

MEDIA MONITORING REPORT

THIRD EDITION OF SOCIAL SCIENCES 'WINTER SCHOOL' LAUNCHED AT THE IBA KARACHI

MEDIUM: TV/PRINT/DIGITAL/SOCIAL MEDIA

PRINT MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Nov 05, 2024	Publication	Daily Dawn	Winter School launched at IBA	ENGLISH	Social Sciences Winter School kicks off at IBA with focus on Image, Film & Sound	Positive
02	Nov 06, 2024	Publication	Express Tribune	Winter School launched at IBA	ENGLISH	Social Sciences Winter School opens	Positive
03	Nov 06, 2024	Publication	Pakistan Observer	Winter School launched at IBA	ENGLISH	IBA's SSWS returns with focus on media, society.	Positive
04	Nov 06, 2024	Publication	Jahan-e-Pakistan	Winter School launched at IBA	URDU	Third Edition of the Social Sciences Winter School	Positive
05	Nov 06, 2024	Publication	Awami Awaz	Winter School launched at IBA	SINDHI	Third Edition of the Social Sciences Winter School	Positive
06	Nov 06, 2024	Publication	The News Lark	Winter School launched at IBA	ENGLISH	Third Edition of the Social Sciences Winter School launched by IBA	Positive
07	Nov 06, 2024	Publication	Daily Jasarat	Winter School launched at IBA	URDU	Third Edition of the Social Sciences Winter School launched by IBA	Positive

Date : November 05, 2024

Publication: Daily Dawn

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DAWN

Anthropologist challenges traditional discourses on photography

Social Sciences Winter School kicks off at IBA with focus on image, film & sound

By Shazia Hasan

KARACHI: The opening ceremony of the third edition of the Social Sciences Winter School in Karachi on 'Questioning Society Through Image, Film & Sound' was held at the Institute of Business Administration (IBA), City Campus on Monday where scholars gave presentations and read papers on photography, community engagement and the anthropology of sound.

Prof Christopher Pinney, professor of anthropology and visual culture at the University College London, gave an engaging presentation, 'On Medium Specificity, Or What's Photography Got to Do With It?' He said that for the last several decades, photography has been largely discussed under the shadow of 'power', 'culture' and 'iden-

tity' where there has been little room for questions of skill, craft, art and semiotics. "But what makes photography different from other media?" He asked.

Sharing some arguments on the subject by Walter Benjamin, Roland Barthes and Ariella Aisha Azoulay, he tried enhancing understanding of the photographic practices of today. He spoke of disturbances that photographs create. "The potential to disturb opens up spaces," he said. "When a photograph disturbs, it doesn't take up the slack of existing phantasms or illusions," he added.

Saima Zaidi, a well-known communication designer, who is also the founder and director of Numaish-Karachi, an award-winning interdisciplinary collective, gave a presentation on 'Collective Memory: Community Engagement through Visual Interventions' in which she demonstrated the impact of diverse cultural assimilation over several millennia, which allowed a glimpse into lived cultures and their impact on people and places.

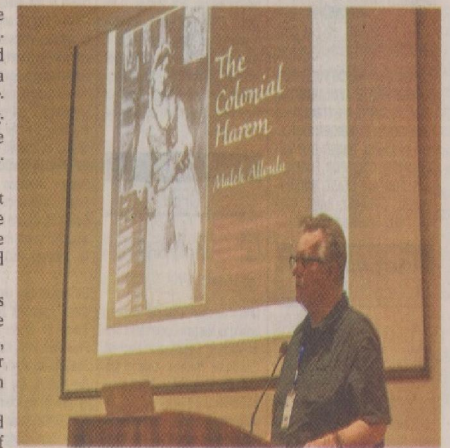
Ms Zaidi spoke about curatorial projects in Lahore, Shikarpur and Karachi which showcase heritage, craft traditions and promote healthy

exchanges among those who get to see them, be they people of different age groups, genders, ethnicity or socio-economic backgrounds. "Shared experiences in these public spaces are a good idea for community engagement, which is very important. People are given a chance to revisit, re-imagine and reclaim," she said. "When you give space to people, they actually respect that and take ownership of that space," she pointed out.

Dr Nicolas Puig, a researcher in anthropology at the Institute of Research for Development at the Université Paris Cité spoke about the 'Anthropology of Sound: Approaches and Knowledge through Sonic Relationships'.

Suddenly, the audience was treated to various sounds played by the anthropologist. There were bird songs, fish sounds, sounds of fireworks, sounds of footsteps and explosions from all over the world that have become the focus of attention for researchers in ecology and social sciences.

Dr Puig explained how the anthology of sound emerged in the 1970s from a dual tradition, that of ethnomusicology and that of musical listening to



PROF Christopher Pinney gives a presentation on photography practices, on Monday. — Fahim Siddiqi / White Star

Continued on Page 14

Date : November 06, 2024

**Publication: Express Tribune,
Pakistan Observer**

**Page 05, Page 03
(respectively)**

THE EXPRESS
TRIBUNE

Social Sciences Winter School opens

KARACHI. The Third Edition of the Social Sciences Winter School, jointly organised by the Institute of Business Administration (IBA), Karachi and the Centre for South Asian and Himalayan Studies in Paris (CESAH, CNRS-EHESS) commenced at IBA City Campus. The theme of the Third Edition of Winter School is 'Questioning Society Through Image, Film & Sound'. Running from November 04-08, the school will emphasise diverse methodologies, from photography and digital archives to ethnographic film and sound, fostering innovative perspectives and reflective observation in social research and heritage projects. IBA Karachi Executive Director Dr S Akbar Zaidi opened the session by thanking all those who made Winter School possible for the third consecutive year. OUR CORRESPONDENT

[Newspaper Clipping](#)

Pakistan
OBSERVER

IBA's SSWS returns with focus on media, society

STAFF REPORTER

The Third Edition of the Social Sciences Winter School, co-organized by the Institute of Business Administration (IBA) Karachi and the Centre for South Asian and Himalayan Studies in Paris (CESAH, CNRS-EHESS), began today at IBA's City Campus. Under the theme "Questioning Society Through Image, Film & Sound," the program, running from November 4 to 8, will focus on innovative approaches in social research, utilizing photography, film, and sound to deepen understanding of cultural heritage and societal issues. Dr. S. Akbar Zaidi, Executive Director of IBA Karachi and a member of the Winter School Steering Committee, opened the event by

participation in this dynamic educational experience. Dr. Rémy Delage, a research scholar from CESAH (CNRS-EHESS) and Steering Committee member, described the Winter School as a "unique training platform," bringing together scholars and participants from diverse backgrounds to tackle societal challenges through a social sciences lens. Dr. Michel Boivin, another CESAH researcher, emphasized the importance of the academic collaboration between France and Pakistan, particularly in supporting Pakistani students pursuing doctoral studies in France. He noted that this year's program would emphasize methodological approaches, using image, film, and sound as core tools in social research. The Winter

ties, referencing theorists like Walter Benjamin and Roland Barthes. Exploring ideas of "photographability" and "the citizenry of photography," he examined how photography captures moments and serves as a powerful medium in modern society. The second plenary, presented by Ms. Saima Zaidi, Communication Designer and Founder of Numaish-Karachi, was titled "Collective Memory: Community Engagement Through Visual Interventions." Zaidi explored Pakistan's visual culture as a window into its heritage, showcasing projects like Jhuley Lal: Crafting the Contemporary, a collaborative effort between designers and artisans in Sindh, and Sheherezade: The Walled City Anthology, which inte-



expressing gratitude to all contributors who made the third edition possible. He highlighted the importance of interdisciplinary collaboration in social research, noting how partnerships in image, film, and sound enrich cultural exchange and learning. Dr. Zaidi also shared aspirations to broaden the program's reach in the coming year, encouraging wider par-

School also includes plenary sessions with international speakers from France, Belgium, Sri Lanka, and Turkey. Professor Christopher Pinney, an anthropologist from University College London, led the first plenary with a talk titled "On Medium Specificity, Or: What's Photography Got to Do with It?" He discussed photography's unique technical and semiotic quali-

ties, referencing theorists like Walter Benjamin and Roland Barthes. Exploring ideas of "photographability" and "the citizenry of photography," he examined how photography captures moments and serves as a powerful medium in modern society. The second plenary, presented by Ms. Saima Zaidi, Communication Designer and Founder of Numaish-Karachi, was titled "Collective Memory: Community Engagement Through Visual Interventions." Zaidi explored Pakistan's visual culture as a window into its heritage, showcasing projects like Jhuley Lal: Crafting the Contemporary, a collaborative effort between designers and artisans in Sindh, and Sheherezade: The Walled City Anthology, which inte-

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Date : November 06, 2024

Publication: Jehan Pakistan,
Awami Awaz

Page 02, Page 03
(respectively)



IBA کراچی میں سوشل سائنسز ونٹر اسکول کے تیسرے ایڈیشن کا آغاز

کراچی (سٹی ڈیسک) ایف ٹی آف بزنس ایڈمنسٹریشن (IBA) کراچی اور سینٹر فار سٹڈیز اینڈ ٹیچنگ اسٹیشن ان ایف (CNRS-EHES/CESAH) کے زیر اہتمام مشترکہ طور پر سوشل سائنسز ونٹر اسکول کا تیسرا ایڈیشن آج صبح شروع ہوا۔

اس بات پر زور دیا کہ یہ شرکاء تعلیمی حلقوں اور باہمی تعاون کے ساتھ نیکہ کو کیے فروغ دیتی ہیں۔ انہوں نے شرکاء کا IBA کراچی کے ساتھ ان کی مسلسل مصروفیت پر شکریہ ادا کیا اور آگے سال پر دگرگاموں کی رسائی کو بڑھانے کی خواہش کا اظہار کرتے ہوئے مزید شرکاء کو اس میں شامل ہونے کی دعوت دی۔ ڈائریکٹر مینی ڈیپارٹمنٹ (CNRS-EHES/CESAH) کے سربراہی اہلکار اور سرکاری اسکول کی اسٹیزنگ کمیٹی کے رکن

ان تمام لوگوں کا شکریہ ادا کرتے ہوئے تشریف لے گئے۔ اسکول کا چوتھوں نے مسلسل تیسرے سال ونٹر اسکول کو ختم کیا۔ انہوں نے ایف، ایم اور سائنس کے مطالعہ میں متنوع شعبوں سے تعلق رکھنے والے شرکاء کو متعدد تعلیمی مسائل سے نمٹنے کے لیے اکٹھا کرنا ہے۔

Newspaper Clipping

’سماج تصویر، فلم و آواز ذریعے سوال کریں‘: آئی بی اے و سیمینار سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن شروع، سوشل شاگردوں و ماہرین کی شرکت

لنڈن کراچی، ڈیجیٹل آرکائیو ایٹر کرافٹ فلموں و ڈاکومنٹری پیش، سیشن ٹی ڈی ٹی ہلڈو

کراچی (پریس ریلیز): انسٹیٹیوٹ آف بزنس ایڈمنسٹریشن (آئی بی اے) کراچی، سیمینار فار سائنسز ایڈیشن، ہمالیہ ان اسٹیڈیز ان پیرس پاران گڈیل ٹیوی سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن آج صبح شروع کیے گئے۔ سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن آج صبح شروع کیے گئے۔ سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن آج صبح شروع کیے گئے۔

سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن آج صبح شروع کیے گئے۔ سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن آج صبح شروع کیے گئے۔ سوشل سائنسز ونٹر اسکول جو تینوں ایڈیشن آج صبح شروع کیے گئے۔

Newspaper Clipping

Date : November 06, 2024

**Publication: Daily News Lark,
Daily Jasarat**

**Page 02, Page 06
(respectively)**

Daily
THE NEWS LARK

“Questioning Society Through Image, Film & Sound”

Third Edition of the Social Sciences Winter School launched at IBA Karachi



KARACHI: The Third Edition of the Social Sciences Winter School, jointly organized by the Institute of Business Administration (IBA), Karachi and the Centre for South Asian and Himalayan Studies in Paris (CESAH,

through Image, Film & Sound'. Running from November 04-08, the school will emphasize diverse methodologies, from photography and digital archives to ethnographic film and sound, fostering innovative perspectives and reflective observation in social research and heritage projects. Dr. S Akbar Zaidi, Executive Director, IBA Karachi and member of the Winter School Steering Committee, opened the session by thanking all those who made Winter School possible for the third consecutive year. He highlighted the value of collaborating with scholars from diverse fields in the study of image, film, and sound, emphasizing how these partnerships foster cultural exchange and collaborative learning.



آئی بی اے کراچی میں سوشل سائنسز وینٹر اسکول کے تیسرے ایڈیشن کا افتتاحی تقریب میں طلبہ و طالبات کو گروپ

[Newspaper Clipping](#)

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DIGITAL/SOCIAL MEDIA SECTION

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
01	Nov 06, 2024	Digital	Academia	Winter School launched at IBA	ENGLISH	IBA launched 3rd edition of social science winter school	Positive
02	Nov 06, 2024	Digital	All Events	Winter School launched at IBA	ENGLISH	Social Science Winter School in Karachi	Positive
03	Nov 06, 2024	Digital	NUT	Winter School launched at IBA	ENGLISH	Third Edition of the Social Sciences Winter School launched at IBA	Positive
04	Nov 06, 2024	Digital	The Azb	Winter School launched at IBA	ENGLISH	Questioning society through image, film & sound	Positive
05	Nov 06, 2024	Digital	Cesah	Winter School launched at IBA	ENGLISH	IBA launched 3rd edition of Social Sciences Winter School	Positive

Date : November 06, 2024

**Websites:
Academia Mag, All Events**

Digital



IBA Launches 3rd Edition of Social Sciences Winter School



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Social Sciences Winter School in Karachi 2024

The third Social Sciences Winter School in Karachi is a collaborative effort between the Centre for South Asian and Himalayan Studies in Paris (CESAH, CNRS-EHESS) and the Institute of Business Administration (IBA). Scheduled to be held at IBA City Campus in Karachi from November 4th to 8th, 2024, this event aims to explore societal dynamics through the use of image, film, and sound in the humanities and social science research.

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Date : November 06, 2024

**Websites:
NUT , The Azb**

Digital

NUT
News Update Times

Third Edition of the Social Sciences Winter School launched at IBA Karachi.

The Third Edition of the Social Sciences Winter School, jointly organized by the Institute of Business Administration (IBA), Karachi and the Centre for South Asian and Himalayan Studies in Paris (CESAH, CNRS-EHESS) commenced at IBA City Campus. The theme of the Third Edition of Winter School is '**Questioning Society Through Image, Film & Sound**'. Running from **November 04-08**, the school will emphasize diverse methodologies, from photography and digital archives to ethnographic film and sound, fostering innovative perspectives and reflective observation in social research and heritage projects.

Dr. S Akbar Zaidi, Executive Director, IBA Karachi and member of the Winter School Steering Committee, opened the session by thanking all those who made Winter School possible for the third consecutive year. He highlighted the value of collaborating with scholars from diverse fields in the study of image, film, and sound, emphasizing how these partnerships foster cultural exchange and collaborative learning. He thanked participants for their continued engagement with IBA Karachi and expressed his desire to expand the program's reach next year, inviting even more participants to join in this collective experience of learning, working, and thinking together.

[Click to read more](#)

THE AZB
More Than Just News

Questioning Society Through Image, Film & Sound': Third Edition of the Social Sciences Winter School launched at IBA Karachi.



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Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Date : November 06, 2024

**Website:
Cesah**

Digital



Social Sciences Winter School in Karachi

SEMINARS AND CONFERENCES
WORLDWIDE

Of November 4 at midnight at November 8,
2024 at midnight.

IBA City Campus, Karachi

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#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS	SENTIMENTS
1	Nov 06, 2024	Facebook	Academia Mag	Winter School launched at IBA	English	Third Edition of the Social Sciences Winter School	Positive
2	Nov 06, 2024	Facebook	SS Winter School	Winter School launched at IBA	English	A wonderful opening day of the Winter School in IBA Karachi	Positive
3	Nov 06, 2024	Facebook	Alliance Francaise	Winter School launched at IBA	English	Third Edition of the Social Sciences Winter School	Positive
4	Nov 06, 2024	Instagram	Academia Mag	Winter School launched at IBA	English	Third Edition of the Social Sciences Winter School	Positive
5	Nov 06, 2024	X	French Embassy	Winter School launched at IBA	English	Social Sciences Winter School in Karachi	Positive
6	Nov 06, 2024	X	Cesah	Winter School launched at IBA	English	Social Sciences Winter School in Karachi	Positive
7	Nov 06, 2024	X	Academia Mag	Winter School launched at IBA	English	Third Edition of the Social Sciences Winter School	Positive

FACEBOOK & INSTAGRAM

Academia Mag (Facebook)



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SS Winter School (Facebook)



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Alliance Francaise (Facebook)



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Academia Mag (Instagram)



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X (TWITTER)

Cesah (x)

[Social Sciences Winter School in #Karachi 2023]
The second edition, organized by @ibakarachi & @cesah_fr, will be held in December 11-15.
Theme: « Environmental change, risks and vulnerabilities in South Asia »
Website: winterspy.hypotheses.org/pakistan
FB page: @winterschoolkarachi



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French Embassy (x)

French Embassy in Colombo @FranceinColombo - Aug 1
Call for Participants – Social Sciences Winter School in Karachi! 📅
Dates: November 4-8, 2024
Location: IBA City Campus, Karachi
Deadline: September 15, 2024
Apply now: winterspy.hypotheses.org/9399
@ibakarachi @EHESS_fr @cesah_fr @eftsindh



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Academia Mag (x)

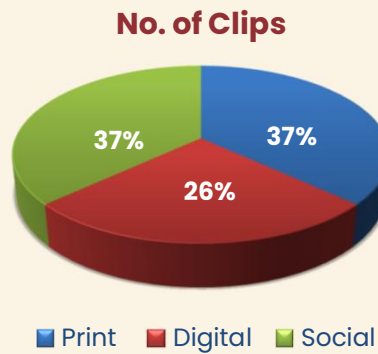


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COVERAGE ANALYSIS

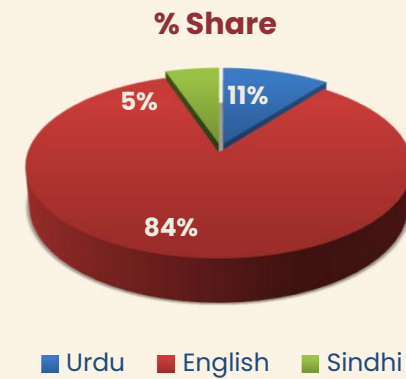
SHARE OF VOICE (SOV) BY MEDIUMS

MEDIUMS	NO. OF CLIPS
Print	7
Digital	5
Social	7



LANGUAGE SHARE BY MEDIUMS

LANGUAGE (ALL MEDIUMS)	NO. OF CLIPS
English	16
Urdu	02
Sindhi	01



THANK YOU.