

CURRICULUM VITAE



DR. MUHAMMAD HASEEB SARWAR

HEC Approved PhD Supervisor

Address

Residential: Chak No 145/9-L Harrapa, Tehsil & District Sahiwal

Official: Deptt. of Mass Comm. & Media, University of Narowal, Narowal

Date of Birth: 26-05-1987

Marital Status: Married

CNIC: 36502-6575699-1

Contacts: +92-344-7769145, +92-0332-3330145

Email: haseeb.sarwar@uon.edu.pk

Education

Sr. No	University, College, Board	Years Attended		Examinations Passed	Marks		Main Subjects
		From	To		Maximum Marks	Marks Obtained	
1	University of Gujrat, Gujrat	2014	2018	PhD	4.00 CGPA	3.70 CGPA	Mass Communication
2	International Islamic University, Islamabad	2010	2012	M. Phil	4.00 CGPA	3.40 CGPA	Media & Communication Studies
3	G C University Faisalbad	2007	2009	MA	4.00 CGPA	3.23 CGPA	Mass Communication
4	B Z University Multan	2005	2007	BA	800	439	Journalism International Relations
5	BISE, Multan	2003	2005	FA	1100	513	Math., Stat., Economics
6	BISE Multan	2001	2003	Maticulation	850	565	Science

Employment Record

Name of Post	Department / Organization	Scale /Grade	Period		Description of work
			From	To	
Assistant Professor	University of Narowal	BPS-19	10-12-2021	Date	Teaching/ Coordinator Department of Mass Communication & Media

Lecturer	University of Narowal	BPS-18	02-02-2016	09-12-2021	Teaching/ Coordinator Department of Mass Communication & Media
Young Development Fellow	Planning Commission of Pakistan	BS-17	09-02-2015	08-02-2016	Development Communication/ China Pakistan Economic Coordior CPEC
Lecturer	National University of Modern Languages Islamabad	Contract/ Equivalent to BS-18		01-02-2016	Teaching in Department of Mass Communication
Research Analyst	Neo TV Network, Lhr	Contract	01-10-2014	30-05-2015	Policy & Planning of News Programs
Senior Research Fellow	Mishal Pvt. Ltd Islamabad	Contract	01-02-2013	14-08-2014	Media Research/Analysis & Planning/ Coomunication Conultancy & Training
Media Coordinator/ Teaching Assistant	G C University Faislabad	BPS-16	28-01-2010	28-02-2013	Public Relations/Media Management/ Teaching
Trainee Reporter	Express Media Group		01-05-2009	31-01-2010	Reporting

Professional Training

Course/ Diploma/ Certificate	Field of Study	Institution	Year
Personal Development Skills for Professional Excellence	Professional Excellence	PPMI, Islamabad	2015
Doctoral Spring School Program	Research	Held in University of Okara (Conducted by AMCAP, Pakistan and IAMCR)	2021
Research Certifications	Research	Elsevier	2020
Workshop on NVIVO & SPSS	Research	University of Lahore	2020
Faculty Development Program	Collaboration Framework and Social Impact	University of Narowal	2020
Faculty Development Program	Research Impact and Research Excellence	University of Narowal	2020
Faculty Development Program	How to Utilize Online Resources Effectively	University of Narowal	2020
Faculty Development Program	How to prepare Online Lectures	University of Narowal	2020
Faculty Development	Digital Management of	University of Narowal	2020

Program	Literature Review Using Latest Research Based Software		
Workshop	Management of Literature using Advanced Software	University of Narowal	2020
Faculty Development Program	Hands on Workshop on Scholarly Conventions of Writing Introduction and Reporting Results	University of Narowal	2020

Research

Program	Topic
MPhil	<p>“Coverage of Egyptian Unrest in US & Pakistani Press”</p> <p>Supervisor: Prof. Dr. Saqib Riaz (Chairperson, Department of Mass Communication, Allama Iqbal Open University, Islamabad)</p>
PhD	<p>“Framing of Arab Spring in US and Pakistani Press”</p> <p>Supervisor: Professor Dr. Zahid Yousaf (Chairperson, Center for Media & Communication Studies) University of Gujrat, Gujrat.</p>

Publications

Sr. No.	Title of Research Paper	Name of Journal with ISSN and Impact Factor / Category	Volume, Page No. & Year	HEC Recognized
1	Modeling Entrepreneurial Marketing , Social Media Marketing Product Innovation and SME’s Performance	Psychology And Education ISSN: 1553-6939	(2021) 58(5)	Yes
2	Comparative Analysis of Cartoon Communication on panama leaks in elite Pakistani press	Journal Of Peace , Development And Communication PISSN :2663-7898 EISSN: 2663-7901	Volume5,issue 1 ,March 2021 Page No : 101-129	Yes
3	Modeling Media Exposure , Appearance-Related Social Comparison , Thin-Ideal	Journal Of Contemporary Issues In Business And Government	VOLOUME 27 ,NO 3,2021	Yes

	Internationalization , Body Image Disturbance And Academic Achievement Of Female University Students	PISSN:2204-1990 EISSN:1323-6903		
4	Impact Of COVID-19's Media Exposure On The Anxiety And Response Behavior Of Pakistani Adults	Elementary Education Online ,2021 pp.5645-5651	Volume 20 , issue 05	Yes
5	Peace Journalism In Nonviolent Scenarios: A Case Study Of Asiya BiBi ' and IMF Loan Issues On Facebook	Asian Journal Of International Peace And Security (AJIPS)	Volume 5 , NO 1, (2021, Spring) ,52-66	Yes
6	Framing of Pak – Afghan Relations By Elite Pakistani And American Press During PMLN Government (2013-18)	Journal Of Peace , Development And Communication PISSN: 2663-7898 EISSN: 2663-7901	Volume 04 , issue 2 ,September 2020 pages: 102-18	Yes
7	Representation Of political Issues In Electronic media : A Case study of Peace And Conflict	Pakistan Social Science Review (PSSR) P-ISSN: 2664-0422 O-ISSN: 2664-0430	Volume 03 , No 2 Pages : (771- 784)	Yes
8	Framing Indo-Pak Relations In Pakistani And Indian Press Post Abrogation Of Article 370 & 35A By India	Journal Of Research Society And Pakistan		Yes
9	Analysis Of Indian Films Propaganda Against Muslims And Pakistan	Pakistan Social Science Review (PSSR) PISSN:2664-0422 O-ISSN:2664-0430	Volume 2, June 2018 Pages : 369- 80	Yes
10	Indian Press Propaganda	Journal of Cardiovascular	Volume 12,	Yes

	Against Pakistan: An Analysis of Pulwama Attack and Balakot Airstrike	Disease Research	Issue 03, 2021	
11	Framing of Arab Spring in US and Pakistani Press	Journal Of Research Society And Pakistan		Yes

Projects

Sr. No.	Title of Project	Position	Funding Agency/ Organization	Amount of project	Status
1	Role of Media in Interfaith Harmony & Social Integration: A case study of Kartarpur Corrdior	Prinicpal Investigator	Higher Education Commission, Islamabad	4.0 Million	Submiited for Approval
1	Media Credibility Index	Research Fellow (PI: Mr. Amir Jahangir, CEO Mishal Pvt. Ltd.)	Open Society Institue	-	Completed
2	Ethical Audit of News Media of Pakistan	Research Fellow (PI: Mr. Amir Jahangir, CEO Mishal Pvt. Ltd.)	Pakistan Press Foundation	3.9 Million	Completed &

Research Supervision

1. M.Phil: 02 (In Progress)
2. MA/BS produced: 05 Completed

Additional Responsibilities / Co-Curricular Activities

Sr. No.	Responsibility / Status	Organization / Department
01	Coordinator/Head Departemnt of Mass Communication & Media	University of Narowal

02	Project Director, Dr Ashafq Ahmad Khan National Center in Basic Sciences	University of Narowal
03	Deputy Director External Linkages & Fund Raising	University of Narowal
04	Deputy Director, Webinars, Workshops & Trainings	University of Narowal
05	Multiple Internal Committees (Covenior & Member)	University of Narowal
06	Memembr, Public Affairs & Implemenationa Unit	District Council, Narowal
07	Member Editorial Boad	G C University, Faisalbad

Conferences / Symposiums

- Chaired a seeion in International Media Conference 2021 at University of Okara.
- Presented paper entitled “Framing of China Pak Economic Corridor (CPEC) in the leading Press of Pakistan and China” in Conference on Contemporary Pakistan and CPEC at University of Gujrat, Gujrat, Pakistan on March 6-7, 2018.
- Presented paper entitled “Credibility of Electronic Media in Pakistan: Exploring the Content and Delivery Mechanism System of Talk Shows” in World Trends in Freedom of Expression and Media Development: A Pakistani Perspective on UNESCO Report held at University of the Punjab Lahore, Pakistan on February 27, 2018.
- Attended one Day Conference on Educational Leadership orgnised by GC University Faisalabd at Resource Center Muree on May 05th, 2012.

Seminars / Workshops/Trainings

- Organized different seminars, workshops and webinars in University of Narowal
- Participated in various conferences, symposiums, seminars, webinars and workshops across the country.
- Organized 14 ILM-O-AGAH Education Journalism Workshops with collaboration of ILM Ideas in 14 big cities of Pakistan (2014)
- Organized CIME Media Ethics Forum in Islamabad with collaboration of Center for International Media Ethics (2013)
- Resource Person for Capicity Building/Training of Economic Journalists by Planning Commission of Pakistan
- Attended four days workshop on “Religious and Ethnic Diversity, Peace & Tolerance and Alternative Media Developmen” organized by USIP (2010) from Govt. M C Inter College Okara.
- Orgainzed different National/International Conferences & Seminars in GCUF
- Got positions in different debates speech compeitions at School & College Level.

Professional Membership

- Member AMCAP (Asscoiation of Mass Coomuication Academicians & Professionals)
- Memembr Center for International Media Ethics Forum
- Member 7th Youth Parlimant of Pakistan by PILDAT

Computer Skills:

Good hands on MS Office, SPSS, NVivo, Zotero, Mendeley, EndNote

Languages:

English (Speaking, Writing, Reading)
Urdu (Speaking, Writing, Reading)
Punjabi (Speaking, Writing, Reading)

Interest & Hobbies:

- Contemporary Political and Media Affairs
- Books and Newspaper Reading
- Social Networking & Public Relationing
- Listening Music

References:

- Prof. Dr. Zafar Iqbal, Dean Social Sciences, International Islamic University, Islamabad
- Professor Dr. Zahid Yousaf, Chairperson, Centre for Media & Communication Studies, University of Gujrat, Gujrat
- Professor Dr. Noshina Saleem, Director, School of Communication Studies, University of the Punjab, Lahore
- Professor Dr. FarishUllah Yousafzai, Ex-Dean faculty of Arts, University of Gujrat, Gujrat