

Professor & Chairperson
Department of Digital Media, School of Communication Studies
University of the Punjab, Lahore - PAKISTAN
Cell # 0092 300 8477 789, Office: 42 9923 1225
Email: saverashami@gmail.com, chairperson.dm@pu.edu.pk

PROF. DR. SAVERA MUJIB SHAMI

OBJECTIVE: Always motivated to pursue challenging positions within dynamic working environments.

EDUCATION: Ph.D in Communication Studies (2018)
Institute of Communication Studies, University of the Punjab, Lahore
(Social Media and Political Communication: Usage of Facebook and Twitter by the Political Actors of Pakistan and Analysis of Audience Reaction)

M.Phil in Communication Studies (2002-2004)
Institute of Communication Studies University of the Punjab, Lahore

Masters in Mass Communication (1999-2001)
Institute of Communication Studies, University of the Punjab, Lahore

Bachelors of Arts (1997-1999)
English Literature, Journalism, Persian
Kinnaird College for Women, Lahore

Intermediate (1995-19970)
English Literature, Psychology, Islamiyat Elective
Kinnaird College for Women, Lahore

Matric (1985-1995)
Science Subjects
Crescent Model Higher Secondary School, Lahore

Attended Arizona State University, USA for Four Months (August – December, 2017) as Visiting Scholar at Walter Cronkite School of Journalism & Centre of Religion and Conflict to work on Doctoral research)

EXPERIENCE: Professor
Department of Digital Media, School of Communication Studies,
University of the Punjab, Lahore
(May 2022 - till date)

Associate Professor
Institute of Communication Studies, University of the Punjab, Lahore
(August 2020 - May 2022)

Assistant Professor

Institute of Communication Studies, University of the Punjab, Lahore
(January 2009 - July 2020)

Lecturer

Institute of Communication Studies, University of the Punjab, Lahore
(March 2008 - January 2009)

Lecturer

Kinnaird College for Women, Lahore
(September 2004 - March 2008)

**ADMINISTRATIVE
EXPERIENCE &
MEMBERSHIPS:**

Chairperson, Department of Digital Media

School of Communication Studies, University of the Punjab, Lahore
(March 3, 2021 - till date)

Convener, Board of Studies

Department of Digital Media, University of the Punjab, Lahore
(March 2021- till date)

Member, Board of Studies

Media Studies Department, University of Home Economics, Lahore
(October 2021-till date)

Member Board of Faculty,

Rashid Latif Khan University
(August 2023 till date)

Expert Member Board of Studies

Rashid Latif Department of Media & Communication Studies,
(August 2023 till date)

Member, Board of Studies

Media Studies Department, University of Gujrat
(October 2022 till date)

Member Faculty Board

Department of Mass Communication
University of Management and Technology (UMT) Lahore
(January 2020- till date)

Member Working Committee

South Asian Communication Association (SACA)
(Nov 2022-till date)

Member Scientific Review Committee

International Conference Media Science & Digital Communication
(MSDC) 2022

Member Scientific Review Committee

World Conference on Media and Mass Communication
MEDCOM for last 4 years

Member Evaluation Panel

7th World Conference on Media and Mass Communication
MEDCOM 2022

Member Chief Minister's Task Force on Education

(October 2022 till January 2023)

Chairperson, Maulana Zafar Ali Khan Research Chair

School of Communication Studies, University of the Punjab, Lahore
(September, 2019 - May 2022)

Co-Convener, Board of Studies in Communication Studies

Institute of Communication Studies, University of the Punjab, Lahore
(October 2016 - August 2017)

In-charge Director

Institute of Communication Studies, University of the Punjab, Lahore
(October 2016 - August 2017)

Member, Board of Studies in Communication Studies

Institute of Communication Studies, University of the Punjab, Lahore
(November 21, 2013 - November 2016)

Coordinator

M.Sc Communication Studies (Regular/Morning Program)
School of Communication Studies, University of the Punjab, Lahore
(March 2019 - March 2021)

Exam Coordinator

Institute of Communication Studies, University of the Punjab, Lahore

Coordinator, BS (4-Year) Communication Studies

Institute of Communication Studies, University of the Punjab, Lahore
(2008 - 2013)

Coordinator, International Language Program-2008

Institute of Communication Studies, University of the Punjab
Lahore

Editor, News Bulletin

Institute of Communication Studies, University of the Punjab, Lahore

**PROFESSIONAL
WORK
EXPERIENCE:**

Co-Founder/Director

Lamha News (Digital Platform including News Website, Facebook
Page & You tube Chanel) Started in January 2020

Editorial Writer

Worked as Editorial Writer in Daily Pakistan
(June 2014 - January 2016)

Wrote editorial five days a week, now write occasionally.

Editor

Worked as Editor, Women Edition in Daily Pakistan
(September 2005 - May 2007)

Research Officer

Pakistan Institute of Legislative Development & Transparency
(PILDAT) (October 2002 - August 2004)

**RESEARCH
PUBLICATIONS:**

Facebook and Hate Speech: Analyzing Relationship Between Consumers' Attributes and Islamic Sectarian Content on Social Media in Pakistan, published in Journal of Islamic Thought and Civilization, Vol 11, No.1, Spring 2021

A Critical Analysis of Current Affairs Talk Shows on Pakistan Television News Channels: A Mirror or Bamboozle of the Society, published in Journal of Indian Studies, Vol. 7, No. 1, January – June, 2021

Awareness of Child Sexual Abuse and Media: An Analysis of Pakistani Electronic Media, published in Journal of Research Society of Pakistan, Vol. 58, No 1, January -March 2021

The Weight of Words and Limit to Freedom of Expression: A Journalists' Perspective in Pakistan, published in Journal of South Asian Studies, Vol. 36, No. 1, Jan-June 2021

Digital Revolution and its Impact on Working Women of Pakistan, published in Global Mass Communication Review. Vol. V, No. IV, Fall 2020

Social Media and Strategic Communication: Uses and Preferences of the Politicians of Pakistan, published in Global Political Review, Vol. V, No. III, Summer 2020

Analysis of Quality of Relationship Cultivated by Politicians of Pakistan through Facebook and Twitter, published in Journal of the Research Society of Pakistan, Vol. 57, No. 1, January - July, 2020

The United States in the Language of Sign & Codes: Identification of Visual- Verbal Symbolic Techniques Used in Pakistani Political Cartoons, published in Journal of the Research Society of Pakistan, Vol. 57, No. 1, January - July, 2020

Political Satire and 'Brazen Censorship': Cartooning Pakistan-US-India Ties and Government Backlash, published in Pakistan Social Sciences Review, Vol. 3, No. 2, Fall 2019

Crafting Political Images on Twitter: Analysis of Public Relations Strategy of Politicians of Pakistan, published in Journal of the Research Society of Pakistan, Vol. 56, No. 2, July - December, 2019

Reputation Management on Social Media: Analysis of Audience Feedback on Posts and Tweets of Pakistani MNAs, published in Journal of Political Studies, Vol. 26, No. 2, July - December, 2019

Political Public Relations and Social Media: A Theoretical Review and the Case of Pakistan, published in Journal of the Research Society of Pakistan, Vol. 56, No. 2, July - December, 2019.

Politics or No Politics on Social Media: Twitter and Pakistani Legislators, published in Global Regional Review, Vol-IV Issue I, 2019

Drawing the Foreign Rivalry: Depiction of Indo-Pak Relations in Political Cartoons of Mainstream Pakistani and Indian English Newspapers (2014-2017), published in Global Regional Review (Vol. IV Issue I, 2019)

Marketing of Education: Semiotic Analysis of Allied School and The Educators Paid Advertisements on Pakistani Television Channels, published in Journal of Pakistan Vision, Vol. 20, No. 2, 2019

Clicking Responses on Social Media: Analysis of Audience Engagement on Posts and Tweets of MNAs of Pakistan published in Journal of Pakistan Vision, Vol. 20, No. 2, 2019

Metaphorical Devices in Political cartoons with Reference to Political Confrontation in Pakistan after Panama Leaks, published in Journal of Pakistan Vision Vol. 20, No 1, 2019

Coverage of Panama Case Trial in Pakistan by International Media: Disqualification of Prime Minister Nawaz Sharif, published in Journal of Research Society of Pakistan, Vol. 56, No. 1, Jan. - June, 2019

Strategic Political Communication, Public Relations, Reputation Management & Relationship Cultivation through Social Media, published in Journal of the Research Society of Pakistan, July-December 2018

Freedom to Political Cartoons: Charlie Hebdo & Ethical Dilemmas in Cartoon Communication, Published in Journal of the Research Society of Pakistan, Vol. 53, No. 2, July-December 2016, PP 126-138.

Portrayal of United States in Pakistani Print Media After Osama Bin Laden Killing (May-July 2011), published in International Journal of Humanities and Social Sciences, Vol. 3, No. 21 Special Issue, December 2013, PP 180-185.

**PAPER
PRESENTED IN
INTERNATIONAL
CONFERENCES:**

Presented a paper "Crafting Political Images: Analysis of Public Relations Strategy of Politicians of Pakistan" at IAMCR, Madrid, Spain 2019.

Presented a paper Political Communication and Social Media : Usage of Facebook and Twitter by the Political Actors of Pakistan and Analysis of Audience Feedback at Centre of Conflict and Religion Studies, Arizona State University, November 2017

Presented a paper in an International Conference in Indonesia on Media Ethics. 2010

**ATTENDED
INTERNATIONAL
CONFERENCE/
SEMINARS/
WORKSHOPS:**

Moderated the session in International Web Symposium Title: News, Media, and Information Literacy in South and Central Asia, organized by South Asia Communication Association (SACA), Institute for International Journalism, Ohio State University, USA. Al-Farabi Kazakh National University, Kazakhstan and Department of Digital Media, University of the Punjab, Pakistan

Chaired a technical session titled "Advertising. Adaptations and Changing Perspectives" at 2nd International Conference on Media Science and Digital Communication (MSDC) 2022

Talked about "Social Media, Social Capital and Polarization" at Web symposium organized by South Asia Communication (SACA), JIMS India and IJ, Ohio State University on Nov 5, 2022

Participated as Resource Person in Peace Journalism Workshop on "Surviving the Social Media Onslaught: Mainstream Journalism, Peace and Democracy in the Transitional Societies " organized by the Faculty of Humanity, FC in collaboration with Oslo Metropolitan University, Norway from October 11-13, 2022.

Chaired the session in an International Media Conference AMCAP-UO 2022 on "Health and Well-being in (post) Pandemic World: Roles and Responsibilities of Media and Communication " on February 02-03, 2022 in the University of Okara.

Participated as a Plenary Speaker in the online International Conference on Media Science and Digital Communication (MSDC0 2021) November 27- 28, 2021. Talked about "Social Media Has No Boundaries" The objective of the study was to explore the relationship between Social Capital, Social Media Influencers & Content.

Attended National Communication Association Conference in Dallas, USA in November 2017

Attended Symposium of Southwest Education Council of Journalism and Mass Communication at Walter Cronkite School of Journalism, Phoenix, USA in October 2017

Participated in Workshop on Research Writing at Arizona State University (ASU), USA, 2017

Participated in Workshop on Literature Review in, Arizona State University (ASU), USA, 2017

Attended Seminar on Speaking Truth to Power in the Era of Fake News, Arizona State University (ASU), USA, 2017

Attended a seminar on Terrorism and Suicide Bombing, Arizona State University (ASU), USA, 2017

Attended a Seminar on Politics in Israel, Arizona State University (ASU), USA, 2017

Attended a symposium The Golden Age of Arabic-Islamic Culture: Politics & Religion in the Thought of Al-Farabi, Arizona State University (ASU), USA, 2017

Attended a Seminar on Pakistan Today: Terrorism, the State, and the Diminishing Space of Progressive Politics, Arizona State University, 2017

Attended a Seminar on Framing of News, Arizona State University (ASU), USA, 2017

Participated in a Discussion on Issues in Balochistan, Arizona State University (ASU), USA, 2017

**ATTENDED
NATIONAL LEVEL
CONFERENCE/
SEMINARS/
WORKSHOPS:**

Participated as Guest Speaker in Journalism Peace Workshop on "Essential Debates in Peace, Balance, and Harmony in Pakistani Journalism: An Inclusive Approach to Audience Wellbeing and Survival as Mainstream Journalists" organized by Forman Christian College in collaboration with Oslo Metropolitan University, Norway. The presentation was focused on "Journalism in Digital Trenches: Navigating Conflict and Exploring the Potential for Peace on Social Media."(Oct. 2022)

Participated as Speaker in "Peace Journalism Workshop" on Surviving The Media Onslaught: Mainstream Journalism, Peace And Democracy In the Transitional Societies organized by FCC and OSLOMET.(Oct. 2022)

Participated as Resource person in workshop on "Civic Education" organized by FES and DigiMAP at Department of Digital Media, PU.

Participated as Resource Person in "Safety & Digital Security for Journalists" at the Workshop for Media Persons on "Changing Roles, Challenges and Opportunities in Digital Media Age" organized by

National Press Trust (NPT) & Ministry of Information and Broadcasting.

Guest Speaker Panel Discussion on “ Diversity and Inclusion in Tomorrow’s Media” organized by U.S. Consulate General Lahore

Guest Speaker in National Seminar on Women Literacy in Governor House Guest Speaker at Vocational Training for Women

Guest Speaker at Seminar on Women Empowerment on Women's Day By Information & Culture Department Punjab

**CONDUCTED
CONFERENCE/
SEMINARS/
WORKSHOPS:**

Organized Short Video Competition to spread awareness regarding importance and implications of “Fake News” among University students of Lahore and Islamabad (March 2023)

Organized 2-day International Web Symposium Title: News, Media, and Information Literacy in South and Central Asia, with collaboration of South Asia Communication Association(SACA), Institute for International Journalism, Ohio State University, USA. Al-Farabi Kazakh National University, Kazakhstan and Department of Digital Media, University of the Punjab, Pakistan (February 2023)

Organized a Focus Group Discussion on Need and Importance of "Media Literacy in this Digital Era" with the collaboration of National Press Trust (NPT) on July 06, 2022 at School of Communication Studies, University of the Punjab.

Worked as Academic Partner for International Conference on Media Science and Digital Communication (MSDC0 2021) November 27-28, 2021. Talked about "Social Media Has No Boundaries "

Seminar organized on International Women's Day Special "Break the Bias: Bring Gender Equity " with the collaboration of Department of Development Communication on March 10, 2022 at School of Communication Studies.

Organized a Mushaira on "Aman, Rawadaari aur Muhabat ka Farogh " with the collaboration of Department of Development Comm. and Media 360 on December 08, 2021.

Seminar organized on "Maulana Zafar Ali Khan ki Iqdaar aur Aaj ki Sahafat" with the Collaboration of Maulana Zafar Ali Khan Trust on December 01, 2021 in Hameed Nizami Memorial Conference Room, School of Communication Studies.

Organized a training session with faculty members of Punjab University "To Promote Peace, Harmony and to Counter Violent Extremism in the Society" in collaboration with Department of Development Communication and Media 360 on August 12-13, 2021

in the Hameed Nizami Memorial Conference Room, School of Communication Studies (SCS).

An orientation session of the Project "Every Step Count" organized in collaboration with DDC & Media 360. The basic objective of this project is to promote Peace & Harmony and end extremism in the society on June 21, 2021 in the Committee Room of Vice Chancellor Office, University of the Punjab.

Organized a webinar on "Health Literacy and Public Policy of Pakistan in Covid-19: Challenges in Communication, Action and Advocacy in Digital Age " in collaboration with Department of Development Communication on June 04, 2021.

Organized an International Workshop on " Literature Review as a Roadmap for Good Research" by Marianne Barrett representative of Arizona State University (ASU), USA on 15-16 November, 2016, Institute of Communication Studies (ICS), University of the Punjab, Lahore.

2-day International workshop organized on "Writing for Publication" by Lisa and Ivette representative of Arizona State University (ASU), USA on 15-16 November, 2016 in Hameed Nizami Memorial Conference Room, Institute of Communication Studies (ICS), University of the Punjab, Lahore.

Organized an International Workshop on " Documentary Making" by representative of Arizona State University (ASU), USA on 15-16 November, 2016 in Agha Shorish Room, Institute of Communication Studies (ICS), University of the Punjab, Lahore.

Organized a Workshop on "Editorial Writing" in Hameed Nizami Memorial Conference Room, Institute of Communication Studies (ICS), University of the Punjab, Lahore.

Seminar organized on "Iqbal Day" in Hameed Nizami Memorial Conference Room, Institute of Communication Studies, University of the Punjab, Lahore on November 11, 2016.

Organized a seminar on " Dengue Awareness" in Hameed Nizami Memorial Conference Room, Institute of Communication Studies, University of the Punjab, Lahore on October 27, 2016.

Special Lecture conducted on "Political Journey of Quaid-e-Azam " on October 06, 2016 in Faiz Ahmad Faiz Memorial Conference Room, Institute of Communication Studies, University of the Punjab, Lahore Mr. Qayyum Nizami was the guest speaker on this occasion.

Organized a seminar on "Women Empowerment" on October 04, 2016 in Hameed Nizami Memorial Conference Room, Institute of Communication Studies, University of the Punjab, Lahore.

Day International Conference organized on “Freedom of Expression: Global Politics of Emotions” in Lahore on November 02-04, 2015.

Organized an International Conference on “Global Media Ethics; Issues and Challenges” (2009) in Institute of Communication Studies, University of the Punjab, Lahore

**INTERNATIONAL
& NATIONAL
PROJECTS:**

Engaged as a Trainer within the “Faculty Capacity Building Training Program,” a cornerstone initiative under US-Pakistan University Partnership Grant Program for Non-Partner Universities administered by USEFP and led by University of Gujrat. My primary focus revolves around delivering presentations that delve into two critical domains: "Optimum Utilization of Technology for Effective Teaching" and "Digital Safety and Security." These sessions are carefully curated to equip faculty members with the tools and insights necessary to navigate the ever-evolving landscape of modern education. Central to this endeavor is the unwavering commitment to enhance the competencies of faculty members of ten prominent public sector universities across Pakistan. (July 2023 till October 2023)

Worked with National Press Trust (NPT) on Digital Media Literacy Project as Partner (October 2022 till April 2023)

Worked as Focal Person nominated by University of the Punjab in National Project Every Step Counts to promote Peace, Harmony and Co-Existence with Media 360 (June 2012-December 2021)

Worked as Focal Person nominated by University of the Punjab in International Project on Election Reporting funded by US State Department (2016-2019)

Worked as Coordinator on ASU-PU Partnership Program funded by State Department (2016-2017)

**RESEARCH
CONSULTANCY:**

Have worked as a Research Consultant for a project of The Asia Foundation titled “Assessing District Level Reporting and Levels of Independence, Accuracy and Objectivity in Reporting Across Print, Audio and Tele-Visual Media”

TRAININGS:

Two Months Certificate Course on “Fundamentals of Content Marketing” conducted by LUMS in April-June, 2020

IULM International Summer School (Online)

Seventh Pakistan Leadership: Strategic Health Communication Workshop Organized by John Hopkins School of Public Health, JSI and PAIMAN

One week Faculty Orientation Program 2008 Organized by Human Resource Development Centre, University of the Punjab

Conflict Resolution: Strategies & Skills (Distance Learning Course)
LEAD Pakistan, Islamabad

Diploma Plus in MS Office Intek Computer and Management
Training, Lahore

One Week Training Program Interflow Communications (PVT) LTD

**AWARD
ACHIEVED:** Merit Scholarship from Punjab University (M.Phil) 2003-2004

3rd Position in Urdu Extempore Speech-1994-1995

Certificate for Outstanding Academic Performance -1992-1993

Certificate for Outstanding Academic Performance-1988-1989

**COUNTRIES
VISITED:** United States of America, Spain, Paris, UAE, India, Indonesia

LANGUAGES: English, Urdu, Punjabi