

# ABIDA ASHRAF

Professor, Human Rights Chair;  
Chairperson, Department of Public Relations and Advertising,  
School of Communication Studies  
University of the Punjab, Lahore, Pakistan

## OBJECTIVE

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To develop a challenging career in teaching and research.

## EDUCATION

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<b>2012</b>	Ph.D. Communication Studies	University of the Punjab, Lahore.
<b>2005</b>	M.Phil. Mass Communication	Allama Iqbal Open University, Islamabad.
<b>1993</b>	M.A. Mass Communication	University of the Punjab, Lahore.
<b>1990</b>	B.A. Journalism	Lahore College For Women, Lahore.

## THESES

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- PhD thesis on *“Depiction of Religions in Oscar-winning and Oscar-nominated Documentary Films 1997-2006”*
- M.Phil thesis on *“Analysis of Reliance on Global News Sources of Pakistan’s Elite English Dailies: The Case Study of US-Afghan Conflict”*

## RESEARCH PAPERS, PUBLICATIONS, PROJECTS

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<b>2022</b>	Ayesha, Abida, “Exploration of Thematic, Diagnostic and Prognostic Frames: A Study on Military Operations in Pakistan” In Journal of Peace, Development and Communication. Vol. 6(1) March 2022. Pp 45-60
<b>2021</b>	Abida, “Glocalization of Media Education in Post-Colonial Countries: Challenges and Prospects” In Global Media Journal, Vol. 19 No.38: 232 (ISSN: 1550-7521)
<b>2020</b>	Abida, “Emerging Discourses, Changing Perspectives: Iraq in Oscar Documentary Films” In Cinej Cinema Journal, Volume 8.2 (2020) Pp 195-220. DOI 10.5195/cinej.2020.247
<b>2019</b>	Abida, “Academia’s Engagement and Research Patterns in Published Mass Communication Research: A Case Study of Journals from Sindh (Pakistan)” In the Journal of Media Education. Vol. 10(2) April 2019 Pp 27-35
<b>2018</b>	Nasser N. Alotaibi and Abida, “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
<b>2018</b>	Abida, “Trends and Patterns of Muslims’ Depictions in Western Films” In the International Journal Revista Mediaciones, Volume 21, July-Sep 2018 Pp19-40
<b>2017</b>	Sabahat Afsheen, Abida, “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, 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, 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, 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** Gulshan Aslam, Abida, “*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, 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
- 2014** Bushra H. Rahman, Abida, “*Pakistani Media as an Agent of Conflict or Conflict Resolution: A Case of Lal Masjid in Urdu and English Dailies*” In the Journal of Pakistan Vision, Vol. 15(2) Pp 276-302.
- 2013** Abida, “*Impact of New Media on the Dynamics of Pakistan Politics*” In the Journal of Political Studies Vol. 20(1) Pp 113-130
- 2012** Abida, “*Media Affecting upon or Affected by Foreign Policy: The Case of Pakistan*” In the Journal of Alternative Perspectives in the Social Sciences. (<https://www.japss.org/JAPSSDEC12.html>) Vol.05(1) 2012 Pp.74-95 EISSN 1944-1096
- 2011** Abida, “*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, 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, “*Media Representations and Social Meanings of Blasphemy Laws in Pakistan.*” In the International Journal for Muslim World Studies (IJMWS), Vol. 8(1) Pp 47-72 (<http://ijmws.net/category/vol-8-no-1-2/>)
- 2010** Abida, “*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, “*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, “*SAMARKAND*” Novel by Amin Maalouf, Translated into Urdu from English. (Lahore: Azad publishers).

## PROJECTS

- 2019** *Glocal Narratives on Deforestation: A Case Study of 'Billion Tree Project' in KPK.* A project of 2018-2019, carried out with the financial assistance of the Punjab University
- 2017** *Articulation of Religion in the Cyberspace: The Case of Fatwa in Pakistan.* A project of 2016-2017, carried out with the financial assistance of the Punjab University
- 2016** *Westofixation and/or Glocalization: Trends and Patterns of Media Education in Pakistan.* A project of 2015-2016 carried out with the financial assistance of the Punjab University.
- 2015** *Literature Review of the 21<sup>st</sup> Century: Patterns and Depictions of Muslims in Films.* A project carried out with the financial assistance of the Punjab University
- 2014** *Spinning Peace Negotiations: Taliban Peace Deals in the International Media.* A project executed with the financial assistance of the Punjab University
- 2013** *Technology for Identifying Willingness to Access Healthcare (Punjab, Kasur).*  
Served as an Independent Monitor for CEAR, Georgia State University U.S.
- 2013** *Meta-Analysis of Mass Communication Research Journals Published by the Public Universities of Sindh From their Inception to 2012.* A project carried out with the financial assistance of the Punjab University
- 2012** *Systematic Review of Communication Studies' Research in the Public Universities of Sindh from its Inception to 2010.* A project carried out with the financial assistance of the Punjab University.
- 2011** *Influences on Mass Media Content: Articulation of Political Substance.*  
A project executed with the financial assistance of the Punjab University.

## PROFESSIONAL EXPERIENCE

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- 2021 till date** Member Selection Board, University of Jhang.
- 2020** Editor, AMCAP Journal of Media and Communication Studies.  
<https://jmcs.amcap.net/website/>
- 2017-todate** Associate Editor of the Journal of Media Studies, Institute of Communication Studies, University of the Punjab. ([www.pu.edu.pk/home/journal/41/#](http://www.pu.edu.pk/home/journal/41/#)).
- 2011-2017** Abstract Editor of the Journal of Media Studies, Institute of Communication Studies, University of the Punjab. ([www.pu.edu.pk/home/journal/41/#](http://www.pu.edu.pk/home/journal/41/#)).
- 2006-todate** Contributed as Coordinator MSc (Morning) and facilitated other academic activities at the Institute of Communication Studies, PU
- 2016** Served as a Visiting Scholar at Arizona State University for a semester (August-December) and worked with Center for the Study of Religion and Conflict, and Walter Cronkite School of Journalism and Mass Communication.
- 2016** Delivered a lecture at Eastern Washington University, Washington (U.S.) on Electronic Colonialism: Outsourcing as Discontent of Media Globalization

<b>2010- 2014</b>	Served as a focal person to implement Campus Management Solutions (CMS) at the Institute of Communication Studies
<b>2006-2016</b>	Served as a focal person to implement HEC's suggested criterion (Self-Assessment Manual) for improving quality in collaboration with Punjab University's Quality Enhancement Cell from its initiation.
<b>2011-2014</b>	Organized workshops for three consecutive years on Statistical Package for Social Sciences (three workshops; 2011; 2012; 2013), Adobe Photoshop (three workshops; 2011; 2012; 2013), Non-Linear Editing (two workshops; 2011; 2012), Photography (one workshop; 2011), Managing Research (one workshop 2014) Use of Statistics in Research (one workshop; 2014)
<b>Nov, 2009</b>	Delivered a lecture at Krakowska Academia University at Krakow, Poland.
<b>2002-2015</b>	Worked as paper setter for the Punjab University
<b>2006</b>	Participated in the 'Global Inter-Media Dialogue' at Oslo College University, Norway for a period of two months (Oct-Dec).
<b>2006</b>	Member, Selection Board at Govt. Queen Mary College Lahore
<b>2005</b>	Member, Selection Board at Govt. Fatima Jinnah College for Women, Lahore.
<b>2003-2005</b>	Visiting lecturer at the Allama Iqbal Open University
<b>2001-2006</b>	Organized seminars and workshops at Govt. Fatima Jinnah College For Women Chuna Mandi, Lahore on "Earthquake: Past, Present and Future", "Communication Skills", "Feature Writing: Trends in Pakistan".
<b>2002-2006</b>	Head of the Mass Communication Department, Government Fatima Jinnah College For Women, Chuna Mandi, Lahore.
<b>1998-2006</b>	Teaching undergraduate and postgraduate classes, Department of Mass Communication, Government Fatima Jinnah College for Women Chuna Mandi, Lahore.
<b>2006-to date</b>	Teaching undergraduate, postgraduate and M.Phil. and PhD classes at the Institute of Communication Studies, University of the Punjab

## **TRAINING AND DIPLOMAS**

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<b>2018</b>	Resource Person for National Faculty Training on 'Introduction to Conflict Reporting Course' 27-30 August 2018 by Ministry of Information, Broadcasting, National History and Literary Heritage
<b>2009</b>	HRDC Faculty Orientation Program, University of the Punjab.
<b>2007</b>	Participated in the 'Global Inter Media Dialogue' for a period of two months at Oslo University College Norway
<b>2004</b>	Received Computer training course by Intel
<b>1998</b>	One year teachers' training course (PDPE diploma), Ali Institute Lahore.
<b>1990</b>	Computer courses 'dBase-IV' & 'Lotus123' University of The Punjab, Lahore.

Have attended workshops on 'Managing Plagiarism in Academic Research-Hands on Training Using Turnitin Software', 'Research Management', 'Innovations in Assessment', 'Specialized Journalism', 'War and Peace Journalism', 'Media, Culture and Society'

## CONFERENCES, WORKSHOPS & SEMINARS ORGANIZED

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- 2022** Organized talk of Senator (R) Javed Jabbar and screening of the Documentary “Separation of East Pakistan: The Untold Story” in collaboration with the Department of Journalism at Al-Razi Hall (March, 03, 2022)
- 2022** Served as Plenary Speaker, and chaired a session (Anthropology of Media) for the International Conference on “Post Truth Era: Trends in Media” held on February 15-16, 2022, University of Karachi
- 2022** Co-Organizer and co-convener of the *Third AMCAP Doctoral Spring School 2022*, (February 06-13) at IQTM, University of the Punjab, Lahore
- 2022** Collaborated to organize Talk and Arts-based Research Project on “Wolf Talks: Silencing/Unsilencing Nature” at the Institute of English Studies, PU (February 02-13, 2022)
- 2022** Organized Seminar on *Kashmir Solidarity Day (Kashmir Jur’at ki Tasweer)* with Chairperson, Parliamentary Special Committee on Kashmir, Mr. Shehryar Khan Afridi, Dr. Mujahid Gilani, and Mr. Haroon Rafique at Al-Razi Hall (February, 04, 2022)
- 2022** Co-organizer of the AMCAP International Conference on *Health and Wellbeing in (post) Pandemic World: Roles and Responsibilities of Media and Communication*, February 02-03, 2022 at University of Okara.
- 2022** Organized and moderated Special Plenary Session in the AMCAP International Conference on “Living in the Pandemic: Human Rights and Responsibilities of Media” with National and International panelists (February 03, 2022)
- 2021** Seminar and Formation of Human Chain to celebrate International Human Rights Day (Equality and Inclusion: Leaving No One Behind), December 10, 2021
- 2021** Co-Organizer and co-convener of the *Second AMCAP Doctoral Spring School 2021*, (February 20-28) at Fatima Jinnah Women University, Rawalpindi
- 2021** Served as Panelist of a webinar on “International Media and the Framing of Palestine-Israel Conflict” with Mr. Ahmed Barakat, organized by NUML, Islamabad (June 01, 2021)
- 2021** Organized and moderated a webinar on “Humanitarian Crisis in Palestine: The Way Forward?” with MS. Tasneem Aslam, Prof. Dr. Nico Carpentier, Dr. Sima Samar, Dr. Azeem Fazwan, Dr. Fatma Elzahara, Prof. Niaz Ahmed, and Ms. Leen Saleh (May 26, 2021)
- 2021** Served as Panelist of a webinar on “Palestine Issue and World Media” with Mr. Mansoor Jaffar, and Aamir Khakwani, organized by University of Okara (May 20, 2021)
- 2021** Co-convener of the AMCAP International Conference on *Digital Ecologies in the New Normal: Challenges and Opportunities*, February 17-18, 2021 at Fatima

Jinnah Women University, Rawalpindi

- 2021** Organized and moderated Special Session in the AMCAP International Conference on “Stand up for Human Rights: Recover Better” with National and International panelists (February 18, 2021)
- 2021** Webinar to celebrate Kashmir Solidarity Day (Violations of Human Rights in Kashmir and the Role of Media), with Ghulam Nabi Fai, Sheikh Tajammul ul Islam, Prof. Faizan Haq, Prof. Dr. Muhammad Khan, and Prof Dr. Niaz Ahmad; February 06, 2021.
- 2021** Webinar to celebrate International Human Rights Day (Contemporary Demands of Human Rights in the Light of Religions), 11 Jan 2021
- 2020** Organizer and co-convener of the *First AMCAP Doctoral Spring School 2020*, (February 28- March 8, 2020) at the Institute of Quality and Technology Management, University of the Punjab, Lahore
- 2020** Co-convener of the AMCAP International Conference on *Role of Media in Poverty Alleviation and Social Justice*, February 24-25, 2020 at Bahria University, Karachi
- 2019** Resource person and co-organizer of a workshop on Writing and reviewing articles for journals. How to review an article for a journal.
- 2019** Co-organizer of the International Conference on *Media and Conflict (ICMC2019)*, February 26-27, 2019 at Bahria University, Islamabad, In partnership with Pakistan Peace Collective, and Federal Ministry of Information, Broadcasting, and National Heritage
- 2019** Co-convener of the AMCAP International Conference on *Media Education in Pakistan: Challenges and Opportunities*, February 28, 2019 at ZABIST, Islamabad.
- 2018** Co-convener of the AMCAP International Conference on *World Trends in Freedom of Expression and Media Development: A Pakistani Perspective on UNESCO Report*, February 27, 2018
- 2018** Co-convener of the AMCAP International Conference on *Working Within and Against the Structures: Women, Media, and Transnational Perspectives*, Feb 28-March 01 2018
- 2015** Served as a ‘Focal Person’ for the 3-day International Conference on ‘Freedom of Expression: Glocal Politics of Emotions’ organized by HEC, PU, and Punjab Govt.

#### **PAPERS PRESENTED AT CONFERENCES**

- 2018** Presented paper on “*Religio-Political Discourses in Documentary Films on Iraq Promoting Peace or Conflict*” at the International Conference of the International Association of Mass Communication Research (IAMCR), University of Oregon,

U.S., in June 20-24, 2018.

- 2018** Presented paper on “Thinking beyond mass mediated spectacle and deliberative public sphere” at the International conference of Imagining Futures: Imagination, Impact & Dialogue, conducted ASU-PU in May12-13, 2018
- 2018** Presented paper titled “*Local Narratives on Climate Change: A Case Study of ‘Billion Tree Project’ in KPK*” at the International Conference of Social Sciences and Humanities, conducted by Kinnaird College 25-27 April 2018
- 2017** Chaired a session in the National Conference on Media in Postmodern Times: Challenges and Prospects organized by HEC and AIOU.
- 2017** Presented paper on “*Glocalization of Media Education: Challenges and Opportunities*” at the national conference on Media in Postmodern Times: Challenges and Prospects 22-23 December 2017
- 2017** Chaired a session at the International Conference of IAMCR at Cartagena, Columbia
- 2017** Presented paper on “Articulation of Religion in the Cyberspace: The Case of Fatwa in Pakistan” at the International Conference of IAMCR at Cartagena, Columbia 2017
- 2016** Presented paper on “*Marginalization or Prominence: Literature Review of the 21st Century on the Patterns and Depictions of Muslims in Films*” at the International Association of Mass Communication Research (IAMCR), at University of Leicester, UK June, 27-31 July 2016.
- 2016** Attended annual conference of National Communication Association (NCA) held on 9-13 November, 2016 at Philadelphia, U.S.
- 2015** Presented paper on “*Politics of Spin or Spinning the Politics: Pakistan-Taliban Peace Deals in the International Media*” in the national conference, P.U
- 2015** Presented paper on “*Depictions of Gender in Religion Related Oscar Documentary Films: Pre and Post 9/11 Scenario*” in Boston, US.
- 2014** Presented paper on “*Israel Through the Lenses of Oscar-nominated Documentary Film Promises*” at International Academic Forum, Rhode Island U.S
- 2014** Presented paper on “*Post 2013 General Elections in Pakistan: Challenges and Options for Media*” at University of the Punjab, Lahore.
- 2014** Presented paper on “*Role of Media in Building Civility and Global Citizenship through Shared Values*” in the International conference on Living Together in Peace and Harmony at University of Karachi
- 2013** Presented paper on “*Communication Orders for Religiosity and Secularization: Oscar Documentary Films (Pre and Post 9/11 Scenario)*” at San Antonio International Multidisciplinary Academic Conference.
- 2012** Presented paper on “Reconceptualizing Secularism in the Backdrop of Fethullah Gullen Movement: The Case of Pakistan”

- 2012** Presented paper on “*Media Affecting upon or Affected by Foreign Policy: The Case of Pakistan*” at the International Academic Forum (IAFOR), Osaka, Japan
- 2011** Presented paper on “Discourses of Feminism in the Perspective of Allama Iqbal and the West” in the international conference of SASA, at Commonwealth University, Richmond, Virginia
- 2011** Presented paper on “Media Representations and Social Meanings of Blasphemy Laws in Pakistan” at the International Association of Mass Communication Research (IAMCR), Istanbul, Turkey
- 2011** Presented paper on “Systematic Review of Mass Communication Research in Pakistan 1947-2010” at the international conference held at Cairo, Egypt
- 2010** Presented paper on “Pakistan and the West: Entwined, Entangled and Engaged” at the SASA’s international conference, University of Southern California, U.S.
- 2010** Presented paper on “Challenges of Media Globalization for Developing Countries” in the international conference of NYSPSA, Empire State College, Saratoga, New York
- 2010** Presented paper on “Electronic Colonialism: Outsourcing as Discontent of Media Globalization” at the international conference of IAMCR held at Braga, Portugal
- 2009** Presented paper on “Exploitations in the name of Religion: Global discourses transforming into local” in the International Conference on Religion and International Affairs, Krakow, Poland
- 2009** Presented paper on “Media Sphere and Public Sphere: Taliban through Pakistani Media” at the International Conference Mention09, Malaysia
- 2009** Attended International Conference on Social Sciences and Humanities (ICSSH) in Singapore
- 2007** Attended a conference on ‘Art Beyond Reason’ at Noble Peace Center, Oslo
- 2007** Attended a three day conference on ‘Cartoon Controversy’ at Skiphelle, during my stay at Norway
- 2007** Attended seminar at Frogner Kino, Oslo entitled ‘Cinema as a Critical Practice’
- 2007** Attended a conference at Lillehammer, Norway on ‘Television in the Digital Age’

## **RESEARCH SUPERVISED**

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PhD Thesis: (Completed: 05)

- *Sociopolitical Narratives in Pakistani Music Videos (2007-2017) (Rabia Noor)*
- *Representation of Religious Discourses in Pakistani TV Dramas (2002-2016) (Deeba Shahwar)*
- *Reciprocity of Media, Public and Policy Agenda in the Perspective of Network Agenda Setting: A Study on the Military Operations in Pakistan 2001-2015 (Ayesha Sadaf)*
- *Effects of Social Media Usage on Psychological Well-Being of Teenagers in Pakistan (Sahifa Mukhtar)*
- *Framing of China’s relations with India and Pakistan: A comparative study of leading Chinese, Indian and Pakistani newspapers (2001-2012) (Amrah Malik)*



M.Phil.	25 completed
M.A.	55 (48 Completed, 7 in process)
B.S.	26 (24 Completed) 2 in process