

Place of birth: Pakistan | **Gender:** Female | **Phone number:** (+92) 3094096576 (Mobile) | **Email address:** fatma310396@gmail.com | **Website:** <https://orcid.org/0009-0002-4347-4954> | **Address:** VPO Goteriala, Tehsil kharian district gujrat, 50900, Kharian, Pakistan (Home)

● **ABOUT ME**

Lecturer & Researcher in Discourse and Media Studies
Sidra is a lecturer at the Azad Jammu & Kashmir University of Bhimber and a researcher in discourse studies with an MPhil in English linguistics, and a Master’s in English Linguistics and English Literature. Her work centres on critical discourse analysis, argumentation theory, and multimodal communication, with a particular focus on online and social media discourse.

● **EDUCATION AND TRAINING**

11/2021 – 11/2025 Pakistan
MPHIL ENGLISH (LINGUISTICS) University of Gujrat

03/2018 – 03/2020
MA ENGLISH LANGUAGE & LITERATURE University of Azad Jammu & Kashmir

2023 – 2024 Islamabad, Pakistan
B.ED (TEACHING TRAINING PROGRAM) Allama Iqbal Open University

2014 – 2016 Gujrat, Pakistan
BA (ISLAMIC STUDIES, POLITICAL SCIENCE)

● **WORK EXPERIENCE**

 **AZAD JAMMU & KASHMIR UNIVERSITY OF BHIMBER – BHIMBER, PAKISTAN**
LECTURER – 11/2023 – CURRENT

- Teaching English as a foreign language to students across disciplines, including engineering and medicine.
- Delivered courses in Functional English, Applied Linguistics, SLA, Pragmatics, and Discourse Analysis.
- Developed syllabi, lecture content, and assessments tailored to diverse learner needs.
- Supervising student research projects and mentored academic writing and design tasks.

 **GOVT POST-GRADUATE COLLEGE BHIMBER AJK – BHIMBER, PAKISTAN**
LECTURER – 06/2020 – 09/2022

 **CAMBRIDGE LANGUAGES COLLEGE AND CONSULTANCY BHIMBER – BHIMBER, PAKISTAN**
IELTS INSTRUCTOR – 2024 – CURRENT

 **UNIVERSITY OF GUJRAT | CENTRE FOR LANGUAGES AND TRANSLATION STUDIES – PAKISTAN**
RESEARCH ASSISTANT – 01/11/2022 – 30/03/2023

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU | PANJABI; PUNJABI**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
GERMAN	A2	A2	A2	A2	A2
Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user					
● SKILLS					
Critical Discourse Analysis Microsoft Office (Word , Excel and Power Point) Data Gathering, Data Processing, Data Visualization, Data Analysis Multimodal Discourse Analysis corpus linguistics tools (Antconc, Elan) Nvivo, SPSS python Annotation softwares (OVA+)					
● NETWORKS AND MEMBERSHIPS					
03/2025 – CURRENT America Modern Language Association of America					
● PUBLICATIONS					
2024 Framing vulnerability: An ecolinguistic analysis of gender and climate change discourse					
Journal Name: Current Research in Environmental Sustainability Volume, Issue and Pages: Volume 7, 2024, 100258 Publisher: Elsevier					
2024 Critical Discourse Analysis: A Comparative Study of the Semiotic and Textual Features of Health Cards					
Journal Name: Al Misbah Research journal					
● PROJECTS					
“I Think I Have Feelings for ChatGPT”: A Discourse-Pragmatic Study of Affective Positioning and Digital Intimacy in Facebook Comments					
Status: Completed — Under Review with <i>Discourse & Society</i> (Springer Nature)					
Framing Forced Belonging: A Multimodal Argumentative Analysis of Afghan Refugee Deportation in Pakistani and International News Media					
Status: Completed — Under Review with <i>Visual Communication</i> Summary: This project explores how televised media represent the forced repatriation of Afghan refugees in Pakistan. Using Critical Discourse Studies (CDS), Social Semiotics, and the Argumentum Model of Topics (AMT), it compares national (Dawn, Geo) and international (DW, Al Jazeera) coverage.					
Framing War in 15 Seconds: Multimodal Discourses of the Russia–Ukraine Conflict on TikTok					
Status: Completed — Under Review with <i>Media, War & Conflict</i> (SAGE) Summary: Focusing on user-generated TikTok content, this study investigates how the Russia–Ukraine war is affectively and ideologically framed through short-form video. Drawing on CDS, Framing Theory, and Multimodal Discourse Analysis, it identifies themes of ironic resistance, emotional witnessing, and symbolic nationalism in five viral Ukrainian TikToks from 2022–2024.					
Language Commodification in Online Tourism: Analyzing English Dominance in Pakistani Travel Websites					
Status: Completed — Under Review with <i>Corporum: Journal of Corpus Linguistics</i> Summary: This study examines the commodification of English in Pakistan's digital tourism landscape. Using a 10,000-word corpus compiled from leading travel websites (via Python-based scraping tools), the analysis employs Critical Discourse Analysis to explore how English is strategically used to construct prestige, authenticity, and market appeal.					

● RECOMMENDATIONS

Dr Farooq Ahmad Coordinator | AZAD JAMMU & KASHMIR UNIVERSITY OF BHIMBER

He is my colleague and Coordinator, head of the English department where I work as Lecturer.
I have worked with him on a research project

Email farooq.eng@must.edu.pk | **Phone** (+92) 3345482695

Dr Behzad Anwar Associate Professor | University of Gujrat

He was my teacher during Mphil.
I have worked with him as reserach assistant.

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