

## **Muhammad Ashfaq, PhD**

Karachi, Pakistan

+92-3122255515

[muhammardashfaq@msn.com](mailto:muhammardashfaq@msn.com)

---

### **TEACHING & ADMINISTRATIVE EXPERIENCE**

|                            |   |
|----------------------------|---|
| <b>Sep-2022-Present</b>    | <b>Senior Assistant Professor &amp; Head of the Department</b><br>Department of Media Studies<br>Bahria University Karachi Campus |
| <b>Jan 2020-Jan 2021</b>   | <b>A/Head of the Department</b>   |
| <b>Nov 2021-Sep 2022</b>   | Department of Arts & Media<br>Foundation University Islamabad   |
| <b>Sep 2019 – Sep 2022</b> | <b>Assistant Professor</b><br>Department of Arts & Media<br>Foundation University Islamabad                                       |
| <b>Sep 2014 – Jul 2019</b> | <b>Visiting Faculty</b><br>Department of Mass Communication<br>National University of Sciences & Technology (NUST) Islamabad      |
| <b>Jul 2013 – Aug 2019</b> | <b>Communication Officer</b><br>Sehr Welfare Organization<br>Rawalpindi Station   |

---

### **EDUCATION**

|             |   |
|-------------|---|
| <b>2019</b> | <b>PhD in Media Studies</b><br>Department of Media Studies<br>The Islamia University of Bahawalpur<br><b>Dissertation:</b> Inter-Media Rivalry and Future of Journalism in Pakistan: A Grounded Theory Analysis |
|-------------|---|

- 2014**                      **MS Media & Communication Studies**  
 Department of Media & Communication Studies  
 International Islamic University Islamabad  
**Thesis:** Portrayal of US Image in Print Media Cartoons: An Analysis of  
 The Nation and The News
- 2011**                      **MSc Media & Communication Studies**  
 Department of Media & Communication Studies  
 International Islamic University Islamabad
- 2009**                      **BA Mass Communication**  
 Department of Mass Communication  
 Allama Iqbal Open University Islamabad

## **RESEARCH SUPERVISION**

---

- 2023**                      **MS in Media Studies**
1. Impact of In-Game Advertising on Purchase Intention and Buying Behaviour
  2. Impact of Digital Media Literacies on the Performance of Womenpreneurs
  3. Media Student's Satisfaction on Education Quality: A Comparative Study of Public and Private Sector Universities in Karachi
- 2022**                      **MS in Media Sciences**
4. Fake News: A Study of Journalists' Perception about Gatekeeping and News Balance.
  5. Effects of Online Media Education on Academic Performance of the University Students During Covid-19
  6. An Exploration into the Major Motives of Fake News Sharing on Social Media
  7. Effects of social media exposure on political Polarization among university students

8. Womenpreneurs in a digital age: using Instagram for personal branding.

**2021**

**MS in Media Sciences**

9. Portrayal of Cultural Values in Pakistani Dramas

10. Narrative Building by Baloch Separatist on Twitter

**2020**

**MS in Media Sciences**

11. Examining Professionalism of Pakistani Journalists: A study based on Singer's 3D Model

12. Framing of Indo-Pak Armed Conflicts: Editorial Analysis of post-Pulwama conflicts of Pakistani Newspapers

## **PUBLICATIONS**

---

1. Asif, S., **Ashfaq, M.**, & Hussain, M. (2023). Framing of Culture: A Comparative Study of Modern Values and Traditional Values Presented in Pakistani Dramas. *Journal of Journalism, Media Science & Creative Arts*, 3(1), 147–163
2. **Ashfaq, M.**, Shahid, N.-A., & Zubair, J. (2022). New media and political protest: Framing analysis of news content on Twitter. *Asian Journal of Comparative Politics*, 7(4), pp. 1177-1189 <https://doi.org/10.1177/20578911211067317>
3. **Ashfaq, M.**, Zubair, J., Shahid, N., (2022). Journalism as a profession: An examination of the cognitive dimension of professionalism. *SEARCH Journal of Media and Communication Research*, 14 (2). 79-90.
4. **Ashfaq, M.**, Ghaznavi, Q., Irfan, M., (2021). The Framing of Covid-19: A Qualitative Analysis of Op-Ed Pages. *Journal of ISOSS*, (7) 3. 275-285.
5. Zubair, J., **Ashfaq, M.**, & Shahid, N. (2021). Normative examination of journalistic professionalism in Pakistan. *Media and Communication Review*, 1(1), 48–66.
6. Zubair, J.; **Ashfaq, M.**, Shahid, N. (2021) New Media and Journalism: Assessing the Twitter using Patterns of Journalists, *Mediaciones Sociales*, 20. 1-10. <https://dx.doi.org/0.5209/meso.69579>
7. **Ashfaq, M.**, Ibrahim, S., & Ishaq, B., (2021). Investigating Media Literacy level of University Students: A Comparative Survey. *Journal of Peace, Development and Communication*, Vol. 5, No 3, pp. 28-41. <https://doi.org/10.36968/JPDC-V05-I03-03>

8. Shahid, N., **Ashfaq, M.**, Zubair, J., (2021). Framing of Armed Conflicts between the Two Nuclear States of South Asia, *Medijska istraživanja (Media Research): Croatian journal for journalism and the media*, 27 (1), 29-48. <https://doi.org/10.22572/mi.27.1.2>
9. Shahid, N., **Ashfaq, M.**, Zubair, J., (2021). Content Analysis of Frames Used in Op-Ed Coverage of Armed Conflicts between Pakistan and India, *Plaridel: A Philippine Journal of Communication, Media, and Society*. Advance Online Publication. <https://doi.org/10.52518/2021-03ashzub>
10. Yasin, B., Shah, M., **Ashfaq, M.**, (2021). Facebook Use and Depression: Testing the Role of Social Comparison as a Moderator, *Journal of Peace, Development and Communication*, Vol. 5, No. 1, 2021, pp. 176-191, <https://doi.org/10.36968/JPDC-V05-I01-16>
11. Warraich, H. U. R., **Ashfaq, M.**, & Rehman, S. U. (2020). Conglomerates in Pakistani Media Industry: Exploring the Effects of Non-Journalistic Ownership of Media Companies. *Global Regional Review*, V(I). 151-159
12. **Ashfaq, M.**, Shabir, G (2018). Conflict among Media Houses in Pakistan: An Exploratory Study of Major Factors. *Journal of Social Sciences & Humanities*. 26 (2), 117-134

## **PAPERS IN PROCESS FOR PUBLICATION**

---

- Ashfaq, M., Shahid, N., & Zubair, J., Framing Practices: Analysis of Editorial Coverage of Post-Pulwama Indo-Pak conflicts. Manuscript submitted for publication to *Media and Communication Review*.