

## **Dr. LUBNA SHAHEEN**

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### **Education**

PhD Institute of Communication Studies University of the Punjab, Lahore.  
M.Phil Institute of Communication Studies University of the Punjab, Lahore.  
MBA Institute of Business Administration University of the Punjab, Lahore.  
MA Department of Mass Communication University of the Punjab, Lahore.  
BA University of the Punjab, Lahore

### **Research Work**

PhD Effects of Global press on English print media of Pakistan. A ten year study of post 9/11 period.  
M.Phil Treatment of Bounded Labour in Print Media of Pakistan: A Comparative Study of English & Urdu Dailies, Dawn & Jung.

### **Research Papers, Publications**

- Peace or War Journalism? Coverage of Pakistani National Press on Balochistan issue during Musharraf Regime-Part I, in the journal of media studies Vol. 32(1): January 2017
- Thematic analysis of the international pages of Pakistani English dailies in the journal of media studies Vol. 29(2): July 2014 146-196
- Over Reliance of Pakistani English Press on Foreign News Wires; a quantitative content analysis of one week coverage of three English dailies of Pakistan, in the journal of media studies Vol. 29(1): January 2014 39-48
- Comparative study of news coverage for polio immunization and polio eradication campaign in Urdu and English dailies in Pakistan in the journal of theHealth 2015; 6(3-4):25-27
- Treatment of Bounded Labour in Print Media: A Comparative Study of English & Urdu Dailies. Dawn & Jung in journal of media and communication studies 2014; JMCS-11-06

### **Professional Experience**

- Have been teaching in the Institute of Communication Studies, University of the Punjab since 2012

- Worked as Assistant professor in Government Fatima Jinnah College for Women Chuna Mandi, Lahore.
- Selected as Assistant professor by PPSC in 2011.
- Worked as head of Mass Communication Department from 2006 to 2012 in Government Fatima Jinnah College for Women Chuna Mandi, Lahore.
- Have been working as paper setter for The University of the Punjab since 2003.
- Have been working as external for viva voce in the Lahore College for Women University since 2008.
- Have taught Advertising in the discipline of BBA in Government Fatima Jinnah College for Women Chuna Mandi, Lahore from 2008 to 2012.
- Serving as Editor-in-Chief theHealth ISSN 22198083 pISSN 22183299.A peer reviewed open access journal published by LIP health.
- Had been the member of selection board in Government Fatima Jinnah College for Women Chuna Mandi, Lahore from 2006 to 2012.
- Visiting lecturer in the Allama Iqbal Open University, teaching to postgraduate classes in the discipline of Mass Communication during 2003-2010.
- Worked as lecturer from 2003 to 2011 in Government Fatima Jinnah College for Women Chuna Mandi, Lahore.
- Member board of studies University of Gujrat.

#### **Workshops/ Conferences**

- Attended 3-Days Media Workshop on; War & Peace Journalism from November 04, 2008 to November 06, 2008.Facilitated By, Prof. Dr. Rune Ottosen, Oslo University, Norway, in Institute of Communication Studies (ICS), University of the Punjab, Lahore.
- Attended 3-Days International Media Conference on; Covering each other in an Era of Imagined Clashes of Civilization. February 04, 2009 to February 06, 2009. Facilitated By, Oslo University, Norway & Jakarta University, Indonesia. Institute of Communication Studies (ICS), University of the Punjab, Lahore.
- Attended A 2-Days Workshop on; Research Execution (SPSS, CITATION, ON-LINE RESOURCES June 17-18, 2009. Institute of Communication Studies, University of the Punjab,
- “SPSS (Statistical Package for the Social Sciences)” December 3-7, 2012 Ministry of Education and Trainings, Government of Pakistan, Islamabad
- International conference on Freedom of Expression: Glocal Politics of Emotions November 2015, Institute of Communication Studies (ICS), University of the Punjab, Lahore.
- Paper accepted at IAMCR 2015 and 2016 titled “Are the news priorities of Pakistani press set by international news wires? A critical analysis of international pages of three English newspapers of Pakistan”.
- Paper accepted in media conference Prague 2015 titled “I have set the Press Free! Geometry of General Musharraf’s Gimmicks and Grammar in Pakistani National press”.
- Paper accepted in media conference Tartu, Estonia, 2016 titled Significance of Media Studies in Pakistan: Popularity and Current Trends

- Paper accepted in 2015 challenging Media Landscapes conference, 16 November, University of Salford, Media city UK titled “Effects of Information Revolution on Pakistani Culture, A Study of Three Public Sector Universities of Lahore”.
- Paper accepted in KADİR HAS UNIVERSITY COMMUNICATION FACULTY, Turkey titled “Instigators or Facilitators? National Media Engagement on the Centre-Talibans Peace Talks during Muhammad Nawaz Sharif’s Current Regime”.

**Projects and thesis supervised**

- Coverage of bomb blasts in national newspapers. A Comparative study of English and Urdu dailies.
- Study of Blasphemous issues in print media of Pakistan.
- Stereotyping of women in Pakistani television commercials. A study of leading channels of Pakistan.
- Project of public relations on “Rotary International”.
- Case study on “J. Walter Thompson”
- Success story of Hamza Foundation.
- Success story of University of the Punjab.
- Case study of Tourism Corporation of Punjab.
- PR campaign on Haleeb Foods Milk.
- Project on “Save the children”.
- Project on Sundus Foundation.
- Awareness campaign on “Autism Spectrum Disorder”.
- PR campaign on Exploring Pakistan.
- Project on “Green fields country club”.
- Case study of Punjab Food Authority
- Case study of Punjab information Technology Board.