



**CALL FOR PAPERS, POSTER PRESENTATIONS &  
SHORT DOCUMENTARIES**

**One-Day National Conference on**

**GREEN JOURNALISM: MEDIA,  
CLIMATE, AND SOCIETAL  
RESPONSIBILITY**

**Wednesday, 3 June 2026**

**Venue: FUUAST Main Auditorium**

**Organized**

**by**

**Department of Mass Communication  
Federal Urdu University of Arts, Science  
& Technology (FUUAST), Islamabad**

## **Purpose and Foundation of the Conference**

Environmental degradation, climate change, global warming, pollution, water scarcity, and deforestation have emerged as some of the most pressing challenges facing Pakistan and the wider global community. Pakistan remains among the world's most climate-vulnerable countries, consistently facing extreme weather events, floods, heatwaves, and deteriorating ecosystems. In this rapidly evolving environmental landscape, the role of traditional and digital media has become central to shaping public understanding, influencing national policy, driving behavioural change, and ensuring responsible environmental communication.

Green Journalism- also known as Environmental Journalism- provides a framework for factual, ethical, and solution-oriented reporting on environmental issues. It promotes public awareness, encourages accountability, and supports national and global sustainability agendas. Recognizing the importance of this emerging field, the Department of Mass Communication at FUUAST has previously introduced Green Journalism as an academic course and published the Green Journalism Magazine, advancing environmental communication studies in Pakistan.

Building on these developments, the Department is now organizing a One-Day National Conference to bring together researchers, journalists, media practitioners, environmental specialists, academics, and students from across Pakistan. The conference will serve as an inclusive academic platform to enhance scholarly dialogue, highlight contemporary environmental challenges, and examine the critical function of Media and Digital Platforms in environmental reporting, advocacy, and public engagement.

The conference aims to stimulate interdisciplinary discussion, explore innovative communication models, strengthen university–industry linkages, and contribute to national efforts toward environmental sustainability and resilience. By promoting evidence-based research and constructive debate, this conference aspires to support the development of Green Journalism as both a scholarly field and a professional media practice in Pakistan.

## Objectives of the Conference

- To examine how environmental issues are communicated through Media and Digital Platforms in Pakistan.
- To promote Green Journalism as an academic and professional discipline.
- To explore how media can contribute to climate adaptation, mitigation, and public awareness.
- To highlight the responsibilities of journalists and media institutions in environmental reporting.
- To strengthen academic-industry collaboration on environmental communication.
- To encourage student engagement through research and creative poster presentations.
- To stimulate debate on sustainability, climate justice, and social responsibilities.
- To support the development of research networks on environmental journalism and communication.

## Themes and Sub-Themes

Abstracts of research papers are invited on the broad theme:

*“Green Journalism: Media, Climate, and Societal Responsibility”*

Papers employing theoretical analysis, empirical studies, case studies, content analysis, discourse studies, or digital media analysis are welcome under the following themes:

### ➤ **Theme 1: Media, Climate Change & Environmental Realities**

This theme explores how media report, frame, and interpret climate change and environmental degradation in Pakistan. It focuses on the representation of floods, heatwaves, droughts, pollution, and ecological loss, as well as the accuracy and effectiveness of news coverage in shaping public understanding of environmental risks.

➤ **Theme 2: Digital Media, Public Awareness & Environmental Advocacy**

This theme examines the role of digital platforms, social media campaigns, and youth activism in promoting environmental awareness. It highlights how online communication, visual storytelling, and digital engagement influence public attitudes, mobilize communities, and spread information- or misinformation- on environmental issues.

➤ **Theme 3: Green Journalism, Ethics & Social Responsibility**

This theme discusses journalistic ethics, credibility, and professional responsibilities in environmental reporting. It looks at how Green Journalism supports informed public debate, drives social and behavioural change, and contributes to transparent, responsible, and solution-oriented communication on Pakistan's environmental challenges.

# Organizing Committee

## Patron-in-Chief

- **Prof. Dr. Zabta Khan Shinwar;** Vice Chancellor, Federal Urdu University of Arts, Science and Technology

## Patron

- **Dr. Saba Bashir;** Incharge Campus, FUUAST, Islamabad

## Conference Chair

- **Dr Faisal Javaid;** Chairman, Department of Mass Communication, FUUAST, Islamabad

## Conference Secretary

- **Dr Sikander Ali Zarren;** Assistant Professor, Department of Mass Communication, FUUAST, Islamabad.

## Other Members

- **Dr. M Sher Juni;** Assistant Professor, Department of Mass Communication, FUUAST, Islamabad.
- **Ch. Rasheed;** Lecture, Department of Mass Communication, FUUAST, Islamabad
- **Ms. Saima Azhar;** Lecture Department of International Relations, FUUAST, Islamabad
- **Ms. Saira Kazmee;** Lecture Department of International Relations, FUUAST, Islamabad

## Basic Organizational Information

- The conference will be held in person only at FUUAST Islamabad.
- Working language: English/Urdu
- The conference will include an Inaugural Session, Research Paper Presentations, Panel Discussions, and a Student Poster Exhibition.

## Eligibility Criteria

Research papers are invited from the following:

- MPhil/PhD scholars
- University faculty members
- Environmental professionals or experts
- Researchers in media, environment, climate, and sustainability
- Undergraduate students cannot submit research papers.
- All papers must relate to the thematic areas listed above or fall within the wider field of environmental communication.

## Abstract Submission Guidelines (Papers, Posters & Documentaries)

- Abstract Length: 200–300 words
- Must clearly outline:
  - Research question/problem
  - Methodology
  - Key arguments/findings
- **Authorship:** Maximum two authors per paper
- All submissions will be reviewed by the Academic Review Committee

## Poster Presentations (Undergraduate Students)

Undergraduate (BS) students from FUUAST and other universities are invited to participate in the Undergraduate Poster Conference. Posters may be research-based, awareness-oriented, or thematic visual presentations related to environmental issues, climate change, sustainability, digital advocacy, or Green Journalism.

This parallel session aims to promote creative engagement, environmental awareness, and student participation in national discourse.

## **Poster Presentation Guidelines**

### **Eligibility:**

- Only undergraduate (BS) students may submit posters.
- **Poster Size:**
  - Standard size: 5 ×3 ft.
  - Portrait or landscape format is acceptable.
- **Content Requirements:**
  - Title of the poster
  - Student name(s) and institutional affiliation
  - Short introduction/background
  - Visual data, images, charts, or infographics
  - Key findings, messages, or recommendations
  - Conclusion or call to action
- **Design Guidelines:**
  - Use clear fonts and readable text size
  - Use visuals to enhance understanding
  - Maintain academic integrity and proper reference
  - Posters must be original and free of copyrighted material
- **Submission & Display:**
  - Abstract (up to 250 words) must be submitted for review
  - Final printed posters must be brought by students on the day of the conference
  - Posters will be displayed during the dedicated poster viewing session

## **Call for Short Documentaries**

The conference also invites Short Documentary Films (3–7 minutes) focusing on environmental themes. This category is open to students (individual or groups of up to 3) from FUUAST and other universities.

## **Documentary Guidelines**

- Duration: **3 to 7 minutes**
- Original work only
- Language: Urdu or English (subtitles recommended)
- Submission: Google Drive
- Selected documentaries will be screened at the conference

## **Key Dates**

- **Abstract Submission Deadline:** 5 April 2026
- **Notification of Acceptance/Rejection:** 15 April 2026
- **Registration Deadline:** 15 May 2026
- **Conference Date:** 3 June 2026

## **Conference Registration Fee Details**

- Presenter: Rs. 1500
- Poster Presenter (Undergraduate): Rs. 1000
- Short Documentary Submission: Rs. 1000
- Non-Participant / Attendee: Rs. 500

**Certificates will be provided for all presenters and participants.**

## **Publication Opportunity**

It will be announced later.

## **Abstract Submission**

Please submit your abstracts through this link:

[https://docs.google.com/forms/d/e/1FAIpQLSfL4i2owI-Ns9mLeh\\_zuwCCFuJKj4zVmvSUaAW0UiRLPgh2\\_w/viewform?usp=dialog](https://docs.google.com/forms/d/e/1FAIpQLSfL4i2owI-Ns9mLeh_zuwCCFuJKj4zVmvSUaAW0UiRLPgh2_w/viewform?usp=dialog)

## **Contact Information**

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Or visit at <https://www.fuuastisb.edu.pk/MassCommunication.aspx>.