

Curriculum Vitae

Dr.MUHAMMAD SHER JUNI

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EDUCATIONAL RECORD

Degree	Marks	Board/University	Passing Year
Ph.D Mass Comm.	450/600 (75% A Grade)	AIOU Islamabad	2022
M.Phil (Mass Comm.)	3.50/4 CGPA	University of Sargodha, Pakistan	2014
MA (Mass Comm.)	3.51/4 CGPA	University of Sargodha, Pakistan	2011
B.A Journalism	458/800	BZ University Multan	2009
FSC	566/1100	BISE DG Khan	2006
Metric	546/850	BISE DG Khan	2004

Present Job Status:

- Assistant Professor & Incharge Department of Mass Communication FUUAST Islamabad

WORK EXPERIENCE

- Worked as Assistant Professor (Visiting) at Department of Media and Communication Studies IIU Islamabad from 1 Feb 2016 to June 2022. Teaching the courses “Foundation of Behavioural Research”, “Communication Research; Case Studies”, Development Support Communication, and “Media Ethics & Laws” at BS and MSc level.
- Worked as Assistant Professor (Visiting) at Department of Psychology IIU Islamabad
- Worked as Assistant Professor (Visiting) at Department of International Relations and Mass Communication Federal Urdu University of Science and Technology Islamabad
- Workshop Resource Person for MSc Mass Communication AIOU, Islamabad.
- Worked as Research Assistant in HEC funded thematic research project “Examining Role of National Media in Intrastate Armed Conflicts, Resolution and Devising Media Strategy for Peace Building in Pakistan” from 3 January 2018 to 10 January 2019.
- Worked as Lecturer (Visiting) at Department of Communication Studies University of Sargodha (Since 4 March 2013 to August 2014). By teaching the courses including Public Relations & Advertising, Research Methods, Development Support Communication,

Contemporary Mass Media & Journalistic Writing to the MA and BS level students.

- Worked as internee at Additional DGPR office Multan for the period of three month.
- Worked as Field Coordinator at Taangh Wasaib Organization in its project Gender, Peace and Development Program from the period of one year (September 2014 to 31 July 2015).Conducted 20 meetings with opinion leaders of communities in six different districts of Punjab and also conducted six meetings with political leaders of six districts for lobbying and advocacy regarding violence against women.
- Worked as Research officer at Urban Unit Planning and Development Department, Government of Punjab and Conducted Brick Kilns survey at Tehsil Sargodha, Tehsil Kot Momin, Tehsil Sillanwali and Tehsil Sahiwal.

ACADEMIC DISTINCTIONS

- Bronze Medal and 3rd position in overall MA Session (2009-2011) University of Sargodha.
- Bronze Medal and 3rd position in overall M.Phil Session (2011-2013) University of Sargodha.

DISSERTATION

- Juni, S.M. (2022). Exploring Relationship between Media Framing and Audience Framing on National Issues in Pakistan”. Ph.D Thesis Topic, Department of Mass Communication AIOU, Islamabad.
- Juni, S.M. (2013). Impact of PTV Prime Time Dramas on Rural Culture: A Case Study of District Layyah, Pakistan. M.Phil Thesis, Department of Communication Studies University of Sargodha.
- Juni, M. S., Rawan, B., & Wani, M.A. (2021). Exploring Media Framing and Audience framing. Asian Journal of International Peace and Security, 5(1), 110–117.
- Wani, M. A., Rawan, B., & Juni, M. (2021). What makes the application of peace journalism in Indo-Pak conflicts a Challenging task?. Asian Journal of International Peace and Security, 5(1), 175–184.
- Abbasi, S.A., Rawan, B., & Juni, M.S (2021). Examining determinants of self representation on Facebook: A study of Pakistani youth. Asian Journal of International Peace and Security, 5(2), 323– 332.
- Javeed, T., Qaisar, A. R., & Juni, M. S. (2022). Political Campaigns on Social Media and Users’ Behavior in the Context of Spiral of Silence. Global Digital & Print Media Review, V(II), 11-24. [https://doi.org/10.31703/gdpmr.2022\(V-II\).02](https://doi.org/10.31703/gdpmr.2022(V-II).02)
- Qaisar, A. R., Wani, M. A., & Jun, M. S. (2022). Development of Social Media Applications as a New Platform of Interaction among Teenagers and its Consequences on Family Bonding.Global Sociological Review, VII(II),52-62.[https://doi.org/10.31703/gsr.2022\(VII-II\).06](https://doi.org/10.31703/gsr.2022(VII-II).06)
- “Impact of Global Media on the Culture of Pakistan: A Case Study of Youth of Layyah City.” Published in International Journal of Innovation and Applied Studies ISSN 2028-9324 Vol. 8 No. 3 Sep. 2014, pp. 1008-1014. Cited at www.ijias.issr-journals.org
- “An analysis of PTV’s Entertainment Programs and its Effects on Youth”. Published in Asian Journal of Empirical Research, ISSN No Online: 2224-

RESEARCH PAPERS PRESENTED IN CONFERENCES

- Framing of Islam and Terrorism; A Meta Analysis; Presented in a two days International conference on “Role of media in the prevention of extremism and terrorism”. Organized by Department of Media and Communication Studies, IIU Islamabad.
- Impact of PTV Prime Time Dramas on Rural Culture: A Case Study of District Layyah, Pakistan; Presented in a two days National Conference on” Media in Post Modern Times: Challenges & Prospects. Organized by Department of Mass Communication, being held on December22-23, 2017 at Allama Iqbal Open University, Islamabad.

Postgraduate Training/ Conferences Attended

- Participated in four days workshop on “Religious and Ethnic Diversity, Peace and Tolerance and Alternatives Media Development” organized by Insan Trust Foundation held at Murree, Pakistan.
- Participated in 3 days “Media Training workshop” organized by Department of Communication Studies University of Sargodha, Pakistan.
- Participated in workshop on “Experimental and Survey Data Analysis” organized by University of Sargodha, Pakistan.
- Participated in three days “Television Video Editing workshop” organized by Department of Communication Studies University of Sargodha, Pakistan.
- Participated in workshop on “Qualitative Research in Social Sciences” organized by Department of Education UOS.
- Participated in a two days International conference on “Role of media in the prevention of extremism and terrorism”. Organized by Department of Media and Communication Studies, IIU Islamabad.
- Participated in a two days National conference on “Gender studies; prospects and challenges”. Organized by Department of Women and Gender Studies AIOU Islamabad.
- Participated in a one day seminar on “Tolerance among university students, prospects and challenges.”Organized by faculty of social sciences IIU, Islamabad.
- Participated in a two days National Conference on” Media in Post-Modern Times: Challenges & Prospects”. Organized by Department of Mass Communication Allama Iqbal Open University, Islamabad

References:

- **Dr.Bakht Rawan;** Associate Professor Department of Mass Communication AIOU Islamabad.
- **Prof. Dr. Zafar Iqbal;** Dean Faculty of Social Sciences / Professor Department of Media and Communication studies IIUI.
- **Dr. Syed Inam-Ur-Rehman;** Chairman Department of Media and Communication studies IIUI.