

Ms Madiha Maqsood

(Lecturer)

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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 (Thesis submitted for evaluation)

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.**
(Jan 2011-Jan 2013)
Radio Jockey and News making
(Nov 2016-Dec 2018)
In charge Internship Program and live broadcasting, *Managing Achieves.*

Administrative Experience

1. Member of anti-narcotics committee of Punjab University.
2. Member of admission committee.
3. Focal Person for Hostel Affairs.
4. Focal Person for various Collaborative events and media coordination.
5. Coordinator for co-curricular activities.
6. Editor SCS newsletter and magazine IMAGE.
7. Editor Development round up.
8. In charge Internship program at PU FM 104.6.

Memberships

1. Member Board of Faculty of Information and Media Studies.
2. Member Board of Studies of School of Communication Studies, University of the Punjab.
3. Member board of Studies of Department of Development Communication.
4. Member committee for Curriculum development for BS (Hons) and MPhil for Department of Development Communication.
5. Member examination committee.
6. Member admission committee.
7. Coordinator co-curricular at the Department of Development Communication.

Distinctions and Honors

1. 1ST position (University Gold Medal) in M.Phil (Communication Studies) session 2015-2017 with a highest of 4.0/4.0 CGPA from Institute of Communication Studies, University of the Punjab, Lahore-Pakistan.
2. Bronze Medal in BS (Hons) with a major of Advertising and Public Relations session 2010-14 from Institute of Communication Studies, University of the Punjab, Lahore-Pakistan.

3. Won 2nd Prize in audio category at BEA Festival 2018.
4. First divisions and A+ grades throughout my academic years.
5. Academic Merit Scholarship for 3 consecutive years during BS (Hons) session 2010-14 from the Institute of Communication Studies, University of the Punjab Lahore Pakistan.
6. Declared as Best Girl Guide in 2009.
7. Served as student PRO during bachelors 2014.
8. Organized first TedX in Punjab University in 2019.
9. Organized International Media Conferences 2022 in the School of Communication Studies titled “Balancing the Expressions: Exploring Antagonism in the World Media Ecosystem”.

Welfare Activities

1. Arrange various activities for the children of SOS village.
2. Member of blood donating societies.
3. Arrange Rashan drive during Ramzan for needy people.

Research work

PhD Thesis: Usage of Social Networking Sites and Privacy Concerns: Analysing Dissonance among University Students by applying Privacy Calculus Approach in Pakistan.

M.Phil Thesis: Social Media Monetization: Analysing Practices and demographic perspectives of Pakistani Consumers.

Research Project Funded

1. University Research Project 2021-22, titled Transition from Traditional to Virtual Class Rooms: Analysing shift in the perspective of University Students and Teachers.
2. University Research Project 2022-23, titled Analyzing the Cultivating Impact of Political Awareness on Political Participation and Efficacy of Youth

Research Publication

1. **Paper published in Journal of Media Studies 2021 titled :**
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>
2. **Paper published in Pakistan Journal of Social Research 2022 titled :**
Bajwa, A. M., Maqsood, M. & Iqbal, A. (2022) Coverage of Pakistani print media about transparency of justice: a case of Pakistani justice system regarding corruption. *Pakistan Journal of Social Research*.4 (3) pp. 411-422. ISSN 2710-3129 (P) 2710-3137 (O) Retrieved from <https://pjsr.com.pk/pjsr-vol-4-issue-3-september-2022/>
3. **Paper published in Pakistan Journal of Social Research 2022 titled :**
Maqsood, M. and Ashfaq, A., (2022).The audience is the key, data is not: Analyzing users’ concerns and experts’ reflections regarding privacy policies of social networking sites.
4. **Paper published in Online Media and Society 2022 titled :**
Saleem, F. M., Maqsood, M. & Abbasi, S. (2022). Political Memes and Ethical Boundaries: Framing Analysis in the Context of “No-Confidence Motion 2022” in Pakistan. *Online Media and Society*. 3(1) pp.134-148. ISSN (online): 2790-1882, ISSN (print):2790-1874.
5. **Paper published in Pakistan Journal of Social Research 2022 titled :**

Maqsood, M., Bokhari, S. F., & Bokhari, S. F. (2022). Facebook to Metaverse: A Philosophical insight of Monetization, Practices and Preferences in Pakistan. *Global Digital & Print Media Review*, V(I), 154-163. <https://doi.org/10.31703/gdpmr.2022> (V-I).15

6. **Paper published in Pakistan Journal of Global Social Science Review 2022 titled :**
Maqsood, M., Khalid, A., & Bokhari, S. F. (2022). The techno-Pedagogical Experience: Probing Communicative Affordance of Mobile Phones in Pakistan's Academia. *Global Social Science Review*, VII(I), 473-484. <https://doi.org/10.31703/gssr.2022> (V-II).44
7. **Paper published in Pakistan Journal of Global Social Sciences Review 2023 titled :**
Bukhari, S. F., Maqsood, M., & Khan, B. (2023). Imagination, Creativity and Adventurous Advertising: Analysing Pakistani Youngsters. *Global Educational Studies Review*, VIII(I), 238-247. [https://doi.org/10.31703/gssr.2023\(VIII-I\).22](https://doi.org/10.31703/gssr.2023(VIII-I).22)

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. **Presented 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. **Presented paper at 1st 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 2nd International Conference on Media and Conflict 2020 titled :**

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

8. **Presented paper at 1st International Conference on Balancing the Expression: Exploring Antagonism in World Media Ecosystem 2022 titled :**

Framing Analysis of Covid-19 memes as a vector of socio-political commentary

9. **Presenting paper at 6th International Research Conference on Economics, Business and Social Science Malaysia Chapter 2022 titled :**

Re-thinking my Social Media usage: Analysing the effects of 'The Social Dilemma' Netflix docudrama on Pakistani university students.

Projects and supervision

Theses

1. Supervised 23 dissertations at B.S (Hons) level of MAO College students.
2. Supervised BS (Hons) thesis in 2022 titled: "Media and Political Communication: Analysing the Impact of Political Instability on Political Participation and Political Efficacy among Youth.
3. Supervised Master's thesis in 2022 titled: "Traditional VS Online Education: Analysing The Challenges and Prospects.
4. 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" in 2017.

Advertising Projects

1. Naturally Yours Organic Juices (2022)
2. Cosmetic Brand "Spot light" (2022)
3. STOP THE CLOCK" (Hair and Skin care solution) (2022)
4. Threads & Trends" (clothing brand) (2022)
5. "Grocer App" (shop smart platform for customers to shop groceries online)(2022)
6. Zala Organics (2022)
7. "Celebro" (a clothing brand) (2022)
8. "Bara Socho Bara Karo" (a digital entrepreneurship platform) (2022)
9. "GLO-UP" (Skin care Brand) (2022)
10. Aromary (Scented Candles) (2022)
11. "Miracurls"(Hair Care brand) (2022)
12. Elahi Khas (Clothing Brand) (2022)
13. Utopia Bakes (Bakery and confectionaries) (2022)
14. "Food Quest" (on online food brand) (2022)
15. "GenZ" (Clothing Brand) (2022)
16. "MEDAID" (A pharmaceutical campaign) (2022)

Public Relations Campaigns

1. PR campaign on "Careem" (2022)
2. PR campaign on Thrift store "Thrift Me" (2022)
3. PR campaign on tourism agency "Eco-tourism" (2022)
4. PR and advocacy campaign for fact checking in the Post-Covid era "New Media and infodemic" (2022).
5. PR campaign on Animal Rights foundation "Brooke" (2022).

6. PR campaign for "Qasim Ali Shah Foundation" (2022).

Electronic Media Projects

1. Documentary titled Pakistani Drama Industry: Challenges and Prospects (2022).
2. Documentary titled Street Food of Punjab (2022).
3. Documentary titled Neem Hakim Khatra Jaan (Misinformation about Health issues Online)(2022).
4. Documentary Cyber Security "Prospects and way forward" (2022).
5. Documentary titled Slum Life in Pakistan (2021).
6. Short Film titled DAAR (2021).
7. Documentary titled Abandon Childhood based on Child Protection Bureau (2021).

Digital Media

1. Sneak Peak a YouTube channel based on infotainment genre (2022)
2. You are Beautiful the way you are (Digital Campaign) Masters Digital Media Project (2021)
3. Trans-Humans (Digital Campaign) Masters Digital Media Project (2021)

Workshops & Trainings

1. Attended a three days online training Workshop on, "Impact of Globalization on Rural Development of Pakistan" organized by AHK National Centre for Rural Development Islamabad on 8-10 May, 2023.
2. Attended a three days Journalists Safety Workshop on, Ensuring Physical and Mental Safety of Journalists amid Violent Events at Forman Christian College (A Chartered University) Lahore, Pakistan in collaboration with Oslo Metropolitan University, Norway on 14-16 March, 2023.
3. Moderated a parallel session at AMCAP-PU International Media Conference on Revisiting Relationship between Journalism(s) and Society in the Digital Age for Common Good on 8-9 February, 2023.
4. Attended a two days International Conference on Science Journalism at Forman Christian College (A Chartered University), Lahore, Pakistan on 11-12 January, 2023.
5. Attended 2nd Climate Journalism Education Workshop on Teaching Climate Journalism at Pakistani Universities: Finding a Global Perspective at Forman Christian College (A Chartered University), Lahore, Pakistan on December 13, 2022.
6. Moderated a session on Role of Academia and Civil Society in Sensitizing Youth on the issue of Gender Based Violence organized by the department of Development Communication in collaboration with Mumkin Alliance December 2, 2022.
7. Moderated a session at the seminar on Civic Education and Civil Liberties organized by the department of Development Communication in collaboration with Center for Peace and Secular studies November 17, 2022.
8. Moderated a parallel session at 1st International Conference on Balancing the Expression: Exploring Antagonism in World Media Ecosystem 2022.
9. Attended a three days Training Workshop on Peace Journalism, Surviving the Social Media Onslaught: Mainstream Journalism, Peace and Democracy in Transitional Societies at Forman Christian College (A Chartered University), Lahore, Pakistan on 11-13 October, 2022.

10. Training Workshop on Journalism for Peace, Counter Violent Extremism among Youth and International Reporting at Forman Christian College (A Chartered University), Lahore, Pakistan on 9-11 November, 2021.
11. Attended Webinar titled, "Health Literacy & Public Policy of Pakistan in COVID-19" on June 4, 2021.
12. Attended online training session titled, "Empower & Transform Pakistani Universities in online environment" arranged by USEPF and AIOU from April 1 – September 30, 2021.
13. Attended training & interactive sessions titled, on Every Stop Counts" arranged by Media Foundation 360 21 June 2021-01-Jan-2022.
14. Attended training session titled "Peaceful & campuses arranged by Media Training and Research Center on July 6-8, 2021.
15. Attended training workshop on Journalism for Peace, Counter Violent Extremism among Youth and International Reporting arranged by Forman Christian College in Collaboration With Oslo Met University Nov 9, 11, 2021.
16. Attended Panel Discussion. SDG #5 Gender Equality on with UNDP & milkar.com under project #HER CHOICE MATTERS on Attended the Dec 7, 2021.
17. Attended workshop on "Qualitative Data Analysis using NVIVO" with ne Lech Punjab in collaboration Ministry of Social welfare DEL 28-29 2021. & Bait-ul-Maal,
18. Arranged one Lecture of 'Let's Talks series' titles "Redefining Mediated Communities: The Need of Developing Digital and Media Literacy Skills in Pakistan on Feb 15, 2022
19. Attended National Youth conference 2021 as Key Note Speaker on & Media Literacy Conference 2021 Dec 25-26, 2021.
20. Arranged National Seminar on Women's Day title "Break the Bias: Bring Gender Equity" on March 13, 2022.
21. 2 day Training Workshop on Gender Equality and safety.
22. Media management at International Labour Conference 2014.
23. Arranged Media Conference arranged as head volunteer at Institute of Communication Studies, Punjab University.
24. Training workshop on ODESK for freelancing with Devstroke.
25. Photography workshop with Nikkon Sep 2015.
26. Training workshop with Unified Media Club on investigative Journalism Oct 2015.
27. 2 day workshop on World View of Allama Iqbal Dec 2016.
28. Workshop on Social Action Research Project for British High Commission 2018.
29. Academic training workshop on Literature Review as a Roadmap for Good Research by Marianne Barrett from Arizona State University 2018.
30. Academic training workshop on Writing Effective Arguments by Ivette Chavez & Lisa Cahill from Arizona State University 2018.
31. Organize first TedX Punjab University 2019.

References

1. DR. AYESHA ASHFAQ

(Associate Professor/ Chairperson Department of Development Communication)

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