

## RESEARCH PAPERS, PUBLICATIONS

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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)" Vol. 12(2) April 2019. Pp 27-35
- 2018** Dr. Abida Eijaz, Dr. Nasser N. Alotaibi." 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
- 2017** Abida Eijaz, Sabahat Afsheen. "What makes an educational advertisement campaign successful: A case study of *Zara Sochiye*" 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. "*Building Civility and Global Citizenship through Shared Values*" 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** Abida Eijaz, Gulshan Aslam. "*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
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- 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

- 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).