

## **Noor-ul-Ain**

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### **Academic Qualification:**

**Ph.D. – Media and Communication Studies,** International Islamic University, Islamabad, Pakistan (September 2016 till Present)

Status: In Progress

**Concentration:** Media and Communication Studies

**Research Topic:** Impact of New Media Diversity on Media Conglomeration and Policy Regulation in Pakistan

**MS - Media and Communication Studies,** International Islamic University, Islamabad, Pakistan (2013)

CGPA: 4/4

Percentage: 86%

**Concentration:** Media and Communication Studies

**Research Thesis:** Media Construction of Pak-US Relations: Discourse Analysis of Editorials of Dawn and New York Times

**BS - Communication Sciences,** Fatima Jinnah Women University, Rawalpindi, Pakistan (2009)

CGPA: 3.09/4,

Percentage: 77%

**Concentration:** Media and Communication studies

**Thesis:** Comparative study of the Persuasion Techniques used in the advertisements of Pepsi and Coca Cola

**Intermediate,** Govt Model Science College, Upper Chatter, Muzaffarabad (2004).

Marks Obtained: 738/1100,

Grade/Percentage: B/67%

**Concentration:** Pre-Medical

**Secondary School Certificate,** OPF Public School, Upper Chatter, Muzaffarabad (2002)

Marks Obtained: 579/850,

Grade/Percentage: B/68%

**Concentration:** Biology, Chemistry, Physics

## Experience:

**Lecturer (Permanent)** - October 2017 till present

National University of Modern Languages (NUML), Islamabad, Pakistan

Department: Mass Communication

**Lecturer (Contract)** - February 2014 till October 2017

National University of Modern Languages (NUML), Islamabad, Pakistan

Department: Mass Communication

**Lecturer (Visiting)** – November 2013 till February 2014

National University of Modern Languages (NUML), Islamabad, Pakistan

Department: Mass Communication

## Achievements:

- Presented Paper on **“Always On Communication: A challenge to the Free Flow of Information in the era of Global communication”** in National Conference on “Media in Postmodern Times: Challenges and Prospects”, organized by the Department of Mass Communication, Allama Iqbal Open University, Islamabad, Pakistan held on 22nd December, 2017.
- Participated in International Conference on **“The Role of Media in the Prevention of Extremism & Terrorism”** organized by the Department of Media and Communication Studies, International Islamic University, Islamabad, Pakistan held on 15th, 16th May, 2017.
- Presented Paper on **“Leadership Styles: Women and Glass Ceiling Effect in Pakistani Media”** in “ISESCO Women in Science Conference : Contribution of Pakistani Women in Scientific and Social Development” organized by Quaid-e-Azam University Islamabad, Pakistan on 8th March, 2016.
- Presented Paper on **“Political Parties and Cyberhate Discourse: A study of Tweets of PTI and PML-N on Poll Rigging in General Elections 2013 Pakistan”** in PUCSRC-2015 1st International Conference “Freedom of Expression: Global Politics of Emotions” organized by the Institute of Communication Studies, University of the Punjab, Lahore, Pakistan from 2nd-4th November, 2015.
- Participation in Professional Development Faculty Workshop organized by Department of Economics on “Statistical Analysis and its Applications for Research” held at NUML Islamabad from 15th - 26th September, 2014

- Participation in Professional Development Faculty Workshop organized by Faculty of Higher Studies on “Scientific Research System for University Teachers” held at NUML Islamabad from 14 – 24 April, 2014
- Participation in workshop on “Social Media and Citizenship” as part of Young Women for Peace and Development Project by The Pakistan –US Alumni Network and Youth Parliament from 31st August – 1st October, 2013
- Participation in workshop on “ Training of Teachers Practicum – 3” organized by USAID and Read Foundation in coordination with Shaheen Model College, Chatter Domel, Muzaffarabad from 20th – 24th May, 2013
- Participation in conduction of research on “Media Literacy” by UKS- A Research Resource and Publication Centre on Women and Media in coordination with International Islamic University, Islamabad. A 6 months project from March 2011 to August 2011.
- Participation in “ The Social Action research Project for British High Commission” organized by Concentric Solutions in coordination with STEP (Special Talent Exchange Programme), Islamabad Pakistan on 2nd December, 2010
- 2 months Internship in STEP (Special Talent Exchange Programme), sector G11/1, Islamabad, Pakistan from 2nd March,2009 to 5th May,2009
- Elementary IT Training of 2 months in AJ&K IT Project,Muzaffarabad conducted in coordination with IQRA University,Islamabad Campus

### **ICT Skills:**

- Operating System: Windows 95, 98, 2000, XP, 7 and Vista.
- Experience and expertise in statistical analysis including SPSS, NVivo & referencing Software Endnote
- Software/Applications: Microsoft Word, Microsoft PowerPoint, Microsoft Excel.
- Adobe Photoshop and Coral Draw.
- Movie Maker, Sound & video editing software.

### **Linguistic Skills:**

Proficient in reading, writing and speaking English and Urdu.

**Skills:**

1. Good Leadership, presentation and communication skills.
2. Good in internet searching and Email correspondence.
3. Ability to co-ordinate with a team and organizing events.
4. Good command over research.

**References:**

References will be provided on request.