studies * Development Studies * Environmental Sciences	BBA * 4-years * 2-year (after 14 years of education) B.Ed * 4-years * 2-year (after 14 years of education) * 1.5 years (after 16 years of education)	MBA * 2/1.5-years MS * Computer Science * Mathematics * Management Science (1.5-years) * Public Administration * Media Studies * Education * Environmental Sciences	PhD * Computer Science * Mathematics * Artificial Intelligence * Management Science * Media Studies * Environmental Sciences
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ADMISSION SCHEDULE
Start of Online Registration
20th June 2021

APPLY ONLINE
at www.admission.smiu.edu.pk
or by SMIU App, available at Google Play Store

www.smiu.edu.pk

Address: Alwan-e-Tijarat Road, Karachi-74000 Pakistan. UAN: (021) 111-11-1885 www.smiu.edu.pk [smiu.edu.pk](https://www.facebook.com/smiu.edu.pk) [smiu.karachi](https://www.instagram.com/smiu.karachi) [smiu.university](https://www.youtube.com/smiu.university)

Appendix C

Advertisement by The University of Lahore



THE UNIVERSITY OF LAHORE
School Of Accountancy & Finance

Admissions OPEN

GRADUATION PROGRAMMES

- **B.Com** ADP/Hons.
- **BS ACCOUNTING & FINANCE (Hons)**
- **BS ISLAMIC BANKING & FINANCE**
- **BS FINANCE & TECHNOLOGY**
- **BS TAXATION**

Eligibility:
FA/F.Sc./ICS/I.Com or A-Levels

Replacement of MSc / M.Com

- **BS ACCOUNTING & FINANCE (Hons) 2 Years**

Eligibility:
B.Sc / B.A / B.Com & ADP

MASTER PROGRAMMES

- **MS / M.Phil ACCOUNTING & FINANCE**

Eligibility: 16 Year of Education with CGPA 2.5/4.0 or 60% marks in the annual system.

Headed by Renowned Chartered Accountant **M. MAQBOOL (FCA)**
Pioneer of Accounting Education in Pakistan

Earn the Following Exemptions from the World Renowned Professional Accountancy bodies **8 - 13 papers**

CA (Pak) 8-11 Papers Exempt in
CIMA (UK) 8-10 Papers Exempt in
CA (UK) 6 Papers Exempt in
ACCA (UK) 9 Papers Exempt in

APPLY ONLINE

www.uolcc.edu.pk

CITY OFFICE:
48-A/C3, Gulberg III, Liberty Market. Tel: 042-35870645-7
Cell: 0301-2760057, 0336-111-0440

SARGODHA CAMPUS:
10-KM, Lahore Road, Sargodha. Tel: 048-3881015-16 | Cell: 0301-4188907

Appendix D

Advertisement by Sarhad University, Peshawar



SARHAD UNIVERSITY
of Science & Information Technology, Peshawar

SPRING
2021
ADMISSIONS OPEN

SCHOLARSHIPS

- Free Education Program from Workers Welfare Fund for Industrial workers & their Children
- 20% of Tuition Fee for Textile & Fashion Design / Fine Arts
- 25% of Tuition Fee for BBA, BSCS, BS Telecom, BS Public Health & BS Engineering Technology
- 20% of Tuition Fee for all Female Students
- 20% of Tuition Fee on Kinship basis
- 50% of Tuition Fee for Children of Shuhada of Armed Forces / Police
- 15% of Tuition Fee for the children of Armed Forces / Police Personnel and Government School & College Teachers
- 10% of Tuition Fee for erstwhile FATA Agencies Domicile Holders
- 20% of Tuition Fee for DPT
- 15% of Tuition Fee for BS MLT
- 100% of Tuition Fee for Disable Students

Sarhad University of Science & Information Technology (SUIT) Peshawar is known in the educational circles of the country and abroad for its academic excellence. This premier institution was established in 2001, through an Ordinance of the Government of Khyber Pakhtunkhwa.

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MS Civil Engineering (2 Years) • Geotechnical Engineering • Structural Engineering • Transportation Engineering • Construction Engineering Management MS Electrical Engineering (2 Years) • Power System • Electronics & Communications PhD Electrical Engineering (3 Years) MS Mechanical Engineering (2 Years) • Mechanical Engg. Design • Dynamics & Control • Thermo-fluid System • Manufacturing Engg. TECHNOLOGIES BSc Engineering Technology (4 Years) • Civil • Electrical • Mechanical MS Engineering Technology (2 Years) • Civil • Electrical • Mechanical FACULTY OF SCIENCES, COMPUTER SCIENCE & IT COMPUTER SCIENCE & IT BS Computer Engg. Tech (4 Years) BS Telecommunication (4 Years) BS Software Engineering (4 Years) BS Computer Science (4 Years) MS Computer Science (2 Years) PhD Computer Science (3 Years)	BS Pharmacy (2 Years) BIOLOGICAL SCIENCES BS Microbiology (4 Years) BS Biotechnology (4 Years) MSc Microbiology (2 Years) MSc Biotechnology (2 Years) MPhil Microbiology (2 Years) MPhil Biotechnology (2 Years) PhD Microbiology (3 Years) PhD Biotechnology (3 Years) ALLIED HEALTH SCIENCES DPT (Doctor of Physiotherapy) (5 Years) BS Public Health (4 Years) BS Medical Lab Technology (4 Years) HEALTH SCIENCES MPh (Public Health) (2 Years) FACULTY OF MANAGEMENT SCIENCES BUSINESS ADMINISTRATION BS Commerce (4 Years) BBA (4 Years) M.Com (2 Years) MBA (2.5 Years) MS Management Sciences (2 Years) ECONOMICS MPhil Economics (2 Years)	AD Education (2 Years) B.Ed (1.5/2.5 Years) BS Education (4 Years) M.Ed (1 Year) MA Education (2 Years) ART & DESIGN AD Textile & Fashion Design (2 Years) AD Fine Arts (Painting) (2 Years) BS Textile & Fashion Design (4 Years) BS Fine Arts (Painting) (4 Years) MA Textile & Fashion Design (2 Years) MA Fine Arts (Painting) (2 Years) Diploma in Drawing Master (1 Year) SPORTS SCI & PHYSICAL EDUCATION AD Physical Education (2 Years) BS Sports Sciences & Physical Edu. (4 Years) JDPE (Junior Diploma in Physical Education) (1 Year) MSc Health & Physical Education (2 Years) MS Sports Sciences & Physical Edu. (2 Years) LIBRARY & INFORMATION SCIENCES AD Library & Information Sciences (2 Years) BS Library & Information Sciences (4 Years) Master of Library & Information Sciences (2 Years) اردو فارسی انگریزی

NOTE

Applicants need to pass GAT General with 50% marks for MS/M.Phil Programs and GAT Subject with 60% marks for PhD Programs

GAT General/Subject will be conducted by the University on
Saturday, 27th February, 2021

Last Date of Registration for Test:
Wednesday, 24th February, 2021

Hospital Attachment for supervised Clinical practice of DPT Program:
 1. Naseer Ullah Babar Memorial Teaching Hospital.
 2. SUIT Physical Therapy & Rehabilitation Center, Main Campus, Peshawar.

Application Deadline for Undergraduate Programs:
26th February, 2021

*The University follows HEC quality criteria for Post-Graduate degree Programs

For Information: Ph: +92-91-5230937-38-39-40 | Cell: +92-320-5000034-35-36-37
 Sarhad University : Landi Akhun Ahmad, Ring Road, Peshawar.

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Appendix E

Advertisement by Foundation University Islamabad (Rawalpindi Campus)



FOUNDATION UNIVERSITY ISLAMABAD RAWALPINDI CAMPUS

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BS - Electrical Engineering (Morning) BS - Bio Medical Engineering Technology (Morning) BS - Software Engineering (Morning) BS - Computer Science (Morning) BS - Information Engineering Technology (Morning) BBA - (Bachelor of Business Administration) (Morning) BS - Accounting & Finance (Morning) BS - Tourism & Hospitality (Morning) BS - Psychology (Morning) BS - Media & Communication (Morning) BCA - (Bachelor in Computer Arts) (Morning) BS - English (Morning)	MBA (Weekend) MS - Electrical Engineering (Evening) MS - Computer Science (Evening) MS - Software Engineering (Evening) MS - Information Security (Evening) MS - Management Sciences (Weekend) MS - Finance (Weekend) MS - English (Linguistics) (Afternoon) MS - English (Literature) (Afternoon) MS - Psychology (Afternoon) MS - Media Sciences (Evening & Saturday)	PhD - Computer Science (Evening) PhD - Management Sciences (Weekend) PhD - Psychology (Afternoon)

Last Date to Apply
17 August, 2021

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75% fee waiver for first three semesters in each BS programme securing 80% or more marks in HSC/Equivalent Level for first Semester

PROGRAMMES ACCREDITED BY PEC, NCEAC, AIESEC & NTC

Study 3 years in Pakistan and 1 year in UK to get University of Bath Graduate degree (only for BBA, BSCS, BSSE and BS Psychology Programme)

FEDERALLY CHARTERED (DMS) HEC RECOGNIZED (W4 CATEGORY)

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Appendix F

Appendix G

Editorial "Talks with IMF" Editorial "Smog in Punjab"

Talks With IMF

The dreaded time, discussions with the International Monetary Fund (IMF) for review, is upon the government again. It is a time of stress—the government aims to secure the release of the sixth tranche under the \$6 billion Extended Fund Facility (EFF), by the end of this month.

The IMF-designed programme, which was signed by the government in 2019 for a \$6bn EFF arrangement has been temporarily halted for three months as the government implements its indigenous policy measures to increase revenue instead of putting an extra burden on the taxpayers.

The government has been through this before but this does not mean that it is not under significant pressure for this sixth review. This is a time of vulnerability for the country, where the government has proposed several economic decisions which may not align much with the IMF ideology. Pakistan faces a host of economic problems currently that the government has promised to find solutions for. These include a large circular debt, and lowering gas tariffs. The government has also promised to pass legislation granting more autonomy to the State Bank of Pakistan to issue fiscal policy. This also happens as the Pakistani rupee devalued to the year's lowest, with the government under pressure now to cover the increased deficit in the current account.

However, a lot of the decisions the government plans to take to deal with these issues may not sit well with IMF executives, who stress revenue collection from the taxpayers and devaluation of currency rather than government spending programmes. The government will have to balance IMF demands to further jack up the base price of the electricity tariff, petroleum levies and income taxes, while it also caters to the consumers who are already suffering from inflation.

The government will have to emphasise our record revenue collection this year and our emphasis on curtailing tax loopholes, while at the same time building the case for restructuring the tax system and not imposing any additional taxes.

Smog In Punjab

With the winter season approaching and smog making a return in Lahore, the Punjab government has announced that measures will be introduced to improve air quality. On Wednesday, the US Consulate Lahore's monitor recorded the Air Quality Index (AQI) score between 223 and 231. Responding to this, the authorities in Punjab have rightly declared the phenomenon a calamity and directed the administrative secretaries concerned, commissioners and deputy commissioners (DCs) to make concerted efforts for mitigation of this health hazard across the province.

This issue has been around since 2014 with smog becoming a routine affair in Lahore every winter. Last year however, the air quality was so hazardous that Faisalabad and Lahore topped the list of the world's most polluted cities. While it is encouraging to see the provincial government take this issue seriously, it is imperative that it does not politicise the issue by getting bogged down in distractions such as disputing air quality readings or pointing the finger towards Indian Punjab in the case of stubble burning.

The fact is that stubble burning is only one of the causes behind dangerous smog levels. The biggest contributor to pollution in Punjab is the transport sector, and provincial authorities have thus far failed to come up with means to counter this menace. The statistics show that vehicular emissions are responsible for 43 percent of smog in the air, stubble burning 20 percent, industrial emissions 25 percent, and thermal power plants 12 percent.

As far as the issue of traffic is concerned, the authorities will have to come up with creative solutions like designating public transport only days, or finding ways to make car pooling or bicycles more attractive options for commuters. When it comes to reducing industrial emissions, the government has converted a significant percentage of brick kilns to zig zag technology, however several kilns continue to operate without converting to the new technology. This needs to be addressed at the earliest. A variety of forward-thinking measures will have to be implemented as this is not just a seasonal issue, but it is something that will have far reaching consequences for the climate in the region.

Appendix H

The Editorial “Dengue Cases Rising”The Editorial “Eradicating Polio”

Appendix I

Dengue Cases Rising

As per the reports that are emerging this week, dengue cases continue to rise in different parts of the country as health facilities are facing a rush of suspected and confirmed dengue patients. There has been an alarming rise in the number of affected and this is deeply concerning given that we are already dealing with a full-blown pandemic at this point in time. It is imperative that the government takes immediate action to bring the situation under control in Punjab, the capital and beyond.

In a briefing given on Tuesday, the Punjab Primary and Secondary Health Department revealed that 2,711 confirmed dengue patients and four deaths have been reported this year. During the same time period last year (January-September) only 100 positive cases of dengue were reported in Punjab. This comparison illustrates how severe the situation is currently. Additionally, the department revealed that over 17,000 dengue hotspots have been identified in Lahore and five areas, where dengue larvae were found.

We must be vigilant as the threat extends to cities like Karachi, Peshawar, Rawalpindi, Islamabad, Hyderabad, Faisalabad, and Multan. While authorities have been directed to take stern action over the violation of dengue SOPs, the time is now to carry out fumigation campaigns in areas that remain under threat.

This is a virus that we have defeated in the past and had learned to keep in check for the past several years. The fact that dengue has been allowed to resurface and have such an alarming impact is unfortunate. In addition to ensuring the elimination of breeding hotspots and compliance of SOPs, awareness campaigns should stress on how individuals can protect themselves from contracting the disease, as well as treatment guidelines. It would be irresponsible to leave the public to its own devices when it comes to fighting this disease.

Eradicating Polio

Nothing signifies the fact that the world has nearly completely defeated polio than the fact that in 2020 Africa was declared polio-free. Only two countries of the world currently face the problem of polio infections, Afghanistan and Pakistan. Unfortunately, conspiracy theories, uncoordinated health campaigns and a general scepticism towards vaccination has led to the entirely preventable crippling disease still being prevalent especially in the Northern part of Pakistan. 2020, for example, saw outbreaks of polio as well as attacks on polio workers.

However, where there is a will, there is a way. If the rest of the world can eliminate polio, we can too with the right approach. This is the mindset Pakistan seems to have adopted this year, and against all odds, it seems to be working. The national vaccination campaign that kicked off in Khyber Pakhtunkhwa in September has been a game-changer and is being described by experts as crucial for maintaining the progress made towards polio eradication in the country. The campaign aimed to administer to over 40 million children under five years of age the vaccination drops along with a supplementary dose of Vitamin-A capsule- the most ambitious goal yet.

The aggressive campaign is clearly showing results--Deputy Executive Director of UNICEF Omar Abdi has stated that UNICEF sees the possibility of an end to polio in Pakistan. Only one wild poliovirus case and eight type 2 cases were reported this year as of October. In comparison, wild poliovirus affected 84 while 135 children were infected by type 2 virus in Pakistan last year. This is a 99 percent decline in the type 1 virus.

Why has this year brought this rapid change? Apart from the aggressive campaign, more affordable health policies, such as the Sehat card, and an awareness of public health around the world, has led to more coordinated programs aimed at tackling preventable diseases. While the fight against polio should be completed, the same approach must also be employed for problems like malnutrition and access to clean water.

Appendix J

The Editorial “Solar Power”

Solar Power

The Punjab government announced a 50 percent subsidy for installing solar power for all irrigation systems across the country. This is a brilliant initiative especially considering that Pakistan receives more than eight hours of direct sunlight on most days. There will be problems pertaining to educating local farmers on its usage and upkeep, but this is a minor inconvenience in the face of a more sustainable future.

According to details released, the government allocated Rs.3.67 billion for the installation of a solar energy system for all irrigation machines in Punjab. This will replace the traditional machinery that uses more diesel and consequently, produces a larger carbon footprint. Furthermore, it will ensure that water is used more responsibly as the system is designed in a way to dispense water when the crop needs it the most, during day-time. Considering that the agricultural sector is one of the prime contributors to the economy and environment, revamping it will surely have a positive effect on the country.

Even inter-provincial conflicts over water may ebb due to the fact that water will be used much more responsibly, therefore complaints regarding allocation not being enough may be resolved entirely. For this to work, all other provinces would also have to adopt the solar energy system. Reassuringly, it is only a matter of time. The only factor to consider is waiting long enough to let farmers evolve their ways so that dispensing this technology across the country is not as much of a daunting task as it seems.

It appears that we are taking all the steps in the right direction. The Punjab government must ensure that it stays the course and sees through to its full potential so that Pakistan can become a greener and more sustainable country.