

Sarwat Awan
Curriculum Vitae

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Research Interests:

Critical discourse analysis, Multimodal critical discourse analysis, political discourse, media discourse

Current Position since May 2019:

Assistant Professor, Department of English, Bahauddin Zakariya University, Multan

Membership of Esteemed Councils:

Member of the Academic Council of The Fatima Jinnah Women University, Rawalpindi.

From 31 August 2019 to 2022 (for 3 years)

Member Syndicate Emerson University Multan from 10th August, 2021 to 2024 (for three years)

Member Prospectus Committee B.Z.U. Multan (2019-2020)

Member Board of Studies (BOS) for the Development of English, The Women University Multan for three years from 14-07-2025 to 14-07-2028.

M.Phil Theses Supervised:

1- Representation of Fall of Kabul (2021): A Multimodal Analysis of Political Cartoons by Amna Azam, Session 2020-2022, Department of English Bahauddin Zakariya University, Multan.

2- Investigating the Role of Subtitled English Movies as Learning Material in EFL Classroom through Suggestopedia by Faiza Azeem, Session 2018-2020, Department of English, Bahauddin Zakariya University, Multan.

3- Exploring Anxiety Issues in Speaking Performances of BS Learners at Graduate Level by Maria Batool, Session 2018-2020, Department of English, Bahauddin Zakariya University, Multan.

4- Critical Discourse Analysis of Muslim Leaders' Speeches at the UN Assembly 2019 by Ayesha Batool, session 2018-2020. Department of English, Bahauddin Zakariya University, Multan.

5- Discovering Socio-Political Ideologies in Cartoon Discourses of Pakistani Newspapers by Fareeha Azam, session (2015-17), Department of English, The Women University, Multan.

- 6- A Critical Discourse Analysis of Patriotic Texts: A comparative Study of Pakistani Old and New National Songs by Misbah Munsaf, (Session 2015-17), Department of English, The Women University, Multan.
- 7- A Multimodal Analysis of Pakistani Pop Music CD Covers Discourses by Rimsha Iftikhar, Session (2015-2017), Department of English, The Women University, Multan.
- 8- Ideologies in the Images of Pakistani Film Posters: A Multimodal Analysis by Rabia Naeem, Session (2015-2017), Department of English, The Women University, Multan.
- 9- Analysis of Pakistani Beauty Products“ Advertisements: An Application of Transitivity Model by Hanan Afzal, (Session 2014-2016), Department of English, The Women University, Multan.
- 10- Editorial Policies of Pakistani Newspapers: A Multimodal Critical Discourse Analysis by Gull-E-Rukh Quershi, Session (2014-2016), Department of English, The Women University, Multan.
- 11- The Impacts of Hindi Dubbed Cartoons on Pakistani Children“s Language Acquisition Process by Sadia Shahab, (Session 2014-2016), Department of English, The Women University, Multan.
- 12- Political Leadership Representations through Cartoons: A Multimodal Critical Discourse Analysis by Asma Altaf Malik (Session 2014-2016), Department of English, The Women University, Multan.
- 13- Investigating Ideological Discourse Structures in Imran Khan“s political Speeches by Sitara Ayub (Session 2014-2016), Department of English, The Women University, Multan.
- 14- Construction of Femininities in Cyber Culture: An Analysis of Facebook Visual Semiotics by Nayab Ali, (Session 2014-2016), Department of English, The Women University, Multan.
- 15- Studying the Discourses of Political Cartoons on 2022 Government Change Topic: A Multimodal Analysis by Fatima Batool. (Session 2021-23), Department of English, Bahauddin Zakariya University, Multan.
- 16- Critically Analyzing the Rhetoric of Selected American Presidents on Islam by Rabia Riaz, (Session 2021-23), Department of English Bahauddin Zakariya University Multan.
- 17- Reading the Construction of Political Ideologies through Memes: A Multimodal Analysis by Mawra Tariq Malik (Session 2021-23) Department of English Bahauddin Zakariya University Multan.
- 18- Ideological Polarization in Pakistani Politicians Tweets: A Socio-Cognitive Approach by Sadia Naseer, (2022-23), Department of English, Bahauddin Zakariya University, Multan.

19- Evaluating BS Level English Language Courses at the Women University by Huma

Jamshid(2015-2017). Department of English, The Women University, Multan.

20- Analysing Emotional Intelligence in Online Public Responses to Business Posts on Social Media: A Multimodal Approach by Ayeman Majid (2023-2025) Department of English, Bahauddin Zakariya University, Multan.

21- Challenges and Pedagogical Needs in M.Phil English Dissertation Writing in Pakistan: Supervisors and Supervisees's Perspectives by Maryam Iqbal (2023-2025) Department of English, Bahauddin Zakariya University, Multan.

22- Analysing Ideological Perspectives in Jinnah and Gandhi's Letters Correspondence by Yunus (2023-2025) Department of English, Bahauddin Zakariya University, Multan.

23- Marketing Medical Aesthetics through Social Media: A Multimodal Discourse Analysis by Hoor ul Ain (2023-2025) Department of English, Bahauddin Zakariya University, Multan.

24- Constructing Fashion through Discourse: A Multimodal Analysis of Selected Pakistani Designers' Websites by Abeera Saleem (2023-2025) Department of English, Bahauddin Zakariya

Papers Presented at International Conferences:

1- "Radio Pakistan: Ultimately Benefits the Public" by Sarwat Jabeen and Attiya Khanam at The International Conference on Local & Global Challenges in Emerging Markets held on 2 nd -4 th December, 2010 at Superior University, Lahore- Pakistan. Joint Academic Conference of Superior University Pakistan and the University of Newcastle, Australia.

2-Female Representation in Advertisement: A critical Discourse Analysis by Fareeha Azam and Sarwat Jabeen at the International conference on Gender, Human Rights and Islam, 23th, 24 th 2017, Department of Sociology, Bahuddin Zakariya University, Multan.

3- Visual Discourses of Conflict: Multimodal Semiotic Inquiry of Palestinian Refuges

Images Presented By Madiha Tahir and Sarwat Jabeen at the 3 rd International conference on Media and Communication Research 15,16 May 2025 at the Institute of Media and Communication Studies, Bahauddin Zakariya University, Multan.

Publications

Research Articles:

1-Jabeen, S. (2016). "Ideological Representations of Pak- India Relations in Political Cartoons of Post 9/11 Print Media of Pakistan" Journal of Historical Studies Vol. II, No.II (July-December, 2016) PP. 90-110

2- Jabeen, S, (2017). "Critical Discourse Analysis of Texts related to Pakistan's Participation in War on Terror in Post 9/11 Scenario" Journal of Historical Studies Vol. 3, No.1 (July-December, 2016) PP. 22-42.

- 3- Jabeen, S. and Ahmad, N. (2018). "The Ideological Representations of Pak-US Relations in Political Cartoons: A Multimodal Critical Discourse Analysis" Pakistan Journal of Social Sciences (PJSS) Vol. 38, No. 1, pp.304-321.
- 4- Jabeen, S. Khushi, Q. and Naz, S. (2018). A Pragmatic Analysis of Married Couples Conversation in a Television Serial 'Nijat'. Journal of Research (Urdu). Vol. 34, Issue.1. pp.159-182.
- 5- Jabeen, S. Manzoor, S. and Noreen, A. (2018). Content Analysis of the Speeches of Bush and Musharraf on War against Terror. Pakistan Social Sciences Review Vol. 2, No. 1. Pp.80-92.
- 6- Manzoor, S. Jabeen, S. and Hanif, A. (2018). Depiction of Liberalism in Pakistani Urdu Drama: A Cultivation and Feminist Analysis. Pakistan Social Sciences Review. Vol. 2, No. 2. Pp. 92-105.
- 7- Khushi, Q, Masroor, S. Qasim, M. H, and Jabeen, S. (2019). Lemmatization: An Investigation into the Meta-Lexicographic Practice in Punjabi. Pakistan Journal of Social Sciences Vol. 39 Issue 2, pp.697-707.
- 8- Rashid, A., Jabeen, S. and Naz, S. (2020). The Portrayal of Traumatic Impacts of 9/11 in Fiction: A Counter Discourse of Third World's Female Trauma in Waldman's The Submission. Global Language Review. Vol. V, Issue I. Winter. Pp.10-17.
- 9- Tehseem, T. Jabeen, S. and Naz, S. (2020). A Political Discourse Analysis of the Speeches of President Obama and Prime Minister Gillani. Journal of Business and Social Review in Emerging Economies. Vol. 6, No 1, March. Pp.209-228.
- 10- Tehseem, T. Jabeen, S. and Rafaqat, U. (2020). Exploring the Historical Legacy in I AM Malala: A Socio-Political Memoir of Self and Othering. Pakistan Social Sciences Review Vol. 4, No. 2 Pp. 54-66.
- 11- Sara, S, Rashid, A. and Jabeen, S. (2020). Moving Towards Resilience: An Exploration of the Protagonist's Traumatic Experiences in „Brown"s Drinking From A Bitter Cup" Pakistan Social Sciences Review. Vol. 4, No. 2 Pp. 297-305.
- 12- Rashid, A. Jabeen, S. and Shahbaz, S. (2020). Re-Writing Muslim Identity and Self against Western Discourse of Terrorism in Naqvi"s Home Boy. Sir Syed Journal of Education and Social Research. Vol. 3, Issue 2. Pp. 68-75
- 13- Jabeen, S. Rashid, A. and Naz, S. (2020). Unburdening the Pedagogy of the Oppressed: A Case Study of ELT Classrooms at University Level in South Punjab. Sir Syed Journal of Education and Social Research. Vol. 3, Issue 2. Pp. 223-232.
- 14- Tehseem, T. Jabeen, S. and Rashid, A. (2020). Reporting Conflict: Appraising Journalists" Voice in Pakistani Newspaper Discourse. Journal of Business and Social Review in Emerging Economies. Vol.6, No. 2. Pp.669-687
- 15- Jabeen, S. Tehseem, T. and Khanam, A. (2020). Representation of War on Terror in

Pakistani Newspapers: A Multimodal Analysis. Pakistan journal of Social Sciences.

16- Naz, S. Jabeen, S. and Rashid, A. (2020). Evaluation of Effectiveness of Punjab

Education and English Language Initiative (PEELI) interventions on Professional Skills

of Primary Teachers using CIPP Model. Global Regional Review. Vol. v. Issue. 1. Pp 332-339

17- Jabeen, S. Tehseem, T. and Naz, S. (2020). War on Terror Impacts on Pakistan's Economy: A Critical Discourse Analysis of Pakistani Newspapers. Review of Economics and Development Studies. Pp

18- Jabeen, S. Tehseem, T and Zulfiqar, S. (2020). Addressing the Addressees: A Discourse Stylistic Study of the Vocatives in the Holy Qur'ān. Pakistan Journal of Islamic Research. Vol: 21, Issue: 2. Pp 23-44.

19- Manzoor, S. Ashraf, K. and Jabeen, S. (2020). Critical Discourse Analysis of US

Newspapers' Representations of Pakistan. Journal of Social Sciences and Humanities.

Vol. 28. No. 1. Pp 85-101

20- Jabeen, S. and Khanam, A. (2021). Critically Analyzing the Discourses of Pakistani Newspapers Presenting Russia and US Role in Afghanistan before and after 9/11. Journal of Historical Studies. Vol. VII. No. I (Jan-Jun 2021) PP 387-403.

21- Rashid, A. Shahbaz, S. and Jabeen, S. (2021). Academic Degrowth During COVID-19 Measuring the Digital Space to New Normalcy in Universities of South Punjab, Pakistan. VFAST Transactions on Education and Social Sciences. Volume 9, Number 4. Pp. 184-192.

22- Iftikhar, S. Shahzadi, I. A. and Jabeen, S. (2021). Comparing Discourses of Pakistani

Male and Female Pop Music CD Covers: A Multimodal Analysis. International Review of Social Sciences. Vol. 9. Issue. 4.

23- Jabeen, S, Ayub, S, and Khanam, A. (2022). Critical Discourse Analysis of Imran Khan's Sit-in Speeches. Journal of Historical Studies. Vol. V111. No.11 (Jul-Dec2022). Pp245- 259.

24- Rao, A.S., Jabeen, S and Baig, T. (2023). Hijab Row Karnataka, India 2022: A Multimodal Analysis of Political Cartoons Related to Hijab Controversy with a Social

Semiotic Approach. VFAST Transactions on Education and Social Sciences. Volume 11,

Number 2, April-June. Pp.177-186.

25- Tahir, M., Khanam, A, Ahmad, R., and Jabeen, S. (2023). Discourses of War: A

Multimodal Analysis of the UNHCR's Visual Representations of Refugees. Al-Qantara.

Vol. 9. No. 4. Pp. 717-734.

26- Tahir, M., Jabeen, S., Khanam, A., and Ahmad, S. (2024). Covid-19: Framing Analysis of World Male and Female Leaders' Political Discourses. *Anales Cervantinos*. Vol.16. No.1. pp.73-88.

27- Rashida, A., Madiha, T., Jabeen, S. and Khanam, A. (2024). Afghanistan in Post-War

Context: Semiotic Representation of Taliban in Pakistani Print Media. *Arborjournal*.

Vol.11. No.1. Pp.124-134.

28- Khanam, A., Jabeen, S., Ahmad, R., and Farooq, F. (2024). Critically Analyzing Social Media Images Portraying Imran Khan as an Alternate of Jinnah. *Al-Qantara*. Vol. 10.No.1. Pp. 95-104.

Book Review:

1- Jabeen, S. (2016). Ahmad Rashid, Taliban, New York, I. B. Tauris & Co Ltd, 2010, Pages 319, \$ 11.57. *Journal of Historical Studies* Vol. II, No. I (January-June 2016)

Workshops Conducted:

1- Conducted Workshop on „Research Methodology“ at Department of History, the Women University, Multan on 11 November, 2024.

2- Conducted workshop on 'thesis writing' at Department of History and Pakistan Studies at the Women University Multan

3- Conducted workshop on 'Composition and Writing Skills' at Lincoln Corner B.Z.U,

Multan on 30 th September 2025.

Book Chapter:

1-The Population Conundrum in Contemporary Pakistan by Madiha Tahir, Attiya Khanam,

Rashida Ahmad and Sarwat Jabeen (2025) Published in *Pakistan Partition, Politics and*

Society Edited by Naumana Kiran. Vanguard Publishers.

Trainings:

1- Four days „Level 1 Training for BZU Faculty“ Organized by ORIC Bahauddin Zakriya University Multan. (5-08-2025).

2- 6 weeks' training program 'training of trainers' by TESOL International Association from 2nd August to 9 September 2025.