

ABIDA ASHRAF

Assistant Professor, Institute of Communication Studies
University of the Punjab, Lahore, Pakistan

OBJECTIVE

To develop a challenging career in teaching and research.

EDUCATION

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|-------------|-----------------------------|--|
| 2012 | Ph.D. Communication Studies | University of the Punjab, Lahore. |
| 2005 | M.Phil. Mass Communication | Allama Iqbal Open University, Islamabad. |
| 1993 | M.A. Mass Communication | University of the Punjab, Lahore. |
| 1990 | B.A. Journalism | Lahore College For Women, Lahore. |

THESES

- PhD thesis on “*Depiction of Religions in Oscar-winning and Oscar-nominated Documentary Films 1997-2006*”
- M.Phil thesis on “*Analysis of Reliance on Global News Sources of Pakistan’s Elite English Dailies: The Case Study of US-Afghan Conflict*”

RESEARCH PAPERS, PUBLICATIONS, PROJECTS

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| 2019 | Abida Eijaz, “Academia’s Engagement and Research Patterns in Published Mass Communication Research: A Case Study of Journals from Sindh (Pakistan)” In the Journal of Media Education. Vol. 10(2) April 2019 Pp 27-35 |
| 2018 | Dr. Nasser N. Alotaibi and Dr. Abida Eijaz, “Framing of ‘Operation Decisive Storm’ and Saudi e-press” In the Journal of Political Studies, University of the Punjab. Vol. 25(2) 2018 Pp 69-90 |
| 2018 | Abida Eijaz. “Trends and Patterns of Muslims’ Depictions in Western Films” In the International Journal Revista Mediaciones, Volume 21, July-Sep 2018 Pp 19-40 |
| 2017 | Sabahat Afsheen, Abida Eijaz. “What makes an educational advertisement campaign successful: A case study of <i>Zara Sochiye</i> ” In the Journal of Media Studies, University of the Punjab. Vol.32(2) 2017 Pp 61-88 |
| 2016 | Abida Eijaz, Rana Eijaz Ahmad, Bushra H. Rahman. “Spinning Peace Negotiations: Pakistan-Taliban Peace Deals in the International Media” In the Journal of Political Studies, University of the Punjab. Vol. 23(2) 2016 Pp 681-696 |
| 2015 | Abida Eijaz, Rana Eijaz Ahmad, Bushra H. Rahman. “ <i>Building Civility and Global Citizenship through Shared Values</i> ” In the Journal of Al-Qalam University of the |

Punjab. Vol. 20(1) Pp 37-49

- 2015** Bushra H. Rahman, Abida Eijaz, Rana Eijaz Ahmad. "*Framing of women in politics: A case of Pakistani elections 2013*" In the Journal of Political Studies, University of the Punjab. Vol. 22(1) Pp 335-350
- 2014** Gulshan Aslam, Abida Eijaz. "*Politics of representation through the lenses of Al-Jazeera (The case of documentary film 'Baluchistan: Pakistan's other war')*"
In the Journal of Social Sciences and Humanities, Vol. 53(1) Pp13-22
- 2014** Abida Eijaz, Rana Eijaz Ahmad, Bushra H. Rahman, Jawad Ashraf. "*Challenges and Options for Pakistani Media in Twenty First Century*" In the Journal of Political Studies, Vol. 21(1) Pp 243-257
- 2014** Rana Eijaz Ahmad, Abida Eijaz, Bushra H. Rahman. "*Pakistan: A Case of Individual Vigilance*" In the Journal of South Asian Studies. Vol. 29(2) Pp 687-690.
- 2014** Rana Eijaz Ahmad, Abida Eijaz, Bushra H. Rahman. "*Political Institutions: Growth and Development in Pakistan- 2008-2013*" In the Journal of Political Studies, Vol. 21(2) Pp 257-269
- 2014** Bushra H. Rahman, Abida Eijaz. "*Pakistani Media as an Agent of Conflict or Conflict Resolution: A Case of Lal Masjid in Urdu and English Dailies*" In the Journal of Pakistan Vision, Vol. 15(2) Pp 276-302.
- 2013** Abida Eijaz. "*Communication Orders for Religiosity and Secularization: Oscar Documentary Films (Pre and Post 9/11 Scenario)*" In the Review of Social Studies, Law and Psychology Vol. VII(3) Pp 70-76
- 2013** Abida Eijaz. "*Impact of New Media on the Dynamics of Pakistan Politics*"
In the Journal of Political Studies Vol. 20(1) Pp 113-130
- 2013** Abida Eijaz. "*Media Affecting upon or Affected by Foreign Policy: The Case of Pakistan*" A book chapter In Pakistan Foreign Policy Evolution, Development and Strategies. Edited by Iram Khalid. Lahore: Al-Abbas International ISBN 96-9955-709-5
- 2011** Abida Eijaz. "*Pakistan Media Sphere and Public Sphere Negotiating the Concept of Taliban*" In the Journal of Pakistan Vision, Vol. 12(1) Pp 114-124
- 2011** Abida Eijaz. Rana Eijaz Ahmad. "*Discourses of Feminism in the Perspective of Allama Iqbal and the West*" In the International Journal of Canadian Social Science, Vol 7(5) Pp 190-197
- 2011** Rana Eijaz Ahmad, Abida Eijaz. "*Modern Sovereign State System is Under Cloud in the Age of Globalization,*" In the Journal of South Asian Studies, Vol. 26(2) Pp 285-297
- 2010** Abida Eijaz. "*Media Representations and Social Meanings of Blasphemy Laws in Pakistan.*" In the International Journal of Muslim Unity (IJMU), Vol. 8(1) Pp 47-72
- 2010** Abida Eijaz. "*Exploitations in the Name of Religion: The Case of Pakistan,*"
A Book Chapter in Religia A Wspolczesne Stosunki Miedzynarodowe. Krakow: Krakowska Akademia im. ISBN 978-83-7571-101-1 Pp196-207

- 2003** Abida Eijaz. "Media's Role in Pakistan for Revival of Democracy," In the Journal of Pakistan Vision. Vol. 4(2) Pp 73-80
- 1996** Rana Eijaz Ahmad, Abida Eijaz. "SAMARKAND" Novel by Amin Maalouf, Translated into Urdu from English. (Lahore: Azad publishers).

PROJECTS

- 2017** *Articulation of Religion in the Cyberspace: The Case of Fatwa in Pakistan.* A project carried out with the financial assistance of the Punjab University
- 2016** *Westofixation and/or Glocalization: Trends and Patterns of Media Education in Pakistan.* A project of 2015-2016 carried out with the financial assistance of the Punjab University.
- 2015** *Literature Review of the 21st Century: Patterns and Depictions of Muslims in Films.* A project carried out with the financial assistance of the Punjab University
- 2014** *Spinning Peace Negotiations: Taliban Peace Deals in the International Media.* A project executed with the financial assistance of the Punjab University
- 2013** *Technology for Identifying Willingness to Access Healthcare (Punjab, Kasur).*
Served as an Independent Monitor for CEAR, Georgia State University U.S.
- 2013** *Meta-Analysis of Mass Communication Research Journals Published by the Public Universities of Sindh From their Inception to 2012.* A project carried out with the financial assistance of the Punjab University
- 2012** *Systematic Review of Communication Studies' Research in the Public Universities of Sindh from its Inception to 2010.* A project carried out with the financial assistance of the Punjab University.
- 2011** *Influences on Mass Media Content: Articulation of Political Substance.*
A project executed with the financial assistance of the Punjab University.

PROFESSIONAL EXPERIENCE

- 2011-2018** Associate Editor of the Journal of Media Studies, Institute of Communication Studies, University of the Punjab. (www.pu.edu.pk/home/journal/41/#).
- 2006-todate** Contributed as Coordinator MSc (Morning) and facilitated other academic activities at the Institute of Communication Studies, PU
- 2016** Served as a Visiting Scholar at Arizona State University for a semester (August-December) and worked with Center for the Study of Religion and Conflict, and Walter Cronkite School of Journalism and Mass Communication.
- 2016** Delivered a lecture at Eastern Washington University, Washington (U.S.) on Electronic Colonialism: Outsourcing as Discontent of Media Globalization

2010- 2014	Served as a focal person to implement Campus Management Solutions (CMS) at the Institute of Communication Studies
2006-2016	Served as a focal person to implement HEC's suggested criterion (Self-Assessment Manual) for improving quality in collaboration with Punjab University's Quality Enhancement Cell from its initiation.
2011-2014	Organized workshops for three consecutive years on Statistical Package for Social Sciences (three workshops; 2011; 2012; 2013), Adobe Photoshop (three workshops; 2011; 2012; 2013), Non-Linear Editing (two workshops; 2011; 2012), Photography (one workshop; 2011), Managing Research (one workshop 2014) Use of Statistics in Research (one workshop; 2014)
Nov, 2009	Delivered a lecture at Krakowska Academia University at Krakow, Poland.
2002-2015	Worked as paper setter for the Punjab University
2006	Participated in the 'Global Inter-Media Dialogue' at Oslo College University, Norway for a period of two months (Oct-Dec).
2006	Member, Selection Board at Govt. Queen Marry College Lahore
2005	Member, Selection Board at Govt. Fatima Jinnah College for Women, Lahore.
2003-2005	Visiting lecturer at the Allama Iqbal Open University
2001-2006	Organized seminars and workshops at Govt. Fatima Jinnah College For Women Chuna Mandi, Lahore on "Earthquake: Past, Present and Future", "Communication Skills", "Feature Writing: Trends in Pakistan".
2002-2006	Head of the Mass Communication Department, Government Fatima Jinnah College For Women, Chuna Mandi, Lahore.
1998-2006	Teaching undergraduate and postgraduate classes, Department of Mass Communication, Government Fatima Jinnah College for Women Chuna Mandi, Lahore.
2006-to date	Teaching undergraduate, postgraduate and M.Phil. and PhD classes at the Institute of Communication Studies, University of the Punjab

TRAINING AND DIPLOMAS

2018	Resource Person for National Faculty Training on 'Introduction to Conflict Reporting Course' 27-30 August 2018 by Ministry of Information, Broadcasting, National History and Literary Heritage
2009	HRDC Faculty Orientation Program, University of the Punjab.
2007	Participated in the 'Global Inter Media Dialogue' for a period of two months at Oslo University College Norway
2004	Received Computer training course by Intel
1998	One year teachers' training course (PDPE diploma), Ali Institute Lahore.
1990	Computer courses 'dBase-IV' & 'Lotus123' University of The Punjab, Lahore.
	Have attended workshops on 'Managing Plagiarism in Academic Research-Hands on Training Using Turnitin Software', 'Research Management', 'Innovations in Assessment', 'Specialized Journalism', 'War and Peace Journalism', 'Media, Culture and Society'

CONFERENCES ORGANIZED

- 2019** Co-convenor of the International Conference on *Media and Conflict (ICMC2019)*, February 26-27, 2019 at Bahria University, Islamabad, In partnership with Pakistan Peace Collective, and Federal Ministry of Information, Broadcasting, and National Heritage.
- 2019** Co-convenor of the International Conference on *Media Education in Pakistan: Challenges and Opportunities*, February 28, 2019 at ZABIST, Islamabad.
- 2018** Co-convenor of the International Conference on *World Trends in Freedom of Expression and Media Development: A Pakistani Perspective on UNESCO Report*, February 27, 2018
- 2018** Co-convenor of the International Conference on *Working Within and Against the Structures: Women, Media, and Transnational Perspectives*, Feb 28- March 01 2018
- 2015** Served as a 'Focal Person' for the 3-day International Conference on 'Freedom of Expression: Glocal Politics of Emotion' organized by HEC, PU, and Punjab Govt.

PAPERS PRESENTED AT CONFERENCES

- 2018** Presented paper on "*Religio-Political Discourses in Documentary Films on Iraq Promoting Peace or Conflict*" at the International Conference of the International Association of Mass Communication Research (IAMCR), University of Oregon, U.S., in June 20-24, 2018.
- 2018** Presented paper on "Thinking beyond mass mediated spectacle and deliberative public sphere" at the International conference of *Imagining Futures: Imagination, Impact & Dialogue*, conducted ASU-PU in May12-13, 2018
- 2018** Presented paper titled "*Local Narratives on Climate Change: A Case Study of 'Billion Tree Project' in KPK*" at the International Conference of Social Sciences and Humanities, conducted by Kinnaird College 25-27 April 2018
- 2017** Chaired a session in the National Conference on *Media in Postmodern Times: Challenges and Prospects* organized by HEC and AIOU.
- 2017** Presented paper on "*Glocalization of Media Education: Challenges and Opportunities*" at the national conference on *Media in Postmodern Times: Challenges and Prospects* 22-23 December 2017
- 2017** Chaired a session at the International Conference of IAMCR at Cartagena, Columbia
- 2016** Presented paper on "*Marginalization or Prominence: Literature Review of the 21st Century on the Patterns and Depictions of Muslims in Films*" at the International Association of Mass Communication Research (IAMCR), at University of Leicester, UK.

- 2016** Attended annual conference of National Communication Association (NCA) held on 9-13 November, 2016 at Philadelphia, U.S.
- 2015** Presented paper on *“Politics of Spin or Spinning the Politics: Pakistan-Taliban Peace Deals in the International Media”* in the national conference, P.U
- 2015** Presented paper on *“Depictions of Gender in Religion Related Oscar Documentary Films: Pre and Post 9/11 Scenario”* in Boston, US.
- 2014** Presented paper on *“Israel Through the Lenses of Oscar-nominated Documentary Film Promises”* at International Academic Forum, Rhode Island U.S
- 2014** Presented paper on *“Post 2013 General Elections in Pakistan: Challenges and Options for Media”* at University of the Punjab, Lahore.
- 2014** Presented paper on *“Role of Media in Building Civility and Global Citizenship through Shared Values”* in the International conference on Living Together in Peace and Harmony at University of Karachi
- 2013** Presented paper on *“Communication Orders for Religiosity and Secularization: Oscar Documentary Films (Pre and Post 9/11 Scenario)”* at San Antonio International Multidisciplinary Academic Conference.
- 2012** Presented paper on *“Reconceptualizing Secularism in the Backdrop of Fethullah Gullen Movement: The Case of Pakistan”*
- 2012** Presented paper on *“Media Affecting upon or Affected by Foreign Policy: The Case of Pakistan”* at the International Academic Forum (IAFOR), Osaka, Japan
- 2011** Presented paper on *“Discourses of Feminism in the Perspective of Allama Iqbal and the West”* in the international conference of SASA, at Commonwealth University, Richmond, Virginia
- 2011** Presented paper on *“Media Representations and Social Meanings of Blasphemy Laws in Pakistan”* at the International Association of Mass Communication Research (IAMCR), Istanbul, Turkey
- 2011** Presented paper on *“Systematic Review of Mass Communication Research in Pakistan 1947-2010”* at the international conference held at Cairo, Egypt
- 2010** Presented paper on *“Pakistan and the West: Entwined, Entangled and Engaged”* at the SASA’s international conference, University of Sothern California, U.S.
- 2010** Presented paper on *“Challenges of Media Globalization for Developing Countries”* in the international conference of NYSPSA, Empire State College, Saratoga, New York
- 2010** Presented paper on *“Electronic Colonialism: Outsourcing as Discontent of Media Globalization”* at the international conference of IAMCR held at Braga, Portugal
- 2009** Presented paper on *“Exploitations in the name of Religion: Global discourses transforming into local”* in the International Conference on Religion and International Affairs, Krakow, Poland
- 2009** Presented paper on *“Media Sphere and Public Sphere: Taliban through Pakistani Media”* at the International Conference Mention09, Malaysia
- 2009** Attended International Conference on Social Sciences and Humanities (ICSSH) in Singapore

- 2007** Attended a conference on ‘Art Beyond Reason’ at Noble Peace Center, Oslo
- 2007** Attended a three day conference on ‘Cartoon Controversy’ at Skiphelle, during my stay at Norway
- 2007** Attended seminar at Frogner Kino, Oslo entitled ‘Cinema as a Critical Practice’
- 2007** Attended a conference at Lillehammer, Norway on ‘Television in the Digital Age’

RESEARCH SUPERVISED

Ph.D.	06 (02 doctoral candidates have submitted their dissertation, 04 in process)
M.Phil.	25 (20 completed, 5 in process)
M.A.	55 (48 Completed, 7 in process)
B.S.	26 (24 Completed) 2 in process