

Dr. Muhammad Akbar Sajid



Professional and Academic Work Profile

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Address: Sadiq Colony, St No 1, Police Line No 1, Near MDA- Multan (Pakistan)

Academic Qualification

- PhD English (2012) Bahauddin Zakariya University (henceforth BZU), Multan
Title “Representations of Islam: A Study into the Discourse of Pakistani and Western Newspapers”
- M. Phil (course work of 30 credit hours), (2006), BZU, Multan
- M.A English (2003) BZU Multan
- Bed AOU, Islamabad

Academic Position

- Assistant Professor (since August 01, 2013), Head of the Department (since August, 2014-2021) National University of Modern Languages Multan Campus (Pakistan)

Key Research Interests

- English Language Teaching: Teaching Methods, Linguistic Analysis of Reading Material
- Critical Discourse Analysis (CDA): Theory and methods in CDA; ideology and worldview in discourses; language, ideology and power; interface between discourse and ideology, semiotic discourses.
- Sociolinguistics: sociolinguistic theory; language policies and politics; analysis of political discourse; identities and politics; In-group and Out-group representation

Professional Experience

- PhD Registered Research Scholar (2004-12) at the Department of English, BZU Multan
- External Examiner of Comprehensive Examination of M.A, **M. Phil and PhD in English Programmes** in The Islamia University Bahalpur in 2016
- **Winner—Best University Teacher Award 2021**
- **Head—ORIC NUML, Multan**
- **HEC Approved Supervisor for PhD**
- **M.Phil Theses Supervised 50**

Paper Publications

Total Research Papers in ‘Y’ Category: 19

Total Research Papers in ‘X’ Category: 04

Total Research Papers in ‘W’ Category: 01

S #	Complete Name of Journal and Address with ISSN (Print) No.	Title of Publication	Vol. No. & Page No.	H EC Category W/X/Y/Z	Year Published
1.	Journal of Humanities and Social Science ISSN: 1024-0829	Semiotic Representation of Islam in the western media: CDA of an article in the Guardian Weekly	Vol. XVIII No. 2, 2010 pg.123-136	Y	2010
2.	Pakistan Journal of Women’s Studies: Alam-e-Niswan, ISSN: 1024-1256	YOU CAN COOK, BUT YOU CAN’T TAKE PART IN ELECTIONS: GENDERED REPRESENTATIONS OF POLITICS IN PAKISTANI NEWSPAPER CARTOONS	Vol. 18, No. 1, 2011, pp.31-46	Y	2011
3.	Pakistan Journal of Languages and Translation Studies ISSN 2410-1230	Media as a Distorting Prism: A critical discourse analysis of newspapers’ front page titles of Peshawar Masscare		Y	2020
4.	Journal of Critical reviews ISSN- 2394-5125	EXPLORING ENGLISH LANGUAGE LEARNERS’ EXPERIENCES IN LEARNING VOCABULARY THROUGH MOVIES	VOL 7, ISSUE 14, 2020	Y	2020
5.	Journal of Research Urdu ISSN: 1726-9067 , E-ISSN: 1816-3424	An Evaluation of Pictorial Illustrations in Urdu Dictionaries	Vol. no. 1 Ed. 36	Y	2020
6.	Khazar Journal of Humanities and Social Sciences	Politics, Ideology and Print Media: A CDA of Newspapers’ Headlines	Volume 22 № 3 2019, 44-59	X	2019
7.	Pakistan Journal of Social Sciences (PJSS) ISSN No. 2074-2061	Gender Politics in Pakistani Textbooks’ Discourses: A Comparative Perspective of Sindh and Punjab ELT Textbooks	Vol. 40, No.2 (2020), pp. 833-845	Y	2020
8.	International Journal of English Linguistics; ISSN 1923-869X E-ISSN 1923-8703	Lexical Inferencing in Newspaper Columns: An Introspective Study	Vol. 9, No. 1; 2019	Y	2019
9.	Pakistan Journal of Social Sciences (PJSS) ISSN No. 2074-2061	A Semiological Discourse Analysis of Pak- Army Representation in Pakistani Print Media	Vol. 39, No. 4 (2019), pp. 1375-1381	Y	2019
10.	Review of Economics and Development Studies, ISSN No. 2519-9706	Post 9/11 American Footprints in Pakistani Media: A Critique of Semiotic Discourses of Pakistani Newspapers	Vol. 6 (1) 2020, 125-133	Y	2020
11.	Global Social Sciences Review (GSSR) e-ISSN No. 2616-973X	White Woman’s Burden: A Critique of White Women’s Portrayal in Selected Postcolonial Fiction	Vol. IV, No. III (Summer 2019)	Y	2020
12.	International Journal of Applied Linguistics &	America in Pakistani Print Media: A Semiotic Discourse Analysis based Study of Pak-US Relationship	Vol. 9, 4 (2020)	X	2020

	English Literature E-ISSN: 2200-3592 & P-ISSN: 2200-3452				
13.	Review of Education, administration and law ISSN No Online: 2708-3667	The written discourse of female college student about formal literacy and self: A study analysis	volume 2 (1) 2019, 37-46	Y	2019
14.	Pakistan Journal of Islamic research ISSN: 2070-0326 ISSN: 2618-0820	A Critique of Representation of Islam and Muslims through Western Print Media Discourse(s)	Sage 223, 227 Volume no 21 issue	X	2020
15.	PalArch Journal of Archaeology of Egypt/Egyptology 17(6), ISSN 1567-214x	A Corpus- based Description of Urdu Lexical collocations for English Learners	Vol. 17 (6), 2020	Y	2020
16	Review of Applied Management and Social Sciences (RAMSS) ISSN No Online: 2701-3640	Economy and Doing Gender: A Comparative Study of Government and Nongovernment School Systems	Vol. 3, (2) 2020, 259-27	Y	2020
17	Review of Education, Administration and Law (REAL) ISSN No Online: 2708-3667	Religio-political Ideology: A Comparative Study of Pakistani Political Parties' Manifestos	Vol. 3, (2) 2020, 333-339	Y	2020
18	Review of Education, Administration and Law (REAL) ISSN No Online: 2708-3667	Theme Isolation and child Versus Adult Feelings: Stylistics Analysis of Alice Munro's Short Story "The Eye"	Vol. 3, (2) 2020, 485-494	Y	2020
19	Hayataian Journal of Linguistics and Literature ISSN no. 2521-568X	Towards the description of Urdu Multiword Items for English Learners: A Lexicological Perspective	Vol.(4)	Y	2020
20	Journal of Critical Reviews ISSN. 2394-5125	Role of Economy and Construction of Self: A Case study of University students in South Punjab	Vol. 7, 17. 2020	Y	2020
21	Journal of Urdu Research ISSN: 1726-9067 , E-ISSN: 1816-3424	Word-Picture Conjunction: A Multimodal Discourse Analysis of Cellular Network Companies Slogans in Pakistan	Vol. 37, 1, 2020	W	2021
22	Pakistan Journal of Social Sciences (PJSS) -432	De/constructing Feminist-Ideology: A Multimodal Analysis of Disney Animated Movies' Posters	Vol. 41, No. 2 (2021), pp. 421	Y	2021
23	Humanities & Social Sciences Reviews eISSN: 2395-6518, Vol 9, No 3, 2021,	CARICATURES AND RELIGIO-POLITICAL IDEOLOGY IN PAKISTANI PRINT MEDIA DISCOURSES	Vol. 4. No. 3 pp 1295-1302	Y	2021

24	<i>Review of Applied Management and Social Sciences (RAMSS)</i>	Image of Muslim Women and Media Discursivity: A Case Study of the Washington Post's Discourses	Vol. 4, (1) 2021, 123-129	Y	2021
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Conference Presentations

- 1- International Webinar: "How will Covid-19 tranform the state of education for future generations? 19th & 20th July, 2020. North Indian Group of Colleges, Najibabad, UP, India.
- 2- Webinar: Global Discourses in 2020. 17th Dec. 2020, Dept. of Eng. IU Bahawalpur.
- 3- Language Study: Global Debates and Indigenous Perspectives. 6th & 8th Nov, 2019. Dept. of Eng. GCU, Faisalabad.
- 4- Post-Conflict Literature trauma and Global Pease. 29 & 30 April, 2019. NUML, Islamabad.
- 5- Presented paper in the 2nd International Conference of the Linguistic Association of Pakistan (ICLAP 2016) October 18 to 20, 2016 at the University of the Punjab.
- 6- Presented paper in the 2nd International Conference of Language and Literature in Islami University Bahawalpur December 6 to 8, 2017.
- 7- Presented paper "How to write Literature Review" in the seminar entitled " Seminar on Academic Writing" held on 14th April at NUML Multan Campus
- 8- Sajid M.A presented paper in seminar entitled: Gendering of Discourse: A Global Issue at NUML Multan campus in 16-01-2016.
- 9- Sajid M.A. & Zubair, S. Semiotic Representations of Islam in the Gardin Weekly: Critique, presented in 2nd Shaikh Ayaz International Conference on Language and Literature, University of Sindh, Jamshoro, Pakistan (7-10 November, 2008)
- 10- Yaqoob, M. T., Sajid, A., Mahmood, R. & Saleem, F. A Critical Discourse Analysis of Gender issues in ELT in Pakistan presented in SPELT (24th) International Conference (October 2008), Islamabad
- 11- Sajid, A. & Yaqoob, M. T., Ahmad, Ali A critical study of othering of Muslims in the American newspapers presented in 12th American Studies Conference, Oct 2-4, 2009 on "Media in America; America in the Media." Quaid-e-Azam International University Islamabad.
- 12- Sajid, A. & Yaqoob, M. T. Gendering of Semiotics: A Critique of Pakistani Newspapers Cartoons, Presented in "Women's Issues are Issues of power" Aga Khan University Karachi (2010).

Conferences Attended

1. 12th American Studies Conference, Oct 2-4, 2009 on “Media in America; America in the Media.” Quaid-e-Azam International University Islamabad.
2. 2nd Shaikh Ayaz International Conference on Language and Literature, University of Sindh, Jamshoro, Pakistan (7-10 November, 2008)
3. International Conferences of the Society of Pakistani English Language Teachers (SPELT) 2004, 2005, 2006, 2007, 2008
4. International Colloquium on General Linguistics, 2007, BZU, Multan
5. RAHM CIDA National Conference on Gender Development, 2006, 2007, Multan
6. International Conference on ‘The Role of Women in Nation Building’, 2004, Multan

Honours and Awards

Indigenous Scholarship for PhD studies from Pakistan by Higher Education Commission of Pakistan for 5 years @ of Rs.12000/- per month for the scholar, Rs. 150000/- for supervisor and Rs. 75000/- per annum for university.