

# Ms Madiha Maqsood

(Lecturer)

Department of Development Communication,  
School of Communication Studies,  
University of the Punjab, Lahore, Pakistan

Postal Address: H# 359 Sector C, Gulmohar Block Bahria Town Lahore, Pakistan  
H/P: +92-321-4426662. E-mail: [madiha.ics@pu.edu.pk](mailto:madiha.ics@pu.edu.pk)

## **Present Status**

### **Lecturer (BS- 18)**

January 17, 2021 to till date  
School of Communication Studies  
University of the Punjab Lahore-Pakistan

## **Academic Qualification**

### **PhD. (Communication Studies)**

2018-2023  
Comprehensive Cleared (Research in Progress)  
School of Communication Studies, University of the Punjab, Lahore-Pakistan.

### **M.Phil (Communication Studies)**

2015-2017  
Institute of Communication Studies, University of the Punjab, Lahore-Pakistan  
IST position (**University Gold Medal**) University of the Punjab (4.00 CGPA)

### **M.A (Political Science)**

2014-16  
University of the Punjab, Lahore-Pakistan.  
1st Division (A Grade)

### **BS (Hons.) (Communication Studies)**

2010-14  
Majors Advertising & Public Relations. (Medallist)  
Institute of Communication Studies, University of the Punjab, Lahore-Pakistan.  
CGPA: 3.75 / 4.0

### **FSC (Pre Medical)**

Govt. College for Women, Samnabad.  
(2009 – 2010)  
806/1100 (A Grade)

### **Matriculation**

Samanabad Higher Secondary School for Girls.  
(2008)  
Science Group  
714/850 (A+ Grade)

## **Employment Record**

### **1. Lecturer (BS- 18)**

(January 17, 2021 to till date)  
School of Communication Studies  
University of the Punjab Lahore-Pakistan

2. **Head Examiner**  
(2021 – Present)  
University of the Punjab
3. **Visiting Lecturer**  
(August 2019 – February 2021)  
NUML, National University of Modern Languages.
4. **CTI (College Teaching Internship),**  
MAO College Lahore.  
(November 2017 – August 2020)
5. **Research Scholar,**  
ICS, University of the Punjab.  
(December 2016 – October 2018)
6. **Visiting Lecturer,**  
ICS, University of the Punjab.  
(December 2016 – October 2018)
7. **Sub Examiner,**  
University of the Punjab.  
(2016 – Present)
8. **Encyclomedia PR, Lahore.**  
(June-August 2015)  
Publicist
9. **PU FM 104.6, Lahore.**  
(June 2012-September 2014)  
Rj and News making

### **Research work**

1. **Paper published in Journal of Media Studies 2021 titled :**  
  
A case for incorporation of new media aspects in Pakistan media curriculum.  
  
Mpoza, A., & Maqsood, M. (2021). A Case for Incorporation of New Media Aspects in the  
Pakistan's Mass Communication Curriculum. Journal of Media Studies, 36(1). Retrieved from  
<http://111.68.103.26/journals/index.php/jms/article/view/4024>

### **National and International Conferences**

1. **Presented paper at International Image Conference Italy 2017 :**  
  
"Depiction of female protagonist in first animated series of Pakistan: A content analysis of the series Burka Avenger: Female protagonist depiction as par societal outlook,"
2. **Presented 2 papers at International Conference of Journalists 2017 :**  
  
Perception of Mediated Message Vary as per Ideological Beliefs: An Impact Study of Animated Series Burka Avengers on Pakistani Females  
  
Depiction of Muslim Terrorist Groups in Comic Books: Stories of Heroes and Villains

**3. Presented paper at International Conference of Arizona State University 2018 :**

Social Media Monetization: Practices and Preferences of Pakistani Consumers.

**4. Presented paper at National Graduate Conference of Allama Iqbal Open University 2018 :**

Political Satire in Pakistan: An Evolution and Change.

**5. Presenting paper at AMCAP International Conference 2019 on Media Education in Pakistan:  
Challenges and Opportunities:**

A case for incorporation of new media aspects in Pakistan media curriculum.

**6. Presenting paper at 1<sup>st</sup> International Conference on Media and Conflict 2019 titled :**

In search of “Alternate media”, uses and gratification of SNS (Social Networking Sites) by consumers during post acquittal era of Asia Bibi

**7. Presenting paper at 2<sup>nd</sup> International Conference on Media and Conflict 2020 titled :**

New Media and Cyber Terrorism: Analysing audience awareness about prevention of Electronic Crimes act 2016

**Projects and supervision**

1. Worked as Research Assistant for a research project of University of the Punjab titled: “Role Of Pakistani Mainstream News Media in Promoting Nationalism and Its Effect On Youth”
2. PR Report on UVAS for Academic Purpose.
3. Supervised 23 dissertations at B.S (Hons) level of MAO College students.
4. Slum Life in Pakistan (Documentary) Masters Electronic Media Project 2021.
5. DAAR (Short Film) Masters Electronic Media Project 2021.
6. Abandon Childhood based on Child Protection Bureau (Documentary) Masters Electronic Media Project 2021.
7. You are Beautiful the way you are (Digital Campaign) Masters Digital Media Project 2021
8. Trans-Humans (Digital Campaign) Masters Digital Media Project 2021

**Workshops & Trainings**

1. 2 day Training Workshop on Gender Equality and safety.
2. Media management at International Labour Conference 2014.
3. Cover the event of International Women Day at Aiwan-e-Iqbal.
4. Media Management and head of volunteers’ at International
5. Media Conference arranged by Institute of Communication Studies, Punjab University.
6. Training workshop on ODESK for freelancing with Devstroke.
7. Media management for the I.C.S.
8. Photography workshop with Nikkon.

9. Training workshop with Unified Media Club on investigative Journalism.
10. 2 day workshop on World View of Allama Iqbal.
11. Workshop on Social Action Research Project for British High Commission
12. Academic training workshop on Literature Review as a Roadmap for Good Research by Marianne Barrett from Arizona State University.
13. Academic training workshop on Writing Effective Arguments by Ivette Chavez & Lisa Cahill from Arizona State University.
14. Organize first TedX Punjab University.
15. Won 2<sup>nd</sup> Prize in audio category at BEA Festival 2018.

### **References**

**1. DR. AYESHA ASHFAQ**

(Associate Professor/ Chairperson Department of Development Communication)

School of Communication Studies,

University of the Punjab, Lahore, Pakistan

E-mail: [ayshaashfaq.ics@pu.edu.pk](mailto:ayshaashfaq.ics@pu.edu.pk)