

Dr. SHAZIA ISMAIL TOOR

Assistant Professor

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ACADEMIC QUALIFICATION

- PhD in Communication Studies, Institute of Communication Studies, University of the Punjab.
MEDIA POWER AND POLITICS: COMPARITIVE STUDY OF LEADING POLITICAL PARTIES IN PAKISTANI PRINT MEDIA (2008-2015)
- M-Phil in Communication Studies, University of the Punjab, Lahore
- Masters in Mass Communication University of the Punjab, Lahore
- Bachelors of Arts
Psychology, Journalism, Punjabi
Lahore College for Women, Lahore

EMPLOYMENT RECORD

Assistant Professor

(Adhoc)	Institute of Communication Studies, University of the Punjab, Lahore (March 2020 till date)
Lecturer	Institute of Communication Studies, University of the Punjab, Lahore (January 2012 till February 2020)
Lecturer	Lahore College for Women University, Lahore (October 2010 to December 2011)
Lecturer	Garrison University, Lahore (August 2009 to September 2010)
Producer	Din News (April 2008 to June 2009)

ADMINISTRATIVE RESPONSIBILITIES

Coordinator BS (4-Year) Program in Communication Studies
Institute of Communication Studies, University of the Punjab,
Lahore (September 2012 till date)

**Member Semester
-Committee** Institute of Communication Studies, University of the Punjab,
Lahore (September 2012 till date)

RESEARCH CONDUCTED

- Doctoral Research titled “Media Power and Politics: Comparative Study of Leading Political Parties in Pakistani Print Media (2008-2015)”.
- M.Phil Research: Portrayal of Pakistan in American Print Media after 9/11: A Case Study of the Time and Newsweek,

MEMBERSHIPS

- Member of Scientific Review Committee MASCOM 2019 & 2020 organized by The International Institute of Knowledge Management, Srilanka
- Member of Association of Media & Communication Academic Professionals (AMCAP Pakistan)

RESEARCH PUBLICATIONS

- Political Satire and ‘Brazen Censorship’: Cartooning, Pakistan-US India Political Ties and Government Backlash, Pakistan Social sciences Review, 3 (2), December 2019
- Print Media and Politics: A Comparative Study of Three Leading Pakistani Political Parties in General Elections 2013, Journal of the Research society of Pakistan, 57(1), January 2020
- Social Media as a Mediator in Political Communication: A Literature Review to Explore its effects on Users, Global Political Review, 5 (2), June 2020
- Comparative Analysis of the Portrayal of PPP, PML(N) and PTI in Pakistani Print Media during Democratic Tenure of PPP, Global Political Review, 5 (3), September 2020
- Social Media and Strategic Communication: Uses and Preferences of the Politicians of Pakistan, Global Political review, 5 (3), September 2020
- Digital Revolution and its Impact on Working Women of Pakistan, Global Mass Communication Review, 5(4), December 2020
- Awareness of Child Sexual Abuse and Media: An Analysis of Pakistani Electronic Media , Journal of the research Society of Pakistan, 58 (1), January 2021

- Impact Of Social Apps (Twitter, Facebook And YouTube) On Journalistic Culture: An Online Survey Of Working Journalists In Pakistan, *Journal of Media Studies*, 36 (1), January 2021
- Printed Versus Electronic Books: Uses and Preference of Mass Media Students in Lahore, *Global Mass Communication Review*, 6 (1), March 2021
- Learning Styles Relationship For Post-Graduate Students In Pakistani Universities Using Correlation Matrix, *Elementary Education Online*, 20 (2), February 2021
- The Weight of Words and Limit to Freedom of Expression: A Journalists' Perspective in Pakistan, Published in *Journal of South Asian Studies*, 36 (1), January 2021
- Portrayal of Political Parties in English Newspapers during the General Elections 2008 in Pakistan, *Global Political Review*, 5(4), December 2020

NATIONAL AND INTERNATIONAL CONFERENCES

- Presented a research paper in a 3-days international conference, The 5th World Conference on Media and Mass Communication 2019 held at Kuala Lumpur, Malaysia, from April 5-7, 2019.
- Chaired two working group sessions at an international conference, *The 5th World Conference on Media and Mass Communication 2019*, Kuala Lumpur, Malaysia, from 5-7 April 2019.
- Attended an international conference on *Religion and Society* organized by Leeds University & University of the Punjab at Institute of Social and Cultural Studies, University of the Punjab, Lahore- Pakistan, November 2019.
- Got an opportunity to organize the first international conference PUCRCS 2015, *Freedom of Expression: Global Politics of Emotions*, at the Institute of Communication Studies, University of the Punjab, Lahore.
- Had the opportunity to organize the international conference on *World Trends in Freedom of Expression and Media Development: A Pakistani Perspective on UNESCO Report*, at the Institute of Communication Studies, University of the Punjab, February 2018.
- Attended an international conference on *Working within and against the Structures: Women, Media and Transnational Perspectives*, at University of the Punjab, Lahore from February 28 to March 1, 2018.
- Attended 2-days international conference on *National Stakeholders Conference on Land acquisition, Resettlement and Rehabilitation in*

Pakistan, organized by university of the Punjab at Institute of Social and Cultural studies, Lahore, Pakistan, from 3-4 July 2013.

- Attended a 3-days international Conference on *War and Peace Journalism* organized by Oslo University College Norway and University of the Punjab Lahore, at Institute of Communication Studies, University of the Punjab Lahore, Pakistan from November 4-6, 2008.
- Have attended various National and International Seminars and Webinars.

COURSES/ WORKSHOPS ATTENDED

January 9 – 10, 2020	Peace Narrative Training organized by Center for Health & Gender Equality and University of the Punjab
Nov. 11- 15, 2019	Academic Capacity Building Training & Workshop organized by Leeds University and university of the Punjab
October 10 - 11, 2018	National Consultation course development meeting “Conflict Coverage & Crisis Communication” Higher Education Commission, Islamabad
January 6-8, 2017	Three-Day Training Course, “Reporting Elections” organized by Arizona State University, Lahore
Nov. 13-16, 2016	Academic Training workshop “Writing for Publication” Organized by Arizona State University University of the Punjab, Lahore
July 2012	4- days Faculty Orientation Program 2012 organized by Human Resource Development Center, University of the Punjab
November 4-13, 2010	Ten- Days Professional Development Course, “Incorporating Technology in Education” organized by National Academy of Higher Education, Lahore

ACHIEVEMENTS

2006-2008

HEC Indigenous Scholarship (M.Phil)

2001-2003

Punjab university Merit Scholarship (Masters)

RESEARCH SUPERVISION

Have supervised many MPhil, Masters and BS (hons) research projects. Some of them are as follows:

- News Channels and Public Awareness Regarding Air Pollution in Big Cities of Pakistan
- Trend of Online Shopping and its Impact on Consumer Behaviour
- Depiction of Culture through Narratives: An Analysis of Political Programmes
- Social Media and Self Grooming: An Analysis of Instagram and Facebook Pages
- Role of Media to Create Awareness about Rights of Children

PR PROJECTS:

- Smile Again
- Fight to Unite
- Old Age Homes
- Street Children
- Deforestation
- Aurat Foundation
- Violence Against Women
- Old Age Homes

RADIO:

Have also supervised

- Radio Documentaries
- Radio Features