

Dr. Ayesha Siddiqua

Gender: Female

Designation & Address: Associate Professor/Head of the Department
Media and Communication Studies

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Research and Academic Interests

My core research interests encompass a wide spectrum of topics within the field of media and communication studies. These include, but certainly aren't confined to, areas such as media framing practices, conflict-sensitive journalism, ethnocentrism, peace and war journalism, and the increasingly pertinent issue of cyber hate. In my academic journey, I have utilized both quantitative and qualitative research techniques to explore the intricacies of socially relevant media-related inquiries.

Education

Ph.D. Mass Communication 2015-2021
(University of Gujrat, Pakistan)

M.Phil. Communication Studies 2007-2009
(University of The Punjab, Pakistan)

B.S Communication Studies 2003-2006
(University of The Punjab, Pakistan)

Work Experience

National University of Modern Languages, Islamabad, Pakistan (August 2024 to date)

Head of the Department (Department of Media and Communication Studies)

National University of Modern Languages, Islamabad, Pakistan (Feb 2022 to date)

Associate Professor (Department of Media and Communication Studies)

National University of Modern Languages, Islamabad, Pakistan (2014 -2022)

Lecturer (Mass Communication Department)

Kinnaird College for Women, Lahore, Pakistan (2009-2013)

Senior Lecturer (Media Studies Department)

Express News TV, Pakistan (2007-2009)

Senior Associate Producer (News and Programming)

FM100 Pakistan (2005-2007)

Radio Presenter

International Collaborations

- Collaboration on Decolonizing Media Imaginary Project by Bournemouth University, UK
- Collaboration on a Project Titled "Data Journalism Education and Practices: Analysis of Requisite Skills, Challenges and Prospects in Southeast Asia" by Xiamen University, Malaysia

Peer Reviewed Publications

- 1- Siddiqua, A., & Iqbal, M. Z. (2024). Journalists and Exposure to Trauma: Exploring Perceptions of PTSD and Resilience among Pakistan's Conflict Reporters. *Journalism Practice*, 1-16.
<https://doi.org/10.1080/17512786.2024.2317827>
- 2- Javed, N., & Siddiqua, A. (2024). The Role of Media in Promoting Technology: A Case Study on Science Communication for Achieving SDG 2030. *Journal of Peace, Development and Communication*, 8(02). Retrievable at
<https://www.pdfpk.net/ojs/index.php/jpdc/article/view/593>
- 3- Javed, N., Sultan, K., & Siddiqua, A. . (2024). Framing of Climate Change Issues in Pakistani Media. *Human Nature Journal of Social Sciences*, 5(2), 211-220. <https://doi.org/10.71016/hnjss/ngsj1k60>
- 4- Hassan, K., Siddiqua, A., & Ayaz, W. B. (2024). Critical Analysis on the Ethical Challenges related to Data Privacy and Social Media Analytics: A Literature Review. *Global Mass Communication Review*, IX(III), 54-61.
[https://doi.org/10.31703/gpsr.2024\(IX-III\).06](https://doi.org/10.31703/gpsr.2024(IX-III).06)
- 5- Zulfiqar, A., Sultan, K., & Siddiqua, A. (2023). Exploring the Facebook Behaviors and Attitudes of Pakistani Baby Boomers. *Online Media and Society*, 4(3), 12-22.
- 6- Siddiqua, A., & Iqbal, M. Z. (2023). Media Discourse on the Kashmir Conflict after Abrogation of Article 370. *Strategic Studies*, 43(2).
- 7- Siddiqua, A., Gong, J., & Aksar, I. A. (2023). Twitter trolling of Pakistani female journalists: A patriarchal society glance. *Media, Culture & Society*, 45(6), 1303–1314. <https://doi.org/10.1177/01634437231168306>

- 8- Iqbal, Z., Siddiqua, A. (2022). Humanizing Conflicts: Media Framing of ‘Others’ and Less Visible Effects of J&K Conflict. *Pakistan Journal of Social Sciences*, 42 (1), 185-194.
- 9- Shabir, G., Ahmed, K., Ashraf, A., & Siddiqua, A. (2022). Role of Media in Strengthening Pakistan’s Image with Respect to Security. *Sustainable Business and Society in Emerging Economies*, 4(1), 247-260.
<https://doi.org/10.26710/sbsee.v4i1.2246>
- 10- Siddiqua, A., Asif, S., & Ain, N. U. (2023). Social Media in the Post-Pandemic World. *Global Digital & Print Media Review*, VI(I), 10-16
- 11- Bilal, M. Z., Ghaffar, A., & Siddiqua, A. (2021). Construction of media discourse about Jammu and Kashmir conflict. *Harf-o-Sukhan*, 5(3), 375- 383.
- 12- Siddiqua, A. (2021). Use of Cyber Hate in the Electoral Campaigns by the Mainstream Political Parties of Pakistan. *Humanities and Social Sciences Reviews*, 9 (2), 325-332. <https://doi.org/10.18510/hssr.2021.9232>
- 13- Ahmed, K., & Siddiqua, A. (2021). Uniting Netizens During Covid Crisis: A Case Study of Indian and Pakistani Twitter Users. *Journal of Research & Reviews in Social Sciences Pakistan*, 4(2), 1454-1460.
- 14- Siddiqua, A., Sultan, K., Ashraf, A., & Shabir, G. (2021). Abrogation of Article 370 and the Media Framing of Kashmir Conflict: A Pursuit for Re-conciliatory Approach. *Sustainable Business and Society in Emerging Economies*, 3(3), 133-146. <https://doi.org/10.26710/sbsee.v3i3.1839>
- 15- Shehzad, M., Siddiqua, A., Sarwar, H., Bilal, Z., & Naz, I. (2021). Impact of Covid-19’s Media Exposure on the Anxiety and Response behavior of Pakistani Adults. *Elementary Education Online*, 20 (5), 5645-5651.
doi:10.17051/ilkonline.2021.05.637
- 16- Saeed, S., Siddiqua, A. (2021). Role of Pakistani Press in Constructing National Identity with reference to India. *Journal of Media Studies*, 36 (1), 381-402.
Retrievable at <http://journals.pu.edu.pk/journals/index.php/jms/issue/view/284>
- 17- Zulfikar, A., Asif, S., & Siddiqua, A. (2021). Critical Discourse Analysis of the Editorial Coverage of Osama Bin Laden Operation by the Pakistani Media. *Journal of Peace, Development and Communication*, 5(1), 240-254.
<https://doi.org/10.36968/JPDC-V05-I01-21>
- 18- Siddiqua, A., Sultan, K. (2021). Islamophobia and the Representation of Islam and Muslims in the Western Media. *Al Basirah*, 9 (2), 26-36.
- 19- Ahmed. K., Azam, M., & Siddiqua, A. (2021). Facebook as an Instrument of Political Participation in the Youth of Pakistan. *Pakistan Journal of International Affairs*, (4) 1. 20-53. <https://doi.org/10.52337/pjia.v4i1.36>
- 20- Siddiqua, A., Ashraf, A., Shabir, G., & Ghaznavi, Q. (2021). War or Peace Journalism? Framing of Kashmir Conflict in Elite Pakistani and Indian Newspapers after Revocation of Special Status of the Disputed Territory. *Journal of Business and Social Review in Emerging Economies*, 7(2), 291-300.
<https://doi.org/10.26710/jbsee.v7i2.1621>
- 21- Siddiqua, A., Shabir, G., Ashraf, A., & Khaliq, A. (2020). Media Framing of Pandemics: A Case Study of the Coverage of COVID-19 in Elite Newspapers of Pakistan. *Journal of Business and Social Review in Emerging Economies*, 6 (4), 1251-1259. <https://doi.org/10.26710/jbsee.v6i4.1410>
- 22- Siddiqua, A., Latif, F., & Muslim, I. (2020). A Study to Explore the Safety and Professional Challenges Faced by the Field Journalists in Pakistan. *Research Journal of Social Sciences and Economics Review*, 3(1), 20-26.
[https://doi.org/10.36902/rjsser-vol1-iss3-2020\(20-26](https://doi.org/10.36902/rjsser-vol1-iss3-2020(20-26)

- 23- Latif, F., Siddiqua, A., & Iftikhar, U. (2020). Escalation in Kashmir Conflict after Burhan Wani's Killing: A Comparative Study of the Coverage by Pakistani and Indian Press. *Sir Syed Journal of Education & Social Research*, 3 (2), 83-90. Retrievable at [https://doi.org/10.36902/sjesr-vol3-iss2-2020\(83-90\)](https://doi.org/10.36902/sjesr-vol3-iss2-2020(83-90))
- 24- Siddiqua, A. & Yousafzai, F.U. (2019). A Critical Discourse analysis of the Coverage of Human Rights Violations in the Indian held Kashmir. *Kashmir Journal of Language Research*, 22(1), 233-250. Retrievable at <http://kjlr.pk/wp-content/uploads/2020/01/Article-No.-12.pdf>
- 25- Siddiqua, A. & Yousafzai, F.U. (2019). A Comparative Study of the Kashmir Conflict Coverage in Pakistani and Indian Press. *Global Social Sciences Review*, IV(III), 1-12. Retrievable at [http://dx.doi.org/10.31703/gssr.2019\(IV-III\).01](http://dx.doi.org/10.31703/gssr.2019(IV-III).01)
- 26- Siddiqua, A. (2018). Reporting Intra-state Conflicts: Challenges for Mainstream Television Reporters. *Journal of Research in Social Sciences*, 6(1), 224-238

Conference Participations

1. Grassroot Movements and Policy Advocacy: A Dual Approach to Climate Activism and Social Justice. Paper presented at ICA regional conference on Maximizing the scope of Climate Communication (5-6 December 2024) held at FC University, Lahore
2. Attended International Conference on Artificial Intelligence and Media: A Force of Colonization or Empowerment as a Session Chair (19-20 February 2024) held at Sargodha University
3. Framing of Climate Change issues in Pakistani Media. Paper presented at 2nd International Conference of Social Sciences Contemporary World: Challenges and Transformation (Nov 16, 2023). Rawalpindi Women University, Rawalpindi Pakistan
4. Attended 1st International Conference on Social Sciences held at National University of Modern Languages (10-11 October 2023)
5. Analyzing Conflicts through Peace Journalism: A Case Study of Kashmir Conflict. Paper Presented at *National Conference on Media as a Soft Power in the 21st Century* (Oct 10-11, 2019). National University of Modern Languages, Islamabad.
6. Friends or Foes: An Analysis of Pak-US relations in the context of Haqqani Network. Paper Presented at *National Conference on Media as a Soft Power in the 21st Century* (Oct 10-11, 2019). National University of Modern Languages, Islamabad.
7. Reporting Violent Conflicts in Pakistan: A perspective of field journalists. Paper Presented at *International Conference on Media & Conflict* (February 26-27, 2019). Bahria University, Islamabad.
8. Cyber Ethics in Electoral Campaign: A Perspective of Political Social Media Managers. Paper Presented at *AMCAP International Conference Education in Pakistan: Challenges and Opportunities* (February 28, 2019). SZABIST, Islamabad

9. Flourishing Media Literacy through Academic Support in the Digital Age. Paper Presented at *AMCAP International Conference Education in Pakistan: Challenges and Opportunities* (February 28, 2019). SZABIST, Islamabad
10. Reshaping the world through Cultural Hybridization and Media Convergence. Paper presented at *International Conference on Interactions & Interchanges: Literature, Culture and Globalization* (Dec 6-8, 2018). Kinnaird College for Women University, Lahore
11. A Study to Explore Glass Ceiling Effects on Women Journalists of Pakistan. Paper presented at *International Conference on Working Within and Against the Structures: Women, Media and Transnational Perspectives* (Feb 28- March 01, 2018). University of The Punjab. Lahore.
12. Leadership Styles: Women and Glass Ceiling Effects in Pakistani Media. Paper presented at *ISESCO Women in Science Conference: Contribution of Pakistani Women in Scientific and Social Development* (March, 2016). Pakistan: Quaid-e-Azam University, Islamabad.
13. Political parties and Cyber Hate Discourse: A Study of Tweets of PTI and PMLN on Poll Rigging in General Elections of Pakistan 2013. Paper presented at *International Conference on Freedom of Expression: Glocal Politics of Emotions* (Nov, 2015). Pakistan: University of The Punjab. Lahore.

Online Certifications

1- Act on Climate: Steps to Individual, Community, and Political Action

(An online non-credit course authorized by University of Michigan and offered through Coursera- 2023)

2- Digital Information Literacy

(An online non-credit course authorized by The State University of New York and offered through Coursera-2023)

Language Proficiencies

English, Urdu, and Punjabi

Reviewer

- *Critical Discourse Studies (Special Edition on the work of Phil Graham)*
- *International Communication Association (ICA)*
- *Pakistan Social Sciences review*
- *Journalism Practice*