

**Name**

Ms. Noshina Saleem (Ph.D)

**Designation**

Assistant Professor

**Qualification**

- Ph.D. Communication Studies. (Pb)
- M.Phil: Communication Studies. (Pb)
- MA: Mass Communication. (Pb)

**Research Work /Publications**

- *U.S. image in major English dailies Dawn, The Nation and The News with special reference to Pakistan United States relationship during post cold war era 1991-2004* (Ph.D. Thesis)
- *Editorial treatment of U.S image in two English dailies The Pakistan and Dawn with reference to the Soviet military intervention in Afghanistan 1979-88* (M.Phil Thesis)
- *Cultural imperialism: A case study of the impact of dishantenna on Pakistani society* (M.A. Thesis)
- U.S. media framing of foreign countries image: An analytical perspective. *Canadian Journal of Media Studies*, Vol.2 (1), pp. 130-162.(online, April, 2007)<http://cjms.fims.uwo.ca/issues/02-01/index.html> (Research Paper)
- Editorial treatment of U.S image in two English dailies The Pakistan Times and Dawn with reference to Soviet military intervention in Afghanistan (1979-88) in *Journal of media Studies*. (Research Paper)
- A research project, on cable television channels impact on Pakistani Society, funded by PEMRA published in its 2005 Annual Report. (Research Report)
- Indian cultural influence on Pakistani females (A study of effects of Star Plus soap operas on the female students of Punjab University Lahore).(Research Paper)
- The effects of mass media: A theoretical perspective. (Research Paper)
- Marxist approaches to media studies: The British perspective (Research Paper)
- International news flow (Research Paper)

**Contacts.**

Phone Number:- 92-42-99230518, 99231225

E-Mail Address:- drnoshinasaleem@ ics.pu.edu.pk

**Department.**

Institute of Communication Studies.