

DR. ALI BHADUR

- Phone # +92-321-7674453 • email: alibhadur1@gmail.com
- Address: House no. 97, Street no. 02, Sant Pura, Faisalabad



PROFILE

A skilled and experienced academician with a strong background in Media and Communication Studies. I have gained extensive experience in teaching, administrative, and technical skills. I have also been recognized for my achievements, including securing a Bronze Medal in my undergraduate degree. As an administrative professional, I hold multiple responsibilities. In addition, I possess technical skills in Social Media Management, multimedia software, and content creation via the Internet and search engines. Overall, my academic profile reflects a dedicated and experienced educator with a comprehensive skillset in the field of media and communication.

EDUCATION

- **PhD. Mass Communication** 2021-2024
Allama Iqbal Open University, Islamabad
3.3/4 CGPA
- **MS/M.Phil. Media and Communication** 2015-2017
International Islamic University, Islamabad
3.80/4 CGPA.
- **BS (HONS) Mass Communication** 2010-2014
GC University Faisalabad
3.50/4 CGPA
Bronze Medal.
- **F.Sc (Pre Medical)** 2008-2010
BISE Faisalabad
- **Matric (Science)** 2009-2008
BISE Faisalabad

AWARDS/HONORS

Bronze Medal in Undergraduate

EXPERIENCE

- Currently, Working as **Lecturer (BPS-18)** in the Department of Media & Communication Studies, GC University, Lahore.
- Worked as **Lecturer** in the Media & Communication Studies Department at the National University of Modern Languages (NUML), Islamabad (From 17-09-2018 to 15-11-2023).
- Program Coordinator 25-2-2021 to 15-11-2023 in the Media & Communication Studies Department at the National University of Modern Languages (NUML), Islamabad.
- Served as Media Demonstrator in the Directorate Livestock and Dairy Development Department, Faisalabad, Govt. of Punjab for 1 year.
- Served as a Visiting Lecturer in the Department of Mass Communication, GC University, Faisalabad.
- Severed as Trainee Information Officer in Divisional Information Office Faisalabad, Government of the Punjab for 9 Months.
- Experience of Delivering Lectures in ALLAMA IQBAL OPEN UNIVERSITY- Faisalabad Centre in MA Mass Communication Classes.
- **Teaching Assistant** for one semester in department of Mass Communication GC University Faisalabad.
- Worked as **City Reporter** in ABC certified Daily Shelter Faisalabad for 2 Years.
- 2 Years' experience as **Friend of Corner** in Lincoln corner Faisalabad (Volunteer).
- **Call Centre Representative** in Local Government Election Phase II, Held on November 19, 2015 in FAFEN.

Lectures and on-site programs, emphasis on XXX, XXX, and XXX

ADMINISTRATIVE SKILLS

- **Member** Board of Studies at GCU Lahore.
- **Sports Coordinator** at GCU Lahore.
- **Member** departmental disciplinary committee at GCU Lahore.
- **Member** departmental budget committee at GCU Lahore.
- **Team Lead** of IMACS Events Management team at GCU Lahore.
- Served as coordinator of the department included more than 50 faculty members and 1200 students.
- **Member** Departmental Board of Studies at NUML Islamabad
- **Member** Faculty Board of Studies at NUML Islamabad
- **Focal Person** of “Students Professional Development Program” at NUML Islamabad.
- **Examination Convener** of Mass Communication Department NUML Islamabad

- **Superintendent**, Mid/Final Term Exams at NUML Islamabad.
- Collection and Editing of question papers in lieu of Mid/Final Term Exams in NUML Islamabad.
- **Supervised** printing of question papers from secrecy room of NUML Islamabad
- **Member**, Departmental Speech Competition at NUML Islamabad.
- **Focal Person** of Departmental Web Page of official university's Website at NUML Islamabad.
- **Focal Person** of Departmental Social Media Platforms
- **Focal Person** of department's QEC at NUML Islamabad.
- **Focal Person** of department's Learning Management System (LMS) at NUML Islamabad
- Prepared Entrance Test's question papers for BS & MSc Mass Communication at NUML Islamabad.
- **Member**, Interview Committee for Admission at NUML Islamabad.

TECHNICAL SKILLS

- University's Learning Management System (LMS).
- Writing Press Release.
- Microsoft Office Suite.
- Typing in Urdu Processing Application i.e., InPage.
- Quark Xpress and Adobe InDesign used to make Dummy newspapers and magazines.
- Social Media Management
- Can use Multimedia Software like basic Video Editing and Audio Editing and Recording.
- Content Constructing via Use of Internet/ Search Engines.
- Blogspot.
- YouTube Channel.

COMMUNICATION SKILLS

- As **"Resource Person"** delivering lectures in the Information Services Academy (ISA) to impart specialized trainings to the Information Group Officers.
- Conducted trainings as a **"Resource Person"** in the Ministry of Human Rights.
- Certificate of Participation in Professional Development Faculty Workshop held at NUML Islamabad from 21-28 December 2018.
- Certificate of Participation in NUML Faculty Development Programme on "Teaching Techniques in 21st Century from 27th Aug to 29th Aug 2019.
- Certificate on presenting paper in Two-Days National Media Conference held on 10-11 October 2019 by the Department of Mass Communication NUML Islamabad.

PUBLICATIONS

1. Khurshid, A., & Bhadur, A. (2023). Artificial Intelligence and Journalism in Pakistan: An Investigation of Journalists' Attitudes and Adoption. *Journal of Peace, Development and Communication* , 07(02), 1–11. <https://doi.org/10.36968/JPDC-V07-I02-01>

2. Book Chapter: Reception Studies in book titled Theories and Strategies of Mass Communication- II published by AIOU Islamabad
3. Bhadur, A., Khurshid, A., & Qasim, H. (2023). Missing the Social Media in Digital Age: A Case Study of Users at the Time of Social Media Blackout in Pakistan. *International Journal of Human and Society (IJHS)*, 3(4), 138–153.
4. Bhadur, A., Anis, Y., & Maryam, W. (2024). Global Impact of New Media in Public Relations: A Review. *Global Mass Communication Review*, IX(III), 1-11.
5. Bhadur, A., & Riaz, S. (2024). Twitter (X) and Journalistic Practices: A Case Study of Pakistani Journalists. *Journal of Peace, Development and Communication*, 08(03), 186–199. <https://doi.org/10.36968/JPDC-V08-I03-11>
6. Bhadur, A., Riaz, S., & Kamran, R. (2025). Twitter (X) and Political Participation: An Assessment of Pakistani Journalists' Perception. *Social Science Review Archives*, 3(1), 619-628.
7. Nasir, T., Bhadur, A., Javed, S., & Sabir, S. (2025). DIGITAL BATTLEGROUNDS: THE ROLE OF SOCIAL MEDIA IN THE INDO PAKISTANI MEDIA WAR ANALYSING NARRATIVES, PROPAGANDA, AND PUBLIC PERCEPTION. *Journal of Media Horizons*, 6(3), 1434-1446.

PRESENTATIONS

1. Research Paper titled “Exploring the Preparedness for Integrating Artificial Intelligence Literacy within Institutions of Higher Education: Insights from Media and Communication Studies Students presented in AMCAP Conference Sargodha.
2. Research Paper titled “Twitter (X) and Political Participation: An Assessment of Pakistani Journalists' Perception” in 2nd International Media conference in UCP Lahore

OTHER CONTRIBUTION(S)

Peer Reviewer of Routledge Taylor & Francis's Journal Named “Journalism Practice”