



Professor Dr. Syed Abdul Siraj

2014

Personal data

Name: Professor Dr. Syed Abdul Siraj

DOB: January 29th 1958

Pakistani, Male, Married

Three sons and one daughter

Objective

My objective of life is to advance education and research and use it as a tool for socio, economic and political development so that people live prosperous and civilized and the world becomes a peaceful place to live.

Present Employment

1. Professor and Chairman, Mass Communication Department, Allama Iqbal Open University, Islamabad, Pakistan.
2. Worked as Director General Regional Services, Allama Iqbal Open University, Islamabad (This is a high ranking management position in the AIOU that controls 37 regional campuses in the country under whom more than 1500 employees are working and executes and controls all the delivery and assessment of the University's programs. The position comes after the Vice Chancellor in term of power and management control).

Education

1. Post-Doctorate in Mass Communication, Southern Illinois University, Carbondale, IL. USA.
2. PhD. Mass Communication, B. Z. University, Pakistan.
3. Distance Education for Development, University of London, United Kingdom.
4. Masters in Journalism from Gomal University in first class first.
5. Graduation from the University of Peshawar
6. Professional research training, School of Journalism, University of Miami, USA
7. Training on reporting HIV-AIDS, Colombo, Sri-lanka
8. Many other training in field of mass education development

Teaching and research Experience

1. Served AIOU as faculty since 1986 to date.
2. Served as Adjunct Faculty at the School of Journalism, Southern Illinois University, IL. USA, 2006-07.
3. Chairman and Professor of Mass Communication at Allama Iqbal Open University, Islamabad.
4. Visiting Professor at Information Services Academy, Ministry of Information, Islamabad.
5. Visiting Professor at Fatima Jinnah Women University, Rawalpindi, Pakistan
6. Visiting professor, Riphah International University, Rawalpindi.
7. Visiting professor, Quaid e Azam University, Islamabad.
8. Visiting faculty at Radio Academy, Islamabad
9. Visiting Professor at Margala College for Women, Islamabad.
10. Visiting professor at International Islamic University Islamabad for MS Courses

Understanding on Higher Education

A. Production and Launching of Academic Program

1. Established Mass Communication Department at the Allama Iqbal Open University, Islamabad.
2. Developed and Launched PhD program in Mass Communication
3. Developed and M.Phil program in Mass Communication
4. Developed and launched Masters program in Mass Communication
5. Developed and launched Bachelor programs in Mass Communication.
6. Developed MSc Program in Television Production
7. Developed and launched post-graduate diploma in Mass Communication
8. Developed and lunch professional certificate programs in advertising, Journalism, Public relations, magazine journalism

B. Editor of Journals and Journalistic services

1. Presently serving as Editor of Journal of Social Sciences and Humanities HEC recognized “Y” Journal
2. Founder and Present editor of an International Journal of Global media Journal-Pakistan Edition Global Media Journal Pakistan edition is the official publication of the Global Fusion Consortium. GFC is sponsored by Southern Illinois University, Ohio University, Purdue University Calumet and The University of Texas at Austin and endorsed by the international divisions of the AEJMC, BEA, IAMCR, and ICA. GMJ has 18 editions, including African, American, Arabic, Australian, Canada, Chinese, Indian, Mediterranean, Persian, Polish, Spanish, and Turkish and Pakistani Edition, Germany.
3. Served as Production Editor of “PAYAMI”, the Urdu version of the UNESCO Courier.
4. Organized workshops, Seminars and professional training in mass media.
5. Presented number of papers in various seminars/workshops.
6. Participated as media expert in different national and international television and radio programs including Voice of America.
7. Served Associated Press of Pakistan (APP - Lahore) and The Frontier Post (Peshawar) as reporter.
8. Served as reporter in the English daily “The Frontier Post”
9. Participated in social debates on different national and international Television channels including Voice of America
10. Contributed score of articles in elite national newspapers and magazines on the issue of social and development.

C. Awards/Scholarships

1. British Council TCT Scholarship for studying Distance Education for development in the London University, UK.
2. Post Doctoral Fellowship Award of Higher Education Commission, Pakistan for research in USA.
3. Academic Award AIOU’ Academic Council Association.
4. Golden Jubilee Excellence Award from PPA News Agency, Islamabad.
5. UNESCO Award on Development Journalism
6. Award by the Islamabad Union of Journalist for training to the working journalists.
7. Award for supervising Students’ TV documentary on ‘Worst Child Labor’ by ILO and Ministry of Information and Broadcasting, Pakistan.

D. Honors

- 1) Master’s in journalism with distinction
- 2) HEC approved PhD Supervisor
- 3) Faculty member at the School of Journalism, Southern Illinois University, USA.
- 4) Developed Department of Mass Communication at the AIOU from the scratch in 1986 and successfully launched PhD, MPhil, Masters and Graduate programs and post graduate diloma programs.
- 5) Subject specialist at the selection Board of Federal Public Service Commission (FPSC) and various public universities
- 6) Analyzed US Media in Washington DC being member of the International visitors’ team.
- 7) Founder Editor ‘Global Media Journal Pakistan-Edition’
- 8) Chairman, Advertising and Publicity Committee, AIOU
- 9) Convener for the National Testing Service (NTS) Committee for subject GRE test for admission to PhD in Mass Communication.

E. Chairman of higher Statutory Committees

1. Chairman/member of Higher Committees
2. Chairman University Statutes Committee

3. Chairman, Publicity and advertising committee
4. Chairman Staff Development and hardship Committee
5. Chairman Student Hardship committee
6. Chairman Campus Extension Committee
7. Member of student Assistance committee
8. Member Departmental promotional Committee
9. Member Selection Board of Employee from 1 to 16 for campus and regions
10. Member Executive Council

Projects Director

1. Project Director for the linkage program on “Pakistan Distance Education Enhancement” in collaboration with the San José State University California USA and AIOU
2. Project Director for Training Manual “Education For All: Mass Media Endure” in collaboration with AIOU and UNESCO.
3. Media Consultant for Ministry of Population Welfare, Pakistan
4. Consultant for the establishment of Mass Communication at NUST
5. Project director for the establishment of media lab in the mass communication Department in collaboration with international NGO HUDA
6. Project Director for the establishment of Study Centers in foreign countries

Interest in Subject areas

Process and Effects of communication, Theories of communication, Mass Media and Society, War and Peace journalism, Development communication, Political Economy of Media, Intercultural Communication, International Communication, etc. Social media effects. Media Research with specialization in Content analysis and survey

Summary of Professional skills

1. Mass Media Theories, Mass Media and Society, Development Support Communication, Media Sociology, Political Economy of Communication, etc.
2. Content Analysis Research
3. Survey Research
4. Editing, writing and reporting news.
5. Conducting workshops, seminars, and symposiums on media and social issues.
6. Analyzing data on SPSS with application of descriptive and inferential statistics.
7. Management of Media Education
8. Project Development/Writing
9. Curriculum Development
10. Book writing

Publication of Books

- 1) Mass Communication
- 2) Language Skill and Communicative Ability
- 3) Development Support Communication
- 4) Basic Concepts in Social Sciences
- 5) Principles of Journalism
- 6) Reporting
- 7) Advertising
- 8) Television Broadcasting
- 9) Guidelines for journalist of reporting Education
- 10) Media laws and Ethics (in the press)

Publications of papers in National and International Peered review journals

	Title of Paper	Name of Journal	Publication year
1.	War and Peace Journalism on the perspective of Talibanization in Pakistan	<i>Media Asia</i>	Vol. 37 No. 1 2010(International)
2.	Image of Iran in the OP ED of US media: Exploring framing	<i>Media Asia</i>	Vol. 37 No. 2 2010(International)
3.	Postmodernism and its insinuation on Media and Society	<i>Journal of Development Communication</i>	Vol. XXVII No. 4, 2007(International)

4.	Image of Pakistan in Elite US Newspapers: Exploring News Framing	<i>Strategic Studies</i>	Vol. XXXII No. 4 (HEC Y category)
5.	War or Peace Journalism in Elite US Newspaper: Exploring News framing on Pakistan-India Conflict.	<i>Strategic Studies</i>	Vol. 14 No. 8- 2008 (HEC Y category)
6.	Critical Analysis of the Theory and Practice of War and Peace Journalism	<i>Defense Journal</i>	Issue March 2008 (HEC Y category)
7.	Symbiotic Relationship between Media and Terrorism.	<i>Defense Journal</i>	Issue May 2008 (HEC Y category)
8.	Portrayal of Musharraf in the Washington Post: Exploring News Framing.	<i>Defense Journal</i>	Issue June 2008 (HEC Y category)
9.	CNN Portrayal of Islamic World Issues: An Audience Perception	<i>Defense Journal</i>	Issue July 2008 (HEC Y category)
10	Portrayal of Islam in the western media: Exploring the Odious	<i>Defense Journal</i>	Issue August 2008 (HEC Y category)
11	Synthesis of the Structure and Functions of the Uses and Gratification Model	<i>European Journal of Scientific Research</i>	Vol. XX, Issue-1, 2007 (International)
12	Suitability of AIOU TV and its impacts on Students' achievements	<i>Online Turkish Journal of Distance Education</i>	Issue July 2008 (International)
13	Ideological identity of Muslims and Cultural Invasion Through Television: Need for a Theoretically-Grounded Policy Initiative.	<i>Journal "Islamic Studies by IIU.</i>	Vol. XIV-XV 1997 (HEC X category)
14	Character profile of PTV Dramatized programs	<i>Journal of Social Sciences</i>	(HEC Z category)
15	Critical Analysis of Press Freedom in Pakistan.	<i>Global Media Journal-Pakistan Edition</i>	Issue 1, no. 2, 2008 (International)
16	BBC as a Diasporic Mass Medium or an agent of public diplomacy: Users' perceptions in Pakistan and Germany	<i>Global Media Journal-Pakistan Edition</i>	Spring 2008 (International)
17	Towards a Better Framework of Television for Evaluating Educational Television: Prospects and Challenges	<i>Pakistan Journal of Education.</i>	Vol. XI No.2 Spring 2003 HEC Z category
18	Prospects and Challenges of International Communication	<i>Pakistan Studies, Baluchistan University.</i>	Vol. I No. 1, Spring 1995
19	Technological Trends in communication and Mass Media	<i>Journal of Social Sciences and Humanities</i>	Vol. XVI, Issue I&II 1997 HEC Z category
20	Skill Orientation Through AIOU"	<i>Pakistan Journal of Education</i>	Vol. 38, No. 2, Summer 1999
21	Development Support Comm.: Paradigm of the East and the West	<i>Pakistan Journal of Education</i>	Vol. 8, Issue 2,3& 4 1998 HEC Z category
22	Impact of Newspaper exposure on Gomalians.	<i>Journal of Social Sciences</i>	Vol. 5 No. 2, Aut. 1999
23	Television Viewing: Academic Achievements and Aspiration.	<i>Pakistan Journal of Education.</i>	Vol. XVII, Issue II-2000 HEC Z category
24	Small Family Norms and Demographic relationship in the communication effects process	<i>Pakistan journal of Education</i>	Vol. XIX Issue 1, 2002 HEC Z category
25	Impact of technology: Postmodernist perspective	<i>Journal of Social Sciences</i>	Vol. 5 No. 2, Spring. 2006
26	Qualities of a Good Communicator	<i>Ilm-Ki-Dastak</i>	Vol. 8, Issue 2,3& 4 1988

27	Literature review: A necessity for Research	<i>Journal of social Sciences</i>	December 2008 HEC Z category
28	Contextual Domain of Interpersonal Communication	<i>Global Media Journal-Pakistan Edition</i>	Issue 1, no. 2, 2008
29	Evaluating the Effectiveness of AIOU Television	<i>Pakistan Journal of Education</i>	Vol. 25, Issue II, 2008
30	Exploring Media Framing on Italianization in Pakistan	<i>Defense Journal</i>	April 2009HEC recognized
31	Coverage of War on Gaza in Pakistani Newspapers: Exploring News Framing	<i>Defense journal</i>	July 2009 HEC Y category
32	Comparative analysis of Newspapers reliance in Pakistan	<i>Journal of social Sciences</i>	Vol. XVI No. 2 Aut. 2008 HEC recognized
33	Portrayal of Violence against Women in PTV dramatized programs	<i>Journal of Gender</i>	Vol. 1 Issue 1Spring 2009 HEC Z category
34	Use of mobile communication and its affect on social capital of College going teenager	IMPACT: International Journal of Research in Humanities, Arts and Literature	Vol. 1, Issue 3, Aug 2013
35	Newspaper readers' Pre-activity and its Determinants in Pakistan	<i>Journal of Social Sciences and Humanities</i>	Vol. 18 Issue 1, 2010

Papers presentation in National and International conferences/Seminars

- 1) Presented paper on "Image of Pakistan in the Elite US media: Exploring News Framing" in the Conference of Arab-US Association for Communication Educators on Communication at the Crossroad of Globalization, at Dubai on November 27-31, 2007.
- 2) Presented paper "Postmodernism and its effects on media and society" shanghai, China, November 2007.
- 3) Presented paper on "State of Today Media" in the international conference on Media and Development, organized by University of Peshawar and Leipzig University, Germany in 2005.
- 4) Presented paper on Use of technology and its Impact on Society in a national seminar on Science in Media, organized by the Allama Iqbal Open University and Pakistan Science Foundation in 2004.
- 5) Presented paper on "Ethics in journalism" in an international seminar on, organized by the University of Peshawar and Leipzig University, Germany in 2003.
- 6) Presented paper on "State of media and Globalization" in an International symposium on Social Sector Issues in South Asia, organized by the Sustainable Development Policy Institution (SDPI) 2004.
- 7) Presented paper on "State of print Journalism in Pakistan" in an national seminar on, the state of media in Pakistan, organized by the University of Karachi in 1995.
- 8) Paper presented to PhD scholars seminar in School of Journalism on Portrayal of President Musharraf in the Washington post in the pre- and post-9/11.
- 9) Paper presented on "Media and Governance Issues" in the conference of Action Aid on Media gender and Human Rights in Islamabad on December 2007.
- 10) Paper presented in absentia on "Press Freedom in Pakistan" in the international conference of Arab US Association for Communication Educators International on "New trends in Journalism Practices" at Richmond University, USA, held on November, 2008.
- 11) Paper presented on "Symbiotic relationship Between Media and terrorism" in the first international conference on "Communication and Media" at Kuala lumpur, Malaysia, held on June 14-17, 2008.
- 12) Paper presented in "War or Peace Journalism in Elite U.S. Newspapers: Exploring News Framing on Pakistan-India Conflict" Paper presented at the annual meeting of the International Communication Association, TBA, Montreal, Quebec, Canada, May 21, 2008
- 13) Paper presented on "Coverage of War on Gaza in Pakistani Newspapers: Exploring News Framing" in the 5th international conference on Media coverage of the War on Gaza organized by School of Oriental & African Studies (SOAS), University of London on 20th June 2009
- 14) Paper presented on "Exploring Media Framing on Talibanization in Pakistan" in Peace Studies Conference, Repertoires of Violence: Multidisciplinary Analyses of the Representation of Peace and Conflict, to be held by the Centre for Peace Studies, York St John University, York, UK 1- 2 July 2009.
- 15) Attended training workshop on "Reporting HIV AIDS and Social Issue" at Colombo, Sri Lanka from December 5 to 12, 2009.
- 16) Presented paper in Conference on Global Fusion 2011: Power, Resistance, and the Media at Temple University Philadelphia, USA

- 17) Presented paper on “Framing War and Peace Journalism on the perspective of Talibanization in Pakistan: 18th AMIC Annual Conference “Media, Democracy and Governance: Emerging Paradigms in a Digital Age” 13-16 July, 2009 India.
- 18) Presented paper on “Critical Analysis of Press Freedom in Pakistan” in the 13th Annual Conference of Arab – U.S. Association for Communication Educators on November 17, 2008 Richmond, Virginia. Theme Best Communication Practices in an Interconnected World on the topic
- 19) Paper on Coverage of “Libyan Uprising in National and International media” accepted for Global Communication Association conference being held in April 24th 26th 2014 at Russia.
- 20) Paper on Journalistic Functions in Pakistan ” accepted for International Communication Association conference being held in May 22nd 2014 at Seattle, USA

Chapters written in books for Graduate and Master's books

S. No	Name of Chapters	Name of Book	Edition
1	Models of Mass Communication	MSc Study guide, "Mass Comm."	4 th ed. 2004
2	Concepts and Process of Comm.	MSc book "Mass Comm."	4 th ed. 2004
3	Theories of Communication	MSc book "Mass Comm."	4 th ed. 2004
4	Strategies of Mass Comm.	MSc book "Mass Comm."	4 th ed. 2004
5	Media Audience	MSc book "Mass Comm."	4 th ed. 2004
6	Prospects and Challenges of International Communication	MSc book "Mass Comm."	4 th ed. 2004
7	Communication Technology	MSc book "Mass Comm."	4 th ed. 2004
8	Mass Media Feedback System	MSc book "Print Media"	4 th ed. 2004
9	Photo-Journalism	MSc book, "Print Media."	4 th ed. 2004
10	News writing	MSc book, Dev Support Comm.	4 th ed. 2004
11	Models of DSC	MSc book, Dev. Support Comm.	4 th ed. 2004
12	Using Mass Media for DSC	MSc book, Dev Support Comm.	4 th ed. 2004
13	Evaluation DSC Campaign	MSc book, "Public Relations	4 th ed. 2004
14	Public Opinion Formulations and Assessment	MSc book, "Advertising"	4 th ed. 2004
15	Introduction to Advertising	MSc book, "Basic Concepts in Social Sciences."	3 rd ed. 2003
16	The Nature of the State.	MSc book "Basic Concepts in Social Sciences."	
17	Forms of Governments	MSc book, "Mass Comm."	3 rd ed. 2003
18	Communication Trends and challenges	MSc book "Principle of Journalism."	3 rd ed. 2003
19	Editorial writing.	BA textbook, Reporting.	3 rd ed. 2003
20	Principles of reporting.	BA textbook Journalism.	Ed. 2005
21	Systems of Government and	BA Textbook Journalism.	Ed. 2005
22	Political dynamics.		Ed. 2005
23	Media of advertising	BA textbook, Advertising	Ed. 2005
24	Possible media for Public Relations.	BA Textbook, Public Relations.	Ed. 2005
25	Hurdles of communication.	BA textbook, Mass Comm.	Ed. 2005
26	Pictorial Journalism.	BA textbook, "Magazine Journalism"	Ed. 2005
27	Communication in Health	FA "Health Communication"	Ed. 2003
28	Ethics in Advertising	Media Laws and Ethics	2009

Resource persons and Member of Professional Affiliations

- 1) Founder member, Global Scholars group at Southern Illinois University, USA.
- 2) Country representative of "The Worlds of Journalism Study (WJS)"
- 3) Member HEC National Curriculum Committee for Mass Communication.
- 4) Member Board of Studies, Institute of Mass Communication, Punjab University.
- 5) Member, Board of Studies for Mass Communication of Sargodha University.
- 6) Member, Board of Advanced Studies and Research, AIOU, Islamabad.
- 7) Member, Board of Studies for Mass Communication, Gomal University. D.I.Khan
- 8) Member, Board of Studies for Mass Communication, Quetta University.
- 9) Member, Board of Studies for Mass Communication, Fatima Jinnah Women University
- 10) Member, Board of Studies for Mass Communication, Riphah University, Rawalpindi.
- 11) Member, Board of Studies for Mass Communication, Kohat University, NWFP
- 12) Member, Board of Studies for Mass Communication, Gujrat University, NWFP
- 13) Member, AIOU's Executive Council, AIOU, Islamabad
- 14) Secretary, Faculty Board of Social Sciences and Humanities, AIOU
- 15) Member of the Quality Education Society, Islamabad.
- 16) Member of the AIOU's Academic Council
- 17) Member Editorial Board for the University magazine "Jamia Nama
- 18) Member, Pashto Literary Society, Islamabad
- 19) Member of the Global Media Journal-American Edition
- 20) Production editor of the UNESCO Courier for Urdu version (Payami)
- 21) Served as member of Editorial Board for the University's research magazine "Ilm-Ki-Dastak"
- 20) Worked as Editor of the AIOU Newsletter "Jamia Nama

- 21) Member Editorial Board Pakistan Journal of Education, Quarterly Journal of Allama Iqbal Open University, Islamabad
- 22) Secretary, Faculty Board, Social Sciences and Humanities, AIOU
- 23) Secretary, Action Committee for Media Council in Pakistan.
- 24) Served as Subject Specialist on selection Boards of Public Service Commission, Universities, and other for recruiting various positions in the subject of journalism and mass communication.
- 25) Secretary, Action Committee for Media Council in Pakistan.
- 26) Convener for the National Testing Service (NTS) Committee for subject GRE test for admission to PhD in Mass Communication.

Research Supervision

Supervised and evaluated large number of theses for PhD, M.Phil and Masters' students at various Universities in Pakistan.

Computer skills

1. SPSS (Statistical Package for Social Sciences)
2. All Windows versions.
3. Microsoft Office (Word, Excel, Power Point, Internet Explorer).
4. Urdu word processors; i.e., Inpage and Katib.
5. Working knowledge of common software and hardware trouble shooting.

Languages

Fluency in the following languages

- 1) Urdu (excellent in speaking and writing)
- 2) English (excellent in speaking and writing)
- 3) Pashtu (mother language)
- 4) Punjabi (can understand)

Sports Played

- 1) Cricket (Remained captained of the University team)
- 2) Badminton
- 3) Table Tennis

Countries Visit

1. USA
2. United Kingdom
3. UAE
4. Sri Lanka

References

1. Dr. Jyotika Ramaprasad, Professor, School of Journalism, University of Miami, USA. jyotika@miami.edu cell: 0016187135794
2. Dr. James Kelly, Associate professor, School of Journalism, University of Bloomington, Indiana, USA. kellyjd@indiana.edu
3. Professor Dr. Mughees Uddin Shiekh, Dean and Chairman, Mass Communication, Superior University, Lahore. Cell 03008412282. Drmugheesuddinshiekh@yahoo.com
4. Professor Dr. Farishullah, Dean Faculty of Social Sciences, Gujarat University Cell: 03315472246, email: farish_usafzai@yahoo.com>;

Contact

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