

BUSHRA HAMEEDUR RAHMAN

Date of birth: 24.02.1964

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OBJECTIVE:

To Learn, to Share and work for Community Development

Qualification	Division	Year	Institution	MajorSubjects
PhD	Degree Awarded	2008	University of the Punjab	Mass Communication
M. Phil	3.8 CGPA	2000	University of the Punjab	Mass Communication
Post Graduation	1 st	1990	-do-	Islamic Studies
Post Graduation	1 st (3rd Position)	1987	-do-	Mass Communication
Graduation	2 nd	1984	Govt. Kinnaird College Lahore	International Relations, Political Science, Arabic
Intermediate	1 st	1982	-do-	Physics, Chemistry, Biology
Matriculation	1 st	1980	Naya Aligarh Public School	Science

Experience

<u>Institution</u>	<u>Year</u>	<u>Designation</u>
University of the Punjab Institute of Communication Studies	2002- till date	Assistant Professor
University of the Punjab Institute of Communication Studies	1998- 2002	Lecturer
Institute of Communication Studies	2002 till date	Coordinator M.PhilProfessionalprogram.
Institute of Communication Studies	2008till date	Coordinator Examination Committee.
Wise College for Girls	1994-96	Lecturer
Lahore Grammar College	1993-94	Lecturer
Press Institute of Pakistan Karachi	1987-89	Research Officer
Toba Primary School Karachi	1984-87	Honorary Admin.& Teacher

OTHER EXPERIENCES

- Editor *Journal of Media Studies (JMS)*, Institute of Communication Studies, University of the Punjab.
- Member National Curriculum Committee HEC Pakistan
- PhD HEC recognized supervisor'
- Member Board of Faculty and Behavioral Sciences, University of the Punjab
- Member Board of Studies, Kinnaird College for Girls, Pakistan
- Member Board of Studies, Lahore University College for Girls, Pakistan
- Vice-president of IAMCR Islam & Media Working Group, International Association of Media and communication research.
- Member Association for Education in Journalism & Mass Communication (AEJMC).
- Coordinator MPhil Professional Program

- Member PhD Admission Committee
- Member PhD comprehensive examination Committee
- Member DDPC ICS

COMMENDATIONS

1. Awarded Best Teachers Award by the University of the Punjab 2008.
2. Awarded Best Teachers Award by the University of the Punjab 2006.

RESEARCH PUBLICATIONS

Sr. #	Research Paper	Name of Journal	Date of Publication
1	Spinning peace negotiations: Pakistan-Taliban peace deals in the international media	Journal of Political Science Vol 23 (2)	Winter 2016
2	Voices of Political Women on Women Issues in the Media: A Case of Pakistan's 2013 Elections	Journal of Social sciences and Humanities Vol 54(2) (pp1-10)	July 2015
3	Framing of women in politics: A case of Pakistani Elections 2013	Journal of Political Science Vol.22(2)	2015
4	Building civility and Global citizenship through Shared Values	Al-Qalam, June Vol. 20(2)	2015
5	Media Freedom for the loudest and Powerful Media Owners: Neo Liberalism a threat to Media Freedom	Journal of Social Sciences and Humanities Vol 22(2)	2014
6	Pakistani media an agent of conflict or conflict resolution: A case of Lal Masjid in Urdu and English dailies	Pakistan Vision. Vol. 15(2)	2014
7	Conditional Influence of Media: Media Credibility and Opinion	Journal of Political Studies, Vol. 21 (1) (Summer) (299:314)	2014

Formation

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| 8 | Challenges and Options for Pakistani Media in the 21st Century | Journal of Political Studies, Vol. 21, Issue – 1(Summer) (243:257) | 2014 |
| 9 | Pakistan: A Case of Individual Vigilance | Journal of South Asian Studies, Vol. 29 (2) | 2014 |
| 10 | Political Institutions: Growth and Development in Pakistan-2008-2013 | Journal of Political Studies, Vol. 21, Issue - 1,(Winters) (pp257:269) | 2014 |
| 11 | Pakistani women: An object of fear and ‘othering’ ,published in SAGE open | SAGE OPEN
DOI: 10.1177/2158244014556990 | November,
2014 |
| 12 | Media freedom for the loudest and powerful media owners: Neo liberalism a threat to media freedom | Journal of Social Sciences and Humanities Vol 22 (2) (pp23-43) | Autumn
2014 |
| 13 | The Politics of Representing Iranian women in the international magazines: A case of Time and Newsweek (1979-2002). | Interdisciplinary Journal of Contemporary Research in BusinessVol.5 (10)(pp.313-331) | February,
2014 |
| 14 | The role of television and discussant group in political opinion process: Understanding the effect of interpersonal communication, television, and political efficacy in the educated youth. | Interdisciplinary Journal of Contemporary Research in Business (IJCRB). Vol: 4(9). | January,
2013. |
| 15 | Jihad and the West; thorough the lens of Religious magazines of Pakistan (2000-2010) | Journal of Mass Communication, Vol. 9 | 2013 |
| 16 | Framing of Pakistani Muslim women in international media: Muslim feminist’s perspective | American International Journal of Contemporary Research, Vol.2(1) | January,
2012 |
| 17 | Use of social media as public sphere: A case of youth during judicial & political crisis in | Journal of Media Studies, Vol. 27(1) | 2012 |

Pakistan (March 2007-March 2009)

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| 18 | Islamic Feminism And Religious Magazines Of Pakistan | Journal of Mass Communication. Vol: 7(1-13) | 2010 |
| 19 | Empowerment of women through religion A case of Religious Magazines of Pakistan | IJMU (The International Journal of Muslim Unity)Vol. 8(1 & 2) | 2010 |
| 20 | Analysis of the coverage of Muslim political women in Time and Newsweek | Journal of Media Studies | 2010 |

OTHER PUBLICATIONS

1. Islamiat Textbook for class VI published by Ferozsons
2. Islamiat Textbook for class VII published by Ferozsons
3. Islamiat Textbook for Class VIII published by Ferozsons

RESEARCH PAPERS PRESENTED IN NATIONAL & INTERNATIONAL CONFERENCES:

1. Presented a paper titled: Charlie Hebdo- revamping thesis of Clash of Civilizations? A case of Pakistani print media' in an international conference on "Ten years Debating freedom of expression-looking back, looking forward" in Depok, West Java, Indonesia January 23-25, 2017.
2. Presented a paper titled, Ethics and Freedom in Mass media: A systematic review of literature from libertarian and communitarian perspectives with reference to cartoon controversy in the International Association of Mass Communication Research (IAMCR 2016) held on July 26-31, 2016, University of Leicester, Leicester UK
3. Presented a paper titled, "Mary Parker Follet and a question of democracy and media", an a national conference on Emerging Trends in Governmental and Management, May 20-21, 2016, organized by Institute of Administrative Sciences, University of the Punjab, Lahore Pakistan
4. Presented a paper titled, 'Ethical values in media practices and media education in Pakistan' in the International Research and Practice Conference "Cultural-pragmatic aspects of media texts as an object of linguistics", April 28-29 April, 2016, organized by Peoples Friendship University of Russia, Moscow

5. Presented paper as a keynote speaker titled "All is not lost in the politics of emotions" in the international PUCSRC 2015 conference, Freedom of Expression: Glocal Politics of Emotions, Lahore November, 2-4, 2015
6. Presented a paper, "Voices of political women on women issues in the media: A case of Pakistan's 2013 elections", in 5th international conference on Women's Leadership Conference in Boston USA September 18, 2015
7. Presented a research paper on women issues, women politicians and media in the international conference on Women, Democracy and the Media: Political participation and freedom of expression, Tunis, Tunisia, December 1-3, 2014
8. Presented a research paper, 'Analyzing role of religious values in commercial media: Comparing perspective of media students, teachers and practitioners in religious sensibilities' in the IAFOR North American Conference on the Social Sciences (September 11-14, 2014) in Providence, USA
9. Presented a research paper titled "*Portrayal of political women in Pakistani media*", in a seminar organized by Norwegian Business School and the University of Oslo on June 11, 2013 to celebrate the 100 years anniversary for Norwegian women's right to vote. Presented the paper in the DeNorwegian Parliament.
10. Presented a working paper on *Pakistani women voices in the media* in Oslo in the international conference on Women's Suffrage – Women's Voices! on June, 11-12, 2013 at the occasion of 100th anniversary of Norwegian women's right to vote.
11. Presented a research paper in titled, "*Making sense of Afghan women: A critical study of the coverage in the US based international magazines*", in the Media Asia 2012- The Asian Conference on Media and Mass Communication 2012, November 2-4, 2012, organized by the International Academic Forum, in Osaka, Japan.
12. Presented a research paper titled, "*Pakistani women as objects of fear and 'othering'*" in the Cultural & Critical Studies Division of at this summer's annual AEJMC Conference in Chicago, IL August 8-12, 2012.
13. Presented a research paper titled "*Pakistani media: An agent of conflict or conflict resolution- A case of Lal Masjid*" at the International Conference of the International Association of Media and Communication Research (IAMCR), held in Durban, South Africa, from July 15 – 19, 2012.
14. Presented a research paper titled, '*Globalism, Islam and Women's rights in Pakistan*' presented at the National conference on Human Rights, local culture and Globalism, organized by the Department of Human Rights and Minority Affairs, Government of the Punjab and Institute of social and Cultural Studies, University of the Punjab, held in Lahore on March 13, 2012.
15. Presented a paper on '*Pakistani youth and Media*' in the 12th Population Research conference, Pakistani Youth: The ultimate resource, held by the Population Association of Pakistan, UNFPA, UNICEF, Population Council, held in the University of the Punjab, Lahore in November 22-24, 2011.
16. Presented a research paper titled "*Systematic review of communication studies' research in the public Universities of Pakistan (1960-2010)*" presented at Cairo International conference, titled, "50 years of Communication Research in Local

and Global Contexts” co-organized by Communication Research Center, University of Westminster Arab Media Center, UNESCO Cairo office and Sinai University held in Cairo from 13-15, December,2011.

17. Presented a research paper titled, “*Connectivity through religion: a case of religious journalism in Pakistan (2000-2010)*” presented in the 2011 conference of the International Association of Mass Communication Research (IAMCR)at Kadir Has University, Istanbul, Turkey in the conference theme “Cities, Connectivity and Creativity” July 13-17, 2011.
18. Presented research paper titled “*Framing of Pakistani Muslim women in International media: Muslim feminist’s perspective*”, at the 2010 conference of the International Association of Media and Communication Research (IAMCR), in Braga, Portugal, from 18-22 July 2010.
19. Presented research paper titled “*Coverage of Women in religious magazines of Pakistan (2000-2009)*” at the International Conference of the International Association of Media and Communication Research (IAMCR)held in Braga, Portugal during July 18 – 22, 2010.
20. Presented Research paper titled “*The politics of representing Muslim women and Islam : a case of Time and Newsweek 1979-2002*” accepted for presentation in The International Association for Media and Communication Research (IAMCR) 2009 Conference, held at the Centro Cultural UniversitarioTlatelolco-UNAM Mexico City, July 21-24, aimed at bringing together scholars and researchers to present their works and exchange ideas under the general theme “Human Rights and Communication”.
21. Presented Research paper titled “*The politics of representing Iranian Women in international media and religion Islam*” accepted for presentation in the 92nd Annual convention of Association for Education in Journalism and Mass Communication (AEJMC) in Boston, USA from August 5-8, 2009.
22. Presented a research paper in an International conference on Representation of Islam and Muslim in the Mediaorganized by International Islamic University , Kuala Lumpur, Malaysia (August 2008).
23. Presented a research paper titled “Portrayal of Muslim women in international magazines a case of Time and Newsweek from 1979-2002” in an International conference on Representing Islam a comparative Perspective organized by University of Manchester and University of Surrey (September 5-6, 2008).
24. Participated in the international conference titled “Covering Each Other in an Era of Imagined Clashes of Civilization” held in Lahore , February, 2009.
25. Presented a paper on women and media in the Press Institute of Pakistan Lahore. (2002)
26. Given lectures on“Islamic Law and Women” to professional ladies in 1989 at the Institute for Training of Business & Professional Women, Karachi.

RESEARCH WORK

1. Portrayal of Muslim women in the international media: A case of Time and Newsweek (1979-2002).PhD dissertation
2. Challenges faced by Pakistan and the role of Religious Magazines. M.Phil dissertation
3. Newspaper reading habits of women. MA thesis
4. Received distinction on Research paper in Masters on Development Support Communication

PROJECTS

- Organized an international conference 'Freedom of Expression: Glocal politics of emotions', November 2-4, 2015
- Conflict management: The case of Pakistan-Taliban peace deals in the national media, funded by the University of the Punjab 2013-14.
- Striking a balance between 'real world; and 'normative approaches': Ethical values in media practices and media education in Pakistan', funded by University of the Punjab 2012 -2013.
- Systematic Review of Communication Studies' Research in the Public Universities of Punjab (1960-2010) a project funded by University of the Punjab 2011-12.
- Deconstructing the political opinion formation process: media and audience interrelationships, funded by the University of the Punjab 2010-2011.
- Third party evaluation of involvement of lady health workers in routine EPI in Pakistan, Institute of Communication Studies and WHO.

RESEARCH WORK SUPERVISED

PhD. Theses under-supervision

- Role of interpersonal communication and mass media in awareness, prevention and control of HIV/AIDS in Punjab, Pakistan by ZaeemYasin, PhD Scholar, University of the Punjab, Session 2008-2012.
- Comparative analysis of representation of religious minorities in Pakistani and Indian print media by SumeraBatoool, PhD Scholar, University of the Punjab, Session 2008-12.
- Effects of political news consumption & deliberation on political behavior of voters during election campaign 2013 in Pakistan by Zahid Bilal, PhD. Scholar, University of the Punjab, Session 2010-14.

M.Phil Theses Supervised

- Women Rights: A comparative analysis of Print Media Coverage during political and Army Regimes by HumaSadaf, 2003-05
- Comparative Study of the Image & Credibility of CNN, BBC & Al-Jazeera in Pakistan with Special reference to Iraq War coverage by M.ShabbirSarwar, 2001-03
- Media Coverage of Environmental Issues & effects on Women, Amrah Malik, 2004-06
- Comparative Analysis of Agenda Set by English and Urdu Dailies of Pakistan by SaveraShami, 2002-2004
- Effect of Schemas on Interpretation: Reception Analysis of News Photographs regarding Pakistan-India Relations, by Shazia Saeed, 2002-04
- Portrayal of Women Empowerment in Magazine Advertisements of Pakistan (2003-2006) by Fahad Mahmood, 2002-04
- Study of Alien Culture in Television Advertisements and its Impact on Youth: A Comparative Analysis of the Ads of National and Multinational Companies, by M. NoumanZafar, 2006-08
- Portrayal of Women in Urdu Children's Magazines of Pakistan by UzmaAleem, 2006-08
- Indo-Pak Peace Process: a comparative study of English and Urdu Press of Pakistan from January 2004 to March 2005 by Saba Sultana, 2003-05
- Influence of Front Page News on Female readers: A content analysis of letters to the editor written by women in elite English press of Pakistan, by Maryam Tariq Abbasi, 2008-10
- Use of Blogs among youth during General Election 2008: A case study of three universities in Lahore by AmnaYousaf, 2008-10
- Action Movies and Criminal Tendencies in Juvenile Delinquents by Sarfraz Ahmad, 2009-11
- Portrayal of Pakistani Women Politician in Pakistani Newspapers by Maryam Nisar, 2009-11
- Media Consumption and Consumer Behavior: impact of advertising of branded consumer goods on buying behavior of females by Amna Saeed, 2009-11
- A study of media Literacy and Effects of TV Advertisements on Children, by NaureenBhaur, 2011-13
- Comparative Analysis of Four salient issues of the Muslim world during 2012; The case of elite newspapers and social media (Facebook) of Pakistan, by Hassan Siddique, 2001-13
- Violation of Media Ethics & Self-Accountability; an inquiry into Pakistani Media 2007-2012, by Muhammad Yousaf, 2011-13
- Use of Media by Religious Activist Women: A comparative analysis of Female Religious Organizations, by SaimaShahid, 2011-13

- Orientalizing the Self: Pictorial images of Muslims on Religious issue in National Dailies, by HafsaJaved, 2011-13
- A study of Social Media and Traditional Media in opinion Formation: A case of Election 2013 by Kiran Khan, 2011-13
- Pakistani Media and Democratic Accountability: An Comparative analysis of Editorials of Elite English & Urdu Dailies (2008-13) by PawanMasaud, 2011-13

WORKSHOPS ORGANIZED

- Organized workshops on Quantitative Research methods and SPSSfor the students of ICS in February, 2014.
- Organized workshops on CV making for thestudents of ICS in 2013.
- Organized one day workshop on ‘Leadership and management’ for the students of ICS in March2012.
- Organized two day workshop on “Finding, Managing and Using Online Information” for the faculty of behavioral sciences, University of the Punjab in January, 13-14, 2012.
- Organized one day workshop on ‘Reading skills’ for the faculty of behavioral sciences, University of the Punjab, in March, 2012.
- Organizedtwo days, two workshops on‘GeneralManagementSkills’ for administrative staff of ICS, in November, 2011.

CONFERENCES AND WORKSHOPS ATTENDED

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| 1. Participated in the Istanbul Summit titled ‘Women’s Perspective on UN Post 2015 Development Agenda’ held in Istanbul, Turkey. | May 31 to June 1, 2014 |
| 2. Participated in a 3 day media workshop on ‘War and peace journalism’ facilitated by Prof. Dr. Rune Ottosen. | November 4-8, 2008 |
| 3. International conference on history andcivilization of the Muslim world | 3 Days Workshop Feb. 2006 |
| 4. Women &journalism (Resource Person) | April 2005 |
| 5. Research work workshop | May 2005 |
| 6. Workshop on developing a strategy for institutionalreforms and rehabilitation of juvenile Prisoners with public private partnership (Resource Person) | March 2006 |

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| 7. International workshop on communication & social development at Peshawar. | February 2006 |
| 8. National seminar on Pakistan's foreign policy challenges & options | April 2005 |
| 9. Inter faith dialogue with US scholars | January 2005 |
| 10. EFA national workshop | May 2005 |
| 11. Workshop on APA style writing (Resource Person) | October 2005 |
| 12. Training workshop on content specialized available through digital library program | 1 Day Workshop Dec. 2005 |
| 13. Citizens media rights and citizen media responsibilities | 1 Day Workshop July 2004 |
| 14. Dialogue with the US scholars 2005 | 1 Day Workshop January |
| 15. Issues in education 2003 | 3 Days Workshop April |
| 16. Teachers' training program | 10 Days Workshop August 2003 |
| 17. Information technology | 2 Days Workshop August 2002 |
| 18. Suicide reporting | 1 Day Workshop 2002 |
| 19. Role of journalists in a civil society | 1 Day Workshop March 2002 |
| 20. Women's empowerment in the new millennium | 2 Days Workshop June 2001 |
| 21. Dynamic learning and management skills | 3 Days Workshop June 2001 |
| 22. Lesson planning | 1 Day Workshop April 2001 |
| 23. Women and development | 6 Days Workshop 1987 |
| 24. Population and Development Communication (organized by UNDFP) | 3 Days Workshop 1985 |

COMMUNITY EXPERIENCES

- Helping Juvenile delinquents- Affiliated with 'Rehai', NGO for Juvenile delinquents.
- Honorary teaching at *Tooba Primary School* (a government school for low income children) in Karachi.

AREAS OF SPECIALIZATION

- Media and Gender;
- Mass communication theories;
- Peace journalism;
- International communication;
- Political communication;
- Development communication;
- Research methodologies in media studies;
- Critical discourses analysis

LANGUAGES: Proficiency in English, Urdu and Punjabi