

DR. AYESHA ASHFAQ



Chairperson / Associate Professor

Department of Development Communication

School of Communication Studies, University of the Punjab, Lahore

Cell: 0092-333-9777678 Office: 0092-42-99230518

E-mail: ayashaashfaq.ics@pu.edu.pk chairperson.ddc@pu.edu.pk

ACADEMIC QUALIFICATION:

2018 - 2019	Post-Doctorate Communication Studies Walter Cronkite School of Journalism & Mass Communication Arizona State University, USA
2012 - 2014	PhD Communication Studies School of Communication, Universiti Sains Malaysia, Penang Malaysia.
2008 - 2010	M.Phil Communication Studies Institute of Communication Studies University of the Punjab 1st Position in University of the Punjab (3.93 CGPA)
2004 - 2008	BS (4-Year) Communication Studies Institute of Communication studies University of the Punjab 1st Position in University of the Punjab (Gold Medalist) (3.99 CGPA)
2002 - 2004	F.Sc (Pre Medical) Lahore College for Women University (LCWU) 783/1100 (Grade A)
2000 – 2002	Matriculation (Biology, Physics & Chemistry) Board of Intermediate and Secondary Education, Lahore 733/850 (Grade A+)

TEACHING EXPERIENCE:

Associate Professor (BS-20)

Institute of Communication Studies, University of the Punjab, Lahore
August 25, 2020 till date

Assistant Professor (BS- 19)

Institute of Communication Studies, University of the Punjab, Lahore
September 30, 2014 to August 25, 2020

Lecturer (BS- 18)

Institute of Communication Studies, University of the Punjab, Lahore
October 11, 2010- September 30, 2014

Lecturer (BS- 18)

Department of Mass Communication, Government College University, Lahore

March 12, 2010 to October 11, 2010

Visiting Lecturer

Institute of Communication Studies, University of the Punjab, Lahore
November 2009-July 2010

PROFESSIONAL EXPERIENCE:

Associate Producer (Programming)

Din News Television, Lahore.
June 20, 2008 to March 11, 2010

Copy Editor

Dunya TV, Lahore
January 10, 2008 to March 30, 2008

Event Manager

One week Cultural Food Festival in USM International Cultural Fiesta 2013 organized by Postgraduate Students Association, USM, Malaysia.

Freelance Feature Writer

The Sunday Plus of the Daily Nation, Lahore (April 2007-December 2007) and got my features published in Daily Nation, Lahore specifically on social Issues.

Internee Reporter

For 2 months in ARY ONE WORLD Lahore (2008)

Internee

Daily Nation, Lahore (January 2007- March 2007)

Freelance Content Writer

Paki writers (2005)

Internee Anchor/Reporter

Punjab University Radio FM 104.6 (2005-2006)

ADMINISTRATIVE EXPERIENCE:

Chairperson, Department of Development Communication
School of Communication Studies, University of the Punjab, Lahore
March 08, 2021 to till date

Program Coordinator, M.Phil Communication Studies
Institute of Communication Studies, University of the Punjab, Lahore
January 18, 2021 to till date

MEMBERSHIPS:

Member, Board of Studies in Communication Studies
School of Communication Studies, University of the Punjab, Lahore. Pakistan.

Member, Departmental Doctoral Program Committee (DDPC)
School of Communication Studies, University of the Punjab, Lahore. Pakistan.

Executive Member
Association of Media & Communication Academic Professionals (AMCAP Pakistan)

INTERNATIONAL FELLOWSHIPS:

1. **Resident Visiting Scholar**

Walter Cronkite School of Journalism & Mass Communication and Center for Religion & Conflict Studies, Arizona State University, United States.
January 06, 2017 to May 03, 2017

2. **Resident Visiting Scholar**

Faculty of Journalism, Library & information Sciences, Oslo University College, Norway
January 2009-March 2009

DISTINCTIONS & HONORS:

- I received Gold Medal for securing the first position in BS (4-Year) Communication Studies (2004-2008) from University of the Punjab
- I secured 'First Distinction' in all 8 semesters' and 4.00 GPA in 7 semesters of BS (4-Year) Communication Studies, Institute of Communication Studies, University of the Punjab, Lahore
- I secured 'First Distinction' in all semesters of M.Phil in Communication Studies, Institute of Communication Studies, University of the Punjab, Lahore.
- I was awarded the title of "Graduate on Time 2014" in PhD by Universiti Sains Malaysia, Penang.
- I received a prestigious award of 'Impact student 2013' in University Sains Malaysia for being the best PhD fellow in Faculty of Social Sciences of the University.
- I successfully completed 'Visiting Scholar-In Residence Program' at Walter Cronkite School of Journalism & Center for Religion and Conflict, Arizona State University USA in ASU-PU Partnership program from January 06 May 03, 2017. It was fully funded fellowship by the US State Department.
- I secured 'Top 6 Paper Award' for my research paper 'A Punch Straight for the Heart": Disparaging Political Cartoons and Ethical Guidelines' by The Southwest Education Council for Journalism and Mass Communication (SWECJMC), United States in October 2017.
- I participated in 'Global Inter Media Dialogue' at the Faculty of Journalism, Library and Information Sciences, Oslo University College Norway (Nominated by ICS, Punjab University on the basis of the topper of BS Hons) from January 2009-March 2009. It was fully funded scholarship by the Norwegian Ministry of Foreign Affair.

- I achieved all First divisions and A+ grades throughout my academic years.
- I won 7 Merit Scholarship for 7 consecutive years from the Institute of Communication Studies, University of the Punjab Lahore Pakistan (2004-2010).
- I was the youngest foreign qualified PhD degree holder in the discipline of Mass Communication in Pakistan at the time of the completion of my PhD in 2014.
- I am the first female Pakistani Post-Doctorate in the discipline of Mass Communication from America. This was highly acknowledged by the US Embassy Islamabad at the time of my completion of my Post-Doctorate in June 2019.
- I also got an opportunity to organize the first international conference PUCRCS 2015 at the Institute of Communication Studies, University of the Punjab, Lahore.

RESEARCH WORK:

- Post-Doctorate:** Protecting ‘Sacred Cows’: A Comparative Study of the Factors Influencing Political Cartoonists
- PhD Thesis:** The Representation of the United States in Mainstream English Newspapers of Pakistan: An Analysis of Political Cartoons (1991-2013)
- M.Phil Thesis:** Portrayal of International issues through Cartoon Communication: The cases of Pakistani & Norwegian Newspapers from September 2008 to February 2009.
- BS Thesis:** Portrayal of Political, Social and Economic issues through cartoon journalism during 2007 (A case study of cartoons sketched by Javed Iqbal & Maxim)

AREA OF RESEARCH:

- International Communication
- Political Communication
- Development Communication
- Digital Media
- Cartoon Journalism
- Cultural Studies
- Gender Studies
- Qualitative Research

RESEARCH PROJECT FUNDED:

1. “Market Needs and Education of Mass Communication: A Critical Perspective of Media Managers in Leading Private Television News Channels of Pakistan” is awarded by the University of the Punjab, Lahore under ‘the thematic research

grant for Faculty of Behavioral & Social Sciences 2019-2020' with and approved cost of Rs. 150,000 with the effect of October 02, 2019.

2. "Women in Post Marriage Family Structures of Pakistan: Issues and Challenges' is awarded by Higher Education Commission of Pakistan under 'thematic research grant program FY 2017-2018" with an approved cost of Rs. 1.138787 million for a period of 12 months with the effect of April, 04, 2018.
3. "Twitter Freedom Vs. Social Ethics: A perspective of Social Media Activists' is awarded by the University of the Punjab, Lahore under 'the thematic research grant for Faculty of Behavioral & Social Sciences 2017-2018" with and approved cost of Rs. 150,000 with the effect of October 02, 2017.
4. "The 'perfect' women in Pakistani television dramas-An analysis of stereotypical images' was awarded by Higher Education Commission of Pakistan under the 'thematic research grant program FY 2015-2016" with an approved cost of Rs. 1.0 Million for a period of 12 months with the effect of May 11, 2016. (Complete & Published)

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
2. Savera, S., **Ayesha, A.**, Shazia, T. & Uzair, H. (2021). The Weight of Words and Limit to Freedom of Expression: A Journalists' Perspective in Pakistan, *South Asian Studies*, 36(1), 119-132, Retrieved from http://pu.edu.pk/images/journal/csas/PDF/9_36_1_21.pdf
3. Hassan, S., & **Ayesha, A.** (2021). Coverage of civil and military issues and social responsibility of Pakistani media. *Journal of Media Studies*, 36(1), 191-210. Retrieved from <http://journals.pu.edu.pk/journals/index.php/jms/article/viewFile/4029/1953>
4. Shazia, I. T., Ayesha, A. & Muqaddas, I. (2021). Printed versus electronic books: Uses and preferences of mass media students in Lahore. *Global Mass Communication Review*, V(I), 161-171. doi: 10.31703/gmcr.2021(VI-I).06
5. Nabeel, R., Savera, S, & **Ayesha, A.** (2021). A Critical Analysis of Current Affair Talk Shows on Pakistan Television News Channels: A Mirror or Bamboozle of the Society? *Journal of Indian Studies*, 7(1) 7-26. Retrieved from http://pu.edu.pk/images/journal/indianStudies/PDF/1_v7_1_21.pdf
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.umt.edu.pk/index.php/JITC/article/view/1333>
7. Shazia, I. T., Savera, S., **Ayesha, A.**, & Sadia, S. (2021). Awareness of child sexual abuse and media: An analysis of Pakistani electronic media, *Journal of Research*

- Society of Pakistan*, 58(1), 15-27, Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/3_58_1_21.pdf
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
 9. Savera S., **Ayesha A.**, & Sana N. K. (2020). Analysis of Quality of Relationship Cultivated by Politicians of Pakistan through Facebook and Twitter. *Journal of Research Society of Pakistan*, 57(1) 559-567. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/52_57_1_20.pdf
 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
 11. **Ayesha, A.**, Savera, S. & Shazia, T. (2019). Pakistan satire and 'brazen censorship': Cartooning, Pakistan-US-India political ties and government backlash. *Pakistan Social Sciences Review*, 3(2), 656-672. doi:10.35484/pssr.2019(3-2)51
 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
 13. **Ayesha. A.**, Saba, I. & Savera, S. (2019). Drawing the Foreign Rivalry: Depiction of Indo-Pak Relations of mainstream Pakistan and Indian English Newspapers (2014-2017). *Global Region Review*, IV(1), 1-16. Retrieved from <http://www.grrjournal.com/jadmin/Author/31rvl0lA2LALJouq9hkR/x8gQqiaX80.pdf>
 14. **Ayesha, A.**, Savera, S. & Saba, I. (2019). Marketing of Education: Semiotic Analysis of Allied School and the Educators Paid Advertisements on Pakistani Television Channels. *Journal of Pakistan Vision*, 20(2), 1-24. Retrieved from http://pu.edu.pk/images/journal/studies/PDF-FILES/12_v20_2_19.pdf
 15. **Ashfaq, A.**, Savera, S. & Sana, N. K. (2019). Metaphorical Devices in Political Cartoons with reference to Political confrontation in Pakistan after Panama Leaks, *Journal of Pakistan Vision*, 20(1), 1-19. Retrieved from http://pu.edu.pk/images/journal/studies/PDF-FILES/17_v20_1_19.pdf
 16. Savera S., **Ayesha A.**, & Sana N. K. (2019). Reputation Management on Social Media: Analysis of Audience Feedback on Posts and Tweets of Pakistani MNAs. *Journal of Political Science*, 26(2), 251-261. Retrieved from http://pu.edu.pk/images/journal/pols/pdf-files/17-v26_2_19.pdf
 17. Savera S., Sana, N. & **Ayesha, A.** (2019). Crafting Political Images on Twitter: Analysis of Public Relation Strategy of Politicians of Pakistan. *Journal of Research Society of Pakistan*, 56(2) 105-115. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/9_56_2_19.pdf
 18. Sana. N., Savera, S. & **Ayesha, A.** (2019). Coverage of Panama Cases Trail in

Pakistan by International Media: Disqualification of Prime Minister of Nawaz Sharif. *Journal of Research Society of Pakistan*, 56(1) 83-92. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/8_56_1_19.pdf

19. Saba, I., & **Ayesha, A.** (2018). Celebrity Scandals and News Treatment in Print and Electronic Media of Pakistan: The Case Study of the *Jang* Group. *Pakistan Journal of Social Issues*, IX, 270-281. Retrieved from <https://uog.edu.pk/downloads/journal/IX/20.pdf>
20. Savera, S. & **Ayesha, A.** (2018). Strategic Political Communication, Public Relations, Reputation Management & Relationship Cultivation through Social Media. *Journal of Research Society of Pakistan*, 55(2) 139-154. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/12-1_55_2_18.pdf
21. **Ayesha, A.** & Zubair, A. (2018). Contested images of 'Perfect Women' in Pakistani television dramas. *Journal of Research Society of Pakistan*, 55(1) 45-63. Retrieved from http://pu.edu.pk/images/journal/history/PDFFILES/4_55_1_18.pdf
22. **Ayesha, A.**, & Joseph, R. (2018). A Punch Straight for the Heart": Disparaging Political Cartoons and Ethical Guidelines. *Southwestern Mass Communication Journal*, 33(2) 1-17. Retrieved from <http://swecjmc.wp.txstate.edu/files/2018/04/AshfaqRussomanno.pdf>
23. Rizwan, B. & **Ayesha, A.** (2017). Visual Planet for Blinds: Impact of Mass Media on Visually Impaired Viewers in Pakistan. *Journal of Research Society of Pakistan*, 54(2), 289-304. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/21-Paper_54_2_17.pdf
24. **Ayesha, A.**, Savera, S. (2016). Freedom to Political Cartoons: Charlie Hebdo & Ethical Dilemmas in Cartoon Communication. *Journal of Research Society of Pakistan*, 53(2), 137-150. Retrieved from http://pu.edu.pk/images/journal/history/PDF-FILES/9-Paper_53_2_16.pdf
25. **Ayesha, A.**, Adnan, H. (2014). Uncle Sam as mediator in Kashmir: Depiction of the US image in Cartoons of Pakistani Press, *Pakistan Journal of American Studies*, 32(1, 2) 65-95.
26. **Ayesha, A.**, Shumaila, A., Misbah, B. Q. & Nasreen, A. S. (2014). The effects of playing with white dolls in advertisements: A case study of young girls' exposure towards 'mediated beauty' in Pakistan. *The Women-Annual Research Journal of Gender Studies*, 6, 19-34. Retrieved from <http://www.igs.usindh.edu.pk/volume06/02%20Playing%20with%20White%20Dolls.pdf>
27. **Ayesha, A.**, Adnan, H., Hina, F. & Fahad, A. (2014). Unveiling the art of political cartooning in Pakistan: A retrospect. *International Journal of Comic Art*, 16(2), 618-630.
28. **Ayesha, A.** & Adnan, H. (2014). Superpower syndrome: The enduring debate on pro-Americanism and anti-Americanism in foreign media. *Asian Social Science*, 10(3), 145-158. doi: 10.5539/ass.v10n3p145
29. Hina, F. & **Ayesha, A.** (2014). Induction of violent characters through video games:

A case study of primary school going children in Pakistan. *The International Asian Research Journal*, 2(3), 17-24. Retrieved from <http://tiarj.com/wp-content/uploads/2014/07/TIARJ-02-03-17243-2014-Ayesha-Ashfaq.pdf>

30. **Ayesha, A.** & Adnan, H. (2013). Political cartoonists versus readers: Role of political cartoonists in building public opinion and readers' expectations towards print media cartoons in Pakistan, *Mediterranean Journal of Social Sciences*, 4(3), 265-272. doi:10.5901/mjss.2013.v4n3p265
31. Shumaila, A. & **Ayesha, A.** (2013). Impact of Advertising on Consumers' buying behavior through persuasiveness, brand Image, and celebrity endorsement. *Global Media Journal*, VI (II), Retrieved from <http://www.aiou.edu.pk/gmj/CurrentIssue.asp>
32. **Ayesha, A.** (2012). A Study of international issues through cartoon communication: the cases of Pakistani & Norwegian newspaper from September 2008 to February 2009. *Malaysian Journal of Communication*, 28(1), 55-76.
33. Fahad, A., **Ayesha, A.**, Ahmed, M. (2012). Promotion of Hinduism in children through cartoons in Pakistan. *Journal of Cross-Cultural Communication*, 8(1), 86-90. doi:10.3968/j.ccc.192367.00201.20801.1.326
34. Noshina, S., **Ayesha, A.** (2011). Review: The World News Prism: Global Information in a Satellite Age by William A. Hachten & James F. Scotten. *Journal of Media Studies*, 2, 25-29.

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 globalized perspective*. In. F. Ibrahim, S. A. Rahim, W. A. W. Mahmud, & N. Mustafa, 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)

CONFERENCE PAPERS:

1. Sana, N., Savera, S. & **Ayesha, A.** (October, 2018). Usage of Social Media by the Politicians of Pakistan. Paper Presented in the 3rd International Conference on Communication & Media Studies organized by Common Ground Research Networks at University of California, Berkeley, United States.
2. **Ayesha, A.**, Joseph, R. (October, 2017). A Punch Straight for the Heart": Disparaging Political Cartoons and Ethical Guidelines. Paper Presented in 2017 Southwest Symposium organized by The Southwest Education Council for

Journalism and Mass Communication (SWECJMC) at Walter Cronkite School of Journalism & Mass Communication, Arizona State University, United States.

3. **Ayesha, A.**, Joseph, R. (April 2017). Distinguishing the Good & the Bad: An Ethics-Based Recommendation for Disparaging Political Cartoons. Paper Presented in International Conference of Placing Pakistan: Engaging Multidisciplinary Approaches organized by Center for Asian Research, Center for the Study of Religion & Conflict & Walter Cronkite School of Journalism & Mass Communication, Arizona State University, United States.
4. **Ayesha, A.**, Savera, S. (November 2015). Freedom to Political Cartoons: Charlie Hebdo & Ethical Dilemmas in Cartoon Communication. Paper Presented at Paper Presented in International Conference of Freedom of Expression: Globalized perspective organized by Institute of Communication Studies, University of the Punjab, Lahore.
5. **Ayesha, A.** (July 2015). *We are more than Jailbirds': Political and Editorial Factors Influences on Political Cartoonists in Pakistan*. Paper Presented at 27th International Conference of Humor Studies. United States: Holy Names University, California.
6. **Ayesha, A.** & Adnan, H. (Nov, 2012). Multicultural media in multicultural society— A Pakistani perspective. Paper Presented at ICMCC 2012 *International Conference*. Indonesia: Universitas Muhammadiyah Yogyakarta(UMY).
7. Fatima, H., & **Ayesha, A.** (July, 2012). Effects of violence in video games in primary school going children of Pakistan. Paper Presented at International Conference of Asian Media Information and Communication Centre (AMIC). Malaysia: Kuala Lumpur.
8. Gulnaz, H., **Ayesha, A.**, & Ahmed, M., (March, 2012). Projection of frustration and aggression among youth through television crime shows in Pakistan. Paper Presented at *Visualist 2012 International Conference*. Istanbul: Istanbul Kultur University Turkey.

INTERNATIONAL CONFERENCES:

1. Presented Research paper in International Conference on *Pakistan Futures: Imagination, impact, & Dialogue* in Lahore Pakistan organized by Arizona State University & University of the Punjab, Lahore on May 12-13, 2018.
2. Attended 62nd International Conference of Broadcast Education Association (BEA) & 15th Annual Festival of Media Arts, Las Vegas, Nevada- April 22-April 25, 2017
3. Attended 2017 Research Symposium- Video Games: A Medium that demand our attention organized by BEA2017 62nd Annual Convention & Exhibition, Las Vegas, Nevada- April 23, 2017
4. Presented research paper in 27th *International Conference of Humor Studies* in California, United States organized by Holy Names University, California from June 29- July 3, 2015

5. Presented research paper in international Conference on *Multicultural Media in Multicultural Society* organized by Universitas Muhammadiyah Yogyakarta (UMY), Yogyakarta, Indonesia from November 7-8, 2012.
6. Presented research paper in international Conference on *Revisiting Communication for Organizational and Social Change: Exploring the Missing Link* organized by Universiti Utara Malaysia (UUM), Kedah Malaysia from November 1-3, 2012 Indexed by ISI, Scopus, EbscoHost.
7. Presented research paper in international Conference on *Forty Years of Media and Communication in Asia: Retrospect, Introspect and Prospects* organized by Asian Media Information and Communication Centre (AMIC) and the Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM), Shah Alam Malaysian from July 11-14, 2012.
8. Presented research paper in international Congress on *Visual Culture: New Approaches in Communication, Arts & Design "Digitalization"* organized by Istanbul Kultur University, Istanbul Turkey from March 7-9, 2012.
9. Presented two research papers in international Conference on Media and Communication Mention 2011: *Communication Transformation: Progress and Paradox*, organized by School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia & Tun Abdul Razak Institute of Broadcasting (IPPTAR) under Ministry of Information, Communication and Culture of Malaysia at Hotel Equatorial Bangi Putrajaya Malaysia from October 11-12, 2011.
10. Attended 3-days international Conference on *War & Peace Journalism* organized by Oslo University College Norway & University of the Punjab Lahore, at Institute of Communication Studies, University of the Punjab Lahore, Pakistan from November 4-6, 2008.

RESEARCH SUPERVISED:

- Ph.D Programs: 10 (01 Completed, 01 Thesis Submitted, 08 in-progress)
- M.Phil Programs: 20 (16 Completed, 04 in-progress)
- M.Sc Programs: 30 (30 Completed, 0 in-progress)
- BS (4-Year) Programs: 10 (10, Completed, 0 in-progress)

NATIONAL & INTERNATIONAL WORKSHOPS, SEMINARS, LECTURES:

1. Attended an International Webinar on "Actor Network Theory" by Dr, Francois Cooren (University of Montreal) organized by AMCAP (December 15, 2020).
2. Attended an International Webinar on "Political Economy of Digital Media: Challenges and New Trends" by Professor Graham Murdock (Loughborough University, London) organized by AMCAP (September 09, 2020).

3. Attended an International Webinar on “Essentials of Theory & Practice of Data Journalism” by Dr. Eddy Borges-Rey (University of Malaga, Spain) & Mr. Waqas Naeem (University of Missouri, USA) organized by AMCAP (August 10, 2020).
4. Seminar attended and Paper Presented at Post-doctorate seminar organized by Post-doc supervisor Professor Dr. Joseph Russomanno in Cronkite School of Journalism & Mass Communication, Arizona State University, USA (June 18, 2019).
5. Seminar attended on “Access to Information: Strengthening Investigative Journalism in Pakistan” organized by AMCAP with the collaboration of Metropolitan University, Norway and UNESCO in University of the Punjab, Lahore. (October 14, 2019).
6. Attended a lecture on *Critical Media Theory* by Dr. Dennis Russell (Associate Professor, Walter Cronkite School of Journalism & Mass Communication, ASU) in Arizona State University, USA. (April 17, 2017)
7. Attended a seminar on *Conceptualizing Religion & Secularism* by Dr. Linell Caddy (Director, Center for the Study of Religion & Conflict, ASU) in Arizona State University, USA. (April 11, 2017).
8. Attended a talk on *Religion, Politics & Indonesia* by Dr. Christopher Lundry (Faculty, School of Politics & Global Studies, ASU) in Arizona State University, USA. (March 31, 2017).
9. Attended a lecture on *Reimagining Journalism in Pakistan* by Dr. Bill Silcock (Associate Professor, Walter Cronkite School of Journalism & Mass Communication, ASU) in Arizona State University, USA. (March 28, 2017).
10. Attended a seminar on *Imagining Sustainable Development* by Dr. Gary Dirks (Julie Ann Wrigley Global Institute of Sustainability and Director of Light Works, USA) in Arizona State University, USA. (March 21, 2017).
11. Attended a talk on *U.S. air war against ISIS* by Azmat Khan (ASU Future of War Fellow at New America and award-winning journalist at Frontline, Al Jazeera) in Arizona State University, USA. (March 16, 2017).
12. Attended a talk on *Violence & Gender Roles in Israel* by Dr. Medelaine Adelman (Associate Professor, School of Social Transformation, ASU) in Arizona State University, USA. (March 14, 2017).
13. Attended a lecture on *At the Center of the Storm: Syria, ISIS, and the Refugee Crisis* by Dr. Anand Gopal (Prize-winning Journalist, author and sociologist in USA) in Arizona State University, USA. (March 01, 2017).
14. Attended a talk on *Covering Conflict* on Dr. Anand Gopal (Prize-winning Journalist, author and sociologist in USA) in Arizona State University, USA. (February 28, 2017).
15. Attended a talk on *Studying Happiness* by Dr. Scott Cloutier (Assistant Professor, School of Sustainability, ASU) in Arizona State University, USA. (February 27, 2017).

16. Attended a lecture on *Research Methods/Framing Theory* by Dr. Chad Haines (Assistant Professor, School of Historical, Philosophical and Religious Studies, ASU) in Arizona State University, USA. (February 21, 2017).
17. Attended a lecture and panel discussion on *Hate Cries in Cyberspace* by Dr. Danielle Citron, Dr. Joseph Russomanno, & Dr. Leslie Jean Thornton at the Beus Center for Law and Society, Arizona State University, USA. (February 21, 2017).
18. Attended a seminar on Narrative, Social Media, and Data Mining by Dr. Hassan Davulcu (Associate Professor, School of Computing, Informatics, and Decision Systems Engineering, ASU) in Arizona State University, USA. (February 14, 2017).
19. Attended a seminar on *Development Studies* conducted by Dr. Chad Haines (Assistant Professor, School of Historical, Philosophical and Religious Studies, ASU) in Arizona State University, USA. (January 31, 2017).
20. Attended a seminar on *The Nation State* by Dr. Chad Haines (Assistant Professor, School of Historical, Philosophical and Religious Studies, ASU) in Arizona State University, USA. (January 26, 2017).
21. Attended a seminar *Placing Pakistan* by Dr. Chad Haines (Assistant Professor, School of Historical, Philosophical and Religious Studies, ASU) in Arizona State University, USA. (January 17, 2017).
22. Attended 1-week writing workshop on *Writing for Publication* organized by Writing Center of Arizona State University at Center for Religion and Conflict Studies conducted by Ivette Chavez (Director ASU Writing Center), Dr. Lisa Cahill (Associate Director, ASU Writing Center) & their team (February 6-9, 2017).
23. Attended 1-day *Banjo Training Session (Software of Social Media Analysis)* organized by Walter Cronkite School of Journalism & Mass Communication, Arizona State University conducted by Dr. Leslie Jean Thornton (Associate Professor, Walter Cronkite School of Journalism & Mass Communication) (February 10, 2017).
24. Attended 1-day international workshop *NVIVO 8- Qualitative Data Analysis* organized by Universiti Sains Malaysia Penang, conducted by Dr. Premalatha, at Institute of Postgraduate Studies, Universiti Sains Malaysia, Penang Malaysia. (June 21, 2012)
25. Attended 1-day international Workshop on *Thesis Writing for Beginners* organized by Universiti Sains Malaysia Penang, conducted by Dr. Sibly, at Institute of Postgraduate Studies, Universiti Sains Malaysia, Penang Malaysia. (June 06, 2012).
26. Attended 2-days international Workshop on *Managing Your Reference Using Endnote* organized by Universiti Sains Malaysia Penang, conducted by Dr. Tan Mei Lan & Noor Adilah Binti azmi, at Institute of Postgraduate Studies, Universiti Sains Malaysia, Penang Malaysia. (June 05, 2012) (June 07, 2012).
27. Attended 1-day international workshop on *Information Literacy Skills* organized by Universiti Sains Malaysia Penang, conducted by Mohd Ikhwan Ismail in Universiti Sains Malaysia, Penang Malaysia. (June 05, 2012)

28. Attended 1-day international workshop on *Qualitative Research Methods: Discourse Analysis & Semiotics* organized by School of Communication USM, conducted by Prof. Dr. Adnan Bin Hussein, at School of Communication, Universiti Sains Malaysia, Penang Malaysia. (March 14, 2012).
29. Attended 1-day international workshop on *Qualitative Research Methods: In-depth Interviews & Focus Groups* organized by School of Communication USM, Conducted by Dr. Nik Normah, at School of Communication, Universiti Sains Malaysia, Penang Malaysia). (March 07, 2012).
30. Attended 1-day international workshop on *Getting Your Manuscript Published* organized by Universiti Sains Malaysia Penang, conducted by Dr. Kamarul Kabilan, at Institute of Postgraduate Studies, USM, Penang Malaysia. (March 06, 2012).
31. Attended 1-day international workshop on *Writing Literature Review* organized by Universiti Sains Malaysia Penang, conducted by Dr. Kamarul Kabilan, at Ibn-e Khaldun Hall, Institute of Postgraduate Studies, Universiti Sains Malaysia, Penang Malaysia. (February 03, 2012)
32. Attended 1-day international workshop on *Basic Principles of Designing Experiments* organized by Universiti Sains Malaysia Penang, conducted by Prof. Dr. K. Jayaraman, at Institute of Postgraduate Studies, Universiti Sains Malaysia, Penang Malaysia. (February 01, 2012)
33. Attended 1-day international workshop on *Research Proposal Writing* organized by Universiti Sains Malaysia Penang, conducted by Dr. Lim Hooi Lian, at Institute of Postgraduate Studies, USM, Penang Malaysia. (January 16, 2012).
34. Attended 2-days international workshop on *Research Execution (SPSS, Citation, Online Resources)* organized by University of the Punjab Lahore at Institute of Communication Studies, University of the Punjab Lahore, Pakistan) (June 17, 2009 to June 18, 2009).
35. Attended 2-days international workshop on *National Integration & Media* organized by University of the Punjab Lahore at Institute of Communication Studies, University of the Punjab Lahore, Pakistan. (January 26, 2008 to January 27, 2008).

TRAINING AND COURSES:

- *Malaysian Language Course* in Universiti Sains Malaysia, Penang, Malaysia from February 2012- June 2012
- *French language Course* in University of the Punjab, Lahore Pakistan from July 2008 September 2008
- *MS-Office and Internet Training* at the United States Information Resource Center, Lahore. Pakistan from June 1-30, 2005

COMMUNITY SERVICE:

- Pink Ribbon Youth Awareness Drive 'PINKtober 2015' (October 12, 2015)

LANGUAGES:

- IELTS – Listening:7.5, Reading:8.0, Writing:7.0, Speaking:7.0, Overall Band Score:7.5
- English – speak, read and write with excellent skills
- Urdu – native & national language
- Bahasa Melayu - speak with basic competence.
- French - speak with basic competence.

COUNTRY VISITED:

- United States
- Norway
- Sweden
- Malaysia
- Thailand
- Indonesia

INSTITUTIONS ATTENDED:

- Arizona State University, USA
- Universiti Sains Malaysia Penang, Malaysia
- Universitas Muhammadiyah Yogyakarta Indonesia
- Oslo University College Norway
- University of Oslo, Norway
- University of the Punjab Lahore Pakistan
- GC University Lahore Pakistan
- Lahore College for Women University Lahore Pakistan

REFERENCES:

1. **Professor Dr. Joseph Russomanno**
Walter Cronkite School of Journalism & Mass Communication
Arizona State University, United States.
Email: russo@asu.edu
2. **Dato' Professor Dr. Adnan Bin Hussein**
Deputy Vice Chancellor. Universiti Sains Malaysia. Penang, Malaysia
Professor, School of Communication, Universiti Sains Malaysia
Email: adnan@usm.my