

Dr. Saima Umer

G-13/2,Islamabad, Capital, Pakistan
Cell: +92 (0) 308-3132961
Email: saima.umer@numl.edu.pk
https://orcid.org/0000-0001-5099-2237
https://scholar.google.com/citations?hl=en&authuser=1&user=eCqYn4kAAAAJ
https://www.researchgate.net/profile/Saima-Umer

Dr Saima Umer is a scholar of English Linguistics and Discourse Studies, hailing from South Punjab, Pakistan, and currently serving as a regular Lecturer in the Department of English at the National University of Modern Languages (NUML), Islamabad. With over 18 years of experience in higher education, her research spans discourse analysis, multimodal literacy, gender and identity studies, cultural memory, and representation. Her interdisciplinary scholarship is culturally grounded yet globally oriented, connecting local voices and lived realities with wider conversations in the humanities and social sciences.

Education

Doctorate in English (Linguistics)
Fatima Jinnah Women University, Rawalpindi
CGPA: 3.73/4.00
Thesis: *Culinary-Gastronomic Literacy Practices: A Multimodal Analysis of the Discourse in Pakistani Restaurants*

MPhil in English (Linguistics)
National University of Modern Languages (NUML), Islamabad
First Division, 2017
Thesis: *Deconstructing Gender Stereotypes: A Feminist Stylistics Analysis of Disney Animated Movies*

MSc in Applied Linguistics
Bahauddin Zakariya University, Multan
First Division, 2006

Postgraduate Diploma in TEFL
Allama Iqbal Open University (AIOU), Pakistan
First Division, 2013

Publications

1. Umer, S., Kamran, R., & Abbas, Q. (2025). Unveiling digital discourses: A Smile-Based Somelit Analysis of Linguistic Strategies in Social Media Communication. *Journal of Media Horizons, 6*(5), 1097–1109.
2. Akhtar, Y., Umer, S., & Hafeez, A. (2025). Teaching English Narrative through Halliday's Metafunctions at the Intermediate Level. *Academia International Journal for Social Sciences, 4*(3), 851–864.
3. Umer, S., & Ali, R. A. (2025). Melodies of meaning: Deconstructing Gender in Disney Narratives through Feminist Post-Structuralist Discourse Analysis. *The Critical Review of Social Sciences Studies, 3*(2), 2084–2099.
4. Riaz, M., Akhtar, Y., & Umer, S. (2025). Between the Lines: Translating Implicature in *Buri Aurat Ki Katha* and *A Bad Woman's Story*. *Journal of Media Horizons, 6*(3), 453–468.
5. Umer, S., & Rasul, S. (2024). Culinary-Gastronomic Literacy Practices and Social Class: A Comparative Analysis of Restaurants' Hoardings in Pakistan. *Kurdish Studies, 12*(4), 1680–1690. https://doi.org/10.53555/ks.v12i4.3592
6. Javaid, S., Umer, S., & Batool, A. (2024). Incredulity towards Emancipatory Metanarrative: A Postmodern Critique of Barth's *Autobiography: A Self-Recorded Fiction* and Calvino's *Good for Nothing*. *Panacea Journal of Linguistics & Literature, 3*(1), 44–52. https://journals.airsd.org/index.php/pjll/article/view/378
7. Rasul, S., & Umer, S. (2023). Literacy Practices in Action: A Four Resource Model Analysis of Customer-Centricity. *Kashmir Journal of Language Research, 26*(2).
8. Saeed, S., Umer, S., & Sarosh, A. (2022). Representation of Muslim Women and Print Media: A Critical Discourse Analysis of American Newspaper Discourses. *Annals of Human and Social Sciences, 3*(2). https://doi.org/10.35484/ahss.2022(3-II)37
9. Batool, A., Umer, S., & Sufi, M. (2022). Black Feminism and Intersectionality: A Multimodal Discourse Analysis of Expressional and Relational Value of Language in Maya Angelou's *Still I Rise*. *Turkish Online Journal of Qualitative Inquiry, 13*(1), 1703–1719. https://www.tojqi.net/index.php/journal/article/view/9456
10. Tayyab, M., Umer, S., & Sajid, A. (2022). Decoding Religious Contents of Grade 5 Textbooks of the Single National Curriculum (SNC) in Pakistan. *Pakistan Journal of Humanities and Social Sciences, 10*(1), 291–297. https://journals.internationalrasd.org/index.php/pjhss
11. Umer, S., Rasul, S., Sumaira, & Iqbal, Z. (2021). Locating Multilingual Literacies: A Case Study of Literacy Practices at Fatima Jinnah Women University (FJWU), Rawalpindi. *International Journal of Humanities and Social Sciences Reviews, 9*(3), 1191–1201. https://doi.org/10.18510/hssr.2021.93117
12. Shehzadi, I., Umer, S., et al. (2021). Using Computer-Assisted Language Learning for Improving Learners' Sociolinguistic Competence. *PalArch's Journal of Archaeology of Egypt/Egyptology,18*(8),4846–4857. https://www.archives.palarch.nl/index.php/jae/article/view/9966

13. Umer, S., Kamran, Q., & Ahmad, A. (2021). Effects of Co-articulation on Pakistani English: A Case Study of Multilingual Speakers in Islamabad. *International Journal of Critical Reviews, 8*(2), 1350–1362. http://www.jcreview.com/?mno=85106
14. Umer, S., Sumaira, Maryam, F., & Sajid, A. (2021). Female Deconstruction and Discursivity in Hamid's *Exit West*: A Case Study. *International Journal of Review of Education Administration & Law, 4*(1), 113–124. http://real.spcrd.org/index.php/real/article/view/116
15. Umer, S. (2021). Using English Reader's Digest to Enhance Vocabulary of Pakistani Students at the Tertiary Level: An Experimental Study. *International Journal of Multicultural Education, 7*(5), 26–37. http://ijdri.com/me/vol7-no-5-2021/
16. Imtiaz, A., Umer, S., & Akhter, Y. (2021). Technology in Action: Perceptions and Practices of Students in Using Online Language Learning Material at Higher Education Level. *International Journal of Psychology and Education, 58*(2), 11207–11218. http://psychologyandeducation.net/pae/index.php/pae/article/view/4155
17. Baig, Z., Umer, S., Aslam, Z., Razaq, M., Khan, S., & Ahmad, T. (2020). Humor As A Monotony Breaker in Funny Advertisements: A Multimodal Discourse Analysis of Pakistani Ufone and Jazz Cellular Company Advertisements. *International Journal of English Linguistics, 10*(1), 69–80. https://doi.org/10.5539/ijel.v10n1p69
18. Umer, S. (2016). Literacy And Numeracy in Education: Perspectives and Prospects. *European Journal of Literature and Linguistics, 2*, 20–22.
19. Umer, S. (2015). Pak–US relations in Print Media: A Semiological Discourse Analysis at the Ethno-Cultural Level. *Journal of Humanities and Social Sciences, Bahauddin Zakariya University*. Currently serving as a Lecturer in Linguistics

Experience in Teaching & Instruction

- Since 2006, I have accumulated extensive teaching experience in linguistics, communication studies, and professional development across undergraduate and postgraduate programs in both public and private sector universities. I am currently serving as a Lecturer in Linguistics in the Department of English at the National University of Modern Languages (NUML), Islamabad.
- I have designed, revised, and taught a range of courses in Functional English, Communication Skills, Academic Writing, and Personality Development. These courses were developed to address the diverse academic, linguistic, and professional needs of students from varied social, cultural, and educational backgrounds.

Experience in Training & Development

- Organized a successful colloquium on 'English Studies in Pakistan: Bridging Linguistics & literature in the 21st Century' in collaboration with NAHE & HEC at NUML Islamabad (3 June 2026)
- Delivered professional development training for faculty members at the National University of Modern Languages (NUML), Multan Campus, on the application of Bloom's Taxonomy, blended learning methodologies, and academic excellence through

the Faculty Development Program (FDP) (2021–2022).

- Conducted workshops and training sessions focused on innovative teaching practices, learner-centered pedagogy, curriculum enhancement, and faculty development in higher education.
- Organized the 2nd International Conference on Linguistics and Literature (ICOLL-2019) at the Islamia University of Bahawalpur, contributing to academic collaboration and creating research dissemination opportunities for emerging scholars.
- Led and mentored student delegations participating in Model United Nations (MUN) conferences at NUML Islamabad, promoting leadership, critical thinking, diplomacy, and communication skills (2013–2014).
- Coordinated and managed a teacher training program on Personality and Professional Development for educators at Army Public School, Multan Campus (2009–2010).
- Designed and developed an English for Specific Purposes (ESP) curriculum titled *A Refresher Course for English MBBS Doctors*, based on a comprehensive needs analysis and tailored syllabus design (2006).
- Served as a communication skills facilitator at the Department of English, Bahauddin Zakariya University (BZU), Multan, where I supported the linguistic and professional development of undergraduate students and delivered Communication Skills instruction as a merit-based academic assignment (2004–2006).

Foreign Attachment & NUML-UNT-(USA) Partnership Experience

- Successfully completed a fully funded Faculty Development and Research Attachment Program at the University of North Texas (UNT), USA, in 2015. This 40-day academic and cultural exchange program provided advanced research training, international scholarly exposure, and opportunities to collaborate with distinguished researchers and faculty members in a global academic environment.
- Participated in the American English Live: Teacher Development Series (2019), organized by the Office of English Language Programs, U.S. Department of State, focusing on contemporary pedagogical approaches, content development strategies, and innovative practices in English language teaching.
- Successfully completed a five-week Massive Open Online Course (MOOC) on Content-Based Instruction offered through the American English E-Teacher Program, sponsored by the U.S. Department of State in collaboration with FHI 360 (2019).
- Participated in a series of faculty development initiatives under the NUML–University of North Texas (UNT) Partnership Program, including specialized workshops on Semantics and Metaphor Studies, Syntax, and Scholarly Writing for Publication (2014–2015). These programs enhanced expertise in contemporary linguistic theory, academic writing, and international research practices.

Workshops, Conferences & Seminars

- In 2026, participated in an international webinar delivered by Miss Anna Machura (UCC, Ireland), organized by the Department of English Literature and Language (DELL),

Riphah International University, Islamabad.

- In 2025, completed a two-day training workshop on *AI in the Classroom for Teachers and Facilitators: Prompt Engineering*, conducted by the Research and Strategic Initiatives (R&SI) Office, NUML, Islamabad.
- In 2025, attended a professional development workshop titled *Writing to Win: Research Proposal Success in Linguistics and Literature*, organized by the Department of English, Fatima Jinnah Women University (FJWU), Rawalpindi.
- In 2024, served as a member of the Organizing Committee and Media Committee for the First International Conference on Arts and Humanities (ICOAH-2024), NUML, Islamabad.
- In 2021, completed a workshop on LaTeX for academic writing and research documentation, organized by the Department of Education, Fatima Jinnah Women University, Rawalpindi.
- In 2019, attended a workshop on Event Management organized by Evolve at the National Library of Pakistan, Islamabad, focusing on leadership development and human resource management.
- In 2019, participated in an International Workshop on Decolonizing Pedagogy conducted by Dr. Ahmar Mehmood and Dr. Mona Mamac at Government College University, Faisalabad, emphasizing decolonial approaches in education.
- In 2018, completed the 3rd International Workshop on Corpus Linguistics at the International Islamic University, Islamabad.
- In 2017, organized and participated in a seminar on Writing Research Articles at NUML, Multan Campus, aimed at strengthening academic writing skills among faculty and students.
- In 2016, participated in the NUML Supervisors' Training Workshop at NUML, Islamabad, focused on research supervision, mentoring, and academic quality enhancement.
- In 2016, conducted a seminar on APA Research Writing and Referencing at NUML, Multan Campus, for faculty and research scholars.
- In 2016, organized seminars on Postcolonial Theories, Corpus Linguistics, and Academic Writing at NUML, Multan Campus, aimed at research capacity building.
- In 2013, attended a workshop on Scholarly Publishing and Research Methodology at NUML, Islamabad.
- In 2011–2012, participated in Digital Learning and Computer-Assisted Language Learning (CALL) workshops at Bahauddin Zakariya University, Multan, and NUML, Islamabad.
- In 2010, conducted a two-day workshop on Teaching Active and Passive Skills for MA TEFL students at Allama Iqbal Open University, focusing on pedagogical diversity across urban and rural contexts.
- In 2007, actively participated in International SPELT Conferences on Applied Linguistics and English Language Teaching at Bahauddin Zakariya University, Multan.
- In 2007, organized a seminar on Applied Linguistics delivered by Prof. Dr. Ruqiya

Hassan (spouse of Prof. M.A.K. Halliday) at BZU, Multan.

- In 2005, served as a member of the pioneer organizing committee for the first local chapter of the International SPELT Conference on Applied Linguistics and ELT at BZU, Multan, aimed at providing international academic exposure to scholars from South Punjab.

Experience in Research & Analysis

Paper Presentation/s

- In 2026, presented a research paper titled *"Poetics of Ecological Belonging: Community-Based Resilience in Gary Snyder's Prayer for the Great Family"* at the 3rd International Conference on Food Security and Value Chain Systems: Innovative Pathways for Sustainability and Resilience (ICFSVC-2026), Muhammad Nawaz Sharif University of Agriculture, Multan.
- In 2024, presented a paper titled *"Decoloniality or Postmodernity? Drawing Parallels Between Postmodernism and Decolonialism through a Critique of Barth's Autobiography: A Self-Recorded Fiction and Calvino's Good for Nothing"* at the First International Conference on Arts and Humanities (ICOAH-2024), NUML, Islamabad
- In 2023, presented a paper titled *"Critical Literary Study of Breaking of Laxmi's Silence: Laxmi Agarwal's Transformation from Traumatized Acid Victim to Storyteller"* at the V ASC 2023 Spring Congress, Mian Nawaz Sharif University of Engineering and Technology, Multan.
- In 2022, presented a research paper on *Black Feminism and Intersectionality: A Critical Discourse Analysis of Maya Angelou's "Still I Rise"* at the International Conference on Language, Literature, Literacy: COVID and Post-COVID Times, Fatima Jinnah Women University, Rawalpindi.
- In 2021, presented a paper at the 1st Riphah International Conference on Language, Literature and Culture (RICOLLAC), Riphah International University, Lahore.
- Umer, S. (2021). *Locating Multilingual / Multiple Literacies: A Case Study of Literacy Practices at Fatima Jinnah Women University, Rawalpindi.* Presented at The Innovation Summit 2021, COMSATS University, Vehari. Abstract published in conference proceedings.
- Umer, S. (2021). *Political Allegory and Social Media: A Semiological Discourse Analysis of Taliban's Post-15 August 2021 Representation.* Presented at RICOLLAC 2021, Riphah International University, Lahore. Abstract published in conference proceedings.
- Umer, S. (2019). *Humor as a Monotony Breaker: A Multimodal Discourse Analysis of Cellular Network Advertisements.* Presented at ICLAP 2019, Government College University, Faisalabad. Abstract published in conference proceedings.
- Umer, S. (2019). *From Victim to Savior: A Feminist Post-Structuralist Discourse Analysis of Mohsin Hamid's Exit West.* Presented at ICOLL 2019, Islamia University of Bahawalpur. Abstract published in conference proceedings.

- Umer, S. (2019). *Linguistics and Literature: Interdisciplinary Perspectives.* Presented at the Annual National Conference, Department of English, Fatima Jinnah Women University, Rawalpindi.
- Umer, S. (2018). *Locating Multilingual Literacies: A Case Study of Literacy Practices at Fatima Jinnah Women University, Rawalpindi.* Presented at ICLAP 2018, Fatima Jinnah Women University, Rawalpindi. Abstract published in conference proceedings.
- Umer, S., & Riaz, F. (2018). *Effects of Co-Articulation on Pakistani English: A Case Study of Punjabi-English Speakers in Islamabad.* Presented at ICLAP 2018, Fatima Jinnah Women University, Rawalpindi. Abstract published in conference proceedings.
- Umer, S. (2017). *Breaking Gender Stereotypes: A Feminist Stylistic Analysis of Disney Animated Films.* Presented at ICLAP 2017, Islamia University of Bahawalpur. Abstract published in conference proceedings.
- Umer, S. (2017). *Breaking Gender Stereotypes in Animated Narratives: A Feminist Stylistic Perspective.* Presented at ICOLL 2017, Islamia University of Bahawalpur. Abstract published in conference proceedings.
- Umer, S. (2017). *De/Constructing Gender Stereotypes in Disney Animated Films: A Feminist Stylistic Analysis.* Master of Philosophy thesis, Department of English, National University of Modern Languages (NUML), Islamabad.
- Umer, S. (2016). *Pak–US Relations in Print Media: A Semiological Discourse Analysis of Ethno-Cultural Representation.* Presented at ICLAP 2016, University of the Punjab, Lahore. Abstract published in conference proceedings.
- Umer, S. (2016). *Teaching Literature through Language: An Integrated Pedagogical Approach.* Presented at Seminar on Language and Literature, NUML, Multan Campus.

Research Supervision

1. Internal Supervisor to MPhil Thesis

- Gendering Semiotics: A Semiological Discourse Analysis of English Language Textbooks at the Primary Level.
- News Media and Code-Switching: A Sociolinguistic Analysis of Pakistani English Journalese.
- Selfing and Othering: A Critical Study of Chimamanda Ngozi Adichie's Americanah.
- Gender Ideology in Primary-Level Textbooks Used in Army Public Schools.

2. Supervision at the Master Level

- Linguistic Hybridity in Postcolonial Literature: A Critical Discourse Analysis of Arundhati Roy's *The God of Small Things*.
- Impact of Educational Technology on EFL Learning Outcomes: An Experimental Study at Secondary Level.
- Metaphorical Constructions in Academic and Sports Discourses: A Comparative Study.
- Representation of Women in Pakistani Fiction: A Feminist Stylistic Analysis.
- Impact of Communicative Language Teaching on Students' Communicative Competence at Postgraduate Level in Multan.
- English Language Teacher Development: A Case Study of English Language Teachers

at ISP, Multan.

- Code-Mixing in Advertising: A Sociolinguistic Analysis of Urdu–English Newspaper Advertisements in Pakistan.
- Professional Development of Teachers: A Comparative Study of Training Practices in Public and Private Sector Institutions in Pakistan.
- Effects of SMS Language on Students' Academic Performance in Examinations.
- English Language Teaching Methodologies at Intermediate Level: A Comparative Study of Public and Private Institutions in Multan.
- Code-Switching and Code-Mixing Practices on Social Media: A Qualitative Study of Pakistani Facebook Users.
- Female Representation in Contemporary Indian Songs: A Feminist Stylistic Analysis.

3. Minor Research Projects (Departmental Level)

- Conducted a Sociolinguistic analysis of news discourse, focusing on linguistic representation in media texts (2014).
- Completed a comparative sociolinguistic study on sexism in Punjabi and English proverbs, examining cultural and linguistic patterns of gender representation (2014).
- Developed a term paper exploring the challenges arising from the intersection of language and technology, with particular focus on communication shifts in digital contexts (2014).
- Performed a critical discourse analysis of Faiz Ahmad Faiz's ghazal *"Mujh Se Pehli Si Mohabbat Mere Mehboob Na Maang"*, highlighting ideological and poetic dimensions of meaning (2013).
- Conducted a critical discourse analysis of newspaper advertisements as part of the Diploma in TEFL, focusing on persuasive language and ideological framing (2012).
- Completed a term project on gendered language variation, analyzing differences in speech patterns between male and female speakers (2005).

Experience in Coordination & Administration

- (General Coordinator (Extra-Curricular Activities), Department of English (UGS)-FAH, NUML, Islamabad (2025–Present)
- Member Steering Committee International Conference on Arts & Humanities (ICOAH) at Department of English-FAH, NUML Islamabad, Pakistan. (December-2026)
- Head Media Committee International Conference on Arts & Humanities (ICOAH) at Department of English-FAH, NUML Islamabad, Pakistan.(December-2026)
- Focal Person, Media, Volunteers and Facilitation Society (2024–Present)
- Member International Conference on Arts & Humanities (ICOAH) at Department of English-FAH, NUML Islamabad, Pakistan. (Feb-2024)
- Coordinator, MPhil English Linguistics, NUML (2022–2023)
- Coordinator, BS and MA English Programs, NUML (2008–2018)
- Head, Student Counselling and Discipline Committee
- Member, Recruitment and Admissions Committee

Significant Achievements

- Member, Linguistics Association of Pakistan (LAP) (2024–Present).
- Achieved an IELTS overall band score of 7.5 (2021; previously qualified in 2019).
- Awarded First Position in the MPhil English Linguistics Program at the campus level (2017).
- Successfully completed PhD coursework with a CGPA of 3.84 (2019).
- Selected by the Inter Services Selection Board (ISSB) for the Education Branch of the Pakistan Navy (2007).
- Recipient of a fully funded Faculty Development and Research Attachment Program at the University of North Texas, USA (2015).
- Successfully completed Paragliding Training under Pakistan Army arrangements at the Army School of Physical Training (ASPT), Abbottabad (2019).
- Organized and hosted Independence Day celebrations under the Women Club Multan at Raza Hall (2007).

Broader Engagements and Interests

1. Community Service/s:

- Conceived and successfully implemented the idea of Ramzan Rashun Drive- Spring-2022 a charity program at campus level to help the unprivileged people of the locality by providing them food packages to meet the needs of a whole month. Around 100 poor families were aided as a result of this drive.
- Conceived and successfully implemented the idea of Winter Drive-2021 a charity program at campus level to help the unprivileged people of the locality by providing them warm clothing and winter related accessories. Around 200 people belonging to lower class were helped.

2. Establishment of the **Literary Corner** named as **Lit. Con** at the Department of English, NUML Multan Campus.

3. Hiking/Trailing: Fun Learning

- Participated actively in various game-based hiking activities and celebrated National Hiking Day (3 Oct,2020) under organization of Pakistan Tehreek-e-Shaoor.
- Participated in Hiking based Leadership Training Seminar at trail-5 in November 2019 arranged and organized by Dream Pakistan an NGO.
- Participated in Game Based Hiking Activity at trail-3 in March 2020 arranged and organized by Positive Pakistan.

4. Badminton: Participated in various competitions at the institutional, regional and community levels.

5. Swimming: Participated actively in the institutional competitive activities

References

- References are available upon request.