

Noor-ul-Ain

Present Address: House no. 923, Road F, Phase 3, Bahria Town, Rawalpindi

Permanent Address: House no. D-111, Street 16, Ward no. 3, Upper Chatter, Housing Scheme, Muzaffarabad, Azad Kashmir

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Academic Qualification:

Ph.D. – Media and Communication Studies,

International Islamic University, Islamabad, Pakistan (July 2024)

Concentration: Media and Communication Studies

Research Topic: Use of New Media Diversity and its impact on Journalistic Professionalism

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: Media and Communication Studies

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

Research Publications:

Journal	Category
Ayesha Siddiqua, Sadaf Asif, Noor-ul-Ain, "Social Media in the Post-Pandemic World", Global Digital & Print Media Review, vol. 6, no. 1, pp. 10 - 16, 2023.	Y
Noor-ul-Ain, Dr. Zafar Iqbal, "Journalist-Source Relationship and changing Professional Roles in the era of New Media Diversity", Asian Journal of Academic Research (AJAR), vol. 4, no. 2, pp. 1 - 10, 2023.	Y
Sadaf Asif, Noor-ul-Ain, Ayesha Siddique, "Traditional versus Social Media News Coverage: An Analysis of the Topic Selection Priorities", Global Social Sciences Review (GSSR), vol. 8, no. 1, pp. 146 - 154, 2023.	Y
Dr. Amna Mehmood, Noor-ul-Ain, "State Controlled Media in the age of Globalization: A Case Study of Pakistan Television", Journal of Contemporary Studies, Vol. 6, No. 1, 2017, pp. 20-35	Y

Achievements:

- Presented Paper on **“Always On Communication: A Challenge to the Free Flow of Information in the Era of Global Communication”** in 1st National Conference on “Media in Postmodern Times: Challenges and Prospects” organized by the Department of Mass Communication, Allama Iqbal Open University, Islamabad in collaboration with Higher Education Commission, Pakistan on December 22-23, 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 Program), Islamabad Pakistan on 2nd December 2010
- 2 months Internship in STEP (Special Talent Exchange Program), 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

Additional Responsibilities:

- Working as a Sub Editor for “Journal of Research in Social Sciences (JRSS)”, Faculty of Social Sciences, National University of Modern Languages, Islamabad since November 2024 till present.
- Working as a Focal Person Quality Enhancement Cell (QEC), Department of Media and Communication Studies since 2023 till now.
- Contributed as a member of organizing committee of 22nd Convocation 2022 held on Dec 24, 2022, at Jinnah Convention Centre, Islamabad.

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 organize events.
4. Good command over research.

References:

References will be provided on request.