

RESUME

Dr. Mughees-uddin Sheikh

**Dean, Faculty of Behavioral
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Professor

**Institute of Communication Studies
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A. Education

- (a) Ph.D (Mass Communication), School of Journalism & Mass Communication, The University of Iowa, **USA**, December 07, 1993
- (b) M.A (Journalism), School of Journalism & Mass Communication, The University of Iowa, Iowa City IA, **USA**, May 10, 1991
- (c) M.A (Journalism), University of the Punjab, 1976
- (d) M.A (Political Science), University of the Punjab, 1977
- (e) Post Doctoral Academic Accomplishments/fellowships:
 - i. Salzburg Seminar Fellowships on Media Globalization (Salzburg **Austria**) in 1999
 - ii. Salzburg Seminar Fellowships on Media Globalization (Salzburg **Austria**) in 2000
 - iii. Completed teaching assignment at Oslo College University Norway in 2006
 - iv. Asia – Pacific Institute for Braodcasting Development (AIBD), Malaysia
- (f) Certificate (Arabic Language). AIOU, Islamabad, 1980

B. Administrative Experience

- (a) From December 20, 2005 to onward
Working as **Dean**, Faculty of Behavioral & Social Sciences, University of the Punjab.
- (b) From June 08, 2009 to July 03, 2009
Worked as acting **Dean**, Faculty of Education, IER University of the Punjab.
- (c) From April 06, 2009 to April 11, 2009
Worked as acting **Dean**, Faculty of Economics & Management Sciences, University of the Punjab.
- (d) From February 19, 2007 to March 16, 2007
Worked as acting **Dean**, Faculty of Islamic Studies, University of the Punjab.

- (e) From February 19, 2007 to February 21, 2007
Worked as acting **Dean**, Faculty of Law, University of the Punjab.
- (f) From February 19, 2007 to February 21, 2007
Worked as acting **Dean**, Faculty of Economics & Management Sciences, University of the Punjab.
- (g) From February 24, 2006 to March 17, 2009
Worked as Founding **Director**, Institute of Communication Studies, University of the Punjab, Lahore
- (h) For May 04, 2009
Worked as acting **Director**, Institute of Communication Studies, University of the Punjab.
- (i) From July 02, 2003 to February 23, 2006
Worked as **Chairman**, Department of Mass Communication, University of the Punjab.
- (j) From 2002 to November 11, 2005
Worked as **Chairman**, Hall Council, University of the Punjab.
- (k) From May 25, 2006 to May 2007
Worked as **Chairman**, Students Advisory Committee, University of the Punjab.
- (l) From 1985 to onward
As **Hostel Warden**, Hostel # 17 and Islamic Centre, University of the Punjab.
- (m) From December 20, 2005 to May 14, 2007
Worked as acting **Chairman**, Department of Political Science, University of the Punjab.
- (n) From December 20, 2005 to November 20, 2007
Worked as acting **Chairman**, Department of Social Work, University of the Punjab.

C. Teaching Experience (More than 30 years at University Level)

- a) From January 9, 1998 to onward
Have been teaching as **Professor** at Institute of Communication Studies (Previously called Department of Mass Communication), University of the Punjab.

- b) From January 9, 1998 to July 01, 2003
Worked as **Associate Professor/Professor** at Department of Mass Communication, University of the Punjab, Lahore.
- c) From October 19, 1982 to January 08, 1998
Worked as **Assistant Professor** at Department of Mass Communication, University of the Punjab and as visiting Faculty member at Institute of Education & Research (IER), University of the Punjab, Lahore, Pakistan.
- d) From April 06, 1976 to October 18, 1982
Worked as **Lecturer & Assistant Professor** at Department of Mass Communication, Gomal University, D.I. Khan (NWFP), Pakistan.
- e) Taught at Oslo University College, **Norway**, 2006

D. Honors/Awards/Distinctions

- (a) **Journalism Fourth Estate Award of Iowa State, USA** (for two consecutive years) in recognition of excellent research work in the field of Mass Communication in March 1991 and March 1992.
- (b) **UN Award** for Earthquake relief work 2006 for the establishment of FM Radio 104.6 at Muzaffarabad.
- (c) **Media Laureate Award/XVITH Star Award 2005, Leader of the new Millennium Gold Medal and XVIITH STAR AWARD 2006, The Millennium Life Time Award** by South Asia Publications.
- (d) **The Best University Teacher Award** by Higher Education Commission for year 2003-2004.
- (e) **Public Relations Crown Award 2004** by International Public Relations Association Pakistan.
- (f) **Quaid-e-Azam Gold Medal Award** conferred by the Quaid-e-Azam Gold Medal Committee Lahore on March 23, 2005.
- (g) **John F. Murray Grant and Scholarship (USA)** for two research projects on Mass Communication.
- (h) Was declared as **Polio Ambassador** jointly by WHO and UNICEF in recognition of services for Polio Campaign.
- (i) Research work has been cited by various international scholars and published in research journals/books/Sage abstracts of international repute e.g. International Political Science Abstract (**France**), *Gazette* (International Journal of Research in Mass Communication, **Netherlands**), and Development, Journal of the society for international development, (**Italy**).
- (j) Profile was published in **Who is Who?** (2008) as Prominent Media Professional.

E. Memberships

- a. Representative on the Press Council of Pakistan by the Chairman, **Higher Education Commission**.
- b. Member of the Research Board of Advisers of the **American Biographical Institute**.
- c. Member of Phi Beta Delta Honor Society for International Scholars, **USA**.
- d. Member of International Association for Mass Communication Research (IAMCR), **Canada**.
- e. Member of North American Association of Muslim Professional and Social Scientists (NAAMPS), **USA**.
- f. Member of the Editorial Board of Journal of Communication Inquiry (**USA**), an International Journal of Research in the field of Journalism and Mass Communication.
- g. Member of Board of Directors of **Associated Press of Pakistan Corporation**.
- h. Elected as the **President** of Media Educators Council of Pakistan, formed on Sep. 21, 2005 in the meeting of National Curriculum Revision Committee by HEC.
- i. Member of the Commonwealth Association for Education of Journalism and Communication (CAEJAC), **Canada**.
- j. Member of the Society for International Development (SID), **Italy**.
- k. Member of the Asian Media Information and Communication Centre (AMIC), **Singapore**.
- l. Member of the Board of Studies of Balochistan University, Gomal University, Islamia University Bahawalpur, B.Z. University Multan, Allama Iqbal Open University, Islamabad, Peshawar University, Lahore College for Women University, Fatima Jinnah Women University, Rawalpindi, Shah Abdul Latif University, Sindh University, Jamshoro, Khairpur, Gujrat University, Kohat University and International Islamic University, Islamabad.
- m. Member of the Book Selection Committee of Quaid-e-Azam Library, Lahore.
- n. Member of the selection board of National University of Modern Languages (NUML), Islamabad, International Islamic University, Islamabad, Lahore College for Woman University & Gujrat University as subject specialist.
- o. Member of the Board of the Faculty of Social Sciences and Humanities on doctoral program of Allama Iqbal Open University, Islamabad
- p. Member of Research and Educational Technology Committee of AIOU, Islamabad for a term of three years w.e.f. March 17, 2007.
- q. Member of the Merit / Needy Scholarship Committee University of the Punjab, Lahore for the year 2007-2008.

F. Additional Assignments

- (a) Director (Pakistan Chapter), Muslim Christian Fellowship International, USA.
- (b) Provided **consultancy** for several projects sponsored by **UNAIDS, UNDP, UNFPA** and **UNICEF** etc.
- (c) Provided **consultancy** for several projects launched by an NGO (Child Labor Active Protective-CLAP)
- (d) Provided **Consultancy** to Ministry of Health, Govt. of the Punjab, Pakistan
- (e) Worked as **media consultant** and visiting faculty member for Advertising and sales promotion at PCBA-PICS, Lahore.
- (f) Performed responsibilities as **Chairman**, Media Friends International.
- (g) Worked as **Consultant** (honorary) for DUNYA TV.

G. Areas of Interests

- (a) Development Communication
- (b) International/Global Communication and Conflict Resolution
- (c) Role of Media for Democracy and Human Rights
- (d) Media & Governance, Poverty, Environments, Health and AIDS.
- (e) Media Laws, Ethics and Communication Policy
- (f) Media and Children
- (g) Media and Gender Issues
- (h) Media and Literacy
- (i) Advertising, Public Relations and Marketing Communication
- (j) Media & Foreign Policy
- (k) Media and Conflict Resolution

H. Countries Visited for Presentations

- (a) **USA** (Ann Arbor, Michigan, Washington DC, Nebraska, Minnesota, St. Paul etc)
- (b) **Nepal** (Katmandu)
- (c) **Iran** (Tehran, Mashhad, Isfahan, Sheeraz etc)
- (d) **Austria** (Salzburg, Vienna)
- (e) **Saudi Arabia** (Mecca)
- (f) **Canada** (Montreal, Toronto)
- (g) **United Kingdom** (London, Glasgow, Adenbra, Manchester etc)
- (h) **Qatar** (Doha)
- (i) **UAE** (Dubai, Abu Dhabi, Sharjah)
- (j) **Malaysia** (Kualampur)
- (k) **Italy**
- (l) **Germany**
- (m) **Norway** (Oslo University)
- (n) **Bangladesh**

I. Participations as Resource Person

Participated as a resource person in the conferences and workshops conducted by Press Institute of Pakistan, **Unicef, Unesco, UNFPA, UNDP**, Aurat Foundation, Civil Service Academy, Administrative Staff College, PTV Academy Islamabad, Staff and Command College Quetta, G.I. Khan Institute (Topi), Rotary Club, Family Welfare Training Institute, Lahore Stock Exchange, British Council, Ministry of Health, Naval War College and press clubs of Rawalpindi, Bahawalpur and Multan.

I-A. Doctoral Dissertation Supervised & Under Supervision

Supervised

- i) **Ms. Noshina Saleem**
US. Image in Pakistani English Dailies, the “Dawn”, “The Nation” and “The News” with special reference to Pakistan – United States relationship during post cold war era (1991-2004)
- ii) **Ms. Bushra H. Rahman**
Images of Muslim Women in the International Magazines: The Case of “Time” & “Newsweek” (1979-2002)
- iii) **Ms. Anjum Zia**
Usage of Internet in Pakistan
- iv) **Mr. Rashid Khan**
Political Communication and Democratic Process: A discourse on Pakistan’s English Dailies during 1997-2002.
- v) **Mr. Muhammad Abid**
Role of Media in Conflict Resolution: The Case of Pakistan & India.
- vi) **Mr. Zahid Yousaf**
"Minorities Press in Pakistan with focus on Women Rights Protector Bill. Blasphemy issues and Electoral System (October 1999-2006)"
- vii) **Ms. Mahira Afzal**
Development of a strategic Communication Framework by Assessing Information and Communication Gaps Among Young Illiterate Female Women in Selected Rural and Urban Sample in Lahore District.

Under Supervision

i) **Mr. Muhammad Jamil**



ii) **Mr. Naeem Gul**

Mass Media and Foreign Policy Relationship (A Comparative Study of Pakistani and Indian Press)

iii) **Ms. Abida Eijaz**

Discourse Analyses of the Representation of Religious Tolerance in the English Movies: The Case of Islam, Christianity and Judaism.

iv) **Ms. Shazia Qureshi**

"Comparative study of media laws of India & Pakistan (Co-supervisor Law College)

v) **Ms. Naheed Kausar**

"Women's Exclusion from Public Spaces: Its Causes and Consequences" (Co-Supervisor)

vi) **Mr. Ashraf Iqbal**

Media & Foreign Policy Relationship: A Comparative Analysis of Editorial Treatment of U.S and Pakistani Press Regarding Pak-Afghan Relations During Pre and Post 9/11 Attacks

J. Participation in the Conferences/Seminars/Workshops/Symposium Outside Pakistan

- (a) Participated in 3-day International "NOMA Network Research Seminar" at Cox's Bazar **Bangladesh** from 10-05-2009 to 12-05-2009.
- (b) Gave presentation of teaching module in Communication Studies in four-day Oslo College University networking roundtable from 08-08-2007 to 12-08-2007.
- (c) Participated in a roundtable conference in Dhaka University organized by NOMA Program (**Norway**) in Feb, 2007.
- (d) Participated in an international conference on "Freedom of Expression, Human Rights and World's Religions: the case of Cartoons of Prophet Muhammad (P.B.U.H)" on March 18-19, 2006 at Isfahan (**Iran**).
- (e) Participated in a workshop on "Education for all and the Role of Mass Communication" arranged by the Institute of Asia Pacific Broadcasting Development, Kualampur, **Malaysia** on August 14 - 25, 2004.

- (f) Participated in the workshop on “Indo-Pak Internet Communication of Regional Security Issue” organized by American Studies Centre, **Salzburg (Austria)** on April 21, 1999 and October 18, 2002.
- (g) Gave presentation on 21st Millennium, “Muslim world and the Pakistani Media” in **Doha (Qatar)** on February 3-4, 2000.
- (h) Participate in the conference held on November 1999 in **Tehran** on the eve of the anniversary of Iranian Revolution.
- (i) Participated as Panelist/Presenter in the International Seminar and General Assembly of International Association of Media and Communication Research (IAMCR) in **Glasgow (UK)** on July 26-30, 1998.
- (j) Presented a paper on “Technology Overtakes Laws” in **Katmandu (Nepal)** in a roundtable conference organized by the Panos Institute South Asia and the World Association for Christian Communication (WACC) on September 20-23, 1998.
- (k) Presented a paper in an International Seminar at **Howard University, Washington DC** on July 13, 1991.
- (l) Presented a paper in the 13th, Third World Studies Conference at University of Nebraska, Omaha, **USA** on October 4, 1990.
- (m) Presented a paper at Ph.D. Convention held on April 25, 1992 at University of Iowa, **USA**.
- (n) Presented a paper in the convention of Association for Education of Journalism & Mass Communication (AEJMC) at **Montreal (Canada)** on August 5-8, 1992.
- (o) Gave presentation in the 15th Third World Studies Conference at University of Nebraska, Omaha, **USA** on October 4-6, 1992.
- (p) Presented a paper in NAAMPS Conference at Howard Johnson Hotel (**Chicago, USA**) on April 9-11, 1993.
- (q) Presented a paper at an International Conference in London organized by the Muslim Institute, **London**.
- (r) Presented a paper in International Symposium on “Code of Ethics” organized by Centre for Media Studies and Research (CMSR), **Tehran** on Dec. 10-12, 1996.
- (s) Participated in Symposium on “Representing Nomadic Cultures” on April 1-4, 1993, organized by Centre for International and Comparative Studies, The University of Iowa **USA**.
- (t) Participated in an International Seminar on “Media Utilization in Iranian Society” on November 21, 1994 in Tehran. This Seminar was organized by Centre for Media Studies and Research (CMSR), **Tehran**.

K. Participation as Panelist/Resource Person in the Conferences, Seminars, and Workshops held in PAKISTAN

- Participated in a M.Phil Courses Workshop 11-13 June 2009 arranged by Department of Mass Communication, AIOU Islamabad.

- Organized and participated in an International Conference 2009 “Covering Each Other – in an Era of Imagined Clashes of Civilizations” in collaboration with Oslo University College, Norway from February 4-6, 2009.
- Lecture on “Communication: Breakthrough & Breakdown” by Media Scholar Javed Jabbar was organized by Dean, Faculty of Behavioral & Social Sciences at 29-04-2009.
- Presented a paper in a one-day International Conference 2006 on “**Dialogue Vs Conflict: Goethe and Iqbal in Today’s Scenario**” in collaboration with German Centre and Iqbal Academy on Nov. 30, 2006.
- Participated in an international conference on “Electronic Media Developments in Pakistan and the Role of Deutsche Welle (DW Germany)” at Islamabad on Nov. 13, 2006.
- Participated in Sub-Regional workshop on “Socio-Cultural Factors Affecting Demographic Behavior and Implications for the Formulation and Execution of Population Policies and Program’s” organized by **UNESCO**, Islamabad on September 13-16, 1999.
- Presented a paper titled, “Impediments in Communication with Rural Population” in National Conference on Rural Journalism organized by Academy for Rural Development, Peshawar on January 16-17, 1995
- Delivered lecture on “New World Order and Geopolitical Significance of Pakistan” at G.I.K Institute of Science and Technology, Topi, on January 2, 1995
- Delivered lectures as resource person on “Framing of News in Capitalist Society” in a Training Workshop for Sub-Editors, jointly organized by **British Council, Thomson Foundation (UK) and Press Institute of Pakistan** on November 14, 1994 at PIP, Lahore
- Presented a paper on “Female Perspectives on Mass Communication Research, Barriers and possibilities” in a workshop/seminar organized by the **UNICEF** and Department of Mass Communication, University of the Punjab, on January 28, 1994.
- Participated in Digital Video Conference (DVC) along with the students of the Department at **American Centre** on Sep. 14, 2005.
- Participated as a commentator in a live special program telecast by PTV world on the sad demise of **King Fahad of KSA**.
- Participated in Digital Video Conference (DVC) on “Journalism Education in US” with faculty members and students at **American Centre** on June 13, 2005.
- Participated as Chief Guest in a media workshop on “Gender Awareness” at Ambassador Hotel, Lahore on May 31, 2005.
- Delivered a lecture titled “Media Analysis” organized by Population Welfare Training Institute on May 19, 2005.

- Organized a two-day workshop on “Education for All”(EFA) in collaboration with **UNESCO** Islamabad and Punjab Literacy & Non-Formal Basic Education Department on May 16 – 17, 2005 at Department of Mass Communication, University of the Punjab.
- Chaired the concluding ceremony of an Annual Workshop on “Media Education” organized by Allama Iqbal Open University at AIOU centre, Lahore on April 22, 2005.
- Chaired the concluding session of seminar on “Pak-Arab Media” organized by Islamabad Bureau of Al-Jazeera TV, on Feb 11, 2005.
- Participated as a Resource Person in a seminar on “Citizen Media Rights and Citizen Media Responsibilities” by Citizen Media Commission of Pakistan at Avari Hotel, Lahore on Feb. 28, 2005.
- Delivered a lecture on “The Role of Electronic Media in the Promotion of Pakistani Culture” on Feb. 23, 2005 at seminar room of the Institute of Bio-Chemistry & Bio-Technology, University of the Punjab.
- Acted as the Master of the ceremony in the “Student’s Convention 2004” on Dec. 31, 2004 at Aiwan-e-Iqbal Building, Lahore. The convention was presided over by **Gen. Pervez Musharraf, President of Pakistan.**
- Delivered a lecture International Consultation of Muslim Scholars on “State and Society in the Modern World” from Nov. 19-21, 2005 organized by HEC in Islamabad.
- Delivered Lectures at Allama Iqbal Open University on Oct. 26, 2004 on “Effects of Mass Communication, the Limited Effect Theory of Mass Communication, the Powerful Effect Theory of Mass Communication and the Effects of Violence in TV programs.”
- Presided over the seminar and delivered a lecture there on “Yellow Journalism” organized by the Department of Mass Communication, University of the Punjab on Oct. 19, 2004.
- Delivered a lecture at Allama Iqbal Open University on “Using Citation Footnoting of references in Research” on Oct. 18, 2004.
- Delivered a lecture on “the Role of Mass and Electronic Media in Disasters” in a seminar organized by the Civil Defence Academy on Oct. 05, 2004.
- Gave a presentation in Inter-University Faculty Board Meeting at Governor’s House regarding revision of curriculum and commencement of multimedia & language courses on Aug. 02 & 07, 2004.
- Delivered a lecture on “Communication Skills” in a teachers training workshop at HEC Gulberg, Lahore on June 25, 2004. The workshop was jointly organized by Sheikh Zaid Islamic Centre and **Higher Education Commission**, Lahore.

- Delivered a lecture on “the Role of Media in Community Involvement” at NIPA auditorium invited by Population Welfare Department on June 09, 2004. The program was jointly organized by NIPA & John Hopkins University, USA.
- Participated in 2nd National Conference on “Urdu Journalism–Problems & Possibilities” at the Department of Mass Communication, Karachi University, on May 24 – 26, 2004.
- Appeared as Chief Guest in PTV Night Transmission (1:40 hrs – 3:00 hrs) on April 29, 2004.
- Participated in a conference with Russian Scholars at Area Study Centre, University of Peshawar on 15th & 16th of April, 2004.
- Participated in a workshop on “Media Ethics” jointly organized by **FES (A German NGO)** and the Journalism Department, University of Peshawar (June, 2002).
- Gave presentation in a workshop on “Media and Peace” jointly organized by Asian Media Information and Communication Centre (**AMIC–Singapore**) and **FES (A German NGO)** on August 21, 2001 in Karachi.
- Gave two presentations on “the Power of Media and Marketing Health Education” on May 23, 2000 in a workshop jointly organised by **UNFPA** and population Welfare Training Institute at Holiday Inn, Lahore.
- Appeared on Worldnet organized by the American Centre (Lahore) on April 20, 2000. Participated and engaged a dialogue on Private TV channels and radio operations from six posts i.e., Washington DC, Karachi, Islamabad and Lahore.
- Gave presentations in a workshop on “Safe Drinking Water – Sound Health” jointly organized by **Unicef and Ministry of Health (Punjab)** on January 25, 2000.
- Participated in a roundtable of South **Asian media professionals** in Karachi on “Media Skill in the New Millennium in South Asian Countries.” jointly organized by **FES (A German NGO)** and **South Asian Media Association (SAMA)** on November 12–13, 1999.
- Participated in the workshop on “Media Education” Organized by Media Citizen Commission in Islamabad on October 22-23, 1999.
- Gave presentations on “Marketing Communication” in a workshop for Chief Executives of Autonomous Hospitals. This workshop was jointly organized by **The British Council** and **Ministry of Health, Punjab** on October 14-15, 1999.
- Gave presentation on “Culture, Media & Society” in National workshop for Female Media Professionals organized by Women Section of Dawah Academy, IIU, Islamabad on May 3-5, 1999.
- Participated in a National Seminar organized by Good Governance Group (GGG), Islamabad on April 8-9, 1999.

- Participated as Panelist in a roundtable on “World Perceptions about Pakistan” organized by Institute of Overseas Pakistanis (IOP).
- Gave presentation in a Media Workshop on “Alliance Building for Rights of the Child” jointly organized by **UNICEF** and BZ University (Multan) on February 8-10, 1999
- Delivered special lectures on “Effective Communication” organized by Aurat Foundation at Islamabad and Press Club Sialkot on December 22, 1997 & June 23, 1998.
- Participated in a workshop on “Media-Link & Good Governance” jointly sponsored by **UNDP** & Planning Division, Govt. of Pakistan on January 6-7, 1998 at Holiday Inn, Islamabad.
- Delivered lectures at the PTV Academy (Islamabad), in an Orientation Program for Senior News Producers on April 7-10, 1997.
- Participated as a resource person, in a workshop on “Health Communication” jointly arranged by **UNICEF**, Ministry of Health and Department of Mass Communication, University of the Punjab, Lahore.
- Participated as a resource person and lectured on “Child and Media” in a workshop on Curriculum Development jointly organized by Allama Iqbal Open University, Islamabad and **UNICEF**.
- Participated in ‘National Consultation on DSC’ courses at AIOU on May 27-29, 1995. This was jointly organized by AIOU and the UNICET, Islamabad.
- Participated in Jang Forum, Rawalpindi on “The Impact of Dish Antenna on Pakistani Culture” on May 3, 1995.
- Gave presentation on the Image of Iran in the Western Media in a Seminar on “**Iran shanase**” at Hotel International on January 30, 1995.
- Delivered a lecture on “Communication and Motivation with Special Reference to Population Planning” at NIPA on January 19, 1995.
- Delivered a lecture on “Changing Political and Cultural Trends in Iran” on December 7, 1994. The program was jointly organized by Centre for South Asian Studies and Department of Mass Communication, University of the Punjab.
- Delivered a lecture in a seminar on “The Role of Media in the Development of Capital Market” on November 12, 1994. The seminar was organized by Lahore Stock Exchange.
- Delivered lectures as resource person in a workshop for young journalists on April 3-6, 1994. The program was organized by Press Institute of Pakistan and Lahore Media Forum.
- Participated in Editors First roundtable in Abbot Abad on March 21-22, 1995 jointly organized by **UNICEF**, AIOU and Rawalpindi Press Club.

- Delivered a special lecture on “Developmental Journalism” on March 22, 1995 in National workshop for Senior Journalists. The workshop was jointly organized by Centre for Foreign Journalists, **USA** and Press Institute of Pakistan (PIP).
- Presented a paper on “Environmental Pollution and the Role of Media.” on November 4, 1993, at “Sham-e-Hamdard” at Falletties Hotel, Lahore.
- Participated in a discussion session on “Child Development and Media” organized by **UNICEF** on October 29, 1993 at Holiday Inn, Islamabad.
- Gave a talk on US Foreign Policy, US Elite Press and Pakistan at American Centre, Lahore on October 14, 1993.
- Presented a paper in a Seminar on “New Trends in Iranian Communication System” organized by International Islamic University, Islamabad on April 25-26, 1987.
- Presented a paper in a Seminar on “The Role of Television in Child Development” on June 4-5, 1987 organized by International Islamic University, Islamabad.
- Participated in International Seminar on “Future of Afghanistan” jointly organized by Institute of Strategic Studies and Institute of Policy Studies in Islamabad on December 25, 1985 & March 20-22, 1987.
- Participated in an International Seminar on “Media Tradition and Change” jointly organized by AMIC and Ministry of Information and Broadcasting Pakistan on March 28-30, 1983.

L. Research Work / Publications

- **Title of PhD Dissertation**
“Elite Press Editorial Framing of US Foreign Policy: The Case of Pakistan, The New York Times, The Washington Post and The Los Angeles Times (1980-92).” PhD Dissertation submitted at The University of Iowa, USA in 1993. (Abstract published in Journalism Abstract, Vol.32, 1994, USA).
- **Title of Master’s Thesis**
 The relationship between a Nation’s Foreign Policy and its press. The case of Pakistan and the New York Times and the Times of London (Master Thesis). The University of Iowa, USA. (Abstract published in Journalism Abstract (1992) by AEJMC, USA).

Papers Published in Various Journals of Research

1. **“Role of Communication in Agricultural Development of Pakistan”.** Media Asia (Singapore) Vol.17, No.2, 1990 (Note: The abstract of this paper was published in communication Abstracts, Vol.14, No.6, December, 1990: An International service, Sage Publication).

2. **“New tendencies of Electronic Media in Iran”**. *Media Asia* (Singapore) Vol.15, No.2, 1998 (Note: The abstract of this paper was published in communication Abstracts, Vol.12, No.4, 1989: An International service, Sage Publications.
3. **“Image of Iran in the Western Media”**. *Iranshenasi: An International Quarterly Journal*, Winter (4), 1995.
4. **“Many Voices – One World: Editorial Framing of Islamic Movement in Algeria (FIS) in the US Elite Press”**. *The Islamic Quarterly*, XXXVIII (4), 1994, London.
5. **“Democratization of Communication: Barriers and Possibilities”**. *Communicator*, Apr – Jun, 1995, Delhi, India.
6. **“Media Effects in Behavioral and Critical Mass Communication Research”**, *Punjab University Research Bulletin (Arts)*. Vol. XXV, No.1&2, April – October, 1994, Punjab University, Chandigarh, India.
7. **“Editorial Treatment of US Foreign Policy in the New York Times (1980-90): The Case of Pakistan”**, *National Development & Security*, VI (2), November, 1997.
8. **“Islamic Framework for the Codes of journalists”**. *Hamdard Islamic*, XX (4) December, 1997. (This paper was presented in an International Symposium. Organized by Centre for Media Studies and Research (CMSR), Tehran.
9. **“Media and Foreign Policy: A Bibliographic Essay”**. *Journal of Mass Communication*. Vol.1 (1), pp.99-126, June, 1997. Department of Mass Communication, Karachi University.
10. **“Framing Islamic Fundamentalism: The Case of Hamas (400 Palestinian Deportees/Expellees) & US Elite Press”**. *Middle East (Journal of Area Study Centre)*, 1996. University of Balochistan. Pak.
11. **“Transfer of Information Technology: A continuation of Dependency”**. *Quarterly Research Journal*, Vol.17: No.57,58,59 & 60. (1995-96, special issue) (Oriental College), P.U, Lahore.
12. **“Role of Uncontrolled Media in a Controlled Society: The Case of Iranian Revolution”**. *National Development and Security*, Vol. III, No.4, 1995.
13. **“Ideology Factor in Media Studies, Journal of Research (Humanities)”**. Vol. XXVI, January, 1993, No.1, Punjab University, Lahore. (Pak).
14. **“Foreign Affairs Coverage: The Case of US Media”**. *South Asian Studies: An International Journal of South Asian Affairs*.2 (1), pp.41-60, 1994. Punjab University, Lahore.

15. **“Image of Pakistan in the New York Times (1980-90)”**. Pakistan Defence Review, 7(1), summer 1995, pp.76-98.
16. **“Gender Perspective on Mass Communication Research: Barriers and Possibilities. Bulletin of Education”**, 1994 (Abstract of this paper has been published in Development, 2, 1995, Italy).
17. **“Press Performance and Foreign Policy: The case of Kashmir Conflict, US Policies and the New York Times during 1947-48 & 1987-90”**, *Pakistan Journal of American Studies*, Vol.10, No.1, 1992. (Note: The abstract of this paper has been published by *The International Political Science Abstracts, France*).
18. **“Transfer of Information Technology to the Third World: A Danger to National Sovereignty and Alternatives”**. National Development and Security, Vol. II (4), Sr 8, 1994.
19. **“Family Welfare Communication in Rural Areas”**. Media Asia (Singapore), Vol.9, No.1, 1982.
20. **“Islamic Concept of Mass Communication”**. This paper was published in *Journal of Research (Humanities) University of the Punjab*. Vol.15, No.2, 1980
21. **“Quaid-e-Azam and the Muslim Press”**. Journal of Research Vol.7, No.1,2,3,4, 1985 (Oriental College – Punjab University, Pakistan).
22. **“Kuhn’s Perspective of Emergence of New Theories and Dilemma of Islamic Model of Communication”**. Journalism Quarterly, IX (9,10), 1994, Punjab University.
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M. Books, Reports, Chapters, Reviews, Preface Writing

- ABC of RADIO JOURNALISM. Ilmi Kitab Khana, Urdu Bazar, Lahore – Pakistan, 1982.
- The following chapters of the book “Ablaagh-e-Aamah” (Mass Communication) were published by Allama Iqbal Open University, Islamabad – Pakistan:
 - Introduction to Mass Communication
 - Process of Communication
 - Models of Communication
 - Advertising

- Got the honor of reviewing **Encyclopedia of International Media and Communication** by Academic Press, San Diego, California, USA.
- Reviewed a chapter on **Media Status in Pakistan and Bangladesh** published in Encyclopedia on Media and Communications published in USA.
- Impediments in Communication with Rural Population “*Rural Journalism* eds. Hasan Mehdi Naqvi & M. Asghar Published by Academy for Rural Development, Peshawar, 1995.
- **Report on HIV/AIDS in Pakistan: A Situation and Response and Analysis** published by UNAIDS and Ministry of Health Pakistan, Islamabad.
- Kashmir Problem and Public Opinion, published in a *Seminar Report on Kashmir Issue: Past, Present and Future* (March, 1990). This Seminar was organized by Institute of Policy Studies, Pakistan.
- Preface of: **JOURNALISM**, a book on journalism by Abid Tehami.

N. Books in Process

- Image of Pakistan in the US Elite Press.
- Media Scene in Pakistan

O. Personal Information

Father’s Name Zaheer uddin
 Date of Birth 02-02-1951
 Nationality Pakistani
 NIC # 35202-8488020-5
 Marital Status Married

P. Knowledge of Languages

<u>Language</u>	<u>Speaking</u>	<u>Reading</u>	<u>Writing</u>
English	Excellent	Excellent	Excellent
Urdu	Excellent	Excellent	Excellent
Punjabi	Excellent	Excellent	Excellent
Saraiki	Excellent	Excellent	Excellent
Pushto	Good	Good	Good

Q. References

- Prof. Dr. Donald Smith, The University of Iowa, USA
- Prof. Dr. Al Talbott, The University of Iowa, USA
- Prof. Keneth Starck, The University of Iowa, USA