

CURRICULUM VITAE`

FAHAD MAHMOOD

0061-421-701-679; 0333-4431766

fahad.dm@pu.edu.pk



EDUCATION

Qualification	Title	Institute
PhD (Continue)	Journalism and Climate Change	HDR International (PhD, Journalism) HLSS, Griffith University, Gold Coast, Australia
M.Phil.	Communication (Media) Studies	Institute of Communication Studies, University of the Punjab, Pakistan
M.A.	Mass Communication (Electronic media)	Institute of Communication Studies, University of the Punjab, Pakistan
B.A.	Journalism	University of the Punjab, Pakistan
Visiting Scholars in Residency Program	Building linkages, enhancing scholarship: Trans-disciplinary approaches to communication and development studies. (Jan-April 2017)	Walter Cronkite School of Journalism and Mass Communication and Center for the Study of Religion and Conflict, Arizona State University, USA

EXPERIENCE

Organization	Experience	Position
<i>Department of Digital Media School of Communication Studies (SCS), University of the Punjab, Lahore</i>	06/2013- Continue	Assistant Professor (BPS-19)
<i>Forman Christian College (A Chartered University)</i>	08/2009- 06/2013	Lecturer Mass Communication
<i>University of Central Punjab</i>	09/2008- 09/2011	Visiting Faculty
<i>Institute of Social & Cultural Studies, University of the Punjab</i>	02/2011- 05/2012	Visiting Faculty
<i>University of South Asia</i>	10/2008- 07/2009	Lecturer Mass Communication
<i>GEO TV</i>	2004-07	Associate Producer/Dir & Writer
<i>RUBAB Communication</i>	2003-04	Producer/Dir & Writer
<i>DESI Magazine UK</i>	2001-2005	Correspondent

Areas of Interest

- Climate Change Communication
- Journalism
- Digital Divide
- Democracy & Media
- Technology, Society and Development
- Advertising
- Media & Communication Theories
- Research Methods
- Discourse Analysis
- Reporting and Writing
- Media, Culture & Society
- Cinema Studies
- Multimedia Production

RESEARCH

- **M.Phil Thesis** titled ‘Portrayal of women empowerment in magazine advertisements of Pakistan (2003-2006) (Applied semiotic analysis and content analysis)’
- **Book Chapter** published, “Reciprocity of Digitization: Claiming Cultural & Development Space in Balochistan via Digital Bridge” for book “Global Digital Inequality: Studies in Cultural Communication”. Edited by Anna Gladkova, Elena Vartanova and Shi-Xu published in Jan 2025 by Routledge.
- **Book Chapter** Draft submitted, “Journalism in ‘D’ world: An Assessment of Needs and Strategies of Digital Media Literacy for Journalists in Unstable Democracies: A Case of Pakistan” has been accepted in “The Handbook of Applied Journalism and Media Studies - Investigating Journalism Practice Across Regions and Cultures”. Edited by Prof. Leon Yousif Barkho and Prof. Jairo Lugo-Ocanda to be published by July 2026.
- **Book Chapter** titled “Combating Bullets with Pen: The Importance of Free Media and Safety of Journalists for Building Public Sphere for Democracy in Pakistan.” for the book "Combating Threats to Media Freedom and Journalist Safety (2020)" Editor Dr. Sadia Jamil. Publisher: IGI Global
- **Book Chapter** titled “Challenges and Solutions for Academic Integrity in Mass Communication Education in Pakistani Universities” selected for the book “Towards Consistency and Transparency in Academic Integrity by Salim Razi, Irene Glendinning and Tomáš Foltýnek (eds.)” published by Peter Lang (November, 2018).
- **Research Grant** of 150,000 Rupees from University of the Punjab Lahore, Pakistan for year 2020-21 for project, ‘Smog a climate situation in Lahore: Analysis of visuals and its effects.’
- **Research Grant** of 150,000 Rupees from University of the Punjab Lahore, Pakistan for year 2018 for project, "Women portrayal in Lollywood movies during 2017".
- **Research Grant** of 150,000 Rupees from University of the Punjab Lahore, for year 2017 for project, ‘Social media as public relations tool: An Evaluation of Punjab Government Departments’ Social Media Usage Patterns".
- **Research Grant** of 150,000 Rupees from University of the Punjab Lahore, Pakistan for year 2014 for the project, ‘Corporate Influence on Pakistani Media’.
- **Research Journal Paper**, “Information Seeking through TV and Facebook and Health Belief Model: A Case of Province of Punjab (Pakistan) during Covid-19 Pandemic”. Published in Journal of Research Society of Pakistan. Vol 57(2), July-Dec., 2020.
- **Research Journal Paper**, “Climate Heroes in Movies: A Remote Perspective on Hollywood Movie Erin Brocovich. Accepted for publication in Journal of Media Studies, Vol 37(2), July 2021.
- **Research Journal Paper**, “Representation of Future Lifestyle in Science Fiction Hollywood Movies: Semiotic Analysis of Tomorrowland (2015) for Technological Utopianism”, Published in Journal of Media Studies, Vol 36(2), July 2020.
- **Research Journal Paper**, "Politics for Environment: Youth Perception on Campaign for Billion Tree Tsunami to Combat Climate Change Situation in Pakistan. Published in Journal of Media Studies, Vol. 36(1), Jan 2020.
- **Research Journal Paper** titled, "Using facebook for government public relations campaigns: Relationship between Information seeking attitude and effectiveness of public relations outcomes for facebook.” published in Journal of Media Studies, Vol. 35(1), January 2019.
- **Research Journal Paper** titled, “Journalists perception about corporate influence on Pakistani news media” published in Journal of Media Studies, Vol. 33(1), January 2018.
- **Conference Paper** "When Freedom is not a Choice: Journalists' Pursuit to Find their Digital Rights in Pakistan." Presented at Journalism Research and Education Section of

International Association for Media and Communication Research (IAMCR) for presentation at the annual conference 2019, in Madrid, Spain from 7 to 11 July 2019.

- **Conference Paper** "Visual Iconography of Religion in Movies for Extremism and its Counter Narrative. Study on Lollywood Movie *Khuda Ke Liye*" International Conference on Religion and Society, ISCS University of the Punjab, 13 November 2020.
- **Conference Paper** "Interdisciplinary Approach as a Solution to Address the Emerging issues of Academic Integrity in Behavioral and Social Sciences in Pakistan", 6th World Conference on Research Integrity, Hong Kong, 2-5 June 2019, University of Hong Kong.
- **Conference Paper** "A Dilemma in Conflict Journalism and a Conceptual Way Forward: Adherence to the Ritual of Objectivity in Crisis Situations", paper accepted for presentation, "International Conference on Media and Conflict" on 26-27 February 2019, Islamabad, Pakistan.
- **Conference Paper** "Social Media as an Opportunity Imagined by Pakistani Youth to Engage Themselves in Policy Debates for Future" paper presented for conference, "Pakistan Future: Imagination, Impact, and Dialogue" on 12-13 May 2018, Lahore, Pakistan.
- **Conference Paper** "Does News Media Agenda Meet Sustainable Development Agenda? A Study on Pakistani News Editors' Perspective" Paper accepted for presentation in International Association for Media and Communication Research (IAMCR) annual conference, 20 - 24 June, 2018, University of Oregon, Eugene, Oregon, United States.
- **Conference Paper** 'Journalism Ethics and Political News Making in Pakistan' Paper presented at international workshop organized by Center for the Study of Religion and Conflict, Arizona State University, USA, April, 2017.
- **Conference Paper** 'Cinema and Collective Memory: A Study on Commemoration of Old Times as Preserved by Pakistani Movies' Paper accepted for presentation in IAMCR Conference July, 2016.

Conferences organized & Session Chaired:

- Co-Convener: **International Conference** (forthcoming) "Health and well Being in (post) Pandemic world: roles and responsibilities of media and communication" (February 02-03, 2022). Jointly organized by University of Oakra and Association of Media and Communication Academic Professionals (AMCAP) and Higher Education Commission (HEC) Pakistan.
- Co-Coordinator: 3rd AMCAP (Association of Media & Communication Academic Professionals) **Doctoral Spring School** 2022 (Feb 06 - 13, 2022) (forthcoming). ECREA (European Communication Research and Education Association) style Summer School. Jointly organized by Association of Media and Communication Academic Professionals (AMCAP), Department of Journalism University of the Punjab, Lahore Pakistan, Punjab Higher Education Commission (PHEC) Pakistan and International Association of Media and Communication Research (IAMCR).
- Co-Convener: **International Conference** "Digital Media Ecologies in the New Normal: Challenges and Opportunities" (February 17-18, 2021). Jointly organized by Fatima Jinnah Women University (FJWU), Rawalpindi, Association of Media and Communication Academic Professionals (AMCAP) and Higher Education Commission (HEC) Pakistan.
- Co-Coordinator: 2nd AMCAP (Association of Media & Communication Academic Professionals) **Doctoral Spring School** 2021 (Feb 20 - 28, 2021). ECREA (European Communication Research and Education Association) style Summer School. Jointly organized by Association of Media and Communication Academic Professionals (AMCAP), Fatima Jinnah Women University (FJWU), Rawalpindi, Punjab Higher Education Commission (PHEC) Pakistan and International Association of Media and Communication Research (IAMCR).

- Co-Convener: **International conference** "Role of Media in Poverty Alleviation and Social Justice" (February 24-25, 2020) Karachi. Jointly organized by Association of Media & Communication Academic Professionals (AMCAP) and Bahria University, Karachi Campus.
- Co-Coordinator: AMCAP (Association of Media & Communication Academic Professionals) **Doctoral Spring School** 2020 (Feb 28- March 8, 2020). ECREA (European Communication Research and Education Association) style Summer School.
- Co-Convener: **International conference** "Media Education in Pakistan. Challenges and Opportunities. Feb 28, 2019, SZABIST Islamabad, Pakistan.
- Co-Convener: **International conference** "World trends in freedom of expression and media development; A Pakistani perspective on UNESCO report (February 27, 2018)", Jointly organized by Institute of Communication Studies (ICS), University of the Punjab, Pakistan, JIMC (Journalism and Media International Center), Oslo and Oslo Metropolitan University, Norway and Association of Media and Communication Academics of Pakistan (AMCAP), Pakistan.
- Co-Convener: **International conference** "Working within and against the structures: Women, media and transnational perspectives (February 28 – March 01, 2018)," jointly organized by Institute of Communication Studies (ICS), University of the Punjab, Pakistan, JIMC (Journalism and Media International Center), Oslo and Oslo Metropolitan University, Norway and Association of Media and Communication Academics of Pakistan (AMCAP), Pakistan.
- **Conference Session Chair** 'International International conference on Interactions & interchanges: Literature, Culture and Globalization'. Jointly organized by Arizona State University, USA and Kinnaird College for Women, Pakistan in Lahore, Pakistan (6 - 8 Dec, 2018).
- Member organizing committee for International conference, 'Freedom of expressions: Global politics of emotions', Organized by ICS, University of the Punjab, Lahore Pakistan, 2-4 November 2015.

Research & Project Supervision

- I have supervised following **Research theses**:
 - Kashmir destiny: A sentiment analysis of Twitter data in post Article-370 revocation. (MPhil Thesis)
 - Infidelity and extra-marital affairs in Pakistani TV dramas: Content analysis of women and men portrayal. (MPhil Thesis)
 - Effects of Facebook advertising on cognitive attitudes of youth: A quantitative study of youth of Punjab province. (MPhil Thesis)
 - Traditional vs. Social media: Inter-media agenda setting in Pakistan. (MPhil Thesis)
 - Effects of changed news consumption patterns due to media convergence on Pakistani youth. (MPhil Thesis)
 - Age of Digital revolution: The challenges and prospects for Pakistani advertising agency (MPhil Thesis)
 - Impact of economic inequalities and unstructured wage system for journalists on journalism practices in Pakistan (MPhil Thesis)
 - Political Economy of political advertising and its impact on editorial policies of Pakistani newspapers during election 2013. (MPhil Thesis)
 - Challenges faced by Pakistani journalists while covering sensitive issues (a case of pedophilia coverage in Kasur Feb 2018 tragedy) (MPhil Thesis)
 - Portrayal of women in dramas of radio Pakistan. (MSc. Thesis)
 - The case of Baloch missing persons and its treatment in national newspapers of Pakistan. (MSc. Thesis)
 - Impact of media convergence on Pakistani youth. (MSc. Thesis)

- A study on pre-school children exposure to media. (MSc. Thesis)
- An analysis of youth perception of citizen journalism in their empowerment. (BS Thesis)
- Consecration of advertising: An analysis of effect of use of religious appeals. (BS Thesis)
- Naive creativity: An analysis of promotional messages of local vendors. (BS Thesis)
- Supervision of more than Ninety (95) Projects in following domains for BS, MA and MPhil students
 - TV Documentaries
 - Short Films
 - Integrated Marketing Communication Campaigns
 - Public Relations Projects
 - Radio Documentaries

Other Projects

- More than 250 articles, interviews and features for DESI magazine UK on various Film and culture related topics.
- More than 30 TV projects (Documentaries, Biographies, Features and dramas) as producer, director, writer and coordinator for GEO, Rubab Communication and Sakoon Talkies)
- Mass Communication & Media Studies Curriculum Development for mass communication for various Universities.
- Contributor of articles in newspapers and magazines.

CURRICULAR ACTIVITIES

- Contributed for the Campaign on “Gender Equality” for UNESCO in 2003.
- Workshops
 - I have organized/participated following workshops:
 - Two workshops on film making
 - Three workshops on graphic design
 - Three workshops on TVC production
 - Three workshops on post production
 - Two workshops on photojournalism by Camtronyx Pakistan
 - Workshop on writing for Publications ASU
 - Workshop on writing for Publications PU and ASU
 - Workshop on literature review by PU and ASU
 - Three workshops on quantitative analysis using SPSS
- Film Festival
 - Focal Person University of Punjab Film Festival
 - Focal Person Vasaakh Films Festival Forman Christian College (A Chartered University) 2010, 2011, 2012.

Administrative Responsibilities

- Academic Coordinator of Masters in Film & TV Program, Institute of Communication Studies, University of the Punjab, Lahore, Pakistan 2017 - 2021.
- Focal Person:
 - Office of Research, Innovation and Commercialization (ORIC), PU
 - Internship Coordinator, ICS, PU
 - Anti Drugs Committee PU
 - ICS Alumni Network

ASSOCIATIONS / SOCIETIES MEMBERSHIP

1. **Founding General Secretary** of Association of Media and Communication Academic Professionals (AMCAP) since June 2017. AMCAP is a pioneer association of mass communication academics and researchers in Pakistan. <http://amcap.net>
2. Member International Communication Association (ICA) 2023 & 2024.
3. Member International Association of Media and Communication Research (IAMCR) 2018 & 2019.
4. Member Academic Staff Association (ASA) University of the Punjab, Lahore since June 2013.
5. Member Pakistan United States Alumni Network (PUAN), Lahore since April 2017.

LANGUAGES

1. English
2. Urdu
3. Punjabi

COMPUTER SKILLS

1. Microsoft Office & Internet
2. SPSS
3. Nvivo
3. Computer Animation (Certification in 2003 from Edge System International Lahore)

REFERENCES

Can be established when required