



Dr. MUHAMMAD NASEEM ANWAR  
Media & Communication Specialist

Ph : +92-3459802923  
Email : journalistnaseem@gmail.com  
Village & P/O Sarat Khel Tehsil & Distt  
Karak  
DOB: 14/02/1989

## EXPERIENCE

|                                                                                                   |                       |
|---------------------------------------------------------------------------------------------------|-----------------------|
| KHUSHAL KHAN KHATTAK UNIVERSITY,<br>KARAK<br>Lecturer, Department of Comm. and Media Studies      | Feb 2013 - June 2020  |
| CAMPUS RADIO FM 98.6<br>Station Manager (Additional Charge)                                       | Dec 2017 - June 2020  |
| ART & CULTURE SOCIETY KKKUK<br>Incharge (Additional Charge)                                       | sept 2018 - Sept 2019 |
| RAWALPINDI WOMEN UNIVERSITY,<br>RAWALPINDI<br>Visiting Lecturer, Department of Mass Communication | Mar 2021 - Oct 2022   |
| ABDUL WALI KHAN UNIVERSITY MARDAN.<br>Visiting Lecturer, Department of Mass Communication         | Mar 2022 - Oct 2022   |
| HAMDARD UNIVERSITY ISLAMABAD CAMPUS<br>Lecturer, Department of Computer Arts                      | Oct 2022 - Jun 2024   |
| SZABIST ISLAMABAD CAMPUS<br>Visiting Lecturer Department of Media Sciences                        | Aug 2020 - Continued  |
| HAMDARD UNIVERSITY ISLAMABAD CAMPUS<br>Assistant Professor, Department of Computer Arts           | Jun 2024- Continued   |

## EDUCATION

|                                                                                                                |         |
|----------------------------------------------------------------------------------------------------------------|---------|
| BAHAUDDIN ZAKARIYA<br>UNIVERSITY, MULTAN<br>Ph.D. Media & Communication Studies                                | 2016-24 |
| ISLAMIA UNIVERSITY OF<br>BAHAWALPUR<br>M.Phil Media Studies                                                    | 2013-16 |
| KOHAT UNIVERSITY OF SCIENCE<br>AND TECHNOLOGY, KOHAT<br>M.A Journalism & Mass Communication<br>(Gold Medalist) | 2010-12 |

## SKILLS

Conceptual Analytical skills, Good Communication skills, Time Management, Team work, Good Presentation Skills, Strategic Planning, Subject Development

## LANGUAGES

English, Urdu, Pashtu

## ACHIEVEMENTS & AWARDS

- ✓ Achieved Gold Medal in M.A journalism & Mass Communication (2010-2012).
- ✓ Achieved four merit scholarships in M.A JMC (2010-2012).
- ✓ Established Media Lab at KKKUK.
- ✓ Established FM Radio at KKKUK.
- ✓ Best Award of Academic 2019, Awarded by DC Karak.
- ✓ Established TV Studio at Rawalpindi Women University

- 1 Tahir Farid<sup>1</sup>, **M. Naseem Anwar**<sup>2</sup>, Sadaf Iqbal<sup>3</sup>, Mirza Jan<sup>4</sup>, and Inayat Khattak<sup>5</sup> (2014). *Socio Economic Impact Of Poverty On Children Socialization With Special Focus On Education*, **Published at The International Asian Research Journal 02(04): pp.41-50, 2014 ISSN: 2310-337X. Impact Factor (under evaluation)**
- 2 Tahir Farid<sup>1</sup>, **M. Naseem Anwar**<sup>2</sup>, Sadaf Iqbal<sup>3</sup>, Mirza Jan<sup>4</sup>, and Inayat Khattak<sup>5</sup> (2014). *Socio Economic Problem Faced By Rural Women In Getting Higher Education* **Published at The International Asian Research Journal 02(04): pp.31-40, 2014 ISSN: 2310-337X. Impact Factor (under evaluation)**
- 3 Ashiq M<sup>1</sup>, **Naseem Anwar** M<sup>2\*</sup>, Mirza Jan<sup>3</sup> and Shauqat-Ur-Rehman<sup>4</sup> (2015). A Sport has a Sword of Peace, Can Change the World. Hilaris- Arts and Social Sciences Journal **ISSN:2151-6200. <https://www.hilarispublisher.com/open-access/a-sport-has-a-sword-of-peace-can-change-the-world-2151-6200-1000110.pdf> (Correspondent Author)**
- 4 **Anwar MN and Muhammad A** (2015). Benefits of Outdoor Pursuits: From a Health Perspective. Hilaris- Arts and Social Sciences Journal **ISSN:2151-6200. <https://www.hilarispublisher.com/open-access/benefits-of-outdoor-pursuits-from-a-health-perspective-2151-6200-1000143.pdf> (Correspondent Author)**
- 5 **Muhammad Naseem Anwar**, Lubna Shaheen & Rashid Ishaq (2019). Impact of Sensitive Content on Public: A Case of Zainab Murder in Media. Global Media Review Vol. II, No. I (2019) Pages: 9 – 31. p- ISSN: 2521-2982 e-ISSN: 270 4587 URL: [http://dx.doi.org/10.31703/gmr.2019\(II-I\).02](http://dx.doi.org/10.31703/gmr.2019(II-I).02) ISSN-L: 2521-2982 DOI: 10.31703/gmr.2019(II-I).02 **(Correspondent Author)**
- 6 Aziz, F., Amin, S., & **Anwar, M. N.** (2020). Global Culture and the Media undermine our Culture: A Case of Urdu-Dubbed Turkish Dramas Effects on Pakistani Society. Global Mass Communication Studies Review, VI(II), 36-43. [https://doi.org/10.31703/gmcr.2021\(VI-II\).04](https://doi.org/10.31703/gmcr.2021(VI-II).04) **(Correspondent Author)**
- 7 Ishaq, R., Manawar, R., & **Anwar, M. N.** (2021). The Portrayal of Pashtun Culture in Pakistani Urdu Movies. Global Digital & Print Media Review, IV(I), 1 15. [https://doi.org/10.31703/gdpmr.2021\(IV-I\).01](https://doi.org/10.31703/gdpmr.2021(IV-I).01) **(Correspondent Author)**
- 8 Shaheen. Lubna, **Anwar. MN** & Ishaq. Rashid (2021). Do the International News Agencies Set the Agenda of Pakistani Media? Critical Analysis of three Major English Dailies of Pakistan. Pages 209-229. Volume VI Issue I, Global Mass Communication Review Journal, ISSN Online: 2709-9458- ISSN-L: 2708-2105, ISSN Print:2708-2105. **(Correspondent Author)** [http://dx.doi.org/10.31703/gmcr.2021\(VI-I\).16](http://dx.doi.org/10.31703/gmcr.2021(VI-I).16)
- 9 Ishaq, R., Zahir, N., & **Anwar, M. N.** (2021). The Impact of Heroism and Demonism of Indian Movies and Youth National Identity Crisis. Global Mass Communication Review, VI(III), ISSN Online: 2709-9458- ISSN-L: 2708-2105, ISSN Print:2708-2105. **(Correspondent Author)** 66-76.[https://doi.org/10.31703/gmcr.2021\(VI-III\).](https://doi.org/10.31703/gmcr.2021(VI-III).)
- 10 Abbas, S., Shaheen, L., & **Anwar, M. N.** (2021). Role of Crime Dramas in Making Opinions about Criminal Justice System of Pakistan. Global Digital & Print Media Review, IV(II), 1-9. [https://doi.org/10.31703/gdpmr.2021\(IV-II\).](https://doi.org/10.31703/gdpmr.2021(IV-II).) **(Correspondent Author)**
- 11 Usman, H., Junaid Ilyas, M., & **Naseem Anwar, M.** (2022). The Conundrum of Sovereignty and Integration: Examining the Implications of Brexit on International Trade Relations. *Global Strategic & Security Studies Review*, 7(4).
- 12 Kanwal, L., **Anwar, M. N.**, & Saima, A. (2022). Pre-Election Political Campaigns Covered by Pakistani TV Channels: A Content Analysis. *Global Multimedia Review*, V(I), 64-78
- 13 **Anwar, M. N.**, Kanwal, L., & Nasir, T. (2022). Portrayal of Pakistan in Bollywood: A Content Analysis of Movies. *Global Multimedia Review*, V(I), 1-13. [https://doi.org/10.31703/gmr.2022\(V-I\).01](https://doi.org/10.31703/gmr.2022(V-I).01) **(Correspondent Author)**
- 14 **Anwar, M. N.**, Alam, A. & Zia, M. (2022). Self-Representation on Facebook: What Does It Gratify? *Global Mass Communication Review*, VII(I), 37-48. [https://doi.org/10.31703/gmcr.2022\(VII-I\).02](https://doi.org/10.31703/gmcr.2022(VII-I).02)
- 15 : Rustam, H., **Anwar, M. N.**, & Iqbal, Q. (2023). Social Media Impact on Human Behaviour. *Global Sociological Review*, VIII(II), 15-29. [https://doi.org/10.31703/gsr.2023\(VIII-II\).03](https://doi.org/10.31703/gsr.2023(VIII-II).03) **(Correspondent Author)**
- 16 **Anwar MN**, Saeed M, Khan ZU, Zia M, Kanwal L (2023) Uses Gratification Approach towards Media among Teenager; A Survey on the Perception of High School Students in Pakistan. *Global Media Journal*, 21:62. **(Correspondent Author)**
- 17 **Anwar, M. N.**, & Syed, H. R. (2023). Role of Social Media in Branding Tourism Destinations in Khyber Pakhtunkhwa: A Quantitative Analysis. *Global Digital & Print Media Review*, VI(II), 88-108. [https://doi.org/10.31703/gdpmr.2023\(VI-II\).08](https://doi.org/10.31703/gdpmr.2023(VI-II).08) **(Correspondent Author)**
- 18 Mubashir Saeed<sup>1</sup>, Asim Zaheer<sup>2</sup>, **Muhammad Naseem Anwar**<sup>3</sup> and Nasir Ullah<sup>4</sup>. (2023). Analyzing the Role of Hashtags and Trends as Digital Rhetoric in Pakistani Political Discourse on Twitter: A Study of Top Trends. *Journal of Asian Development Studies*. Vol. 12, Issue 3 (September 2023). <https://poverty.com.pk/index.php/Journal/article/view/150>
- 19 Khan, Arbaz, Mubashir Saeed, **Muhammad Naseem Anwar** and Lareb Kanwal (2023). “Unleashing the Potential: A Study of the Effectiveness and Impact of YouTube Educational Content on Student Learning Outcomes.” *Journal of Mass Communication & Journalism* 13: 538. **(Corresponding Author)**

- 20 **Muhammad Naseem Anwar**<sup>1</sup>, Mubashir Saeed<sup>2</sup>, Wajeeh Hayder<sup>3</sup>, & Larib Kanwal<sup>4</sup>. (2023). Impact of Indian Drama's on Pakistani Culture: A Study on Women's Perspective. *Journal of Asian Development Studies*, 12(4), 575-595. <https://poverty.com.pk/index.php/Journal/article/view/82>
- 21 Saeed, M., Khan, Z. U., **Anwar, M. N.**, Hayder, W., & Gulabzai, M. F. (2024). Cultivating Minds: Pakistani Media's Influence on Parental Awareness Regarding Child Sexual Abuse. (2024). *Journal of Asian Development Studies*, 13(1), 41-61. <https://poverty.com.pk/index.php/Journal/article/view/298>
- 22 Mubashir Saeed, Wajeeh Hayder, **Muhammad Naseem Anwar**, & Nasir Ullah. (2024). Breaking the Silence: Pakistani Media's Role in Shaping Parental Attitudes and Practices on Child Sexual Abuse. *INTERNATIONAL JOURNAL OF HUMAN AND SOCIETY*, 4(1), 1175-1194. Retrieved from <https://ijhs.com.pk/index.php/IJHS/article/view/480>
- 23 Arshad. L., Zulqarnin. W., **Anwar. M. N** & Elahi. H. (2024). Quacking of Attire Fashion Industry on Social Media: A Quantitative Analysis. *Journal of Asian Development Studies*, 13(1), 887-904. <https://doi.org/10.62345/jads.2024.13.1.74>. (Corresponding Author)
- 24 **Anwar, M. N.**, Alam, M. K., & Moazzam, S. (2024). Mobile Phone Usage Pattern and its Impact on Society: A quantitative Analysis. *Journal of Peace, Development and Communication*, 08(02), 106–121. <https://doi.org/10.36968/JPDC-V08-I02-08> (Corresponding Author)
- 25 **Anwar, M. N.**, Latif, A., Ahmed, A., Iqbal, N., Ullah, R & Shahzad, F. (2024). Impact of Social Media Influence on the Growth of Businesses: A Quantitative Study Based on ELM Model. (2024). *Journal of Asian Development Studies*, 13(2), 1358-1373. <https://doi.org/10.62345/jads.2024.13.2.108>
- 26 Sidique. A, Iqbal. Q & **Anwar MN**, (2024). NEWS TRUST AND ENGAGEMENT ON FACEBOOK: A COMPARATIVE STUDY OF GEN Z AND MILLENNIALS IN URBAN PAKISTAN. *Journal of Media Horizons*, 5(4), 535-545. <http://jmh.com.pk/index.php/journal/article/view/89>

## RESEARCH CONFERENCES

- ✓ Presented a research paper in 2<sup>nd</sup> International Research Conference 2023 at Rawalpindi Women University Paper entitled “Hashtags and Trends as Catalysts of Discourse: Analyzing the role of Hashtags and trends as digital Oratory in Pakistan Political Discourse on Twitter. A study of ‘Imported Government unacceptable and Discretion of Masjid Nabvi Unacceptable”.
- ✓ Presented a Research Paper in 2<sup>nd</sup> International Research Conference 2024 at SZABIST Islamabad, Paper entitled “Mobile Phone usage Pattern and its impact on Society”.
- ✓ Co-Chaired a parallel Session “Media & Politics” in 2<sup>nd</sup> International Research Conference 2024 at SZABIST Islamabad.

## RESEARCH SUPERVISION

- ✓ Supervised Master and BS (Hons) research Theses and Projects.

## PRODUCTION

### Short Films and Documentaries

- ✓ **Short Films:** Meri Maat, The Dark Truth, Me & Myself, Walking into Darkness, Bharte Qadam, Dharna, Khwaab, Black Magic etc.
- ✓ **Documentaries:** Data Breach, The Beauty of Terbela Dam, Junagadh State, Right of Minorities, Climate Change, (TV Documentaries), Online Video Games Impact on Teenagers (A Radio Documentary etc.

## RESEARCH JOURNAL EDITORIAL BOARD MEMBERSHIP

- ✓ Managing Editor, Research Journal of Global Mass Communication Review

## REVIEWERSHIP

- ✓ Working with **Young Consumers** research journal as reviewer. Reviewed one manuscript.
- ✓ Working with **BP International**. Reviewed one manuscript.

## COMPUTER SKILLS

- ✓ Proficient in Google Docs
- ✓ Proficient in Audio & Video Editing
- ✓ Proficient in Internet Using

## MEMBERSHIP

- ✓ Member of the Board of Studies in department of Communication and Media Studies at Khushal Khan Khattak University, Karak.
- ✓ Member of the QEC team at Khushal Khan Khattak University, Karak.
- ✓ Departmental Focal Person, PM Laptop Scheme.
- ✓ Departmental Coordinator, Examination
- ✓ Member of the Departmental Admission Committee
- ✓ Member Proctorial Board
- ✓ Member of the Departmental Technical Committee kkkuk
- ✓ Member of the BoS Department of Mass Communication RWU
- ✓ PT Member QEC RWU
- ✓ QED member, Hamdard University Islamabad Campus
- ✓ Member of the International Conference Committee HU Islamabad Campus
- ✓ Member of the Convocation Committee Hamdard University Islamabad Campus
- ✓ Member of the BoS Meeting, Department of Computer Arts, Hamdard University Islamabad Campus

## WORKSHOPS & SEMINARS

- ✓ Attended three days' media oriented workshop in UKS research Centre Islamabad in March 2011.
- ✓ Attended two days' media oriented workshop in Mediothek Media Peshawar in September 2011.
- ✓ Attended one-week training in Internews KUST based on Digital telling story in September 2011.
- ✓ Attended five days' workshop on "Conflict Sensitive Journalism" for the faculty of Journalism and Mass Communication Departments at Media House Islamabad in November 2014.
- ✓ Attended a day review meeting on "Conflict Sensitive Journalism" at Media House Islamabad in December 2014.
- ✓ Attended two days' orientation workshop for the faculty of Mass Communication Departments based on "Population and Development" organized by Population Council at Best Western Hotel Islamabad in May 2015.
- ✓ Participated in two days meeting organized by "Media House" at Journalism & Mass Communication Department, University of Peshawar in September 2015.
- ✓ Attended one-day seminar at Islamabad in December 2015, organized by "Population Council" for the faculty of all Mass Communication Departments.
- ✓ Attended three days' research based seminar "organized by the department of Management Sciences at Khushal Khan Khattak University, Karak in December 21-23 2015.
- ✓ Attended two days' workshop organized by department of Computer Science, based on "Free Lancing" at Khushal Khan Khattak University, Karak in March 2016.
- ✓ Attended two days' seminar at Summer Camp University of Peshawar, Bara Gali, in July 2016, sponsored by Media House Islamabad, Pakistan.
- ✓ Attended three days' media oriented workshop in August 2016 at Media House Islamabad.
- ✓ Attended two days' workshop on Radio Broadcasting at KKKUK in April 2018.
- ✓ Attended two days training on General Election of Pakistan for Presiding Officer in July 2018.
- ✓ Attended two days' workshop on Media and Information Literacy at KKKUK in February 2020.
- ✓ Attended International Webinar on Covid 19's Silver Lining and New Tourism Business Model, Jakkarta 8<sup>th</sup> June 2020.
- ✓ Attended International Webinar on "Islamic Communication in the Era of Social Media: Challenges and Opportunities", 16 June 2020.

## REFERENCES

1. Prof. Dr. Hassan Raza Syed, Chairman Department of Communication Studies, University of Sargodha

Contact Details: +92-3316350594

Email: [sherazibzu@gmail.com](mailto:sherazibzu@gmail.com)

2. Dr. Tahir Farid, Assistant Professor, Department of Psychology, Abdul Wali Khan University Mardan

Contact Details: +92-3465391187

Email: [Tahirfarid20@gmail.com](mailto:Tahirfarid20@gmail.com)