

## 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**

| Sr # | 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    | Social Science Review Archives<br>Issn Online: 3006-4708                  | Machine Translation vs. Human Translation: A Comparative Study of Translation Quality                            | Volume: 3, No: 1 Pg 885-894   | Y                     | 2025           |
| 2    | Qlantic Journal of Social Sciences and Humanities<br>ISSN: 2791-0245      | A Multimodal Analysis of Graffiti: A Case Study in Punjab, Pakistan  | Vol. 5, No. 4 (Fall 2024) ▪ Pages: 50 – 55                            | Y                     | 2024           |
| 3    | THE REGIONAL TRIBUNE (TRT)<br>ISSN (Online): 3006-8428                    | Rhetoric of Violence in Political Discourses: A Case Study of Pakistani Politicians’ Speeches                    | Vol. 3 No. 1 (Volume 2024) Pages: 93 – 102                            | Y                     | 2024           |
| 4    | Regional Lens   Issue 1 (Fall 2024) ISSN (Online): 3007-1038              | A Multi-model Perspective of Economy-related Semiotic Discourses of Pakistani Print Media                        | Volume 3   Issue 1 (Fall 2024) 1038Pages: 1–8                         | Y                     | 2024           |
| 5    | Journal of Development and Social Sciences<br><br>ISSN: 2709-6254         | Gendering Advertisements: A Comparative Study of Pakistani Print Media Semiotic Discourses                       | of Pakistani Print Media<br><i>Apr-Jun 2023, Vol.4, No.2 Pg 76-86</i> | Media                 | 2023           |
| 6    | 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           |
| 7    | 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           |
| 8    | <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           |
| 9    | Journal of Udru Research<br>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           |
| 10   | 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           |

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|----|--|---|-----------------------------------|---|------|
| 11 | Journal of Critical reviews<br>ISSN- 2394-5125                                     | EXPLORING ENGLISH LANGUAGE LEARNERS' EXPERIENCES IN LEARNING VOCABULARY THROUGH MOVIES                          | VOL 7, ISSUE 14, 2020             | Y | 2020 |
| 12 | Journal of Research Urdu<br>ISSN: 1726-9067 , E-ISSN: 1816-3424                    | An Evaluation of Pictorial Illustrations in Urdu Dictionaries   | Vol. no. 1<br>Ed. 36              | Y | 2020 |
| 13 | 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 |
| 14 | 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 |
| 15 | 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 |
| 16 | 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 |
| 17 | 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 |
| 18 | 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 |
| 19 | 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 |
| 20 | 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 |
| 21 | Journal of Critical Reviews<br>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 |

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|----|---|--|---|---|------|
| 22 | International Journal of Applied Linguistics & English Literature E-ISSN: 2200-3592 & P-ISSN: 2200-3452 | America in Pakistani Print Media: A Semiotic Discourse Analysis based Study of Pak-US Relationship                       | Vol. 9, 4 (2020)                        | X | 2020 |
| 23 | Pakistan Journal of Islamic research ISSN: 2070-0326<br>ISSN: 2618-0820                                 | A Critique of Representation of Islam and Muslims through Western Print Media Discourse(s)                               | Sage 223, 227<br>Volume no 21<br>issue  | X | 2020 |
| 24 | International Journal of English Linguistics; ISSN 1923-869X E-ISSN 1923-8703                           | Lexical Inferencing in Newspaper Columns: An Introspective Study   | Vol. 9, No. 1;<br>2019                  | Y | 2019 |
| 25 | 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<br>(2019), pp. 1375-1381 | Y | 2019 |
| 26 | 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)<br>2019, 37-46             | Y | 2019 |
| 27 | Khazar Journal of Humanities and Social Sciences  | Politics, Ideology and Print Media: A CDA of Newspapers' Headlines   | Volume 22 № 3<br>2019, 44-59            | X | 2019 |
| 28 | 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,<br>2011, pp.31-46       | Y | 2011 |
| 29 | Journal of Humanities and Social Science<br>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 |

### **Conference Presentations**

- 1- International Webinar: "How will Covid-19 transform the state of education for future generations?"  
19<sup>th</sup> & 20<sup>th</sup> July, 2020. North Indian Group of Colleges, Najibabad, UP, India.
- 2- Webinar: Global Discourses in 2020. 17<sup>th</sup> Dec. 2020, Dept. of Eng. IU Bahawalpur.
- 3- Language Study: Global Debates and Indigenous Perspectives. 6<sup>th</sup> & 8<sup>th</sup> Nov, 2019. Dept. of Eng. GCU, Faisalabad.

- 4- Post-Conflict Literature trauma and Global Peace. 29 & 30 April, 2019. NUML, Islamabad.
- 5- Presented paper in the 2<sup>nd</sup> 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 2<sup>nd</sup> 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 14<sup>th</sup> 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 Guardian Weekly: Critique, presented in 2<sup>nd</sup> 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 (24<sup>th</sup>) 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 12<sup>th</sup> 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. 12<sup>th</sup> American Studies Conference, Oct 2-4, 2009 on “Media in America; America in the Media.” Quaid-e-Azam International University Islamabad.
2. 2<sup>nd</sup> 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.