

## **Dr. Samia Manzoor**

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### **Research Interests**

Propaganda Studies, Islam and Media, Women Studies, Image Studies, BRI, Problems of Journalists, Political Communication, Qualitative Research, Media Content

### **Qualification**

|                               |      |                                       |
|-------------------------------|------|---------------------------------------|
| <b>PhD Mass Communication</b> | 2019 | Bahauddin Zakariya University, Multan |
| MPhil Mass Communication      | 2012 | Bahauddin Zakariya University, Multan |
| Masters Mass Communication    | 2003 | Bahauddin Zakariya University, Multan |
| Bachelors of Arts             | 2000 | Bahauddin Zakariya University, Multan |
| FSc. (Pre-Medical)            | 1998 | DG Khan Board                         |
| Matriculation (Sci.)          | 1996 | DG Khan Board                         |

### **Teaching Experience**

|                     |              |                                             |
|---------------------|--------------|---------------------------------------------|
| Assistant Professor | 2015-present | Bahauddin Zakariya University, Multan       |
| Lecturer            | 2008-2015    | Bahauddin Zakariya University, Multan       |
| Lecturer            | 2003-2004    | Lahore College for Women University, Lahore |

### **Administrative Experiences**

- Deputy Director Student Affairs (Female BZU) to-date 12-04-2016
- Coordinator MPhil Program (weekend) 2021-2022
- In-charge Examination (Communication Studies) 01-03-2017 to 31-07-2023
- Deputy Editor Pakistan Journal of Media & Communication 2021 to date
- Member Board of Studies (Communication Studies) 2008-2015  
2017-2020 2022 to date

- Member Synopsis Evaluation Committee (Communication Studies) 03-02-2020 to-date
- Member Departmental Purchase Committee (Communication Studies) 22-01-2020 to-date
- Member Departmental Discipline Committee (Communication Studies) 24-01-2020 to-date
- Coordinator BS Program (Communication Studies) 25-06-2010 05-09-2011

### **Community services**

Serving in the office of Directorate of Student Affairs as Deputy Director Student Affairs (Female) since April 12, 2016. Since then, I have arranged a number of extra and co-curricular activities for students of Bahauddin Zakariya University, Multan, Pakistan for their capacity building, information and potential sharing, networking and entertainment.

### **Publications (Peer Reviewed/Refereed Journals)**

- Manzoor, S., Jabeen, S., Khanum, A., & Ahmad, R. (2024). Political Cartoons' Representation of Pak-China Relations on CPEC: A Multimodal Analysis. *Remittances Review*, 9(S4), 410-426. [View of Political Cartoons' Representation of Pak-China Relations on CPEC: A Multimodal Analysis \(remittancesreview.com\)](https://remittancesreview.com)
- Manzoor, S. & Mushtaq, F. & Ibrahim, S. (2024). Coverage of Women Empowerment Issue in Pakistani Newspapers: An Agenda-Setting Perspective. *Global Social Sciences Review*, IX(III), 78-86. [GSSR - Global Social Sciences Review \(gssrjournal.com\)](https://gssrjournal.com)
- Manzoor, S. & Shahzad, M. A. (2024). Impact of Social-Media on Media Ethics of Journalists in South Punjab, Pakistan. *Pakistan Social Sciences Review*, 8(3), 897-907. [Impact of Social Media on Media Ethics of Journalists in South Punjab, Pakistan | Pakistan Social Sciences Review \(pssr.org.pk\)](https://pssr.org.pk)
- Rehmat, S. & Manzoor, S. (2023). Impact of Political Polarization Through social media on the Youth of Pakistan. *Journal of Law & Social Studies*, 5(4), 663-673. [Archive V 5 No 4 - Journal of Law and Social Studies \(JLSS\) \(advancelrf.org\)](https://advancelrf.org)
- Qasim, L. & Manzoor, S. (2023). Political Marketing in the Digital Era in Pakistan: Analyzing the strategies of Mainstream Political Parties. *International Journal of Human and Society*, 3(3), 119-130. [Political Marketing in the Digital Era in Pakistan: Analysing the Strategies of Mainstream Political Parties | INTERNATIONAL JOURNAL OF HUMAN AND SOCIETY \(ijhs.com.pk\)](https://ijhs.com.pk)

- Manzoor, S. & Nawaz, A. (2022). Presentation of Women Harassment in Pakistani Dramas. *Journal of Law & Social Studies*, 4(1), 45-56. [Archive V 4 No 1 - Journal of Law and Social Studies \(JLSS\) \(advancelrf.org\)](#)
- Manzoor, S., Shahzadi, A. I. & Bhatti, M. A. (2021). US Media's Agenda Setting: Analysis of Editorial Presentation of Pakistan. *Pakistan Social Sciences Review*, 5(1), 291-304. [US Media's Agenda-Setting: Analysis of Editorial Presentations of Pakistan \(pssr.org.pk\)](#)
- Shahzadi, A. I., Manzoor, S. & Shahid, N. (2021). Framing of US in Pakistani English Newspapers during Drone Strikes: A Content Analysis of Dawn and The Nation. *International Review of Social Sciences*, 9(3), 276-283. [irss.academyirmbr.com/paper\\_details.php?title=Framing of US in Pakistani English Newspapers during Drone Strikes: A Content Analysis of Dawn and The Nation](#)
- Qamar, A., Butt, U. M. & Manzoor, S. (2021). Instagrammed Body Craze and its Effects on Pakistani Young University Female Students. *Journal of Peace, Development and Communication*, 5(1), 1-15. [JPDC-VOL-05-ISSUE-01-.pdf \(pdfpk.net\)](#)
- Tareen, H. K., Manzoor, S., Shahzadi, A. I., Tareen, M. K. & Nazmine (2021). Facebook Use and Youths' Psychological States of Insecurity, Depression, Extremism and Desensitization. *Xllkogretim Online - Elementary Education Online*, (20)2, 1346-1356. [Facebook use and youths' psychological states of insecurity, depression, extremism, and desensitization | Elementary Education Online \(ilkogretim-online.org\)](#)
- Tareen, M. K., Nazmine, Manzoor, S., Manzoor, S., & Tareen, H. K. (2021). Impact of New Media Technologies on Lifestyle of Youth. *Xllkogretim Online - Elementary Education Online*, (20)1, 3436-3443. [Impact of New Media Technologies on Life Style of Youth | Elementary Education Online \(ilkogretim-online.org\)](#)
- Manzoor, S., Safdar, A., & Shahzadi, A. I. (2020). Presentation of Pakistan's Image: Thematic analysis of Editorials of The Washington Post. *Journal of Business and Social Review in Emerging Economies*, 6(1), 229-238. [Presentation of Pakistan's Image: Thematic Analysis of Editorials of the Washington Post | Journal of Business and Social Review in Emerging Economies \(globalcsr.org\)](#)
- Manzoor, S., Khan, M. A. & Zahra, S. (2020). Pakistan in US Media: A Historical and Ideological analysis of editorials of The New York Times. *Journal of Historical Studies*, VI(I), (Jan-Jun 2020), 176-198. [vol I- 20\\_10. History article final 1.pdf\\_11.pdf \(bzu.edu.pk\)](#)
- Manzoor, S., Safdar, A. (2020). Cultivation of Fear Through Media: Analysis to Reveal Relationship between Perception about COVID 19 and Socio-economic Background of

- Media Consumers. *Review of Economics and Development Studies*, 6 (2), 317-328. [Cultivation of Fear Through Media: Analysis to Reveal Relationship between Perception about COVID 19 and Socio-economic Background of Media Consumers | Review of Economics and Development Studies \(spcrd.org\)](#)
- Manzoor, S., Tareen, H. K., & Tareen, M. K. (2020). Wars against Muslims: Exploration of Psychological States Cultivated through Facebook's Visual Content. *Pakistan Journal of Islamic Research*, 21(2), 9-22. [Wars against Muslims: Exploration of Psychological States Cultivated through Facebook's Visual Content, Vol 21, Issue 2, پاکستان جرنل](#) [آف اسلامک ریسرچ \(bzu.edu.pk\)](#)
- Manzoor, S., Khan, M. A., & Jabeen, S. (2020). Critical Discourse Analysis of US Newspapers' Representations of Pakistan. *Journal of Social Sciences & Humanities*, 28(1), 87-101. [Critical Discourse Analysis of US Newspapers' Representations of Pakistan | JSSH \(aiou.edu.pk\)](#)
- Manzoor, S., Safdar, A., & Shareef, S. (2020). Impact of Economic Status on the Consumption Pattern of TV by School Children of District Vehari. *Review of Economics and Development Studies*, 6(1), 13-22. [Impact of Economic Status on the Consumption Pattern of TV by School Children of District Vehari | Review of Economics and Development Studies \(spcrd.org\)](#)
- Safdar, A., Manzoor, S., & Shahzadi, A. I. (2020). Pakistani English Press during War on Terror: A Media Conformity Approach. *Global Political Review*, V(I), 19-28. [GPR - Global Political Review \(gprjournal.com\)](#)
- Safdar, A., Manzoor, S., & Zaheen, B. (2020). Media Agenda on War against Terrorism: An Analysis of British Newspapers. *Global Social Sciences Review*, V(1), 351-361. [GSSR - Global Social Sciences Review \(gssrjournal.com\)](#)
- Iqbal, I., Muslim, I., Manzoor, S. & Latif, F. (2020). Harassment Faced by Female Journalists: A Cross Border Comparative Analysis. *International Review of Social Sciences*, 8(10), 80-89. [irss.academyirmbr.com/paper\\_details.php?title=Harassment Faced by Female Journalists: A Cross Border Comparative Analysis](#)
- Qamar, A., Safdar, A., & Manzoor, S. (2020). Objectification of Women through Public Discourse: Analysis of Pakistani Female Celebrities' Viral Pictures on Facebook. *Journal of Business and Social Review in Emerging Economies*, 6(2), 651-659. [Objectification of Women through Public Discourse: Analysis of Pakistani Female Celebrities' Viral Pictures on Facebook | Journal of Business and Social Review in Emerging Economies \(globalcsr.org\)](#)
- Zaheen, B., Manzoor, S., & Safdar, A. (2020). TV Cartoon Programs: An Analysis of Gender Roles and Characteristics. *Pakistan Social Science Review*, 4(2), 460-472. [TV Cartoon Programs: An Analysis of Gender Roles and Characteristics \(pssr.org.pk\)](#)

- Qamar, A., Manzoor, S., & Shahzadi, M. A. I. (2020). Problems of Working Journalists in Pakistan. *SJESR*, 3(2), 267-277. [Problems of Working Journalists in Pakistan | sjesr](#)
- Ali, S., Qamar, A. & Manzoor, S. (2020). Suicides in the Print Media: Analyzing the Newspapers' Reporting Practices of Suicides in Pakistan. *Pakistan Journal of Humanities and Social Science Research*, 3(2): 51-66. [view\\_paper.php \(wumardan.edu.pk\)](#)
- Manzoor, S., Safdar, A., & Zaheen, B. (2019). Propaganda Revisited: Understanding Propaganda in the Contemporary Communication Oriented World. *Global Regional Review*, 4(3), 317-324. [GRR - Global Regional Review \(grrjournal.com\)](#)
- Manzoor, S., & Khan, M. A. (2019). Presentation of Pakistani Political Regimes in the Editorials of The Washington Post and The New York Times: An Empirical Investigation of Propaganda Techniques and Media Frames. *Pakistan Journal of Social Sciences (PJSS)*, 39(3): 1175-1185. [Presentation of Pakistani Political Regimes in the Editorials of The Washington Post and The New York Times: An Empirical Investigation of Propaganda Techniques and Media Frames | Pakistan Journal of Social Sciences \(bzu.edu.pk\)](#)
- Manzoor, S., Safdar, A., & Khan, M. A. (2019). Application of Agenda-setting, Framing and Propaganda during News Production Process. *Pakistan Social Science Review*, 3(2), 213-228. [Application of Agenda-setting, Framing and Propaganda during News Production Process \(pssr.org.pk\)](#)
- Manzoor, S., Jabeen, S., & Hanif, A. (2018). Depiction of Liberalism in Pakistani Urdu Drama: A Cultivation and Feminist Analysis. *Pakistan Social Science Review*, 2(2), 61-74. [depiction-of-liberalism-in-pakistani-urdu-drama-a-cultivation-and-feminist-analysis-.pdf \(pssr.org.pk\)](#)
- Jabeen, S., Manzoor, S., & Noreen, A. (2018). Content Analysis of the Speeches of Bush and Musharraf on War against Terror. *Pakistan Social Science Review*, 2(1), 80-92. [content-analysis-of-the-speeches-of-bush-and-musharraf-on-war-against-terror.pdf \(pssr.org.pk\)](#)
- Safdar, A., Manzoor, S., & Qamar, A. (2018). British Public Perception towards Wars in Afghanistan and Iraq. *Global Regional Review*, 3(1), 503-517. [GRR - Global Regional Review \(grrjournal.com\)](#)
- Khan, M. A., & Manzoor, S. (2013). Television Viewing and Schoolgirls of Multan: A Uses and Gratifications Approach. *Pakistan Journal of Social Sciences (PJSS)*, 33(2), 297-310. [Television Viewing and Schoolgirls of Multan: A Uses and Gratifications Approach | Pakistan Journal of Social Sciences \(bzu.edu.pk\)](#)

### **MPhil Theses Supervised**

Fatima Mushtaq (2024). Comparison of Women Empowerment and Violence Cases in Pakistani newspapers: An Agenda-Setting Perspective.

Muhammad Hassan Malik (2024). Reporting crimes in South Punjab: Measuring the influences on Journalists in hierarchy of influences perspective.

Muqaddas Fatima (2024). Framing of Sexual Harassment cases in Mainstream newspapers of Pakistan: A Critical Discourse Analysis.

Muhammad Asad Ullah Shahzad (2023). Impact of social media on Media Ethics and Codes of Conduct of Journalists in the South Punjab (Pakistan).

Muhammad Abdul Sattar (2023). Promotion of Elite Culture by Pakistani TV Dramas.

Rukhsana Nawaz (2023). Music Listenership of Youth and Islam: mA Test of Cognitive Dissonance Theory

Muhammad Waqar Azeem (2022). Portrayal of Taliban Take Over in Afghanistan: A Comparative Analysis of Pakistani English and Urdu Newspapers.

Ayesha Nawaz (2021). Presentation of women harassment issues in Pakistani TV dramas.

Faizan Ahmad Mir (2021). Coverage of COVID 19 pandemic in mainstream newspapers of Pakistan: A comparative study of Urdu and English Newspapers.

Ali Murad (2020). Impact of social media on fashion trends among youth of Multan.

Muhammad Ahsan Arshad (2020). Parents' attitude towards Mass Communication discipline as a career choice for young adults.

Noor ul Ain (2019). Impact of social media in creating psychological issues among youngsters of Multan.

Abdul Mateen Usman (2018). Coverage of honor killing in mainstream newspapers of Pakistan: A study of Qandeel Baloch issue.

Arfa Hanif (2018). Depiction of liberalism in Pakistani dramas and its impact on middle class women of Multan.

Saima Javed (2017). Framing of Islam and Muslims in Indian English press: A comparative analysis of Hindustan Times and Times of India

Hannan Khan Tareen (2017). Wars against Muslims: Exploration of psychological states cultivated through Facebook's visual content.

Saima Gul (2017). Role of mass media in creation of awareness of Women Protection Bill: A case study of Bahawalnagar.

Sehrish Victor (2016). Framing Christians as minority: A case study of Pakistani and Indian newspapers.

Hira Iftikhar (2016). Presentation of women and minority rights in Pakistani Urdu newspapers.

Sonia Naeem (2016). Framing terrorism or terror: A case study of mainstream Pakistani newspapers.

Imtiaz Ahmed (2016). Coverage of Pakistani female politicians in the newspapers: A comparative analysis of Daily Jang and Dawn.

Attia tul Hadi (2016). Uses and Gratifications of emoticons in text messages: A case study of students of BZU.

Sobia Sharif (2014). Exploration of consumption pattern of TV viewing by school going children of District Vehari.

Lubna Qasim (2013). Role of media and opinion leaders in influencing the opinion of the people of Tehsil Kot Addu.

### **Conferences Attended**

- AMCAP-UoS International Media Conference 2024. Artificial Intelligence and Media: A Force of Colonization or Empowerment. February 19-20, 2024. University of Sargodha, Pakistan.
- Pakistan Governance Forum 2023. July 25-26, 2023. Islamabad Marriot Hotel, Islamabad, Pakistan.
- International Research Conference on Economics, Business and Social Sciences held on 12 and 13 April, 2016 at Holiday Inn Hotel Penang Malaysia and School of Economics, BZU, Multan, Pakistan.
- International Journalism Conference held from 9 to 11 December 2017 at PC Hotel, Lahore.

### **Professional Trainings**

- Seminar on Industrial Park Construction and Open Economic Development for BRI Partner Countries. August 15-28, 2024. AIBO, Beijing, People's Republic of China.
- 2<sup>nd</sup> AMCAP Doctoral Spring School Feb 20-28, 2021
- Understanding Endnote and NVIVO- Research Made Easy 2016
- Awareness Seminar on EU Research & Innovation Programme, August 24, 2017  
HORIZON-2020
- Summer Leadership Institute 2014 June 02-13, 2014

- Workshop on Strengthening Media Professionalism
- Workshop on Research Methodology and Techniques
- Workshop on Importance of Regional News

July 25-26, 2010  
February 08-19, 2010  
April 16, 2002

**Languages:** English, Urdu, Punjabi

**References:** will be furnished on demand