

Updated: July, 2026

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 University of the Punjab, Lahore, Pakistan

**EXPERTISE**

News Reporting, News Editing, Op-Ed, Public Relations, Research in Journalism Studies and Political Communication, Elections and Journalism, Journalism Ethics, Sports Journalism

EDUCATION

Research Exchange Scholar Arizona State University US, Walter Cronkite School of Journalism and Mass Communication (2016-2017)

PhD Communication Studies (2012-16)

Bahauddin Zayariya University, Multan, Pakistan.

(completed Literature Review and Data Analysis at Arizona State University, USA)

PhD Dissertation: “Impact of Communication Channels on Voting Behaviour in Punjab, Pakistan: A Longitudinal Study of pre and post General Elections – 2013”

PhD Research Work mentors (in Arizona State University, USA and BZU, Multan, Pakistan)

- Prof. Dr. Marianne Barret, Dean Walter Cronkite School of Journalism and Mass Communication, Arizona State University, USA
- Dr. Shahzad Ali, Professor and Chairman at Department of Media and Communication Studies, BZU, Multan, Pakistan. (Supervisor)
- Dr. Hazel Kwon, Associate Professor at Walter Cronkite School of Journalism and Mass Communication, Arizona State University, USA

M. Phil. in Mass Communication (2001-2003)

University of the Punjab, Lahore, Pakistan

Dissertation Title: “*Credibility of CNN, BBC and Al-Jazeera in Pakistan with special reference to Iraq War Coverage.*”

Master’s Degree in Mass Communication (1998-2000)

University of the Punjab, Lahore, Pakistan

Dissertation Title: “*Comparative Study of the Policy shift in Major National Urdu Newspapers of Pakistan after General Musharraf take-over (military coup)*”

Bachelor’s Degree (Journalism and Education) (1996-1998)

University of the Punjab, Lahore, Pakistan

Intermediate (Physics, Chemistry, Biology)

Forman Christian College, Lahore (1994-1996)

Work Experience

- Associate Professor (July, 2022 to date)
 Dept. of Journalism Studies at School of Communication Studies,

University of the Punjab, Lahore-Pakistan

- Assistant Professor (2013-2022)
Department of Journalism Studies, School of Communication Studies,
University of the Punjab, Lahore-Pakistan
- Assistant Professor (2010 to 2013)
School Media and Communication, University of Management and Technology, Lahore
- Public Relations Officer (2008-10)
University of the Punjab, Lahore, Pakistan
- Visiting Faculty Media and Communication (2008-2010)
Allama Iqbal Open University

ADDITIONAL Executive Jobs

- Director Sports University of the Punjab (2025 to date)
- In-charge Director Punjab University TV Center (2021- To Dec 2024)
- Director Planning and Development Punjab University (2018)
- Chairman Hall Council (In-charge of all 30 hostels (20 male, 10 female) of varsity with around 10000 resident students (2018)
- Warden Boys Hostel 19, University of the Punjab (2017 to date) – 370 resident students
- Editor Punjab University News (Newsletter 2017 To 2024) - train journalism students
- Editor The Educationist newspaper, publish and circulated by university students (Feb, 2014 to date) – launched as Lab newspaper now it's a country-wide commercial newspaper

Other Additional Responsibilities

- Coordinator Development Journalism 2-Year Degree Program (postgraduate) School of Communication Studies (2014-2021)
- Member Doctoral Program Coordination Committee at School of Communication Studies (SCS) (2018 to date)
- Member Doctoral Admission Committee (2018 to date)
- Advisor Student Affairs, (2013 To 2021),
School of Communication Studies, PU
- Coordinator Examination Committee, (Jan, 2024 to date)
Department of Journalism Studies

JOURNALISM EXPERIENCE

The Educationist	(Feb, 2014 To date)
Designation:	Founding Editor
Responsibility:	To see overall publication of print and online edition as Editor of the newspaper
Distinction:	The newspaper is being published by students and circulated across country, especially among 200+ universities/colleges of Pakistan
Daily Times	(2010-2017)
(National Newspaper)	Worked as Staff Reporter/Correspondent/Opinion Writer

Distinction Published 100s of exclusive news reports and visited USA, India, UAE on behalf of the newspaper

Daily The Sun (October 15, 2006 to Jan 20, 2008)

(National Newspaper)

Designation: News Editor

Responsibility: To work news selection, prioritizing, editing and coordinate with all desks as Chief News Editor (CNE) because the said post was vacant. I was senior most person in the newspaper after the Editor

Daily The Post (Aug 12, 2005 to Oct. 15, 2006)

(National newspaper)

Designations: Sub-editor Main Desk (Front/Back pages)/
Editor City Desk

Daily The Sun (Dec 01, 2003 to Aug. 12, 2005)

(National newspaper)

Designation: Sub-editor/ Editor City Desk

TV-2 (Oct. 01, 2002-Dec. 28, 2003)

Designation Assistant Director

Responsibility Documentary/Drama productions

Weekly Independent (2004)

Designation: Reporter (Free Lance writer)

Daily Muqabla (March 20, 2002 to Aug30, 2002)

(Urdu language newspaper)

Designation: Reporter

Daily Ausaf (Aug1999 to Jan. 2001)

(Urdu Language newspaper)

Designation: Reporter

Internship

Pakistan Television Reporting and Production (2-month training)
(National state-run TV)

Daily Pakistan Subediting (2-month training)
(National Urdu language newspaper)

PUBLIC RELATIONS POSITIONS

Punjab University (Jan. 2008- Feb 2010)

Designation Public Relations Officer

Distinction: Besides working as PRO to vice chancellor, I had established a Research Wing there to promote research, innovations and work of varsity faculty and students. Several reports of this research wing were published and broadcast in the national media

IRED (**Iqbal Institute for Research Education and Dialogue**) (2006-2007)

Designation Worked as Media Associate

Distinction: Promoted liberal progressive Islamic thoughts and practice need for the society through media ensuring good coverage of visiting scholars for Jamia tul Azhar and other Islamic institutions.

Visited India as part of an interfaith dialogue held in New Delhi

AWARDS | HONORS | RECOGNITIONS | FELLOWSHIP

1. Recognition by Chairman Higher Education Commission of Pakistan and Chairman Punjab Higher Education Commission for publishing Lab Newspaper *The Educationist* for the training of students as Editor since 2014 to date. The newspaper is circulated across country and to date trained hundreds of students for the competitive news media market.
2. Award of Appreciation by the Centre for Global and Strategic Studies and Vice Chancellor with special mention: **extraordinary efforts to motivate students leading towards article writing** to project soft image of Pakistan
3. Recipient *Visiting Scholar at Residence Award* by US State Department (Aug-Dec 2016) to work with two American professors on my PhD dissertation
4. Completed Global Leadership Program with Herbert Humphrey Fellows - journalists from 15 countries and American media students at Walter Cronkite School of Journalism and Mass Communication, Arizona State University.
5. Successfully completed Fellowship *Transdisciplinary Research Faculty Seminar* at Center for the Study of Religion and Conflict, ASU, America.
6. **AdAsia Lahore 2019**, Recognition by Advertising Association of Pakistan for coordinating with 100 student volunteers to help organize the AdAsia Lahore – held after 30-year in Pakistan.
7. I was awarded **Medal** and **Certificate appreciation** for Agriculture and Dairy Sector reforms Reporting for *Daily Times*, an elite English language newspapers of Pakistan
8. Recognition and salary appraisal by the University of Management and Technology, Lahore for **extraordinary student feedback**
9. Recognition by Vice Chancellor University of the Punjab for publishing university Year Performance Report and Publishing University Newsletter *PU News* since 2017
10. Recognition by Directorate General Public Relations Punjab for students’ trainings
11. Awarded **Medal** for Media by the Boys Scout Association of Pakistan.
12. Recognition by *Markazia Majlis Maulana Zafar Ali Khan* for two-decades-long association
13. Recognition by *Maulana Zafar Ali Khan Trust’s Research and Analysis Committee* which organize events and publication of thoughts/reflections of media scholars and journalists on current issues

POSTGRAD COACHING

Academic Program	Subject	Session/s
PhD Communication Studies	1. Mass Media Research Tools	2020-2025
	2. Information Management	2022-2027
MPhil Communication Studies	1. Advance Development Communication	2015- to 2022
	2. Theories of Mass Communication	2019- to 2022
	3. Mass Media Research	2020 -2022
	4. Political communication	2023 and 2024
	5. Research Practicum	2023
	6. Development Journalism	2023-2025

MSc Communication Studies/ BS	1. Mass Media Research	2010-to 2018
	2. Development Sector Media Entrepreneurship	
	3. News Reporting	2013 to date
	4. Public Relations	
	5. News Editing	2013 to date
	6. Magazine Journalism	
	7. Opinion-Editorial writing	

RESEARCH GRANTS

1. Punjab University, Rs 300,000 (2025-26)
 - Project Title: Perceptions of journalists of US, China, UK, Germany about Pakistan
D/758/ORIC, Dated 20-02-2025)
 - Investigator: **Sarwar, M.S.** (PI)
2. Punjab University, Rs. 250,000 (2022-23)
 - Project Title: “Impact of Social Media on Elections in Pakistan” (Award Number: D/758/ORIC, Dated 28-02-2023)
 - Investigator: **Sarwar, M.S.** (PI)
3. Punjab University, Rs. 200,000 (2021-22)
 - Project Title: “Muslim World Media Framing of Joe Biden Election as US President: Reviewing Reactions of the 12 Largest Populated Islamic Countries” (Award Number: D/72/Est-I Dated 14-01-2022)
 - Investigator: **Sarwar, M.S.** (PI)
4. Punjab University, Rs. 150,000 (2018-2019)
 - Project Title: “Media Code of Conduct Violations by Anchorpersons: Measuring the Relationship Between Mass Communication Education and Practice of Professional Ethics”
 - Investigator: **Sarwar, M.S.** (PI)
5. Office of Research Innovation and Commercialization, Rs 150,000, (2014-15)
 - Project Title: “Effects of Political polarization of Media On Contents Credibility and Consumers in Pakistan” (Award Number. D/26/ORIC
 - Investigator: **Sarwar M.S.** (PI)
6. Office of Research Innovation and Commercialization, Rs. 150,000, (2014-15)
 - Project Title: “Project Title: Cameramen engineer facts and construct reality: A study based on Pakistani media persons’ real life stories about their coverage of protest demonstrations” (Award Number. D/989/Est.I/08/03/16)
 - Investigator: **Sarwar, M.S.** (PI)
7. Punjab University, Rs. 150,000, 2013-2014
 - Project Title: “Social Media and Sectarian Violence in Pakistan: Roles and Responsibilities” (Award Number: D/839/FBSS)
 - Investigator: **Sarwar, M.S.** (PI)
8. Tehqeeq, Social and Marketing Research Organization of Pakistan, Rs 100,000, (2006)
 - Project Title: “Measuring the awareness level of Public regarding Citizen Community Boards established for local union council’s development”
 - Investigators: **Sarwar, M.S.** (PI)
The research results were published in 10 national newspapers

RESEARCH PUBLICATIONS (* = Student)**Research Areas**

Journalism Studies
 Political Communication
 Journalism Ethics
 Public Relations and Journalism
 Media and Education
 Development Communication

Peer Reviewed Journal Publications:

1. **Sarwar, M. S.**, Shafiq, M. S., Shafiq, J., & Sajjad, F. (2024). Media Code of Conduct Violations: A Study on Mass Communication Education and Practice of Professional Ethics. *Law and Policy Review*, 2(2). Retrieved from <https://journals.umt.edu.pk/index.php/lpr/article/view/4822>
2. **Sarwar, M.S.**, Zaffer, N. & Zaffer, A. (2023). Policing the Priming and Gatekeeping Dilemma: A Comparative Analysis of Pakistan Democratic Movement in ARY News & Geo News. *Journal of Media and Entrepreneurial Studies*, 3(2023). DOI: <https://doi.org/10.56536/jmes.v3i.26>
3. *Asim, M., Saleem, N., & **Sarwar, M.S.** (2023). Social Media Consumption as a Predictor of Youth development: An Analysis from Public Sector College Students of Lahore. *Journal of Policy Research*. 9, 1 (Apr. 2023), 564–568. DOI:<https://doi.org/10.5281/zenodo.8343824>.
4. Shafiq, H.M.S., **Sarwar, M.S.**, & Shafiq, J. (2022). Justice Delayed is Justice Denied: Reflections of Lawyers and Media Persons to Improve the Legal System. *Pakistan Languages and Humanities Review*, 6(2), 1103–1114. [https://doi.org/10.47205/plhr.2022\(6-II\)93](https://doi.org/10.47205/plhr.2022(6-II)93)
5. *Shafiq, J., Shafiq H.M.S., **Sarwar, M.S.** (2022). Use of ICTs and Artificial Intelligence to Overcome Judicial Trial Delays in Pakistani Courts. *Pakistan Languages and Humanities Review*, 6(2), 1153-1163, doi:10.47205/plhr.2022(6-II)97
6. *Shahzad, K., Saleem, N., & **Sarwar, M. S.** (2021). Overtness vs Covertness: Operations of Propaganda Model Filters in Pakistani Newspapers. *Journal of the Research Society of Pakistan*, 58(2), 206-214.
7. Aslam, M. J., **Sarwar, M. S.**, *Bhatti, U. A., & *Shakoor, S. Status of Media Freedom and Democracy in Pakistan: Perception of Journalists and Politicians. *Journal of the Research Society of Pakistan*, 58(3), 92-99.
8. **Sarwar, M. S.**, *Ramazan, T., & *Shafiq, J. (2021). Television and Political Awareness: Measuring the Impact of Political Talk Shows on Political Participation of Students of Lahore. *Journal of Media Studies*, 36(1).
9. Hussain, M., & **Sarwar, M. S.** (2021). Facebook Usage for Religious Motives: Difference in Time Patterns and Demographics. *Al Qalam*, 26(1), 276-297.
10. **Sarwar, M. S.**, Shafiq, J., Haq, W. U. (2020). Problems and Benefits of Online Media Use for Education During COVID-19: A Thematic Analysis of Elementary Schools Teachers and Parents Reflections. *Journal of Elementary Vol 30(2)*.
11. **Sarwar, M. S.**, Hussain, M., & *Shahzad, K. (2021). Impact of Daily and Weekly Time Patterns on Perceived Problematic Facebook Usage Cross-Sectional Survey of University Students in Lahore. *Journal of Behavioural Sciences*, 31(1).

12. Qaddos, M., Saleem, N., & **Sarwar, S.** (2020) Animated vs. Oral Mother Goose Songs in Developing a Relationship between Mother and Child.
13. **Sarwar, M. S.**, Hussain, M. & ul Haq, W. (2020) Educational Motives versus Perceived Negative Consequences of Facebook Usage among University Students. *Bulletin of Education and Research Vol. 42(3)* pp. 79-92
14. **Sarwar, M. S.**, Shahzad, K., *Anwar, U. A. (2020). Comparative study of the policy of Urdu Newspapers Jang, Nawa-iWaqf and Express during Pakistan General Elections 2018. *Tehqeeqi Jareeda Vol. 8*
15. Mukhtar, M., **Sarwar, M. S.**, & *Shahzad, K. (2020). Descriptive Account of Public Relations Practitioners in Pakistan: Comparative Analysis of Professional Capacity of Public Relations Departments. *Pakistan Vision, 21(2)*, 107.
16. Qaddos, M., **Sarwar, M.S.**, Khan, M. Z. (2020). Media Advertisement Requirements: Disciplining Female Body for Job Hunting Vs. Islamic Philosophy of Disciplining Female Body. *Journal of Peace, Development and Communication. Vol 4(3)*.
17. **Sarwar, M. S.**, Gulzar, H., Bhatti, M. A. (2020). The Impact of Mobile Phone on Family Life: A Case Study of Lahore, Pakistan. *Journal of Peace, Development and Communication. Vol. 4(3)*.
18. **Sarwar, M. S.**, *Zaidi, S. A. R., * Shahzad, K., & Shafiq, J. (2020). Media Coverage of Balochistan Issues Vs Insights of Balochistanis: Thematic and Content Analysis of Top Issues of the Province. *Journal of Research Society of Pakistan Vol 57(2)*.
19. **Sarwar, M. S.**, *Shahzad, K. & Shafiq, J. (2020). Economy, Media and Voting Behaviour: Communication Channels' Impact on Different Income Groups in Punjab, Pakistan. *Pakistan Economic and Social Review Volume 58(2)*.
20. **Sarwar, M. S.**, Bhatti, M. A., & Gulzar, H. (2020). A Textual Enactment of Cartoon and Editorial: CDA and Semiotic Analysis of Daily Dawn Coverage of 89-Year Record Shattering Rains of Karachi. *Pakistan Social Sciences Review, Vol. 4(IV)*.
21. **Sarwar, M. S.**, & Haq, W. U. (2020). Religion, Media and Elections: How Communication Channels' Affect Voters Belonging to Different Religions in Punjab, Pakistan? *Jihāt-Ul-Islām Vol 14 (1)*.
22. **Sarwar, M. S.**, Haq, W. U., Shafiq, J., & *Shahzad, K. (2020). Effect of Political Leaders' Televised Uncivil Language on Society: Citizens' Following of Negative and non-Islamic Language. *AL-ADWA, 35(54)*.
23. Muslim, I., **Sarwar, M. S.**, & Bajwa, A. M. (2020). Endorsement of Diverse Cultures in Less Developed Areas: A Study to Understand the Effects of Cable Television in Southern Punjab. *Pakistan Social Sciences Review Vol 4(III)*
24. **Sarwar, M. S.**, Umer. S., & Bajwa, A. M. (2020) Effects of Political Polarization of Media on Contents Credibility and Consumers in Pakistan. *Pakistan Social Sciences Review, 4 (III), 599-609*
25. Muslim, I., Latif, F., & **Sarwar, M. S.** (2020). Processing of Political Contents of Mass Media: An Analysis under the Elaboration Likelihood Model of Persuasion. *Sir Syed Journal of Education & Social Research Vol. 3(3)*, 141-147.
26. **Sarwar, M. S.**, Muslim, I., & Latif, F. (2020). Impact of Media on Biradari based Voting in Punjab Province of Pakistan. *International Review of Social Sciences Vol 8 (8)*.

27. Muslim, I., **Sarwar, M. S.**, & Latif, F. (2020). Depiction of Smart Phones Consumption in Intelligence Quest of Students. *International Review of Social Sciences, Vol 8(7)*.
28. **Sarwar, S.**, Haq, W. U., Ramzan, T., & Shafiq, J. (2020). Pakistan Social Media and Sectarian Violence: Roles and Responsibilities of the State and Consumers. *Journal of the Research Society of Pakistan, Vol. 57(1)*.
29. **Sarwar, M. S.**, Haq, W. U., Mukhtar, M., & Shahzad, K. (2020). Media, Education and Voting Behaviour: A Comparative Study of Communication Channels' Impact on Voters having Elementary, Secondary and Higher Education in Punjab, Pakistan. *Journal of Elementary Education, 30(1), 19-26*.
30. **Sarwar, M. S.**, ul Haq, W., Shafiq, J., & *Shahzad, K. (2020). Political Communication and Post-Election Public Opinion Formation in Pakistan: Effect of PTI Government's Policies on Youth Voters. *Political Communication, 6(1), 01-08*.
31. **Sarwar, M. S.**, ul Haq, W., *Shahzad, K., & Shafiq, J. (2020). Uncivil Language of Political Leaders and Voting Patterns: Measuring the Impact on Youth Voters During Pakistan General Elections 2018. *Journal of the Punjab University Historical Society Vol. 33(1)*.
32. **Sarwar, M. S.**, Muslim, I., & Muddser, H. M. Shahzad, K. (2020). Electoral Engagement Patterns and Voters Professions in Pakistan General Elections 2013: Influence of Interpersonal Communication and Media. *Pakistan Social Science Review. Vol. 4 (I)*.
33. Muddser, H. M., **Sarwar, M. S.**, Shahzad, K., & ul Haq, W. (2019). Practitioners' Roles Obligations and Preferences in Public Relations Industry in Pakistan: A Quantitative Assessment *Journal of the Research Society of Pakistan, Vol 56(2)*.
34. **Sarwar, M. S.**, & Shahzad, A. (2019). Impact of Electronic Media, Print Media and Interpersonal Communication on Voters' Decision Making in Punjab Pakistan. *Pakistan Vision, 20(1), 1*.

Non-Refereed Academic Publications:

1. Gilani, M., & **Sarwar, M.S.** (2010). US Image in Pakistan: Dialogue Between Delegation of University of Louisville, USA and Institute of Communication Studies faculty. Proceedings of the roundtable discussion (Intro Article).
2. **Sarwar, M.S.** (2015). PUCSRC 2015 conference, Freedom of Expression: Glocal Politics of Emotions, Lahore November, 2-4, 2015. Proceedings of the Conference for media. (Media Reports)
3. **Sarwar, M.S.** (2005). Comparative Study of the Credibility of *CNN, BBC and Al-Jazeera* in Pakistan with Special Reference to Iraq War Coverage: A Longitudinal Study. MPhil Dissertation, Institute of communication Studies University of the Punjab.
4. **Sarwar, M.S.** (2000). Comparative study of the policy shifts in major daily newspapers of Pakistan after October 12, 1999 (Musharraf takeover) (M.A. Dissertation), Institute of communication Studies University of the Punjab.
5. **Sarwar, M.S.** (2006). Measuring the awareness level of Public regarding Citizen Community Boards established for local union council's development." Survey results published in 10 national newspapers.

CURRICULUM DEVELOPMENT

Degree	Degree/Course Title	Developed For
MPhil	1.Development Journalism (3 CrHrs)	University
	2.Research Practicum (3 CrHrs)	University
Masters	MSc Development Journalism (Degree 132 CrHrs)	University
Graduate	Associate Degree Program Journalism (developed curriculum as member of a committee for 2-year degree program)	HEC
Masters	1. Developed BS 4 Year Degree Program of Dept. of Media and Communication at University of Management and Technology, Lahore (128 CrHrs)	University
	2.News Reporting,	University
	3.News Editing	
	4.Media Entrepreneurship Course (MSc)	University
3 Diploma/ Certificate Courses	1. Media Laws and Ethics	Department
	2. Media Entrepreneurship	
	3. TV News Anchor	

CONFERENCE PRESENTATIONS (* = Student)

1. **Sarwar, M.S.** (2024). Chaired a Session and delivered Keynote address on Contemporary World Media Issues (in plenary session at 2nd International Conference on Media and Communication Research ICMCR: Contemporary Global Trends in Mass Media Research Prospects and Challenges, organized by Department of Media and Communication Studies, Bahauddin Zakariya University, Multan, during April 25-26, 2024.
2. **Sarwar, M.S.** (2024). Session Chair titled: Media, Universities and Industries Linkages at 9th Invention to Innovation Summit 2024: Innovation Expo to Buy and Sell Techniques held on February 27-28 at University of the Punjab, Lahore.
3. **Sarwar, M.S.** (2024). Chaired Session titled: “Science Journalism and Communication” at AMCAP – UOS International Media Conference 2024: Artificial Intelligence and Media: A Force of Colonisation or Empowerment? Department of Communication and Media Studies, University of Sargodha (Feb 19-20, 2024), Sargodha.
4. **Sarwar, M.S.** (2023). Session Chair at 1st International Conference on Media and Communication Research – ICMCR organized by the Department of Media and Communication Studies, Bahauddin Zakariya University during May 4-5, 2023 at Multan.
5. **Sarwar, M.S., & Shafiq, J.** (2022). Fake News and Self Protective Behaviour during Covid-19. IMC – 2022 International Media Conference on “Balancing the Expression: World Media Antagonism and Media Ecology” organized by Department of Communication and Media Research, School of Communication Studies, Lahore.
6. **Sarwar, M.S., & Shafiq, J.** (2020). Social Media and Sectarian Violence in Pakistan: Roles and Responsibilities. ICMC – 2020, 2nd International Conference on Media and Conflict: Peaceful

co-existence in Digital Space, organized by Pakistan Peace Collective, a project of Ministry of Information and Broadcasting, during February 11-12 at Islamabad.

7. **Sarwar, M.S.**, & *Bilal Naveed. (2016). Impact of Political Psychology of TV Reporters on their Routine and Exclusive Reporting. International Conference of Applied Psychology: Practice and interventions Feb 6-8, 2019. University of the Punjab, Lahore.
8. **Sarwar, M.S.** (2012). Media reporting of Gender and Sex: Professional care and bias, paper was presented in conference entitled: Psychology of Gender conducted by Department of Social Sciences, University of Management and Technology, Lahore.
9. **Sarwar, M.S.** (2016). Sectarian Violence in Pakistan and Social Media. Presented in Florida State University, USA Media Conference-2016.

CONFERENCE ORGANIZED, PARTICIPATED

1. Organized and Chaired a conference session titled: **Media, Universities and Industries Linkages** as part of the 9th Invention to Innovation Summit 2024: Innovation Expo to Buy and Sell Techniques held February 27-28 at University of the Punjab, Lahore.
2. International Media Conference (IMC) – 2022 on “Balancing the Expression: World Media Antagonism and Media Ecology” organized by Department of Communication and Media Research, School of Communication Studies, Lahore. (Organizer, Chaired one session).
3. AdAsia Conference - 2019. Lahore, Pakistan. Organized as **Management Team** in collaboration with Center for Global and Strategic Studies. Managed and coordinated with 100 student volunteers to help organize the event as focal person from School of Communication Studies. The event held after 30 years in Lahore, Pakistan during December 03-05, 2019.
4. Attended and participated in Asia **Panel Discussion**, the National Communication Association’s 102nd Annual Convention to Focus on Civic Engagement and Social Justice, USA Philadelphia, USA (2016).
5. Chaired a session the Conference on “World Trends in Freedom of Expression and Media Development; A Pakistani Perspective on UNESCO Report”, held at PU during Feb 27-28, 2018. **Conducted Session** was on “Media Pluralism”.
6. International Business Conference, University of Management and Technology (2012). Organized as was **media coordinator** of the conference.
7. Participated in the Made in Pakistan Show held in Amritsar India – 2015
8. PUCSRC-2015 International Conference "Freedom of Expression: Glocal (Global and Local) Politics of Emotions". Organized as **Media Manager**.
9. Invited **guest speaker** in New Delhi, India at South Asian Consultation of Scholars and Activists on Peace Building in Islam and Other Religions during January 05-07, 2008.
10. Invited Speaker at Pakistan Navy Training Project/Conference. Conducted Session on significance of Public Relations and Press Release writing held and Pakistan Navy War College during on June 13, 2015.
11. Participated in **Panel Discussion** of the International Conference Covering Each Other - in an Era of Imagined Clashes of Civilizations held at PU ICS during Feb 04-06, 2009.

12. Invited as **Guest Speaker** to talk on “Media and Governance” at Maulana Zafar Ali Khan Trust on January 17, 2017.
13. Conducted/**organized session** on Role of Media in promotion of Science, Technology and Education as event partners from the Platform of *The Educationist* newspaper where I serve as Editor. The Conference title was Invention to Innovation Summit – 2017.

PhD/M.Phil/MS Produced

Degree	Session	Status	Capacity	Title of Research/Thesis
Ph.D	2013-18	Completed	Supervisor	Propaganda Model Application to News Stories in Leading English Dailies of Pakistan
Ph.D	2013-18	Completed	Supervisor	Role of Social Media in Youth Development: A Case of Collegiate Students
PhD	2020-25	In progress	Supervisor	Political Polarization in Pakistan: Analyzing the Role of Uncivil Social Media Discussions, Unfriending and Religiosity
PhD	2020-25	In Progress	Supervisor	“Modelling Predictors of Fake News Sharing Behavior: A Moderated Mediation Analysis of University Students in Punjab”
PhD	2020-25	In Progress	Supervisor	Political Propaganda: A Critical Discourse Analysis of Pakistan Tehreek i Insaaf Use of Phrases and Words on Social Media
MS/M.Phil.	2025-26	Completed	First Supervisor	Fake News Detection Practices in US, UK, Germany and their Applicability in Pakistan
MS/M.Phil	2019-21	Completed	First Supervisor	Effect of Social Media Consumption on Voters’ Perceptions about Political Parties of Pakistan: A Case Study of General Elections 2018
MS/M.Phil	2019-21	Completed	First Supervisor	Facebook and Hate Speech: A Comparative Study of University and Madrassa Students’ Engagement in Sectarian Content
MS/M.Phil	2019-21	Completed	First Supervisor	Islamophobia and Framing of Islam in Europe: A Comparative Content Analysis of The Local Coverage of France, Denmark and Austria Editions
MS/M.Phil	2019-21	Completed	First Supervisor	Effect of TV Coverage of Child Abuse Incidents on Parents of School-going Children in Lahore
MS/M.Phil	2019-21	Completed	First Supervisor	Effect of TV Crime Dramatization on Perceptions about the Criminal Justice System of Punjab
MS/M.Phil	2019-21	Completed	First Supervisor	Effects of Facebook Intensive Use on Self-Transcendence of Pakistani youth
MS/M.Phil	2019-21	Completed	First Supervisor	Effect of Social Media Consumption on Voters’ Perceptions about Political Parties of Pakistan: A Case Study of General Elections 2018
MS/M.Phil	2019-21	Completed	First Supervisor	Facebook and Hate Speech: A Comparative Study of University and Madrassa Students’ Engagement in Sectarian Content
MS/M.Phil	2019-21	Completed	First Supervisor	Islamophobia and Framing of Islam in Europe: A Comparative Content Analysis of The Local Coverage of France, Denmark and Austria Editions

MS/M.Phil	2019-21	Completed	First Supervisor	Effect of TV Coverage of Child Abuse Incidents on Parents of School-going Children in Lahore
MS/M.Phil	2015-17	Completed	First Supervisor	Portrayal of Syrian Refugees in American Editorial Cartoons
B.Sc (Hons)	2012-16	Completed	First Supervisor	Women magazine "Femella"
B.Sc (Hons)	2012-16	Completed	First Supervisor	Insider (Newspaper)
B.Sc (Hons)	2012-16	Completed	First Supervisor	Media Messages: Decoding pattern of citizens of Lahore.
B.Sc (Hons)	2012-16	Completed	First Supervisor	Critical analysis of MCB PR strategy of NAB
B.Sc (Hons)	2013-2017	Completed	First Supervisor	Sports Magazine
B.Sc (Hons)	2013-17	Completed	First Supervisor	Critical analysis of use of Twitter by Pakistan Foreign Office over LOC violations by India.
B.Sc (Hons)	2013-2017	Completed	First Supervisor	Effects of Billboard Advertisement on customers buying behavior.
B.Sc (Hons)	2013-2017	Completed	First Supervisor	Media Censorship on the issue of missing persons: A qualitative study based on interview of newspaper editors
B.Sc (Hons)	2013-2017	Completed	First Supervisor	Awareness Campaign on "Environmental Protection 2015
M.Sc	2018-20	Completed	First Supervisor	Journalists problems during Corona Virus in Punjab
B.Sc (Hons)	2015-19	Completed	First Supervisor	Advocacy campaign against tyre burning among Lahore trade unions.
B.Sc (Hons)	2015-19	Completed	First Supervisor	"Pakistani Mithaiyan"; Documentary for Branding Pakistani sweets in International Market
B.Sc (Hons)	2015-19	Completed	First Supervisor	Treatment of drug abuse in rehabilitation centers of Lahore.
B.Sc (Hons)	2015-19	Completed	First Supervisor	Public service message against dengue.
M.Sc	2012-14	Completed	First Supervisor	Critical evaluation of Population Welfare Department Public Relation Strategy – 2014
M.Sc	2012-14	Completed	First Supervisor	Critical evaluation of PR strategy of CDGL to eradicate polio in Lahore 2014
M.Sc	2015-17	Completed	First Supervisor	PR project on "Stop Violence against third gender"
M.Sc	2016-18	Completed	First Supervisor	Awareness Campaign on Hand wash after toilet and before eating
M.Sc	2016-18	Completed	First Supervisor	PR case study on "Uber", how it became a success in Pakistan?
M.Sc	2017-19	Completed	First Supervisor	Cancer Disease Or A Business: A Critical Analysis
M.Sc	2018-20	Completed	First Supervisor	Documentary on "Future belongs to Artificial Intelligence"
M.Sc	2018-20	Completed	First Supervisor	Awareness campaign against use of plastic water bottles and food containers
M.Sc	2018-20	Completed	First Supervisor	Exposition of Adverse Effects of Web Series on Youth
M.Sc	2018-20	Completed	First Supervisor	Difficulties faced by frontline fighters during war against Covid-19
M.Sc	2017-19	Completed	First Supervisor	Effects of Drug Abuse in Education Institutions
M.Sc	2014-16	Completed	First Supervisor	An analysis of rise of sectarianism among Pakistani household women watching religious channels

PROFESSIONAL MEMBERSHIPS

Name of Organization	Date of Joining	Ending Date	Nature	Major activities of society
National Communication Association	20/10/2016	20/10/2018	International	Conferences, Scholars Linkages etc
Markazia Majlis Maulana Zafar Ali Khan	20/10/2001	ToDate	National	Promotion of journalistic, other work of Militant journalist and Pakistan Movement leader Maulana Zafar Ali Khan, Seminars, talks etc
Maulana Zafar Ali Khan Trust Research and Analysis Committee	01/01/2016	ToDate	National	Publication of thoughts/reflections of media scholars
Lahore Press Club	01/01/2005	ToDate	National	and journalists on current issues Press Conferences, Media workshops, trainings,
Punjab Union of Journalists	01/01/2007	ToDate	National	socialization, Media Freedom campaigns Press Freedom, Journalists Rights, Trainings,
Pakistan Federation of Union of Journalists	01/01/2007	ToDate	National	Workshops etc Press Freedom, Journalists Rights, Trainings,
Rotary Club of Lahore Canal	01/01/2015	ToDate	International	Workshops etc Awareness Campaigns, Student scholarships, Polio
Academic Staff Association	17/06/2013	ToDate	National	campaigns, Academic policies, Teachers rights, seminars etc
Eliaf Club	20/10/2015	ToDate	International	Seminars, Talk Shows, Discussions on current affair
Global Media Guild	10/12/2020	ToDate	International	Media Education reforms, Media issues, Media policy talks etc

Mentorship

Foreign Mentorship

US journalism student Mr. Tobias Burns was attached with me at *Daily Times* in Lahore, Pakistan for reporting training. Currently he is serving in NHK Japan Broadcasting Corporation'

National Mentorship

- Mr. Khurram Shahzad joined me as an Intern at Daily *The Sun*. Later, he was also my postgrad student at School of Communication Studies. He completed doctoral thesis under my supervision. He is now assistant professor at our School and additionally serving as Public Relations Officer of the university
- Muhammad Ittefaq was my student at SCS and Intern with me at *The Educationist*. He completed his MS Media degree from Germany. Now he is a doctoral student at University of Kansas, USA.
- Mr. Azhar Iqbal was my student at SCS and also an intern with me at *The Educationist*. He went to Russia on a visa request from the platform of *The Educationist*. Now he is back in Pakistan and serving as Lecturer of Media Studies at University of Management and Technology (UMT), Lahore.

- Mr. Sharjeel Ahmad was my student of M.Phil. at SCS, is the Public Relations Officer at University of Okara and also my doctoral student at SCS. Now he is working on PhD dissertation under my supervision
- Sadia Shakoor, currently associated with Jang Group, was my student in BS 4-year Communication Studies and now in MPhil Communication Studies (Research Track). She has published hundreds of news articles in *Daily Jang*, the largest circulated Urdu newspaper of Pakistan. Currently she is working in national TV namely Sama TV.
- Ammar Sheikh my student at UMT, later joined me as research assistant at SCS and an intern of *The Educationist*. He was elevated to the rank of Editor *The Educationist*. Now he is doing MPhil from Forman Christian College, a chartered university, and working as Media Manager at Allied Bank Ltd, Lahore.
- Tayeb Ramzan, was my student at UMT. Now a lecturer at University of Lahore and my doctoral student SCS. He also published two research articles with me.
- Ali Arshad Education Reporter *The Educationist*
- Maham Rasool (PhD)
Researcher and Lecturer at National University of Modern Language, Lahore
- Arooj Auranzeib
Noted rights activist of Pakistan
- Moazam Ahmad
Assistant News Producer and Assistant Public Relations Officer, University of the Punjab
- Hafsa Chaudhry
News Caster at Geo News, the largest news channel of Pakistan

OP-ED Writings

University Publication

- Regularly write editorial for Monthly Punjab University Newsletter namely *PU NEWS* since 2017
- Wrote and Published University Performance Annual Reports for national newspapers and Special Editions of Monthly Newsletter *PU News* and *Monthly The Educationist*
- Regularly write editorial for *The Educationist*, a newspaper where I train my journalism students for the market since 2014

OP-ED in National Newspapers

Over 200 OP-ED Publications in Urdu and English newspapers of Pakistan. Also worked as Editorial writer in *The Educationist* and *PU News*.

1. **Sarwar M.S.** (2021, May 17). Education Technology and Pakistan. *Daily Jang*.
2. **Sarwar M.S.** (2020, Feb). Corona Propaganda and the Rule of Fear on World. *Daily Jang*.
3. **Sarwar M.S.** (2013, May 16). Tough time for ECP (Election Commission of Pakistan) and Justice (r) Fakharuddin G. Ebrahim. *Daily Times*.
4. **Sarwar M.S.** (2012, July 08). Media Credibility and Ethics in Pakistan. *Daily Times*
5. **Sarwar M.S.** (2012, Feb. 07). A hope to rescue Pakistan Railways. *Daily Times*

6. **Sarwar M.S.** (2011, Sept. 04). High time to re-establish culture of tolerance in society. *Daily Times*.
7. **Sarwar M.S.** (2011, Nov. 12). Clash of Civilization Theory and a Pew Survey. *Daily Times*.
8. **Sarwar M.S.** (2010, Oct. 18). Media reporting need to be unbiased. *Daily Times*.
9. **Sarwar M.S.** (2010, Feb 04). Education The Most Powerful weapon. *Weekly Cutting Edge*
10. **Sarwar M.S.** (2009, June 01). 2011 – a year of blessings and tragedies. *Daily Times*.
11. **Sarwar M.S.** (2009, June 10). Media in Pakistan – Full Freedom, no responsibility. *Weekly NewsRecord*
12. **Sarwar M.S.** (2005, April 21). Why is PU increasing fees, loosing standard? *Weekly Independent*.
13. **Sarwar M.S.** (2004, July 10). 2004 breaks record (Elections fraud claim increased around world). *Daily The Sun International*.
And many more

News Reports Published in National Newspapers

- NOTE: Over 1000 byline news reports and over 2000 other reports published in national newspapers since 2001.
- Following are some selected news reports:
 1. **Sarwar M.S.** (2013, Oct 06). World Teachers Day - ‘Call for Teachers’ theme urges educationists to be dutiful. *Daily Times*.
 2. **Sarwar, S.** (2013, October 03). Roundtable Consultations on Supreme Court Media Commission Report. *Daily Times*
 3. **Sarwar M.S.** (2013, May 07). Public urged to think critically before casting vote. *Daily Times*.
 4. **Sarwar M.S.** (2012, Aug. 26). Toy guns reflect negative trend in society, says experts. *Daily Times*.
 5. **Sarwar M.S.** (2011, Nov. 27). 45 million Pakistanis food insecure: survey report. *Daily Times*
 6. **Sarwar M.S.** (2011, Nov. 23). Emirates Airline promoting Pak-UAE trade, historic ties. *Daily Times*.
 7. **Sarwar M.S.** (2011, Feb 10). Pakistan change agents reactivating themselves. *Daily Times*.

8. **Sarwar M.S.** (2011, Jan. 01). 2010 remain a year of sufferings and struggle for Pakistan. *Daily Times*.
9. **Sarwar M.S.** (2010, Dec. 02). Artist tries to bring hope to society through paintings. *Daily Times*.
10. **Sarwar M.S.** (2010, Oct. 04). Banks and educational institutions exploiting employees. *Daily Times*.
11. **Sarwar M.S.** (2010, June 30). From bad to worse as load shedding spikes. *Daily Times*.
12. **Sarwar M.S.** (2011, May 01). Laborers demand right to live. *Daily Times*.
13. **Sarwar M.S.** (2010, Aug. 24). Milk being sold in black due to shortage. *Daily Times*.
14. **Sarwar M.S.** (2010, June 19). Investors making poultry unaffordable for one and all. *Daily Times*.
15. **Sarwar M.S.** (2005, Dec 01). Foreign countries to setup 8 new universities. *Daily The Post*.
And many more.....

References

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