

# **SHAZIA SAEED**

## **PROFESSIONAL EXPERIENCE**

**LECTURER (HEAD OF DEPARTMENT)** Department of Media Studies, Kinnaird College for Women, Lahore. Pakistan

**STATION MANGER, RADIO KINNAIRD 97.6 FM** Kinnaird College for Women, Lahore, Pakistan

**MEMBER EDITORIAL BOARD, "Journalism and Mass Communication" (2012-2013)**

**LECTURER (HEAD OF DEPARTMENT)** Department of Journalism, Queen Mary College, Lahore. Pakistan

**LECTURER (Visiting)** Centre for Clinical Psychology, University of the Punjab, Lahore. Pakistan

**LECTURER (Hon)** Department of Mass Communication, Lahore College for Women University, Lahore Pakistan

## **published research articles**

1. Rahman, B. H., & Saeed, S. (2013). The role of television and discussant group in political opinion process: Understanding the effect of interpersonal communication, television, and political efficacy in the educated youth. *Interdisciplinary Journal of Contemporary Research in business*, Vol. 4 No. 9. 584-602.
2. Saeed, S. (2010). Effect of Schemas on interpretation: Reception analysis of news photographs regarding Pakistan India relations. *Journal of Media Studies*, Vol. 25(1), 66-90. Available online at [www.jms.edu.pk](http://www.jms.edu.pk)
3. Pervez, S., & Saeed, S. (2010). Portrayal of Muslims and Islam in the talk shows of CNN and Fox News (2007-2009). *Journal of Media Studies*, Vol. 25(2), pp. 122-140. Available online at [www.jms.edu.pk](http://www.jms.edu.pk)

## **Research Paper presented in International Conferences**

1. Saeed, S. (2012). Role of religiosity and media consumption in identity formation experience of youth in Pakistan. Research paper presented in *Annual Conference of International Association of Media and Communication Research (IAMCR) on "South-North Conversations"* July 15-19, 2012 in Durban, South Africa
2. Saeed, S. (2012). Role of journalists in managing conflict between South and North: A case of representing each other as "Other" Research paper presented in *Annual Conference of International Association of Media and Communication Research (IAMCR) on "South-North Conversations"* July 15-19, 2012 in Durban, South Africa
3. Sharif, S. & Saeed, S. (2012). Face book as a medium of promoting interactive advertising among youth. Research Paper presented at *2nd International Multidisciplinary Conference: Towards Better Pakistan* 24th-25th September 2012 Peshawar, Khyber Pakhtunkhwa, Pakistan
4. Baig, A. & Saeed, S. (2012). Relationship between exposure to You tube as social media and political and civic participation of youth. Research Paper Presented at *South Asian International Conference 2012 (SAICON) on "Emerging Knowledge Economy in the 21st Century: Challenges and Opportunities"* December 5-7, 2012 in Islamabad, Pakistan

### Research Assistant:

1. Funded Project of Higher Education Commission, Pakistan on “Political opinion formation among youth in Pakistan”
2. PhD dissertation “Images of Muslim Women in international magazines: A case of ‘Newsweek’ and ‘Time’ (1979-2002).” Institute of Communication Studies, University of the Punjab. Researcher: Prof. Bushra. H. Rahman.

### workshops & seminars:

- **Participated** in a certified five-day workshop on **Establishing Research Culture in the Educational institutions of Developing Countries** conducted by Dr Marina Meila, Assistant Professor Dept of Statistics, University of Washington on Sep 4-8, 2012 at Kinnaird College for Women, Lahore
- **Participated** in a certified one-day workshop on **Latex (Software)** for typesetting research articles, books & slide presentation, conducted by Dr Kevin Keen, Assistant Professor University of Northern British Columbia, Canada on March 22, 2012 at Kinnaird College for Women, Lahore
- **Participated** in a certified five-day workshop on **Good Graphics with R (Software)** conducted by Dr Kevin Keen, Assistant Professor University of Northern British Columbia, Canada on March 25-29, 2012 at Kinnaird College for Women, Lahore
- **Participated** in Workshop on “**Suicide Reporting**” organized by BBC & Press Wise on 15<sup>th</sup> November 2002 at Department of Mass Communication, University of the Punjab, Lahore
- **Participated** in Workshop on “**Citizen’s Media Rights and Responsibilities**” organized by Citizen’s Media Commission of Pakistan and supported by Friedrich Ebert Stiftung in July 2004 conducted by Mr. Javed Jabbar.
- **Organized a Workshop on “Participatory Theatre & Video Production**” in collaboration with Interactive Resource Centre from 18-24 February, 2009 at Kinnaird College for Women Lahore.
- **Organized “Peace Building Workshop**” in collaboration with Interactive Resource Centre from Sep 28-Oct 2, 2008 at Kinnaird College for Women Lahore
- **Organized “Radio News Production Workshop**” in collaboration with FM 103, May 2009 at Kinnaird College for Women Lahore.
- **Organized “Breast Cancer Awareness Lecture**” in collaboration with Pakistan Pink Ribbon (National Breast Cancer Campaign) to celebrate International Breast Cancer Day on Oct 7, 2009 at Kinnaird College for Women Lahore.
- **Organized** a seminar on “**Information Management in Research**” in collaboration with US Consulate’s Information Resource Centre on Nov 8, 2009 at Kinnaird College for Women Lahore.
- **Organized** and Directed “Annual Law Moot” at Kinnaird College presided over by Barrister Aitzaz Ahsan, President Supreme Court Bar Association, on Dec 8, 2009
- **Organized** a **Special Lecture** on “**Students’ integrity and plagiarism**” by Ms Lubna Shah Anwer, Education Advisor, US Consulate on Feb 22, 2010 at Kinnaird College for Women, Lahore.
- **Organized** a seminar on “Media Laws and freedom of expression in Pakistan” by Ms Carmela Conroy, Consulate General at US Consulate General in Lahore on Oct 27, 2010

### education

<b>PhD Communication Studies (Ongoing)</b>	University of the Punjab
<b>M.Phil Communication Studies</b>	University of the Punjab
<b>M.A English Literature</b>	University of the Punjab
<b>M.A Mass Communication</b>	University of the Punjab

### Computer skills

STATISTICAL TOOLS FOR ANALYSIS: Statistical Package for Social Sciences (SPSS). Minitab.

Latex Software

R Software

**interests**

Web Surfing    Drawing    Traveling

**Countries visited**

Saudi Arabia    Turkey    India    South Africa    Qatar

**personal information**

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