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RESEARCH PUBLICATIONS:

1. **Ayesha, A., & Joseph, R.** (2021). Protecting 'Sacred Cows': A Comparative Study of the Factors Influencing Political Cartoonists. *Media Watch*, 12 (2) 208-226. Doi: 10.15655/mw/2021/v12i2/160147
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6. Savera, S, Abid, A. A., **Ayesha, A.** (2021). Facebook and Hate speech: Analyzing Relationship between Consumers' Attributes and Islamic Sectarian Content on Social Media in Pakistan. *Journal of Islamic Thought and Civilization*, 11(1), 1-7. Retrieved from <https://journals.umd.edu.pk/index.php/JITC/article/view/1333>
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8. **Ayesha A.** & Savera, S. (2020). The United States in the Language of Sign & Codes: Identification of Visual-Verbal Symbolic Techniques Used in Pakistani Political Cartoons. *Journal of Research Society of Pakistan*, 57(1) 618-629. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/60_57_1_20.pdf
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10. Savera, S., Shazia, I. T., & **Ayesha, A.** (2020). Social media and strategic communication: Uses and preferences of the politicians of Pakistan. *Global Political Review*, V(III), 80-89. doi: 10.31703/gpr.2020(V-III).08
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 12. **Ayesha A.** (2019). Representation of the United States through political cartoons of Pakistan: Pre & Post 9/11 Image Construction. *Journal of Research Society of Pakistan*, 56(2) 175-189. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/15_56_2_19.pdf
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behavior through persuasiveness, brand Image, and celebrity endorsement. *Global Media Journal*, VI (II), Retrieved from <http://www.aiou.edu.pk/gmj/CurrentIssue.asp>

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BOOK CHAPTERS:

1. **Ayesha, A.** & Joseph Russmanno, (2021). More than a message: Public health advocacy, political cartooning, & Covid-19 challenges in Pakistan. In. S. D. Brunn, & D. Gilbreath, COVID-19 and an Emerging World of Ad Hoc Geographies. USA: Springer Link.
2. **Ayesha, A.** & Ahmed, M. (2013). *Gender in cartoons-A glocalised perspective*. In. F. Ibrahim, S. A. Rahim, W. A. W. Mahmud, & N. Mustaffa, Communication and Transformation: Progress and Paradox (pp. 13-26). Malaysia: Universiti of Kebangsaan Malaysia Press.
3. **Book** : "When words defy and the drawings speak: Unveiling the visible art of Political Cartooning" (In pipeline)