

DR. ASMAT A. SHEIKH / (Dr. Asmat Rizwan)

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- *“...She is one of the handfuls*
- *of the foreign qualified staff members who has a complete command of subject. She is a very cooperative, successful and trained teacher.. ”*
- Sanjeeda Sajid,
Principal, Govt. PG
College for Women,
Multan

- PROFESSIONAL PROFILE

- Eager to bring students into the twenty-first century using a unique combination of education experiences with modern technology in teaching.
- Hold Doctor of Philosophy in English (Linguistics)
- Experienced in teaching and education
- Dedicated to enthusiastic and dynamic teaching as a means of creating and nurturing a lifelong love of knowledge in students

- EDUCATION, HONORS and CERTIFICATIONS

- *“...I have always found her dedicated to her profession. Throughout the research and writing-up phase she always completed her projects with commitment. ”*
- Shirin Zubair,
Associate Professor
BZU, Multan
- **Ph. D in English (Linguistics) (2016)**
- **M. Phil English (Linguistics) First Division**
BZU, Multan. 2003
- **M.A. English (Literature) Second Division**
BZU, Multan. 1985
- **Bachelor of Arts**
Islamiya University, Bahawalpur. 1981
- **F. Sc (Pre Medical)**
BISE, Bahawalpur. 1980
- **Matriculation (Science)**
BISE, Bahawalpur. 1977

- **2 Days Workshop on “MIXED METHODSRESEARCH”**
Using NVivo II & SPSS for Planning, Analyzing and Writing Through High Definition (HD) Video Conferencing
WUM, Multan (28th April, 2017)
- **One Day Workshop on “Online Literature Searching Techniques”**
WUM, Multan (May 18 – 19, 2017)
- **One Day Workshop on PLS _ SEM**
“Partial Least Square Structural Equation Modeling (PLS - SEM) Using Smart PLS
BZU Multan (21st April, 2017)
- **One Day Workshop on Literature Reviewing – Made Easy!**
BZU, Multan (3rd April, 2017)
- **Career Development Workshop for Women in Science**
The Women University, Multan
(21st & 22nd Feb, 2017)
- **2 Days Workshop on Ethical Hacking**
The Women University, Multan
(23rd & 24th Feb 2016)
- **University (Course Coordinator/Focal Person) for organizing One Week training on English for Academic Purposes (EAP) under HEC**
The Women University, Multan
(13th & 14th Feb, 2017)
- **1st International Conference on Emerging Trends & Challenges in Social Sciences**
BZU, Multan (15th & 16th Nov, 2017)
- **1st One Day International Seminar on Statistics as a Tool in Actuarial, Social and Interdisciplinary Dilemma**
The Women University, Multan
(22nd Mar, 2016)
- **IRP Course on Computer Assisted Language Learning (CALL)**
BZU, Multan (07/12/2011 to 10/12/2011)
- **Course on Research Methodology Organized by HEC**
BZU, Multan (28/07/2008 to 02/08/2008)
- **International Conference on ‘The Role of Women in Nation Building’.**
BZU, Multan. (10/11/2005 to 12/11/2005)

- **21st International ELT Conference of SPELT**
BZU, Multan. (13/09/2005 to 14/09/2005)
- **Special Interactive Seminar on Applied Linguistics**
BZU, Multan. (12/09/2005)
- **International Seminar on Language, Culture, and Identity: Issues and Challenges**
The Aga Khan University, Karachi. (16/07/2005 to 17/07/2005)
- **English in Higher Education Issues and Challenges. Hornby Summer School Pakistan.**
British Council Pakistan. (12/07/2005 to 29/07/2005)
- **New Trends in ELT by HEC & SPELT**
BZU, Multan. (23/12/2004 to 03/01/2005)
- **Lead / Key Trainer Under PMSP in the Subject of English**
Directorate of Staff Development Punjab Lahore. (29/09/1996 to 10/10/1996)
- **In Service Training Course for College Teachers in English**
Directorate of Staff Development Punjab Lahore. (29/09/1996 to 10/10/1996)
- **Post Masters Diploma in English Language Teaching.**
Department of English BZU Multan (Jan 1992 to Dec. 1992)
- **Teaching of English as an International Language.**
Regional Centre U.G.C Lahore. (15/5/1991 to 07/09/1991)
- **Methodology of English Teaching**
Education Extension Centre Lahore (18/06/1998 to 07/07/1988)

“...Miss Asmat Ara as Presiding Officer in General Election, 1990, she performed her duties honestly and without fear or favour. Her services are highly appreciated..

Mujahid Mustaqeem Ahmad
Returning Officer PP 162 ,
Multan
01/11/1990

EMPLOYMENT RECORD

PROFESSIONAL DEVELOPMENT IN EDUCATION

Govt. Degree College for Women, Multan

Lecturer (08/09/1986 to 11/12/2004)

Assistant Professor (12/2004 to date)

Govt. Post Graduate College For Women Multan
Assistant Professor (11/12/2004 to date)

Study Leave for Ph. D (15/10/2006 to 14/10/2008)

Govt. Home Economics College for Women, Multan
Assistant Professor (15/10/2008 to 02/12/2009)

Govt. Post Graduate College For Women Multan
Assistant Professor (02/12/2009 to 31/05/2016)

The Women University, Multan, Pakistan
Associate Professor (30/05/2016 to Date)

PROFESSIONAL AFFILIATIONS

Member Review Committee

“..As Resident Member of Staff she has been very helpful in starting and running the AMNA Hostel, the postgraduate college for women Multan, which started working from 01/12/2005. She performs the college duties of teaching and other co-curricular activities in addition to the setting up of the Hostel right from the start and since then has been working with full responsibility and devotion. Her commendable efforts are deeply appreciated.

Journal of Gender and Social Issues
Fatima Jinnah Women University Rawalpindi.
(Since 2017)

NCBA&E, City Campus, Chungi # 09, Multan

Member of Visiting Faculty,
Department of English (Since 01/04/2017)

Paper Setter M.A English (2017)

Comprehensive
BZU, Lahore Campus

Paper Setter B Sc English (2017)

BZU, Multan

Sub-Examiner M.A English (Annual)

BZU, Multan (for almost last 10 years)

Directorate Distance Education, BZU, Multan

Member of Visiting Faculty,
Department of English (04/2013 to 04/2014)

Sartaj Zaidi, Principal, Govt.
PG College for
Women , Multan
December, 2005

COMPUTER SKILLS

1.BASIC

Computer Centre BZU Multan. June 1992 to August 1992)

2.Word Star + Lotus

Computer Centre BZU Multan. (Nov.1991 to Jan. 1992)

3. Microsoft Word

4. Use of Internet

AWARDS & CERTIFICATES

1. Award of Grand Annual Freebie Competition at Chester UK
2. Recipient of Award of Laptop by GOP, Pakistan
3. Certificate of Credit as Presiding Officer in General Election, 1990
4. Certificate of Appreciation for commendable services for fund raising, relief & rehabilitation activities rendered for the Earthquake affected people of NWFP & Azad Kashmir
5. Certificate of Appreciation for Presiding as JUDGE at the 8th DAWN in EDUCATION NATIONAL SPELLING BEE
6. Certificate of Appreciation for Presiding as JUDGE at the 9th DAWN in EDUCATION NATIONAL SPELLING BEE
7. Certificate of Appreciation for Presiding as JUDGE at the 11th DAWN in EDUCATION NATIONAL SPELLING BEE

TEACHING EXPERIENCE

Teaching of Ph. D /M. Phil classes since 2013

Teaching of M.A Classes for the last 24 years

Teaching of B.A Classes

Teaching of Intermediate Classes

RESEARCH & PUBLICATIONS

Areas of interest: Feminism & Women's Writings, Gender Studies, Sociolinguistics, Postmodern and Postcolonial Literature, ELT.

- 1. Ph. D Thesis on ' Construction of Femininities in the Discourse of Pakistani Women's Magazines'**
- 2. M. Phil thesis on 'A Study in the Discourse of Advertising'.**
- 3. Women and the Discourse of Advertising: A Quantitative Analysis** (Pakistan Journal of Women's Studies Vol II, No 2, pp 59-69, 2004,ISSN:1024-1256), Karachi-Pakistan.
- 5. Female Images in Magazine Advertisements: A Feminist Perspective** (Quarterly Journal of Gender & Social Issues Vol. 3, Number 3-4, Autumn/Winter, 2004). Fatima Jinnah Women University, Rawalpindi-Pakistan.
- 6. Femininities in the Discourse of Khawateen Digest of Pakistan** (Pakistan Journal of Gender Studies Vol.11, pp 23-36, ISSN: 2072-0394), University of Karachi, Pakistan.
- 7. Decoding Gender Ideologies Constructed in the Discourses of Khawateen Digest** (Accepted Paper/ Will be published in June 2017 in Quarterly Journal of Gender & Social Issues, Fatima Jinnah Women University, Rawalpindi-Pakistan).

SHORT RESEARCH PROJECTS ON:

- Communicative Approach.
- Teaching Language through Literature.
- Self-Access Pack on Reading Skill.

- Teaching Integrated Skills at Upper-Intermediate & Advance Level.
- Utopian & Seductive Constructions of Femininity in Magazine Advertisements: A Feminist Analysis
- Women's Domination and Orientation to Appearance in the Discourse of Advertising.

SUPERVISED MPhil THESES (Session 2014-2016)

- **Critical Discourse Analysis of Pakistani and British Advertisements: A Contrastive Study**
- **Advertisements in Pakistani Women's Magazines: An application of the Male Gaze Theory**
- **A Postcolonial Feminist Study of Identity Crisis in Maya Angelou's 'I Know Why the Caged Bird Sings'.**

THESES (M. Phil) SUPERVISION IN PROGRESS (Session 2015-2017) (Titles Approved)

- **Representations of 20th and 21st Century Women in Pakistani T.V Drama "*Dur-e-Shahwar*": A Feminist Analysis.**
- **A Critical Discourse Analysis of Gender Representations in Children's Fantasy Fictions**
- **Portrayal of 21st Century Female Politicians of Pakistan: A Feminist Critical Discourse Analysis**
- **Maya Angelou "A Woman of Substance": A Feminist Analysis of her Speeches**

RESEARCH WORK IN PROGRESS

- **Analysing "The Dirty Picture": Another Patriarchal Text** (Submitted Paper)
- Stereotypical Gender Representations in Chhota Bheem: Kids' Cartoon Program on Pogo Channel

- The Construction of Self as Portrayed in Toni Morrison's *Beloved*: A Gynocritical Feminist Analysis
- Representation of an Anti-patriarchal Woman of Twenty-First Century in Pakistani Drama: Gul-e-Rana
- Beauty Product Advertisements in Pakistani 'SHE' Magazine: A Critical Discourse Analysis

FOREIGN VISITS

- **UK 1993**
TESOL (PG Diploma in Teaching of English to Speakers of Other Languages)
Hallam University, TESOL Centre, Sheffield, UK
- **UK 1996**
International Seminar,
Chester College, Chester, UK
- **Saudi Arabia 2010**