

# Aqdas Waheed

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## Experience

- **Lecturer, Institute of Media and Communication Studies, Government College University Lahore** *Nov 2023 – Present*
- **Contributing Writer, Deutsche Welle Germany** *Jan 2025 – Present*
- **Lecturer, Minhaj University Lahore** *Oct 2019 – Nov 2023*
- **Research Supervisor, Graduate Students**  
Supervised 12 M.Phil. scholars to successful completion.
- **Assistant Professor, Greenwich University Karachi** *Jun 2017 – Jan 2018*
- **Content Writer, ESP Inspire** *Feb 2019 – Jul 2020*
- **Qualified PMS Competitive Exam (Punjab)** *2016*
- **Columnist at HumSub** *2015 – Present*
- **Radio Host, FM 96.6 Lahore** *2012 – 2013*
- **Sub-Editor, The Nation** *2009 – 2010*

## Education

- **PhD in Mass Communication** *2022–Present*  
University of Karachi
- **M.Phil. in Mass Communication** *2011–2013*  
Lahore College for Women University
- **Masters in Mass Communication** *2008–2010*  
Kinnaird College for Women
- **Bachelors in Economics and Computer Science** *2006–2008*  
Islamia College for Women, Lahore

## Academic Achievements

- M.Phil. thesis titled "*Nuclear Opacity: A Comparative Analysis of Coverage of Iranian and Israeli Nuclear Issue in National and International Media*".
- Represented Pakistan in a trilateral student exchange (India-Pakistan-Afghanistan).
- Member of Chief Minister Youth Council, Punjab (Represented LCWU).
- President, Mass Communication Society, LCWU (2012–2013).
- Responsible for official press release copywriting at LCWU.

## Research Publications

1. Ishaq, D., Saeed, R., & Waheed, A. (2019). Media Treatment of Safer Society for Children. *Pakistan Social Sciences Review*, 3(1), 371–379.
2. Ishaq, D., Saeed, R., & Waheed, A. (2018). Media Framing of Combat and Crises. *PSSR*, 2(1), 196–207.
3. Yasin, Z., Hassan, H., & Waheed, A. (2021). RTI Campaign Awareness. *Journal of Peace Development & Communication*, 4, 492–511.
4. Yasin, Z., Ajam, M., & Waheed, A. (2021). Muslim Portrayal in Blogs. *JPDC*, 5, 16–26.
5. Awais, S., et al. (2021). Violence Against Women. *Journal of Xi'an Shiyou University*. ISSN: 1673-064X.
6. Waheed, A., Rafique, A., & Toor, S. I. (2023). US Withdrawal from Afghanistan. *Global Foreign Policies Review*, VI(1), 1–13.

## Conference Presentations

- *YouTube Beauty Bloggers and Aesthetic Procedures in Females*, 2nd Int'l Media Conference, UCP Lahore (May 2024)
- *Impact of Deepfake Technology on Youth's Political Behavior*, 2nd Int'l Media Conference, UCP Lahore (May 2024)
- *Media Narratives and the Rural Hunger Crisis*, 10th MCAP-BNU Media Conference (Feb 2025)
- *Twitter and Facebook in Pakistan's UN Strategy on Zero Hunger*, Int'l Conf. on Psychology, Media and Behavioral Sciences, Riphah University (Feb 2025)

## Regional Hubs

- **ICA Regional Hub 2025**, FCCU Lahore – Theme: *Ideas, Innovation, and Inclusion*
- **ICA Regional Hub 2024** – Theme: *Maximizing the Scope of Climate Communication*