

BUSHRA HAMEEDUR RAHMAN

President, AMCAP

Date of Birth: 24.02.1964

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Objective: To work together with the community for the service of humanity

EDUCATION AND PROFESSIONAL EXPERIENCE

Qualification	Year	Institution	Major Subjects
PhD	2008	University of the Punjab	Mass Communication
Institution		Year	Designation
Department of Journalism Studies		2021 - 2024	Chairperson
University of the Punjab School of Communication Studies		1998 - 2024	Academician (Lecturer, Assistant Professor, Associate Professor, Professor)

ACADEMIC CONTRIBUTIONS AND ENGAGEMENTS

- **Founder of AMCAP** - Association of Media and Communication Academic Professionals, the largest and the only association of media academics in Pakistan since 2017
- **Publications:** 31 research publications in Impact Factor and HEC recognized journals
- **Research Work Supervised:** produced 18 Ph.D. and 35 MPhil scholars.
- **Research Presentations:** Presented 44 research papers at various national and international conferences.
- **Conference and Workshop Organization:** Organized 24 national and international conferences and workshops.
- **Professional Engagement:** Convened 25 international and national conferences and workshops as organizer.

ROLE IN INSTITUTIONAL DEVELOPMENT AND MEMBERSHIP OF RECOGNIZED FORUMS

Member of the International Association of Mass Communication Research (IAMCR)

Elected Chair for two consecutive years of IAMCR Group Islam and Media

Member Association for Education in Journalism & Mass Communication (AEJMC).

Member National Curriculum Committee HEC Pakistan for Mass Communication

Member Academic Council, University of Narawal

Member Academic Council, Lahore College for Women University

Member Academic Council, PU

Member Senate, University of the Punjab

Member Board of Faculty, Beaconhouse National University

HEC approved PhD supervisor.

Member Curriculum Committee, ICS, University of the Punjab for Ph.D., M.Phil. and Masters

Member Board of Faculty and Behavioral Sciences, University of the Punjab

Member Board of Faculty Information and Media Sciences

Member Board of Studies, Kinnaird College for Girls, Pakistan

Member Board of Studies, Lahore University College for Girls, Pakistan

Member Board of Studies, University of Lahore, Pakistan

Member Board of Studies, University of Sargodha, Pakistan

Resource person at Punjab Judicial Academy training courses on Effective Communication

Member Ph.D. Comprehensive Examination Committee

Member DDPC School of Communication Studies

EDITORSHIP

Editor Journal of Media Studies (JMS), School of Communication Studies, University of the Punjab.

Chief Editor, AMCAP- JMCS Journal of Media and Communication Studies.

Chief Editor, AMCAP- JESS Journal of Emerging Social Scientists.

Member Editorial Board of "Online Media and Global Communication" ISSN 2749-9049.

Associate Editor, Islamic Communication Journal, Universitas Islam Negeri Walisongo Semarang.

Member Editorial Board, Journal KOMUNIKASI Ikatan Sarjana Komunikasi Indonesia (Communication Journal of Indonesian Association of Communication Scholars)

PROJECTS WITH GRANTS

- Digital Technologies and Pakistani Universities: Places of Imagination and Possibilities in the Light of Iqbal's Vision of Education, funded by the University of the Punjab 2023
- Conflict management: The case of Pakistan-Taliban peace deals in the national media, funded by the University of the Punjab 2013-14.
- Striking a balance between 'real world; and 'normative approaches': Ethical values in media practices and media education in Pakistan', funded by University of the Punjab 2012 -2013.
- Systematic Review of Communication Studies' Research in the Public Universities of Punjab (1960-2010) a project funded by University of the Punjab 2011-12.
- Deconstructing the political opinion formation process: media and audience interrelationships, funded by the University of the Punjab 2010-2011.
- Third party evaluation of involvement of lady health workers in routine EPI in Pakistan, Institute of Communication Studies and WHO.

AREAS OF SPECIALIZATION

- Media and Gender
- Theories of Communication
- Media and Ethics
- Peace Journalism
- International Communication
- Political Communication
- Development Communication
- Research Methodologies in Media Studies
- Critical Discourse Analysis

INTERNATIONAL TRAVEL for PAPER PRESENTATIONS

USA; Canada; UK; Norway; Italy; Germany; France; Switzerland; Austria, Spain; Portugal; Holland; Russia; Mexico; Colombia; Tunisia; Egypt; South Africa; Japan; Indonesia; Malaysia; Singapore; Thailand; Turkey; India; Saudi Arabia; UAE