

Challenges and solutions for academic integrity in mass communication education in Pakistani universities

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Abstract:

Academic integrity is a buzz word in academia around the globe. The diversity among various disciplines demands different strategies to ensure honesty and making faculty, researchers and students to produce original work. Mass communication discipline poses different challenges for academic integrity than other disciplines. Other than writing research dissertations students are also required to produce TV documentaries, short films and projects in radio, advertising and public relations to complete their degrees. Other than written words these projects have audio, video and design elements. It demands innovative ideas and strategies to ensure academic integrity for the work produced for these specializations.

This study has tried to explore challenges faced by faculty for these specializations and possible solutions to deal with them. Qualitative methodology of in-depth interviews was used. A total number of twenty interviews were conducted. Purposive sampling was used to select University faculty members who teach and supervise in the areas of TV & radio production, advertising and public relations. A semi structured questionnaire that was developed on the basis of initial focus groups was used for data collection. Data collected through in-depth interviews was analyzed in the light of research questions on the basis of identified concepts. It is found that faculty has proposed inculcating of creative ego, awareness to do hard work, exhibition of creative work, formation of creative data base and encouraging the enrolled students to perform in creative work as possible solutions to the various challenges in ensuring academic integrity in various specializations of mass communication degrees in Pakistani Universities.

Keywords: Academic integrity, challenges, solutions, creative work, mass communication education.