

Dr Muhammad Yousaf

(Assistant Professor)

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❖ Awards and Honors

1	Gold Medal in MPhil.
2	Distinction (1 st Position) in MA English.

❖ Education

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1. PhD in Linguistics and Literature (English)
 2. M.Phil Linguistics & Literature (English) [Gold Medalist]
 3. MA English (Distinction)

❖ Supervised Dissertations

PhD Thesis Supervision

1	Naz, R. (in process). Translation as agency: An ethnographic study of a Pakistani higher education institution
2	Irshad, N. (in process). Narrative textualities: A study of transmodal construction in children stories
3	Khan, Z. (in process). Lexico-cognitive structures of ideologies in English textbooks at intermediate level in Pakistan: a comparative exploratory study
4	Qureshi, I, A. (in process). The relationship of age, language input and acquisition: A psycholinguistic study of English L2 development in Urdu speakers

MS/ MPhil Thesis Supervision

1	Ijaz, T. (2017). Use of Conceptual Metaphors for Gender in 'Moth Smoke'.
2	Athar, S. (2018). Gender Positioning in Academic Setting in Pashtun Society: A Critical Discourse Perspective.
3	Irum, A. (2019). A Comparative Study of Foreignization and Domestication in the Oxford Book of Urdu Short Stories.

4	Mushtaq, K. (2019). Newspaper Editorials on Kashmir Issue: A Speech Act Analysis.
5	Mehmood. R. (2019). A Comparative Analysis of Metaphors in Post-Kargil Speeches by Pakistani and Indian Delegations in UN General Assembly.
6	Seemab. S. (2019). Persuasive Techniques in Speeches of Pakistani and American Politicians with Reference to Neuro-linguistic Programming.
7	Imtiaz. A. (2019). A Comparative Study of Portrayal of Panama gate in Pakistani and British English print Media: Transitivity Analysis.
8	Bilal. A. (2019). Narrative of Counter Terrorism: A Critical Discourse Analysis of Raheel Sharif's Speeches.
9	Rana, M., I. (2021). Interaction in Online Support Groups: A Study of Stance, Engagement in Mental, Physical and Social Discourses.
10	Hastam, S. (2021). A Study of Gender Representation in English Language Teaching Textbooks: Multimodal Perspective.
11	Shahbaz, A. (2022). Language of Social Taboos: English Used for Euphemism in Pakistani Films.
12	Qayyum, M. (2022). A Corpus-Based Study of Climate Change Discourse: An Eco-Linguistic Perspective.
13	Batool, A. (2023). Metaphorical Representation of Indo-Pak Partition in Literary Discourse: A Study of Conceptual Metaphors.
14	Nawaz, N. (2023). Persuasive Strategies in Pakistani Travel Guide Discourse: A Corpus Based Multimodal Analysis
15	Khan, J. (2023). Depiction of Afghan peace process through semantic prosody: A corpus-based study of print media discourse.
16	Sadeed, N. (in process). Pragmatics strategies in translation of literary text: A study of politeness and impoliteness in Pakistani Urdu short stories and their English Translation.
17	Mujeeb, D. (in process). Evaluating us-based macro-strategic training of English teachers: a study of ESL pedagogical practices in Pakistan.
18	Butt, M. A. (in process). Portrayal of institutional ideologies in government and private college prospectuses: A comparative multi modal analysis.

❖ Conference Paper Presentations

1	A Study of Language Mixing in Bilingual Advertisements of Pakistani Urdu and English Magazines. A Paper presented at the 1 st Kashmir International
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	Linguistics conference, AJ&K University, Muzaffarabad (2013,May).
2	Camouflaging the (un)desirable: Replacing Local Expressions with Socially “Acceptable/Respectable” Foreign Words. A Paper presented at the 2 nd Kashmir International Linguistics conference, AJ&K University, Muzaffarabad (2015, May).
3	A Sociolinguistic Study of Attitudes towards Languages in a Multilingual Context. A Paper presented at the 2-Day International Linguistics conference, Air University, Islamabad (2015).

❖ Conference Organizing Committee

1	“Post-Conflict Literature, Trauma & Global Peace” held at NUML from 29 th -30 th April 2019.
2	“Spatial Turn in Literature & Linguistics (One Day International Conference)” held at NUML on 19 th Dec, 2022.

❖ Guest Speaker

1	Yousaf, M.(2013,May). Patterns of Language Mixing in Pakistani Print Media Bilingual Advertisements. A presentation in Guest Speaker Series at Air University, Islamabad.
2	Yousaf, M. (2013,September). Stereotyping and Hybridity in “Meatless Days” by Sara Suleri: A Postcolonial Perspective. A presentation in Guest Speaker Series, Air University, Islamabad.

❖ Professional Trainings

1	Course on “Computer Basics” organized by Skill Development Council Peshawar from 10 th July to 15 October 2008.
2	“Teachers’ Training Workshop” held at NUML from 1 st -11 th October, 2013.
3	“2-Day Curriculum Based Training Program in English” held at HEC, RC Lahore from 16 th -17 th October, 2014.
4	Workshop on “Developing Corpus Linguistics in Pakistan: Hands on Training” organized by Dr Benet Vincent from Coventry University UK held at Air university on 17th December, 2015.
5	Workshop on “Poetics” organized by Haj Ross from University of North Texas held at NUML form 17 th -18 th June, 2015.

6	Workshop on “Semantics and Metaphor” organized by Haj Ross from University of North Texas held at NUML from 15 th -16 th June, 2015.
7	FDP Workshop on “Research Methodology and Related Issues” held at NUML from 2 nd to 13 th May 2016
8	‘Supervisors’ Training’ held at NUML, from 17 th to 21 st July 2017.
9	FDP Workshop on “Teacher as Researcher” held at NUML from 13 th to 20 th August, 2018.
10	FDP Level-1 (the modules on ‘Academic Planning, Academic Execution, Academic Management, Research & Projects, University Ethics & Policies’) held at NUML in summer 2022.
11	One Day Faculty Workshop “Writing Research Grant Proposal” held at NUML in 2022.
12	3-Day Training Workshop for MPhil/PhD Supervisors. FDP Level-2 held at NUML in summer 2023.

❖ Funded Research Projects

1	Sociolinguistic Competence: School Teachers’ Perceptions and Practices in Pakistan (2017-2019). (Research Project funded by Higher Education Commission Pakistan)
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❖ Publications

1	<i>Language Mixing: a strategy for promotion in advertising</i>
2	<i>Banishing Urdu as Medium of Instruction from Pakistan: An Appraisal of Loss and Gain</i>
3	<i>Teaching Vocabulary through English Text Books</i>
4	<i>Communicative Language Teaching (CLT), Role of Grammar and Teachers’ Beliefs</i>
5	<i>Gender Representation through animal Metaphors: An Analysis of Urdu Proverbs</i>
6	<i>Prevalence of Prefabricated Structures in Academic Discourse: A Corpus-Based Study</i>
7	<i>Us vs Them Positioning in Academic Setting: A Critical Discourse Perspective</i>
8	<i>Gender-Based Study of Stance Features in Blogs through Corpus Techniques</i>
9	<i>Fixedness of Expressions in Doctoral Research Dissertations: A Corpus Based Analysis</i>

10	<i>Ideational Meta Functions in Legal Discourse: A Critical Linguistic Analysis of Panama Casa Verdict</i>
11	<i>Study of Gendered Language in Blogs: A Corpus-Based Analysis of Fixed Phrases</i>
12	<i>Hybridization of Urdu and English Languages in Mphil Whatsapp Chat Group: An Analysis of Code-Mixing and Code-Switching at the Level of Morphology and Syntax</i>
13	<i>Conceptual Metaphors for Women in Literary Canvas: A Study of Hamid's Moth Smoke</i>
14	<i>Extraction and Analysis of Urduized English Words From BBC Urdu Newspaper, Pakistan</i>
15	<i>A Corpus based study language fixity in Journalistic Discourse: A Corpus-Based Study of Pakistani Editorials and Blogs</i>
16	<i>'Future Talk' in Newspaper Editorials: Predictions and Their Role in Argumentative Discourse</i>
17	<i>Facticity and Failure: An Ontological Approach to Thomas Hardy's Fiction</i>
18	<i>Incorporation and Portrayal of Cultures in Pedagogic Discourse in Pakistan: A Study of Teachers' Perspectives</i>
19	<i>Neuro-Linguistic Programming: A Corpus-Based Critical Analysis of Motivational Speeches</i>
20	<i>Language Attitudes in A Multilingual Society: A Sociolinguistic Study</i>
21	<i>Metaphorical Representation of Men in Pakistani Fiction: A Study of Hamid's Moth Smoke</i>
22	<i>Climate Change and Media Representation: A Multimodal Discourse Analysis of Clean Green Pakistan Policy from Eco-linguistic perspective</i>
23	<i>Representation of Source, Target and International Target Cultures: The Inclusiveness of Teaching Contents in Pakistan</i>
24	<i>The Negative Effects of Cultural Diversity: A Cultural Differentialist Critique of Pakistani Literary Discourse</i>

❖ Research Interests

Discourse Studies, Sociolinguistics, Corpus Linguistics, Language and Gender, Metaphors, Language & Power.