



# UNIVERSITY OF GUJRAT

Office of the Controller of Examinations

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## Ph.D NOTIFICATION

No. Ph.D (CE)/1-8/2019

Date: May 17<sup>th</sup>, 2019

It is notified for the information of all concerned that **Mr. Shafayat-Ali**, Ph.D Scholar of **Centre for Media and Communication Studies, University of Gujrat, Gujrat** has completed all the requirements for Ph.D award including fulfillment of Ph.D quality criteria of HEC and the University. The scholar has become eligible for award of Doctor of Philosophy degree in the discipline of **Mass Communication** as per detail given hereunder:

Ph.D in Mass Communication			Cumulative Result			
Registration no. / Roll no.	Scholar's Name	Father's Name	Credit Hours			Cumulative Grade Point Average CGPA
			Course Work	Research Work	Total	
1217216006/ 12014316-006	Shafayat Ali	Hadayat Ali	18	12	30	3.65

Research Topic: **"EFFECTS OF TV COMMERCIALS ON SOCIO-CULTURAL NORMS: AN ANALYSIS OF VIEWER'S PERCEPTION"**

Supervisor Name: **Dr. Zahid Yousaf**  
Associate Professor, Centre for Media & Communication Studies  
University of Gujrat

Foreign / External Examiners:

- a) **Dr. Ralph Beliveau**  
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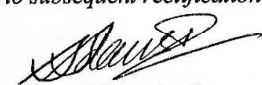
Detail of Research Article Published on the basis of thesis research work:

**"Educating the Youth in Norms and Values through TV Commercials: A Study of College Students"**

*Note: This result is declaration as notice only. Errors and omissions, if any, are subject to subsequent rectification.*

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